

**GOVERNMENT OF INDIA
SCIENCE AND TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:68

ANSWERED ON:17.02.2006

TELECAST OF SCIENCE AND TECHNOLOGY PROGRAMMES

Adsul Shri Anandrao Vithoba; Tripathy Shri Braja Kishore

Will the Minister of SCIENCE AND TECHNOLOGY be pleased to state:

:

(a) whether the Ministry of Science & Technology has tied up with National Geographic Channel to produce and telecast a range of programmes showing the achievement made in different disciplines of science & technology in India;

(b) if so, the details thereof;

(c) the length of films proposed to be produced;

(d) the expenditure likely to be incurred thereon ; and

(e) the time by which the said films are likely to be telecast ?

Answer

MINISTER OF SCIENCE & TECHNOLOGY AND MINISTER OF OCEAN DEVELOPMENT(KAPIL SIBAL)

(a) Yes Sir.

(b) The basic purpose of the proposed year-long campaign is to educate and inform the general public about the great work done by national research and development institutes and laboratories across India by showcasing the most innovative and path-breaking trends in the field of science & technology.

(c) Film No. Duration No. of Airings

Science Safari Film 01 45 min. 12 (Four in first month
and one per month for
next 8 months)

Science Safari Short Films 15 45 sec. 550

Science safari programming 06 30 sec. 252

Stunt on Nat Geo 03 30 sec. 150

Nat Geo created vignettes 03 30 sec. 150

highlighting Innovation

Initiatives across India

Factoids on Indian Scientists 06 30 sec. 200

(d) Expenditure towards production of films : Rs. 1,14,15,570/-

Expenditure towards airing and promotion of films : Rs. 1,02,01,550/-

(e) The first film is expected to be aired by the end of May, 2006.