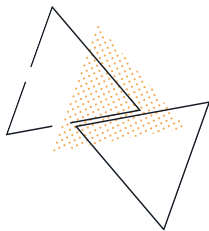


# ANNUAL REPORT



2023





# **START Annual Report - 2023**

## **START's Recent Activities and Initiatives**

### **Executive Summary**

START's Annual Report for 2023 showcases a series of accomplishments and initiatives that underscore the society's commitment to advancing scientific knowledge and fostering engagement with science and technology.

### **Key Highlights:**

- Publication of "India's First in Science and Technology: A Journey in Images": START celebrates the release of its inaugural book, which showcases India's significant achievements in science and technology through captivating visuals and narratives.
- Online Presence and Distribution: START has expanded its reach by establishing a presence on multiple platforms, including Amazon, Flipkart, Google Play Store, and Rakuten Kobo, making its publications easily accessible to a diverse audience.
- Ongoing Projects: Initiatives such as the upcoming book featuring a transcript of an interview with Dr. N. Gopalakrishnan and the creation of Truth Trumpet, a repository for non-fiction popular science books, demonstrate START's dedication to providing enriching reading experiences.
- Collaborations and Social Media Engagement: Collaborations with influencers and content creators on Instagram, along with increased social media presence and reach, have facilitated engagement with a broader audience and attracted a younger demographic.
- Research and Outreach Efforts: START's collaboration with Voice of Azamgarh on a research survey aimed at understanding public perceptions of science and

technology highlights its commitment to fostering scientific literacy and informed decision-making.

- **Talent Development and Community Engagement:** Initiatives such as internship programs, volunteer opportunities, and science film screenings have not only enriched the society's outreach efforts but also contributed to nurturing young talent and fostering community engagement.

START's achievements in 2023 reflect its dedication to promoting scientific understanding, curiosity, and literacy. By continuing to expand its reach and engage with diverse audiences through various initiatives and partnerships, START remains committed to its mission of advancing science communication and engagement. For further information or inquiries about START's initiatives, visit [www.startngo.in](http://www.startngo.in) or contact [info@startngo.in](mailto:info@startngo.in).

## Introduction

This report highlights the recent accomplishments and initiatives of START. It covers the publication of our first book, their online presence on various platforms, ongoing projects, the creation of a book webpage, a verified author page on Goodreads, the development of Truth Trumpet as a repository for non-fiction popular science books, and the integration of our website with Google Console, Google Analytics, and an SEO optimisation plugin.

This report also outlines the recent collaborations and activities of START, including the Instagram collaboration with influencers Sameeksha and Shakuntala Ranawat, creation of Reels in collaboration with Sameeksha, social media presence and reach, presence on Instamojo for an online marketplace, survey based study in collaboration with Voice of Azamgarh and science film screening activities at various organisations.

### 1. Publication of "India's First in Science and Technology: A Journey in Images"

START is excited to share the publication of our first book titled "India's First in Science and Technology: A Journey in Images." This book aims to celebrate the remarkable achievements of India in the field of science and technology through captivating visuals and informative narratives. It showcases significant milestones, innovations, and contributions made by Indian scientists and inventors.

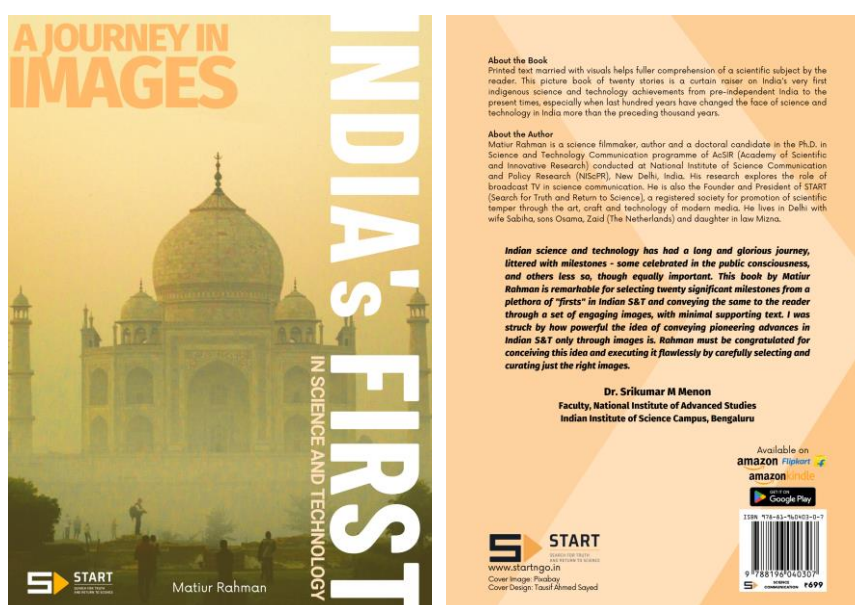


Fig 01: Front and back cover of 'India's First in Science and Technology: A Journey in Images'

## 2. Online Presence on Multiple Platforms

To reach a wider audience and make our book easily accessible, START has established an online presence on various platforms. The book is available for purchase on popular platforms, including Amazon, Flipkart, Amazon Kindle, Google Play Store, and Rakuten Kobo. This strategy allows START to target diverse user bases and facilitate hassle-free online book shopping.

### Links to visit our book

Amazon: <https://amzn.eu/d/7Pr9MFA>

Flipkart: [Click to visit our book](#)

Amazon Kindle: <https://amzn.eu/d/51Zp8Fa>

Google Play Store: [Click to visit our book on Google Play](#)

Rakuten Kobo: [Click to visit our book on Rakuten Kobo](#)

START Bookstore: [Click to visit our book on START Bookstore](#)

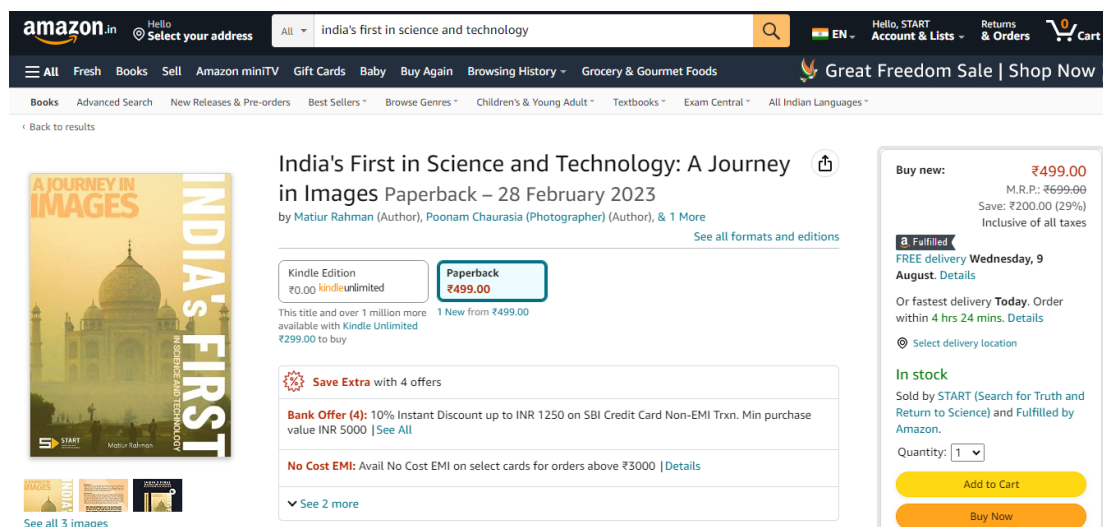


Fig 02: Our picture book 'India's First in Science and Technology: A Journey in Images' on Amazon

