

Agenda for the Nineteenth Meeting of the
COMMITTEE ON PUBLIC RELATIONS AND PUBLICATION (C-PR&P)
 Yogyakarta, Indonesia
 12 October 2010: 09:00-12:30 hours
Strategy Theme: Knowledge

Year of Establishment: 1992

Mandate:

- To describe the economic, social and environmental aspects of water resources projects which help provide food and fibre to mankind through irrigation; to identify the audiences and their interests, and suggest the appropriate type of communication and who should carry it out; to encourage National Committees to adopt a proactive role in communicating the role of water resources projects in serving mankind; and to encourage the use of communications specialists to ensure that the ICID public relations effort is effective.
- General management tasks - Development of concept of ICID publication series; set procedure for approval of publications; identification of (inter) national publishers and setting up of cooperative arrangements; marketing and pricing; and cooperation with publishers and National Committees for sale of publications.
- Editorial management tasks - Monitoring of and liaison with authors and editors on proposed and approved manuscripts; classification of proposed manuscripts for the relevant ICID services; calculation of prices and costs; fixing number of copies of books; public relations for publications, recommendations on subsequent publications of ICID.

Members: (1) VPH Larry D. Stephens, Chairman (USA, 1992); (2) PH Peter S. Lee (UK, 1993); (3) Prof. Hseih, Yung-Hsu (Chinese Taipei, 1998); (4) Ms. Anne Currey (Australia, 1998); (5) VPH Dr. Dia El-Din Ahmed El-Quosy (Egypt, 1998); (6) Prof. Atef Hamdy (Italy, 2004); (7) VPH Dr. Javad Farhoudi (Iran, 2006); (8) PH Prof. Bart Schultz (The Netherlands, 2009); (9) Mr. A.K. Ganju (India, 2009); and (10) Secretary General, ICID.

Ex-Officio Member: Mr. Satit Maneepai (Thailand)

Website: <<http://www.c-prp.icidonline.org>>

Item 1 : Confirmation of minutes of the 18th meeting of the C-PR&P

The minutes of the 18th meeting of the Committee held at New Delhi in December 2009 will be confirmed.

Item 2 : Review of the membership

No new nomination was received by the Central Office for the membership of the Committee.

Attendance of the members at the meetings of the Committee held in 2008 and 2009 will be presented during the meeting.

ICID By-law 3.1.7 stipulates that members not contributing to the activities by attendance or correspondence for two consecutive years shall be replaced in consultation with their National Committees.

Accordingly, members who neither attended the meetings nor made any contributions for the last two consecutive years are:

- VPH Dr. Dia El-Din Ahmed El-Quosy (Egypt);
- Prof. Atef Hamdy (Italy); and
- Prof. Hseih, Yung-Hsu (Chinese Taipei)

Central Office has requested the concerned National Committees (NCs) to provide fresh nominations to replace above members.

Response is awaited. Committee may decide.

CONTINUING ITEMS

Item 3 : Publications brought out and under processing during the period 2009-2010

3.1 Publications brought out by the Central Office

3.1.1 *ICID News Update*

At the New Delhi meeting, the committee decided that the monthly News Update be published online only so that more pictures and outlay in colour may be included. It was also decided that depending upon necessity, the number of pages can be increased.

Earlier in November 2009, the Central Office had conducted a 'Feedback Survey' with a view to receive readers' suggestions for improving the contents, quality, and circulation etc of the News Update. One of the survey items was to indicate their preference for receiving the News Update – either by e-mail (on-line) or by post (hard copy). As the results of the survey were not available at the time of New Delhi meeting these could not be reported.

Of the 25 responses were received, sixteen (64%) respondents preferred to receive the News Update by Post (hard copy) and nine (36%) opted for by e-mail (on-line) only. Subscribers from developing and least developed countries still prefer hard copies as is also reflected in the distribution list of ICID Journal. Presently, the cost of printing of the News Update (500 copies, single color, four pages) in New Delhi is only US \$ 70 per issue.

Given the above, the Committee may like to review its decision as regards the continuation of the earlier practice of printing of the News Update.

3.1.2 *ICID News*

At the New Delhi meeting, Committee selected the new name of the ICID Newsletter as "ICID News". So far three issues of the 'ICID News' (2010/1/ 2/ 3) have been published both in print form as well as by posting on ICID website.

PH Peter Lee suggested that the ICID News be given broader distribution; but others noted that the mailing cost for larger distribution would be expensive. It was agreed to make the basic distribution of three copies per National Committee with a maximum of 10 copies. The mailing costs for more copies, if demanded by any National Committee may be charged. Additional copies may be printed for distribution at special events like the World Water Forum and annual IEC Meeting.

