



COMMUNICATION  
ON TOP **IN DAVOS**

WCFDavos | CERN 2015 | Special Thematic Session

Branding Science: Value, Audience and Communication

**Jaydip Chowdhury**

Head of Corporate Communications & Advocacy at Bilcare Research

Date- 09.03.15 CERN, Geneva

# Science in Public Forum

## Bringing Science at Parliament of Religion, London by Swami Vivekananda in Sept. 1893

- “Certainly it is true that man cannot be simply an evolution. Every evolution presupposes an involution. This involution and evolution is on throughout the whole of nature”

## Hinting about God’s Particle

- “Science is nothing but the finding of unity. As soon as science would reach perfect unity, it would stop from further progress, because it would reach the goal”

# Branding Science



8 most brand engaged in Twitter



# To Brand or Not to Brand...



# Need to Brand Science



- In 2015 WEF the narrative was around disruption AI, Robotics as an outcome of science
- Optics of Science changing, necessitating the need of branding

# Value of Science

Gandhian Philosophy :  
*More from less for More*

Weapon of Mass  
Conservation: Humanity



Past

- Gravity
- Electricity
- Evolution
- Louis Paster
- Relativity
- Quantum Theory
- Penicillin
- Big Bang

Future

- Climate Change
- God Particle
- Food Security
- Clean Water/Energy
- Fight against Ibola
- Malnutrition
- Chronic/Contagious Disease
- Neglected Diseases

