

## ADVISORY BOARD

**Prof. Santa Datta (De)**, Vice-Chancellor, University of Calcutta, Kolkata  
**Prof. Bhaskar Gupta**, Vice-Chancellor, Jadavpur University, Kolkata  
**Prof. Suranjan Das**, Vice-Chancellor, Adamas University, Barasat, North 24 Parganas  
**Prof. Arabinda Mondal**, Vice Chancellor, Visva-Bharati University, Bolpur  
**Justice Subhro Kamal Mukherjee** (Retired), Vice-Chancellor, Rabindra Bharati University, Kolkata  
**Prof. Dr. Rathin Bandyopadhyay**, Vice-Chancellor, North Bengal University, Darjeelinh  
**Shri A.D. Choudhury**, Director General, National Council of Science Museums, Kolkata  
**Dr. (Mrs.) N. Kalaiselvi**, Director General, CSIR & Secretary DSIR, New Delhi  
**Prof. Uday Bandyopadhyay**, Director, Bose Institute, Kolkata  
**Prof. Gautam Bhattacharyya**, Director, Saha Institute of Nuclear Physics, Kolkata  
**Prof. Arindam Banerjee**, Director, Indian Association for the Cultivation of Science, Kolkata  
**Prof. (Dr.) K.M Agrawal**, Director, Indian Institute of Social Welfare and Business Management, Kolkata  
**Prof. Maitree Bhattacharyya**, Director and Secretary Ex-Officio, Jagadis Bose National Science Talent Search, Kolkata  
**Dr. Sumit Som**, Director, Variable Energy Cyclotron Centre, Kolkata  
**Dr. Amit Ray**, Secretary, Faculty Councils for Post-Graduate Studies in Science, Technology and Engineering, Agriculture and Veterinary Science, University of Calcutta, Kolkata  
**Prof. Tanusri Saha-Dasgupta**, Senior Professor and Director, S.N. Bose National Centre for Basic Sciences, Kolkata  
**Dr. S.B. Roy**, Chairman, Indian Institute of Bio-Social Research and Development (IBRAD), Kolkata  
**Prof. Raj Kumar Kothari**, Vice-Chancellor, West Bengal State University, Barasat, North 24 Parganas  
**Prof. Abhay Karandikar**, Secretary, Department of Science & Technology, New Delhi  
**Dr. Ranjana Aggarwal**, Director, CSIR-National Institute of Science Communication and Policy Research (CSIR-NIScPR), New Delhi  
**Professor Dhruvajyoti Chattopadhyay**, Vice-Chancellor, Sister Nivedita University, Kolkata  
**Mr. M. Wahab**, IPS (Retd.), Vice-Chancellor, Aliah University, Kolkata  
**Prof. (Dr) Sanjay Kumar**, Vice-Chancellor, Amity University, Kolkata  
**Prof. Kajal De**, Vice-Chancellor, Diamond Harbour Womens' University, South 24 Parganas  
**Prof. Sankar Gangopadhyay**, Vice-Chancellor, Brainware University, Barasat, North 24 Parganas  
**Prof. Tapas Chakraborty**, Vice-Chancellor, Maulana Abul Kalam Azad University of Technology, Kolkata  
**Prof. Indrajit Lahiri**, Vice-Chancellor, Netaji Subhas Open University, Kolkata  
**Prof. Nirmalya Narayan Chakraborty**, Vice-Chancellor, Presidency University, Kolkata  
**Prof. Ashutosh Ghosh**, Vice-Chancellor, Rani Rashmoni Green University, Singur, Hooghly  
**Prof. Dilip Kumar Maiti**, Vice-Chancellor, Biswa Bangla Biswabidyalay, Birbhum  
**Prof. Subrata Kumar Dey**, Vice-Chancellor, Swami Vivekananda University, Barrackpore, North 24 Parganas  
**Dr. Biswajit Ghosh**, Vice-Chancellor, The Neotia University, Sarisa, South 24 Parganas  
**Dr. John Felix Raj**, S.J., Vice-Chancellor, St. Xavier's University, Kolkata  
**Prof. Shyam Sundar Dana**, Vice-Chancellor, West Bengal University of Animal & Fishery Sciences, Kolkata  
**Prof. Amalendu Bhunia**, Vice-Chancellor, University of Kalyani, Nadia  
**Prof. (Dr.) Suhrita Paul**, Vice-Chancellor, The West Bengal University of Health Sciences, Kolkata  
**Prof. Vibha Tandon**, Director, CSIR – Indian Institute of Chemical Biology, Kolkata  
**Dr. Subhabrata Roychoudhuri**, Former Vice-Chancellor, Techno India University  
**Prof. B.V. Sharma**, Director, Anthropological Survey of India and Director General, Raja Rammohan Roy Library Foundation

