



“The Harbingers of Change”

Youth Science Media Challenge

Supported by

DEPARTMENT OF SCIENCE & TECHNOLOGY

National Council for Science & Technology
Communication (NCSTC)

Are you up for the challenge?

Here is an interesting opportunity for all the innovative young minds (undergraduates) who have a creative streak and think differently.

If you think you can combine science and creativity to present the various challenges of ecosystem, biodiversity and environment, threatening the goals of sustainable development and think of solutions for the same in an interesting way to shift our thinking and spur the actions, this challenge is for you!

What's there for you?

**12 best entries get INR 10,000/- each
+ National level certificate**

THE FOUNDATION

NATIONAL FRAMEWORK FOR YOUTH SCIENCE MEDIA RESEARCH & OUTREACH

NATIONAL CHALLENGE FRAMEWORK FOR YOUTH SCIENCE MEDIA RESEARCH AND OUTREACH

Contributors

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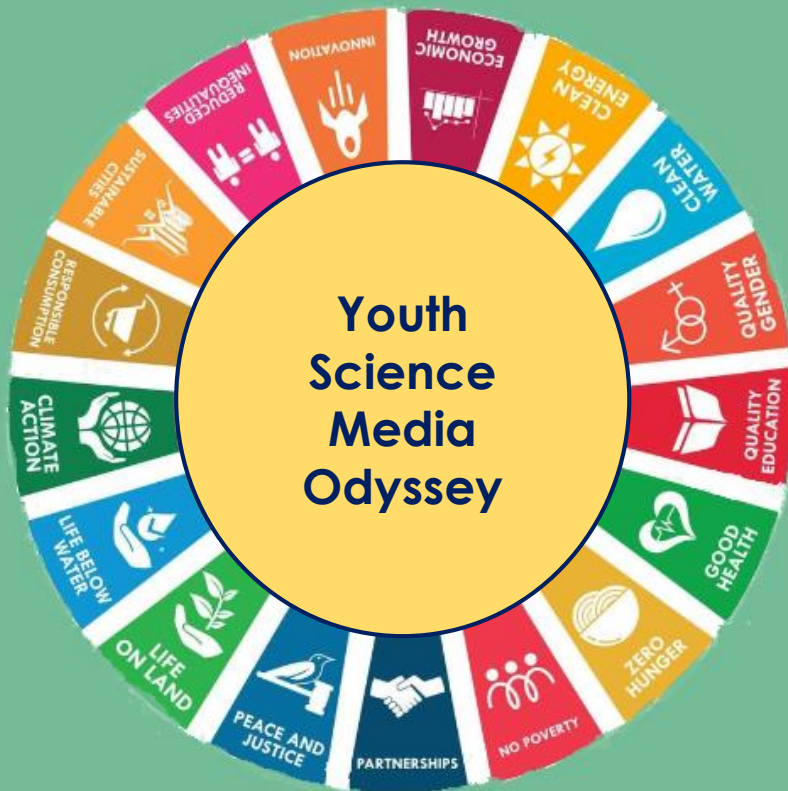
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FRAMEWORK RESEARCH & ADVISORY GROUP



Outline

- ❖ About The Framework (Fundamentals)
- ❖ Objectives
- ❖ What is expected from participants
- ❖ What is expected from –
Organizers/Promoters/Stakeholders
- ❖ Advisories
- ❖ Youth Science Media Challenge
- ❖ Interpretation Notes on The Igniters

I. Framework Fundamentals

I. About the Framework

- ❖ **Potential of Youth Science Media** to catalyse Young Change Makers
- ❖ **Guidelines** for configuring the needs for Exposure & Mentoring of Youth to trigger a culture of media expressions of their scientific understanding and solution orientation
- ❖ **Science Media Advisories** for “The Harbinger of Change” (THC) which shall be groomed under the project and would help develop the various parameters of National Challenge
- ❖ **Guidance** for creation, selection and streaming of **The Igniters: Science for sustainability** - Audio Micro-docs /podcasts/slidecasts etc. to inspire Youth Science Media towards the National Challenge
- ❖ **Prioritization of themes/topics** for Youth Science Media Challenge

