

ANRF Conducts Webinar with PROs of Academic Institutions

CEO Dr. Shivkumar Kalyanaraman Highlights role of social media in Enhancing Research Visibility and Public Engagement

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New Delhi, 10 October 2025, Anusandhan National Research Foundation (ANRF) conducted an interactive webinar with the Public Relations Officers (PROs) and Outreach teams of India's leading academic institutions, including IITs, IISERs, IISc, NITs, and Central Universities. Dr. Shivkumar Kalyanaraman, CEO, ANRF; Prof. Ponnurangam Kumaraguru, IIIT Hyderabad; and officials from the ANRF Media team engaged with the attendees and responded to their queries.

Addressing the participants, Dr. Shivkumar Kalyanaraman, CEO, ANRF emphasized how social media should be viewed as a first-class citizen/mechanism for deep technical/research dissemination. He explained how it can transform research visibility, accelerate communication, and deepen public engagement with science, research, and innovation. He encouraged institutions to integrate SARAL AI and establish media clubs to share scientific breakthroughs in multiple Indian languages, bringing cutting-edge research closer to every citizen. This approach, he said, can make exciting research and innovation stories heard, transcend language barriers, and reach a wider audience.

He highlighted the importance of accelerating knowledge diffusion through rich media such as LinkedIn, X (formerly Twitter), Facebook, and YouTube, along with legacy media. He also emphasized ANRF's role as a catalyst and enabler in this work.

Professor Kumaraguru, in his presentation, explained the features of SARAL AI and how it can be used to convert research papers into engaging videos in multiple Indian languages. Through live demonstrations, he showcased the features and responded to participants' queries.

The ANRF Media team gave a presentation highlighting ANRF's key initiatives, including Individual Centric Grants, Mission Mode Projects, and Capacity Building Programmes. The team also explained how researchers can prepare Research Highlights, Lab Tour, Researchers' Journeys, Scholar Journeys, and Lab-to-Life stories in the form of short videos, reels, cartoons, podcasts, articles, etc. for wider dissemination of scientific information.



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