

# *SHORT-TERM COURSE ON* **Communication and Public Engagement in the Space Sector**



## About IN-SPACE:

The Government of India, under the visionary leadership of Hon'ble PM Shri Narendra Modi, has initiated historic space sector reforms. The objective of space reforms is to make India a leading space economy globally, through increased private sector participation. Indian National Space Promotion and Authorisation Centre (IN-SPACE) has been formed under the Department of Space (DOS) to promote, enable, authorise, and supervise Non-Government Entities (NGEs) and academics to undertake space activities.

## About the Times School of Media:

The Times School of Media (TSOM) Bennett University was established in 2017 and has since emerged as one of India's leading media schools. TSOM combines a 'Digital First' philosophy with strong industry linkage through the Times Group, offering high-end practical training, immersive projects, and access to professional media platforms. Through its curriculum, studio labs, research initiatives, and mentorship from media professionals, TSOM aims to produce graduates and scholars who are critically grounded, research-driven, and industry-ready in journalism, content production, digital media, and related fields.

## Objectives

This short-term course aims to equip participants with a comprehensive understanding of space communication by integrating foundational knowledge of space history, policy, and institutions with contemporary media practices. It seeks to develop the ability to translate complex space science and policy issues into accessible, accurate, and engaging narratives for diverse public audiences. The course focuses on strengthening critical skills in credible sourcing, fact-checking, ethical reporting, and crisis communication within the space sector. It also aims to build practical competencies in multimedia storytelling, digital content creation, and strategic communication across platforms. Through hands-on workshops, participants will learn to counter misinformation, engage the public responsibly, and understand the socio-political implications of space communication. Finally, the course prepares learners to explore emerging career pathways and future trends in space media, AI-driven journalism, and public engagement.

## Abstract

The short-term course “Communication and Public Engagement in the Space Sector” is an intensive, interdisciplinary programme designed to address the growing need for informed, ethical, and strategic communication in the rapidly evolving global and Indian space ecosystem. As space activities increasingly intersect with public policy, national security, commercial enterprise, and popular culture, effective communication has become central to public trust, scientific literacy, and democratic engagement. This five-day course brings together perspectives from media studies, journalism, policy analysis, and space institutions to offer participants a holistic understanding of how space narratives are produced, framed, circulated, and contested.

Beginning with historical and cultural perspectives on space from ancient cosmologies to contemporary missions, the course situates space communication within broader media and knowledge traditions. It then examines global and Indian space agencies, policy frameworks, and international cooperation, highlighting the role of media in diplomacy, soft power, and crises. A strong emphasis is placed on credibility, ethical reporting, and misinformation management, with hands-on training in fact-checking, verification, and the identification of predatory publishing practices.

The programme further develops practical skills in multimedia storytelling, including video reporting, podcasting, social media strategies, and short-form digital content, with a focus on vernacular and inclusive communication. Case studies from cinema, OTT platforms, and real-world space crises enable critical media analysis and narrative evaluation. The course concludes by engaging with emerging technologies such as AI, AR/VR, and immersive journalism, while mapping career trajectories in space communication and journalism. Overall, the course aims to bridge the gap between space science and society by fostering informed communicators who can engage responsibly with the public.



