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Information, Communication and Publicity Services



The Directorate of Knowledge Management in Agriculture (DKMA) continued its efforts to showcase ICAR's technologies, policies and other activities through modern dissemination methods that cater various stakeholders in the field of agriculture. In partnership with Agrinnovate India Ltd, a non-profit company under Department of Agricultural Research and Education, the DKMA participated in the Global R&D Summit 2014, organized by Federation of Indian Chambers of Commerce and Industry, wherein some of the cutting edge technologies, products and solutions of ICAR Institutes were exhibited to key customers, business buyers, investors, scientific community and media at large. The DKMA signed an MoU with Project Director, The Essential Electronics Agricultural Library commonly known as TEEAL (An International Project from Cornell University, USA) for providing information on agriculture and allied sciences to the researchers across the globe, working at places where the internet is patchy especially in Africa. The DKMA participated in an International Workshop on 'Development of communication strategies for adoption of Agri-Biotechnology in Asia' held in Thailand. In the fast changing knowledge intensive era, the DKMA is committed to promote ICT-driven technology and information dissemination system for quicker and more effective out reach.

The NAIP Sub Projects 'E-Publishing and Knowledge System in Agricultural Research (EPKSAR)', 'AGRO-WEB', 'Mobilizing Media' were merged with the ICAR (Hq) under XII Five-Year Plan. As an endeavour to communicate research among scientific communities, the DKMA published peer-reviewed articles in research journals, viz. *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences*. Besides 24 journals of professional/ academic societies are also hosted on the ICAR website (<http://epubs.icar.org.in/ejournal>) which provides global visibility to ICAR research in open access. The DKMA also published the *ICAR Reporter*, *ICAR Mail*, *ICAR Chiththi* (Hindi), *Agbiotech Digest*, *INDIA-ASEAN News on Agriculture and Forestry*. Popular form of agri-information was carried in the *Indian Farming*, *Indian Horticulture*, *Kheti*, *Phal Phool* along with some special issues.

Efforts were accelerated to disseminate the information and knowledge about new technologies and innovations among the stakeholders, especially farmers, by publishing various categories of popular and technical publications in Hindi, including the



development of informative literature and brochures based on the new schemes launched by the ICAR for farmers' welfare. A special issue of Hindi flagship monthly *Kheti* was published to commemorate the golden jubilee of the Green Revolution in India. The collection of precious write-ups of the veterans and stalwarts associated with the Green Revolution were included in this unique issue. Conceptualization and development of the contents for the E-books, publicity folders, posters, illustrations and video films on various important themes and programs launched by the DARE/ICAR were also undertaken. One-day national workshop on the theme "Implementation of official language in scientific organizations –Use and promotion" was organized to promote use of Hindi in ICAR Institutes. Contents were also developed for ICAR website and social media in Hindi.

This year, DKMA published new titles, i.e. *The Onion*, *Mathematical Modelling of Agricultural Drainage Groundwater and Seepages*, *Sheetoshtra Phloos ki Baghbani*, a compendium of *Selected Innovative Value Chain*, *ICAR-Global Reach* to name a few. About 32,000 pages covering nearly 250 publications were published during the reported period. Press conferences, publicity material to press and exhibitions were also conducted by the DKMA for showcasing ICAR technologies on different occasions of national and international events across the country. Special trainings were organized to strengthen the capacity building programme in interest of the scientists. About 600 articles/features were published in the noted popular periodicals during the reported period. A professional get up was imparted to popular periodicals that included design, layout and contents. Information on various disciplines of agriculture, animal husbandry, fisheries and allied sciences was published for different



categories of stakeholders. During the year, special efforts were made for dissemination of agricultural technologies at ground level through mass media and showcasing of technologies at various national/international expositions. The ICAR participated in more than 11 technology fairs/conferences to showcase its technological strength and information products. Capacity building activities for the ICAR scientists were organized to strengthen the agricultural communication in the country. Orientation training was provided to scientists on creative writing in agriculture at different ICAR Institutes.

A prestigious publication *Golden Jubilee of Green Revolution*, was designed and produced in a time frame manner matching international quality which was released on the occasion of Golden Jubilee of Green Revolution. Logos for different schemes of ICAR, viz. ARYA, Farmer First, *Mera Gaon Mera Gaurav*, Student Ready, Vision 2050 and *Jai Kisan Jai Vigyan* were designed in-house in DKMA, which were released by the Prime Minister of India on ICAR Foundation Day at Patna.



The DKMA extend its professional services for editing and production of publications to different institutes and related offices under ICAR system. Many publications of National Academy of Agricultural Sciences (NAAS) like *Water-State of Indian Agriculture*, *Energy-State of Indian Agriculture*, *Soil-State of Indian Agriculture*, and *Down the Memory Lane-25 years of NAAS* were brought out in a time frame manner during the period.

The *Vision 2050* document of all the ICAR institutes were published by DKMA while maintaining the uniform house style and printing quality. The *Vision 2050* document was released by the Prime Minister of India on the occasion of ICAR Foundation Day held at Patna.

During the reporting period 1,500 inputs were prepared and supplied to FAO electronically for merging into on-line AGRIS database of FAO in WebAgris software to enable on-line search by users all over the world. Half-yearly issues of *Indian Agricultural*

Sciences Abstract and *Indian Animal Science Abstract* journals were brought out, which were hosted on ICAR website in open/on-line access in public domain. During the period ICAR website was updated daily (1,260 new pages were created), and was visited by 3,809,443 visitors (1,948,818 unique visitors from 219 countries visited the website as per Google analytics); top five countries include India, USA, UAE, United Kingdom and Kenya. ICAR Facebook page crossed 100,000 likes in 2015. Post on Black rice reached 294,061 people. Hindi blog writing and Photo/drawing contests were organized on ICAR Facebook Page. The network of KAB I, KAB II and NASC Complex was upgraded to IPv6 compliance network equipments. The wire and wireless network in KAB-I, KAB-II and NAS Complex was maintained while updating for secure password for ICAR users and guests. Work of replicating CDs/DVDs on ICAR publications was done. KOHA Library Management software was implemented with Web-OPAC facility. Training programmes were organized on data indexing for AGRIS database of FAO using WebAGRIS software and preparation of input for AGRIS database for the participants from ICAR institutions and professional societies.

CeRA: To create awareness among scientists/faculty/students of North-East Region along with Bihar, Jharkhand, Odisha, West Bengal and South, the DKMA-CeRA organized two Training-cum-Awareness Workshop at National Research Centre on Pig, Gauwahati and Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana. A Training-cum-Awareness workshop was organized by the DKMA-Ce RA at Sugarcane Breeding Institute, Coimbatore, Tamil Nadu. Besides more than 23 lakh full text articles were downloaded by member institutions of CeRA and over four thousand Document Delivery requests were fulfilled. The Remote access Facility was provided to individual scientists of over 34 institutes located in remote areas. With the aim to negotiate the subscription payment to the publishers five negotiation committees meetings were held during reported period. Two meetings of National Steering Committee were held to review the performance of CeRA activity for 2014 and 2015.

During January to December 2015, the revenue to the tune of ₹ 80 lakh was generated through sale of literature and other information products.