- ❖ Youth science media promotion initiative is framed to scout for a broad level of understanding regarding science media in developing a national challenge to ignite the minds and identify young “Harbingers of change” (undergraduate students) across India, who have ideas and potential for presenting the various issues pertaining to **ecology, environment, climate change and sustainability** in an interesting and innovative manner and **Promoting Science Literacy and Scientific Temper amongst Youth**
- ❖ “THC Portal” is meant for mass sharing the media products and ideas generated through the initiative.

II. Objectives

Objectives

- ❖ To design and launch pan-India Youth Science Media challenge for young change-makers
- ❖ To provide mentoring for the promising ideas and demonstrate the Sci-media talent & potential of young change-makers
- ❖ To demonstrate the potential of novel channels for:
 - Creative Science Literacy
 - Scientific temper
 - Prototyping the futures
 - To generate and share media outputs in form of podcasts/ slidecasts /Video podcasts

Core values

- ❖ Real-time thinking
- ❖ Scientific Humanistic thinking
- ❖ Universal values
- ❖ Alternative thinking
- ❖ Self-proven approach/ Swayam Siddh
- ❖ Science Media with expression of ground sense
- ❖ Potential of science media in different walks of life

Tools/Resources

Participation categories

Language & Target Areas

- ❖ **Conceptual/Representational Tools:** Science, Creative Science, Science Media, Design Thinking, Conventional/New Media.
- ❖ **Participants Categories:** Solo /Team
- ❖ **Language to be employed:** English
- ❖ **Target area/group:** Pan India, Undergraduate Students

Desired Outcomes

- ❖ Development of science based high impact media products by undergraduates stimulating scientific temper and research imagination.
- ❖ Creative channels of scientific literacies and scientific temper and prototyping the futures
- ❖ The Harbinger of Change portal for mass sharing the media products and ideas generated through the project, spreading awareness and can help individuals to make informed choices regarding career and/ or life style, leading to sustainable future.

Activity categories

- A) Audio Micro -docs/podcasts
- B) Slide casts/ narrated slide shows
- C) Video podcasts (Science media/wild nature)
- D) Scripted podcasts (Science Fiction podcasts)
- E) Scripted podcasts (Science narrative podcast)

Organization of work

Phase 1 Preparatory Activity

- ❖ Adopting the Advisories for ‘Youth Science Media Challenge’
- ❖ Science Media THC Portal
- ❖ Engagement of Colleges

Phase 2 Youth Science Media Competitions

- A) Audio Micro -docs/podcasts
- B) Slide casts/ narrated slide shows
- C) Video podcasts (science media/wild nature)
- D) Scripted podcasts (science Fiction podcasts)
- E) Scripted podcasts (science narrative podcast)

Phase 3 Youth Sci-Media Mentoring

- ❖ User experience enrichment
- ❖ Interactive Sessions
- ❖ Fostering Research Imagination
- ❖ Transformatory, Reformatory, Societal way outs & Solutions

III. Expected Outcomes

Expected Outcomes from Participants

- ❖ Brainstorming with a scientific temperament
- ❖ Fusion of media science and expression
- ❖ Activate your brain to rule your imagination
- ❖ Write the best science media story talking to your inner scientist or researcher or technologist
- ❖ Become scientific imagination advisor
- ❖ Produce interactive science media products

Expected Outcomes from Organizers/ Promoters

- ❖ Responding to Participant's needs for expression of Scientific imagination
- ❖ Scoping for role of life skills & design thinking while meeting the future
- ❖ Promoting design thinking and solution prototyping
- ❖ Highlighting the role of Science Media in Different Walks of Life

