



START Annual Report - 2022

START's Recent Activities and Initiatives

Introduction

START embarked on a transformative journey, leveraging the power of social media and digital platforms to advance its mission. With a strategic focus on enhancing engagement, expanding reach, and fostering innovation, START made significant strides in establishing its presence across various channels and optimising its operations for maximum impact. In 2022, START accomplished several key initiatives across various domains:

**YOU DON'T HAVE TO
BE GREAT TO START
BUT YOU HAVE TO
START TO BE GREAT!**

1. Social Media Expansion

In 2022, START took significant steps to expand its social media presence and enhance professional networking. This included the creation of Instagram and Twitter accounts aimed at broadening outreach and fostering community engagement. Additionally, START launched a LinkedIn page to strengthen its professional networking efforts, establishing a platform for meaningful connections within the scientific and technological community. These initiatives were pivotal in increasing visibility and facilitating dialogue across diverse audiences, further solidifying START's position as a key player in the field.

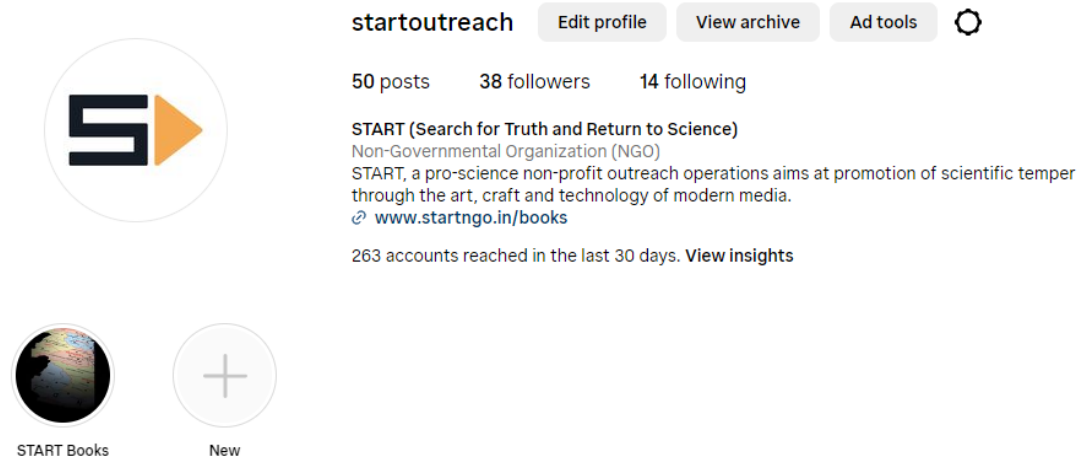


