14. Information, Communication and Publicity Services

The Directorate of Knowledge Management in Agriculture (DKMA) continued its mandated activities as nodal centre of ICAR for collection, storage, retrieval and dissemination of knowledge and information in agriculture and allied sciences. The endeavors include a wide range of publications in print and electronic format; maintenance of ICAR website with content development; publicity and public relation services; library services; trainings and workshops and participation and organization of exhibitions for showcasing ICAR technologies among stakeholders. Besides, DKMA also acts as a knowledge resource centre of ICAR with linkages across ICAR institutes, KVKs, scientific and educational institutions and international organizations in related fields. The DKMA coordinates network and connectivity infrastructure in the ICAR institutes through Agricultural Knowledge Management Units (AKMU) and National Knowledge Network and also maintains more than 400 internet nodes at ICAR Hq (KAB-I and KAB-II).

As a new initiative, a research journal in Hindi, *Krishika Shodh Patrika,* was launched to disseminate agricultural research further up to grassroot level. The journal was released by Bharat Ratna Dr A.P.J. Abdul Kalam, Former President of India, on the occasion of 84th Foundation Day of ICAR (16 July 2012).

Bharat Ratna Dr A.P.J. Abdul Kalam, Former President of India, releasing ICAR's new research journal in Hindi, *Krishika Shodh Patrika*

A half yearly periodical, *India-ASEAN News on Agriculture and Forestry*, was launched by the Union Minister of Agriculture and Food Processing Industries, Shri Sharad Pawar, at 2nd ASEAN-India Ministerial Meeting on Agriculture and Forestry (17–19 October 2012). The DKMA acted as the nodal point for organization of this international event which included ASEAN-India Agri-Expo.

The website of ICAR (www.icar.org.in) is bilingual (English and Hindi) and has come forth as a potent knowledge and information repository for a wide range

Union Minister of Agriculture and Food Processing Industries, Shri Sharad Pawar, launching the half yearly periodical, *India-ASEAN News on Agriculture and Forestry* at 2nd ASEAN-India Ministerial Meeting on Agriculture and Forestry

of stakeholders that include researchers, students, policy planners, farmers, and civil societies. During the drought like conditions this year, specific weather-based agro-advisories and contingency plans were developed with the inputs of ICAR institutes and subject matter divisions on daily basis and posted on the website for wider dissemination. The advisories provided valuable and useful tips for farmers for taking necessary steps to mitigate the weather impact. As a follow up, on the late revival of monsoon, again advisories were hosted for the benefit of farmers. ICAR website recorded approximately 2 lakh visits per month accounting nearly 50% new visitors across the globe. During 2012-13, nearly 1,300 new pages were added and 1,500 pages were updated with the latest inputs. The website continued with its value added features such as news, success stories, career opportunities, photo gallery and administrative and financial notifications. The 'YouTube channel of ICAR' was initiated with more than 100 videos to start with that instantly attracted nearly 41,000 hits.

The ICAR website also hosts e-publishing platform of the Council that includes *The Indian Journal of Agricultural Sciences, The Indian Journal of Animal Sciences, Indian Farming* and *Indian Horticulture;* along with *ICAR Reporter, ICAR News, ICAR Mail, ICAR Chitthi* (Hindi) and *Agbiotech Digest.* The on-line availability in Open Access mode has enhanced visibility, improved impact factor, and readership across the world. The journals are being accessed from 182 countries globally, and from 85 cities within India with nearly 18,000 registered users of these journals. Besides, the platform also hosts 11 research journals of the related professional societies who have been trained by the DKMA for online processing and publishing of research articles. This online journal

portal has about 54,000 registered users. This activity has been undertaken under the NAIP sub-project on 'E- Publishing and Knowledge System in Agricultural Research.' With new additions during the year, the number of e-books and reports has gone up to 45 attracting nearly 7,000 visitors for the latest arrivals. Nearly 300 news items and success stories were published on the website including examination results, career opportunities and other related notifications.

The DKMA continued to publish twelve regular publications that include research journals, popular periodicals and in-house newsletters in which eight are in English and four in Hindi. Special efforts were made to develop these information products specific to cater the need of identified target audience such as researchers, students and farmers and agricultural community respectively. Review research papers were included as a regular feature in research journals and accent issues of popular periodicals were brought out on topical themes. In addition, nearly 50 titles were published in English and Hindi as technical books, monographs, textbooks, handbooks and technical bulletins. Two-half yearly issues of *Indian Agricultural Sciences* and *Animal Science* abstract journals were published and posted on ICAR website. The DKMA also provided expertise and consultancy to various constituents of ICAR for printing and publishing. DKMA coordinates and develops contents for publications related to some of the major events of the Council such as Annual General Meeting, ICAR Foundation Day and Award Ceremony and visits of dignitaries like H.E. President of India, Prime Minister of India and so on. During the year, the DKMA organized and participated in 10 exhibitions on the occasion of national and international events across the country. In addition this Directorate coordinated and facilitated participation of ICAR institutes in Agri-Expos at regional level. Revenue of nearly ₹65 lakh could be generated through the sale of publications and e-products (April–December 2012).

