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## Information, Communication and Publicity Services



The Directorate of Knowledge Management in Agriculture (DKMA) is mandated to act as the nodal centre of ICAR for information, communication and knowledge management related activities of the Council. DKMA also contributes significantly as a knowledge resource centre of National Agricultural Research System (NARS) with linkages across ICAR Institutes, KVKs, Agricultural Universities, CGIAR institutions, other scientific and educational institutions and international organizations in related fields. Besides outreach, publicity and enhancing visibility of the ICAR are other thrust areas of the DKMA. The DKMA undertook a wide range of activities including development and creation of information and knowledge products in print and electronic format; maintenance and content management of ICAR and DARE websites, ICAR pages on social media; trainings and workshops in knowledge management and communication; organization of events for showcasing ICAR technologies; library services including collection, storage, retrieval and dissemination of information; and publicity and public relation services. DKMA is implementing two NAIP funded sub-projects as consortium leader, and two projects as consortium partner.

The DKMA coordinates network and connectivity infrastructure at ICAR headquarters (KAB-I, KAB-II and NASC Complex) and ICAR institutes through Agricultural Knowledge Management Unit (AKMU) and National Knowledge Network. More than 400 internet nodes are maintained in KAB-I and KAB-II.

### New initiatives and highlights

- DKMA played a central role in the development of Open Access Policy for ICAR by piloting it first with its flagship research journals, providing relevant inputs and coordinating as the nodal agency.
- ICAR launched its Facebook Page in March 2013 to interact and share the vast knowledge resources of ICAR with faculty, staff, students and public in new ways on a social media platform. The response was instant as more than 16,000 likes were recorded and over 600 visitors are talking about the posts. A photo/drawing contest for the general public and Hindi slogan/punch line competition for ICAR employees were organized which drew an appreciable response. The site has earned an average four star rating for overall contents.



ICAR launched the facebook page

- A new website of DARE was designed and hosted at [www.dare.gov.in](http://www.dare.gov.in). Content management and uploading is done regularly on this website.
- Live webcasting of important events on ICAR website was initiated with 85<sup>th</sup> Foundation Day of ICAR in which Honorable President of India delivered the Foundation Day Lecture. Complete proceedings of the 8<sup>th</sup> National KVK Conference 2013, held at Bengaluru, were also live webcast.
- The DKMA acted as a key facilitator in authentication and validation of processes for issue of ISO certification to the DARE and ICAR. The certificate was obtained by implementing the Quality Management System in the organization as per the ISO 9001:2008 standards.
- *Success Story in AR4D* a publication by GFAR & APAARI carried the success story of ICAR Journals, 'Opening Access to Agricultural Research Journals in India'.
- As a first comprehensive attempt towards documentation of nutrition standards of Indian livestock species (including fisheries and captive wild animals) a series of 10 bulletins on *Nutrient Requirements of Animals* was published. This series is an outcome of the recommendations of the National Committee on Nutrient Requirement of Animals, constituted by the ICAR.
- To further expand the horizon of ICAR's coveted handbooks a new title *Handbook of Agricultural Engineering* was published with contributions from leading experts of the country.

### Window to the world

The ICAR website ([www.icar.org.in](http://www.icar.org.in)) presents knowledge and information in bilingual mode (English and Hindi) for a wide range of stakeholders that include

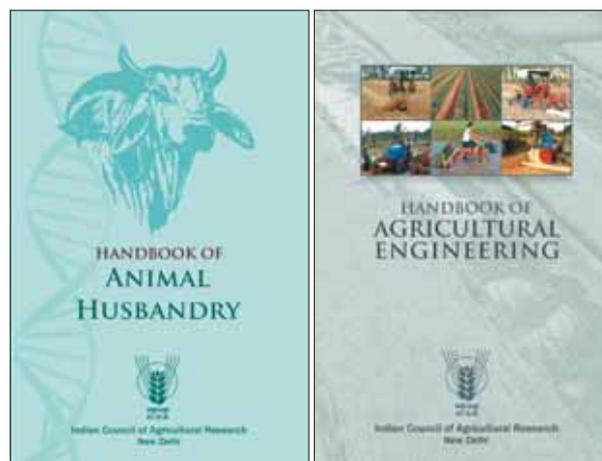


researchers, students, policy planners, farmers and civil societies. The website is updated daily with news, success stories, announcements, circulars, tenders and other relevant content. Currently, on an average over two lakh hits per month from visitors across the globe are recorded with a significant percentage of new visitors. During the period under report 1,200 new pages were created and 1,500 pages were updated with latest inputs. Specific weather based agro-advisories and contingency plans for agricultural activities are updated on the website regularly to benefit farmers and extension functionaries. Crucial advisories developed by ICAR institutes and subject matter divisions were posted for various stakeholders to mitigate the aftermath of natural calamity. The YouTube Channel of ICAR includes video films, lectures/interviews by dignitaries and eminent scientists, proceedings of national and international events etc. During the period more than two lakh hits were recorded for over 100 videos placed on the channel.

