

Information, Communication and Publicity Services

Directorate of Information and Publications of Agriculture has developed on-line global visibility through scrolling day-to-day news, and *ICAR Reporter*, *ICAR News* on ICAR web page. The ICAR web site users have increased and their number reached to 753,039 by December 2008. ICAR readers browse information from scrolling news as well as publications available in open access on www.icar.org.in. English and Hindi Editorial Units have brought out 100 publications. Research articles (1,500) were received from home and foreign countries, viz. Australia, Bangladesh, China, Germany, Egypt, Ethiopia, Iran, Japan, Korea, Mexico, Pakistan, Nigeria, South Africa etc. According to the Status of India in Science and Technology as reflected by its Publication output in *Scopus International Database, 1996-2006*, brought out by National Institute of Science, Technology and Development Studies, ICAR journals are in top 12 most productive journals. *The Indian Journal of Animal Sciences* has got 2nd position while *The Indian Journal of Agricultural Sciences* stood 12th out of the top 25 most productive domestic Indian journals. The National Academy of Agricultural Sciences has increased the rating of *The Indian Journal of Agricultural Sciences* which is now 7.20. The circulation of both the journals has improved considerably. Projects on e-Publishing and knowledge system in Agricultural Research – development of on-line electronic publishing and hosting of ICAR publications integrated with e-commerce, and ‘Agro web – digital dissemination system for Indian Agricultural Research has approved by NAIP for greater visibility of ICAR technologies through its information products.

Media and Information Unit prepared Documentaries (40) and compiled ICAR Vichar Manch Series. Media unit prepared special training programmes for Assistants, Section Officers, LDCs

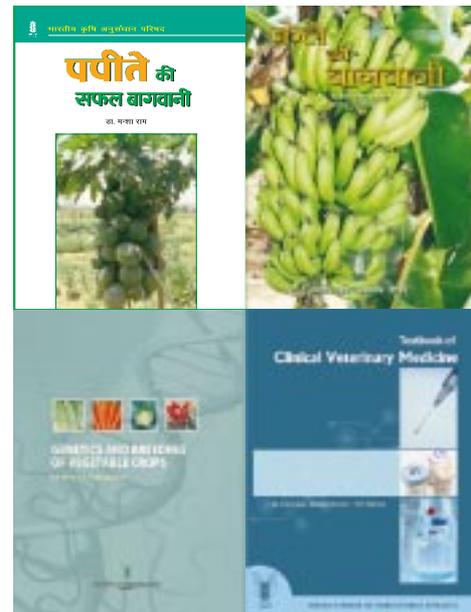
E Batch 2007; and technical as well as professional guidance of all IP Telephony facilities, video conferencing, etc.

The Production quality is well reflected through its publications by implementing the computerized print control and Computer to Plate technologies. The unit has conceptualized and designed new layout for magazines and books. Technical support was provided to ICAR Hqrs., ICAR Institutes and State Agricultural Universities for production of their publications and for framing technical and financial bid tender documents for printing by Production Unit. The quality publications for SAARC Agriculture Ministers Meeting and ASRB Foundation Day celebration were executed through Production Unit in a time frame manner. ASRB modified logo was also developed by this unit. Special issue of Kheti, Phal Phool, Indian Farming and Indian Horticulture were brought out on World Potato Congress-2008 with new layout design maintaining high production quality within given stipulated time. Training on Production Management of publications and Secretarial Practices was provided to staff ICAR Institutes and students of Polytechnic respectively. Posters were brought out on several occasions, viz. Vigilance Awareness, IVth World Congress on Conservation in Agriculture. Photographs related to activities in ICAR System were taken; and used for press release, scrolling news, periodicals.

Agricultural Research Information Centre gave output as Data Management Work, viz. AGRIS Database of FAO, AICR database, database of Multimedia Products developed by ICAR Institutions. DIPA has generated more than Rs 4.5 million (up to December 2008) through sale of journals, periodicals, books, e-books and procurement of advertisements. Thematic information display and sale-stalls were put in Conferences/Summits/Meetings/etc. for



Special issue brought during Global Potato Congress



Selected titles brought out during the year

dissemination of knowledge and publicity. Agricultural Research Information Centre gave output as ICAR Telephone Directory, 2009; Publications in print (7) as well as electronic media (4) including on-line version (7); and Selective Dissemination of Information services. ARIC organized workshop (1) and trainings (3). E-library facility has been started at ICAR(Hq). It is using latest information and communication technologies. ICAR Library has been modernized with Information KIOSKS, internet surfing, on-line catalogue etc. using latest ICT tools. The mandatory housekeeping

activities of library have been automated by use of *e-Granthalaya* software. The developed bibliographical details of publications available in ICAR, Krishi Bhavan, were made available through on-line OPAC (on-line catalogue). The circulation process was started by using bar-coding library publications and membership cards. Services provided by the library include: On-line Catalogue, Access to British Council Library and DELNET, CD-ROM Databases, On-line Portal/Journals through Cera (NAIP), Springer link, Annual Reviews, and CSIRO.