

Agenda for the Twentieth Meeting of the
COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)
 Tehran, Iran
 18 October 2011: 13.30-17.00 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 (1992) (USA, 1992); (2) PH Peter S. Lee (UK, 1993); (3) Prof. Hsieh, 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 (Netherlands, 2009); (9) Mr. A.K. Ganju (India, 2009); and (10) Secretary General, ICID.

Ex-officio Member: (1) Mr. Satit Maneepai (Thailand)

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

Item 1 : Confirmation of the minutes of the 19th meeting of C-PR&P

The minutes of the 19th meeting of the Committee held at Yogyakarta in October 2010 will be confirmed.

Item 2 : Review of the membership

2.1 New nomination

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 2009 and 2010 will be presented during the meeting.

2.2 Non-attendance/ contribution

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 have 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);

- Prof. Hseih, Yung-Hsu (Chinese Taipei); and
- VPH Dr. Javad Farhoudi (Iran)

In consultation with the Chairman VPH Stephens, the Central Office requested the above National Committee to provide fresh nomination in place of the existing member. In response, the Italian National Committee (ITAL-ICID) vide its e-mail of 23 May 2011 has withdrawn the membership of Prof. Atef Hamdy from the Committee. Response from other National Committees is awaited. Committee may decide.

CONTINUING ITEMS

Item 3 : Publications brought out and under processing during the period 2010-11

3.1 Publications brought out by the Central Office

3.1.1 ICID News Update

During the Yogyakarta meeting, in view of the requests of several National Committees to the Central Office that the *ICID News Update* be printed and mailed, the Committee agreed and recommended that printing of the *ICID News Update* be resumed. Accordingly, the CO has commenced the printing of the monthly News Update from the October 2010 issue. Latest copies of a few of the News Update will be circulated at the meeting for information.

3.1.2 ICID News

At Yogyakarta, the Committee noted that the quarterly publication "*ICID News*" is continuing to improve both quality and content wise. Efforts are made to include brief interesting articles on topics of ICID interest from experts not only from ICID family but from other organizations also. ICID News is circulated to all National Committees as well as affiliated organizations. Copies of the ICID News of the year 2011 will be circulated at the meeting.

3.1.3 ICID Annual Report

During the Yogyakarta meeting, the Committee applauded the Central Office efforts in bringing out a quality and well structured Annual Report 2009-10. During the meeting, Dr. S. A. Kulkarni, CO invited the Committee to review the Annual Report and suggest any changes that could be made to improve the Report further.

Annual report 2010-11 was prepared and posted on the ICID website in August 2011. A copy of the report will be circulated at the meeting.

3.1.4 Special Publications

A new publication 'Towards Sustainable Development of Tidal Areas: Some Principles and Experiences' prepared under the aegis of the Working Group on Sustainable Development of Tidal Areas (WG-SDTA) was brought out by the Central Office in August 2011. The publication is based on three principles viz., optimal use of land and water resources, disaster prevention, and the preservation of biodiversity for the present and future generations; and presents the guideline for engineers and decision makers. The document covers case studies/ experiences in countries of China, Germany, India, Indonesia, Japan, Korea, Malaysia, Chinese Taipei, the Netherlands, and the UK. The publication was funded jointly by KCID (Korea), JNC-ICID (Japan), and CTCID (Chinese Taipei) and will be released during the Tehran Congress. A copy of the publication will be available as display at the meeting and will also be kept for display/ sale at the venue of the Congress.

3.2 Publications by National Committees/ Regional Associations

Indonesian National Committee (INACID)

- Proceedings of the 6th Asian Regional Conference of ICID on the theme 'Improvement of Irrigation and Drainage Efficiency under the Small Land Holding Condition', Yogyakarta, 10-16 October 2010, Ministry of Public Works, Republic of Indonesia, (CD-ROM).
 - Asha Karunaratne, P.M. (ed.), Workshop booklet on Improving Farm Management Strategies through AquaCrop: Worldwide collection of case studies, 8-9 October 2010, Yogyakarta, Indonesia, FAO / ICID / UNW-DPC, September 2010.
-

Indian National Committee (INCID)

- Sharma, N., and Singh, R., History of Irrigation in Uttar Pradesh, March 2011

Iranian National Committee (IRNCID)

IRNCID has translated the following publications in Persian language:

- Heydari, N., et al., Water Saving in Agriculture, (141 Pages, 1000 copies 2010, ICID);
- Farhadi Hikooyi, E., Eghbali, M., and Ehasani, M. (eds.) Maintenance of Irrigation Systems - A Practical Guide for System Managers, (284 pages, 1000 copies, 2010, ICID);
- Global Experiences on Participatory Irrigation Management - Selected Papers in the 10th International Seminar on Participatory Irrigation Management; 2-5 May 2007; (264 pages, 200 copies, 2010); and
- Haloculture-Sustainable Use of Saline Soil and Water Resources in Agriculture (322 pages, 1000 copies, 2010).