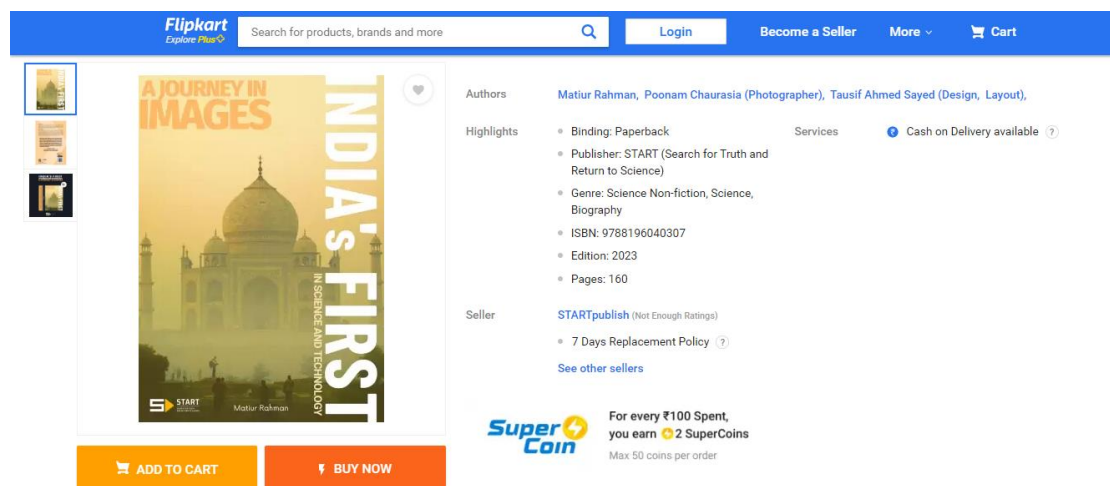


Fig 03: Our picture book 'India's First in Science and Technology: A Journey in Images' on Flipkart

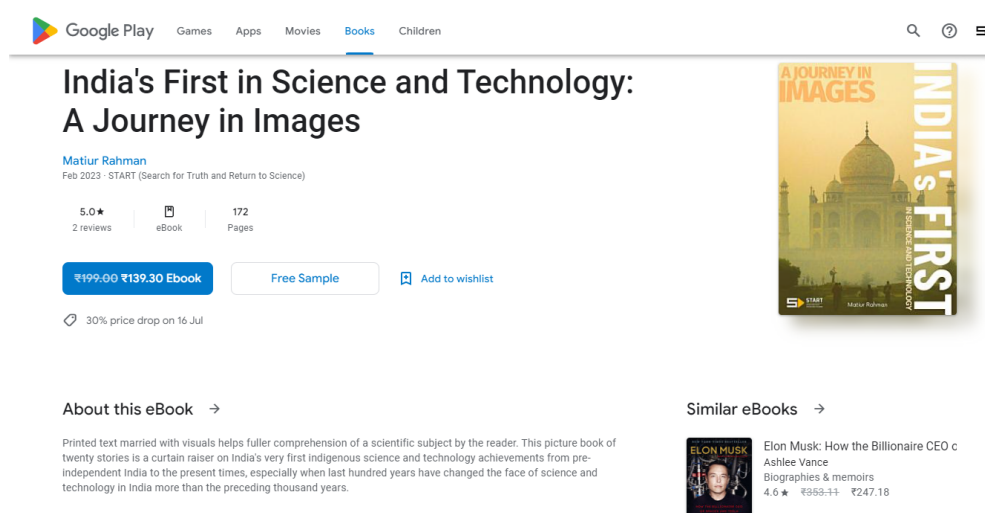


Fig 04: 'India's First in Science and Technology: A Journey in Images' on Google Play

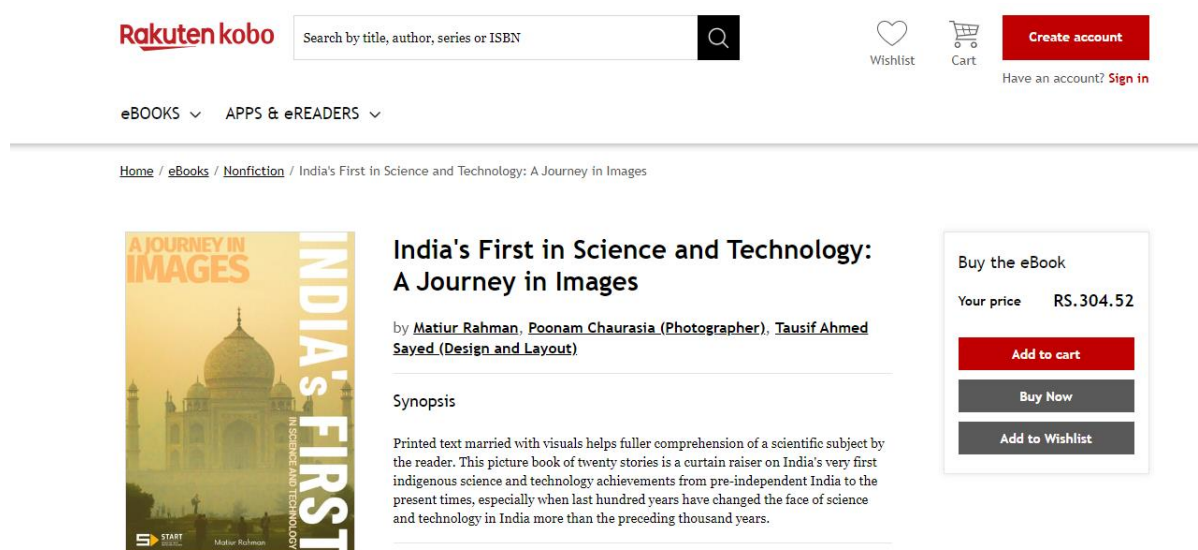
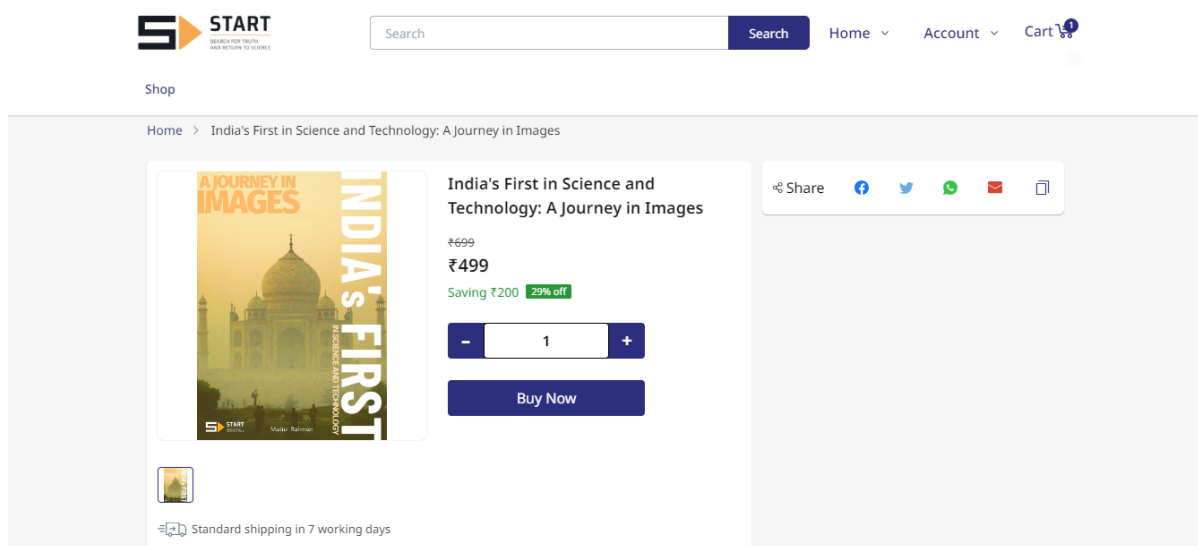


Fig 05: 'India's First in Science and Technology: A Journey in Images' on Rakuten kobo

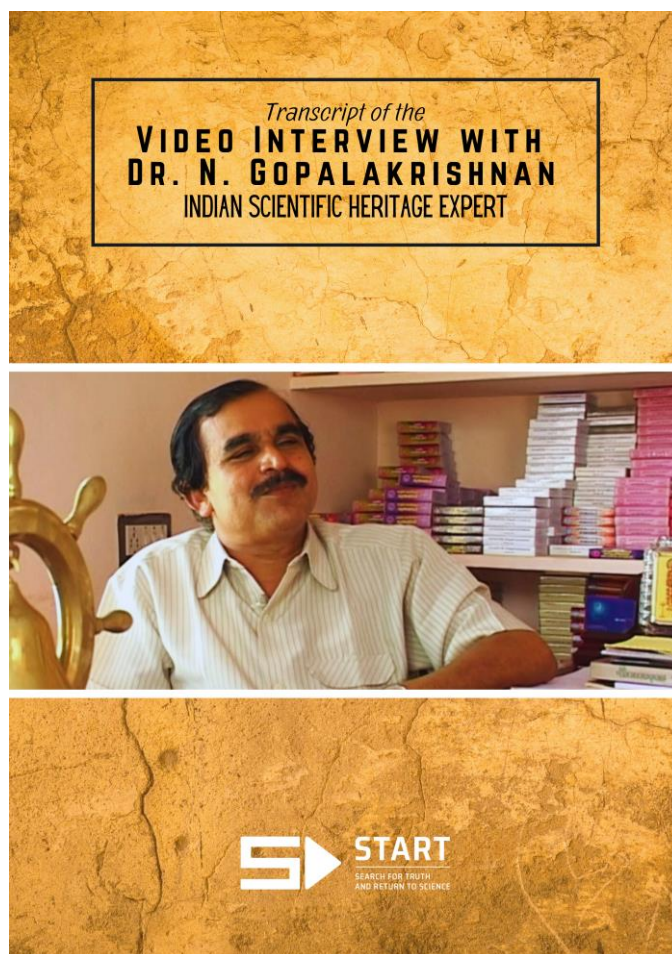




*Fig 06: 'India's First in Science and Technology: A Journey in Images' on START Bookstore*

### **3. Ongoing Project: "Transcript of the Video Interview with Dr. N. Gopalakrishnan, Indian Scientific Heritage Expert"**

START is currently working on the next book titled "Transcript of the Video Interview with Dr. N. Gopalakrishnan" This upcoming book holds great potential to captivate readers with its unique format. By presenting the transcripts of a video interview with Dr. N. Gopalakrishnan, a renowned expert in Indian Scientific Heritage, START aims to provide an enriching reading experience that combines the benefits of visuals and written content.



*Fig 07: Tentative cover page of “Transcript of the Video Interview with Dr. N. Gopalakrishnan, Indian Scientific Heritage Expert”*

#### **4. Creation of START Book Webpage**

To provide readers with a dedicated platform to explore and learn more about their books, START has created a book webpage on the website. This webpage, located at (<http://www.startngo.in/books>), serves as an online hub where visitors can discover more information about our publications, access previews, reviews, and make direct purchases.





Fig 08: START Books webpage

## 5. Verified Author Page on Goodreads

START has a verified author page on Goodreads, a popular platform for book enthusiasts. This page allows readers and followers to connect with the authors, stay updated on their latest works, access additional information, and find recommendations. The verified status adds credibility to the authors and enhances their presence within the book community.

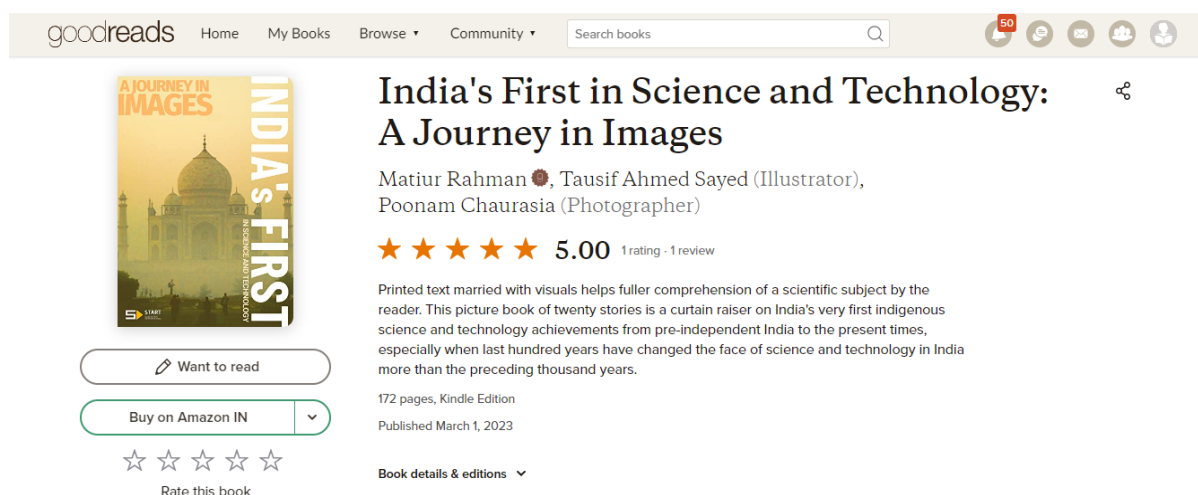


Fig 09: 'India's First in Science and Technology: A Journey in Images' book on Goodreads

