



UNESCO-International Day of Light 2023 (IDL2023)

“Science & Society in Media” Launch of Monthly e-Newsletter of Zaheer Science Foundation as part of the IDL 2023 Celebrations

17th July, 2023

Zaheer Science Foundation (ZSF) is a non-profit organization, which was established in 1970 as a Think Tank to help in Nation Building with the promotion of scientific research and educational reform. The Foundation has been organizing international workshops, scientists’ conclaves and training programmes in collaboration with UNESCO on themes related to Science, Technology and Innovation Policy, Science diplomacy and training programmes for working professionals and students. Recently ZSF has taken the initiative to launch a monthly e-newsletter on Science & Society in Media. In its publications, ZSF will be highlighted a spectrum of S&T information to the common man.

It is to mention here that India's scientific institutions and laboratories have played a stellar role in independent India's scientific progress. S&T's achievements are aligned with social upliftment. Various mass media play a vital role to disseminate S&T knowledge to different sections of society. This process inculcates scientific temper among the general public. Both at institutional and individual levels, various endeavours have been done so far. The “Science & Society in Media” e-Newsletter is an initiative towards this noble cause.

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Launch of Monthly e-Newsletter of Zaheer Science Foundation
as part of the UNESCO-IDL 2023 Celebrations

17th July, 2023
(3:30pm-5:30pm)

PROGRAMME

- Welcome Address: Dr. Tabassum Jamal, Chairperson, ZSF
- Special Remarks: Dr. Ram Boojh, Advisor, ZSF,
CEO, Mobius Foundation, New Delhi
Former Science Programme Chief, UNESCO New Delhi Office,
- Address by Dr. D. Shailaja Donempudi, Vice-Chairperson, ZSF,
Chief Scientist, CSIR- IICT, Hyderabad
- About IDL: Prof. Zahid H. Khan, Advisor, ZSF and
UNESCO-IDL National Node for India
- About the e-Newsletter: Dr. M. Rais, Secretary, ZSF and Dr. Manish
Mohan Gore, Joint Secretary, ZSF & Editor of the e-Newsletter,
Scientist, CSIR-NIScPR, New Delhi
- Address by Dr. Nakul Prashar, Guest of Honour,
Former Director, Vigyan Prasar, New Delhi
- Science in Media : Mr. Venkatesh Sharma,
Director, Virtual Studio, Noida
- Launch of e-Newsletter & Address by the Chief Guest
Prof. M. Kasim, Director, AJK Mass Communication Research Centre,
Jamia Millia Islamia, New Delhi
- Vote of Thanks: Dr. Irfan Qureshi, Member, ZSF
Associate Professor, Department of Biotechnology, JMI, New Delhi
- Refreshments

About International Day of Light

The International Day of Light (IDL) is a global initiative that provides an annual focal point for the continued appreciation of light and the role it plays in science, culture and art, education, and sustainable development, and in fields as diverse as medicine, communications, energy, equity and peace. As we all know that Light technology has revolutionized the society through its applications in above mentioned fields and Industries based on light have been the major economic drivers in last few decades. Needless to state that without light-based technologies, there would neither be solar panels, LED lighting, computer monitors, telephone screens, cameras or projectors, MRI, x-ray machines, nor the Internet. New products and processes are coming on the market all the time, giving us better access to information, more reliable healthcare, and better ways of saving energy, innovative modes of learning and new forms of entertainment. There is a tremendous opportunity to raise global awareness of the ways in which light-based technologies promote sustainable development and offer solutions to global challenges in the fields of energy, education, agriculture and healthcare.

With this backdrop, the United Nations proclaimed 2015 as the International Year of Light and Light-based Technologies (IYL 2015) in which 13,168 events were organized in 147 countries and attended by millions of people from throughout the world. With such great success, the UNESCO's General Assembly decided to regularly celebrate the International Day of Light (IDL) on May 16, every year, starting from 2018. It is the anniversary of the first laser developed by the American physicist and engineer, Theodore H. Maiman on May 16, 1960. It is to mention that during the last sixty years the laser has completely transformed our lives due to its great contributions to healthcare, education and connecting the world through Internet.

Due to Covid-19 pandemic, during the last two years many face-to-face events had to be replaced with online activities or these were held in the hybrid mode. Since the inauguration of IDL 2018, the total audience in the International Day of Light events in these five years is estimated to exceed 2 million, including face-to-face activities, social media posts, video messages and other campaigns carried out nationally and worldwide. The social media like Facebook and Twitter were also widely used to share the information about the events organized. It shows how the people around the world have shown their enthusiasm in celebrating light.

This year is the 6th year of the International Day of Light and a large number of events are being organized worldwide by educational and research organizations through Lectures, Seminars, Webinars, Workshops, Conferences, Science Fairs, Light Shows, Quiz Contests, Demonstration of Optical Instruments etc. in the online/ offline/ hybrid mode.

The International Day of Light is administered from the International Basic Science Programme (IBSP) of UNESCO by a Steering Committee that includes representatives from a broad range of international partners. Currently Prof. John Dudley and Prof. Joseph Niemela are the IDL Steering Committee Chairs and Ms Geethu Paulose is the IDL Communications Coordinator. Also, the UNESCO has 100 IDL National Nodes that are organizing local campaigns, activities and events.

List of Participants

1.	Prof. M. Kasim, Director, AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi		mkasim.merc@gmail.com
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