



8. Publications and Information

Nothing succeeds without information. That is why the research conducted by Indian Council of Agricultural 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, and its results are disseminated to farmers, students, research scholars, scientists, extension workers etc. 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 popular style and lucid manner in English and Hindi languages. Besides, it also provides latest information on title of the publication, authors name, abstracts appeared in the journals, periodicals, books etc. on ICAR website www.icar.org.in.

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

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 disc on on-going projects of ICAR Institutes.

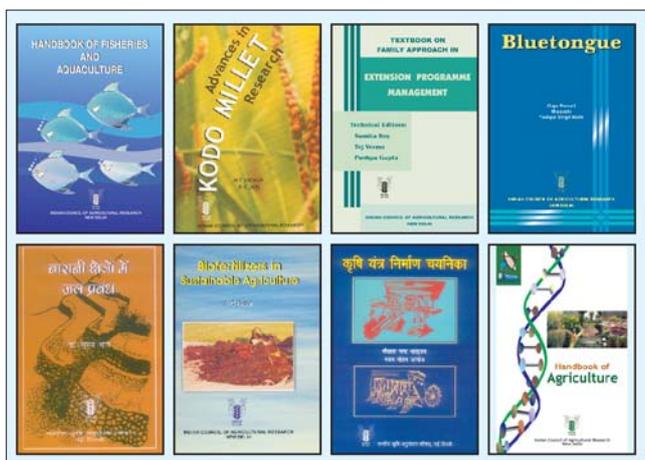
With a view to reach farmers, students, research workers etc. the DIPA participates in *Kisan Melas* and Book Fairs organized by Institutes, National and International agencies. This gives an opportunity to the visitors to get first hand information on the major breakthrough in agriculture, animal sciences and allied subjects.

English Editorial Unit

During 2006–07 the unit brought out 48 publications in English. Some of the important publications were first addition of *Handbook of Fisheries and Aquaculture*, *Biofertilizers for Sustainable Agriculture*, *Bluetongue*, *Advances in Kodo millet Research*. Besides *DARE/ICAR Annual Report 2006–07*, *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. The English Editorial 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 two monthly research journals, viz. *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences*. These journals have been indexed internationally (AGRIS, *Science Citation Index*, *Current Contents*). All the issues of the journals were brought out on time. The *Indian Farming*, a semi-technical monthly periodical brought out special issue on the occasion of International Rice Congress in October 2006 with a complete new look, and 1 issue dedicated to Central Institute of Freshwater Aquaculture, Bhubaneswar in February 2007, and all the issues were on time. The *Indian Horticulture*, a bi-monthly popular magazine brought out 2 accent issues, one in May–June 2006 on Indian Institute of Vegetable Research, Varanasi and other in November–December 2006 on Central Tuber Crops Research Institute, Thiruvananthapuram. Besides two quarterly periodicals *ICAR News* and *ICAR Reporter* were also brought out on time. The *ICAR News*, a newsletter covered the activities of ICAR (headquarters) and ICAR Research Institutes/Centres/SAUs etc. It





disseminated information relating to promising technologies, new crop varieties developed at the ICAR Institutes/Centres/SAUs etc. The *ICAR Reporter*, covered reports of all the important events that took place at the ICAR (headquarters) and within the ICAR systems. It covered meetings, workshops, 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

Hindi Editorial Unit

Hindi Editorial Unit has a mandate of disseminating agricultural research information to farmers, extension workers, students and scientists through a variety of publications. Hindi Editorial Unit is fulfilling its mandates by publishing regular periodicals, books, reports etc. in Hindi. These publications are widely appreciated by the peers and users for their quality and useful contents.

During 2006–07 Hindi Editorial Unit brought out more than a dozen publications which include books, monographs and reports in addition to its regular periodicals, viz. *Kheti* (monthly), *Phal-Phool* (bi-monthly) and *Krisbi Chayanika* (quarterly). Hindi Editorial 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. Besides, Hindi versions of answers to parliament questions are also prepared in the unit, particularly when the questions are of technical nature.

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 developments in the national vis-à-vis global agricultural scenario, various new topics are being covered in the periodicals such as IPR and its implications in the Indian farming, protection of farmers rights, cultivation of transgenic, organic farming, value-addition and use of renewable sources of energy in agriculture.

Krisbi 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 current year, efforts were made to make *Krisbi Chayanika* more users-friendly, for example photo feature was introduced as a regular column in the periodical.

During the year *Kheti* brought out four special/accent Nos. on topics of current interest, viz. Environment and Agriculture (June 2006), World Food Day (October 2006), Agricultural Implements (November 2006) and Emerging Technologies in Agriculture (January 2007). A new column, *Khet-Khliban : Samasya aur Samadhan* was introduced for the benefit of the farmers in question-answer format.

The popular horticulture bi-monthly *Phal-Phool* brought out accent issues on the theme of Commercial flowers, Insect management, Vegetable cultivation and Hi-tech. horticulture.

In addition to *DARE/ICAR Annual Report (2006–07)* the Hindi Editorial Unit brought out some important publications such as *Krisbi Yantra Nirman Chayanika*, *Shail Udhaniki* and continued its role as disseminator of ICAR Technologies through Hindi medium. Besides publications programme, Hindi Editorial Unit lended language support to various subject matter divisions, ASRB and ICAR headquarters

Production Unit

The Production Unit plays a key role in 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 Council's prestigious quarterly newsletter *ICAR News* and *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 standard 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 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. A special issue of *Indian Farming* on the occasion of International Rice Congress was brought out with new style of cover page, layout design and type font for textual matter.

