

Minutes of the Eighteenth Meeting of the
COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)
(Erstwhile Work Team of Publication and Public Relations Work Team)
 New Delhi, India
 07 December 2009: 09.30-13.15 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 Present: (1) VPH Larry D. Stephens, Chairman (USA, 1992); (2) PH Peter S. Lee (UK, 1993); (3) PH Bart Schultz (The Netherlands, 2009); (4) Ms. Anne Currey (Australia, 1998) represented by Dr. Willem Vlotman; (5) Mr. A.K. Ganju (India, 2009); and (6) Secretary General, ICID represented by Mr. K.N. Sharma, