



## West Bengal State Council of Higher Education

ASANNA Building, Plot No. : DG-10/1, Premises No. 13-0327,

Action Area - ID, Rajarhat, Kolkata - 700156.

Respected Sir/Madam,

The West Bengal State Council of Higher Education in collaboration with the Elsevier is organising a two-day workshop on "Promoting Research Excellence in Academics across West Bengal" on August 16 and 17, 2022 (11 AM to 1:10 PM on both the days).

You are cordially invited to join the two-day Workshop. You are also requested to circulate the programme amongst your faculty-members and students so as to encourage them to join the workshop on the above-mentioned dates.

The participants are requested to register themselves by the given link below. A confirmation email will be sent to your registered e-mail-id with a link to attend, the webinar.

Details of schedule of the workshop will also be available upon successful registration.

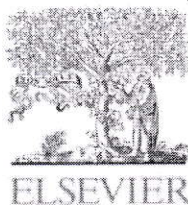
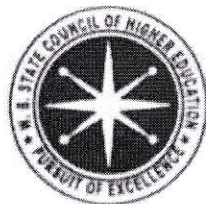
Link to register: [https://elsevier.zoom.us/webinar/register/WN\\_I4GQTgMKTWC0mcZOWWB2wA](https://elsevier.zoom.us/webinar/register/WN_I4GQTgMKTWC0mcZOWWB2wA)

With thanks,  
Yours sincerely,

*Moumita Bhattacharya*

Dr. Moumita Bhattacharya  
Joint Secretary (Academic)  
West Bengal State Council of Higher Education

*For circulation  
to the Faculty Members.*  
*Cx: Moumita Bhattacharya*  
*03/08/22*  
Teacher-in-charge  
Bajkul Millani Mahavidyalaya  
P.O. - Kismat Bajkul  
Dist. Purba Medinipur



**Promoting Research Excellence in Academics across West Bengal**  
**16<sup>th</sup> – 17<sup>th</sup> August 2022**

West Bengal State Council of Higher Education in collaboration with Elsevier is organizing a Two days' Workshop to promote Research Excellence in Academics across West Bengal.

<b>Theme</b>	Promoting Research Excellence in Academics across West Bengal
<b>Date</b>	16 <sup>th</sup> – 17 <sup>th</sup> August (Two Days)
<b>Venue</b>	Virtual
<b>Duration</b>	11:00 AM -1:10 PM (IST)

The Govt. of West Bengal has vastly expanded higher education in the last few years while also addressing research quality issues. A major focus from the govt. has been to transform academic research into innovation for its commercialization for economic growth.

Good researchers working on good projects should be given proper support as well as the national knowledge network should be made available to these researchers for research excellence in higher education in India. Now, the journey towards excellence in higher education has begun and eventually it also helps to improve the state's HEI's institutional rankings.

Elsevier can address the above-mentioned need of Indian higher education institutions with Millions of publications from full-text journal articles to authoritative research solutions. The global dissemination strength of Elsevier content and solutions can enable collaboration, funding, and faster technology transfer.

**Major Highlights of the Workshop:**

**Day 1: Research Planning- Research Metrics and Identifying Journals**

- Understanding the research workflow
- What are Research Metrics
- Identifying Fake/Cloned/Predatory Journals-Tips and Tricks
- Recognizing fake and dubious impact factors -Careful checking of Databases like UGC Care, Scopus, Web Of Science, ABDC etc.
- Importance of ORCID and DOI in research papers -Understanding Open Access policies of Journals

**Day 2: Research Execution- Emerging Technologies and Elsevier Strengths in research on these technologies**

- Applications of Artificial Intelligence and Machine Learning
- How ScienceDirect Supports research around AI & ML
- Importance of quality content: Science Direct
- Science Direct Demo

**Free trial for ScienceDirect:**

After the two-day workshop and introducing the ScienceDirect platform to the early career researchers in West Bengal, Elsevier is also willing to offer a two-month trial access to ScienceDirect's authoritative content to all affiliated institutions in West Bengal. This would give researchers in the State a good exposure to the platform and help them understand the value addition Science Direct can do to their research with its authoritative content.

**A ScienceDirect Quiz for West Bengal:**

The third and final step in this capacity-building initiative will be a ScienceDirect quiz to help students and researchers, get up to speed. For answering questions in the quiz, students will have to hunt around for the answers on the Sciencedirect platform which will lead to familiarisation of the platform through a fun filled and rewarding activity. All winners of the quiz will get vouchers/cash rewards from Elsevier.

The registration link for the above-mentioned programme is given below :

[https://elsevier.zoom.us/webinar/register/WN\\_I4GQTgMKTWC0mcZOWWB2wA](https://elsevier.zoom.us/webinar/register/WN_I4GQTgMKTWC0mcZOWWB2wA)