ICAR at Indian Science Congress 2013, Kolkata

As an effort to streamline connectivity issues and strengthening of communication within ICAR system, 1,040 uniform e-mail IDs were created for personnel of 17 ICAR institutes and ICAR (Hq), and the process for covering the entire ICAR system will be completed shortly. The ICAR institutes have been advised to implement uniformity guidelines for content management of their websites which resulted in more effective visibility of the ICAR system as a brand in the online scenario. As a designated national input centre for the AGRIS database of the FAO, DKMA indexed and submitted 1,120 inputs in WebAgris software to enable online search by users. Directorate provided training to scientist of ICAR institutes for preparing inputs in the desired software for AGRIS database. Similarly, trainings were imparted to scientists of ICAR institutes and ICAR registered societies for online processing of research articles. Work on implementation of KOHA software to improve management of library services was completed during the period and about 15,000 publications were bar-coded. Nearly 300 titles have been digitized under e-Granth project of the NAIP. The KVK-hub maintained at the ICAR headquarters organized twice a week interactive sessions of scientists and extension functionaries through e-enabled KVKs.

As Consortium Leader of the multi-centric (10 centres), NAIP project on Mobilizing Mass Media Support for sharing Agro-information, DKMA mobilized publication of nearly 600 news-clippings in national and regional media (Hindi, English, Punjabi, Malayalam, Tamil and Gujarati) on new agricultural technologies and major events at ICAR (Hq) and its institutes. The project also facilitated about 40 TV/Radio programmes at national and regional level and produced 25 video/audio capsules for wider dissemination. Publicity and public relation services were provided to the following major events organized by the Council: Dr M.S. Swaminathan Award for Leadership in Agriculture (25 January 2012), New Delhi; 2nd Global Agri-Business Incubation Conference (6 February 2012), New Delhi; Second International Conference & APCHNE-2012 (February 13–15), New Delhi; Conference of ICAR Directors and VCs of Agricultural Universities (17 February 2012), New Delhi; 'ICPBFS-2012' Use Bio-Technology Tools to Increase Agricultural Productivity (21 February 2012), New Delhi; 20th World Book Fair (27 February 2012), New Delhi; Pusa Krishi Vigyan Mela (1 March 2012), New Delhi; 83rd Annual General Meeting of ICAR Society (6 March 2012), New Delhi; Orientation Programme for African Students (19 March 2012), New Delhi; 4th Plant Genome Savior Community Awards (22 May 2012), New Delhi; 84th Foundation Day of ICAR & ICAR Award Ceremony (16 July 2012) New Delhi; Annual Review Meeting of ICAR Seed Project (25 July 2012), New Delhi; ICAR Knowledge Meet (21 August 2012), New Delhi; Expert Consultation on Trans-boundary Diseases in Agriculture (10 October 2012), New Delhi; 2nd ASEAN-India Ministerial Meeting on Agriculture & Forestry and ASEAN India Agri-Expo (17-19 October 2012), New Delhi; Symposium on Indo-ASEAN Export Potential of Agricultural Products (18 October 2012), New Delhi;

ILRI-ICAR partnership dialogue on livestock (7 November 2012), New Delhi; INSA Public lecture of Secretary, DARE and DG, ICAR on Indian Agriculture (19 November 2012), New Delhi; 7th National KVK Conference (20–22 November 2012), Ludhiana; The 3rd International Agronomy Congress (26 November 2012), New Delhi; ICAR-ICARDA Collaborative Program's Review Meeting (29 November 2012), New Delhi; 38th Foundation Day of ASRB (1 November 2012), New Delhi; Meeting of Administration and Finance Divisions of ICAR Institutes (22 November 2012), New Delhi; International Workshop on Cactus Crop (25 November 2011), New Delhi; Expert Consultation on Strengthening the Veterinary Profession in India (25 November 2011), New Delhi; ICAR-NAIP Interaction Meet with Scientists Trained Abroad in Frontier Areas of Agricultural Sciences (28 November 2011), New Delhi; Sixty Years of Fruitful Partnership between India and US (20 December 2012), New Delhi; International Conference on Statistics and Informatics in Agricultural Research. (18 December 2012), New Delhi; ASEAN-India Farmers Exchange Program, (19–30 December 2012)

DKMA has developed a strategy for the XII Plan period with enhanced focus on sharing of knowledge among various stakeholders through more effective usage of ICT and related frontier technologies. Print, electronic and web-mode of communications are being integrated to maximize the reach and impact of the information packages and products. Linkages are being created within NARES to develop a common platform for exchange and sharing of knowledge and information in synergistic mode so that the collective efforts may reach to the end users of agricultural technologies.

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