

## 14. Information, Communication and Publicity Services

The Directorate of Information and Publications of Agriculture (DIPA) is the nodal centre of the Council to plan, coordinate and undertake knowledge sharing and information-dissemination activities. Besides, the Directorate is responsible for enhancing visibility and brand image of the ICAR at national level with forward and backward linkages across the board. During the period efforts were made to develop DIPA as knowledge resource centre of the Council by providing information through print, electronic and web-mode. Special thrust was given to ICT for quick, effectual, real-time and low-cost delivery of messages in user-friendly format.

The website of the ICAR ([www.icar.org.in](http://www.icar.org.in)) is catering to the knowledge/ information needs of a wide range of users which include policy planners, scientists, students, farmers, different categories of personnel associated with NARS and other stakeholders. The visibility of the ICAR website on internet has increased several folds, attracting on an average more than 150,000 visitors per month with 45% new visits. Visitors from 184 countries (4,746 cities) across the globe browse the website, its various value-added services such as news/press releases, video films, photo gallery, newspaper clippings, weather-based agro-advisory, virtual tours, recent publications and many more features. During this year 1,207 new pages were created and 1,248 pages updated. To promote and facilitate visibility of the Council among stakeholders ICAR logo, video spots, audio jingles and punch lines were made available on the website as free download. The system to assign uniform e-mail IDs across the users of the ICAR system has been implemented as an initiative to enhance the branding of Council. Regular reviews of website content by subject matter experts were carried out to host the most recent and relevant content.

In continuum with latest trends, the research journals of the Council, namely *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences*, were made available in free open-access mode since March 2010 through the interface on ICAR web site. The e-journals can be accessed at <http://epubs.icar.org.in> (developed under E-publishing Knowledge System in Agricultural Research, a project under NAIP). The on-line versions of these journals have extended the reach across the globe with 4,476 users in 47 countries (2,232 in *The Indian Journal of Agricultural Sciences* and 2,244 in *The Indian Journal of Animal Sciences*). Total downloads of the articles published in *The Indian Journal of Agricultural Sciences* are 3,453 and for *The Indian Journal of Animal Sciences* 2,156 since March 2010. On an average each article has more than 10-15 downloads. The database of



ICAR scientific journals were made available in free open-access mode since March 2010

reviewers has 863 registered reviewers for *The Indian Journal of Agricultural Sciences* and 1,210 reviewers for *The Indian Journal of Animal Sciences*; this database is being updated continuously. Rapid publication of research papers is ensured through integrated online communication system and automation of complete life cycle of research journal publication. Besides, *ICAR Reporter*, *ICAR News*, *ICAR Mail*, *Agbiotech Digest* and *ICAR Chitthi (Hindi)* are available in open access along with print editions for wider circulation.

Around 100 publications on the various disciplines of agriculture, horticulture, natural resource management, agricultural engineering, animal husbandry, fisheries and allied sciences were published to cater the knowledge and information needs of different categories of stakeholders. Directorate continued to publish research journals, popular periodicals and in-house journal — 7 in English and 4 in Hindi — with specific target audience.

Under the National Knowledge Network being implemented to encourage sharing of resources for collaborative research, so far nine research institutes/SAUs have been connected and other institutes are being connected shortly. The ICAR institutes (62) upgraded their internet bandwidth from 512 kbps to 4 Mbps for more effective communication. National level institutes were suggested to upgrade their internet bandwidth to 10 Mbps and other institutes to the tune of 4 Mbps. Under the NAIP Sub Project 'AGROWEB-Digital Dissemination Systems for Indian Agricultural Research (ADDSIAR)' uniformity guidelines were developed for content and look and feel of the institutes' website. Eight ICAR Research institutes have implemented these guidelines, and other institutes are being sensitized to act accordingly.

During the year, efforts were made to utilize mass media resources for multiplication and delivery of

messages to the target groups. The major events covered by press and electronic media include successful cloning of a male buffalo calf named 'Shreshth' by NDRI; participation of Her Royal Highness Princess Mathilde of Belgium in a debate on the theme of food security at the IARI; and appreciation of women-friendly implements by the US President Mr Barack Obama while visiting Agricultural Expo on 6 November 2010 at Mumbai. Publicity and public relation services were provided to following major events organized by the Council:

- National Conference on Production of Quality Seeds and Planting Material - Health Management in Horticultural Crops (11 March), New Delhi
- Launching of e-Krishi Vigyan Kendra Network Operation Centre (21 April), New Delhi
- Consultation Meeting on Organic Farming (23 April), New Delhi
- KVKs interface-2010 (26 April), New Delhi
- Regional Committee Meeting of Region VIII (14 May), Bengaluru
- National Meet on 'Technological Innovations in Agriculture'(20 May), New Delhi
- Two-day 'National Consultation on Agrobiodiversity Management'(26 May), New Delhi
- Regional Committee Meeting of Region-I (10 June), Jammu
- The First Consultative Meet of Deans of Agricultural Universities (25 June), Hyderabad
- ICAR Foundation Day Lecture (16 July), New Delhi
- ICAR-Industry Meet 2010 (28 July), New Delhi
- Brain storming discussion on Strategies for Increasing Production of Oilseeds/ Vegetable Oils (7-8 August), Hyderabad
- Regional Committee Meeting of Region-II (14 September), Port Blair
- Meeting of Vice Chancellors of State, Deemed and Central Agricultural Universities (4 October), New Delhi
- Two-day interaction meet on women friendly farm tools and equipment (4-5 October), Bhubaneshwar
- Regional Committee Meeting of Region-IV (7

October), Ranchi

- Interface Meeting on Weather Forecasting & Agro-advisory Services (18 October), New Delhi
- World Food Day (16 October), New Delhi
- Regional Committee Meeting of Region-VI (21 October), Bikaner
- International Conference on Coconut Biodiversity (27 October), Kasaragod

The Council participated in more than 20 national level technology fairs/conferences to showcase its technological strength and information products. The Project Directorate coordination and facilitation was provided to ICAR institutes for participation in regional fairs/expos located in the specific region. Under the NAIP-Sub Project 'Mobilizing Mass Media Support for Sharing Agro Information' 20 showcasing events were organized across the country where more than 2,500 farmers/entrepreneurs received first-hand



Farmers showing keen interest in the publications of the ICAR

information on the technologies direct from the technology generators. In a bid to improve and strengthen public relations, media meets, interactions and journalists visits were organized to various research centres wherein more than 500 media persons from print and electronic media participated. This activity culminated into more than 900 newspaper clippings in regional/national media. Over 30 scientists were provided with orientation training on creative writing in agriculture at the Indian Institute of Mass Communication.

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