Fig 01: Image showing START's Instagram account

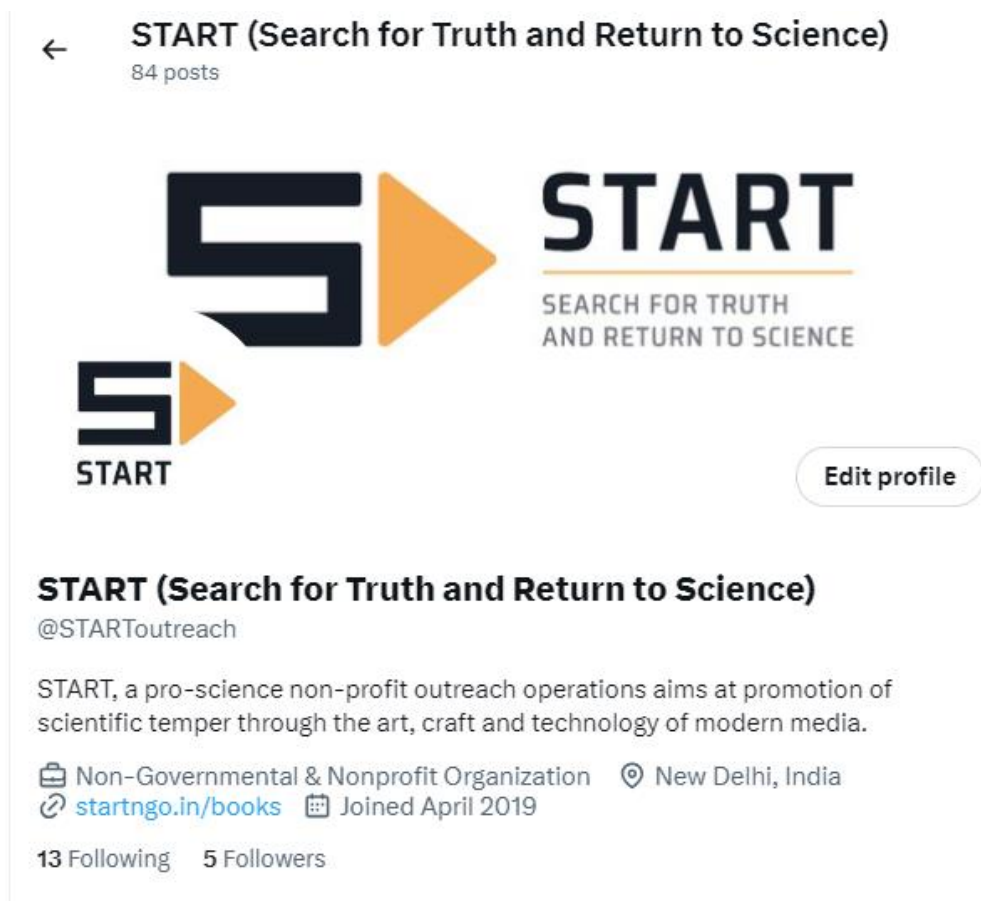


Fig 02: Image showing START's Twitter account

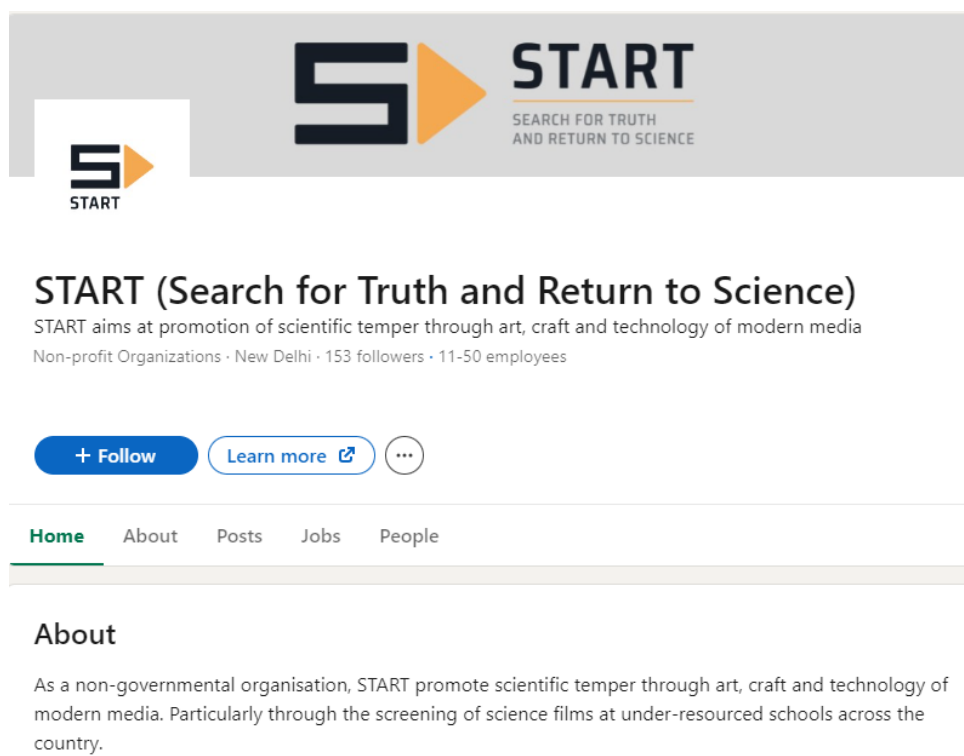


Fig 03: Image showing START's LinkedIn Page

2. START Book Series

START started working on the ground-breaking "India's First in Science and Technology Book" as part of its efforts to promote knowledge dissemination and celebrate achievements in the field. This initiative aimed to highlight significant advancements and discoveries, providing a platform to showcase India's contributions to science and technology on a national and global scale. Through the publication of this book, START sought to inspire curiosity, innovation, and a deeper understanding of scientific principles among readers, fostering a culture of exploration and discovery.

2.1 About the Book

Printed text married with visuals helps fuller comprehension of a scientific subject by the reader. This picture book of twenty stories is a curtain raiser on India's very first indigenous science and technology achievements from pre-independent India to the present times, especially when last hundred years have changed the face of science and technology in India more than the preceding thousand years.

