

VALEDICTORY FUNCTION

13.12.2008

15.00 Hrs.

Saturday

Venue :

TRIPLE HELIX AUDITORIUM
Central Leather Research Institute (CLRI), Adyar, Chennai - 20.

Tamilthai Vaazhththu - Thiruvalluvar Vaazhththu - Thiruvalluvar Manthiram

Welcome Address

Dr. P. IYAMPERUMAL

Executive Director, Tamil Nadu Science and Technology Centre, Chennai.

Introductory Address

Dr. MANOJ PATAIRIYA

Scientist (F), Director, N.C.S.T.C. Govt. of India, New Delhi.

Presidential Address

Sri. K. ASHOK VARADHAN SHETTY

*Principal Secretary, Rural Development and
Panchayat Raj, Govt. of Tamil Nadu.*

Special Address

Er. ANUJ SINHA

*Scientist (G), Head, Science Communication,
Dept. of Science and Technology, Govt. of India, New Delhi.*

Valedictory Address

Prof. Dr. S. RAMACHANDRAN

Vice-Chancellor, University of Madras, Chennai.

Felicitation Address

Prof. Dr. SUNG KYUM CHO

Head, Science Communication, Sungam National University, South Korea.

Dr. M. SAIBABA

Head, S&HRPS and SIRD, IGCAR Training School,
Kalpakkam, Tamil Nadu.

Sri. G. BABU JAYAKUMAR

Metro Editor, The New Indian Express, Chennai.

Vote of Thanks

Dr. CHEYON

Hony. Secretary, M.T.S. Academy, Chennai.



NATIONAL COUNCIL FOR
SCIENCE & TECHNOLOGY
COMMUNICATION

(NCSTC/DST), GOVERNMENT OF INDIA, New Delhi

TAMIL NADU SCIENCE & TECHNOLOGY
CENTRE (TNSTC), CHENNAI

SCIENCE CITY, CHENNAI

INDIAN SCIENCE WRITERS' ASSOCIATION
(ISWA), New Delhi and

M.T.S. ACADEMY, CHENNAI

Cordially Invite You to the

8TH INDIAN SCIENCE
COMMUNICATION
CONGRESS (ISCC-2008)

MEDIA CONVERGENCE & KNOWLEDGE REVOLUTION

10.12.2008 - Wednesday

to

14.12.2008 - Sunday

Venue :

TRIPLE HELIX AUDITORIUM
CENTRAL LEATHER RESEARCH INSTITUTE (CLRI)
ADYAR, CHENNAI - 600 020.

Catalyst & Support by :

**NCSTC, Dept. of Science & Technology,
Government of India, New Delhi.**

Dear Friends ,

Hearty Greetings!

The National Council for Science & Technology Communication (NCSTC / DST), Government of India organizes Indian Science Communication Congress (ISCC) every year since 2001. It was first organized in Lucknow, followed by Ranchi in 2002, Visakapatnam in 2003, Gwalior in 2004, Varanasi in 2005, Ahmedabad in 2006, and New Delhi in 2007.

The prime aim of this ISCC 2008 is to redefine scope of media convergence in the age of knowledge revolution for harnessing the immense potential offered for S&T communication. The issues amongst others emerging out of this area of unpredictable possibilities will be addressed, such as: the balance between knowledge abundance and knowledge deficit; knowledge creation vs knowledge handling; open access of science research and knowledge marketing; quality of contents and quality of packaging; problems of getting desired information with solutions; studies on converging bilateral, trilateral or multilateral media for effective S&T communication; the other side of media convergence; the problems and prospects of knowledge revolution; role of institutional convergence; converging networks, methods, processes, practices, professions for S&T communication; and alike.

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.

5 TECHNICAL SESSIONS :

- i) **Understanding Media Convergence** : The session introduces, defines and explores various concepts, determines various facets, aspects, and sub-sets for convergence of different mass media.
- ii) **Understanding Knowledge Revolution** : The session finds out as what benefits can we expect for S&T communication in the age of knowledge proliferation with pedagogical aspects, methods and models.
- iii) **Converging Media and Knowledge Ecosystems** : The session discovers role of software materials, institutions, scientists, technologists, media houses, and science museums with case studies.
- iv) **Human Capital in Knowledge Society** : The session examines role of science communicators, young science enthusiasts with training opportunities, science literacy, S&T temper, and scientific wisdom.
- v) **Knowledge Economy and Knowledge Marketing** : The session deals with issues of content development, knowledge processing and retrieval systems, packaging and delivery mechanisms, including knowledge-media interaction, effective methodologies and best practices.

We Build the Knowledge that Builds the Nation!

All are cordially invited to attend the Inaugural and Valedictory Functions and make it a grand success.

- ORGANIZERS, ISCC 2008.

INAUGURAL FUNCTION

11.12.2008

10.00 Hrs.

Thursday

Venue :

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Introductory Address

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Hony. Secretary, M.T.S. Academy, Chennai.

Presidential Address

Dr. MANOJ PATAIRIYA

Scientist (F), Director, N.C.S.T.C. Govt. of India, New Delhi.

Inaugural Address

Prof. Dr. M. PONNAVAIKKO

Vice-Chancellor, Bharathidasan University, Tiruchirappalli.

Guests of Honour

Prof. Dr. SUNG KYUM CHO

**Head, Science Communication,
Sungam National University, South Korea.**

Dr. RAJINISH TIWARI

Researcher, Hamburg Technical University, German.

Felicitation Address

Sri. K. SRINIVASA RAGHAVAN, I.B.S.,

Director, All India Radio, Chennai.

Dr. N. LAKSHMANAN

Director (Retd.), Structural Engineering Research Centre, Chennai.

Vote of Thanks

Dr. S. TARIQ BADAR

Hony. Secretary, ISWA, New Delhi.



NATIONAL COUNCIL FOR SCIENCE & TECHNOLOGY
COMMUNICATION (NCSTC/DST), **GOVERNMENT OF INDIA, New Delhi**
TAMIL NADU SCIENCE & TECHNOLOGY CENTRE (**TNSTC**), **CHENNAI**
SCIENCE CITY, **CHENNAI**, INDIAN SCIENCE WRITERS'
ASSOCIATION (**ISWA**), **New Delhi** and M.T.S. ACADEMY, **CHENNAI**

Cordially Invite You to the

8TH INDIAN SCIENCE COMMUNICATION CONGRESS (ISCC-2008) MEDIA CONVERGENCE & KNOWLEDGE REVOLUTION

Catalyst & Support by :
NCSTC, Dept. of Science & Technology
GOVERNMENT OF INDIA, NEW DELHI

Date : **10th to 14th December 2008**

Venue : **TRIPLE HELIX AUDITORIUM**
Central Leather Research Institute (CLRI)
Adyar, Chennai - 600 020.

From :

SECRETARIAT, ISCC 2008
Tamil Nadu Science and Technology Centre,
B.M. Birla Planetarium, Gandhi Mandapam Road,
Guindy, Chennai - 25, Ph : 044 - 2491 8787
Mobile : 94449 91415 *E-mail* : issc2008@gmail.com

Please Listen Thirukkural : ☎ **044 - 1250113 / 1250100**