



8. Publications and Information

The primary task of the Indian Council of Agricultural Research is to conduct research in the fields of agriculture, animal sciences, fisheries and allied subjects through a network of its Institutes National Research Centres/Project Directorates/All India Co-ordinated Research Projects which are spread all over the country. The results of research are disseminated to farmers, students, research scholars, scientists, extension workers for their benefit through the publications brought out by the Directorate of Information and Publications of Agriculture (DIPA).

The DIPA brings out various research journals, periodicals, textbooks, technical books, monographs, technical bulletins, newsletters and brochures in a lucid and popular style both in English and Hindi languages.

In addition, it also provides latest information on the title of publication, author's name, abstracts appeared in the journals, periodicals, books etc. on the ICAR website icar@org.in.

The Directorate also co-ordinates with the Heads of the Subject Matter Divisions in compilation of the manuscripts of the *DARE/ICAR Annual Report*, preparation of the brochure, viz. *ICAR – At a Glance, Highlights of the AP Cess Fund*, preparation of the textbooks under AHRD Programme of Education Division, National Agricultural Innovative Projects, ATIC bodies of the ICAR institutes etc.

In the era of Information Technology Revolution, DIPA's electronic connectivity provided one more channel for mass communication with a large number of ICAR Institutes, National Research Centres, State Agricultural Universities, Central Agricultural University, All India Co-ordinated Research Projects spread all over the country. In this endeavour, the DIPA has developed compact discs on on-going projects of the ICAR institutes.

Besides, the Directorate of Information and Publications of Agriculture participates in *Kisan Melas*, Book Fairs organized by the national and international agencies. This gives an opportunity to the farmers to get first hand information on the major breakthrough in agriculture/animal science/and allied subjects.

English Editorial Unit

During 2005-06, this unit brought out 40 publications in English. Some of the important publications were 5th revised and enlarged edition of *Handbook of Agriculture*, *Monographon Papaya, Cacti-Botany, Culture and Uses*, *Principles of Animal Nutrition and Nutrient Dynamics*, etc. Besides *DARE/ICAR Annual Report 2005-*

06, ICAR-At a Glance, and a number of miscellaneous publications, viz. *Annual Plan, Report on NAIP, Highlights of AP Cess Fund, International Training Programme*, etc. were also brought out on time. This unit also brought out speeches of Minister of Agriculture, Secretary(DARE) and DG(ICAR), Additional Secretary(DARE) and Secretary(ICAR) as a time-bound work.

The Directorate of Information and Publications of Agriculture brought out 2 research journals, viz., *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences* which have been indexed internationally (*AGRIS, Science Citation Index, Current Contents*). Both the journals brought out Review Research Papers on specific topics during their 75th year of publications and all the issues were on time. This unit got privilege to increase frequency of its periodical, *Indian Horticulture* from quarterly to bimonthly in the interest of progressive farmers, students, research scholars, etc. The *Indian Horticulture* brought out one dedicated issue on Sub-Tropical Fruits for Nutritional and Livelihood Security for CISH and all the issues were brought out on time.

During the reported period, the *Indian Farming*, a semi-technical monthly periodical brought out special issue on 'Agriculture and Intercultural Dialogue' on the occasion of World Food Day and one issue dedicated to Cotton Technology (CIRCOT) in February 2006, and all the issues were on time. Besides 2 quarterly periodicals, viz. *ICAR News* and *ICAR Reporter* were brought out on time. *The ICAR News*, a newsletter, covered the activities of the ICAR(headquarters) and the ICAR Research



Some of the important English books brought out by the DIPA



Institutes/Centres/SAU's etc. It disseminated information relating to promising technologies, and new crop varieties developed at the ICAR Institutes/Centres/SAU's etc. It also included profiles of the ICAR Institutes/Centres. The *ICAR Reporter*, an in-house periodical, has got a new look during the reported period, and covered reports of all important events that took place at the ICAR (headquarters) and within the ICAR system. It covered meetings, workshops, at national and international seminars, conferences etc. Under the international linkages, the Memoranda of Understandings/Work Plans signed between the ICAR and international bodies were also covered.

This Unit has got a software that has joined all the contributors of the *Indian Journal of Animal Sciences* through icar@org.in. As and when a contributor opens this website, he finds the names of journals/periodicals and may again click to know the present status of his research paper on the computer screen. This software is also being used in other journals and periodicals.

Hindi Editonal Unit

Hindi Editorial Unit plays a vital role in dissemination of agricultural information to farmers, extension workers, students and scientists by publishing regular periodicals, books, reports, etc. in Hindi. These publications are getting wide appreciation from the users for their quality and contents.

