

6. INFORMATION, EDUCATION AND COMMUNICATION (IEC)

Health Education

Information, education and communication (IEC) Division prepared the posters depicting activities and results of major scientific activities of the Malaria Research Centre and its various field units of the Integrated Disease Vector Control Programme under the administrative control of MRC.

National Science Day was celebrated by organising a health education camp in a school. The activities included display of exhibition on malaria, live demonstrations and video films.



Malaria Research Centre participated in the Science and Technology Exhibition “Science EXPO-2003—Pride of India”. This exhibition was the part of the 90th Session of Indian Science Congress held at Bangalore from 3–7 January 2003. The theme of the Congress was “Frontier Science and Cutting Edge Technologies”.



A lecture-cum-demonstration was given to trainees on health education and community participation.

One health education-cum-blood examination camp was organised for the rural population of Tehsil Jewar, District Ghaziabad from 29–31 October 2003.



The exhibition in Hindi was also displayed in addition to display of other activities related to malaria prevention and control. Blood smears of fever cases were taken and examined on the spot and results communicated to the patients.

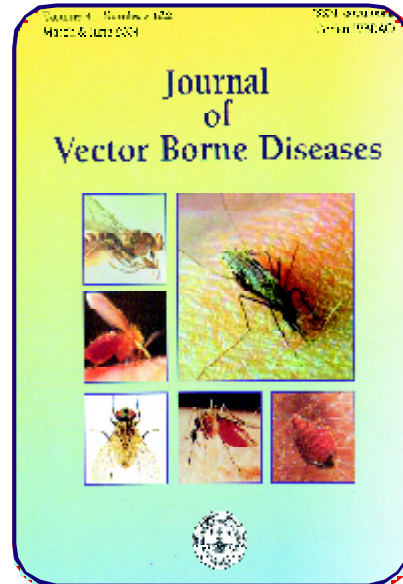
Publications

IEC

Publications

Journal of Vector Borne Diseases

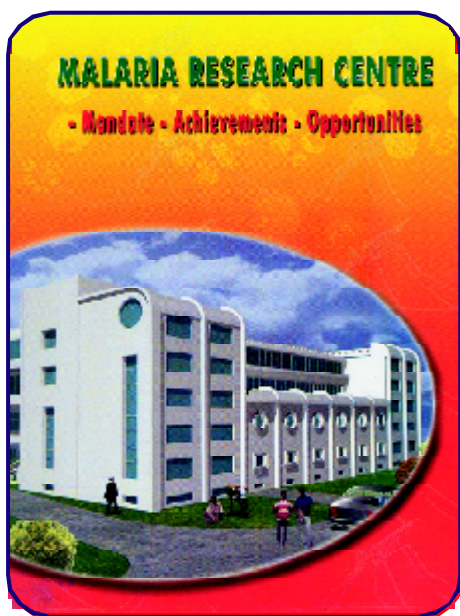
The *Journal of Vector Borne Diseases* superseded *Indian Journal of Malariology* in 2003. This periodical with a totally different elegant look, shape, International size and widened scientific scope is being brought out by the Centre regularly to serve the scientific community. Great emphasis had been made to bring out the periodical within its scheduled time span.



Malaria Patrika

The popular Hindi quarterly magazine of the Centre (consisting all the important activities and latest research information) has entered in its twelfth year of publication fulfilling its purpose of creating awareness in the community about malaria and its control.

Besides above periodicals, Annual Reports of the Centre; IDVC Project and multi-coloured brochures in English— *Malaria Research Centre : Mandate—Achievement—Opportunities*; and in Hindi—*Malaria Anusandhan Kendra : Uddeshaya -Uplabdhayan-Avsar* had also been brought out.



MRC Website

The website of Malaria Research Centre launched on 28 October 2002 is being maintained successfully. The URL of website is <http://www.mrcindia.org>. The website contains information on:

1. Directory of all the IDVC project field units under the administrative control of MRC with separate page for each field unit describing their activities and contact information.
2. Directory of all scientists of MRC with their address, e-mail and research interest.
3. Information about publications of MRC including year-wise research publications for last 12 years (1993–2004).
4. Separate page for *Journal of Vector Borne Diseases* (Formerly *Indian Journal of Malariology*). In this page all information regarding the Journal such as subscription, guidelines to the authors, editorial board, latest status, and above all, all articles published in the journal as PDF files are made available to the readers separately.
5. Information about activities of MRC such as, activities of audio-visual unit, research activities and services rendered by MRC.
5. Pages with 'Search' form (within website) and 'Feed back' form.
6. Links to important malaria websites.

Additionally, following documents have been uploaded on the website:

1. Chapter-wise PDF files of document entitled, *A Profile of Malaria Research Centre* published on the occasion of the Silver Jubilee celebrations of MRC.
2. Annual Report 2002.

Database on research projects and their activities are under preparation.

The website has been included in DMOZ open directory project. The various pages of website can now be searched using Google® search engine.

Library

IEC

The Centre has one of the best libraries in the country in the field of malaria having 6607 books, 3005 bound journals, 3559 reprints, 18 video cassettes, 27 audio cassettes, five microfilms, 13 thesis and 100 national and international reports. A total of 60 journals (50 foreign and 10 national) are being subscribed besides 10 journals which are being received on exchange or complimentary basis. Three magazines and 12 newspapers (seven in English and five in Hindi) are also being subscribed. In the financial year 2003-04, the library has added 18 new books and four new journals.

