

8. Publications and Information



It is imperative on the part of any research organization to make the results of researches conducted and technological innovations made known to its end-users. This could be possible only through a strong and well-organized communication system.

The Indian Council of Agricultural Research, with a network of research institutes, directorates, research centres and state agricultural universities spread over the country, conducts and coordinates research, education and training activities on agriculture, animal husbandry and fisheries.

With a view to disseminate the agricultural information for the benefit of farmers, scientists, researchers, extension workers, students and the general public, the ICAR, through the Directorate of Publications and Information of Agriculture, brings out a number of periodicals and books both in English and Hindi. These publications match with international standards in both quality and content and have been accepted by the international publishing organizations.

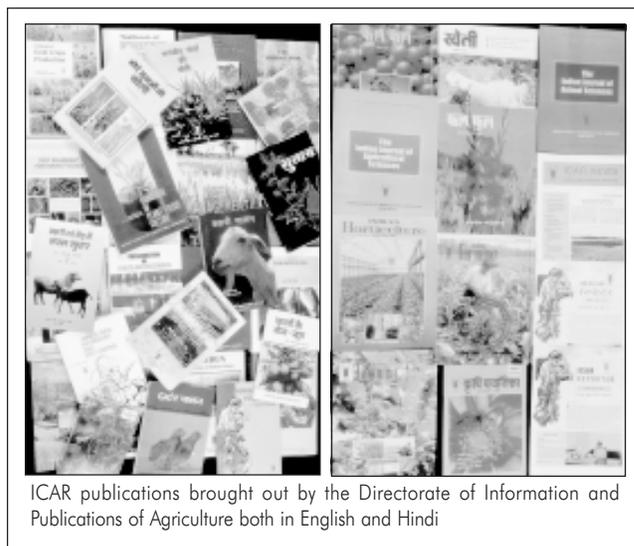
Recently the DIPA added another feather to its cap by adopting Digital Designing Process for all its Publications. It has also developed 5 CDs on on-going projects of ICAR institutes, e-book on Handbook of Agriculture, photographic material of the ICAR, ICAR Vision 2020 and All India Coordinated Research Projects Database.

PUBLICATIONS

English Editorial Unit

During 2003-04, the Indian Council of Agricultural Research brought out 50 publications in English including *Textbook of Textiles and Clothing*, *Textbook of Plant Nematology*, *Makhana*, *Rainfed Agriculture in India* and *Veterinary Helminthology*. Besides DARE (ICAR Annual Report 2002-03), a number of miscellaneous and ad-hoc publications like *Empowerment of Women in Agriculture*, *Validation of Indigenous Technical Knowledge in Agriculture*, *Self-sufficiency in Foodgrain Production* were also brought out.

In addition to books, the DIPA also brings out two monthly scientific periodicals i.e. *the Indian Journal of Animal Sciences*, *The Indian Journal of Agricultural Sciences* and *The Indian Journal of Animal Sciences* which are indexed and abstracted internationally. It also brings out a popular magazine i.e. *Indian Farming* (monthly) and a semi-technical magazine, *Indian*



ICAR publications brought out by the Directorate of Information and Publications of Agriculture both in English and Hindi

Horticulture (quarterly). In addition, three quarterly newsletters viz. *ICAR News*, *ICAR Reporter* and *ARIS News* are also brought out regularly.

During the period under report, *Indian Farming* brought out a special number on World Food Day (October 2003), *Indian Horticulture* brought out a special number on Exploring Export Potential of Agriculture (April-June 2003). *ICAR News* is an important newsletter of the Council through which research information pertaining to innovations made, new technologies developed and new crop varieties released both at the institutes and the headquarters is disseminated. The profiles news of institutes gives an insight into their functioning. It has a wide readership both in India and abroad. *ICAR Reporter*, a in-house quarterly newsletter, reports all important activities of the Council including meetings, seminars, conferences, workshops, international linkages, reforms and personnel both at the headquarters and the institutes. The Council also brought out 4 issues of *ARIS News*, which deals with information and communication technology.

