

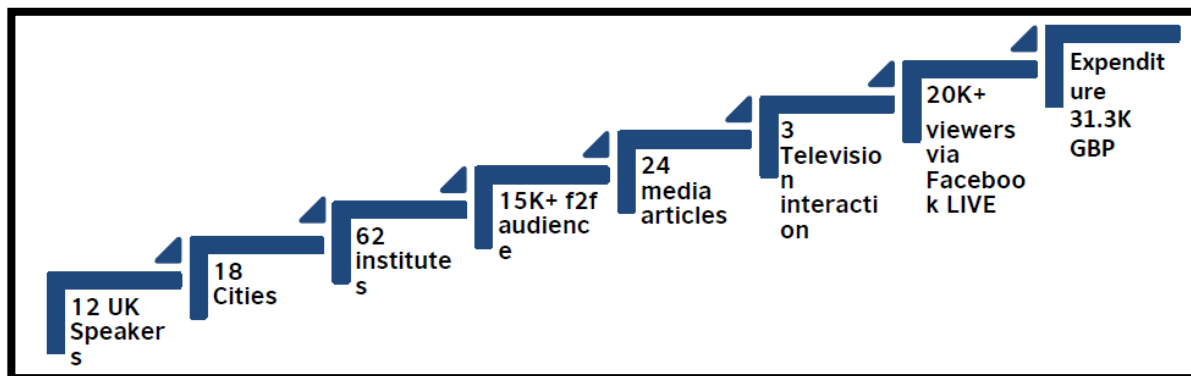
## GREAT TALKS 2017-18

The GREAT Britain campaign is the UK Government's most ambitious international marketing campaign ever and showcases the very best of what Britain has to offer in order to encourage the world to visit, study and do business with the UK.

As part of GREAT campaign, this year, we brought a mix of British academicians and researchers (in the area of Science Technology Engineering and Mathematics (STEM) and Science Communicators to India during January 2018 – March 2018. This lecture series was called GREAT Talks. We have convened the lectures in fifteen plus cities targeting college and university students and researchers from public and private higher education institutes.

These lectures would showcase the exciting work happening in UK, may excite students and faculty to explore study and research in UK, and would connect British scientists with Indian researchers to explore long term collaboration through different bilateral funding like UKIERI, Newton Bhabha and others.

**Between mid January 2018 to early March 2018**



### Highlights:

1. The British Council partnered **with Indian HEIs in their major students festival to reach large audience** such as at IIT Guwahati (2000 plus face to face (f2f) reach during Alcheringa Plenary Talk - Facebook live of Plenary Talk by GREAT Speaker Paul Walton at Alcheringa - 4.7K view of GREAT speaker Alcheringa - <https://www.facebook.com/alcheringaiitg/>); While both NIT Mangalore and IIT Delhi fests were also targeted, audience was modest 250 plus though.
2. British Council collaborated with **with State DST/ relevant technical chapters to have good number of audience** like event at Kadi University, Ahmedabad (1200 f2f audience) - Indian Physics Association, Bombay Chapter supported us by getting NES Ratnam College to host Monica and Iain at their institute with an audience figure of over 400 people- Jadavpur University in collaboration with Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE) Kolkata chapter got students from neighbouring colleges and experts of industry to Neil Hewitt's talk in the city

3. **Limited audience challenge was complimented with innovative digital rich by local hosts:**, Talks were video recorded and later shown to the students from classes VIII to XII (around 1200 students). A blog post was created in the school website under International Dimension section (<https://sisinternationaldimensions.wordpress.com/>), which is accessed by 4000 parents. Additionally, The speaker was broadcasted on Sai TV which has of 2.1K subscription <https://www.youtube.com/watch?v=RpvEVXUtZ5U&t=54s>
  
4. **British Council partnered with Vigyan Prasar that led to GREAT speakers presence on television channel programmes**
  - a. RSTV – • Two speakers were broadcasted (repeat) in Eureka Science Program at Rajya Sabha TV (RSTV is owned and operated by the upper house of Indian Parliament) which has subscriber of 721K. Additionally, Science Monitor and Gan Vigyan, two news program of RSTV also covered three speakers.
  - b. Through EduSat program, around 1000 students (500 in each programme) were reached face to face in various places of the country. Participating Satellite Interactive Terminal (SIT)s were Lucknow, Jalgaon, Raipur, Mandi, Vijayawada, Delhi, Itanagar, Belgaum, Kolhapur, Nagpur in both days.
  
5. **Social media optimization:** GREAT used a number of social media outlets to generate publicity and awareness around the project. British Council managed social networking sites such as Twitter, Facebook and applications such as Facebook LIVE helped reaching to 16,000 plus audience.

### **Key Outcome:**

We have strengthened relationship with faculties from ten UK Universities and 60 plus higher education institutes and science museums in India. Some of the connections have initiated potential collaboration discussion between Indian researchers and British visitors.