In the forward for the book "India's First in Science and Technology: A Journey in Images," K. P. Madhu, a distinguished Science Writing Consultant at Current Science,

imparts his profound insights into the rich tapestry of India's scientific and technological accomplishments. As a key figure in Current Science, a renowned fortnightly interdisciplinary science journal from India published by the Current Science Association in collaboration with the Indian Academy of Sciences, Bengaluru, Madhu brings unparalleled expertise and perspective to the narrative. Through his eloquent prose, Madhu undoubtedly sets the stage for readers to embark on an enlightening journey through the remarkable milestones and contributions that have shaped India's scientific landscape.

Foreword

As a student in one of the first mass communication courses in India, Matiur Rahman got involved with producing science programmes for television. He kept the spirit alive as an independent producer later, when Poonam Chaurasia joined his mission, the energy and enthusiasm doubled. Travelling to labs and fields of different kinds, they documented science and technology in India in video medium.

Now, nearly four decades later, using screen grabs from the videos, Matiur tells us of the many firsts in science and technology, the giant strides that individual scientists and innovators in India made despite odds, and the beginnings of institutions that make India proud.

This book provides glimpses of Indian science and technology, visually, from the point of view of a television producer.

K. P. Madhu

Science Writing Consultant

Current Science

Current Science is a leading fortnightly interdisciplinary science journal from India published by Current Science Association in collaboration, with Indian Academy of Sciences, Bengaluru.

Furthermore, Dr. Srikumar M Menon, a respected faculty member at the National Institute of Advanced Studies situated on the Indian Institute of Science campus in Bengaluru, has penned words of commendation for the book. His endorsement further underscores the significance of "India's First in Science and Technology: A Journey in Images," adding weight to its portrayal of India's scientific heritage and technological advancements. Dr. Menon's endorsement solidifies the book's reputation as a seminal work in documenting and celebrating India's achievements in the realm of science and technology.

“Indian science and technology has had a long and glorious journey, littered with milestones - some celebrated in the public consciousness, and others less so, though equally important. This book by Matiur Rahman is remarkable for selecting twenty significant milestones from a plethora of "firsts" in Indian S&T and conveying the same to the reader through a set of engaging images, with minimal supporting text. I was struck by how powerful the idea of conveying pioneering advances in Indian S&T only through images is. Rahman must be congratulated for conceiving this idea and executing it flawlessly by carefully selecting and curating just the right images.”

Dr. Srikumar M Menon

Faculty, National Institute of Advanced Studies Indian Institute of Science Campus,
Bengaluru

INDIA'S FIRST IN SCIENCE AND TECHNOLOGY **A JOURNEY IN IMAGES**

Matiur Rahman



Fig 04: Image showing India's First in Science and Technology verso page

3. Website Enhancement

START took significant steps to strengthen its online presence and improve user experience. This included implementing robust security measures to safeguard user data and enhance trust. Additionally, START optimised its SEO strategies to enhance visibility and accessibility, leading to a notable increase in website traffic. These initiatives not only fortified START's digital infrastructure but also contributed to a more secure and user-friendly online environment, aligning with its commitment to excellence in science communication and engagement.

4. ISBN Registration

START achieved a significant milestone by successfully registering with the International Standard Book Number (ISBN) agency. This accomplishment further solidified START's presence in the publishing domain, providing recognition and credibility for its literary endeavours.

3	978-81-960403-0-7	India's First in Science and Technology: A Journey in Images	Matiur Rahman	2022	28/02/2023	INDIA	Single-component retail product/Book		English	Matiur Rahman START (Search for Truth and Return to Science)	Allotted	Eds (H) 3/31/2023 Surrender ISBN Allotted	Update Additional Details	Allotted By RRRNA
---	-------------------	--	---------------	------	------------	-------	--------------------------------------	--	---------	---	----------	--	---------------------------	-------------------

Fig 05: Image showing START's ISBN registration page

5. YouTube Channel Revamp

START took significant steps to enhance its online presence and engagement. One notable achievement was the revitalisation of START's YouTube channel, where engaging content and valuable resources were curated to cater to a diverse range of audience interests. This effort not only increased the channel's appeal but also improved its utility as a platform for sharing knowledge and fostering community interaction.

