

GOVERNMENT OF INDIA
MINISTRY OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF SCIENCE AND TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION No. 1134
TO BE ANSWERED ON 22/11/2019

PROGRAMMES PROMOTING SCIENCE AND TECHNOLOGY AMONG YOUTHS

1134. DR. AMOL RAMSING KOLHE:
SHRIMATI SUPRIYA SULE:
SHRI KULDEEP RAI SHARMA:
SHRI SUNIL DATTATRAY TATKARE:
DR. SUBHASH RAMRAO BHAMRE:
SHRI A.K.P. CHINRAJ:

Will the Minister of SCIENCE AND TECHNOLOGY विज्ञान और प्रौद्योगिकी मंत्री be pleased to state:

- (a) the number of programmes being run by the Government to popularize Science and Technology among youths especially rural youths of the country;
- (b) whether the Government intends to popularize Science and Technology among youths in rural and urban areas through the launch of two science communication initiatives;
- (c) if so, the details thereof and the quantum of funds to be incurred for this purpose;
- (d) whether any Memorandum of Understanding (MoU) has been signed between Doordarshan and Department of Science and Technology in this regard, if so, the details of terms and conditions of MoU; and
- (e) the other steps taken/being taken by the Government to develop the scientific temper in Indian society?

ANSWER

MINISTER OF HEALTH AND FAMILY WELFARE; MINISTER OF SCIENCE AND TECHNOLOGY;
AND MINISTER OF EARTH SCIENCES
(DR. HARSH VARDHAN)

स्वास्थ्य और परिवार कल्याण मंत्री; विज्ञान और प्रौद्योगिकी मंत्री; और पृथ्वी विज्ञान मंत्री
डॉ. हर्ष वर्धन

(a) Yes Sir. Ministry of Science & Technology popularizes science and technology in India by means of Conferences, Travel, Exhibition and Popular Lectures (CTEP). Financial assistance is provided for organizing Conference/ Seminar/ Symposium/ Workshop, Popular Lectures and travel support to the researchers for presenting their papers in the conferences within and outside the country. Department of Science & Technology (DST) has used several mechanisms and has launched numerous other schemes, programmes and projects across the entire length and breadth of the country which include- National Science Congress, National Teachers Science Congress, National Children Science Congress, National awards for Science & Technology Communication, Science, Technology, Engineering Mathematics and Medicine (STEMM) demonstrations comprising of Science fairs & melas, exhibitions, mobile science exhibitions, lecture-demonstrations, interactive media, visits to S&T establishments, hands-on-activities, and so on.

Council of Scientific and Industrial Research under Department of Scientific and Industrial Research has the Popular Science Division at CSIR-NISCAIR (National Institute of Science Communication and Information Resources) which brings out three popular science magazines -- *Science Reporter* (English monthly), *Vigyan Pragati* (Hindi monthly) and *Science-ki-Duniya* (Urdu quarterly). It also brings out R&D Newsletter -*CSIR News* (English) and *CSIR Samachar* (Hindi).

Vigyan Prasar, an autonomous organization of Department of Science and Technology, Ministry of Science and Technology, Government of India popularizes Science and Technology through awareness programmes, Print Media, Electronic Media, Vigyan Prasar network of Science Clubs (VIPNET) for rural youth and Science Film Festival.

National Council of Science Museums (NCSM) is an autonomous organization under the Ministry of Culture, Govt. of India and primarily engaged in popularizing Science and Technology through a network of 25 science museums/science centres, Mobile Science Exhibitions (MSE) units and plethora of activities for public and students in particular. Some of the major educational programmes organized by NCSM are- National Science Seminar, National Science Drama Festival, Science and Engineering Fair, Science Expo, Science Film Shows, Science Shows, Science Quiz, Science Demonstrations and Lectures, science hobby camps, sky observation programmes, science film shows, science workshops, training programmes for children, innovation festivals, nature trails etc. The units under NCSM also observe important days like the National Science Day, National Technology Day, Earth Day, World Water Day, World Environment Day etc. to highlight various aspects of S & T. Yearly around 1.20 Lakhs nos. of various educational programmes are organized by NCSM at various Science Centres/Museums working under NCSM for the benefit of common masses including students and youth of the country. NCSM organises the Mobile Science Exhibitions (MSE) to communicate science to the rural masses, especially the school students in rural schools. These buses also target the population which is unable to visit science centres. NCSM, Ministry of Culture during 2019-20 took the initiative to launch 25 new MSE buses in collaboration with Department of Science and Technology, Government of India to travel in the Aspirational Districts of the country to create awareness about S&T and to create spark in children in rural areas for interest in Science. The buses plan to travel to schools in Aspirational Districts throughout the year and will aim to create scientific awareness among the rural children. Each specially designed bus contains 20 interactive exhibits on the themes as Food & Health, Sanitation & Hygiene, Energy, Machines in Everyday Life, Space Sciences & Human Welfare, Our Life & Chemistry and Measurements.