Potential of Science Media in Different Walks of Life

- ❖ Promotion & recognition of spirit of excellence/ futuristic excellence which is helping in sustainability & future shock-proofing of society.
- ❖ Fostering resilience to meet the future and present.
- ❖ To promote grounds for future narrators, and animators in different walks of life.
- ❖ Promotion of creative scientific thinkers/innovators

IV. *Advisories for Implementation*

Advisories For Teachers

- ❖ An Interpreter
- ❖ Maintaining long-term relationship
- ❖ Teacher-student bonding
- ❖ Offering Precepts for Science Media
- ❖ Motivational sharing
- ❖ Talent diagnostics skills
- ❖ Shaping Child Science Media author's self-identity
- ❖ Teacher-student bonding for appreciative inquiry in to Sci-media
potential of students
- ❖ Presenting Alternative realities
- ❖ Letting the creators blaze their own trails

Advisories For Participants

- ❖ Teacher and student bonding for co-creative exploration of science media
- ❖ Teacher-student bonding for appreciative inquiry in to Sci-media potential of students
- ❖ Responding to inner need of scientific expression and scientific understanding
- ❖ Knowledge of New Media

Advisories For Organizers

- ❖ Growing excitement, interest , awareness , scientific literacy and deeper understanding of science
- ❖ Attracting young minds having scientific thinking and science literacy
- ❖ Providing Igniters
- ❖ Ground Testing & Adopting The Framework

The Igniters

- ❖ The model audio micro-docs/podcasts created on Science for sustainability will be streamed on The Harbingers of Change Portal bringing various issues related to ecology /environment to the fore to spread awareness and help individuals to make informed life style choices , leading to sustainable development.

V. Youth Science Media Challenge (Pan India)

1st round of National Level Competition

Criteria:

- ❖ Interactive/immersive quality of narratives or scenarios
- ❖ Documentary/Animation worthiness
- ❖ Understanding of the issue
- ❖ Solution oriented approach

Appreciation Certificates & eligibility for next round of challenge: 60 Entries (solo/group work) across India

2nd round of National Level Competition

Criteria:

- ❖ User experience enrichment
- ❖ Interactive quality
- ❖ Generation of leads for research imagination
- ❖ Transformatory, Reformatory, Societal Way outs & Solutions

Appreciation Certificates, chance to join Mentoring workshop and eligible for Grand Finale : 30 entries (solo/ group work)

Grand Finale

Criteria:

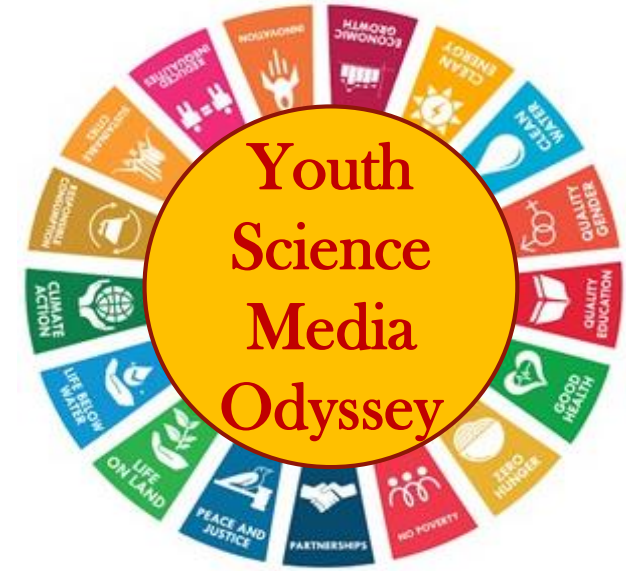
- ❖ Interactive/immersive quality of narratives or scenarios
- ❖ Documentary/Animation worthiness
- ❖ Generation of leads for research imagination
- ❖ Transformatory, Reformatory, Societal Way outs & Solutions

Winners Certificates & Youth Science Media Challenge Prize of INR 10,000 each : 12 entries (solo/group work)

