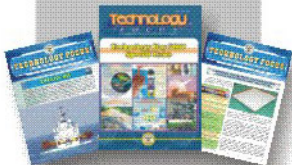


GUIDELINES FOR

Technology Focus Correspondents



2007

DEFENCE SCIENTIFIC INFORMATION & DOCUMENTATION CENTRE
DEFENCE RESEARCH & DEVELOPMENT ORGANISATION
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1. BACKGROUND & COVERAGE

1.1 Background

Recognising the problems and inadequacy in the flow of information from DRDO labs/estts for publication in *Technology Focus*, a scientist from each DRDO lab/estt was nominated as a Correspondent to liaise with DESIDOC in collection, collation and transmission of information for publication in the *Focus*. Accordingly, based on the deliberations in a Correspondents meeting organised by the DESIDOC, these guidelines have been prepared for evolving the methodology, procedures and standards with regard to collection, organisation and communication of the information in a suitable style and format.

1.2 Coverage

The guidelines are mainly addressed to the Correspondents and deal with the following aspects:

- ✘ *Technology Focus* and its objectives;
- ✘ Broad features to be covered by the *Focus* and their information content;
- ✘ Role of Correspondents in the flow of information;
- ✘ Role and constitution of Editorial Committee;
- ✘ Target readership of the *Focus*;
- ✘ General Guidelines for the preparation of write-up; and Photographs, lead item, security clearance, etc.

2. TECHNOLOGY FOCUS AND ITS OBJECTIVES

The R&D work done at the DRDO laboratories over the years has led to the development of a large number of technologies, products and processes. Most of them have been inducted into the Services; some are under development trials, and the others at the user trials. But, of all the technological achievements of the Organisation, only a few have been reported in the international publishing media and that too in an inappropriate form. This may be due to the absence of any official communication channel for flow of such information to the persons and institutions which matter.

Also, in view of the persistent demand that DRDO must mobilise its own resources, there is a strong need for our technologies and products to be able to compete in the international market. For this, DRDO achievements are required to be published in a way as to reach the prospective customers.

As a step towards meeting these important objectives, DRDO launched a publication titled, *Technology Focus*. The *Focus* is intended to project DRDO achievements in terms of products and technologies in their proper perspective for prospective customers and other interested parties, both in the country and abroad.

2.1 Image Building of DRDO

Technology Focus is also aimed to build a vibrant image of DRDO in public, and is supplementing this image by presenting the activities and achievements of the Organisation. The target population of image building is Services, bureaucrats, political leadership, industry/manufacturers and common public. The stakeholders in this image building are students and academia.

3. BROAD FEATURES AND THEIR INFORMATION CONTENT

3.1 Technological Breakthrough

Technological breakthrough in whatever area and however small will invariably form the lead item for a given issue. The write-up, which must be sent immediately after the formal announcement of the breakthrough, and may include the following information:

- ✘ The area in which the breakthrough has taken place and the name of the agency responsible for it;
- ✘ Details about the technology, highlighting the landmarks;
- ✘ Potential applications in terms of its use by the Services; and
- ✘ Contribution in terms of indigenisation and savings in foreign exchange, etc.

3.2 DRDO Developments

Several years of research in Defence R&D laboratories has led to a large number of research achievements in terms of products, technologies and facilities. The write-up on such developments may include the following information:

- ✘ Name of the product/technology/facility (referred to as product hereafter);
- ✘ Name of the outside agency and its contribution to the development of specific product;
- ✘ Brief introduction to the product, i.e., its need and application;
- ✘ Description of the product and its specifications;
- ✘ Merits of the new product over the existing models (if any), highlighting its competitiveness among the similar products available in the world market; and

- ✘ Status of development, i.e., under development or user trials, in production, etc.

Note: The detailed information about each development must be sent at all stages (trials, production, etc), irrespective of whether the details had been published in the *Focus* on earlier developments.

3.3 DRDO Test Facilities

To satisfy the unique test requirements of the hardware development, DRDO has established several test facilities. Further, a number of new test facilities are regularly inducted into the system. Reporting about the test facilities would help not only in preventing duplication, but also in the optimal utilisation of these facilities by the scientists from other DRDO labs/estts. Also, these facilities may be extended for use by other agencies to generate resources or partnerships. The write-up on test facilities should cover the following information:

The basic principle of the test facilities, i.e., the purpose for which the facility is utilised;

- ✘ Design and construction—operational options available;
- ✘ Description of the facility, including specifications, capabilities, etc;
- ✘ Main facility and accessories;
- ✘ Appropriate areas/functions/specialised tests where the facility could be utilised; and
- ✘ Highlights of the facility in terms of
 - ⇒ comparison with the existing facilities,
 - ⇒ indigenisation aspects, and
 - ⇒ performance characteristics

Note: Items on the activities of Chief Residents Engineers, highlighting their contribution to defect investigation and support to production, manufacturing, and testing, may also be considered for publication in the *Focus*.

