

Overview of DKMA's role in Agricultural Knowledge Management

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This article provides an overview of the Directorate of Knowledge Management in Agriculture (DKMA), tracing its evolution since its establishment in 1929. Formerly known as the Publications and Information Division, DKMA has become a vital Nodal Centre for ICAR, focusing on information, communication, and knowledge management. The article highlights DKMA's key contributions, including the publication of research journals, magazines, handbooks, textbooks, and extensive online resources. It emphasizes the Directorate's role in maintaining a global presence through open-access portals and social media. DKMA's involvement in significant events, such as Republic Day showcases and the MACS G-20 meeting, reflects its impactful initiatives. The article concludes by underlining DKMA's ongoing commitment to diverse publications, solidifying ICAR's prominence in the agricultural sector.

Keywords: DKMA, ICAR, Information, Knowledge management, Publications

THE Directorate of Knowledge Management in Agriculture (DKMA), the erstwhile Publications and Information Division (P&I Division), was created along with the establishment of ICAR (the then Imperial Council of Agricultural Research) in the year 1929. The main aim was to compile agricultural information and publish it in the print media for building the capacities of various stakeholders in the agricultural sector.

Evolution of DKMA

With the passing of time and on the basis of requirement, it was upgraded to Directorate of Information and Publication in Agriculture (DIPA) and subsequently upgraded to Directorate of Knowledge Management in Agriculture (DKMA) vide office order No. F.No. 3-1/2010-GAS (DIPA) dated 27 January 2011. Such changes in the nomenclature and mandate of DKMA were made based on agri-information requirements and the changes in knowledge processing, compiling, and publishing for its

dissemination and linking even the last mile in information network. The existence of such a powerful process of knowledge generation and dissemination helps promoting intellectual capacity of stakeholders; enhancing the wisdom by utilization of up-to-date knowledge and modern technologies for benefit of agriculture sector.

Vision of DKMA

The DKMA functions with a clear vision to manage knowledge for enhancing wisdom of agricultural sector in India. The mission is to develop and disseminate useful agricultural knowledge being generated through research, education and extension using print, mass media, social media and e-knowledge resources up to the last mile across the globe for enhancing production and productivity in agriculture. The objectives set for DKMA are to collate, compile, publish and disseminate useful agricultural knowledge; plan and coordinate the dissemination of agricultural information at national

and international levels; manage information repository and act as custodian of agricultural knowledge through print and emerging media of information and communication; act as a knowledge centre and clearing-house for information relating to research for development in agriculture, animal husbandry, fisheries and allied sciences including home sciences using state-of-the-art information and communication technologies and provide literature for strengthening and promoting research, education and extension.

Journals and magazines

In 1906, the then Inspector General of Agriculture was the Editor of *The Agriculture Journal of India* and the *Memoirs of the Department of Agriculture in India*, published by the Imperial Agricultural Research Institute, Pusa. These journals are the predecessors of the modern ICAR Journals, and provided a permanent record under one cover the practical results of agricultural research work throughout the India. In 1931, the



Popular magazines of ICAR

Indian Journal of Agricultural Science, and *The Indian Journal of Veterinary Science and Animal Husbandry* were started to encourage exchange of ideas among workers engaged in research in these fields. The Council renamed *The Agricultural Journal of India* as *Agriculture and Livestock in India* in 1931. F.M. de Mello, the Editor of the Journal, gave it a popular slant and with this change in approach, the journal was given the name of *Indian Farming* in 1940. After Independence, a need was felt for a journal in Hindi to promote scientific farming among the Indian Farmers that gave birth to *Kheti* in 1948. In 1956, a new quarterly journal, *Indian Horticulture* was started to promote latest scientific promotion on fruit, flower, and vegetable cultivation. Later with the same aim, *Phal-Phool* (quarterly) was started in Hindi. The frequency of these journals became bimonthly because of the high inflow of more and more scientific articles. To enhance public awareness about the activities of ICAR, the Directorate started *ICAR Reporter* and *ICAR News*.

The monthly research journals,

Indian Journal of Agricultural Sciences and *Indian Journal of Animal Sciences* are available in open-access mode and regularly published from last 93 years. The user base of the journals is expanding and has reached to 41,410 users (*The Indian Journal of Agricultural Sciences*) and 22,610 users (*The Indian Journal of Animal Sciences*). The journal website was visited nearly 45,000 times by the audience belonging to 143 countries. The journals have

considerable metrics, viz. impact factor and H index are 0.4 and 30 for *The Indian Journal of Agricultural Sciences* and 0.4 and 26 for *The Indian Journal of Animal Sciences* despite the fact these are multi-disciplinary in nature.

Popular magazines viz. *Indian Farming* and *Indian Horticulture* meant primarily for the farming

community are also available in the open access.