## DAY-1 (23-02-2026)

### Theme: Foundation of Media, Space & Communication

Time	Session	Content	Faculty / Instructor
9:30 10:35 Hrs		<b>Inaugural Session:</b> Keynote Address on 'Communicating with Media in the age of AI'	Dr. Vinod Kumar, Director, Promotion Directorate, IN-SPACE, Gol
10:35 – 11:00 Hrs		Tea Break	
11:00 – 12:00 Hrs	L1	<b>Cosmic Curiosity:</b> When Gods Measured the Stars: Epics, Myths & the Birth of Astronomy	Dr. Anvesha Sharma, Associate Professor, Times School of Media, Bennett University
12:00 – 12:30 Hrs	L2	<b>Understanding the Global Space Landscape:</b> Overview of Global & Indian Space Agencies & their media footprints (NASA, ISRO, ESA, Private Players)	Dr PV Venkitakrishnan Distinguished Scientist and Director (Retd) ISRO
12:30 – 13:30 Hrs	L3	<b>Space through Media Lens:</b> Evolution of Space Exploration and its Indian Media Coverage	Ms Nivedita Bhattacharjee, Senior Editor & Space Journalist, Thomson Reuters, Bengaluru
13:30 – 14:30 Hrs		Lunch Break	
14:30 – 15:30 Hrs	L4	<b>Demystifying Indian Space Ecosystem:</b> Enhancing accessibility and engagement through short-form features and Interviews of Scientists, Engineers, and Policymakers.	Ms Nivedita Bhattacharjee, Senior Editor & Space Journalist, Thomson Reuters, Bengaluru
15:30- 16:00 Hrs		Tea Break	
16:00 – 18:30 Hrs	Boot Camp	<b>Hands-on Training in Fact Checking &amp; Verification:</b> Identifying Credible Sources in Space Reporting with examples of Misinformation and how to counter it (Bennett Centre for Fact Checking and Digital Integrity)	Prof. (Dr.) Sumit Narula, Dean, Times School of Media, Bennett University

## DAY-2 (24-02-2026)

### Theme: Space Policy, Diplomacy, and Strategic Communication

Time	Session	Content	Faculty / Instructor
09:30 – 11:00 Hrs	L5	<b>Crisis Communication:</b> Framing the communication for Space Setbacks & Glitches in Space Exploration	Gaurav Kumar, Assistant Director, IN-SPACE, Department of Space, Gol
11:00 – 11:30 Hrs		Tea Break	
11:30 – 12:30 Hrs	L6	<b>Commercialisation of Space:</b> Influence of Private Sector players: Space Tourism, Private Launches, Satellite Services – SpaceX, Blue Origin (USA) etc	Nilanjan Routh, Chief Manager, NewSpace India Limited (NSIL), Department of Space, Gol
12:30 – 13:30 Hrs	L7	<b>Framing Space Terminology:</b> Comprehensibility of space terminologies for Public Audiences – media jargon (Practice session with real ISRO press coverage/news stories) Space through Public Perception of Space Missions. Use of case studies (e.g., Mars Orbiter Mission, Artemis)	Dr. Prakash Rao, Ex-Outstanding Scientist, ISRO
13:30 – 14:30 Hrs		Lunch Break	
14:30 – 16:00 Hrs	Activity	<b>Miro Board: Design the Sky</b>	Dr. Pallavi Bansal, Assistant Professor, Times School of Media, Bennett University
16:00 – 16:30 Hrs		Tea Break	
16:30 – 18:30 Hrs	Boot Camp	<b>Hands-on Training:</b> Identifying Predatory Publishing in Space Research (Bennett Centre for Forensic Scientometrics)	Prof. (Dr.) Sumit Narula, Dean, Times School of Media, Bennett University

## DAY-3 (25-02-2026)

### Theme: Multimedia, Storytelling & Public Engagement

Time	Session	Content	Faculty / Instructor
09:30 – 11:00 Hrs	L8	<b>Narrative Techniques for Science and Space Stories:</b> Fiction Film & OTT Case Studies through Media Critique Lens- Mission Mangal, Rocket Boys, Parmanu, Gravity etc.	Dr. Meera Shirodkar, Assistant Professor, Times School of Media, Bennett University
11:00 – 11:30 Hrs		Tea Break	
11:30 – 12:30 Hrs	L9	<b>Digital &amp; Space Communication:</b> Basics of Video Reporting, Gimble, Smartphone Production Techniques	Mr. Vidhanshu Kumar, Assistant Professor, Times School of Media, Bennett University
12:30 – 13:30 Hrs	L10	<b>Basics of Podcasting &amp; Vodcasting:</b> Audio storytelling, its reach & scope	Dr. Tilak Jha, Associate Professor, Times School of Media, Bennett University
13:30 – 14:30 Hrs		Lunch Break	
14:30 – 15:30 Hrs	L11	<b>Social Media &amp; Space Communication:</b> Influencers, YouTube, Global & Vernacular communication strategic approaches	Dr. Kailashnath Koppikar, Vice-President, Adfactors PR
15:30 – 16:00 Hrs		Tea Break	
16:00 – 18:30 Hrs	Boot Camp	<b>Short Video Production &amp; Content Creation</b>	Dr. Gauri Chakraborty, Professor, Times School of Media, Bennett University