Southern African Regional Irrigation Association (SARIA)

- Workshop on 'Poverty Reduction and Household Food Security in SADC Countries', 15-17 February 2010, Maguga Lodge, Swaziland (CD-ROM)

Newsletters received at the Central Office

- ERWG Letter, September 2010, No. 20
- News & Views, British National Committee of ICID (ICID.UK), 2010, No. 50
- USCID Newsletter, the U.S. Committee for Irrigation and Drainage, No. 105, 2010

Periodicals received at the Central Office

- KCID Journal, Korean National Committee on Irrigation and Drainage, 2010, Vol. 17, Nos. 1 and 2
- KCID Magazine, Korean National Committee on Irrigation and Drainage, 2010, Vol. 46, No. 6, 10, and 12; and 2011, Vol. 47, No. 3

3.3 Publications under processing

- 'Inter-basin Water Transfer: Global Experiences – Analyses and recommendations' (by erstwhile TF-IBWT)
- 'Irrigation under Drought and Water Scarcity' (by erstwhile WG-IADWS)

3.4 Publications under preparation

- Monsoon Asia History (by WG-HIST)
- History of Irrigation, Drainage and Flood Control in Southern Europe and the Mediterranean (by WG-HIST)
- Modernization of Surface Irrigation Systems (by WG-ON-FARM)

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

During the meeting, PH Dr. Bart Schultz informed that he has contacted Wiley to discuss publication of *Inter-Basin Water Transfer and* anticipated that the document will be published soon. PH Prof. Schultz will apprise further status at the Tehran meeting.

3.5 Publication received 'Gratis' from other sources

McGill University, Canada has brought out a publication on 'Water Management for Global Food Security' edited by Prof. Dr. Chandra A. Madramootoo which has emanated from the annual McGill Conference on Global Food Security held since 2008. Several ICID Office Bearers have contributed chapters on topics of 'ICID interest'.

Item 4 : Sale of publications/Congress Transactions during the period 2010-11**4.1 Sale of Publications**

At Yogyakarta, the Committee reviewed the sale of publications. There was a very good response to sales of ICID publications at Yogyakarta, especially 'Water Saving in Agriculture' was reported as 'Best Seller'. The Committee suggested Central Office to explore the possibility of using modern digital copy technology for future publications.

A statement showing the sale of ICID publications during the period 2010-2011 is placed at **Annex 2**.

4.2 Sale of Congress Transactions

Seeing the past experience, the Committee at its Yogyakarta meeting discussed and urged the National Committees hosting the 4 Congress to pay for the extra copies of the Transactions that they have ordered. For the 21st Congress, IRNCID has ordered for 1000 copies of the Transactions.

Item 5 : Report of ICID Journal

At Yogyakarta meeting, PH Prof. Bart Schultz reported on the status of the ICID Journal, besides improved impact factor. In 2011 two sponsored Special Issues (pertaining to WG-SDTA and 24th & 25th ERCs) are expected.

From the first issue of 2011, the Journal has been published on A-4 format with double columns.

Wiley Online Library was launched on 24 July 2010 and is the new home for *Irrigation and Drainage* which has provided many additional features for the benefit of users.

As advised by the Management Board (MB), a tentative permission is given to spare the 'Word File' of the ICID - MTD terms to M/s. Wiley-Blackwell as proposed by Chairman, EB-JOUR.