Books and Handbooks

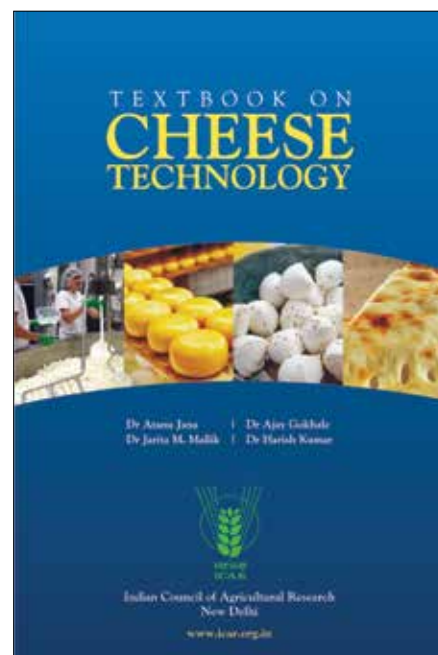
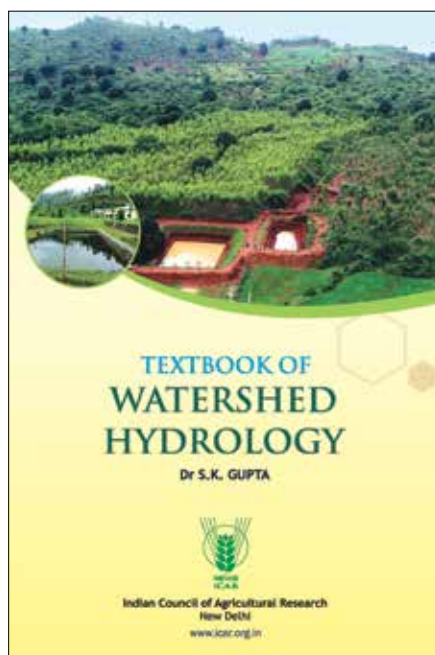
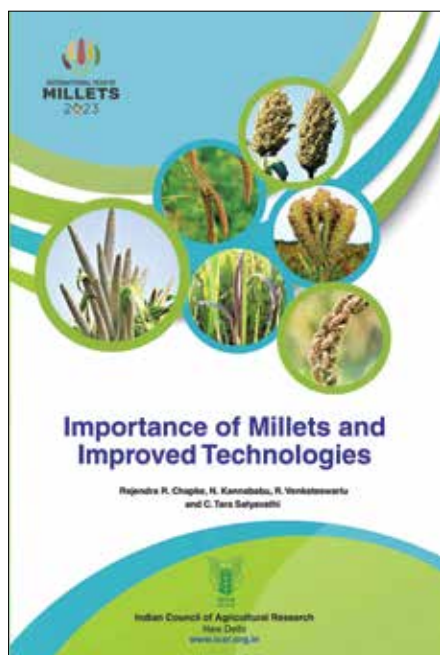
DKMA undertakes publication of authoritative and benchmark publications under Handbook series - Handbook of Agriculture, Handbook of Horticulture, Handbook of Animal Husbandry and Handbook of Fisheries. In all, 10,000 books, booklets, monographs etc. have been published by DKMA. Sixty one proposals for new books are in pipeline and 124 books identified as priority publications to cater the needs. Books of ICAR are very popular amongst researchers and students besides farmers. Several impressions of many books have been brought out improving the image of ICAR as a Knowledge custodian in the field of agriculture and popularity of books is visible from the reprints of books and handbooks. Handbooks are very important and most popular publications of ICAR and so far more than 3.6 lakh copies have printed.

Online presence

With the advent of ICT, the research journals were made available online (<https://epubs.icar.org.in>: Indian Agricultural Research Journals) and placed in open access. This platform was developed under NAIP and now hosts 53 journals belonging to ICAR funded societies.



Research journals of ICAR



Titles published by DKMA under textbook series

Its facilities include complete online manuscript processing system and archives. The portal has archives pertaining to Indian Journal of Agricultural Sciences (305 issues), Indian Journal of Animal Sciences (316 issues), Indian Farming (73 volumes, 876 issues) and Indian Horticulture (68 volumes, 408 issues), Kheti (76 volumes, 912 issues), Phal Phool (44 volumes, 264 issues), that has nearly 38,550 articles available online globally in open access. The archives of other journals have a total of 2791 issues containing nearly 55,820 articles.

This site is connected to Google analytics that provides reports on user flow on this portal. According to the available data of last 12 years, > 10 lakh users from 197 countries accessed this portal and top 10 countries are India, USA, Iran, China, Turkey, Indonesia, Pakistan, Egypt and Brazil. The H factor and impact factor of ICAR research journals has improved, though not as high as was expected after shifting to online system. But with recent initiatives it is expected to increase.