During the meeting, VPH Stephens, Chairman offered to edit future issues of *ICID News*, prior to publication. It was also suggested that Central Office should try to sell at least one additional page of advertising for the eight pages issue and in that case the expansion of *ICID News* to 12 pages can be considered.

The Central Office has contacted some of the Irrigation Equipment manufacturing Companies who participated at the exhibition held on the occasion of 5th Asian Regional Conference held at New Delhi, as well as the Manufacturers of Hose reel Machines in Italy towards advertisement in the ICID News. Response is awaited.

Central Office has sent 'PDF versions' of the last issues (2010/1 & 2) of ICID News and a 'word file' of the 2010/3 issue to the Chairman for his observations. While he appreciated them, he offered to edit/ provide suggestions on the 2010/3 issue onwards. This practice will be followed in future.

The print copies of the last three issues of ICID News will be circulated at the meeting.

3.1.3 ICID Annual Report

The Committee commended the 'ICID Annual Report 2008-09' brought out by the Central Office.

During the meeting, PH Bart Schultz had proposed to include a table on 'World drained area' in the upcoming Annual Report (AR) besides the 'World irrigated area'. Central Office, in consultation with Dr. W. Vlotman, and Mr. Bernard Vincent, Chairman and Secretary of WG-DRG, respectively, and using the CEMAGREF and ICID's own database of drained area compiled a fresh table. This has been included in the Annual Report 2009-10.

WG stressed on the importance of Annual Reports as a flagship ICID document. It advised that this is the one circulated among many water related international organizations to inform about key ICID activities. Hence its design and printing quality should be of a high standard.

A copy of the Annual report 2009-10 will be circulated at the meeting.

3.1.4 Special Publications

In addition to the regular publications of ICID News, News Update and Annual Report; Central Office brought out the following publications:

- CD-ROM and publication on Synthesis Report: Topic 2.3 – Water and Food for Ending Poverty and Hunger, 5th World Water Forum.
- A CD ROM 'ICID @ 60' to mark the Diamond Jubilee Year (1950-2009) of the ICID. It was released on the eve of its 60th annual International Executive Council (IEC) meeting held at New Delhi in December 2009.
- A CD-ROM version of Multilingual Technical Dictionary (MTD), 2010

3.2 Publications by National Committees

INACID, Indonesia

- 'Multilingual Technical Dictionary on Irrigation and Drainage (English-Indonesian)', First Edition, 2009, Indonesian National Committee on Irrigation and Drainage (INACID), Indonesia

INCID, India

- 'Abstracts of the Papers', 60th International Executive Council Meeting and 5th Asian Regional Conference on Improvement in Efficiency of Irrigation Projects through Technology Upgradation and better Operation and Maintenance, 6-11 December 2009, New Delhi, India', pp 449 + CD-ROM.
- 'Theme Papers', 60th International Executive Council Meeting and 5th Asian Regional Conference on Improvement in Efficiency of Irrigation Projects through Technology Upgradation and better Operation and Maintenance, 6-11 December 2009, New Delhi, India', INCID/CWC, pp 108.
- 'Souvenir', 60th International Executive Council Meeting and 5th Asian Regional Conference, 6-11 December 2009, New Delhi, India', INCID/CWC, pp 186.
- 'Water Resources Map of India', INCID/CBIP, New Delhi, 2009.
- 'Water Resources Development in India', INCID/CBIP, New Delhi, 2009, pp 173.
- 'History of Irrigation Development in Orissa', INCID, New Delhi, November 2009, pp 300.

IRNCID, Iran

IRNCID has translated the following publications in Persian language during the period 2009-10:

- Ehsani, M., Khaledi, H., and Barghi, Y., 'Introduction to Virtual Water',
 - Nasseri, A., 'The Watsave Scenario',
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- Vaziri, J., et al., 'Crop Evapotranspiration: Guidelines for Computing Crop Water Requirements', and
- Heydarian, S.A., Ehsani, M., and Youseffard, E., 'Irrigation Management Transfer: Worldwide Efforts and Results'.