## ORGANISING COMMITTEE

### Chairperson

**Shri Prasanta K. Bose**, Former Chief Media Advisor, ER, American Center, Kolkata

### Conveners

**Dr. Amit Krishna De**, Former Advisor and Executive Secretary, ISCA and Honorary Secretary, ISNA, Kolkata

### Members

**Professor Manas Chakrabarty**, Former Professor of Bose Institute & Honorary Secretary, ISNA

**Professor Prabir Kumar Saha**, Former Professor of Bose Institute & Honorary Treasurer, ISNA

**Professor Sudhendu Mandal**, Former Director, National Library and senior Professor, Visva-Bharati and Editor-in-Chief, Science and Culture, ISNA

**Dr. T. V. Venkateswaran**, Former Scientist 'F', Vigyan Prasar, DST, Govt. of India

**Professor Avijit Banerji**, Former Head of the Department of Chemistry, University of Calcutta

**Professor Lakshiminarayan Satpati**, Director, UGC – Human Resource Development Centre, University of Calcutta

**Shri Pathik Guha**, Ananda Bazar Patrika, Kolkata

**Dr. Buroshiva Dasgupta**, Professor of Sister Nivedita University, Kolkata

**Professor (Mrs.) Julie Banerji**, Former Khaira Professor, University of Calcutta, Kolkata

**Professor Syamal Chakraborti**, Former Professor of University of Calcutta, Kolkata

**Dr. Manas Pratim Das**, All India Radio, Kolkata

**Dr. Sumitra Chaudhuri**, President, Bangiya Bijnan Parishad, Kolkata

**Professor Devaprasanna Sinha**, Former Director, CAD CAM consultants Pvt. Ltd, Kolkata

**Dr Asish Das**, Press Institute of India

**Dr. Sabyasachi Chattopadhyay**, Professor of University of Kalyani, Nadia

**Shri Subhendu Chattopadhyay**, Science Communicator

**Dr. Arnab Kumar Banerjee**, Head, Department of Journalism & Mass Communication, Vijaygarh Jyotish Roy College, Kolkata

**Dr. Shankarashis Mukherjee**, Professor of West Bengal State University, Kolkata

**Mrs. Arpita Chakraborty**, Science Communicator

**Dr. Minakshi De**, Former Professor of Surendra Nath College, Kolkata

**Dr. Sima Mukhopadhyay**, Science Communicator

**Shri Sukalyan Gain**, Research Scholar, University of Kalyani, Nadia

**Sk Jinnat Ali**, Science Communicator

**Mrs. Jhumur Datta Gupta**, Department of Mass Communication and Journalism, Sister Nivedita University, Kolkata

**Dr. Rupali Gangopadhyay**, Department of Chemistry, Sister Nivedita University, Kolkata

**Mrs. Malabika Sengupta**, School Teacher, D.J. Public School, Kolkata

**Shri Abhishek Chakraborty**, School Teacher, Pithapukuria F.P. Primary School, Kolkata

**Shri Krishnendu Rath**, College of Paramedical, Charnock Healthcare Institute, Kolkata

**Shri Debabrata Sur**, Former Vice-President, Nicco Engineering Services Limited, Kolkata

**Professor Saikat Kumar Basu**, Department of Botany, Sunrise University, Alwar, Rajasthan



Indian Science News Association  
ESTABLISHED 1935

# INDIAN SCIENCE NEWS ASSOCIATION (ISNA)

## Organises

# XXXVII TRAINING PROGRAMME (Online)

Certificate Course of **BASIC TRAINING** on Science Communication and Media Practice  
Certificate Course of **ADVANCED TRAINING** on Science Communication and Media Practice

## Information Brochure

Organised by

### INDIAN SCIENCE NEWS ASSOCIATION, KOLKATA

92, Acharya Prafulla Chandra Road, Kolkata-700 009  
Phone : (033) 2350-2224

E-mail : editorial.scienceandculture@gmail.com, isnatraining@gmail.com  
Website : scienceandculture-isna.org

with active support from  
**University of Calcutta**  
**Sister Nivedita University**  
**Vijaygarh Jyotish Ray College**

## INDIAN SCIENCE NEWS ASSOCIATION

The Indian Science News Association (ISNA) was founded by eminent scientists like **Acharya Prafulla Chandra Ray, Professor Meghnad Saha, Professor B. B. Ray, Professor D. S. Kothari** and other stalwarts. The purpose was to promote diffusion of knowledge laying special stress on the progress of scientific studies in India and abroad and advocating methodical application of science to problems of national regeneration. With this objective in view, the ISNA has been publishing a journal **SCIENCE AND CULTURE** for nearly last nine decades.

ISNA also organises seminars, symposia and training programmes on **Science Communication and Media Practice** to disseminate scientific knowledge and create awareness for the public.