3.5 Important

- ✂ The developments related to systems/sub-systems only are considered for publication in the *Focus*.
- ✂ Information on the developments related to complete systems may be reported first before reporting on the developments related to their sub-systems.
- ✂ The item reported should not be merely a description of the product. It should preferably describe the capabilities of the product, highlighting the technologies incorporated to achieve those capabilities. Only necessary (limited) information describing the product should be provided.
- ✂ While reporting information, the names of individual laboratories as also those of the individuals should be avoided as far as possible.
- ✂ Description of the technology is to be in general language. A glossary may be provided, if necessary.
- ✂ The status of technology being described must be highlighted, giving name of the production agency, year of production, and indication of the area where it is being used.
- ✂ The text should be user-oriented; its presentation and content should invite attention and interest of the prospective users.
- ✂ The material should be supplemented with appropriate statistics and should reflect both the positive and negative aspects of the product being reported. This will help in winning the confidence of the prospective users; the users must believe it.

4. FLOW OF INFORMATION—ROLE OF CORRESPONDENTS

4.1 Nomination of Correspondents

To channelise the timely flow of appropriate information on various technologies, a local Correspondent from each laboratory has been nominated by the Directors of the respective DRDO labs/estts.

4.2 Role of Correspondents

Each Correspondent is responsible for collection and transmission of relevant material from his/her respective laboratory for publication in the *Focus*. Since Editorial Committee (EC) of *Focus* itself is guiding the finalisation of the material for publication, each Correspondent is expected to respond quickly in sending the material prepared in a form acceptable to the EC.

The Correspondents may send a consolidated list of the items they would like to project in the forthcoming issues of the *Focus*.

4.3 Guidelines for Correspondents and its Review

These guidelines are mainly addressed to the Correspondents to help them in the collection, organization, and communication of information in a suitable style and format for publication in the *Focus*. Periodic revisions of these guidelines will be made from time to time. The information may preferably be sent through DRONA at *technologyfocus@desidoc.deldom* to reach DESIDOC at the earliest.

5. EDITORIAL COMMITTEE

5.1 Genesis

SA to RM has nominated an EC to help maintain reasonably high standard of the publication in terms of quality, content, and production. The Committee meets periodically to closely monitor the coverage in different issues, identify gaps in the coverage and deficiencies in presentation, and bridge such gaps by extending appropriate technical support.

5.2 Constitution

While constituting the EC, care is taken to nominate experts representing various areas covered in the Focus. The composition of the current Committee is given at *Annexure I*.

The members are allocated certain specific areas; each member is responsible for the format, style, content and authenticity of the items falling under their respective areas. In case of the lead item, the respective members would also be responsible for the correction and presentation of information reported under the item. The minimum quorum, comprising the Coordinator and any two members, is recommended for convening the meeting of the Committee.

5.3 Role

The Committee is responsible for scrutinising the manuscript for each issue of the *Focus* from various angles, including

- ✘ Security clearance;
- ✘ Authenticity of the technical details;
- ✘ Completeness of the write-up;
- ✘ Order of presentation of the items appearing in a given issue; and
- ✘ Timeliness of publication of each item.

5.3 Clearing the Material for *Focus*

The Committee may also be required to rewrite/edit the material wherever required. For this, a camera-ready-copy (CRC) of the issue is distributed to the members of the Committee. The CRC as corrected by the members are normally discussed in a meeting before an issue is finally released for printing.

5.4 Identification of Topics for future Issues of the *Focus*

The Committee is also responsible for identification of the topics to be covered in the various issues of the *Focus*. At a given point of time, items for the next three issues are decided.

6. TARGET READERSHIP

The distribution list for the *Focus* is targeted primarily to our immediate users—the three Services—and prospective customers. The categories outlined so far include:

- ✘ Chiefs, Vice-Chiefs and Dy Chiefs of all the three Services;
- ✘ DG's and equivalent;
- ✘ Commands with copies for distribution up to Div and Corps levels and equivalent;
- ✘ All training establishments under the three Services;
- ✘ SA's to Service Chiefs;
- ✘ DGOA, DGOF, and DGAFMS and their important units; All Indian Embassies and High Commissions abroad;
- ✘ All DRDO labs/estts, Dtes at DRDO HOrs, other DRDO Units, TICs, *Technology Focus* Correspondents and other DRDO personnel from Sci F upwards;
- ✘ All former VIPs of DRDO, including the SAs, CCs and Directors;
- ✘ All Secretaries, Addl Secretaries and Jt Secretaries in the Ministry of Defence;
- ✘ All university libraries and Vice Chancellors of all central universities;
- ✘ Major public sector undertakings;
- ✘ Major R&D institutions, including those from ISRO, DST, DAE, DSIR, ICMR and ICAR;
- ✘ Test and evaluation establishments; and
- ✘ All suppliers and industrial partners to the major DRDO programmes and projects, including IGMDP, ATV, LCA, and MBT; and
- ✘ Defence PRO; DRDO PROs (Central as well as Bangalore zone); Science Correspondents of the newspapers, and periodicals including vernacular press; etc.