UKCID, Ukraine

- 'Abstract of papers of 23rd European Regional Conference on the theme 'Progress in Managing Water for Food and Rural Development', CD-ROM, Ukrainian National Committee on Irrigation and Drainage (UKCID), 17-24 May 2009, Lviv,

Newsletters received in the Central Office

- KCID Newsletter, Korean National Committee on Irrigation and Drainage, 2009, Vol. 41, No. 4
- ERWG Letter, European Regional Working Group (ERWG) of the ICID, May 2009, No. 19
- USCID Newsletter, the U.S. Committee for Irrigation and Drainage, No. 101, 2009

3.3 Publications under processing

The main ICID publications under processing are:

- Inter-basin Water Transfer: Global Experiences – Analyses and recommendations (TF-IBWT)
- 'Towards Sustainable Development of Tidal Areas: Some Principles and Experiences' (WG-SDTA)
- 'Irrigation under Drought and Water Scarcity' (erstwhile WG-IADWS)
- History of Irrigation, Drainage and Flood Control in Eastern Asia (WG-HIST)
- History of Irrigation, Drainage and Flood Control in Southern Europe and the Mediterranean (WG-HIST)

A synoptic table showing the present status of ICID publications (both under regular and special categories) that are completed, under processing, and proposed is shown as **Annex 1**.

At the New Delhi meeting, PH Bart Schultz had suggested to explore the possibility of publishing selected ICID publications through outside publisher (such as the Inter-Basin Water Transfer).

In this context, a note on 'ICID policy on the publication of output documents emerging out of detailed works by various Working Groups/ Committees' as accepted at the 13th meeting of the C-PR&P was brought to the attention of the Committee (see **Annex 2**). The 55th IEC had accepted the policy with the change that negotiations will be allowed for the number of free copies and royalty fees between ICID and the publisher (Please refer the Minutes of 55th IEC, September 2004, Moscow).

PH Schultz had agreed to work further on this matter with the Central Office to study the feasibility of the proposal.

Item 4 : Sale of publications/Congress Transactions during the period 2009-2010

4.1 Sale of Publications

As suggested at the New Delhi meeting, the Central Office has liaised with the Central Board of Irrigation and Power (India) and also some National Committees to promote the sale of ICID publications.

A statement showing the sale of ICID publications during the period 2009-2010 is placed at **Annex 3**.

4.2 Sale of Congress Transactions

At the New Delhi meeting, the committee was apprised about the non-receipt of the payment towards the "Congress transactions" ordered by the Chinese and Pakistan National Committees in 2005 and 2008, respectively.

In this context, the Central Office would like to bring to the provisions under ICID By-law 5.9.1(a) – Obligation of the host National Committee for a Congress, Symposium, Special Session, Seminar etc. mentioned that the procedures for printing Congress Transactions should be taken up in such a way that the Central Office can recover the full cost of production and shipping of transactions to Congress Organizing Committee and the host National Committee is expected to pay full cost for all of the transactions that they order.

The National Committees hosting the Congress are obliged to meet the full cost of the excess copies (including airmail charges), if the ordered copies are more than the number of delegates registering for the Congress. Further, as per By-law 5.9.4(c), the sets of transactions once supplied shall be non-returnable.

Central Office has corresponded with PANCID who informed that they have sold only two sets of transactions from the balance sets and asked to treat the matter as 'closed' offering to return the unsold transactions, if so desired.

Keeping the recent past experience, it is for consideration if the provisions of the ICID By-law on this subject needs a review. And if so, make suitable recommendations to IEC.

Item 5 : Report of Joint Editors of ICID Journal

In 2010, 365 pages have been published up to Issue 59.3. A special issue containing selected papers from the 20th ICID Congress, Lahore was also published (Special Issue 59.1).

The Working Group on Sustainable Development of Tidal Areas (WG-SDTA) is planning to publish a sponsored Special Issue with papers based on its work, in 2010.

The Netherlands National Committee (NETHCID) is considering publishing a sponsored Special Issue with selected papers of the 25th European Regional Conference of ICID, in 2011.

At the New Delhi meeting, PH Bart Schultz informed that there will be five issues in 2010, as was the case for 2009. He further informed that there is a large backlog of papers and also that papers are being accepted for 2011, even though substantially higher numbers of the papers are being rejected.

The EB-Journal monitors ICID's Journal exclusively. A detailed report/agenda by Chair, EB-Journal is available at Page A-147. Chairman ED-JOURNAL may wish to brief some highlights, especially the significant rise in impact factor (to 1.108 from 0.48 earlier).

Item 6 : Review of website

ICID website has been very well developed over the period. It provides a range of information on National Committees, workbodies, publications, database, advertisers' catalogue, Text Delivery Service (TDS) etc. The 'Spotlight' section of the website highlights the Key ICID Events and latest announcements.

Recently, Central office introduced a new design of ICID website. This new design is capable of attracting more visitors and can cater better search results through Google search engine. Our main keywords 'Irrigation and Drainage' are already shown on the 1st page of the results.

