

## **R&D Dissemination through Gubbi Labs**

<https://drona.ircc.iitb.ac.in/home/RnDNews.html>

IIT Bombay has entered into an agreement with Gubbi Labs for dissemination of its R&D activities to a wider audience. We are hoping that this latest attempt will be more fruitful and sustains much longer than earlier attempts... This activity complements the *Glimpses of Research* brochure (DRONA -> IRCC Communique -> Glimpses of Research) brought out by IRCC.

### **(A) About Gubbi Labs**

Gubbi Labs ([www.gubbilabs.in](http://www.gubbilabs.in)) is a private research collective with foundations in research and underpinnings of a social enterprise. It works on a host of domains one of which is in communicating research and offering related services through its Research Media Services division. It has been working with research institutions such as NIAS, RRI, IIA and IISc (e.g., <http://iisc.researchmedia.center>) facilitating dissemination of their published research by translating it into simple, crisp press releases that are sent to the media.

### **(B) Format**

Target audience is “lay literate public” both inside and outside the Institute. As of now, we are looking forward to a 600-800 word write-up along with an appropriate image / schematic. All articles will be bilingual (English and Hindi / Marathi).

### **(C) Nodal points**

1. IRCC: Ms. Joyita Roy Sarkar, Technical Officer (x4039)
2. Gubbi Labs: Ms. Arati Halbe, Point-of-contact (PoC) Editor

### **(D) What gets covered in this initiative?**

1. Only “high impact” original research articles rather than “any paper”
2. Impact factor of a journal can at best be a yardstick; it cannot be the sole criterion. However, if impact factors are taken into consideration, then the comparison has to be domain specific.
3. Article must have been published in a Scopus-indexed journal

4. Article must NOT have been published in a predatory journal:  
<http://beallslist.weebly.com/>  
<http://libguides.ucd.ie/publishing/predatory>
5. Conference proceedings must be generally avoided unless these are valued highly by peers in the respective domain.
6. Research work that does not necessarily lead to a publication e.g., patent application filed, consultancy projects, products with societal relevance, technologies that are transferred, etc.
7. Profiles of “star researchers” who are recognized for their research work in the form of awards, memberships of professional bodies, etc.
8. Abstract, introduction and/or conclusion should clearly establish the (intended) impact of this work (could lead to) in a fundamental, applied or a social domain.
9. Similar work from this research group should not have been covered in the press in the recent past

### **(E) Process**

A swim lane workflow diagram that captures the process flow is available at DRONA → RnD News (<https://drona.ircc.iitb.ac.in/home/RnDNews.html>)

We do anticipate changes in the workflow as well as screening criteria as we go along. Updates will be made available at the above URL itself.

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