Humane **Genome Project** by Eric Lander

# Audience

## Old Testimony

Scientific Scholar

**Tool** -Science  
Journal/  
Seminar  
Circuit



## New Testimony

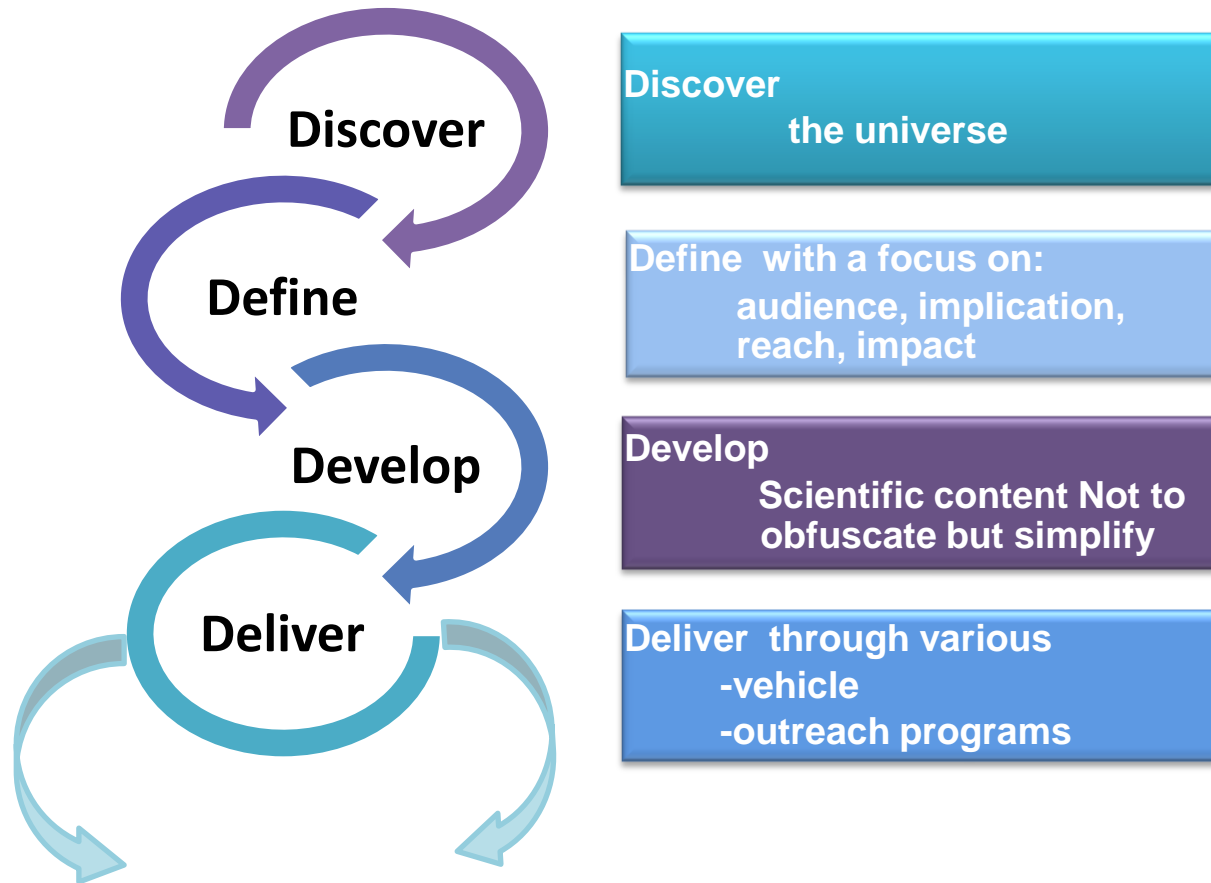
Student of Science

**Tool** - Social  
Media/ Web  
Based



# Communicating Science

## No Rocket Science



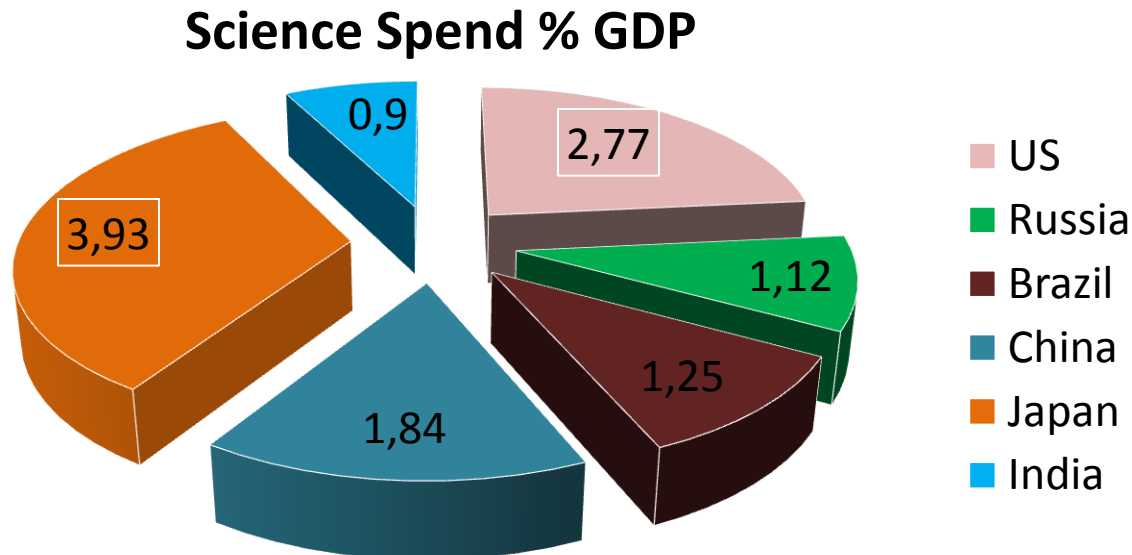
Tool/Vehicle-science in Vogue  
with ICE age-Emergence of  
crowd sharing, social media  
perception/ e learning  
tools/web based/cloud

Civic engagement and science  
conceptualization of the institutional framework  
surrounding science communications via  
interdisciplinary partnerships and initiatives at  
universities and other community-based institutions