(b) & (c): Yes Sir. The Govt. is popularizing Science and Technology among youth in rural and urban areas through Science Channels, namely:-

(i) DD Science:

DD Science is a one-hour programme on Doordarshan National Channel, which is telecast from 5 pm to 6 pm, Monday to Saturday. It is an initiative of the Department of Science and Technology (DST), Govt. of India, implemented and managed by Vigyan Prasar (VP) in collaboration with Doordarshan, Prasar Bharati. DD Science programmes can be accessed on any DTH platform. This platform is dedicated to science and technology knowledge dissemination, with a strong commitment to spreading scientific awareness especially with Indian perspectives, ethos and cultural milieu. DD Science programmes comprise documentaries, studio-based discussions, science news roundups and short films and mainly targeted for youth both in rural and urban areas.

(ii) India Science:

India Science is an Internet-based science Over-The-Top (OTT) channel. It is an initiative of the Department of Science and Technology (DST), Govt of India, implemented and managed by Vigyan Prasar (VP), an autonomous organisation of Department of Science and Technology. This 24x7 video platform is dedicated to science and technology knowledge dissemination, with a strong commitment to spreading scientific awareness especially with Indian perspectives, ethos and cultural milieu. The initiative is implemented by Vigyan Prasar & supported by National Council of Science and Technology Communication (NCSTC), DST.

Rs. 80.42 Crores have been proposed to be incurred for the Science Channels for the Financial Years 2019-20 and 2020-21.

(d) Yes Sir, Memorandum of Understanding (MoU) has been signed between Doordarshan and Department of Science and Technology for DD Science. The copy of MOU with details of terms and condition is enclosed.

(e) Development of a Culture of science is essential for developing the scientific temper. The Ministry of Culture is committed to develop a culture of science, technology & innovation, enhancing S&T literacy, public understanding and appreciation of S&T as well as inculcation of scientific temper in the society by setting up of Science Cities/Science Centres/Innovation Hubs and organizing S&T awareness programmes throughout the length and breadth of the country under the new Scheme for Promotion of Culture of Science (SPOCS) through National Council of Science Museums (NCSM). Vigyan Prasar, an autonomous organization with Department of Science & Technology, Government of India, aims to popularize science across the country among different target groups and for various stakeholders and the programmes are designed and developed to inculcate scientific temper in the society.

सत्यमेव जयते

MEMORANDUM OF UNDERSTANDING
Between
VIGYAN PRASAR
And
PRASAR BHARATI, DOORDARSHAN

The Memorandum of Understanding (MoU) made between Doordarshan, Prasar Bharati (India's Public Service Broadcaster), acting in its executive capacity through the **Director General, Doordarshan, Doordarshan Bhawan, New Delhi** (hereinafter referred to as "Doordarshan") ON THE ONE PART and the **Vigyan Prasar, Department of Science & Technology, Government of India** acting in its executive capacity through **Director, Vigyan Prasar, A - 50, Institutional Area, Sector-62, Noida, Uttar Pradesh** (Hereinafter referred to as "Vigyan Prasar") ON THE OTHER PART.

Whereas Vigyan Prasar has been entrusted with the responsibility of addressing the DST's outreach initiatives intended to promote science & technology communication and popularization initiatives across the country.

Whereas the parties intend to enter into an agreement to facilitate telecast of science programmes in different formats (hereinafter referred to as "programme/documentaries") on the terms and conditions given hereunder, it is hereby agreed as follows:


1. The Documentaries produced and provided by Vigyan Prasar under this MOU would aim at informing and educating the target group of audience through terrestrial and satellite networks and channels of Doordarshan (DD). The programme series will be named as "DD Science".
2. Vigyan Prasar will produce one-hour programme and hand them over to Doordarshan for telecast.
3. Vigyan Prasar may use Doordarshan's studio facilities to prepare two one hour shows as studio discussions which will be used to mount the publicity before the launch of the show.