An average 16,000 hits per month were recorded on ICID webserver. An independent assessment (Google) places the ICID website at 7/10; this is an encouraging indication and the Programme Officer, Central Office's untiring efforts is praiseworthy.

It may be recalled that at the New Delhi meeting, PH Peter Lee appreciated the quality of the website and the C-PR&P had requested Permanent Finance Committee (PFC) not to cut any further budget towards the website.

Item 7 : Establishment of websites by Workbodies

ICID Workbody websites were established to provide key information like membership, agenda and minutes of the meetings, publications, announcements of events to members and all those interested in the activities.

Presently, websites of ERWG, AFRWG, ASRWG, WG-YPF, C-CONGR, WG-TRUE, EB-JOUR, WG-WATS, WG-HIST, WG-CAFM, WG-DRG, WG-MIS, WG-CROP, WG-PQW, WG-ON-FARM, WG-SDTA, WG-CLIMATE, ST-LCB, are functional.

The WG-CLIMATE website was hosted by Dr. Ray Shyan Wu (Chinese Taipei) and Central Office has provided link to the website.

As suggested at the New Delhi meeting, the Central Office has provided websites for WG-ENV (<http://www.wg-env.icidonline.org>) and C-PR&P (<http://www.c-prp.icidonline.org>) with a link to ICID publications.

Workbody Chairs have been provided with 'FTP' login of the webserver to get free access to the respective workbody website. Chairs are requested to update the websites on their own or by contacting the Central Office from time to time.

Item 8 : Any other business

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Synoptic table of present status of in-house ICID publications completed /
under processing/ proposed during the period 2009-2011

(A) Regular Publications

Sr. No.	Name of publication	No. of MSS pages	No. of copies printed/ proposed to be printed	Actual/ Estimated printing cost (₹)	Expected date of publishing	Remarks
1	Annual Report (English)					
	2008-2009	80	300	Rs.85,500	September 2009	Published
	2009-2010	80	300	Rs.88,000	August 2010	Under publication
	2010-2011	80	300	Rs.90,000	August 2011	To be published
2	Agenda IEC (English)					
	2009	300	250	Rs. 61,000	October 2009	Published
	2010	300	250	Rs. 63,000	August 2010	Published
	2011	300	250	Rs. 65,000	August 2011	To be published
3	Minutes IEC (English)					
	2009	250	185	Rs.63,000	February 2010	Published
	2010	250	185	Rs.65,000	December 2010	To be published
	2011	250	185	Rs.65,000	December 2011	To be published
4	ICID News (English)					
	2009 (4 issues)	32 pages (4 Color)	500	Rs.68,000	Feb., May, Aug., Nov. 2009	Published
	2010 (4 issues)	32 pages (4 Color)	500	Rs.68,000	Feb., May, Aug., Nov. 2010	To be published
	2011 (4 issues)	32 pages (4 Color)	500	Rs.70,000	Feb., May, Aug., Nov. 2011	To be published
5	News Update (English)					
	2009 (12 issues)	48 pages (mono color)	1000	Rs.33,000	15 th of every month	Published
	2010 (12 issues)	48 pages (mono color)	--	--	15 th of every month	Posted/to be posted on the website
	2011 (12 issues)	48 pages (mono color)	--	--	15 th of every month	Will be posted on the website

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(B) Special Publications

Sr. No.	Name of publication	Editorial team	Expected date of finalization of MSS	No. of MSS pages	No. of copies likely to be sold	No. of copies proposed to be printed	Estimated printing cost (₹)	Expected date of publishing	Remarks
(i) SPECIAL PUBLICATIONS (IN PROCESSING FOR PRINT)									
1	'Irrigation under Drought and Water Scarcity' (erstwhile WG-IADWS)	To be appointed	2010	NA	100	500	150,000*	2011	Donor to be identified
2	Inter-basin water transfer: Global experiences – Analyses and recommendations (TF-IBWT)	Appointed	2010	300	100	500	200,000*	2010	Donor to be identified
3	History of Irrigation, drainage and flood control in Eastern Asia	Appointed	2010	500	100	500	100,000*	2011	Donor to be identified
4	History of irrigation, drainage and flood control in Southern Europe and the Mediterranean	Appointed	2010	350	100	500	80,000*	2011	Donor to be identified
5	'Towards Sustainable Development of Tidal Areas: Some Principles and Experiences' (WG-SDTA)	Appointed	2010	300	150	500	500,000	2010	Funding support by Chinese Taipei, Japan, and Korea
(ii) SPECIAL PUBLICATIONS (PROPOSED)									
TO BE IDENTIFIED- "Open for discussions".									

