

From: "Raghunath Mashelkar" <ram@ncl.res.in>
Subject: Comments on Working Committee Meeting
Date: Fri, December 9, 2016 4:36 pm
To: "Current Science" <edcursci@ias.ac.in>
Cc: "madhavan@ias.ac.in" <madhavan@ias.ac.in>

My dear Madhavan,

I apologise that I am unable to attend the Working Committee Meeting due to my prior engagements.

Here are my comments for the consideration of the Working Committee.

1. I am very happy to see the progress that Current Science has made over the years in terms of enhanced quality, visibility, outreach, etc. But as Edison had said 'we can always do better'. So here are some thoughts.

2. I feel our institutional membership should go up by a factor of 2 to 3 in the next five years. What can be done?

a) I find that in the institutional membership category, the Public-Private R&D Centres are only 41 out of 500. Greater outreach to private sector must be done.

b) I am enclosing herewith my recent article on 'Emergence of India as a Global R&D Hub'. As one can see, by the end of 2015 there were 1169 R&D Centres set up by foreign companies employing 325,000 Indian scientists, engineers and technologists. Are any of these Centres our institutional members? Even if we capture 10% - 20% of these R&D Centres as our institutional members, we will go up significantly even within an year!

c) I do know that our visibility in US is high. In the past, I have received responses on some of my papers in Current Science from US within a few days after our journal has reached them! We need a far more aggressive approach on institutional membership in the western world. With the standing of Indian science rising, I am sure we will get a good response.

d) I suggest we create a special feature on recent scientific breakthroughs, which are likely to be game changing. Domain experts in the field should comment on them. I cite an example. High selectivity electrochemical conversion of CO₂ from air directly to ethanol at ambient conditions using non-noble metal catalysts has been achieved just recently. (Chemistry Select, Voll, 19, 6055-6061). This is a big breakthrough. If this becomes commercially viable, it has huge implications for the whole world. A current science (enlightened) highlight will not only inform but inspire the scientific community to launch major initiatives that will lead to 'Advantage India'.

e) We must get an outside-in view on what readers/users feel about Current Science. A suitable survey may be designed for this purpose. For instance, there are 17 categories of the types of articles. What do they read most? Read least? What new things would they like to see? How do we compare with others? The survey questions should be made simple, so that it does not take more than 5 minutes to fill them.

f) I am not surprised by the fall in print subscriptions. The drop of such subscriptions for Indian institutions from 2015 to 2016 is 10%, whereas the drop in foreign institutions, in the same time, is a whopping 55%! Why? All of this is a result of digital disruption! The world is going paperless and cashless, India is catching up! We should seriously discuss the future vision and strategies for Current Science in the context of this onslaught of digital disruption.

Warm regards,

R.A. Mashelkar

National Research Professor & President,
Global Research Alliance
3rd Floor, Adams Court
Above Bank of Baroda
Baner
Pune 411 045
Tel : 020-46925703
website : www.mashelkar.com
Twitter: @rameshmashelkar

From: Current Science [edcursci@ias.ac.in]
Sent: Thursday, December 08, 2016 4:18 PM
Cc: madhavan@ias.ac.in
Subject: Current Science Association - Working Committee Meeting

Dear Professor,

The Agenda and papers of the meeting of the Working Committee to be held on 17 December 2016 are attached with this mail for your kind information. Although you had indicated that you would not be able to attend the meeting, we would appreciate receiving your comments, if any, on the Agenda.

Thanking you,

With regards,
G Madhavan
Executive Secretary

=====

CURRENT SCIENCE ASSOCIATION	Telephone: (080) 2361 2310
C.V. Raman Avenue	Fax: (080) 2361 6094
Sadashivanagar	E-mail: edcursci@ias.ac.in
Bangalore 560 080	Website: www.currentscience.ac.in

=====

Disclaimer:

This message and the information contained herein is proprietary and confidential and subject to the policy statement of the National Chemical Laboratory, Pune, India. You may review the policy at <http://www.ncl-india.org/files/TermsAndConditions/WebmailDisclaimer.aspx>

Attachments:

EMERGENCE OF INDIA AS A GLOBAL R&D HUB.pdf	
Size:	733 k
Type:	application/pdf
Info:	EMERGENCE OF INDIA AS A GLOBAL R&D HUB.pdf