

Government of India
Department of Atomic Energy
Public Outreach Management Cell

Anushakti Bhavan,
C.S.M. Marg,
Mumbai- 400 001.

No.1/48/2014-POMC/31

February 25 2015.

Subject: - Submission of valuable accomplishments by the Units
and Institutions of DAE to be published on social media
pages of the Department

As the Department of Atomic Energy has entered its 60th year of dedicated service to the nation, a diamond jubilee celebration has been commenced by the Department to mark its exemplary contributions as suggested by our Hon'ble Prime Minister during his recent visit to BARC, Mumbai. The on-going project on Public Outreach & Perception Management is mandated to spread awareness about the benefits flowing out to the society from the programmes of the Department. Various activities to improve and augment Department's visibility among general public are being carried out by the Public Outreach Management Cell (POMC) of DAE.

Enhanced use of web-based media is an important activity under the programme and it aims to establish a comprehensive ecosystem of all the information connected to the Department, its constituent Units, products and services. Wider reach, easy accessibility and most importantly, its popularity among the youth, makes internet based services, like website and social media pages, an important component of the public outreach programme.

Under the auspices of Diamond Jubilee Year of the Department, it has been proposed to create a bouquet of sixty achievements of the Department possessing direct pertinence with the society. Selected achievements shall be published in a phased manner on popular social media platforms.

Submissions citing valuable accomplishments are invited from all DAE Units and Institutions for the use with proposed social media pages. General guidelines for preparing the write-up are given below:

General guidelines for submission

- It is mandatory for every Unit and Institution of DAE to send a minimum **two** achievements.
- Accomplishments or activities that have direct **relevance** for the society or industry should be given preference over the ones purely academic in nature.
- Activities and programmes with strong success indicator towards country's **self-reliance** and **excellence** are encouraged for submission.

— Forwarded to Director
— Copies to all CDs and
chair, out reach

- Every proposed achievement should be *submitted separately* with a write-up including the following:

1. **Abstract**

A brief introduction of the proposed achievement, preferably within 100 to 200 words, in simple language. It should allow clear understanding of the challenge or issue, the gist of the solution and major proven or envisaged benefits. **Abstract should be logically complete and self-explanatory.** Important aspects in the text should be accompanied by references numbers.

2. **Detailed Description**

Description of the proposed achievement, preferably within 500 to 800 words, in simple language. It should contain references traceable to the abstract, wherever applicable. The description may broadly contain the following:

- (a) Establishing the Requirement/Issue: Motivation to carry out the proposed activity and its envisaged benefits in Indian context
- (b) Solutions / State of the Art: Parallel works carried out by DAE in past or by other agencies and relevant on-going activities.
- (c) Contribution of the Department: Quantifiable outcome of the proposed achievement / success indicator, facts and figures along with the end beneficiary, e.g., the section of society or industry; future prospects/plans etc.

3. **FAQ section**

A probable set of questions and relevant answers related to the proposed achievement. The questions may be generated considering the inquisitive attitude of the common public/media and DAE's expertise and experience in the domain of proposed achievement.

4. **Images**

A minimum of 3 **high resolution images** should be included with the write-up. Image may preferably be taken afresh using high resolution setting on a good quality digital camera. High resolution scanning of good quality archived images may be also sent in support of aspects that are historical in nature or wherever fresh photography is not possible. The following aspects may be considered while taking/selecting the images:

- a) Overall appeal of the image should be service or solution oriented, preferably with human elements with the exception of activities involving keep-out zones / machine controlled or restricted access areas
- b) The image may include a subtle cue to DAE or the concerned Unit in the form of background structure, logo or any other visual identity element, if possible

- c) The images should display the elements only to the extent permissible by the rules governing photography at the respective Unit/facility.

5. **Mandatory Additional Information**

- a) List of images in a tabular form as shown below:

S. No.	Image File name	Image Caption
--------	-----------------	---------------

- b) Contact details of person(s) with a good know-how of the activity. This is required for creating a prompt response mechanism for the probable requests posted by online visitors / media.


- The write-up must be submitted in common document file formats (Microsoft Word / Open Office / Rich Text Format etc.) using font Times New Roman with text size 12 and Line Spacing 1.5 on page size A4 with 1 inch border on every side of the page.
- Kindly avoid using highly scientific terminology and mathematical equations. The write-up should be composed in lucid language to suit the understanding of common citizen, media persons, students, etc.
- Every submission must be sent in a separate e-mail. Subject of the mail should contain *<Name of the Unit/Institution, Location> Achievement No. <##> i.e., Bhabha Atomic Research Centre, Mumbai Achievement No.01.*

The following persons may be contacted for any clarification in this regard:

1	Shri Reetesh Chaurasia	Member, POMC, DAE, Mumbai Tel: 022 2286 2669 Email: ritesh@dae.gov.in
2	Shri Nikhil Saxena	Scientific Officer, RCnD, BARC, Mumbai Tel: 022 2559 5187 Email: nikhils@barc.gov.in

Submissions in the above mentioned format may be sent to the office of Head, Public Outreach Management Cell (POMC), Department of Atomic Energy, Mumbai by e-mail to **pomc@dae.gov.in** on or before March 31, 2015. The submissions must be forwarded through proper channel duly affirmed by the respective Unit /Institution Head.

This has the concurrence of Secretary, Department of Atomic Energy.


(Swati Pandey)
Head, POMC

Copy to all Heads of Unit :- As per list