



World Space Week

ABOUT SUPARCO

Pakistan Space and Upper Atmosphere Research Committee (SUPARCO), Pakistan's national space agency, was established in 1961 and was granted the status of Commission in 1981. The commission is devoted to R&D work in Space Sciences and Space Technology, and their applications for the peaceful uses of outer space.



SUPARCO HQ's - Karachi

Badr-1 Pakistan's first indigenously developed Satellite was launched on 16 July 1990. SUPARCO launched the second experimental satellite BADR-B on 10 Dec 2001 and is continuously working towards developing indigenous capabilities in satellite development. SUPARCO has been pursuing its activities in Satellite Image Processing and Geographic Information System (GIS) applications for the last 30 years, for which, it has established all the requisite facilities and expertise under its Space Applications and Research Wing. SUPARCO acquires archives and disseminates satellite images, overlays and other value added products to national and international organizations. Satellite Ground Stations (SGS) at Islamabad has the facility for downloading satellite images directly from a variety of satellites.

Pakistan's Communication satellite Paksat-1, located at 38°E, provides low-cost, high quality satellite communication services in both C and Ku-bands with coverage over Pakistan, Africa and Middle East. Its 30 C-band and 4 Ku-band transponders provide a range of satellite communication services. SUPARCO is the only service provider in Pakistan with complete know how of Vehicle Tracking, Fleet Management and In-Car Vehicle Navigation Systems and can provide turn-key solutions.

SUPARCO has the necessary tools, systems and expertise to carry-out Frequency Coordination among Satellite Systems. Successful Frequency Coordination is an essential requirement for notification/registration with ITU leading to allotment of Orbital Slot(s) in the Geo-stationary Orbit and Frequency Spectrum for implementation of a Satellite System.

SUPARCO has experience and expertise in carrying out Feasibility and System Definition Study (FSDS) for a variety of complex projects including Communication and Remote sensing satellites. SUPARCO designs and develops Microwave antennas for various applications. Other products include large dishes, VSAT TX/Rx antennas, Feed Helical telemetry antennas and horns of various specifications.



Environmental Laboratory



WSW

WORLD SPACE WEEK



World Space Week was declared in 1999 by the United Nations General Assembly, implementing a key recommendation of the Third United Nations Conference on the exploration and peaceful uses of Outer Space (UNISPACE III). It commemorates two events:



SPUTNIK MODEL

- October 4, 1957 – Launch of the first human made Earth satellite, Sputnik 1, thus opening the way for Space exploration
- October 10, 1967 – The signing of the treaty on principles Governing the Activities of States in the exploration and peaceful uses of Outer Space

The objective of World Space Week is to increase awareness among decision makers and the general public of the benefits of peaceful uses of Outer Space. It encourages greater use of Space for sustainable economic development and demonstrates public support for Space programs. World Space Week has become the largest annual public space event on Earth.

Government agencies, industries, schools, museums, planetaria and other institutions in over 50 nations participate in World Space Week. This week is coordinated by the United Nations with the support of Space Week International Association and local coordinators in many countries. Many organizations and individuals around the World conduct Space related events and other educational programs during World Space Week.

GOALS

- ▣ Mass public understanding about Space
- ▣ Student excitement about learning
- ▣ Government decision-maker understanding and awareness

STRATEGY

- ▣ Simultaneous Space events around the World
- ▣ Create news story which attracts media coverage
- ▣ Institutionalize the celebration across society

"Our greatest challenge now is to cross the final frontier: to bridge the divide between technology's haves and have-nots, and harness its power to serve all people on this planet. World Space Week can provide valuable impetus

UN Secretary General
Koffi Anan



"Organization of World Space Week since 2000 by SUPARCO is in fact a manifestation of its international collaboration and coordination efforts"

Chairman SUPARCO
Major General (Retd) Raza Hussain





WSW Celebration World Wide



WORLD SPACE WEEK 2005 BY SUPARCO

Pakistan Space & Upper Atmosphere Research Commission (SUPARCO) organizes World Space Week (WSW) in Pakistan each year. The theme of WSW for the year 2005 was 'Discovery & Imagination'. This theme was selected to encourage participants to focus on Solar System exploration and positive impacts of Space exploration on discovery and human imagination. Government/private organizations, schools students and general masses attended the events and the huge response received showed their interest in Space Technology and its applications.

