

NATIONAL SCIENCE FOUNDATION

PUBLICATION STALL



COLOMBO INTERNATIONAL BOOK FAIR

20-28 September 2008

CALL No.	655-4(548-7) PAT
ACC No.	NA-357



OBJECTIVE

NSF has published many science related publications which contain vital scientific information useful to professionals, scientists, university students, school children and teachers and to the general public who have an interest on science. NSF aim at this exhibition was for the public to know that NSF is one of the pioneering organizations that contributes for the advancement of science. NSF contributes for the advancement of science through funding for research in many fields, and also by facilitating Technology development, developing S&T policies, Liaising with international scientific organizations, popularizing science in schools and among the general public. NSF publications are the outcome of the above activities. Public who have an interest on the above and expect to improve their scientific knowledge were given an opportunity to purchase the publications at a discounted price at this exhibition.

NSF hired a stall at the Colombo International Book Fair which is organized by the Sri Lanka Book Publishers Association annually. This is an important event in Sri Lanka for the book publishers and for the readers. NSF stall attracted many visitors and they were well satisfied with the publications and the courtesy of the staff. Some of the customers made their comments in the register (comments book) kept at the our stall. This is one of the very few stalls which offered publications merely in the scientific field and was not limited to books but extended to offer DVD's and VCD's on Mihimadala Science Magazine which was telecast on ITN in 2006/2007 which was produced by NSF with the assistance of the YA TV production house.

SALES AT THE EXHIBITION

Total sales income at this exhibition is Rs. **376,527.00**



	<u>Daily Sales</u>
	Rs.
Day 1	23,410.00
Day 2	35,620.00
Day 3	28,760.00
Day 4	50,095.00
Day 5	22,030.00
Day 6	69,097.50
Day 7	57,175.00
Day 8	43,257.00
Day 9	<u>47,082.50</u>
Total	<u><u>376,527.00</u></u>



STRATEGIES IMPLEMENTED BY THE NSF STAFF FOR THIS EVENT TO BE A SUCCESS.

1. Designing of an informative brochure giving the current selling prices of the NSF publications. This was distributed during the exhibition period with the aim of giving publicity to the NSF publications.






Our Vision

To bring people of all ages and in diverse fields and technology to enlighten to valuable knowledge and accelerated advancement of the nation.

National Science Foundation

Publication List

Name of publication	List Price /Rs
Check List of Flowering Plants	990.00
Checklist of Rubber Pathogens in Sri Lanka	120.00
Common Vegetables of Sri Lanka	500.00
Current List of Scientific Research Technical Periodicals in Sri Lanka	150.00
Economic geology of Sri Lanka	125.00
Ecosystems Based Indigenous Water Management	200.00
Eppawala Project - Sinhala	50.00
Eppawala Project-English	50.00
Evolution the Geological Significance of late Pleistocene fossil shell beds	80.00
Ficus Binghamensis	100.00
Food Security and Small Tank Systems in Sri Lanka	400.00
Freshwater Fauna and Fishes of Sri Lanka	600.00
Groundwater Conditions in Sri Lanka	750.00
Guide to Research & Scientific Institutions in Sri Lanka	1,500.00
Index to Minerals in Sri Lanka	120.00
MPBA Checklist of Aphids and Their Leaf Plants from Sri Lanka	100.00
MPB Plant Based Antimicrobials the Indigenous Herbal Traditions	100.00
An Updated Checklist of Bites of Sri Lanka With New Records	100.00
MICROCDISIS Simplified Manual (2nd edition) (English)	300.00
MICROCDISIS Simplified Manual (in Sri Lanka) (Sinhala)	200.00
Muhudu Kala / Ura - English/Sinhala/Tamil	150.00
Nanotechnology Insight	150.00
The Hydrochemical Atlas of Sri Lanka	350.00
The Medicinal Plants Used in Ceylon Part 1 - 5 (Each 750)	3,750.00
Natural Resources of Sri Lanka (2003)	900.00
National Survey of Research and Development in Sri Lanka 2004	750.00
Noise Pollution and Control Technology	100.00
Population and Manpower Resources of Sri Lanka	120.00
Some Selected Aquatic Ornamental Plants of Sri Lanka	300.00