The ICAR website also hosts e-publishing platform (<http://epubs.icar.org.in/ejournal>) of the Council that includes *The Indian Journal of Agricultural Sciences*, *The Indian Journal of Animal Sciences*, *Indian Farming* and *Indian Horticulture*; along with *ICAR Reporter*, *ICAR News*, *ICAR Mail*, *ICAR Chitthi (Hindi)*, *India-ASEAN News on Agriculture and Forestry* and *Agbiotech Digest*. The on-line availability in Open Access mode has enhanced visibility and improved ISI impact factor of *The Indian Journal of Agricultural Sciences* from 0.088 to in 2009 to 0.17 in 2013, and of *The Indian Journal of Animal Sciences* from 0.137 in 2009 to 0.147 in 2013. The H indices for these research journals are 13 and 12 respectively. During the reporting period, more than 1.44 lakh visits and 9.63 lakh page-views were recorded from 202 countries with India, China, Iran, Turkey, USA, Pakistan, Egypt, Mexico, Brazil and Bangladesh being the top ten countries. Research journals have about 19,000 registered readers and total registered users on the e-publishing platform of research journals are more than 50,000. Besides, the platform also hosts 15 research journals of the related professional societies who have been trained by the DKMA for online processing and publishing of research articles. Two abstracting journals, i.e. *Indian Agricultural Sciences Abstracts* and *Indian Animal Science Abstracts* published half yearly by DKMA are also available on the ICAR website in open access mode.

### Knowledge and information products

The DKMA continued to publish twelve regular publications that include research journals, semi-technical (popular) periodicals and in-house newsletters (eight in English and three in Hindi; one in Hindi, English and 11 regional languages). During the period under report, the content of these information products was given a new dimension to make it more informative and specific to meet the requirements of identified target audience such as researchers, students and farmers and other stakeholders. Review articles from leading



Revised and enlarged edition of *Handbook of Animal Husbandry* was released and *Handbook of Agricultural Engineering* was added in the series of Council's handbooks

experts appear as a regular feature in research journals and accent issues and special issues of semi-technical periodicals were brought out on topical themes. In addition, nearly 100 publications were brought out in English and Hindi as technical books, monographs, textbooks, handbooks, technical bulletins, brochures etc. The DKMA also provided expertise and assistance to various constituents of ICAR for printing and publishing of special publications, such as *A Journey in Search of Talent - Glimpses* for ASRB, and new and revised postgraduate curricula and syllabi for Education Division. DKMA coordinated and developed content for publications related to some of the major events of the Council such as Annual General Meeting, ICAR Foundation Day and Award Ceremony held during the year. The DKMA organized and participated in 14 exhibitions/showcasing of ICAR technologies on the occasion of national and international events across the country. In addition, this Directorate coordinated and facilitated participation of ICAR institutes in Agri-Expos at national and regional level. Revenue of nearly ₹ 75.54 lakh was generated through the sale of publications and e-products (January-December 2013). As the national input center for the AGRIS database of the FAO, the DKMA prepared and supplied 1,270 inputs to FAO in WebAgris software to enable on-line search by users. Training programmes



ICAR technologies were showcased through exhibitions during national and international events