4. A media plan containing inter-alia, detailed budget for telecast of One-hour programme, is enclosed with this MOU as Annexure-A and shall be treated as part of MOU. The rates to be paid will be as per approved rates of Doordarshan.
5. Doordarshan shall draw up a robust promotion plan for DD Science, which shall include cross channel promo telecasts, press conference, OOH advertising in Doordarshan's proprieties and press release in national and regional media.
6. Doordarshan shall work out telecast schedule in consultation with Vigyan Prasar for DD-National. The timings proposed are Monday to Saturdays from 17:00 to 18:00 hrs. DD will, however, be within its rights to effect any changes in the schedule if programme exigencies so require with prior information given to Vigyan Prasar.
 - 6.1 The duration of the broadcast may be increased on mutual agreement, on terms and conditions agreed upon.
7. Doordarshan shall monetise the Free Commercial Time (FCT) of twelve (12) minutes per hour, on behalf of Vigyan Prasar, and any earnings accrued per hour against the FCT shall be adjusted against Doordarshan's telecast fee post facto.
 - 7.1. Part or full Free Commercial time (FCT), of twelve (12) minutes per hour, may be used by Vigyan Prasar for promoting its activities and or/ public interest messages from the department, consistent with the policy of Doordarshan in this regard. Vigyan Prasar would intimate Doordarshan well in advance if there is any plan to utilize the FCT.
 - 7.2. Doordarshan shall monetize un-utilized (FCT), if any, on behalf of Vigyan Prasar and the earnings accrued against the same will be adjusted against Doordarshan telecast fee post facto.
8. Doordarshan will provide the BARC data.
9. Doordarshan shall make its studio facilities and anchor available on paid basis, subject to availability, for Vigyan Prasar to plan its programme from time to time.
10. Vigyan Prasar will provide the software (documentaries) to Doordarshan at least four episodes well in advance before the launch of the campaign and make available the subsequent episodes accordingly. Doordarshan stands indemnified against any legal dispute for its content.
11. In all programmes, high technical/aesthetic standards will be maintained by Vigyan Prasar, Doordarshan reserves the right to reject if any programme is not technically and aesthetically up-to-the-mark and Doordarshan will inform Vigyan Prasar about the programmes rejected and the basis thereof.

12. Vigyan Prasar will make the payment 100% to Doordarshan either in advance or within one month of the telecast of the episodes. Doordarshan will provide the utilization certificate for the same.
13. Doordarshan will be dealing only with Vigyan Prasar which will be responsible for providing funds.
14. In the event of any question, dispute or differences whatsoever arising between the parties to this Agreement out of or relating to the meaning, scope, operation or effect of this Agreement or the validity of breach thereof shall be referred to an Arbitrator to be appointed by mutual consent of both the parties herein. If the parties cannot agree to the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Secretary, Department of Legal Affairs, Ministry of Law and Justice, Govt. of India. The provisions of the Arbitration and Conciliation Act, 1996 will be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the Law. Such differences shall be deemed to be a submission to arbitration under the Arbitration and Conciliation Act, 1996, or of any modifications or re-enactments thereof.
15. Vigyan Prasar shall hold sole copyright over all programmes that are telecast on Doordarshan or any of its group channels and any other use of the programmes shall be the sole discretion of Vigyan Prasar.
16. This MOU shall be in operation for a period of 24 months from the date of first telecast, unless extended further by mutual consultations.

This MOU signed on day of 15 January, 2019 by Dr Nakul Parashar, Director, Vigyan Prasar and Ms. SUPRIYA SAHU, Director General, Doordarshan (Broadcasting Corporation of India).


(Nakul Parashar)
Director, Vigyan Prasar

GOVERNMENT OF INDIA



(SUPRIYA SAHU)
Director General, Doordarshan


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**Sub: Cost structure for telecast of documentaries for Vigyan Prasar,
Department of science and Technology on DD-National of
Doordarshan Network**

Telecast fee on Doordarshan Network

Channel/ Kendra	Telecast cost (One Hour) (5:00pm-6:00pm Monday-Saturday)	On air branding cost	Total cost per episode	Total amount for 144 episodes (6 months -Monday to Saturday)
DD- National	Rs. 3,00,000/-	Rs 50,000	Rs 3,50,000	3,50,000 X 144 episodes = Rs,5,04,00,000/-
	Less Concession @25%			Rs 1,26,00,000
	Total Principal Amount			Rs 3,78,00,000
	Add GST@18%			= Rs 68,04,000/-
	Total Amount Payable			= Rs 4,46,04,000/-


(Dr. NAKUL PARASHAR)
DIRECTOR
VIGYAN PRASAR
GOVERNMENT OF INDIA


(SUPRIYA SAHU)
DIRECTOR GENERAL
DOORDARSHAN