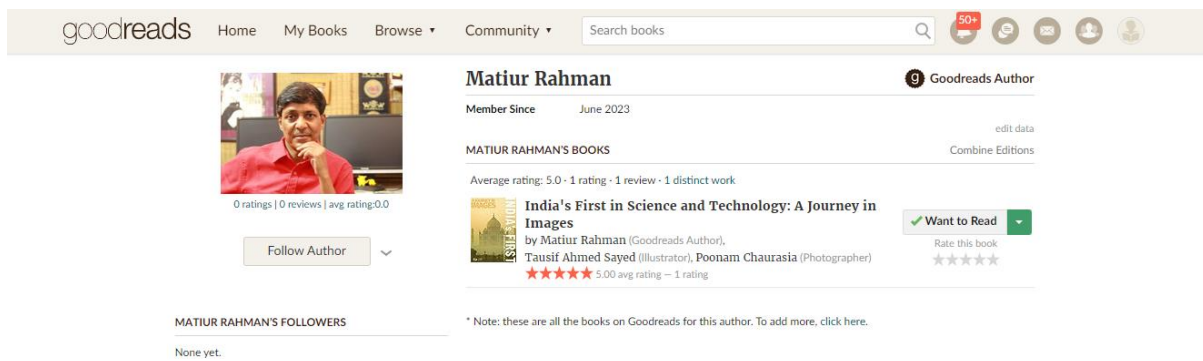


Fig 10: Verified author page on Goodreads

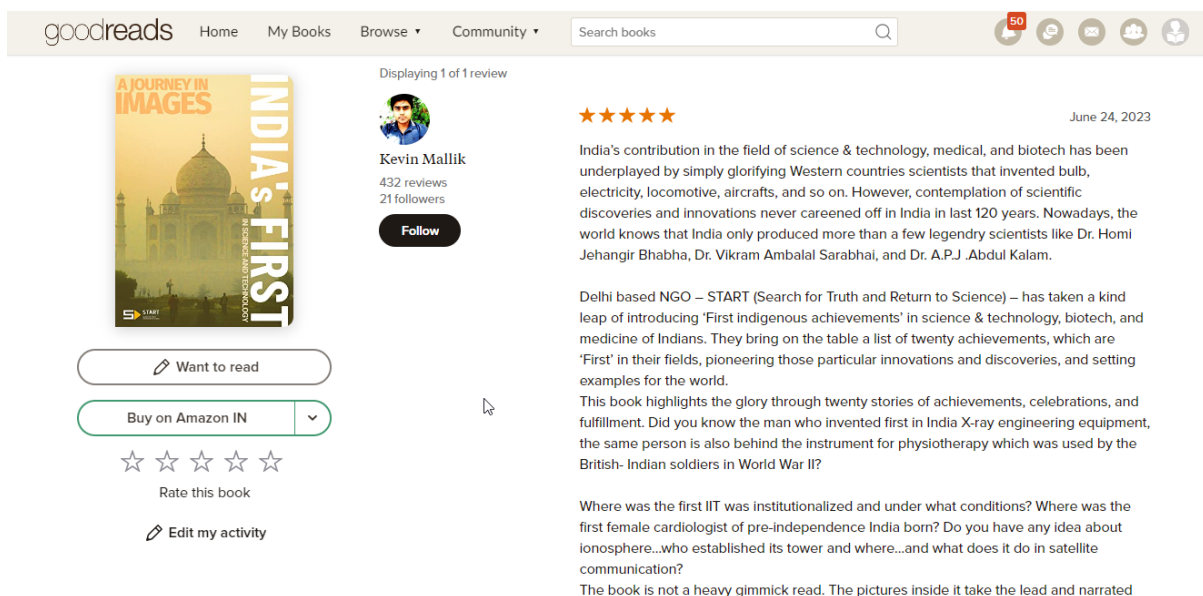


Fig 11: 'India's First in Science and Technology: A Journey in Images' book review on Goodreads

## 6. Creation of Truth Trumpet

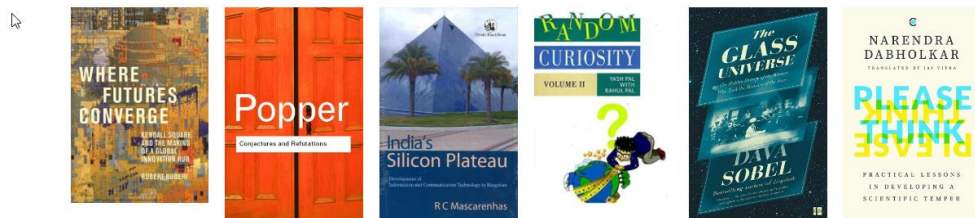
As part of our commitment to promoting non-fiction popular science books, START has created "Truth Trumpet." It serves as a curated repository of non-fiction titles, focusing on scientific knowledge and exploration. This initiative aims to offer readers a platform to discover, explore, and dive into fascinating popular science subjects from renowned authors.

Click to visit Truth Trumpet: <https://startngo.in/truth-trumpet/>



## Repository of Popular Science Books

Truth Trumpet has a collection of science book suggestions and reviews to help you decide which books to go through and to add to your library! Its goal is to put together a repository of popular science books that might interest you.



India's Science Geniuses And The Problems They Are Solving

The Scientific Indian: A Twenty-First Century Guide To The World Around Us

Random Curiosity

The Glass Universe: The Hidden History of the Women

As the COVID-19 pandemic was creating havoc around the planet, Archana Sharma and Spoorthy Raman were working at ungodly hours. Sharma, a senior physicist at CERN, in Europe, and Raman, a Canada-based science journalist, were working towards their new book, *India's Science Geniuses (and the Problems They are Solving)*.

For Sharma, it was very early in the morning. For Raman, it was very late at night. They worked through these hours, talking to 30 scientists whose work would later make it into the book.

Released to the public in late June this year, the book has drawn the attention of several people in the Indian science ecosystem. The cover quotes former secretary of the Department of Science and Technology, Ashutosh Sharma, calling the book "eye-opening".



Fig 12: Truth Trumpet webpage

## 7. Integration with Google Console, Google Analytics, and SEO Optimisation Plugin

To monitor and improve our website's performance, START has integrated the website (<https://www.startngo.in>) with Google Console and Google Analytics. These tools provide valuable insights into website traffic, user behaviour, and search engine optimisation. Additionally, START has implemented an SEO optimisation plugin to enhance the website's visibility, search engine rankings, and overall online presence.