### Salient Points - ICAR Open Access Policy

- Each ICAR institute to set up an Open Access Institutional Repository.
- The authors of the scholarly articles produced from the research conducted at the ICAR institutes have to deposit immediately the final authors' version manuscripts of papers accepted for publication (pre-prints and post-prints) in the institute's Open Access repository.
- The authors of the scholarly literature produced from the research funded in whole or part by the ICAR or by other Public Funds at ICAR establishments are required to deposit the final version of the author's peer-reviewed manuscript in the ICAR institute's Open Access Institutional Repository.
- Scientists and other research personnel of the ICAR working in all ICAR institutes or elsewhere are encouraged to publish their research work with publishers which allow self- archiving in Open Access Institutional Repositories.
- Scientists are advised to mention the ICAR's Open Access policy while signing the copyright agreements with the publishers and the embargo, if any, should not be later than 12 months.
- M.Sc. and Ph.D. thesis/dissertations (full contents) and summary of completed research projects to be deposited in the institutes open access repository after completion of the work. The metadata (e.g. title, abstract, authors, publisher, etc.) be freely accessible from the time of deposition of the content and their free unrestricted use through Open Access can be made after an embargo period not more than 12 months.
- All the journals published by the ICAR have been made Open Access. Journals, conference proceedings and other scholarly literature published with the financial support from ICAR to the professional societies and others, to be made Open.
- The documents having material to be patented or commercialised, or where the promulgations would infringe a legal commitment by the institute and/or the author, may not be included in the institute's Open Access repository. However, the ICAR scientists and staff as authors of the commercial books may negotiate with the publishers to share the same via institutional repositories after a suitable embargo period.
- ICAR shall set up a central harvester to harvest the metadata and full-text of all the records from all the OA repositories of the ICAR institutes for one stop access to all the agricultural knowledge generated in ICAR.
- All the meta-data and other information of the institutional repositories are copyrighted with the ICAR. These are licensed for use, re-use and sharing for academic and research purposes. Commercial and other reuse require written permission.
- The institutes are free to place their unpublished reports in their open access repository. They are encouraged to share their works in public repositories like YouTube and social networking sites like Facebook ®, Google+, etc. along with appropriate disclaimers.

were also organized on data indexing for AGRIS database of FAO for the participants from ICAR institutions and Professional Societies. Under library services, about 2,000 publications were bar-coded. Nearly 600 titles have been digitized under e-Granth, sub-project of the NAIP that include research project reports and *ad-hoc* reports.

As Consortium Leader of the multi-centric (10 centres), NAIP sub-project on Mobilizing Mass Media Support for sharing Agro-information, DKMA mobilized appearance of nearly 500 news/features in national and regional media (Hindi, English, Punjabi, Malayalam, Tamil, Kannada and Gujarati) covering various agricultural technologies and innovations developed by ICAR and NAIP projects. The project also facilitated about 40 TV/Radio programs at the national and regional level and also aired audio capsules on radio channels in different regional languages. About 200 news items and 25 success stories were processed and uploaded to the ICAR website in English and Hindi. Around 14 Media Meets were organized at fields and laboratories of different ICAR institutes culminating into coverage in print and electronic media. Publicity and public relation services were provided to the following major events organized by the Council: XI Agricultural Science Congress, Bhubaneswar (8 Feb 2013); 84<sup>th</sup> Annual General Meeting of ICAR Society, New Delhi (18 Feb 2013); Indian Agricultural Universities and ASEAN Countries Meet, New Delhi (19 Feb 2013); ICAR Director's Conference, New Delhi (20 March 2013); XXI Meeting of the ICAR Regional Committee III, Jorhat (17 April 2013); 3<sup>rd</sup> ASEAN-India Working Group Meeting, New Delhi (6 May 2013); CMFRI-SAARC International Workshop, Cochin (5 June 2013); 85<sup>th</sup> ICAR Foundation Day, New Delhi (16 July 2013); NAIP Agri-Tech Investors Meet, New Delhi (19 July 2013); Indian Dairy Summit 2013, New Delhi (24 July 2013); 'The 50 PACT' Commemoration of Dr. Borlaug's First visit to India, New Delhi (17 Aug 2013); Borlaug Global Rust Initiative Technical Workshop, New Delhi (22 Aug 2013); National Workshop on Out-scaling Farm Innovation, New Delhi (3-5 Sep 2013); VIII National conference of Krishi Vigyan Kendras, Bengaluru (23 Oct 2013); Foundation Day of AgrInnovate India Ltd. (19 Oct 2013); Foundation Day of ASRB, New Delhi (1 Nov 2013).

Currently, DKMA is revisiting its strategies in the light of open access policy, quality policy and e-governance modules. The gestation period of knowledge and information products is being reduced by adopting innovative management practices and latest IT tools. Linkages are being developed with international organizations to project the Indian agricultural research on global forum. DKMA, with all its efforts, is sensitizing and catalyzing ICAR system towards a new information and communication regime ensuring outreach of agricultural research to its stakeholders.

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