# Citizen Science Program

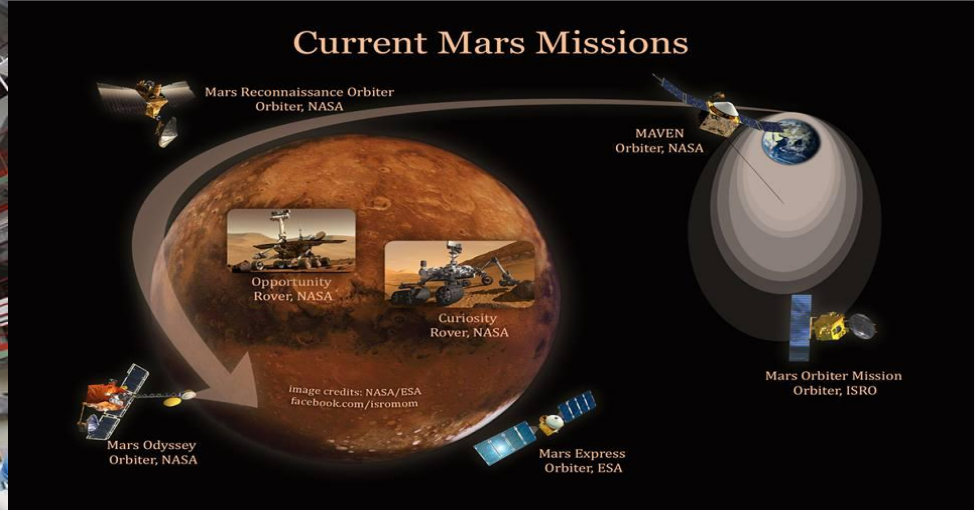
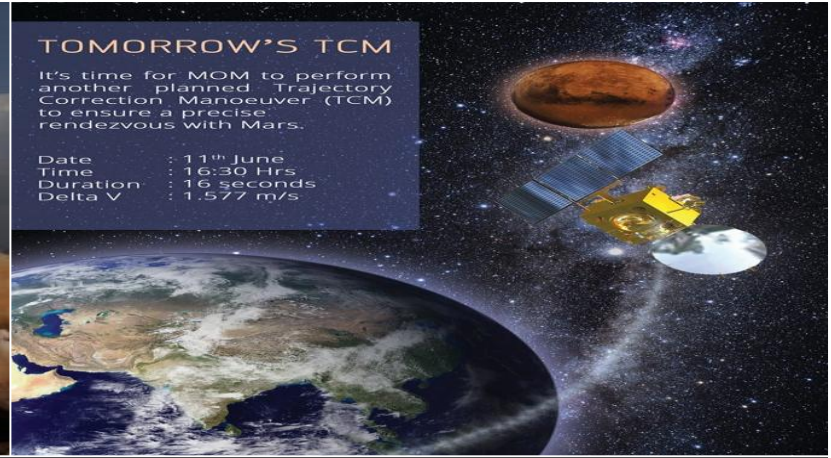
- Civic education and encourage group participation
- Instead of educating public through scientific literacy campaigns provide forums:
  - Engage/invite/include/solicit public in defining/addressing the issue/consensus solution or call for public's perspective in research proposals



**Why India's 11 century  
Science legacy could not  
be sustained?**



# Case Study-Mission Orbiter Mars(MOM)



# Objective/Value of MOM

## Objective and value of mission MOM:

- Design, planning, management and operation of an interplanetary mission.
- Design and realisation of a Mars orbiter with a capability to survive and perform Earth Bound Manoeuvres, cruise phase of 300 days, Mars orbit insertion / capture, and on-orbit phase around Mars.
- Deep space communication, navigation, mission planning and management.
- Incorporate autonomous features to handle contingency situations.
- Exploration of Mars surface features, morphology, mineralogy and Martian atmosphere by indigenous scientific instruments.
- **Budget of USD 80Mn less than Gravity Movie**



# Case Study ISRO-MOM

## Communication Strategy and Medium

- Interviews in print and several TV channels
- Cascading effects on several US/ European media
- Exhibition in schools, planetarium, museums
- Live telecast in BBC from MOX, ISTRAC Bangalore
- Real time direct audience engagement/Social Media brand wagon:

facebook.com/ISRO  
garnered more than 898,000  
page likes

facebook.com/ISROMOM  
garnered more than 670,000  
Likes



twitter.com/Mars Orbiter garnered  
lakhs of followers within few days of  
its launch. With just 30 tweets, this  
first person handle of our Mars  
Orbiter boasts 262,000 followers as  
on date.

With around 500 tweets, our  
twitter handle twitter.com/isro  
had following of more than  
270,000 tweets

