

14. Information, Communication and Publicity Services

In continuum with the latest global trends and increasing importance of knowledge in the technology-driven agriculture, the Directorate of Information and Publications of Agriculture (DIPA) was renamed as the Directorate of Knowledge Management in Agriculture (DKMA). By adopting knowledge-management initiatives, the DKMA is technologically and administratively empowered to systematically capture, organize, store, retrieve and communicate agricultural information to a wide range of stakeholders, which include policy-makers, institutions, researchers, extension workers, civil societies, and above all, the farmers. Typically, knowledge refers to individual knowledge and that shared by a group but knowledge management emphasizes on how that information is arrived at, shared and analyzed. In order to provide network and connectivity to the knowledge-management initiatives, the ARIS cells located at the ICAR institutes have been renamed as Agricultural Knowledge Management Unit (AKMU). The Directorate is all set to become knowledge resource centre of the ICAR with linkages across ICAR institutes and KVKs. The DKMA is also the nodal centre for enhancing visibility and brand image of the ICAR at the national level through publicity and communication initiatives *via* print, electronic and web-mode and also mass-media. During the period, special thrust was given to ICT for knowledge sharing, management and dissemination among stakeholders.

The website (www.icar.org.in) of the ICAR has emerged as one of the most effective platforms for on-line sharing of agricultural knowledge, information and news of relevance through a number of value-added services/features. The website is attracting on an average approximately 1.7 lakh visitors per month with 49% new visits. Stakeholders from 200 countries across the globe browse website for varied contents of their use and interest. During the year, 1,263 new pages were added, and 1,312 pages were updated with the latest information. The weather based agro-advisory provides valuable and useful tips to farmers for farming, animal husbandry, fisheries and management of natural resources. This section is updated regularly on day-to-day basis with inputs from experts across the ICAR system.

The research journals and popular periodicals of the Council, namely *The Indian Journal of Agricultural Sciences*, *The Indian Journal of Animal Sciences*, *Indian Farming* and *Indian Horticulture*; and Journals of five professional societies are available in free open-access mode for on-line sharing of knowledge. The on-line versions of these journals have been extended to reach across the globe with nearly 13,245 registered users

in 181 countries. So far, 150,859 visits have been recorded on this site (<http://epubs.icar.org.in>) with 18,700 and 18,400 full-text article requests of both research journals respectively. Due to global exposure, the number of papers submitted from foreign countries have enhanced considerably, 59 and 57 countries in *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences* respectively. Besides, *ICAR Reporter*, *ICAR News*, *ICAR Mail*, *Agbiotech Digest* and *ICAR Chitthi* (Hindi) are available in open access along with print editions for wider circulation. Hosting of e-Books, especially designed to make available information on the farmer-friendly technologies and data, on the website is a value-added feature for enhancing sharing of knowledge among stakeholders. During the period, seven e-Books were hosted which attracted nearly 32,000 visitors. The profusely illustrated e-Book, *Making a Difference in Indian Agriculture -The Journey of the ICAR*, was released in presence of the Prime Minister of India on the Foundation Day of the ICAR, 16 July 2011. Inspiring Success stories of enterprising farmers and entrepreneurs drawn from across the country are posted regularly on the website. Similarly, news of agricultural importance is hosted in almost real-time frame for the benefit of farmers and other stakeholders. During the period, approximately 200 success stories/ news were posted. Video films/Capsules and virtual tours attracted on an average initial 1,200 visits per month to cumulative approximating to 6,000.

Information products in print mode include technical books, monographs, reports, textbooks, handbooks and several *ad-hoc* publications to cater to the knowledge and information needs of different categories of stakeholders. Besides, Directorate continued to publish research journals, popular periodicals and in-house journals 7 in English and 3 in Hindi with specific target audiences. Use of computer-aided technologies

Journals Available Online

- ▶ Indian Journal of Agricultural Sciences, ICAR
- ▶ Indian Journal of Animal Sciences, ICAR
- ▶ Indian Journal of Fisheries, CMFRI, ICAR
- ▶ Indian Farming, ICAR
- ▶ Indian Horticulture, ICAR
- ▶ Fisheries Technology, Society of Fisheries Technologists (India), CIFT
- ▶ Journal of Medicinal and Aromatic Plants, Medicinal and Aromatic Plants Association of India (MAPAI), DMAPR
- ▶ Indian Phytopathology, Indian Phytopathological Society, IARI
- ▶ Journal of Horticultural Sciences, Society for Promotion of Horticulture, IIHR











was enhanced for increasing quality level of the publications and in reducing processing period to prepare information product. To make the publications more effective, value-additions were made in the contents in consultation with the subject matter experts and the target audience.