Hindi Editorial Unit

During the year under report, Hindi Editorial Unit brought out 10 publications including books, bulletins and reports, in addition to its regular periodicals, viz. *Kheti* (monthly), *Phal-Phool* (quarterly), *Krishi Chayanika* (quarterly) and *ICAR Reporter* (quarterly).



Kheti and *Phal Phool* are popular magazines which cater to the needs of farmers and students. *Kheti* publishes articles relating to agriculture and allied vocations while *Phal Phool* publishes articles pertaining to fruits, vegetables, spices and medicinal plants.

During the period under report, *Kheti* brought out 4 special numbers on *Environment* (June 2003); *World Food Day* (October 2003); *Soil Reclamation* (Feb 2003) and *New Techniques in Potato Production* (September 2003). It also started new columns for the benefit of farmers.

Krishi Chayanika, an informative agriculture digest publishes information on the latest achievements/researches carried out in India and abroad in its columns. Latest agriculture information available on various websites of international agricultural organization is also included in the regular columns.

In addition to DARE/ICAR Animal Report (2002-03), the Hindi Editorial Unit brought out 7 important books such as *Moti Samvardhan*, *Krishi Vipran*, *Greenhouse Prodhogiki*, *Jadibootiyonki Kheti*, *Dhan*, *Sugandhi Paudhonki Kheti*, *Chuninda Krishi Prodhogiki*.

Production Unit

The Production Unit plays a key role in the functioning of the DIPA. It is 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:

Administrative planning and management of printing of Council's publications/journals; maintaining close liaison with Editorial Units/Art Unit and Business Unit for speedy publication and distribution of publications. The unit examines the technical aspects of paper quality and processing it for procurement and responsible for proper consumption of paper and certification of the paper consumption accounts.

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 newsletters '*ICAR News*', '*ICAR Reporter*' and '*ARIS News*' were printed well in time using the state-of-art print technology to achieve the desired print quality, keeping in view their national and international readership. Besides, 50 publications in English and 10 in Hindi were printed maintaining the high class print standards.

Special care is taken for the printing of annual publications of the Council required for AGM of ICAR Society such as DARE/ICAR Annual Report in English and Hindi. Agenda Notes, Speeches of Agriculture Minister and DG, ICAR, ICAR Budget Book, etc. The time bound publications/certificates/citations/invitation cards meant for ICAR Awards Ceremony were also produced nicely within a short-time during the reported period.

The selected important publications brought out in English were '*Textbook of Textiles & Clothing*', '*Textbook*

of Plant Nematology', '*Makhana*', '*Rainfed Agriculture in India*' and '*Veterinary Helminthology*'. Some other miscellaneous publications brought out in English were '*Empowerment of Women in Agriculture*', '*Validation of Indigenous Technical Knowledge in Agriculture*', '*Self-sufficiency in Foodgrain Production*' and *International Training Programme*. Some Hindi publications '*Sugandhiyon Podhon Ki Kheti*', '*Greenhouse Prodhogiki*', '*Dhan*', '*Jadibootiyonki Kheti*' and '*Prachin Bharat mein Krishi Gyan*', poster for Hindi Week etc. were printed. 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 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. The unit is consistently adopting and implementing the modern printing techniques. In this process, the unit has adopted CtP (Computer to Plate) technology for the printing of multi-coloured high quality publications of ICAR. The staff of Production Unit were trained for enhancing their production capabilities. The unit has provided training to the students of Polytechnic in the area of advanced Production Techniques.



Shri Hukumdeo Narayan Yadav addressing the Fourth Asian Buffalo Congress on Rural Employment and Food Security held in New Delhi from 25-28 February 2003

Art and Photo Unit

The Art Unit of the DIPA plays an important role in designing the illustrations of publications and other publicity material including magazines, newsletters, reports and books etc. It has been striving hard to improve the quality of designs by adopting newer techniques. In addition to digitizing with database all the photographs on web page of the ICAR, the Art Unit also made on-line delivery of photographs to international organizations like FAO.

