

Information, Communication and Publicity Services

Directorate of Information and Publications of Agriculture (DIPA) continued its efforts to showcase ICAR's technologies, policies and other activities through modern dissemination technologies that cater various stakeholders in the field of agriculture. The first corporate film on the ICAR, *Drivers of Change*, was released during the year. The film is very effective and popular in creating the brand image of the ICAR at national and international forums. In the fast changing knowledge intensive era, the DIPA is committed to promote ICT-driven technology and information dissemination system for quicker and more effective delivery of messages. In this effort, the DIPA designed and developed Council's new website using an open source content management system called DRUPAL. The new website has been made more user-friendly with links to related organizations to serve the domestic and overseas users. House journals, *ICAR News* and *ICAR Reporter*, were made available on-line besides a host of other important publications. Over 450 inputs were prepared by indexing the published journal articles for inclusion in the AGRIS database of FAO. To speed up the network connectivity, lease line of ICAR Headquarters (KAB I and II) is upgraded to optical fibre and bandwidth is also upgraded to 10 Mbps from 2 Mbps. The effective security solutions such as Firewall, Anti Spam and Anti Virus were also implemented. Guidelines have been developed for bringing uniformity in the websites of ICAR institutes. The DIPA played a pivotal role in facilitating real time communication among ICAR institutes through IP Telephony and video conferencing.

Keeping pace with the current knowledge diffusion trends, 9,300 CDs/DVDs on various ICAR publications were reproduced and 1,600 copies were purchased by keen users. In addition, copies of complimentary CDs were distributed to

various stakeholders. As a novel national initiative, ICAR institutes/SAUs are being connected to National Knowledge Network through an electronic digital broadband to encourage sharing of resources for collaborative research. So far, six research institutes/SAUs have been connected and other identified institutes will be connected shortly. Under the NAIP Sub Project "E-Publishing and Knowledge System in Agricultural Research (E-PKSAR)", a fully automated, on-line electronic publishing system is being implemented for eleven journals/periodicals of the ICAR. The ICAR Library is one of the consortium partners of NAIP Sub Project E-GRANTH under which the cataloging information of 12 partner libraries is being converted into International Standard Format (MARC 21) and will be merged as a "Union Catalogue of Agricultural Libraries" hosted by the IARI. The ICAR Library provided on-line user log-in facility to its members and bar-code technology has been implemented in circulation process.

As an endeavour to communicate research among scientific communities, the DIPA continued to publish research journals: *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences*. In the former, 236 research papers, including five from foreign countries, were published while in the later, 328 research papers, including eleven from foreign countries, were published. A series of invited reviews from esteemed subject matter specialists was initiated in the research journals. To disseminate research and technologies in popular style to farmers and other stakeholders, the DIPA continued to publish periodicals, *Kheti*, *Phal Phool*, *Krishi Chayanika*, *Indian Farming* and *Indian Horticulture* with emphasis on success stories and technologies ready for adoption. Nearly 500 articles/features were published in the noted popular periodicals during



the year. A professional getup was imparted to popular periodicals that included design, layout and contents.

More than 100 publications on various disciplines of agriculture, animal husbandry, fisheries and allied sciences were published for different categories of stakeholders. The latest revised and expanded sixth edition of the most authoritative and benchmark publication on the Indian agriculture – *Handbook of Agriculture* – was published. About two lakh copies have been sold so far and is increasingly becoming more and more popular especially among the agriculture students, scholars, researchers, policy-makers and scientists. New areas like crop biotechnology, informatics in agriculture, intellectual property rights, apiculture, sericulture and indigenous technical knowledge in agriculture have been included in the *Handbook*. The ICAR has brought out an authentic publication depicting the impact, adaptation and vulnerability of Indian agriculture to changing temperature regime entitled “*Global Climate Change and Indian Agriculture*”.

During the year, special efforts were made for diffusion of agricultural technologies at ground

level through mass media and showcasing of technologies at various national/international expositions. The ICAR participated in more than twelve technology fairs/conferences to showcase its technological strength and information products. Newsworthy press material of topical value was released to print and electronic media to provide a wide publicity to ICAR activities. As result, the Council got wide coverage on various issues related to technologies, policies and success stories. The DIPA provided public relations and publicity support to more than 20 events that include international/national conferences, ICAR awards, foundation day, AGM, etc. The DIPA facilitated various special programmes pertaining to agriculture on Doordarshan and the All India Radio. Under the NAIP Sub Project “Mobilizing Mass Media Support for Sharing Agro-Information”, media meets were organized at NDRI, Karnal; IARI, New Delhi; CIAE, Bhopal; CIFT, Kochi; CRRI, Cuttack; NAARM, Hyderabad; IISR, Calicut; CISH, Lucknow; and CIPHET, Ludhiana. These events were covered profusely by both print and electronic media.

Capacity building activities for the ICAR scientists were organized to strengthen the agricultural communication in the country. Over 30 scientists were provided with orientation training on creative writing in agriculture at the Indian Institute of Mass Communication, New Delhi and 22 scientists were trained for knowledge management at the Indian Institute of Management, Lucknow. A hands-on training programme on “Managing Bibliographical Research Information in Agriculture and Allied Sciences” was organized. Training and exposure on production management of publications was provided to the staff of the ICAR institutes.

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