During the period under report, Hindi Editorial Unit brought out more than a dozen publications, monographs and reports in addition to its regular periodicals, viz. *Kheti* (monthly), *Phal Phool* (bimonthly), *Krishi Chayanika* (quarterly) and *ICAR Reporter* (quarterly). This Unit is also shouldering the responsibility of publication of Hindi version of speeches of Minister of Agriculture, State Minister of Agriculture, DG, ICAR and other dignitaries as and when required. Hindi version of documents related to AGM and GB are also prepared in the Unit.

Kheti and *Phal Phool* are popular magazines, which cater to the needs of farmers and students. *Kheti* publishes articles related

to agriculture and allied vocations such as animal husbandry, beekeeping, agricultural engineering, forestry, etc. while *Phal Phool* publishes articles pertaining to fruits, vegetables, spices and medicinal plants. In the light of recent development and shift in the priorities, various new topics are being covered in the periodicals such as processing of crop products, value addition, marketing and use of renewable sources of energy in agriculture.

Krishi Chayanika, an informative agriculture digest, publishes information on the latest achievements/researches carried out in India and abroad in its columns. Latest agricultural information available on various websites of international agricultural organizations and the information for the cultivation of medicinal and aromatic plants are also included in its regular columns.

During the year, *Kheti* brought out 4 special accent numbers, viz. Fresh Water Aquaculture (April 2005); World Food Day (October 2005); Animal Husbandry (August 2005) and Cotton Technology (March 2005). It also initiated new columns for the benefit of farmers.

Due to increasing popularity of the journal *Phal Phool* (quarterly), it was decided to publish it bimonthly from January 2006 onwards. *Phal Phool* brought out accent issues on the theme of vegetable cultivation and flowers during the year.

A special issue of *Krishi Chayanika* (October–December 2005) was published on the exclusive theme of onion and garlic cultivation.

In addition to DARE/ICAR Annual Report (2005–06), the Hindi Editorial Unit brought out 6 books such as *Phal Vigyan*, *Khatta Neembu*, *Barani Shetron mein jal Prabandh*, *Machlion mein rog Prabandh*, *Lokoktiyon mein dhartiya Krishi our Pariwar*; *Vaigyanik Vidi Se Ganne ki Kheti*, among miscellaneous publications, Hindi versions of following publications were brought out. Sabbatical leave rules, Visiting scientists'/Experts' scheme, Discipline of Agricultural Research Service Examination, Consolidated instructions on forwarding of applications of employees of ICAR, Rules and Bye-laws of the ICAR Society.

Production Unit

The Production Unit plays a key role in the administrative planning, management and execution of the publication programme in DIPA. It is primarily responsible for management of all the aspects of printing and publishing books and journals, including time-bound publications for the headquarters of the Council.

The major activities of Production Unit focus on the management of printing of Council's publications/journals; maintaining close liaison with Editorial, Art and Business Units. The unit examines the technical aspects of paper quality and processes it for procurement. It is responsible for proper utilization of printing paper and for certification of its consumption.

All the monthly journals (3 in English and 1 in Hindi) were printed well in time maintaining the desired print quality. The



Some of the important Hindi books brought out by the DIPA



Council's prestigious quarterly newsletter *ICAR News*, *ICAR Reporter* were printed well in time using the state-of-art print technology to achieve the desired print quality, catering to the needs of national and international readership. Besides, 48 publications in English and 15 in Hindi were printed maintaining the high class print standards and holding the schedule in time.

The Unit is also assigned the responsibility of printing important annual publications of the Council such as speeches of the Union Agriculture Minister and the DG, ICAR for AGM of ICAR Society, DARE/ICAR Annual Report in English and Hindi, Agenda Notes, ICAR Budget Book, etc. The time-bound publications/certificates/citations/invitation cards meant for the ICAR Award Ceremony and Hindi Puruskar Vitaran were also printed with desired quality within a short-time.

During the period, some of the selected important publications brought out in English were: *Handbook of Agriculture*, *Monograph*



The journals, semi-technical magazines and newsletters brought out by the DIPA during 2005–2006

on *Papaya*, *Cacti-Botany*, *Culture and Uses*, *Principles of Animal Nutrition and Nutrient Dynamics*. Some Hindi Publications i.e. *Rajbhasha Alok*, *Poster for Hindi Chetna Week* etc.. Assistance was provided to NATP in production of various publications brought out by them during the year. Education Division was also assisted in the production of various course curricula and bulletins. For Hindi section of the Council, various certificates and citations were designed and produced in Hindi. The production unit also looks after the electronic production processes of DIPA. Under revenue generating scheme for DIPA, Production Unit has produced publications of State Agricultural Universities maintaining desired quality standard. The unit is consistently adopting and implementing the modern printing techniques. In this process, the unit has adopted CtP (Computer to Plate) technology for printing of the ICAR News/Reporter, a high quality publications of ICAR. The staff of the Unit was also trained for enhancing their production capabilities. The unit has

provided training to the students of Polytechnic in the area of Advanced Production Techniques.