<u>Activities</u>	<u>Schedule</u>	<u>Venue</u>
<ul style="list-style-type: none"> Inaugural Ceremony Space Talk / Panel Discussion Departure of Mobile Space Education classroom for Under-privileged schools In rural areas 	19 Nov 2005	HEJ Institute, KU
<ul style="list-style-type: none"> Space Walk 	20 Nov 2005	Sea View Clifton
<ul style="list-style-type: none"> Space Seminar 	21 Nov 2005	Arts Auditorium, KU
<ul style="list-style-type: none"> Quiz/ Painting/ Model Making Competitions Declamation contest 	22-23 Nov 2005	SUPARCO HQs lawn
<ul style="list-style-type: none"> Sun/ Planets Observation 	19-25 Nov 2005	ISPA Observatory, KU
<ul style="list-style-type: none"> Sky Simulation Show 	19-25 Nov 2005	PIA Planetarium
<ul style="list-style-type: none"> Space Family Fair <ul style="list-style-type: none"> Schools tableaus Food court Kids' arena Stalls (cooperate, schools, souvenirs, Sponsors) Satellite images show Tracking device demonstration Space movie show Mobile Planetarium show Model making competition of school students Musical/comedy show Prize distribution 	26-27 Nov 2005	Maritime Museum



WSW



Press conference at SUPARCO HQs

World Space Week 2005 was celebrated from 19 – 25 Nov in Pakistan. World Space Week 2005 commenced with a vibrant Inauguration Ceremony on 19th Nov 05, held at HEJ Research Institute of Chemistry Auditorium, KU and was presided over by Prof Dr



Inaugural ceremony of World Space Week 2005



Inaugural ceremony of World Space Week 2005

Pirzada Qasim, Vice Chancellor University of Karachi (KU). Prof Dr Pirzada Qasim said in his speech that Space research and exploration programmes have greatly enhanced our knowledge and understanding of the earth itself, the near Earth environment, the Solar System and beyond. Space Talk / Panel Discussions were held on the same day in the afternoon at HEJ Institute



Panel discussion

Auditorium. The panel of experts comprised: Maj. Gen Raza Hussain (Retd), Chairman SUPARCO; Mr. Arshad Hussain Siraj, Director General, Space Applications and Research, Mr. Usman Bajwa, CEO, Paksat International (Pvt) Ltd; Prof. Mr Shahid Qureshi from Institute of Space & Planetary Astrophysics (ISPA), KU and Mr. Arif Abbasi, Ex-secretary, PIA Planetarium. A large number of participants including students of all ages attended the talk and enthusiastically participated in the question-answer session.

A Science Caravan sponsored by SHELL Pakistan Ltd also departed



Students inside caravan watching HUBBLE

on the same day from Karachi to interior Sindh for the entire week. The purpose of this caravan was to create awareness on Space Technology and its benefits among the students of under-privileged schools in rural areas of Sindh. An overwhelming response was received. About 3500-4000 students and teachers from 23 participating schools of interior Sindh benefited from this programme.



Students queuing to enter caravan



World Space Week Walk

A Space Week Walk was organised in Karachi on 20 Nov in which nearly 1000 people of all ages took part which reflected their interest and curiosity in Space Science and benefit of Space Technology in the country. Students and teachers of school, colleges and universities were holding banners to support the cause of World Space Week.



WSW



On 21 Nov, a seminar was organized by ISPA, at the KU. The theme of the Seminar was "Space Sciences & the World Challenges of 21st century". Chairman SUPARCO was the Chief Guest of the event. Seven scientific / technical papers were presented by the scientist / professors from SUPARCO and the KU. The seminar was concluded by Prof. Mr Shahid Qureshi highlighting the increased use of 'Space Technology' spanning from deep space missions to its applications in our daily life.



Students enjoying Sky simulation show at PIA Planetarium

From 21 –25 Nov, Sky Simulation Shows, Space movies and Space lectures were arranged at PIA Planetarium for students and public.

Also, Sun and planets observations with awareness lectures were organized at ISPA Observatory at KU during this period. Around 2000 students and general public visited the Planetarium and ISPA to enjoy the sky Simulation Show.

Since, this event is ideal for teachers to promote student interest in space sciences quiz, painting and Model-making Competitions as well as Declamation Contests were arranged at SUPARCO HQs on 22nd and 23rd Nov 05 for school students. Fifty students from 24 participating schools took part in the competition out of which 06 schools were selected for final competition. More than 20 models on the theme of the World Space Week "Discovery and Imagination" were presented by the students for competition.



Quiz Competition at SUPARCO HQs

Additionally a two day Space Family Fair from 26-27 Nov 05 was



Sindh Education Minister visit stalls by schools

arranged at Maritime Museum for general public. Dr Hamida Khoro, Minister for Education and Literacy, Govt. of Sindh was invited to grace the occasion and distribute prizes among the winners of quiz, painting, model-making and declamation contests. Dr Khoro, while emphasizing the role of Space technology and its immense



Space Family Fair 2005

benefits on our daily life urged that it is essential for Pakistan to develop indigenous capacity and capability in Space technology and its applications. Also, such knowledge-based space awareness programs should regularly be launched to educate the whole nation particularly the youth. She also appreciated SUPARCO and other government/private organizations for arranging the WSW activities in befitting manner.



