



भा.कृ.अनु.प.- कृषि ज्ञान प्रबंधन निदेशालय
ICAR-Directorate of Knowledge Management in Agriculture
कृषि अनुसन्धान भवन -I,
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Office Order

In supersession to earlier Office Order No. 1(1)/2004-Business Unit dated 19.04.2005, the Competent Authority of ICAR has approved the revised price of ICAR Publications (including Magazines & Journals) to enhance the revenue generation by ICAR-DKMA. The approved revised price of ICAR Publications are as under:

1. Sale of Photographs - Not many requests are received for sale of Photographs

The pricing of ICAR photographs will be determined on the case to case basis as per the requirement received from indenter, based on which format he/she wants them. Photographs of restricted category/archival value, would be sold only with the approval Secretary DARE & DG, ICAR.

2. Revised Price Structure for ICAR Publications, both English and Hindi language other than Journals and popular magazines

The sale price of books may include **150% - 200% overhead charges** over and above the total cost of production. The cost of production shall include:

- Cost of laser typesetting, printing, cost of paper and binding
- Honorarium paid to authors and other charges incurred on the publication.

This revised pricing will be applicable to all upcoming new priced publications.

3. Revised Discount Structure for Sale Agents, Booksellers, Distributors and Libraries (applicable for Financial Year basis i.e. 1st April to 31st March each year)

- The following discount structure shall apply to sale agents, booksellers, distributors and Libraries on the sale of ICAR publications:

Sale of Publications upto Gross Value of Sale (₹)	Discount to be offered
Up to 50,000	25%
50,001 - 300,000	30%
300,001 - 6,00,000	35%
6,00,001 - 10,00,000	40%
10,00,001 and above	45%
Magazines & Journals	12.5%

- 10% discount shall be applicable at sale counter and melas/exhibitions, on purchase of books only.
- Transportation & Logistics Charges are to be borne by the customers.

4. Mandatory Subscription for Contributors/Authors of ICAR Magazines/Journals & revised Subscription Rates for ICAR Scientific Journals and magazines.

i. Mandatory Subscription Policy for Authors

- Each author submitting an article to Indian Farming, Indian Horticulture, The Indian Journal of Agricultural Sciences, The Indian Journal of Animal Sciences, Kheti, and Phal-Phool must subscribe to the respective journal or magazine, for at least one year.

ii. Revised Subscription Rates for ICAR Journals and Magazines

S.No	Name of Magazines	Per Copy (₹)	Per Copy US\$	Annual (Rs.)		Annual US\$	
				1 Year	3 Years	1 Year	3 Years
1	Indian Farming English (Monthly)						
	Price/Subscription	50.00	30.00	500.00	1300.00	100.00	250.00
2	Indian Horticulture English (Bi-Monthly)						
	Price/Subscription	50.00	30.00	250.00	700.00	60.00	150.00
3	Kheti Hindi (Monthly)						
	Price/Subscription	50.00	-NA-	500.00	1300.00	----NA----	
4	Phal Phool Hindi (Bi-Monthly)						
	Price/Subscription	50.00	-NA-	250.00	700.00	----NA----	
Special issue of magazines viz Indian Farming, Indian Horticulture, Kheti and Phal Phool shall be priced ₹ 200.00 per copy for a minimum order of 500 copies							
S.No	Name of Journals	Per Copy (₹)	Per Copy US\$	Annual Subscription for individuals		Annual Subscription for institutions	
				(₹)	(US\$.)	(₹)	(US\$)
1	The Indian Journal of Agricultural Sciences English Journal (Monthly)						
	Price/Subscription	300.00	75.00	3000.00	300.00	5000.00	800.00

2	The Indian Journal of Animal Sciences English Journal (Monthly)						
	Price/Subscription	300.00	75.00	3000.00	300.00	5000.00	800.00
The special issue of journals would be priced ₹ 500/- and US\$200.00 each copy for a minimum order of 500 copies							

The price of Journals and Magazines includes ordinary postage charges. The registered/speed post charges shall be levied as per the customer's requirement.

The above revised prices for ICAR publications have been approved after taking in account of time and print/production cost escalation etc.

This issues with the approval of Competent Authority, ICAR


 (Rashmi)
 Under Secretary,
 ICAR-DKMA

Distribution:

1. All DDGs/ADGs at ICAR Hqrs.
2. Directors/Project Directors of all ICAR Institutes.
3. Vice-Chancellors of all State Agricultural Universities.
4. PPS to DG, ICAR.
5. Sr. PPS to Secretary, ICAR.
6. PPS to FA, ICAR.
7. All Unit Heads of ICAR-DKMA
8. DS, DKMA
9. SF&AO, DKMA
10. Sr. PPS to PD, DKMA
11. ICAR/DKMA website
12. Office copy
13. The copy of this order may kindly be downloaded from ICAR/DKMA website as per requirement, as the hard copy of the same is not being sent separately.