## GROOMING SCIENCE COMMUNICATORS

Present day India is a culmination of historical processes that date back to the Indus civilization and probably beyond. Scientific research has led to our progress and continues to ensure India's prominent position in the world of nations. However, it remains a great disadvantage for all of us that science, even today in this country, remains largely confined to laboratories and universities. The dissemination of scientific knowledge among the masses is an urgent necessity. The Indian Science News Association (ISNA) took on its shoulders the responsibility of grooming those who would take science to the masses. Since 1983 the organization has remained focused on conducting a certificate course on Science Communication and Media Practice. It has, however, been realised that in order to reach out to grassroot level, ISNA needs to spread its tentacles and start at the higher secondary streams. At this juncture the mind is fresh and is more open to adapting to new concepts on what is happening around. Time is changing and changing too fast with the advent of artificial intelligence (AI) and other technical tools, so large unthinkable.

With this in view it has been decided to open for the first time a Basic Course for students at the higher secondary level where they will be taught the basics of science communication through different modes like writing and editing. This will be followed by an Advanced Course where as per previous practice graduates will be taught about the above subjects.

Except for a few unavoidable breaks in between, ISNA's dedication has remained unflinching. **ISNA** has not only trained students but also produced books, videos, CDs, etc. that continue to serve as effective study material for the trainees. The course includes lectures, workshops, field visits, hands-on experience and orients the students in such a fashion that the learner gets a good exposure to the unfolding secrets of science and technology as well as gains the ability to communicate to the masses through print, audio-visual and social media.

## OUTLINE OF COURSE CONTENTS

1. Communication and journalism
2. Media study
3. The art of writing and editing
4. Science communication through audio-visual media
5. The art of conducting Interview
6. Science and society and ethical issues
7. Science Communication through Social Media
8. Lectures on Eminent Indian Scientists and current topics of science
9. Classroom presentations, debates and workshops
10. Audio-visual documentary and Science Newsletter production
11. Interactive sessions, Projects
12. Artificial intelligence

### ELIGIBILITY

For the Basic Course the Applicants should be HS or equivalent passed. For Advanced Course applicants should be either graduates in any stream or final year examinees. Those having interest in science writing / reporting in newspaper / periodicals / electronic media / social media will be preferred. Applicants will be selected after a written examination and interview. The decision of the Organizing Committee regarding selection will be final.

### CERTIFICATE

Certificates will be issued at the end of the course to those who will qualify in the final examination, after attending at least 80% classes and completion of class room presentation, the project assigned and evaluated by the committee.

### ADMISSION PROCEDURE

The application form & information brochure Price Rs. 100 for the course may be obtained from the office of the **Indian Science News Association**, 92, Acharya Prafulla Chandra Road, Kolkata - 700 009. The application form, duly filled in, should reach by **June 27, 2024**.

### COURSE FEE (for Basic)

Names of the candidates selected for the course will be put up in the Notice Board and Website of the ISNA and they will be admitted on payment of the following course fees:

Individual	:	Rs. 2500.00
Sponsored candidate	:	Rs. 4000.00

**Announcement for Advanced Course will follow soon**

## DURATION OF THE COURSE

The duration of the Basic Course is about six weeks, **July-August** & Advanced Course from **August-September**, 2024, online classes will be held five days a week, between 5.00 p.m. and 7.00 p.m. *including some Saturdays for workshops.*

## MEMBERS OF THE COUNCIL OF THE INDIAN SCIENCE NEWS ASSOCIATION

<b>President</b>	:	Dr. K. Muraleedharan
<b>Vice-Presidents</b>	:	Professor S. K. Talapatra Professor (Mrs.) Julie Banerji Professor Bikas K. Chakrabarti Professor Dhruvajyoti Chattopadhyay Professor Basab Chaudhuri Dr. Anil K. Rajvanshi
<b>Honorary Secretaries</b>	:	Professor Manas Chakrabarty Dr. Amit Krishna De
<b>Honorary Treasurer</b>	:	Professor Prabir Kumar Saha
<b>Editors Science and Culture</b>	:	Professor Sudhendu Mandal, Editor-in-Chief Dr. Satyabrata Chakrabarti Professor Arnab Rai Choudhuri
<b>Members</b>	:	Professor Avijit Banerji Shri Prasanta K. Bose Dr. Manoj Kumar Chakrabarti Professor Syamal Chakrabarti Dr. Sabyasachi Chattopadhyay Dr. (Mrs.) Sumitra Chaudhuri Dr. Manas Pratim Das Dr. D. P. Duari Dr. S. P. Gon Chaudhuri Shri Pathik Guha Dr. Balaram Majumder Professor Partha P. Majumder Shri Sitendu Mandal Dr. Shankarashis Mukherjee Professor Devaprasanna Sinha Dr. D. K. Srivastava Professor (Mrs.) Bani Talapatra Dr. T.V. Venkateswaran