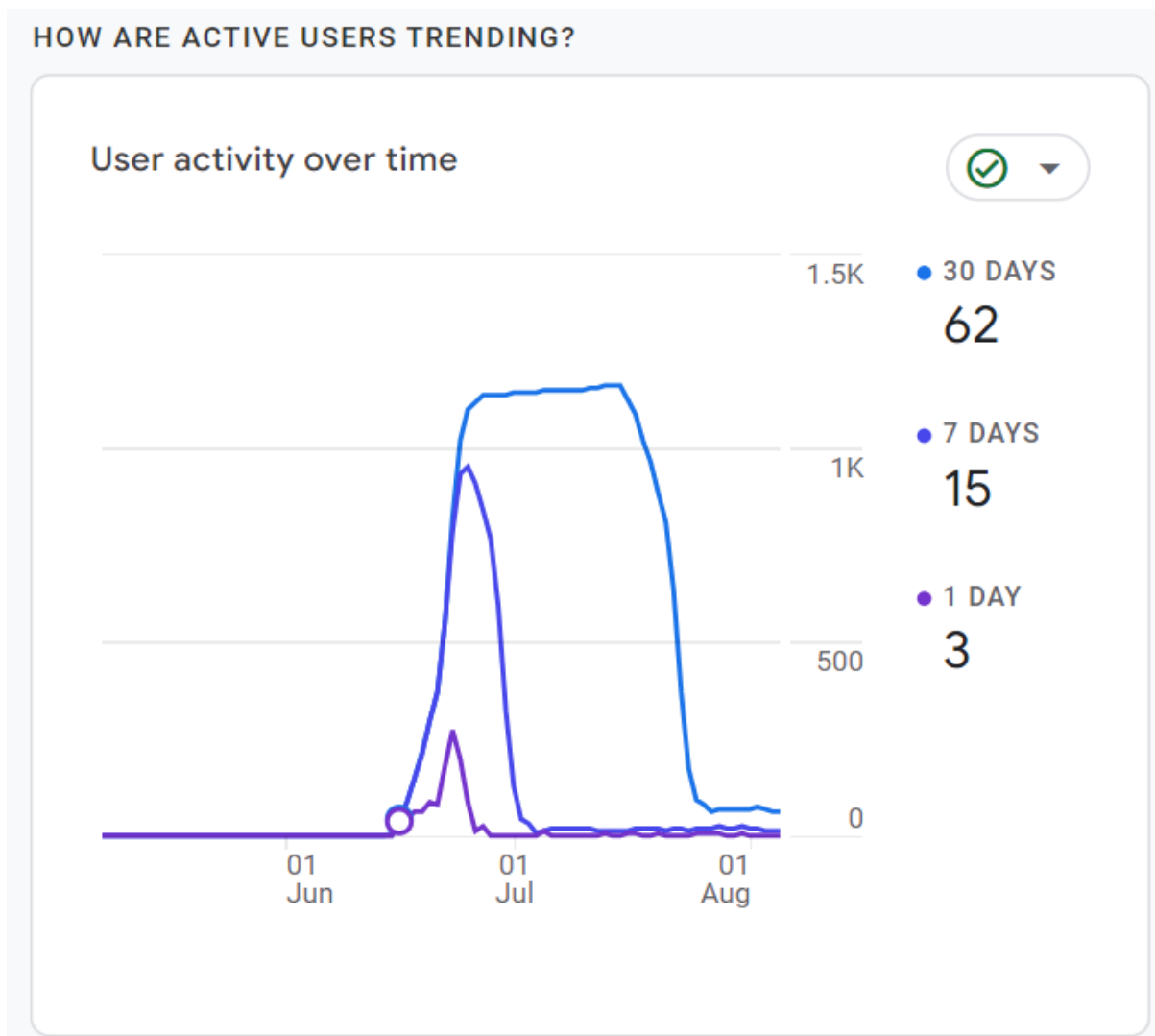


Fig 13: Graph showing number of active users on START's website

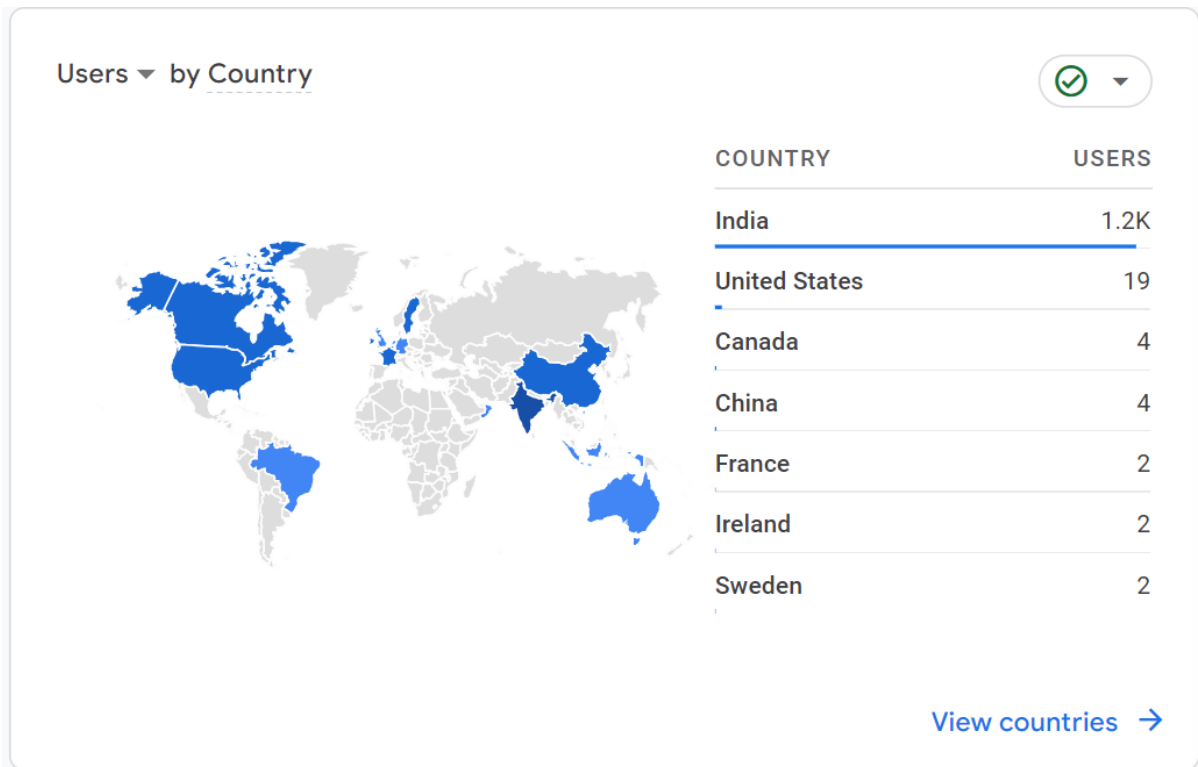


Fig 14: Graph showing visitor's country profile

	Page title and screen class ▼ +	↓ Views	Users	Views per user	Average engagement time
		1,900 100% of total	1,204 100% of total	1.58 Avg 0%	0m 12s Avg 0%
1	START Popular Books - START	1,425	1,123	1.27	0m 04s
2	START   Home - START	221	94	2.35	0m 49s
3	Videos - START	51	19	2.68	0m 53s
4	Truth Trumpet - START	39	11	3.55	1m 42s
5	About - START	32	13	2.46	0m 42s
6	Watching Eyes - START	25	9	2.78	1m 37s
7	START Activity - START	23	9	2.56	0m 39s
8	Get Involved - START	16	7	2.29	0m 28s
9	START Bookstore - START	11	4	2.75	1m 08s
10	Contact us - START	10	8	1.25	0m 02s

Fig 15: Image showing START's most popular webpages

## 8. Instagram Collaboration with Sameeksha and Shakuntala Ranawat

Sameeksha and Shakuntala Ranawat are prominent social media influencers on Instagram with a significant following. START collaborated with these influencers to increase its online presence, expand its reach and engage with a larger audience. The collaboration was successful, and it allowed START to tap into a new generation and attract the younger audience.