The Art Unit also made designs for the special numbers brought out on the occasion of national and international conferences which were much appreciated.

The photography unit, which has a good collection of photographs, provides visual support to the publications brought out by the DIPA. It provides colour photographs



and transparencies for various publications of ICAR. It also supplies photographs for exhibitions organized/anticipated by ICAR. During the period 2003-04, it covered the visits of dignitaries of other countries, press conferences of the Union and State Ministers of Agriculture and the DG, ICAR. Besides, it also covered important MoUs and MoAs signed by the Council with international organizations.

Business Unit

Business Unit looks after the advertisement, distribution and marketing of ICAR publications, both priced and unpriced. This unit generates revenue for ICAR by marketing the publications through its large network among farmers, agricultural scientists, research scholars and students. This unit also distributes the important publications like ICAR/DARE Annual Report, ICAR News, ICAR Reporter, ICAR Budget Book and Telephone Directory etc. to Parliament and other dignitaries regularly.

During the period till December 2003, it earned total revenue of Rs 4.78 million approximately from the sales and advertisements. It is noteworthy that out of Rs 2.5 million received from ICAR Revolving Fund for publication of books, an amount of Rs 1.8 million has already been refunded to ICAR headquarters.

To augment the sale of ICAR publications, vigorous efforts were made by participating in Kisan Melas and organizing Book Exhibitions at a number of places throughout the country. During the year, the Business Unit participated in seven agricultural fairs/exhibitions including India International Trade Fair, New Delhi and National Science Congress, Chandigarh. It has also made tie-up with ICAR institutes and agricultural universities for sale of ICAR publications through Agricultural Technology Information Centre (ATIC).

Agricultural Research Information Centre (ARIC) Unit

Agricultural Research Information Centre (ARIC) is the central source of research information of the Council. During 2003-04, it collected and processed information of A.P. Cess Fund Schemes, Research Projects (AICRPS), National Agricultural Research Database. ARIC as a National Input Centre for AGRIS of FAO submitted ARIS Inputs. Selective Dissemination of Information (SDI) and Document Delivery services were provided to about 150 scientists, research scholars and students. ARIC brought out the biannual publication "Directory of Conferences, Seminars, Symposia, Workshops in Agriculture for the users of ICAR and SAU system. It also brought out ICAR Telephone Directory-2003 and 2004. The major achievements of ARIC unit are:

Development of National Agricultural Research Database - NARD: Agricultural Research Information centre of DIPA is working as Coordinating Unit for the development of National Agricultural Research Database and ICAR institutes are working as the Input Centre. This database covers the bibliographical details of all research

information published in India in the fields of agriculture and allied sciences. For this database, minimal editing norms are being followed to provide the information on time. DIPA has procured information on 3000 inputs to the NARD during the reporting period. The information collected under NARD inputs were also submitted to FAO as AGRIS inputs for inclusion in AGRIS database.

A training manual for providing training and data entry guidelines for NARD database to the input centres was prepared by ARIC. This document is provided to the input centres while offering training programmes. This manual will be helpful to the input centres for providing NARD inputs of good quality. The subject categorization scheme manual was also prepared as per the AGRIS categorization standards and was published by DIPA with the prior permission from FAO for supplying this to the input centres of NARD database. This manual is useful for allotting the appropriate subject category to the NARD input.

The Indian Agricultural Sciences Abstracts: The First issue of "The Indian Agricultural Sciences Abstracts" was brought out by DIPA in March, 2003 and released for the use of scientific community.

