



## **Fourteenth Science Communicators' Meet**

*Theme*

**Science Popularization: The Role of Women Communicators**

Organized Jointly by

**INDIAN SCIENCE NEWS ASSOCIATION, KOLKATA  
and  
VIGYAN PRASAR, DST, GOVT. OF INDIA, NEW DELHI**

**XXXV TRAINING PROGRAMME ON  
SCIENCE  
COMMUNICATION AND MEDIA  
PRACTICE 2022-2023**

**Friday, March 17, 2023**

*Venue*

**Meghnad Saha Auditorium  
University of Calcutta  
Rashbehari Siksha Prangan, Rajabazar Campus  
92, A.P.C. Road, Kolkata - 700 009**

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## INDIAN SCIENCE NEWS ASSOCIATION

92, Acharya Prafulla Chandra Road, Kolkata – 700 009

### Fourteenth Science Communicators' Meet

*Dear Friends,*

The Indian Science News Association (ISNA), a heritage organization, established in 1935 by the doyens of Indian science, Acharya Prafulla Chandra Ray and Professor Meghnad Saha, is publishing a quality journal, *Science and Culture* for the last eighty-nine years. Besides, ISNA is conducting a '*Training Programme on Science Communication and Media Practice*' in collaboration with Vigyan Prasar, DST, Govt. of India, New Delhi for the last several years. As a concluding part of the thirty fifth episode of this programme, the **Fourteenth Science Communicators' Meet** will be held in Meghnad Saha Auditorium, Rajabazar Science College, Calcutta University on Friday, March 17, 2023 from **10.30 a.m. to 4.30 p.m.** on the theme: “**Science Popularization: The Role of Women Communicators.**”

#### Session 1:

##### **As Media Educators:**

For quite some time there has been an emergence of a bevy of women media educators in several colleges, Universities, and other educational institutions. They are young, highly educated, competent, and are winning laurels by the dint of their class of professionalism. We, at ISNA, have devoted the first two sessions to hear some of them, especially in the context of the changing media scenario. We would like to hear from them also on how are they emphasizing on the need for science popularization in their curriculum. Both the sessions will be chaired by a media veteran who will share her experience over the years and help inculcate participants of the ISNA course on how to excel in science communication in future.

#### Session 2:

##### **As Health Communicators:**

It has been observed that among all the issues, health touches the people most because everyone is concerned about his or her health, more so in the wake of the recent virus maelstrom. This session has been reserved for two experts who will narrate their

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experience as health professionals, one as an experienced health writer and the other as someone who has been engaged in public health issues since long. It would be interesting to hear them when they highlight during their presentation which issues concern the women most and how do they deal with these issues through scientific communication. Someone who chairs this session is an academic and frequently writes on health issues for quite some time.

### Session 3:

#### **As Communication Veterans:**

Again, we at ISNA, take pride in announcing our involvement in science communication and popularization since the time our organization was founded by our forefathers of science communication years back. We are happy that veteran women communicators, who are equally known as academics, are associated with us to work in this direction hand in hand, though working in different modes. This session is divided between two of them and it would be chaired by someone who is quite well known in academic circles in India and abroad.

### Valedictory Session:

At the end of the day everyone will be eager to know what will be delivered and by whom in this session. We are glad to have chosen someone who is associated with a prestigious University of the state heading the department of journalism and mass communication. More interestingly, her specialization is on science communication. Could we have a better choice? The theme of the valedictory is naturally:

### **The Road Ahead For Women Communicators**

We look forward to your passionate participation in the meeting.

Yours faithfully,

Dr. Amit Krishna De    Dr. T. V. Venkateswaran  
Conveners

Shri Prasanta K. Bose  
Chairman

XXXV Training Programme on Science Communication and Media Practice 2022-2023

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92, Acharya Prafulla Chandra Road, Kolkata – 700 009

## **Fourteenth Science Communicators' Meet**

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**Science Popularization: The Role of Women Communicators**

**17 March, 2023, Megnad Saha Auditorium**

### **Inauguration**

10.30 Prof. Manas Chakrabarty, Honorary Secretary, ISNA, Welcome Address

10.40 Dr. Amit Krishna De, Honorary Secretary, ISNA and Convener,

Organizing Committee, to speak on the course and upcoming activities

10.55 Ms. Ishani Datta Ray, Editor, *Anandabazar Patrika* to inaugurate

11.10 Launch of e-paper *Scientifica Communica* by Ms. Datta Ray

11.15 Shri Prasanta K. Bose, Chairman, Organizing Committee, What the  
Programme is all About

11.25 Prof. Prabir Kumar Saha, Honorary Treasurer, ISNA - Vote of Thanks

### **1<sup>st</sup> Session 11.30 -1.00**

#### **As Media Educators**

Chair: Ms. Madhumita Datta, Special Correspondent, *Anandabazar Patrika*

Rapporteur: Dr. Shefalika Ghosh Samaddar, ISNA

Speakers:

- 1) Prof. Moumita De Das of Adamas University: Overview of Journalism Education vis-à-vis Science Communication
- 2) Prof. Ambika Ghosh of The Heritage Academy –The Specific Role We Play As Science Communicators
- 3) Dr. Bakul Srimany of Vijaygarh Jyotish Roy College – Digitalization As A Tool To Communicate Science

Ms. Arpita Chakraborty, ISNA to act as compare

#### **LUNCH**

(1.00 p.m.-2.00 p.m.)

**2<sup>nd</sup> Session 2.00 – 3.00**

**As Health Communicators**

Chair: Dr. Minakshi De, ISNA

Rapporteur: Ms. Satabdi Bhattacharjee, ISNA

Speakers:

- 1) Dr. Sujata Mukherjee, *Ei Somoi* Online and Health Writer – The Story By A Health Writer
- 2) Dr. Madhumita Dobe, Director-Professor, All India Institute of Hygiene and Public Health – Experience of a Public Health Professional

**3<sup>rd</sup> Session 3.00 – 4.00**

**As Communication Veterans**

Chair: Prof (Mrs.) Julie Banerji, Vice President, ISNA

Rapporteur: Ms. Sahoni Sarkar, ISNA

Speakers:

- 1) Dr. Sumitra Chaudhury, President, Bangiya Bigyan Parishad – Women in Science Education and Communication Since the 19<sup>th</sup> Century
- 2) Dr. Sima Mukhopadhyay, ISNA - Role of Puppetry in Science Communication

**Valedictory Session 4.00 - 4.30**

Chair: Dr. Srabanti Basu, Heritage Institute of Technology

Valedictory Address: Dr. Reshmi Naskar, HoD, Journalism, St. Xavier's University - The Road Ahead For Women Science Communicators

Ms. Tithi Roy, ISNA to act as compare

*TEA*

**REGISTRATION FORM**

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Meghnad Saha Auditorium, University of Calcutta, Rashbehari Siksha Prangan,  
Rajabazar Campus, 92, A.P.C. Road, Kolkata – 700 009

1. Name: Prof./Dr./Mr./Mrs./Ms. ....
2. Organization: .....
3. Address: .....  
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Phone: (Off)..... (Mob.).....  
e-mail: .....
4. Veg/Non Veg.....

Signature .....

Date .....

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Please fill up and submit on or before **March 13, 2023** to Indian Science News Association, 92, Acharya Prafulla Chandra Road, Kolkata – 700 009. e-mail: [isnatraining@gmail.com](mailto:isnatraining@gmail.com) Registration: Free on first-come-first-serve basis.

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