## 9. Reels Creation with Sameeksha

START collaborated with Sameeksha, a popular book influencer, to create engaging and relevant Reels, a popular feature on Instagram. These reels showcased stories from our book, 'India's First in Science and Technology: A Journey in Images'. With the help of Sameeksha, START gained a lot of visibility on Instagram. Due to the success of this collaboration, START plans to continue creating Reels in collaboration with Sameeksha and other content creators.

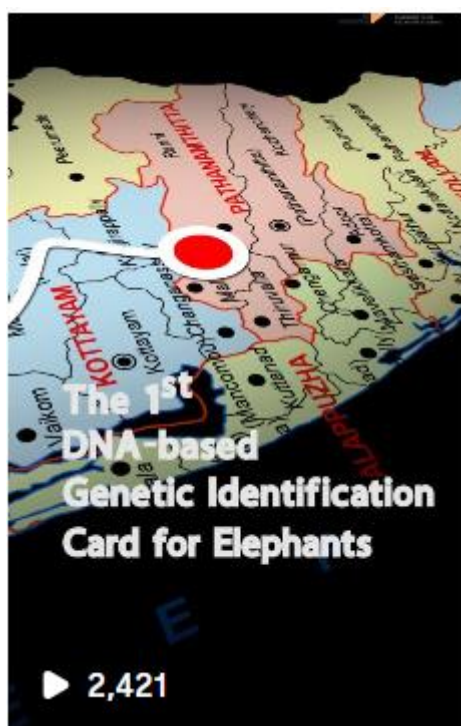


Fig 16: Image showing number of times our reels played on social media

### Link to Visit the Reel:

[https://www.instagram.com/reel/Cud6HjBICmB/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/Cud6HjBICmB/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)





Fig 17: Image showing collaboration with social media influencer, Shakuntala Ranawat

## 10. Increased Social Media Presence and Reach

START's online presence and reach have increased significantly due to various online activities. The use of engaging content and relevant hashtags has helped to reach a wider audience on social media platforms like Instagram, Facebook, and Twitter. As a result, START has been able to engage with existing customers and also attract new ones.

### Audience

101 Facebook followers

#### Age and gender

Men 86.00%  
Women 14.00%

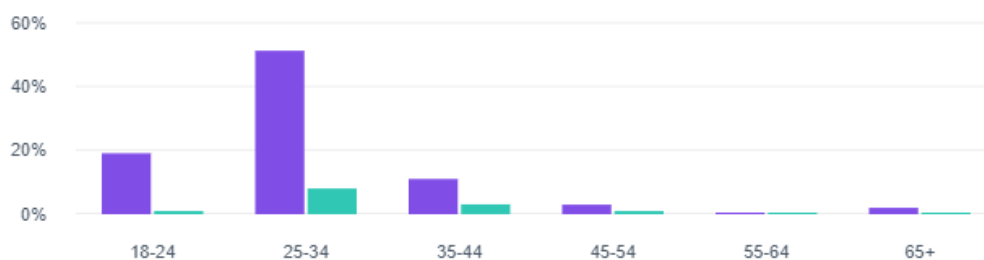


Fig 18: Graph showing START's Facebook Page followers

## Reach ⓘ

**263**

Accounts reached

Followers 25

Non-followers 238

## By content type

All Followers Non-followers

Posts 186

Reels 114

Stories 13

Videos 11

Followers Non-followers

Fig 19: Graph showing START's Instagram visitors

## Visitor highlights ⓘ

354

Page views

84

Unique visitors

2

Custom button clicks

Fig 20: Graph showing START's LinkedIn visitors

## 11. Online Marketplace with Instamojo

To make shopping more convenient for our STARTers, START has established an online marketplace in collaboration with Instamojo. This partnership has allowed START to expand its presence to a wider audience, where the online shopping trend has increased rapidly post Covid-19. As a result of the collaboration, START can now offer its products, such as books, access to exclusive audio/video to a wider audience.

**Link to visit START Bookstore:** <https://startbookstore.myinstamojo.com/>

## 12. Research Survey on Public Understanding of Science and Scientific Temper

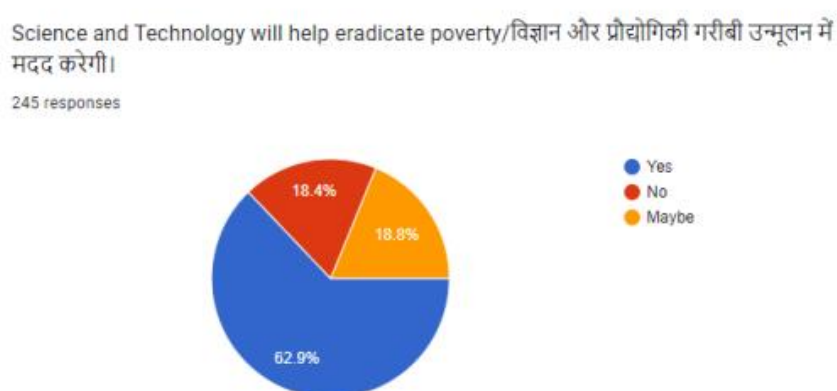
In collaboration with Voice of Azamgarh, START embarked on an extensive offline survey initiative aimed at gaining insights into the public's comprehension of science and technology and its societal impact. This endeavour sought to not only inform but also foster innovation and enhance scientific literacy among diverse communities.

The offline survey was conducted across various regions, including Azamgarh, with the participation of individuals representing different demographic backgrounds. Employing a structured questionnaire, qualitative and quantitative data were gathered to assess perceptions, attitudes, and awareness levels concerning science and technology.

Findings from the survey unveiled a spectrum of understanding and awareness among respondents regarding scientific concepts and technological advancements. Participants expressed a range of opinions concerning the societal implications of science and technology, spanning from optimism regarding progress to apprehensions about ethical and environmental consequences. Additionally, factors such as educational background, socioeconomic status, and access to information were identified as influencing individuals' perspectives on science and technology.

Following data collection, a comprehensive analysis was conducted utilising statistical methods and qualitative analysis techniques to discern patterns, trends, and correlations. Insights derived from this analysis offered valuable input for policymakers, educators, and stakeholders striving to promote science communication and facilitate informed decision-making.

Leveraging the findings of the survey, START intends to publish a thorough research paper in a Scopus-indexed journal in 2024. This publication will serve as a scholarly contribution to the realm of science communication, underscoring the significance of comprehending public perceptions and attitudes towards science and technology.