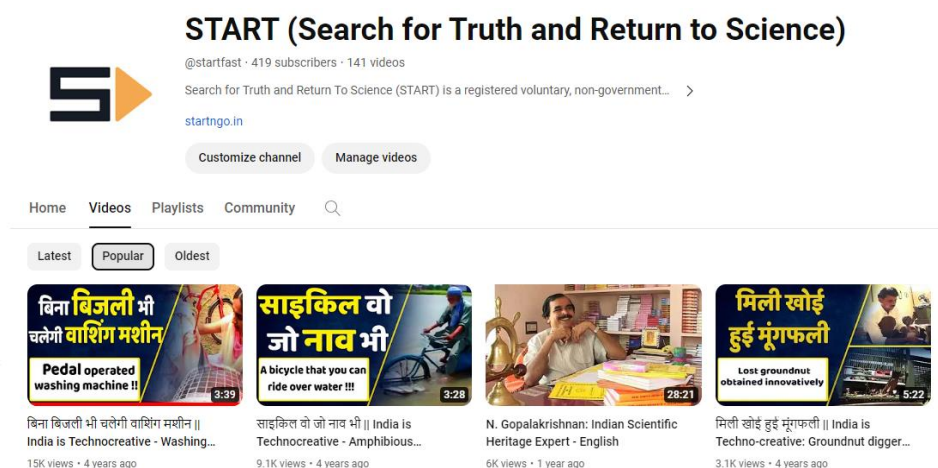


Fig 03: Image showing START's YouTube channel

Visit START's YouTube Channel: <https://www.youtube.com/@startfast>

Conclusion

In closing, the year 2022 marked a period of significant progress and achievement for START. Through strategic initiatives and relentless dedication, the society has reinforced its position in the realm of science, technology, and education. As we embark on the journey ahead, we remain steadfast in our commitment to making a meaningful impact and inspiring positive change in the world.

Plan for START's Activities and Initiatives – 2023

1. Publication Strategy

Objective: Publish a visually captivating book celebrating India's achievements in science and technology.

Action: Finalise content and design for "India's First in Science and Technology: A Journey in Images."

Result: Successful publication and availability of the book on multiple online platforms.

2. Online Presence Enhancement

Objective: Expand START's reach through various online platforms.

Action: Establish presence on Amazon, Flipkart, Google Play Store, Rakuten Kobo, and START Bookstore.

Result: Increased accessibility and visibility of START's publications to a wider audience.

3. Website Development

Objective: Improve user experience and engagement on the website.

Action: Create a dedicated book webpage and integrate with Google Console, Google Analytics, and SEO optimisation plugin.

Result: Enhanced website functionality and performance tracking.

4. Author Engagement on Goodreads

Objective: Establish credibility and engagement on Goodreads platform.

Action: Verify author page and engage with readers through reviews and updates.

Result: Enhanced visibility and connection with the book community.

5. Truth Trumpet Initiative

Objective: Promote non-fiction popular science books.

Action: Launch Truth Trumpet as a curated repository of non-fiction titles.

Result: Increased exposure and accessibility to scientific literature.

6. Influencer Collaborations

Objective: Expand online presence and engagement through collaborations.

Action: Collaborate with Instagram influencers Sameeksha and Shakuntala Ranawat.

Result: Increased reach and engagement among younger audience demographics.

7. Social Media Engagement

Objective: Increase interaction and reach on social media platforms.

Action: Utilise engaging content and relevant hashtags across Instagram, Facebook, and Twitter.

Result: Expanded social media presence and audience engagement.

8. Online Marketplace Establishment

Objective: Provide convenient shopping options for START's products.

Action: Collaborate with Instamojo to establish an online marketplace.

Result: Increased accessibility and sales of START's products.

9. Research Survey and Film Screening Activities

Objective: Enhance scientific literacy and engagement through research and film screenings.

Action: Conduct offline survey with Voice of Azamgarh and organise science film screening events.

Result: Insights gathered for future research and positive impact on community engagement.

10. Volunteer Program Expansion

Objective: Foster talent and community engagement through volunteer initiatives.

Action: Expand volunteer program and engage in community outreach activities.

Result: Strengthened community ties and increased support for START's mission.

11. Affiliate Partnership and Publication Campaign

Objective: Generate revenue and support budding authors in popular science non-fiction.

Action: Affiliate with Amazon and plan "START Publish with Us" campaign.

Result: Increased revenue streams and opportunities for aspiring authors.

12. Platform Registrations and Website Updates

Objective: Expand online presence and ensure website security.

Action: Register with Internshala, Canva, and Slack; regular website updates.

Result: Enhanced outreach and improved website performance.

For further updates or inquiries, visit our website, www.startngo.in. We appreciate your continued support for START's endeavours!