This publication covers all aspects related to agricultural sciences. Each issue of the abstracting journal contains 500-600 abstracts. Entries are arranged alphabetically as per the FAO Category Scheme. Author and subject indexes are also provided at the end of the publication. The entries have been arranged under different subject headings to facilitate reference by users of varied interests according to their subject preference. Further the keywords and author indexes make searching very specific and more easier. The entries include bibliographical details like author name, affiliation, title, journal name, volume and issue number, page, publication date, keywords and author abstract.

The Indian Animal Sciences Abstracts: The first issue of "The Indian Animal Sciences Abstracts" was brought out by the DIPA in June 2003 and released for the use of scientific community. This publication covers all aspects related to animal sciences. Each issue of the abstracting journal contains 200-300 abstracts. Entries are arranged alphabetically as per the FAO Category Scheme. Author and subject indexes are also provided at the end of the publication. The entries have been arranged under different subject headings to facilitate reference by users of varied interests according to their subject preference. Further the keywords and author indexes make searching very specific and easier. The entries include bibliographical details like author name, affiliation, title, journal name, volume and issue number, page, publication date, keywords, author abstract.

ARIS News: Four half-yearly issues of ARIS News of 2002 and 2003 were brought out by ARIC during the reporting period.

Workshop and Training Organized: A training programme/workshop with the funding support of NATP



was organized under the ICAR-CABI Work Plan from November 17-28 2003. The training was conducted by Mr Robert Taylor, Expert from CAB International and Mr Hans Raj, Information Systems Officer of the Indian Council of Agricultural Research. The review workshop (17-19) November 2003, involving the English and Hindi Editorial Units as well as ARIC, Business, Production Units of DIPA followed by a training course on Building of National Agricultural Research Database for fresher group (20-23, November 2003) and advanced Training Course on Development of National Agricultural Research Database (NARD) from 24-28 November 2003. The participants for this workshop and training course were selected from different units of DIPA, Librarian and Documentation Officer of CTRI, CRIDA, DOR, IARI, IASRI, NCAP, NBAGR, NIRJAF, CRIJAF. The above institutes will serve as input centres and trainers in their respective zones to have a multiplier effect in the organization.

A workshop was also organized at DIPA to enhancing the editorial capability of DIPA staff under the CABI consultant.

Apart from this, 25 persons of different ICAR institutes and professional societies were given training on input process as per AGRIS Methodology for National Agricultural Research Database. These trainings were organized by ARIC at different ICAR institutes and fetched a very good response from the participants. Now these Input Centres have started sending inputs for inclusion in the national database i.e. NARD. All the participants of trainings were given a copy each of the NARD Manual, AGROVOC Thesaurus in CD and Subject Categorization Scheme for use by them while indexing Research Information for NARD.

CD of All-India Coordinated Research Projects Database (AICRP): ARIC developed database on 82 AICRPs covering project title, project code, PC name, centres, objectives, date of start, date of completion, budget, manpower, research achievements, AGROVOC keywords, technologies developed, QRT recommendations, publications, abstract. The AICRP-CD with search facilities was released during the AGB Meeting of the ICAR Society held on 16 July 2003. This CD is useful for monitoring the AICRPs at the Headquarters of the Council and acts as national information source.

CD of DARE/ICAR Annual Report 2002-03: ARIC has developed CD on DARE/ICAR Annual Report 2002-03 for easy navigation of different chapters with PDF links to each chapter.

ICAR Research Projects Information—Research Project Files database (RPFs): Under this activity, ARIC has compiled information on 700 research projects in addition to 2000 projects already compiled. Updating of the information is in progress and second volume of RPF CD will be released soon.

International Cooperation: ARIC as a National Input Centre of AGRIS, indexed bibliographic inputs from Indian Agricultural Periodicals and submitted to FAO for

inclusion in AGRIS database.

SAIC: ARIC as a National Focal Point of SAARC Agricultural Research Information Centre (SAIC) compiled information for Directory of Agricultural Institutions and Directory of Agricultural Scientists and Technologists in SAARC countries and submitted the information to SAIC, Dhaka during the reporting period.