Item 6 : Review of ICID website

At Yogyakarta, the Committee reviewed the ICID website and made some suggestions to make it more user-friendly. The following is the summary of action taken by the Central Office on the suggestions:

Suggestion	Compliance
Home page is crowded and should be simplified	Efforts have been made to post only the recent events and related links. Further suggestions are welcome.
The home page should be refreshed quarterly with new pictures	Yes, it is being done on periodic basis. All NCs are requested to provide some interesting pictures for posting.
New important publications, e.g. the Annual Report, should be given prominence on the home page with a link to the publication.	Annual Report 2009-10 and 2010-11 are shown on the homepage with links to full publication. A new page flip of Annual Report added on homepage.
On the table of National Committee links, an additional column should be added to provide the link to the NC home page.	An additional column has been added in the table which provides hyperlink to the NC website.
The ICID News should be organized by title with a link to the issues that are available.	Current and past issues of the ICID News are organized by highlighting contents.
Online purchase of publications should be available, exploring alternative methods for providing secure purchases.	Central Office explored the possibilities to establish online store through ICID website with secured payment gateway. The secured payment gateway enables visitors to place order on website by pressing the 'Submit Order' or equivalent button. To establish this facility, onetime charges of Rs. 20,000 and annual charges of Rs. 15,000 will be required to be paid to the service provider. Committee may like to advice on this matter.

Besides the above, the CO has added the following to improve the website:

- Introduced YouTube links of ICID events
- Introduced Google Translate button on home page to get ICID website information in popular international languages. Right now this facility is placed on home page and 'About ICID' sections only.
- New series of digital publishing introduced on ICID platform through Yudu portal. Some of ICID publications are already placed on the Yudu portal. A page flip generated through the portal is also placed on the website.

VP Dr. Willem Vlotman vide his e-mail of 26 April to the Central Office has suggested various options/ points for improvement of the ICID Text Delivery Service (TDS) / Website as follows –

- More information on database section on the ICID website,
- International Drainage Workshop proceedings and individual articles be made available via the TDS,
- Inclusion of proceedings of Yogyakarta as well as Micro Irrigation Conferences in TDS,
- Description of past workbodies and posting their outputs,
- Listing of all proceedings, such as they have been made available on CD-ROMs for download, etc.

As a follow up, the CO has added proceedings of the 10 IDWs, 7IMIC and 6th ARC to the TDS. VP Dr. Vlotman (or Australian representative) attending the meeting may like to elaborate further. Committee may also like to give recommendations to improve the TDS.

Item 7 : Establishment of websites by Workbodies

At Yogyakarta, the Committee noted that many of the Committee and Working Groups have now their own websites. At present 22 working groups websites are operational. Central Office has been updating the websites with the available information/ documents of respective workbodies from time to time. Chairs of the respective workbodies are requested to provide their material/ links to the CO for posting on WG websites.

Item 8 : Any other business

Digital Publishing of ICID Publications

A digital publication is an online publication and specifically created for the Internet media. Digital publications are becoming increasingly popular among publishers and readers for a variety of reasons.

- Publishers can save printing and postage costs by publishing a digital magazine instead of a print magazine or by simply replacing part of its print run with the digital publication;
- Can be able to reach a whole new audience by distributing or making available their digital magazine to the online world; and
- Can make more revenue by selling digital versions by adding advertisements including small videos.

Viewers will get a unique experience every time they open a digital magazine. Rather than looking at the flat, featureless appearance of a PDF file. Pages come to life as they turn, links make navigation fast and searches turn the digital magazine into a research tool. Digital publications are more interactive, search engine optimized, live web links, full stats package.

At present, this technology is available with web hosting combined with yearly maintenance charges depending upon the number of issues published and uploaded on the web server. Approximately, US\$ 160 required for hosting our ICID News, News Updates and Special publications annually. We can also opt for the online sale option available through Yudu portal <<http://www.yudu.com>>. ICID Central Office has already created a free account on the Yudu portal and some of our publications are already placed on the portal for digital viewing and links are provided on ICID website. ICID can save printing and postage costs by publishing a digital magazine instead of print publications.

ICID can also think about publishing on CD-ROM / DVD and Flash drives instead of traditional printing. This will save time, reduce expenditure and also help in contributing to the 'Save Trees' movement. A combination of digital publishing on this media will provide a book like feel with all the advanced search features. ICID Central Office made a small attempt in bringing out the transactions of 21st Congress in this format and we hope our members will enjoy reading with page flips.

Based on the experience, ICID may bring out digital series of our old publications available in PDF format. This digital series can be priced reasonably to promote our publication sales.

Committee may like to give its suggestions/ recommendations.

COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)

Synoptic table of present status of in-house ICID publications completed /
under processing/ proposed during the period 2010-2012

(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
Annual Report (English)						
1	2009-2010	80	300	₹92,400	August 2010	Published
	2010-2011	80	300	₹ 90,000	August 2011	Published
	2011-2012	80	300	₹ 90,000	August 2012	To be published
Agenda IEC (English)						
2	2010	300	200	₹ 65,625	August 2010	Published
	2011	300	250	₹ 65,000	August 2011	Published
	2012	300	250	₹ 65,000	August 2012	To be published
Minutes IEC (English)						
3	2010	250	175	₹ 59,850	December 2010	Published
	2011	250	185	₹ 65,000	December 2011	To be published
	2012	250	185	₹ 65,000	September 2012	To be published
ICID News (English)						
4	2010 (4 issues)	32 pages (4 Color)	500	₹ 59,200	Feb., May, Aug., Nov. 2010	Published
	2011 (4 issues)	32 pages (4 Color)	500	₹ 70,000	Feb., May, Aug., Nov. 2011	Published/ to be published
	2012 (4 issues)	32 pages (4 Color)	500	₹ 70,000	Feb., May, Aug., Nov. 2012	To be published
News Update (English)						
5	2010 (2 issues)	48 pages (mono color)	--	₹ 5,566	15th of every month	Published
	2011 (12 issues)	48 pages (mono color)	--	₹ 33,396	15th of every month	Published/ to be published
	2012 (12 issues)	48 pages (mono color)	--	--	15th of every month	To be published

(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.	'Towards Sustainable Development of Tidal Areas: Some Principles and Experiences' (WG-SDTA)	Appointed	2010	324	100	500	500,000	2011	Funding support by Chinese Taipei, Japan, and Korea
2.	Inter-basin water transfer: Global experiences – Analyses and recommendations (TF-IBWT)	Appointed	2011	300	100	500	200,000*	2010	Donor to be identified
3.	History of irrigation, drainage and flood control in Southern Europe and the Mediterranean (WG-HIST)	Appointed	2010	350	100	500	80,000*	2011	Donor to be identified
4.	Monsoon Asia History (WG-HIST)	Appointed	2012	500	100	500	100,000*	2011	Donor to be identified
5.	Modernization of Surface Irrigation Systems (WG-ON-FARM)	Appointed	2012	200	200	500	200,000	2013	Donor to be identified
6.	'Irrigation under Drought and Water Scarcity' (erstwhile WG-IADWS)	Appointed	2012	NA	100	500	150,000*	2011	Donor to be identified
(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 `30,000)

COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)
Sale of ICID publications in 2010-11 and previous years

Sl. No.	Publications	Year of publishing	Copies printed	Upto 31.03.2010		01.04.2010 to 31.03.2011		Balance as on 31.03.11
				Free copies to NCs/ Members/ ICID events	Sale	Free copies to NCs/ WB Members/ ICID events	Sale	
1.	CD-ROM version of Multilingual Technical Dictionary (MTD)	2010	500	82	3	6	7	402
2.	Water Saving in Agriculture	2008	500	149	61	10	17	263
3.	Manual for performance evaluation of sprinkler and drip irrigation systems in different agro-climatic regions of the world	2008	500	137	54	2	13	294
4.	Micro irrigation in arid and semi-arid regions	2006	500	145	59	3	21	272
5.	Planning and designing of micro-irrigation in humid regions	2005	500	106	96	3	24	271
6.	Manual on planning of structural approaches to flood management	2005	500	100	46	3	7	344
7.	Application of geosynthetics in irrigation and drainage projects	2004	500	118	79	6	18	279
8.	The Indus basin – History of irrigation, drainage and flood management	2004	500	138	50	-	2	310
9.	Danube valley – History of irrigation, drainage and flood control	2004	392	137	24	1	2	228
10.	Historical Dams	2001	600	170	167	1	2	260
11.	Remote sensing and geographic information systems in irrigation and drainage - Methodological guide and applications	2000	500	101	146	1	2	250
12.	ICID survey on funding of operation, maintenance and management of irrigation projects	2000	500	114	198	1	2	185
13.	Canal operation simulation models	2000	500	103	104	2	2	289
14.	Manual on non-structural approaches to flood management	1999	500	68	249	3	3	177
15.	Guidelines for rehabilitation and modernization of irrigation projects	1999	500	62	369	9	13	47