



**National Council for Science & Technology Communication (NCSTC/ DST), New Delhi  
Krishna Kanta Handique State Open University (KKHSOU), Guwahati  
Indian Science Writers' Association (ISWA), New Delhi**

*Announce*

**The 9<sup>th</sup> Indian Science Communication Congress (ISCC-2009)**

***Science Meets Communication***

*Krishna Kanta Handique State Open University, Housefed Complex, Dispur, Guwahat, Assam  
December 15-19, 2009*

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**The Concept**

Each and every occurrence in the world leaves an impression in our mind. Our mind tends to analyze these impressions in order to empower ourselves to harmonize more effectively with our surroundings and to develop and adapt ourselves to the surroundings better. Science seeks to comprehend the nature and explain the natural and physical world with scientific knowledge based on scientific facts and evidences. Application of scientific knowledge in the form of technology had changed the lives of man in early days and has been continuing to change ever since. Over the years the development of science and technology has overshadowed all other developments but unfortunately, the development of the scientific spirit has not kept pace with the development of technology as far as the common man is concerned. The effort to empower masses towards taking the benefits of science for the society's welfare comes to a naught when society mirrors a wide gap between scientific community and the common masses. This gap needs to be bridged. It may take long time and great effort to get rid of centuries old misbelieves and superstitions and create an environment where science is comprehensible to common man. Innovative science communication practices can find an answer to that and therefore the ISCC-2009 is aiming to focus on the meeting point of science and communication for the benefit of society. The approach to bridge the gap between science community and the general people, science education in the light of public understanding, various research tools and techniques for increasing scientific temperament in the common mass, various angles of science coverage by different media and the status of science communication in regional languages will be the issues for deliberations at the ISCC-2009. The Focal Theme for ISCC-2009 is "***Science Meets Communication***". More information at : <<http://iscc2009.blogspot.com>>.

**Objectives**

- i) To encourage discussion and interaction on issues and aspects concerning S&T communication.
- ii) To bring science communicators, scientists, technologists, journalists, academicians together.
- iii) To offer budding S&T communicators a wider exposure and enable them to express their views/ ideas.
- iv) To address various issues vital to promotion of science and technology communication.
- v) To explore and share newer tools, ways, means for better target specific S&T communication.
- vi) To provide a forum for young and experienced researchers and practitioners of S&T communication.
- vii) To encourage the communicators to create and inculcate scientific temperament among the ethnic communities of the North Eastern Region, especially in the tribal areas.

**Sub Themes :** There will be 7 Scientific Sessions on the following sub themes :

- i) **Bridging the gap: scientists and the masses:** The session introduces and explores various concepts, determines various facets, aspects, and sub-sets for bridging the gap between the scientists and the common people.
- ii) **Science in the media: development communication & scientific awareness:** The session finds out how science can be disseminated through various media for development process of the society. Innovation in approach towards creation of scientific awareness will also be given importance.
- iii) **Science and technology journalism to enlighten the society:** The session discovers the role of science and technology journalism to enlighten the common man.
- iv) **Science illiteracy: innovative approaches to address the issue:** The session examines role of scientific literacy, young science enthusiasts with training opportunities, S&T temper, and scientific wisdom.
- v) **Science communication in regional languages:** The session deals with various problems and prospects of science and technology communication in the regional languages like Assamese, Bodo etc. The role of regional print, electronic and other tools of communication will be analysed and discussed.
- vi) **Reaching the unreached: science and communication through distance learning:** This session deals the pedagogical knowledge proliferation through open and distance learning. It stresses on how pure science or popular science can be provided in an effective manner to the unreached of the society.
- vii) **Resistance to scientific temper:** Different issues and forces at work to sustain medieval thinking and beliefs and the role of media including knowledge-media interaction, effective methodologies and best practices to encounter such forces and inculcate scientific temperament in rural society will be dealt in this session.

### **ISCC Format**

The technical sessions will have presentation of contributory research papers, review papers, survey analyses, case studies, and invited talks. Discussions in split groups would offer close exchange of thoughts and ideas. Deliberations will be in English, Hindi and Assamese. A sub-theme cannot be the title of a paper/ presentation; select a narrower topic under a sub theme and design your research study around it. Papers must be prepared in standard research paper format, i.e. title of paper, name(s) and address of author(s), abstract, key words, introduction, objectives, methodology, observations, discussion, analysis, inferences, conclusions, recommendations, references, along with illustrations, graphics, photos including captions. In addition to scientific sessions and split groups, there will be two workshops and an open ended roundtable. One workshop would be for young researchers/ students; whereas the other will highlight global perspectives in S&T Communication.

### **Who can Participate**

Researchers and practitioners of S&T communication, i.e. scientists, technologists, academicians, writers, journalists, editors, scholars and faculty members of journalism, mass communication, public relations and information officers of scientific organizations, representatives of media organizations, newspapers, magazines, science cells of AIR/ TV channels, science activists from NGOs; and senior government officials/ policy makers.

### **Exhibition of Popular S&T Publications and Information Products**

The exhibition is being organized at the venue; participants may bring/ send their publications, articles, books, magazines, CDs, kits and software materials for display.

## **How to Reach Guwahati**

Guwahati, the capital of Assam state – the green paradise on Earth, nestled in the North Eastern Region, not just another part of the country but a universe within. It represents the diversity that is our strength. Guwahati is most vibrant and progressive city and serves as a commercial, academic, scientific and cultural hub in the region. Guwahati is well connected by Air, Rail and Road from all major cities in India. More details at : [www.assamtourism.org](http://www.assamtourism.org)

## **Weather**

Weather remains cold in December in Guwahati. Proper woollens are recommended.