Checking Duplication Efforts: ARIC scrutinized about 650 adhoc research project proposals received from different subject-matter disciplines in order to avoid the duplication of research efforts. These proposals were checked from the database of sanctioned adhoc schemes available at this centre.

Web page updation: Web page of DIPA was updated with the free text search facilities for books, journals, adhoc schemes. ICAR telephone directory was made available online. Information of 220 books was updated. Also, the information about title, author and abstract of articles of English Journals of ICAR, including full text of issues of *ICAR News* and *ICAR Reporter* were also included.

DIPA Library Activities: The DIPA Library received about 2200 books Annual Report of ICAR institutes and SAUs. It provided services to the scientists, students and the DIPA staff.

ICAR Library

The ICAR Library has a big collection of publications for reference and information services. It added 577 new technical books to the present 2000 publications during the year under report. About 15,000 readers visited the library for consultation. The library also extended information support for consulting the database of the centre for Agriculture and Biosciences International (formerly Commonwealth Agricultural Bureau International). The document delivery service was extended to individuals and libraries against specific requests for supply of Indian documents from AGRIS database.

The Hindi Library at the headquarters purchased about 300 books and subscribed to a number of Hindi magazines. It also issued 6000 books to its members.

In addition, it has been making payment of newspaper bills to the ICAR officers who get newspapers at their residence.

The ICAR Library has also taken up the job of laminating the identity cards of the retiring and retired staff.

Publicity and Public Relations Unit

The publicity and public relations unit of ICAR plays an important role in dissemination of information on agriculture and allied subjects to the print and electronic media. For effective communication of research findings to the farmers and the general public, the PR unit maintains liaison with the media persons. It also organizes press conferences of the Union Agriculture



Shri Rajnath Singh, Hon'ble Agriculture Minister discussing with Chinese Delegation in New Delhi

Minister, Minister of State for Agriculture, DG, ICAR, DDGs and Directors of various institutes.

Liaison with print and electronic media: During the period under report, the unit issued publicity materials to various newspapers, agricultural magazines and electronic media to give a wide publicity to the events at national and international level. This unit also provided relevant newspaper cuttings to the DG, ICAR and other senior officers of the council regularly.

Publicity through print and electronic media: The PR unit issued a number of press releases and articles, organized press conferences and conducted press tours to various ICAR institutes to disseminate information relating to their activities and achievements. The unit also developed video films on the achievements of the ICAR and on important issues of concern to farmers and distributed them to various ICAR institutes, KVKs, Extension Directorates of SAUs for dissemination of information to farmers.

Participation in exhibitions: Organizing exhibitions is also a part of publicity activities of the PR unit. The unit organized exhibitions and displayed items relating to agricultural development to spread awareness of new varieties, technologies etc. During the year 2003-04, the council organized and participated in important exhibitions.



Dr Mangala Rai, Director-General, ICAR visiting the Agri-Expo Exhibition held on 10 March 2003 at Pragati Maidan

Reception and monitoring of public grievances: The CP & PRO functions as Staff Grievances Officer under the direct supervision of Secretary, ICAR and issues instruction to the officials for speedy disposal of the staff grievances.

Public Information and Facilitation Centre: To bring greater transparency through better access to information, NICNET-based Public Information and Facilitation Centre has been established jointly by the departments of the Ministry of Agriculture-DARE/ICAR, Department of Ministry of Agriculture and Cooperation and Department of Animal Husbandry and Dairying at Krishi Bhavan. It provides information of central and state government agencies. CP&PRO is the nodal officer of the centre.

National Agricultural Science Museum: A National Agricultural Science Museum is being established at the Chaudhary Devi Lal Agricultural Science Centre in IARI, Pusa Campus. After completion of the second phase, this will be opened to farmers, general public and scientists. The work is being carried out in consultation with the PR unit.

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