*Fig 20.1: Figure showing glimpse of participant's response*

A country needs Science and Technology to become developed/एक देश को विकसित होने के लिए विज्ञान और प्रौद्योगिकी की आवश्यकता है

245 responses

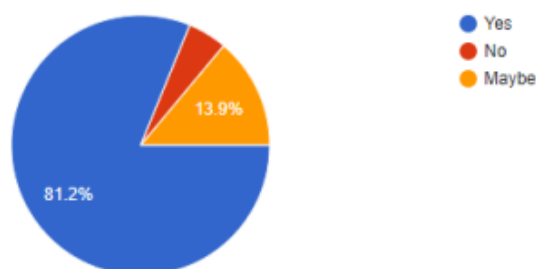


Fig 20.2: Figure showing glimpse of participant's response

### 13. Internship Program and Engagement in Science Film Screening Activities

In order to enhance our science film screening activities, START has hired two talented interns who are actively involved in various aspects of organising and executing these events. The interns bring fresh perspectives and contribute significantly to the planning, coordination, and promotion of the film screenings. Their active involvement has helped in creating engaging and impactful experiences for the participants.

### 14. New Trainee Program (START Volunteer)

In an effort to nurture young talent in the field of science and technology, START launched a volunteer program. This program aimed at providing hands-on experience to aspiring individuals, fostering a culture of science communication and outreach within the society.

In an endeavour to cultivate budding talent in the realm of science and technology, START introduced a volunteer initiative. This initiative was designed to offer practical experience to ambitious individuals, while also instilling a culture of science communication and community engagement. The volunteer activities encompassed various outreach initiatives, where individuals like Yakshata, Anandita, and Mohit took charge of engaging communities in Bangalore and Bihar. Leveraging their local

networks and resources, they organised local workshops and community events to raise awareness about START's mission, programs, and initiatives. These efforts aimed to establish connections and foster collaboration among stakeholders.

Furthermore, the volunteers played a crucial role in gathering valuable data for START's research projects. Through surveys, interviews, and data collection, they contributed to laying the groundwork for future research endeavours. The data collected by Yakshata, Anandita, and Mohit is set to be published in a prestigious research journal, highlighting the significance and impact of START's volunteer-driven initiatives. This will not only enrich academic discourse but also illuminate pressing societal issues and challenges.

The Volunteer Program has already proven its effectiveness in enhancing outreach, facilitating data collection, and promoting collaboration between START and local communities. Looking ahead, START intends to expand the Volunteer Program, harnessing the collective passion of individuals to drive positive change and innovation. By continuing to invest in volunteer training, support, and recognition, START aims to cultivate a dynamic and engaged community of volunteers dedicated to advancing its mission and objectives.

### Meet **START** Volunteers



**Yakshatha A**

A trained engineer in Electronics and Communication from Sir M. Visvesvaraya Institute of Technology, Bengaluru. She likes writing articles and novels based on topics that stimulates her imagination in areas of interests. She knows English, Hindi and Kannada.



**You don't have to be great to **START**  
but you have to **START** to be great**



**Aanindita Roy**

Pursuing B.Sc (Biotechnology) from St. Joseph's University, Bengaluru. Aanindita Roy is keen about communicating science. She knows English, Hindi and Bengali.

*Fig 21: Image showing START volunteers - 2023*

## 15. Website Affiliation with Amazon

We are delighted to share that START's website is now affiliated with Amazon. This partnership allows us to showcase amazon products, and books to a wider audience through our website. It enables a revenue model making it easier to utilise for reaching out to the public for inculcation of scientific temper through art, craft and technology of modern media.

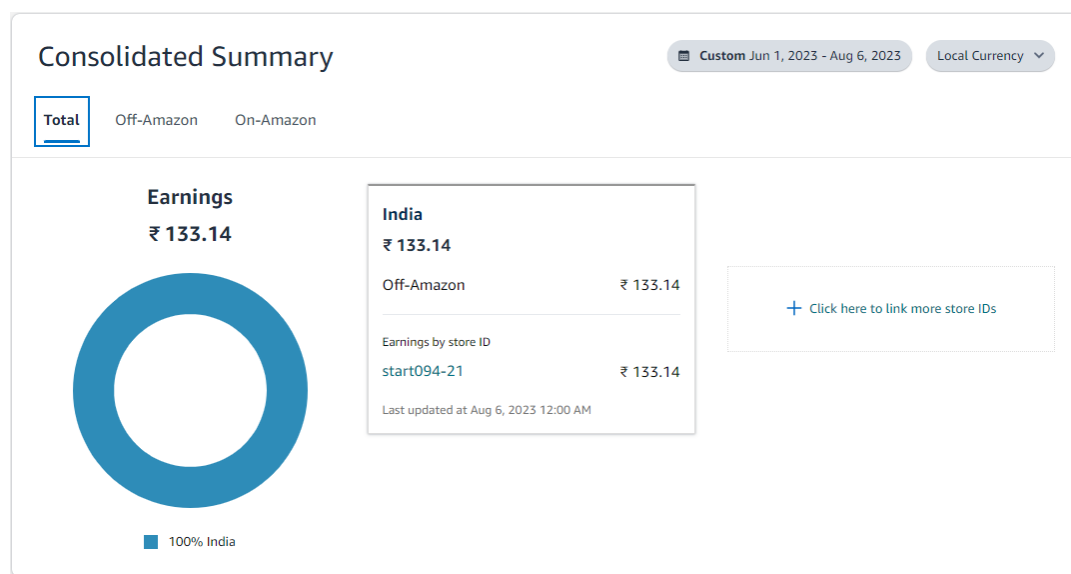


Fig 22: Image showing earnings for Amazon Affiliation

## 16. START Publish with Us Campaign

As part of our commitment to supporting and nurturing talent in the field of popular science non-fiction, START is planning to launch the "START Publish with Us" campaign. Through this initiative, we aim to provide a platform and support system for budding popular science non-fiction authors to bring their ideas to life. By collaborating with these authors, we hope to publish and promote their works, contributing to the growth of knowledge and scientific literacy.

## 17. Registration at Internshala, Canva, and Slack

We are pleased to inform that START is now registered at Internshala, Canva, and Slack. These platforms help us in building a strong online presence, connecting with talented individuals, and finding innovative ways to engage and collaborate with our



audience. This registration opens up new avenues for partnerships, internship opportunities, and creative collaborations to further enhance our outreach.

## **18. Science Film Screening**

START conducted a series of educational and inspirational film screenings across various schools in Bihar state, providing students with an immersive and enriching experience. Covering a diverse array of topics such as scientific discoveries, environmental conservation, and technological innovations, these films sparked curiosity and stimulated discussions among the students. To amplify the impact of its outreach efforts, START partnered with local NGOs and schools to organise and promote these screening events. These collaborations facilitated access to a broader audience, diverse resources, and suitable venues, thereby enabling START to reach a wider demographic and foster greater community engagement. In addition to the film screenings, START also conducted interactive workshops and activities aimed at enhancing students' communication skills and scientific literacy. Through hands-on experiments, demonstrations, and group discussions, students were encouraged to delve into scientific concepts, pose questions, and express their ideas creatively.

The film screenings and science communication activities organised by START have left a profound impact on students, educators, and communities alike. By seamlessly blending entertainment with education, START successfully ignited curiosity, kindled interest in science, and nurtured a culture of lifelong learning among students in Bihar state. The collaborative nature of this initiative has further strengthened partnerships between START, NGOs, and schools, laying the groundwork for future collaborations and joint initiatives. This section highlights the various science film screening events organised by START in collaboration with different organisations. The events took place in Patna, Bihar and were aimed at engaging students through interactive activities and sessions conducted by our interns, Hema and Prince. Winners were awarded certificates as a token of appreciation for their participation and enthusiasm.

