

## 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. OBJECTIVES

Publicity And Promotional efforts are aimed at reaching 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, advertisements in journals and newspapers, telecast of audio visual documentary films on television, departmental website on the internet, workshops and seminars.

### 3. ACTIVITIES

#### *Printed Literature*

Guidelines and application format for TePP scheme as well as pamphlets were printed. A booklet titled "Creative India" containing details of 46 successful innovations was also printed.

#### *Advertisement in Leading Journals/Bulletins and Newspapers*

To publicize DSIR activities, a one-page advertisement in English was published in 12 leading journals/bulletins published by various industrial associations/bodies promoting industrial development. Other advertisements relating to R&D awards, TDDP Scheme and

Technology Trade Pavilion in IITF 2006 were also published in leading newspapers.

#### *Workshops*

During the year 2005-06, eleven one-day Technology Promotion Development and Utilization Workshops along with TePP exhibitions were organized at Tejpur, Ranchi, Srinagar, Jalandhar, Kanpur, Rajkot, Trichi, Kochi, Vishakhapatnam, Bhagalpur and Jabalpur. 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/institutions. The workshops had an inaugural session followed by two technical sessions. One technical session was devoted to presentations by local industry as well as state government officials on the status of industrial development, policy measures, initiatives for technology development in their region and their technological needs. The other technical session was devoted to presentations on DSIR schemes and programmes. It also included a presentation on a successful story of DSIR funded project.

#### *Departmental Website*

The Department has a website, namely, [www.dsir.gov.in](http://www.dsir.gov.in). The website contains information about the Schemes/Programmes, guidelines and application formats. The website is updated regularly and hosts information about forthcoming events, publications released, etc.

#### *Audio – Visual Documentary Films*

Two audio visual documentary films on successful TePP innovators were planned. The films were planned to be of approximately half an hour duration each and were planned to be produced in English as well as dubbed versions in Hindi and 10 other regional languages.