## **Registration/ Submission of Abstract/ Paper/ Poster/ Lecture/ Workshop Proposal**

Registration Fee (includes kit, stay, meals, visits)	:	Rs. 1000
Last Date for Submission of Abstract (500 Words)	:	November 20, 2009
Last Date for Application for Travel Fellowship	:	November 20, 2009
Last Date for Submission of Full Paper	:	November 30, 2009
Last Date for Registration	:	November 30, 2009

## **Travel Fellowship**

Limited number of travel fellowships are available for selected/ invited delegates from India. International delegates will make their own travel arrangements; the organizers could offer free stay and meals. Best paper/ presentation awards would be given in junior and senior categories based on independent evaluation.

## **Proceedings**

All accepted papers will be published in the conference proceedings and should be asked for physical presentation at the conference. Selected papers may be submitted for publication in the *Indian Journal of Science Communication* <[www.iscos.org](http://www.iscos.org)>

## **Addresses for Communication :**

### **Shri R. B. Mahanta**

Registrar

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### **Dr. Ankuran Dutta**

Secretariat (ISCC-2009)

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### **Dr. Manoj K. Patariya**

Convener (ISCC-2009)

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**PRELIMINARY PROGRAMME \***

**DECEMBER 15, TUESDAY**

02:30-06:00 PM  
07:00-10:00 PM

ARRIVAL OF DELEGATES/ REGISTRATION/ TEA/ COFFEE  
RECEPTION/ EVENING TALK/ NETWORKING/ DINNER

**DECEMBER 16, WEDNESDAY**

08:30-09:30 AM  
09:30-11:00 AM  
11:00-11:15 AM  
11.15-01:00 PM

INTERACTION/ TEA/ COFFEE

**INAUGURAL FUNCTION**

TEA/ COFFEE

**SCIENTIFIC SESSION I**

**Bridging the gap: Scientists and the masses**

LUNCH

**SCIENTIFIC SESSION II**

**Science in the Media: Development com. & scientific awareness**

TEA/ COFFEE

**SCIENTIFIC SESSION III**

**Science and technology journalism to enlighten the society**

TEA/ COFFEE

EVENING TALK/ CULTURAL PROGRAMME/ DINNER

01:00-01:45 PM  
01:45-03:15 PM

**NOVEMBER 17, THURSDAY**

09:00-09:30 AM

**POSTER SESSION I**

TEA/ COFFEE

**SCIENTIFIC SESSION IV**

**Science illiteracy: Innovative Approaches to address the issue**

TEA/ COFFEE

**SCIENTIFIC SESSION V**

**Science communication in regional languages**

LUNCH

**SCIENTIFIC SESSION VI**

**Reaching the unreached: Science through distance learning**

TEA/ COFFEE/ END OF PROGRAMME

**SCIENTIFIC SESSION VII**

**Resistance to scientific temper**

TEA/ COFFEE

EVENING TALK/ CONFERENCE DINNER/ CULTURAL PROGRAMME

03:00-03:15 PM  
03:15-05:00 PM

**NOVEMBER 18, FRIDAY**

09:00-10:00 AM

**POSTER SESSION II**

TEA/ COFFEE

**PRESENTATIONS BY YOUNG RESEARCHERS/ STUDENTS**

**(2 Parallel Sessions)**

TEA/ COFFEE

**DISCUSSION IN SPLIT GROUPS (5 Parallel Groups)**

LUNCH

**ROUND TABLE DISCUSSION/ CONCLUSIONS/ RESOLUTIONS**

**VALEDICTORY FUNCTION**

TEA/ COFFEE

**AGM ISWA**

EVENING TALK/ NETWORKING/ DINNER

10:00-11:30 AM  
11:30-11:45 AM  
11:45-01:15 PM  
01:15-02:00 PM  
02:00-03:00 PM  
03:00-04:00 PM  
04:15-04:45 PM  
04:45-05:30 PM  
06:00-09:00 PM

**NOVEMBER 19, SATURDAY**

**FIELD VISIT/ END OF PROGRAMME**

*\*Minute-to-minute programme for inaugural and valedictory functions as well as technical sessions/ workshops to be given with conference kit.*



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**Science Meets Communication**

Krishna Kanta Handique State Open University,  
Housefed Complex, Dispur, Guwahati, Assam, December 15-19, 2009

**Registration Form**

1. Name of the Delegate :

2. Postal Address :

3. Contact

Phone :

Fax :

Mobile :

E-mail/ Website :

4. Profession/ Affiliation :

5. Abstract/ Paper/ Poster

Title of Paper/ Presentation/ Poster :

Session/ Sub Theme :

Special Requirements for Presentation, if any :

8. Registration Fee (please refer announcement) :

Amount :

Payment details (Number of DD/ Date/ Bank) :

*(Draft/Cheque may be issued in favour of "K K Handique State Open University" payable at Guwahati, Assam and be remitted to the Secretariat, ISCC-2009 at the address given below by First Class Courier/ Speed Post)*

6. Travel

Travel Support : Not/ Required

Arrival Date & Time :

Arrival Train/ Flight No. :

Departure Date & Time :

Departure Train/ Flight No. :

7. Accommodation : Not/ Required

8. Space for Display in Exhibition :

9. Any Other Information :

Date

Signature

Please send the filled in Registration Form along with Bio-data and Abstract/ Paper/ Topic to:

**Dr. Ankuran Dutta**  
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