### **18.1 Science Film Screening with Diksha Foundation**

START collaborated with Diksha Foundation for science film screenings on July 21, 2023, and July 30, 2023, in Patna. These events provided students with an opportunity to watch science-themed films and learn in an engaging manner.

Alongside the film screenings, students also took part in interesting activities that sparked their curiosity. The winners of these activities were recognised and awarded certificates for their efforts.



*Fig 23: Image showing glimpse of START's Science Film Screening Event*

### **18.2 Science Film Screening with Nari Gunjan**

In partnership with Nari Gunjan, START organised science film screening events in Patna on July 27, 2023, and July 31, 2023. The students actively participated in the event and enjoyed the sessions conducted by interns, Hema and Prince. These sessions aimed to provide additional learning experiences related to the scientific concepts presented in the films.



*Fig 24: Image showing glimpse of START's Science Film Screening Event*

### **18.3 Science Film Screening with Patna Women's College**

START hosted a science film screening event in collaboration with Patna Women's College on July 31, 2023. The event drew a significant number of attendees, comprising students eager to explore science through the medium of film. This collaboration further strengthened the relationship between START and educational institutions, promoting science education and engagement among students.



*Fig 25: Image showing glimpse of START's Science Film Screening Event*

#### **18.4 Science Film Screening with School of Journalism and Mass Communication, Aryabhata Knowledge University**

START partnered with the School of Journalism and Mass Communication (SJMC), Aryabhata Knowledge University, for a science film screening event on August 02, 2023. The event focused on bringing science communication and media together. Students got the opportunity to delve into the world of science through film screenings and interactive sessions led by our interns.

These collaborations and events showcased START's commitment to promoting science education and engagement among students. By combining film screenings with interactive activities, START provided an enriching and enjoyable learning experience. The certificates awarded to the winners recognised their active participation and enthusiasm.



*Fig 26: Image showing glimpse of START's Science Film Screening Event*

#### **18.5 Science Film Screening at Kasturba Gandhi Balika Vidyalaya, Narmada, Gujarat**

START partnered with Kasturba Gandhi Balika Vidyalaya, Narmada, Gujarat, for a science film screening event on August 19, 2023. Students got the opportunity to delve into the world of science through film screenings and interactive sessions led by our

interns. Our first event in Gujarat at Kasturba Gandhi Balika Vidyalaya was a great START. The girls were excited and showed lots of creativity. With the right help and resources, they can tell their own stories and learn many new things through films. This is an exciting journey for them, and START is happy to be a part of it!.



*Fig 27: Image showing glimpse of START's Science Film Screening Event*

### **18.6 Science Film Screening at Ayub Urdu Girls High School, Lalbagh, Patna**

On October 12, 2023, Ayub Urdu Girls High School in Lalbagh, Patna, hosted a screening that seamlessly blended film viewing with storytelling. This innovative event provided an immersive platform for 84 enthusiastic students to explore the realms of science and technology through captivating narratives. The primary aim was to engage and interact with the students, igniting their curiosity and fostering deeper exploration in these fields.



*Fig 28: Image showing glimpse of START's Science Film Screening Event*



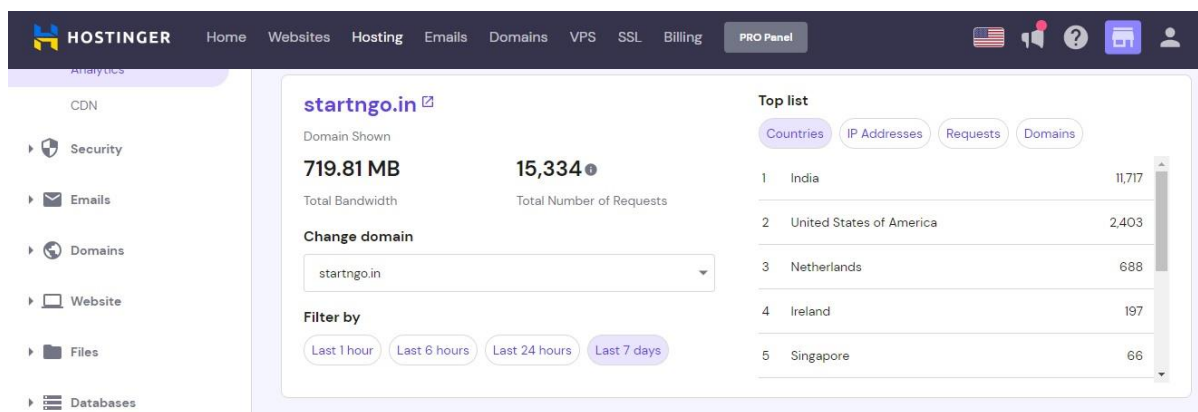
*Fig 29: Image showing glimpse of START's Science Film Screening Event Report*

For more detailed reports and updates on the initiative, please visit START's website: <https://startngo.in/start-film-screening/>

## 19. Regular Website Updates

Start has dedicated efforts towards enhancing website security and optimizing SEO. To ensure the integrity and security of Start's online platform, rigorous measures were implemented to identify and mitigate potential vulnerabilities. Regular security audits were conducted, resulting in timely fixes and updates to the website's security patches. This proactive approach not only strengthened the platform's resilience but also contributed to optimized performance and enhanced visitor experience.





*Fig 30: Image showing number of visitors and data exchanged on START's website*

## Conclusion

Throughout 2023, START achieved remarkable milestones across multiple fronts, from enhancing its online visibility to fostering partnerships and launching talent development programs. These efforts underscored START's commitment to advancing scientific knowledge and global engagement, cementing its position as a key player in the scientific and technological landscape.

An outstanding accomplishment was the successful rollout of the Science Communication and Outreach Program in Bihar state in 2023. Through collaborative efforts such as film screenings, workshops, and partnerships, START empowered students to engage meaningfully with science, laying the groundwork for a more scientifically literate future. Furthermore, the partnership-driven survey conducted with Voice of Azamgarh marked a significant milestone. This survey provided valuable insights into societal perceptions of science and technology, informing policy decisions, educational initiatives, and public engagement strategies. By planning to publish the findings in a Scopus-indexed journal, START aims to enrich the global discourse on science communication and advocate for evidence-based decision-making in addressing contemporary challenges.

This report highlights START's diverse initiatives, achievements, and ongoing projects. As START continues to thrive, it remains committed to promoting scientific understanding, curiosity, and literacy. Through endeavours like research surveys,



internship programs, volunteer skill development, website affiliations, publishing campaigns, platform registrations, and science film screenings, START is expanding its reach and making a positive impact in science communication and engagement.

For further updates or inquiries about our initiatives, please visit our website, [www.startngo.in](http://www.startngo.in), or contact us at [info@startngo.in](mailto:info@startngo.in).

We sincerely appreciate your ongoing support and enthusiasm for START's endeavours!