DVD - 150/-
VCD - 100/-
(Sinhala)(English)(Tamil)

Tsunami
Cyclones & Tornadoes
Floods & Drought
Lightning & Thunder
First Aid
Organic Farming
Pesticides
Rain Water Harvesting
Post Harvest Technology
Careers in Science
Nanotechnology
Landslides

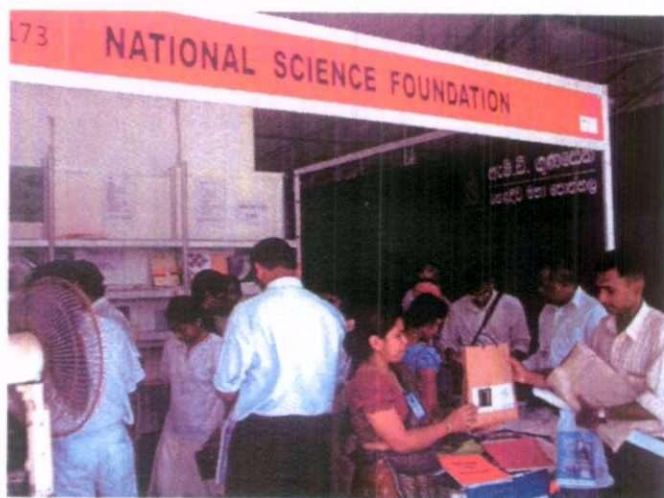
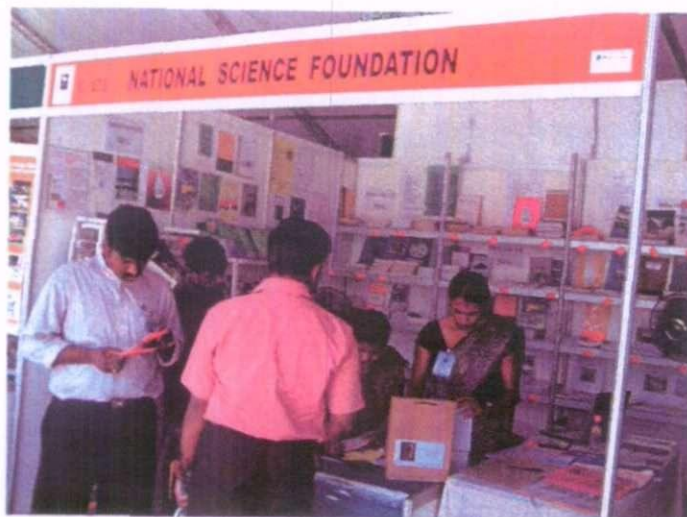
National Science Foundation



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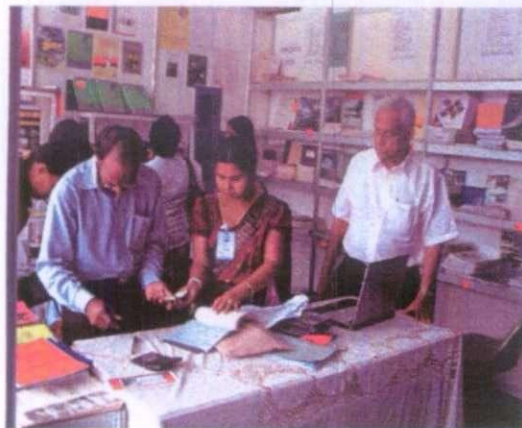
47/5, National Place, Colombo 07.
Tel. 0112696771-3
Fax. 0112694754
Web site www.nsf.ac.lk

2. Designing of an attractive craft paper bag with the NSF logo to carry the publications purchased by the customer.



3. Though the stall was arranged with adequate stocks as per the past experience more stocks were needed due to the demand. It was very difficult to predict the pattern of the demand. We had to replace the stocks frequently. The helper was very useful for this purpose.

