



13. Information, Communication and Publicity Services

Mission has been set to market, showcase and popularize agricultural technology developed by National Agricultural Research System (NARS) through Information, Communication Technologies and Publicity Services. The functioning of the Directorate of Information and Publications of Agriculture (DIPA) has been streamlined by appointing Project Director (DIPA) with additional charge of ADG (ARIS). This has added the strength in the Directorate, and major gap in the implementation of Mandate of Directorate has been streamlined. The ARIS Unit, Library, Media and Information Unit, Press and Publicity services were integrated as knowledge center for optimum utilization of resources for efficient, responsive and value added products of information under single umbrella. The Directorate is a Media-window of the ICAR (Hq). In DARE/ICAR Annual Report thematic concept has been introduced as a quality improvement programme on the basis of recommendations of the committee. Open access of General Provident Fund subscription has been introduced by the Finance Division and DIPA.

DIPA plays a significant role in dissemination of agricultural research information. The user community largely comprise scientists, extension workers, progressive farmers, nurserymen, entrepreneurs, students etc. Information remains the first purpose of the media, DIPA believes in public service rather than a bureaucratic office, its purpose is to gather, print; and provide electronic information; and make global visibility through electronic media and web-based services.

The Directorate has submitted 1 project on 'Enhanced Communication and Public Awareness—Development of on-line Electronic publishing system with on-line hosting of ICAR publications and integrated e-commerce, e-marketing and DIPA portal'. Scrolling news on ICAR web page has been launched on 16 July

2007 in which English Editorial, and Press and Publicity act as a content inventory units. Above 5,000 visitors per month from across the world are using the service. ICAR web page has been reorganized and process is on to rewrite the ICAR web page for making better delivery on technology through electronic media. The DIPA officers (10) were provided opportunity to participate in National thematic event for capacity building.

COMMUNICATION RESOURCES

Editorial Committees of journals and periodicals have been reconstituted as new dimensions. Editorial Units (English and Hindi) play a pivotal role in DIPA and have co-ordination with all units. They brought out internationally reputed research journals, viz. *Indian Journal of Agricultural Sciences* and *Indian Journal of Animal Sciences* (English, monthly): the semi-technical periodicals, viz. *Indian Farming* (English, monthly) and *Kheti* (Hindi, monthly), and *Indian Horticulture* (English, bimonthly) and *Phal-phool* (Hindi, bimonthly), *Krishi Chayanika* (Hindi, quarterly), *ICAR Reporter* and *ICAR News* (English, quarterly) on time. The value addition was made by covering the primary information / news in the *ICAR Reporter*. The *ICAR Reporter* (an in-house journal and brand product of DIPA, ICAR) was improved by adding volume of news /reports etc, digital photos, and quality of paper. As a policy decision inclusion of 2-4 pages of Hindi news for farmers belonging to Hindi speaking states will upgrade the standard of the *ICAR Reporter*, as well as *ARIS News* is to be merged with the *ICAR News*.

During the reported period DIPA brought out 40 titles in English and 15 in Hindi. In English 10 proposals pertaining to WTO/GATT books, 40 Agri-pop series, 8 general books are in process. Besides this Unit has also brought out time-bound





Dr Mangala Rai, Secretary (DARE) and DG (ICAR) inaugurated scrolling news on ICAR web page on 16 July 2007

urgent publications, viz. *DARE/ICAR Annual Report 2007-08*, *ICAR –At a Glance*, *State-Specific Technological Interventions for Enhanced Growth* etc. All honoraria payment to contributors have been updated.

