

II - J. PUBLICITY AND PROMOTION

1. PREAMBLE

The department is making concerted efforts to create awareness among industry, R&D establishments, academia, consultants and public in general, about the incentives and support mechanisms available under the departmental programmes and schemes with a view to encourage more and more agencies and individuals to take advantage of the facilities provided by the department. The department also endeavours to share with public at large the success stories of its schemes / programmes and activities.

2. OBJECTIVE

To reach to all the concerned agencies and individuals in every nook and corner of the country through various modes of publicity viz. dissemination of printed literature, CDs, etc. about departmental programmes, newspaper advertisements, telecast of audio visual documentary films on television, departmental website on the internet, workshops and seminars.

3. ACTIVITIES

Printed Literature

A 4-page brochure in respect of all the Departmental programmes was printed in Hindi as well as English. Additionally, 24-page booklets in respect of the above programmes were printed in English.

Audio-Visual Documentary Films

Twelve audio visual documentary films on DSIR Initiatives were produced during the year :

- Industrial R&D Promotion

- Technopreneur Promotion Programme – 2 episodes
- Technology Development – Drugs, Pharmaceuticals & Chemicals Industries
- Technology Development – Electrical & Electronics Industries
- Technology Development– Mechanical & Allied Industries
- International Technology Transfer
- Technology Management
- Technology Information Facilitation
- Consultancy Promotion
- DSIR Initiatives in the North-East – 2 episodes

The films were of approximately half hour duration each and were produced in Hindi as well as English. The Hindi version was telecast on Doordarshan National Channel (DD-1-Delhi) on consecutive Saturdays during 19.30-20.00 hours from 30th April 2005 to 18th June 2005.

Departmental Website

The department has a website, namely, www.dsir.gov.in The website contains information about the Schemes/Programmes, guidelines and various application formats. The website is updated regularly and hosts information about forthcoming events, publications released etc.

Workshops

During the year 2004-05, four one-day Technology Promotion Development and Utilization Workshops were organized at Indore, Coimbatore, Bhubaneswar and

Guwahati. The workshops were organized in association with local industry association or R&D establishment / institution. Each workshop was attended by around 80 to 100 participants, which were primarily from local industry. The workshops had an inaugural session followed by two technical sessions.

One technical session was devoted to presentations by local industry on the “Status of Industry” in their region and their “Technological Needs” and the other technical session was devoted to presentations on “DSIR Schemes and Programmes”. The workshops generated enquiries and some project proposals by the workshop participant.