The Directorate is the nodal centre of the ICAR for implementation of the National Knowledge Network, which aims at sharing of knowledge resources for collaborative research and development work. So far, 20 ICAR institutes/SAUs have been connected and remaining institutes will be connected steadily. The ICAR institutes have been advised and requisite funds have been allocated to upgrade internet bandwidth to 100 mbps for quick, effectual and real-time communication. The ICAR institutes are implementing uniformity guidelines for content management of the website in consultation with DKMA. Being a designated National Input Centre for AGRIS database of the FAO, the Directorate indexed and submitted 1,286 AGRIS data to FAO. The DKMA is providing training to personnel of the ICAR institutes for web-AGRIS, and five institutes/SAUs have implemented web-AGRIS this year. The KVK-hub maintained at the ICAR headquarters organized twice a week interactive sessions (76) of scientists and extension functionaries through e-enabled KVKs.

A new initiative was launched during the year, to utilize mass-media resources for multiplication and delivery of messages to the target groups and enhance visibility and brand image of the ICAR across the country. Under the initiative, events/technology-based news and features were released in the national and regional print and electronic media. Approximately, 2,500 news clippings and 500 video-clippings appeared in 18 Indian languages. Under the multi-centric NAIP project on Mobilizing Mass Media Support for Sharing Agri-Information, approximately 1,300 news-clippings appeared in the national and regional media (Hindi, English, Punjabi, Malayalam and Tamil) and it provided facilitation to around 380 TV/Radio programmes at the national and regional level. Events for showcasing of technologies were organized at the consortium partners wherein approximately 3,000 farmers/entrepreneurs received first hand information through scientists/farmers interfaces. Publicity and public relation services were provided to the following major events organized by the Council:

- The Brain Storming Meeting of the Directors of the ICAR Animal Science Division Institutes (30-31 January), Makhdoom, Uttar Pradesh
- 82nd Annual General Meeting of the ICAR Society (2 February), New Delhi
- 10th Agricultural Science Congress (10 February), Lucknow

- National Consultation on Higher Agricultural Education and Vice Chancellors' Conference (21 February), New Delhi
- Interface of Vice-Chancellors of Agricultural Universities and ICAR Directors and Directors' Conference (23 February), New Delhi
- ICAR-CII Industry Meet-2011 (23 May), New Delhi
- National Seminar on "Transfer of Technology of Strategic Pesticides Use to Enhance Agricultural Production and Food Security" (1 June), New Delhi
- Meeting of heads of divisions of regional stations of the ICAR institutes across the country (14 June), Bhopal
- 83rd Foundation Day of ICAR (16 July), New Delhi
- National Consultation on "Gender Perspective in Agriculture" (8 August), New Delhi
- 50th All India Wheat and Barley Research Workers' Meet (1-4 September), New Delhi
- Indian Council of Agricultural Research Interaction Meet with NGOs and Farmers, Entrepreneurs (17 September), New Delhi
- Special Meeting of Vice-Chancellors, Directors (Research), Directors (Extension) and Comptrollers of Agricultural Universities and interaction with Project Coordinators (AICRP) and Zonal Project Directors (26 September), New Delhi
- Launch of Borlaug Institute for South Asia (BISA) (5 October), New Delhi
- 38th Foundation Day of ASRB (1 November), New Delhi
- Foundation stone of the Administrative Building of Zonal Project Directorate, Zone- I (ICAR) at Punjab Agricultural University (PAU) (25 November), Ludhiana
- ICAR-NAIP Interaction Meet with Scientists Trained Abroad in Frontier Areas of Agricultural Sciences (28 November) New Delhi
- National KVK's Conference (6-8 December), Jabalpur.

The DKMA participated in 21 national/regional technology fairs/ conferences to showcase agricultural technologies with commercial and applied potential and information products for wide range of stakeholders. To provide International exposure to the ICAR technologies, the Directorate participated in the 4th Indian Trade Fair 'INDEXPO-2011' (20-22 September) organized at the Oman International Exhibition Centre, Muscat. In addition, the Directorate coordinated and facilitated ICAR institutions for participation in regional fairs/expos, organized in the specific regions. ■