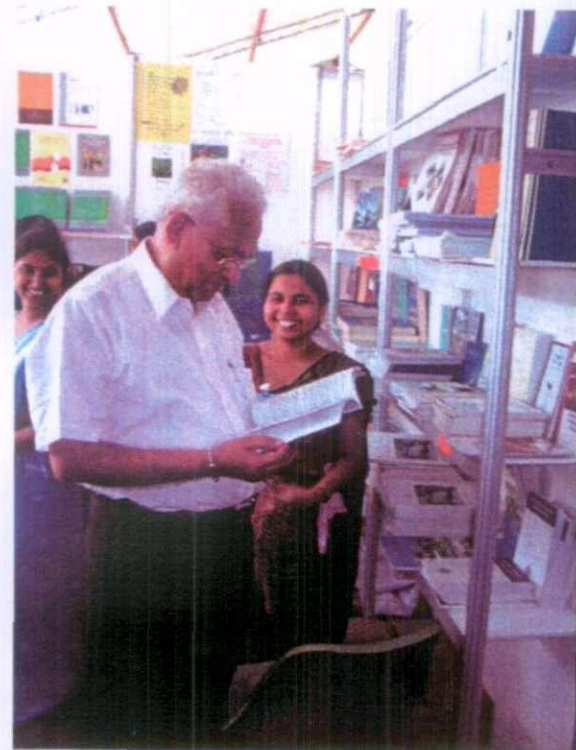
4. Scanned cover pages of the publications were displayed at the stall to attract customers to the NSF stall.



5. The Mihimadala DVD's and the VCD's were displayed using a laptop computer. This helped School Principals, teachers and also School children to make their decision to purchase. Though according to the rules & regulations any type of advertising was prohibited, the organizers at our request allowed us to use a computer with the minimum sound, so that the public will not be disturbed.



6. We provided the stall with adequate staff to cater to the large crowd who entered the stall and the security of the publications were also considered. Staff worked in two shifts from 9.00am to 3.00 pm and 3.00pm to 9.00pm and each shift was handled by three to four staff members and a helping hand as required.



7. Before the exhibition started all the staff was briefed with the rules and regulations imposed by the book publishers association for this exhibition. The views of the staff were also considered for our stall to be a success.
8. All problems encountered during sale of publications were referred to the Chief Accountant/ Accountant and was solved instantly.

CONSTRAINTS

1. Staff has not been recruited to the finance division for the vacancies due to retirement/resignation in the near past. The exhibitions stalls have to have adequate staff. Releasing staff for exhibitions effect the Accounting work.
2. Space for storing the publications is inadequate. Hence publications/ DVDs/ VCDs are not stored systematically. As such these tend to damage.

SUGGESTIONS

1. Considering the security we had to bring the publications to NSF daily after the exhibition. As such we suggest to have a lockable room in the ground floor to store the publications.
2. To obtain a stall in the main hall. The stall we rented was very hot since the roof was made with GI sheets and also the sunlight was directly coming in to the stall. This made the sales staff and the customers very uncomfortable.
3. A large display screen is preferred to show the VCD's and DVD's.
4. To have more Sinhala publications. Customers requested for Sinhala publication.
5. Reduction of the price of Vidurava. The customers were of the view that the price was high.
6. To have movable racks for a better display and easy handling.
7. To have a brief description of the contents of the DVD's & VCD's in the cover.
8. We suggest to have new books for future book fairs.

CUSTOMER
COMMENTS

Date

Name & Address

Remarks

2008-09-23

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2008/09/23

ආර් / ආර් series was impressive. First
time saw such an item is Sellenka
Sales people were also very supportive
Appreciate it very much!

Thanks.

Buddhik Ranasinghe

2008-09-23

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M.D.R. Amarasinghe
ADE, ICT Branch, P. Suman

2008.09.23

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29/09/2008

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08/09/25

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S.R.S. ಶರಣ್

2008.09.25

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25/9/08. Pullover should be more Plushier.

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Paper done to the the Paper

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