The Library renders its services not only to the scientists/research scholars of the Centre, but also to various national and international universities and organisations. During the year library has provided its services to the scientists of 16 national/international institutes/universities.

In the process of modernisation during the year 2003-04 data of 1422 books and 70 Journals have been entered in the library software—Libsys, while other cataloguing work is in progress.

Library is affiliated with DELNET (Developing Library Network) to access the various database like union catalogue of books/periodicals to provide the required material to the scientists and its users.

Library also provides abstracts, references, CAS and SDI services. Medline CD search and internet facility to access on line journals is also available to the users. Library also provides science citation analysis services to its scientists through INSDOC. Library has provided this facility to the scientists of the Centre. The library also provides inter-library loan facilities and reprographic services on demand.

ICMR (HQ) has procured web-based product viz. J-Gate and JCCC (J-Gate Custom Content for Consortia) for its 24 centres and institutes. MRC library will provide this facility in near future for its users as well as to all its field units located in different parts of the country.

“Hindi Week” Celebrations

For compliance of official language policy of Central Govt., MRC has celebrated “Hindi Week” from 15–19 September 2003. Many activities and competitions such as—release of MRC brochure (Hindi), scientific symposium & workshop, essay writing, noting & drafting, and debate competition were held on this occasion.



On 15 September 2003 the first day of “Hindi Week”, the inaugural function was organised and Dr. Vichar Das, Director of Central Hindi Teaching Scheme was invited as the Chief Guest. Programme was organised by Dr. Vandana Sharma, Hindi Officer of the Centre. After welcoming the Chief Guest, Dr. M.A. Ansari, Officer Incharge of the Centre requested Dr. Vichar Das to release the Hindi brochure which was published on the occasion of “Hindi Day”. The Chief Guest appreciated and congratulated the Officer Incharge for the brochure and various Hindi activities. In the end of this formal inauguration, Hindi Workshop—first activity of the week was started.

This first activity was organised by Dr. Nutan Nanda, Assistant Director of the Centre. Shri Satyendra Singh, A.D. of the Central Translation Bureau had been invited as the Chief Guest for the workshop. Initially Dr. Nanda welcomed Mr. Singh and requested him to start the workshop. The lectures delivered in the workshop were very useful for the administrative staff.

On 16 September 2003, the second day of “Hindi Week” celebration, two activities- Noting & Drafting and Essay Writing Competition were organised by Dr. M.C. Sharma, A.D. and Dr. M.S. Malhotra, D.D. The subject of essay writing competition was *Pardushan aur Swasthya* or *Yuva Pidi aur Bujurg pidi ke Beech Badti Duri* and at the successful completion of competition the first, second, third prizes were given by Dr. Aruna Srivastava, Deputy Director of the Centre in the valedictory function to the following:

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|---------------------|--------|
| Dr. Padmavati Tyagi | First |
| Shri Pradeep Dutta | Second |
| Shri M.P. Singh | Third |

The first, second and third prizes of noting & drafting competition were given by Dr. Arati Roy, Deputy Director of the Centre to the under mentioned in the valedictory function:



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|----------------------|--------|
| Shri Pradeep Dutta | First |
| Shri G.L. Puri | Second |
| Smt. Monika Malhotra | Third |

On 17 September 2003, a scientific symposium was organised by Dr. R.C. Dhiman, D.D. of the Centre. All the scientists of the Centre had participated in this symposium with full enthusiasm and presented their views.



Debate competitions for staff and officers were also organised separately on 18 and 19 September 2003 by Dr. B.N. Nagpal, A.D. of the Centre. The subject of debate competition for staff was *Fast Food ka Chalan Kitna Saarthak*. Dr. Aruna Srivastava and Shri K.N. Pandey from ICMR (HQ) were the judges. The first, second and third prizes were given to the following in the valedictory function:



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|-----------------|--------|
| Shri Vansidhar | First |
| Shri Hari Om | Second |
| Shri K.C. Sehra | Third |



The subject of debate competition for officers was *Fitness Centre Banaam Prakritik Chikitsa*, which was held on 19 September 2004. The Chief Guest and judges were Prof. K.K. Gosoami of Kendriya Hindi Sansthan and Dr. Vijay Shrivastav, A.D.G. from ICMR. The Function was chaired by Dr. M.A. Ansari. First, Dr.

B.N. Nagpal initiated the function by welcoming the Chief Guest and Judges. After that the competition started and first, second and third prizes were given by Dr. M.A. Ansari, Officer Incharge, to the following participants in the valedictory function:

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|--------------------|--------|
| Dr. R.C. Dhiman | First |
| Dr. Nutan Nanda | Second |
| Dr. K. Raghavendra | Third |

A valedictory function was also held on 19 September 2003 and prizes were distributed to all the winners of the above mentioned competitions. The prizes under incentive scheme for maximum work in Hindi were also distributed to the following:

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|--|--------|
| Shri S.C. Sharma—for maximum Hindi dictation | |
| Shri Ram Dev | First |
| Shri Mohan Lal | Second |
| Shri Rameshwar Gupta | Third |
| Shri Raghavendra Sharma | Third |
| Smt. Monika Malhotra | Third |

At the end of the “Hindi Week” celebration programme, vote of thanks was given by Dr. Vandana Sharma, Hindi Officer of the Centre.