The Production unit has produced Council's publications maintaining high standard of production quality by using computerized print control (CPC) and Computer to Plate (CtP) technologies. The unit has conceptualized and designed new layout for magazines and books. The production unit has provided technical support to the other divisions of ICAR Hqrs., ICAR Institutes and State Agricultural Universities for production of publications and for framing technical and financial bid tender document for printing. Art Unit is well reflected in form of attractive and elegantly designed publications/ publicity materials which include special posters brought out on various occasions, viz. *Hindi Chetna Mas*, Vigilance Awareness Week, etc. Designed logos for ICAR and its Institutes. Cover designs pertaining to books, magazines, reports have been developed on thematic mode. Photo unit has adopted digitizing database and covered all important conferences of the ICAR (Hq) in Delhi as well as out side Delhi and provided photographs of visiting dignitaries for the *ICAR Reporter*, press releases etc. Business Unit of Directorate has fetched more than Rs 4 million (by the end of 2007) through sale of the journals, periodicals, books, e-books (CD) and advertisement procurements. The participation of this Unit in book exhibitions (11) has educated ICAR readers and our farmers, and to those interested in our books. Advertisements of new information products have been regularly done through leading newspapers. Thematic information display- and sale-stalls have been put in Chennai, Hyderabad, Nagpur, New Delhi, Pondicherry, Udaipur, for dissemination of knowledge and publicity.

Agricultural Research Information Centre has compiled *ICAR Telephone Directory 2008* and it was also published simultaneously on the ICAR web site (www.icar.org.in). This Unit is maintaining the Local Area Network (LAN) of Krishi Anusandhan Bhavan-I/II and providing support/trouble-shooting services to the internet/e-mail users of these two buildings. A survey of ICAR-ERNET Connectivity in ICAR set up was conducted. A database on ARIS Nodal Officers was developed by ARIC services in National Agricultural Research System. A committee was also approved to improve the funding of Agricultural Research Information Centre and report is being submitted for implementation. Database management services have been accelerated.

INFORMATION TECHNOLOGY

The web services include updation of ICAR web site in respect of latest achievements and developments in National Agricultural Research System, weather advisories, online scrolling news, hosting publications with free text search facilities for books, journals, and *ad hoc* schemes. All the issues of the *ICAR News*, *ICAR Reporter* since 2000 onwards, annual report and various directories are available in PDF format. This Directorate also coordinated internet connectivity at ICAR (Hq) as well as at ICAR Institutes/Centres through liaisoning with different ISPs, including NIC, ERNET, MTNL, SIFY etc. Since September, 2007 there have been 15,856 visitors on 38,193pages world-wide. *ARIS News* (English, half-yearly) was brought out on time.

PUBLICITY SERVICES

Publicity material for important National events, organized by ICAR (Hq), has been designed and documents were published by the Directorate. Policy decisions have been taken for providing ICAR video-films to various means and utilization of scientific knowledge by media. Benchmark has also been developed for utilization of agriculture and technological resources by any private firm and ICAR web page. Miscellaneous services on development, publicity have been extended to all the divisions of ICAR (Hq). *Vichar Manch* and cultural programmes, organized by ICAR (Hq), have been provided wider publicity.

Certain measures have been taken for reviewers of article by the development of database of reviewers for two research journals and three magazines. Interview and features have been added for reader/audience. Interactive meetings have been organized at Bangalore, Delhi, Hyderabad, Kolkata, Lucknow, Ludhiana, Nagpur, Udaipur, and more



than 35 ICAR Institutes have been directly approached to streamline the activities of Information Services. Advisory Committee for Information, publication and publicity have been constituted under the chairmanship of Director-General, ICAR for the improvement of communication services in National Agricultural Research System.

ERNET has been entrusted to establish IP Video Conferencing and IP Telephony facility at 23 selected ICAR Institutes connected on ICAR-ERNET network.

The facility is being managed and monitored centrally from National Agricultural Science Centre (NASC), New Delhi.

The National Agricultural Sciences Museum was visited by more than 10,000 farmers, general

public, scientists and various delegations from the country and abroad.

On average 1,000 publications and bound journals were added to the ICAR (Hq) library every year. Besides the ICAR staff, several outside readers used the library services. The library also extended information support for consulting database of the Centre for Agricultural and Biosciences International. The document delivery service was also extended to individuals and libraries against specific requests for supply of documents for the AGRIS database. DELNET services have also been provided to readers as reference service. Library services are being reorganized in electronic mode at Krishi Bhavan and Krishi Anusandhan Bhavan I for the development of state-of-art facility.

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