



SIS conducts “Patinformatics” and “Effective Science Communication” Workshops at Chandigarh/Mohali

Ever since its establishment, the SIS has played an active role in promoting information consciousness and development of S&T Communication skills amongst academia and researchers in general and its members in particular. Towards meeting such an objective it has over the years organized a large number of learned Workshops, Seminars and Conventions. These have always been well attended and well commented upon.

Keeping the same objective in view the Society organized on February 23, 2012 two Workshops on two distinct themes at the National Institute of Pharmaceutical Education and Research, Mohali and also at the Institute of Microbial Technology, Chandigarh. While the first theme Workshop on “Patinformatics for Research and Business Planning” was conducted by Senior SIS Fellow, Dr R R Hirwani, Head, CSIR-URDIP and his team of Sh. Nishad and Sh. Dash, the other on “Effective Science Communication” was conducted by Dr B C Sharma a veteran of the field and the Senior most SIS Fellow. The sessions of the Workshops were so rotated that the participants at both the Institutions had the benefit of listening the both the facilitators.

The participation at both the places was overwhelming as at neither of the institutions Workshops on such distinct themes were ever held earlier. Dr Hirwani and his team focused on landscaping, white space mapping, product development, technology foresight, patentability studies highlighting therein its use for business planning covering competitive intelligence, business diversification, mergers and acquisitions, freedom to operate studies and related subjects. The subject matter of the presentation being very topical, it led to a very lively interaction between the facilitators and the participants.

Dr B C Sharma in his presentations dealt with the purpose and characteristics of S&T communication in general and discussed the importance of effective S&T writing, the purpose of S&T writing and certain common characteristics of this type of writing and linked them to the goal of S&T writing, i.e., to share usable information. In hands on style he took the participants through different stages of writing which include generation of ideas or information, sorting of information, preparation of an outline, preparation of a rough draft and the final revised draft. In his presentation Dr Sharma focused on the use of effective language for coherent and clear presentation of the information gathered by scientists in their researches. Through actual case examples he discussed the common errors found in S&T writing, which lead to low readability and/or miscarriage of intended message of the author. He concluded by sharing with the participants specific suggestions on how to avoid common traps that make language complex, ambiguous and difficult to follow.

For most of the participants at both the institutions, it was a unique learning opportunity and they thanked the Society for the opportunity offered.



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Both the Workshops were coordinated by Prof Naresh Kumar, President,SIS