Art and Photography Unit

The Art Unit prepared cover designs, Illustrations and line-drawings for text books, research journals and newsletters and other miscellaneous publications. The new masthead for *ICAR News* and *ICAR Reporter* (house-journals) were also prepared by Art Unit.

Photo Unit of DIPA covered all the important activities of the Council, viz Press Conferences of Minister of Agriculture, Minister of State for Agriculture, Secretary(DARE) and DG(ICAR); supply of photographs for press releases and supply of colour transparencies, photographs (colour and black-and-white) to various books, brought out by the ICAR in English and periodicals. Photographs



Sitting on the dias are: Smt Sushama Nath, Secretary (ICAR), Dr Mangala Rai, DG (ICAR), Shri Sharad Pawar, Union Agriculture Minister and Dr Rita Sharma, Financial Adviser

were also provided for cover pages of books, brochures brought out by the ICAR in English and Hindi. Besides, this unit covered visits of foreign dignitaries, signing of Memoranda of Understanding, Protocols, Workshops, Seminars, Convocations, Training Courses, etc. The Photo Unit provided slides and other visual support to Secretary(DARE) and DG(ICAR), DDG's and other scientists of the Council to disseminate information with visual effect in national and global seminars, meetings, etc.

Business Unit

During the period from April 2005 to January 2006, the Business Unit earned a total revenue of more than Rs 4 million by way of sale of publications including the revenue generated by advertisements tariff in the ICAR publications. To generate revenue, new price policy was adopted in journals as well as books.

With a view to multiplying the sale of ICAR publications, new marketing strategies were adopted while putting up book display-



cum-sale counters at *Kisan Melas* and organizing book exhibitions at the State Agricultural Universities and other Book Fairs in different parts of the country. Apart from participating in routine events, the Business Unit participated in Book Fairs at the Indian International Trade Fair, from 14 to 27 November 2005, World Book Fair, New Delhi from 27 January to 4 February 2006. At the above fairs, the response for the ICAR publications was overwhelming from the public. Public-folder and new price list were also brought out which were distributed to the visitors.



Children are curiously looking at the exhibits in the animal section of the Vigyan Rail Science Exhibition in New Delhi

Agricultural Research Information Centre and DIPA Library

During 2005-2006, this unit collected and processed information on A P Cess Fund Schemes, Research Projects of ICAR Institutes (RPFs), All India Co-ordinated Research Projects (AICRPs), National Agricultural Research Database. Selective Dissemination of Information (SDI) and Document Delivery services were provided to about 80 scientists, research scholars and students.

This Unit has co-ordinated the activities of the development of National Agricultural Research Database of all the ICAR Institutes and SAUs working as data input centres for this database. This database covered the bibliographical details of all research information published in India in agriculture and its allied sciences. DIPA has procured information on 5,000 inputs and added this information to the NARD. The 3 issues of Abstract Journals, viz *The Indian Agricultural Science Abstracts* and *The Indian Animal Sciences Abstracts* were published from this

database. Besides, this Unit has brought out *ARIS News* (Half-yearly) and Directory of Conferences, Seminars, Symposia, Workshops in Agriculture and Allied Sciences (Half-yearly) were also brought out. ARIC has compiled and co-ordinated the information for ICAR Telephone Directory 2006 for printing, and same information is made available in ICAR *website: www.icar.org.in*. This Unit has indexed 2000 bibliographic inputs from Indian Agricultural Periodicals and submitted to Food and Agriculture Organization for inclusion in AGRIS database.



E-publications brought out by the DIPA

ARIC scrutinized about 650 *ad-hoc* research proposals received from different subject-matter disciplines to avoid the duplication of research efforts. These proposals were checked from the database of sanctioned ad-hoc schemes available at this centre. Web page of DIPA was updated with the free text search facilities for books, journals, *ad-hoc* schemes. Full text issues of ICAR News and ICAR Reporter were also included. This unit is maintaining the Local Area Network (LAN) of Krishi Anusandhan Bhawan (KAB-I) and assisting in internet/e-mail services to all the users of KAB-I.

DIPA Library

The DIPA library received about 361 books, periodicals, Annual Reports of the ICAR Institutes and State Agricultural Universities and provided reference services to the scientists, students and DIPA staff.