WSW



It may be pertinent to note that through out the week, government and private organizations, school students from all localities of Karachi and general masses actively participated in all the activities of WSW 2005 reflecting their interest in space and thirst for knowledge.

Media Coverage

The week was well covered by electronic and print media including AAJ TV, PTV, PTV World, Daily Dawn, Business Recorder, Jang, Pakistan Observer, Daily Times, The News, Daily Nawa-e-waqt, Daily Express and Satellite News magazine.



Sindh Education Minister in Prize distribution ceremony

PARTICIPATING ORGANIZATIONS/SPONSORS FOR WSW 2005

- | | | |
|----------------------------|--------------------------------|---------------------------------|
| Grace Communications | HEJ Institute of chemistry, KU | ISPA Observatory, KU |
| Sindh Education Department | Shell Pakistan Ltd | Pakistan International Airlines |
| AAJ TV | Pakistan Science Foundation | Multinet |
| PTV, PTV World | PIA Planetarium | |

PARTICIPANT SCHOOLS FOR WSW 2005



Tableau by a private School in Space Family Fair 2005

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|-----------------------------------|-------------------------------------|---|
| Al-Murtaza School | PAF Inter College Malir Cantt | Karachi Grammar |
| Army Public School | Happy Home School | The Educators |
| Chiniot Islamia School | GGSS, Sherwood Landhi | GGSS, New Ranchore Line |
| GGSS Behar Colony | GGSS, Anjuman-e-Islamia | GGSS No.1 Korangi # 6 |
| GGSS 11-D New Karachi | GGSS Genu Bai Lyari | GGSS Mission Road, Saddar |
| Govt. schools Gharo, Thatta. | Govt. schools Makli, Thatta. | Govt. schools Sujawal, Thatta. |
| Govt. schools Golarchi, Badin | Anjam Colony GGSS Baldia | GGSS Hasrat Mohani Colony |
| Govt. schools Matli, Badin | Govt. schools Talhar, Badin | Govt. schools Tando Muhammad Khan |
| Pilot, GGHSS Nazimabad | Govt. schools Hyderabad | Dastagir, G.G.H.S S. F. B Area Gulberg |
| Al Zehra, GGSS Laiquat abad | Millat G.B.S.S. Korangi | Arman GBSS Model Colony |
| GBSS NO.1 Nazimabad | Delhi GBSS Hussainabad | Millat GBSS Gulshan-e-Iqbal |
| GBSS Block No.6 Gulshan-e-Iqbal | Tameer-e-Nau GBSS No. 1, Nazimabad | Maj. Ziauddin Abbasi Govt. Boys School, Nazimabad |
| S.M Public Govt. School Nazimabad | Comprehensive GGHSS North Nazimabad | GGSS Higher Sec School Aziz Abad |



WORLD SPACE WEEK 2006

SUPARCO Plans to celebrate World Space Week 2006 in a similar manner. Organizations are invited to support SUPARCO in conducting the event and publicizing the world space week to increase awareness among decision makers and general public about the benefits of the peaceful utilization of Space Technology and its contribution to the betterment of human life.

TENTATIVE PROGRAM

Activities

Schedule

Press Conference	31 Oct 06
Inauguration Ceremony	
Inaugural speeches	
Departure of Science caravan	
Refreshment	06 Nov 06
Panel discussion	
Lunch	
Seminar	
Departure of Science Caravan	07 Nov 06
PIA Planetarium/ISPA Activities	
Animated Space Lecture	
Space Movies	06-10 Nov 06
Sky Simulation Show	
Lectures	
Quiz Competition	
Students of Govt Schools	
Students of Private Schools	08 Nov 06
Lunch	
Declamation Contest	
Students of Govt Schools	
Students of Private Schools	09 Nov 06
Lunch	
Space Family Fair	
Space Week Walk	
Model Making Competition	
Tableau Competition	
Magic Show	
Puppet Show	
Mobile Planetarium	
Kids Arena	
Food Court	11 Nov 06 & 12 Nov 06
Vehicle tracking display	
Corporate Stalls	
SUPARCO souvenir stall	
Space movies	
Kids fun competitions	
Musical/Comedy show	
Prize distribution ceremony	

Over 100 schools and government organizations are expected to participate involving almost 10000 students and others. Space related discussions, seminars, Planetarium shows, lectures, movies, quiz & declamation contests, tableaus and model making competitions will be the main features of forthcoming WSW-2006.



WSW



Nationwide promotional campaign

- Press media advertisements
- Radio and Television
- Press conference
- Press releases
- Public relations campaign
- Direct mailing to corporate visitors
- Bill board/hoarding
- Banners
- Web based promotion and bulk e-mails
- Telemarketing
- Space information booklet
- Promotional souvenirs & items



Prospective clients/participants

- Educational institutes
- Central, provincial and local government
- IT and telecom industry
- Multinational
- Business, trade and industries
- SMEs
- Banks
- Armed forces



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