

## DD SCIENCE CHANNEL LAUNCHED

Relevant for: Science & Technology | Topic: Science and Technology- developments and their applications and effects in everyday life

Doordarshan logo | Photo Credit: [Wikimedia commons](#)

Two new science communication platforms — DD Science and India Science — were launched by Minister for Science and Technology Dr. Harsh Vardhan here on January 15.

DD Science is a joint initiative of Vigyan Prasar, an autonomous organisation under the Department of Science and Technology (DST) and public broadcaster, Doordarshan. It is a one-hour slot on Doordarshan National channel, which will be telecast from Monday to Saturday from 5 pm to 6 pm. India Science is an online channel available on all internet-enabled devices. It offers live, scheduled play and video-on-demand science programming.

Watch a short video on [#Doordarshan](#)'s first ever daily slot on Science & Technology - [#DDScience](#), launched by Union Minister [@drharshvardhan](#) [pic.twitter.com/du2ZuAHVli](https://pic.twitter.com/du2ZuAHVli)

The two channels will have science-based documentaries, studio-based discussions, virtual walkthroughs of scientific institutions, interviews and short films and will be free to access. The new initiatives are expected to be the first step in creating a national science channel for India.

Speaking on the occasion, Dr. Harsh Vardhan said, “developing scientific temperament is a critical necessity in a country of 1.3 billion and these two science channels will drive that national objective, both through DTH as well as the internet. It would help people understand the benefits of science and integrate it in their daily lives.”

Recalling the run-up to the launch, he noted that they had been in the making for the past two years and said the main focus would be to offer quality content for all sections of the society in general and the youth and children in particular. “India had a large population of youngsters and the programmes would help tap the demographic dividend they represent for the social and economic progress of the country”.

He expressed confidence that the two new initiatives would turn out to be the first step towards a 24x7 science channel. “We are starting with a one hour programme. I am sure that gradually it would be increased two hours followed by four hours, six hours, 12 hours and finally, it will be a 24x7 channel with the top TRP rating.”

India Science is an Internet-based science Over-The-Top (OTT) TV channel.

This 24x7 video platform is dedicated to science & technology knowledge dissemination, with a strong commitment to spreading scientific awareness.

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DST Secretary Dr. Ashutosh Sharma said the two new channels of science communication were designed to help take science to the common man. “Lot of quality science is happening in scientific institutions across the country. The fruits of these work need to reach the layperson. The DD Science programme and India Science online channel would help in the task”.

Director General of Doordarshan, Ms. SupriyaSahu, said DD Science service would be in Hindi in the beginning and efforts would be made to gradually expand its scope to have the

programme telecast in other Indian languages as well.

China's Chang'e-4 lunar rover scripted history on January 3 when it made the first-ever soft landing on the far side of the moon and sent back

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