## DAY-4 (26-02-2026)

### Theme: Innovations, AI & Future of Space Communication

Time	Session	Content	Faculty / Instructor
09:00 – 10:00 Hrs	L12	<b>Journalism &amp; AI:</b> AI in Space News Production & Monitoring	Mr. Tapas Bhattachary, Output Editor, DD News
10:00 – 11:00 Hrs	L13	<b>Language of Space Communication:</b> Drafting Press Releases for Media Outreach	Mr. Tapas Bhattachary, Output Editor, DD News
11:00 – 11:30 Hrs		Tea Break	
11:30 – 12:30 Hrs		<b>Assessment Quiz</b>	
12:30 – 13:30 Hrs	L15	<b>Space &amp; Sustainability:</b> Space Debris and Environmental Concerns in Coverage	Dr. Vaibhav Gaur, Assistant Director, IN-SPACE, Department of Space, Gol
13:30 – 14:30 Hrs		Lunch Break	
14:30 – 16:00 Hrs	L16	<b>Career Trajectories in Space Media:</b> From CommPreneur (Entrepreneurial Opportunities in Space Communication to Building a Career in Space Journalism & Communication	Mr. Gaurav Kumar, Assistant Director, IN-SPACE, Department of Space, Gol
16:00 – 16:10 Hrs		<b>Feedback &amp; Analysis</b>	Organisers
16:10 – 16:20 Hrs		<b>Certificate Distribution</b>	Organisers
16:20 – 16:30 Hrs		<b>Valedictory Session</b>	Organisers

## DAY-5 (27-02-2026)

### Theme: Experiential Learning

Time	Session	Content	Faculty / Instructor
09:30 – 13:30 Hrs	Field Trip	<b>Visit to Space Start-Up Establishments near Delhi-NCR</b>	Organisers
13:30 – 14:30 Hrs		Lunch Break	
14:30 – 18:30 Hrs	Field Trip	<b>Visit to Times Now and Radio Mirchi, Delhi-NCR</b>	Organisers



**Course Director:**

Mr. Gaurav Kumar, Assistant Director, IN-SPACE, Department of Space, Govt of India  
Prof. (Dr.) Sumit Narula, Dean, Times School of Media, Bennett University

**Course Coordinator:**

Dr. Vaibhav Gaur, Assistant Director, Promotion Directorate, IN-SPACE

**Co-Coordiators:**

Dr. Anvesha Sharma, Dr. Meera Shiroadkar,  
Dr. Pallavi Bansal, Dr. Tilak Jha, Mr. Vidhanshu Kumar

**Creative and Social Media:**

Ms. Pragya Saini and Mr. Rutwik Aphale

**Commencement of Course:**

23<sup>rd</sup> February 2026

**Course Duration:**

23<sup>rd</sup> February – 27<sup>th</sup> February 2026

**Course Venue:**

Bennett University, Greater Noida



Scan the QR code to proceed with payment and  
and select "TSOM-IN-SPACE Short-Term Course"  
from the dropdown list.

**Course Fee:**

The course fee is Rs. 15,000/- plus GST amounting to **Rs. 17,700** (Rupees Seventeen Thousand Seven Hundred only)

**Who can apply?**

Academicians, Industry Executives, Graduates, Post-Graduate Students, Researchers, Journalists, Media Professionals, and Freelancers interested in Space Communication and Public Engagement.

\*Final year appearing graduate students will not be eligible for the program

**Accommodation:**

Limited accommodation is available near the course venue on a twin-sharing basis. The charges are ₹2,000 per person per night. Participants may also choose to arrange their own accommodation if preferred.

Course participants are advised to report to the venue on Monday, 23rd February 2026, before 09:00 Hrs.

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