Winner entries will be showcased on The Harbingers of Change portal

YOUTH SCIENCE MEDIA CHALLENGE

Promoting Scientific literacy and temper
amongst youth



Supported by



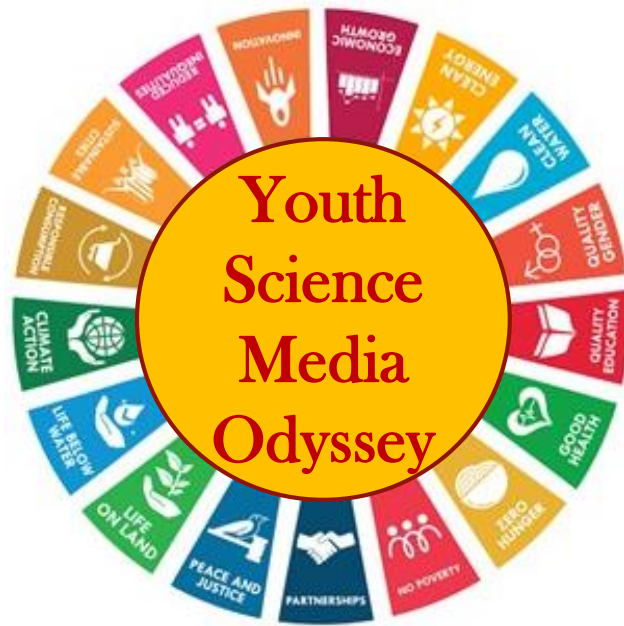
विज्ञान एवं प्रौद्योगिकी विभाग

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The Framework can be accessed from the portal
Theharbingersofchange.com



Think different.

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.

About the challenge

Youth Science Media Challenge, a pan India initiative under the vision of Department of Science & Technology, National Council for Science & Technology Communication (NCSTC), Govt. of India to ignite the young minds and hone their innate skills by fostering scientific temper and turn this creative force into a **Harbinger of Societal Change** leading to an empowered society.

By engaging undergraduates across the country for creating immersive Science Media, in diverse forms like storytelling, case study narratives, multimedia clippings etc., the idea is to weave a new fabric of narratives using the thread of scientific backing around the issues in an interesting way.

The concept is to invoke interactive ideas for immersive scenario building for science media creation which could be a comment or a narrative of the problems, issues and challenges of ecosystem, biodiversity and environment and lead to seeking solutions for the same. The emphasis is on sensitizing society by raising awareness and leaving an impact through this immersive science media, helping people to make informed choices and thus achieve the goals of sustainable development.

Youth Science Media challenge also demonstrates the potential of novel channels for creative scientific literacy, raising scientific temper and prototyping the futures.

Are you up for the challenge ?

Here is an interesting opportunity for all the innovative young minds (undergraduates) who have a creative streak and think differently.

If you think you can combine science and creativity to present the various challenges of ecosystem, biodiversity and environment, threatening the goals of sustainable development and think of solutions for the same in an interesting way to shift our thinking and spur the actions, this challenge is for you!.

Are you up for the challenge?

Competition Categories for Themed Challenges

1. Audio Micro -docs/Podcasts
2. Slidecasts/ Narrated Slide shows
3. Video podcasts (Science Media/Wild nature)
4. Scripted podcasts (Science Fiction podcasts)
5. Scripted podcasts (Science Narrative podcast)

- Time duration for each category - 5 minutes
- Broad themes will be provided for challenges
- Entries can be solo or team
- A team can have up to 5 members

Categories

Themed Challenges

Audio Micro -docs/Podcasts

Eco wisdom for The Harbingers of Change
Habitats at Risk & Saviour Science
Your idea of a world too small for your scientific minds

Slidecasts/ Narrated Slide shows

Waste to Wealth Photo stories
Biosphere Resurgence Photo stories
Valleys of Endemic Extinction & Peaks of Eco- Restoration

Video podcasts (Science Media/Wild nature)

