

## Building bridges, striking conversations: Science Communication at TIFR Hyderabad

Ms. Anusheela Chatterjee (Programme Head, Science Media Centre - TIFR Hyderabad)

**Friday, November 17 2023 at 4 p.m.**  
**Hybrid: Lecture Theatre AG 66, TIFR**  
**YouTube Live at:**  
<https://tinyurl.com/ASETon17Nov>



Institutional science communication presents a wide variety of opportunities to engage with the community, via both traditional channels as well as new media. In this talk, Anusheela will be discussing past and ongoing efforts aimed at strengthening science communication and public engagement programmes at the Tata Institute of Fundamental Research, Hyderabad (TIFRH). They have been exploring (and experimenting with) different ways to communicate institute research in an effective manner. Additionally, they have been conducting outreach activities for schools and colleges (for example: TIFRH Science Fair) and organising community outreach events (for example: Science café Sawaal-Jawaab: Conversations on Science, Knowledge Partner at the India Science Festival, 2023). TIFRH has also set up a structure for Strategic Communications that focuses on increasing the visibility of the institute among the public. There are multiple successful models of captivating science communication initiatives across the country. TIFRH students are an integral driving force of its science communication programme. The speaker will discuss how they try to incorporate a training component in science communication skills for the students participating in these programmes. Apart from the above, they are conceptualizing ways to bring in our audience as potential contributors that would eventually equip them to develop better scicomm resources and revisit existing methods if the need arises. TIFRH has also joined forces with peers from the science communication community in India, whenever possible, to maximise the impact of its programmes.

*Anusheela Chatterjee is the Programme Head of the Science Media Centre at Tata Institute of Fundamental Research, Hyderabad. She obtained her Masters degree in Biology from the Department of Biological Sciences, TIFR Mumbai, prior to joining TIFRH as a science writer.*



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