

Branding and Communication Guidelines for the S&T Clusters

These are broad guidelines that the S&T clusters may follow to build their own S&T cluster brand and to ensure that they have a strong out-reach with the scientific community and the public at large. These have been designed to ensure that each cluster can keep its own identity while appropriately identifying with O/o PSA (and the PM-STIAC) at the same time.

Each cluster is expected to build and maintain its own distinct website, social media accounts and an independent cluster communication email to create a distinct branding, communication, and outreach channel for itself.

Cluster Website

1. Each cluster website should display the logo of O/o PSA (open file titled “PSA logo for cluster website” shared with this document) on the top left corner of the landing page. The cluster entity name and logo can come separately next to this (an example is attached only for reference).



Office of the Principal Scientific Adviser
to the Government of India

SCIENCE & TECHNOLOGY CLUSTER



Research and Innovation Circle of Hyderabad

2. The “About Us” section of the website should be clearly present on the landing page and start with a single line about O/o PSA’s S&T Cluster initiative. E.g. – “The Hyderabad S&T Cluster, managed by RICH, is an initiative under the Prime Minister’s Science, Technology and Innovation Advisory Council (PM-STIAC), launched with support from the Office of the Principal Scientific Adviser to the Government of India, to enable Indian R&D to contribute to national missions of the Government and solve problems for the Indian and global industry and enterprises including the Start-ups.
3. Further to point 2, a hyperlink should be present to redirect the reader to www.psa.gov.in. E.g. – “The Hyderabad S&T Cluster, managed by RICH, is an initiative under the Prime Minister’s Science, Technology and Innovation Advisory Council (PM-STIAC), launched with support from the Office of the Principal Scientific Adviser to the Government of India, to enable Indian R&D to contribute to national missions of Government of India and solve problems for the Indian and global industry.
4. The landing page of the website should also link to the Report of the High-Level Committee on developing S&T Clusters in India¹ and the S&T cluster video² on the website of the O/o PSA.
5. The cluster website should have a dynamic announcements section, preferably on the home page, which should be regularly updated with news about the various initiatives by the cluster
6. The cluster website should have the cluster contact information (a dedicated email address as described below) and media/PR resources easily accessible on the home page or on dedicated sections as deemed appropriate

¹ <https://www.psa.gov.in/psa-prod/publication/GoI%20ST%20Cluster%20Report%205th%20August%202020.pdf>

² https://youtu.be/-1_n4cFNLrk

7. The cluster website should also have a section which should list the on-going opportunities for collaboration for industry, start-ups, academic institutes, philanthropic organizations, etc. The section may also allow local bodies and industry organizations to share or post problems for the Cluster to address.
8. The cluster website should have a section for potential partners, industry, CSR foundations to channelize resources to cluster, such as financial, HR and other required support.

Cluster Social Media Accounts

1. The cluster should have separate and distinct social media accounts (Twitter, Facebook, etc.) from the lead institutes.
2. The description of the social media account may be phrased as shown by the examples below: -
 - a. Twitter – “PKC is the Pune S&T Cluster, an initiative by the O/o @PrinSciAdvGoI to build a collaborative S&T eco-system”
 - b. Facebook – “DRIIV is the Delhi-NCR S&T Cluster, under the aegis of the O/o PSA to create linkages among the various S&T stakeholders”

Cluster dedicated communication email:

1. The cluster should create a dedicated email for the general public and other interested parties to connect to them.
2. The cluster email should be displayed prominently on the website either on home page or on dedicated sections as deemed appropriate.
3. The cluster email should be managed professionally with a response time comparable to the best industry standards and should ensure that any relevant information is properly disseminated to its member institutes in a timely manner.

Cluster Social Media Posts:

1. Cluster should make an effort to tag @PrinSciAdvGoI and @PrinSciAdvOff accounts on their social media posts.
2. Creatives posted on social media should have logos of O/o PSA (open file “PSA Logo for creative banners” and the cluster on top. (an example attached for reference only, here the placement of the cluster logo and name would be in position of the “Waste to Wealth” logo and Invest India name)

Office of the Principal Scientific Adviser to the Government of India | WASTE TO WEALTH | INVEST INDIA.GOV.IN

India's sewage treatment problem **~80%** of urban India's sewage discharged from sewers, and open pits is untreated or partly treated*

Participate in the Cleaning and Restoring India's Water Bodies Challenge

*As per Census 2011 | Last date to apply: **15th January, 2021**

Communications to the O/o PSA:

The S&T clusters are expected to communicate information about significant events to communication-psa@psa.gov.in with a copy to the concerned officer/s at O/o PSA. The information can be communicated in one or more of the following formats:

- A pre- or post-event press release
- A high-resolution creative banner (PNG or JPEG format) with logos of both O/o PSA and the cluster.
- Feature article
- Good resolution photographs

The officer/s concerned and communications team at O/o PSA will use their discretion to upload this information.

Other communications material:

Any material meant for communications, brochures, flyers, posters, banners, multi-media content such as movies and videos should include the logo of O/o PSA (top right corner) with the logo of the cluster. The text in the material should include a single line (wherever applicable) about O/o PSA's S&T Cluster initiative. E.g. (for reference only) – “The Hyderabad S&T Cluster, managed by RICH, is an initiative by the Office of the Principal Scientific Adviser to the Government of India, set up under the direction of the PM-STIAC to build capability and capacity in Science and Technology, to reduce our dependency on imports, and create an end-to-end supply chain to become self-sufficient and export capable, for technology enabled products and services, in partnership with the industry.”