Science Media for promoting Circular Economy
Wild Nature and Seeds of Resilience

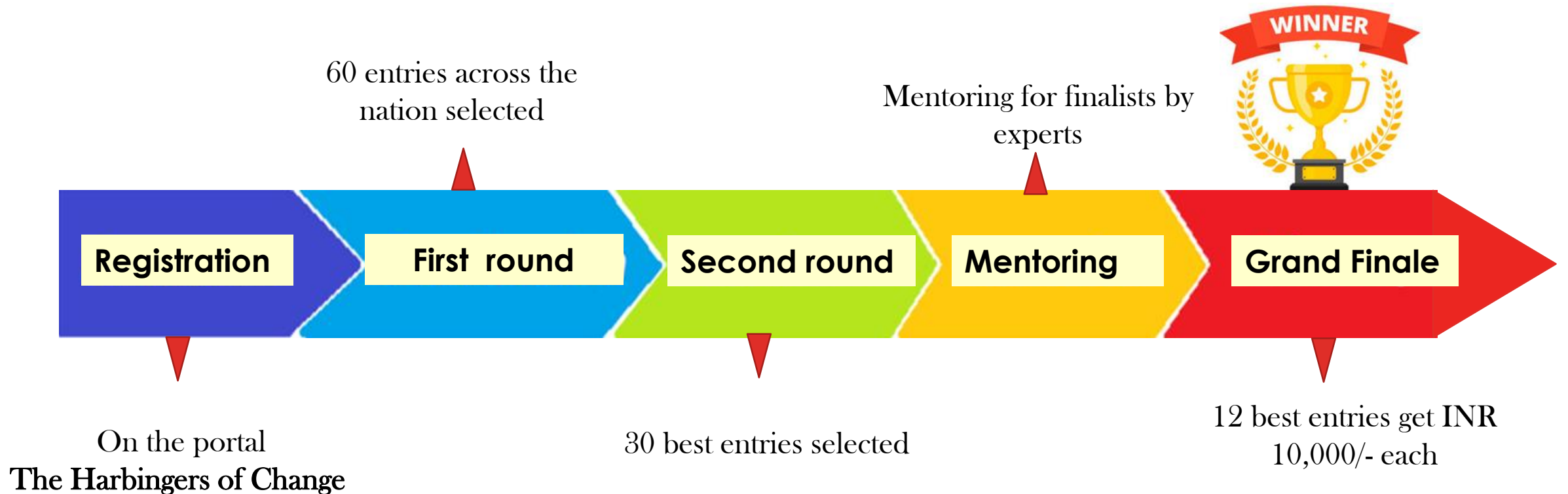
Scripted podcasts (Science Fiction podcasts)

Sci-fi for Green Architecture
Sci-fi for Resource Efficient Futures

Scripted podcasts (Science Narrative podcast)

'Vigyan Trinetra' for One Planet Living
Bio mimicry & Bio -philic designs

Stages of National Challenge



FAQs

- Q. Who can participate?
A. Undergraduates
- Q. Is registration for the challenge a mandatory step for participation?
A. Yes
- Q. A student can participate in more than one categories?
A. Yes
- Q. Whether undergraduates of private colleges are eligible to participate?
A. Yes
- Q. Do student participants need to register for the challenge if the college they are enrolled with is holding intra-college competitions to select entries for the challenge?
A. Yes
- Q. Can a faculty member of the participating college, coordinating intra-college competitions at college, register on behalf of the participating students of the college?
A. No, every participant (solo/team) needs to register for the challenge.

FAQs

- Q. Does a college need to send only three best entries or three best entries for each of the category students opt to participate in?
A. College will hold intra-college competitions for all the categories and send three best entries for each, via mail to the organizers.
- Q. In case a team entry wins, every member will get INR 10,000?
A. No, members are considered as part of a single unit entry.
- Q. Can a student enrolled in a college directly send the entry for the challenge?
A. If the college student is enrolled with is not holding intra-college competition, student can directly send the entry but needs to provide copy of the college Identity Card.

In case you have not got answer to your query, please feel free to contact us:

Email: youthsciencemediachallenge@gmail.com