Guidelines for *Technology Focus* Correspondents

Feedback on the items covered in the *Focus* is obtained from the readers. The feedback thus obtained is sent to the Directors of the concerned labs/essts for further necessary action at their end. A new column on "Readers' Views" is proposed to be published in the forthcoming issues. Initially, the views will be solicited and selected for publication in this column.

7. TECHNOLOGY FOCUS VIS-A-VIS DRDO NEWSLETTER

7.1 DRDO Newsletter—a house Bulletin of DRDO

DRDO Newsletter being published by DESIDOC, Delhi is a monthly house bulletin of DRDO. The main objective of the *Newsletter* is to reduce the communication gap amongst various levels of management comprising scientific, technical and managerial staff in various DRDO labs/estts. This is achieved by conveying news of general interest—the achievements of the Organisation, the policies, the future plans and related activities that are directly affecting the staff. At the same time, it aims at projecting the image of the Organization to the outside world.

7.2 Technology Focus—a technology Bulletin of DRDO

Technology Focus is a bimonthly technology bulletin published by DRDO. It focuses on the technological developments in the Organisation, covering the products, processes, and technologies.

Important: To maintain effectiveness in communication, the write-ups for the above two publications must be prepared separately with proper focus. For *Newsletter*, the write-ups may focus more on news value highlighting the development in a non-technical language.

For *Focus*, the write-ups must highlight the technologies incorporated in the product as also their relationship with the environment of deployment.

8. GENERAL GUIDELINES

8.1 Content and Presentation

The contents of each issue are decided in a way as to conform to the standard format identified for this purpose. Each issue, as far as possible should contain an item:

- (i) As a lead item;
- (ii) On military statistics;
- (iii) On technology: The various technology areas identified include: aeronautics; armaments; vehicles & engineering; electronics & computers; food and bio-engineering; materials; missiles; and underwater systems;
- (iv) Having direct application to the soldier;
- (v) Developed for the Army;
- (vi) Developed for the Navy;
- (vii) Developed for the Air Force;
- (viii) On stop press or small item to be given as box; and
- (ix) A message in case of a Special Issue.

A blank format has been designed (given in *Annexure II*) and its copies are made available to all the members of the Editorial Committee for the purpose of identifying contents of each issue in the standard format.

8.2 Lead Item

The criteria for the selection of lead item have been identified which, in the order of priority, are:

- (i) The product should have been accepted by the users or should be in the final stages of user trials with a high possibility of success;

- (ii) The lead items during the year should cover products catering to various Services in the order: Inter-Services, Army, Air Force and Navy, and
- (iii) The product should be a high technology system.

8.3 Preparation of the Manuscript

- ✘ Soft copy of the material should be provided;
- ✘ The hard copy should be typed in double space on one side of the paper only;
- ✘ Reference to the photograph should be given in the write-up;
- ✘ Technical abbreviations used in the text should be explained at least once in the write-up;
- ✘ Write-up should be free from typographical errors; and
- ✘ As regards units, use of the term million/billion in place of lakh/crore is recommended.

8.4 Security Clearance

The *Focus* is not a restricted publication. It is mailed to the prospective users both in the country and abroad. Directors of the respective DRDO labs/essts have full authority to clear the material from security angle. However, the final manuscript for each item will be got approved from the respective Dtes at the HQrs.

Note: The information on any project should not be withheld just for the reason of 'secret' tag attached to it. The information must still be sent, withholding specific classified portion.

8.5 Photographs

Some points that need special attention in the selection and dispatch of photographs are:

- ✘ Photograph should be an action oriented, i.e., should show the product in its actual environment of deployment;

Guidelines for *Technology Focus* Correspondents

- ✘ Photograph should be taken in such a way as to show distinct features pointed/highlighted in the text;
- ✘ As far as possible, colour prints (at least two copies) must be sent for each photograph;
- ✘ High quality and good colour combination with good contrast should be ensured. The photograph should preferably be taken by employing a professional (or industrial) photographer;
- ✘ A caption for each of the photograph giving general theme must be given; and
- ✘ Proper packing in a bigger envelope must be ensured in dispatch to avoid damage due to mishandling in transit.

Note: DESIDOC is maintaining a photobank of the photographs published in the *Focus*, which could also be used in future, if required.

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Format for Category-wise Distribution of Items

Lead Item

Army

Navy

Air Force

Inter-Services

Other Items

Technology Related

Aeronautics

Armaments

Electronics & Computers

Vehicles & Engineering

Food & Bio-Engineering

Underwater Systems

Materials

Others

Box Item

Civil Applications

Message (in case of Special Issue)