Annual Reports

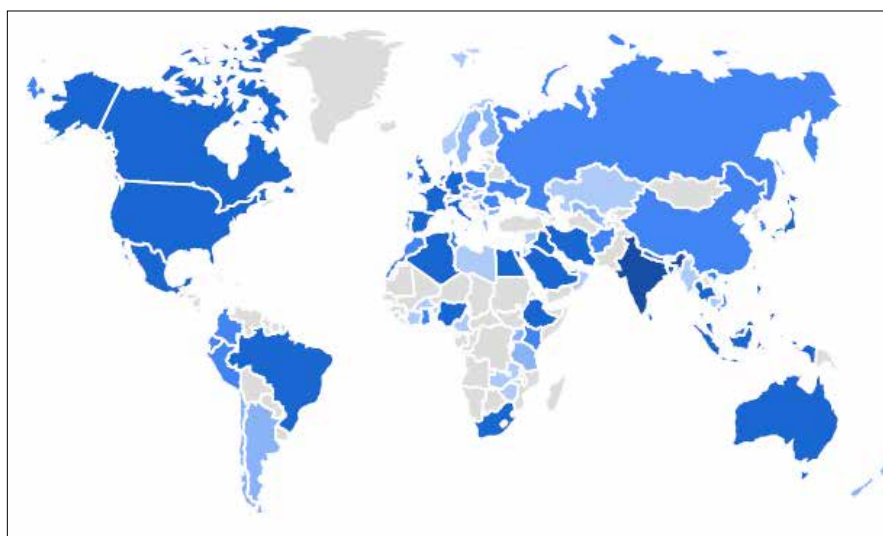
The publication of ICAR and DARE Annual Reports (English and Hindi separately in each case) is the important responsibility of DKMA. Collection and compilation of content for Annual Reports across

the divisions of ICAR, i.e. from the seven subject matter divisions, 113 ICAR research institutes, 73 AICRPs, General Administration, Governing cell, Finance & Accounts and concerned Ministries, a gigantic task, is the responsibility of DKMA. The recent initiatives taken are creation of facility for working out similarity index, allotment of DOI and upgradation of e-pub from 2.4 to 3.3 version.

New initiatives

A new OJS version 3.4 (<https://epubs.icar.org.in>) was implemented for the journals. Digital Object Identifier (DOI) number allotment to articles for both the research

journals was continued for benefit of the authors as well as journals immensely. To provide authentic knowledge to readers of the research journals, plagiarism checker software iThenticate was subscribed. For facilitating publication of the books and hindi magazines, e-book (<https://ebook.icar.org.in>) and e-patrika platforms (<https://epatrika.icar.org.in>) were developed. Revision of important textbooks, technical books, handbooks is initiated by Editorial units after feedback from Business Unit. Special issues of popular journals on topical issues are conceptualized, planned and finalized by editorial units.



Online reach of e-Pubs portal (Intensity of the colour indicates the viewership with more intense colour denoting high viewership)



ICAR tableau dedicated to International Year of Millets-2023

Publicity and Public Relations

DKMA is promoting achievements of the ICAR in the country and abroad. It is a single platform for publicity and other related activities and highlights the research findings at national and international levels. DKMA organizes press conferences/briefings addressed by the Union Agriculture Minister, Minister of State for Agriculture & Farmers Welfare, Secretary (DARE) and DG (ICAR), Deputy Director-Generals, and Directors of various research institutes; and projects materials of immediate value to various newspapers, agricultural and current affairs magazines and electronic media.

The PR unit of the Directorate participates in exhibitions at regional, national and international level. It organizes exhibitions and displays important items relating to agricultural development in an interesting manner to spread awareness of new ideas, varieties, technologies, etc. and also advise the institutes on exhibition-related

issues. The public relations and Media unit of ICAR also coordinates with National Agricultural Research System which consists of mainly 113 ICAR Institutes, 5 CAU and 63 SAUs guiding them on exhibition related issues.

Leveraging Social Media

DKMA has a strong social media unit assigned with the responsibility for maintenance, upgradation and development of ICAR and DARE websites. These websites have been upgraded with many new components such as implementation of ERP, content development system, research data repository, e-governance and e-procurement, ICAR Telephone Directory, AGRIS Inputting, Abstracting Journals, real time feeding of information on latest research activities, News, Conferences, Kisan Melas, latest publications, circulars, videos, media clippings from 113 institutes and ICAR HQ, DARE, State Agriculture Universities (SAU) and other sources. The information received is edited, images are processed

and uploaded to the websites in appropriate categories in real time. All the contents are translated in Hindi and uploaded to the respective websites simultaneously. Apart from above, the technical maintenance i.e. security updates, SSL certification etc. of both the websites are done regularly.

Awards and Recognitions

The DKMA efforts were applauded for showcasing ICAR and millets through a tableau on the occasion of 26th January 2023. ICAR took the lead in organization of MACS G-20 meeting at Varanasi from 17-19 April, 2023 where social media division of DKMA also played major role in showcasing the events and other activities.

SUMMARY

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. The DKMA shall put all concerted efforts to maintain the tempo to bring out research journals, popular magazines, scientific monographs, technical and popular books, handbooks, low-priced books, bulletins, reports, proceedings of conferences and a variety of miscellaneous titles regularly in English and Hindi for the use of scientists, researchers, students, policy planners, extension personnel, farmers and the general public to make ICAR brand outshine.

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