*If the donor is not identified, the publication will be brought out on CD-ROM (approx. cost Rs.30,000)

COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)**ICID Policy on the Publication of
“Output Documents” Emerging Out of the
Detailed Works by Various Working Groups / Committees****Preamble**

Workbodies of ICID in terms of By-law 3.1.2 bring out documents and important conclusions as a result of the work of the Group/Committee over a period of time with input of members and support from various ICID National Committees. Such documents and publications emanate after considerable discussions, exchanges and discussions in the workbodies during the annual ICID meetings besides correspondence. Thus the outputs become an important resource material and 'Knowledge Base' of ICID, generated at the direct or indirect expense of time, energy and resources of ICID, the National Committees and the Working Groups. The work/output of the Workbodies is therefore logically owned by ICID and hence the Commission has a copyright on all its publications.

By-law 6.2 states that special publications shall be undertaken with the specific approval of the Council and the specifications regarding the use of ICID logo and other details for such publications shall be approved by the Council. It clearly implies that any output as a result of deliberations in the Workbodies is a copyright and property of ICID and ICID has the first right to publish it, whether on website or in a printed form. While according the approval for publication of the document, the Council also approves expenditure as may be required for finalizing the publication, not only keeping in mind the services the Commission offers to its members, but also to generate some revenue from sale of such publications commercially for ICID's core activities. For any reason, however, if ICID is not able to publish the output of a Workbody on its own and decides to get it printed through a commercial publisher from outside, the Commission shall authorize the identified publisher in writing to do so on certain terms and conditions. These will include the use of ICID logo, supply of 100 complimentary copies for free distribution to the ICID Member Committees and a token royalty of 15% on the sale proceeds of such publication.

These provisions are warranted to be included in the ICID By-law to safeguard the interest of the Commission, to check any deliberate or inadvertent misuse of the outputs of workbodies and to recognize and acknowledge the efforts of Workbodies and their members. It is suggested therefore that the following By-law should be added as By-law 6.2.1.

By-law 6.2.1: Output of Workbodies

The outputs generated by the Workbodies are copyright of ICID and are owned by it. ICID shall have the first right to publish these outputs, whether on website or in a printed form. Should ICID, for any reason, decide not to publish such outputs by itself, it may get them published through a commercial publisher on specified terms and conditions. These, inter-alia, will include a condition of supply by the publisher, of 100 complimentary copies of the publication for distribution to ICID member committees and for Central Office Library and a 15% royalty on the sale proceeds of the publication. The publishers will be permitted to use the standard ICID logo on the printed copies of the publication only on agreeing to meet these conditions.

COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)**Sale of ICID publications in 2009-10 and previous years**

Sl. No.	Publications	Year of publishing	Copies printed	Upto 31.03.2009		01.04.2009 to 31.03.2010		Balance as on 31.03.10
				Free copies to NCs/ Members/ ICID events	Sale	Free copies to NCs/ WB Members/ ICID events	Sale	
1	Guidelines for rehabilitation and modernization of irrigation projects	1999	500	62	367	-	2	69
2	Manual on non-structural approaches to flood management	1999	500	68	249	-	-	183
3	Canal operation simulation models	2000	500	102	98	1	6	293
4	ICID survey on funding of operation, maintenance and management of irrigation projects	2000	500	113	196	1	2	188
5	Remote sensing and geographic information systems in irrigation and drainage - Methodological guide and applications	2000	500	100	142	1	4	253
6	Historical Dams	2001	600	170	165	-	2	263
7	Danube valley – History of irrigation, drainage and flood control	2004	392	135	22	2	2	231
8	The Indus basin – History of irrigation, drainage and flood management	2004	500	136	44	2	6	312
9	Application of geosynthetics in irrigation and drainage projects	2004	500	118	75	-	4	303
10	Manual on planning of structural approaches to flood management	2005	500	99	42	1	4	354
11	Planning and designing of micro-irrigation in humid regions	2005	500	105	90	1	6	298
12	Micro irrigation in arid and semi-arid regions	2006	500	143	52	2	7	296
13	Manual for performance evaluation of sprinkler and drip irrigation systems in different agro-climatic regions of the world	2008	500	132	23	5	31	309
14	Water Saving in Agriculture	2008	500	141	24	8	37	290
15	CD-ROM version of Multilingual Technical Dictionary (MTD)	2010	500	-	-	82	3	415