During the period, some of the selected important publications brought out in English were *Handbook of Fisheries and Aquaculture*, *Biofertilizers for Sustainable Agriculture*, *Bluetongue* and *Advances in Kodo Millet Research*. Some Hindi Publications were *Rajbhasha Alok*, *Barani Chhetron Main Jal Prabandh*, *Vegyanik Vidhi Se Ganne Ki Kheti*, *Lokoktiyon Main Bhartiya Krishi Aur Pariwar*, *Krisbi Yantra Nirman Chayanika* and poster for *Hindi Chetna* week etc.

Assistance was provided to NAIP 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 Information bulletins for admission of UG and PG Courses. For Hindi Section of the Council, various certificates and citations were designed and produced in Hindi. India Map depicting various zones for distribution of ICAR Awards was developed in the Unit. Agricultural Scientists Recruitment Board Logo was also developed which was released by the DG, ICAR on the Foundation Day of ASRB. The production unit also looks after the electronic production processes of DIPA.

Under revenue generating scheme for DIPA, Production Unit has produced publication 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 Annual Report*, *ICAR News*, *ICAR Reporter*. The staff of the Unit was also trained for enhancing their professional capabilities. The Unit has provided training to the students of Polytechnic in the area of Advanced Production Techniques.

Art and Photography Unit

This Unit prepared cover designs, illustrations and line-drawings for textbooks, research journals, newsletters and other

miscellaneous publications.

Photo Unit of DIPA covered all the important activities of the Council, viz. Press Conference 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 to various publications brought out in English and Hindi. Photographs were also provided for cover of books, magazines and brochures brought out by the Council. Besides, this Unit also covered visits of foreign dignitaries, signing of Memoranda of Understanding, Protocols, Workshops, Seminars, Convocations, Training Courses etc. The Photo Unit provides slides and other visual support to Secretary (DARE) and DG (ICAR), DDGs and other Scientists of the Council to disseminate information in national and international seminars, meetings etc.

Business Unit

During the period under report, The Business Unit earned revenue of Rs 5.5 million (approx.) including revolving fund scheme (up to January 2007) by way of sale of publications and advertisements. ICAR publications were marketed through government emporia, ATIC bookshops at various SAUs, Institutes, book agents and distributors across the country.

The Unit is responsible for distributing important publications like *DARE/ICAR Annual Report*, *ICAR Budget Book*, *ICAR Reporter*, *ICAR News* and *Telephone Directory* to all the officers of ICAR Institutes, Project Directors, Co-ordinators, Vice-Chancellors, SAUs, NGOs, Scientists, Extension Workers, MPs and other important dignitaries regularly.

With a view to multiply sale of ICAR publications, new marketing strategies were adopted while putting up a book display-cum-sales counter at *Kisan Melas* and organizing Book Exhibition at various SAUs, Institutes and other organizations in different parts of the country. This Unit participated in 11 such events including India International Trade Fair during 14–27 November 2006, Western Region Agricultural Fair-cum-Exhibition at NRC Soybean, Indore during 15–17 February 2007 and IARI *Kisan Mela* during 24–26 February 2007. The Business Unit has taken various other initiatives to promote the publications and periodicals, and advertisements were released in various newspapers and magazines including *A Survey of Indian Agriculture 2006*. The Unit also published the advertisements of ICAR periodicals on Meghdoot Postcard printed by Department of Post and Telegraph to spread the vital information amongst the rural clientele.

Agricultural Research Information Centre and DIPA Library

Agricultural Research Information Centre is the central source of research information of the Council. During 2006–07, it



collected and processed information on 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 120 scientists, research scholars and students. The 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 centre for this database. This database covered the bibliographical details of all research information published in India in agriculture and its allied sciences. To cover maximum agricultural information generated at different ICAR Institutes NARD/AGRIS database, two training programmes on input preparation and development of NARD were conducted at ARIC in July 2006. DIPA has also procured information on 2,200 inputs and added this information to the National Agricultural Research Database (NARD). The two issues of Abstract Journal, viz. *The Indian Journal of Agricultural Sciences Abstracts* and *The Indian Journal of 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) for the users of ICAR and SAU system. ARIC has compiled *ICAR Telephone Directory 2007*, and same information is made available at ICAR website: www.icar.org.in. This Unit has indexed 2,200 bibliographic inputs from Indian Agricultural Periodicals and submitted to Food and Agriculture Organization for inclusion in AGRIS database.

ARIC maintained ad-hoc research scheme, AICRP, RPF database. Web page of DIPA was updated with the free text search facilities for books, journals, ad-hoc schemes. Online publication of *ICAR News* (quarterly) and *ICAR Reporter* (quarterly), *ARIS News* (half-yearly) and Directory of Conferences, Seminars, Symposia, Workshops in Agriculture and Allied Sciences (half-yearly), *DARE/ICAR Annual Report*, were also made available at ICAR website www.icar.org.in. This Unit is maintaining the Local Area Network (LAN) of Krishi Anusandhan Bhavan (KAB-I) and assisting 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 references to the scientists, students and the DIPA staff.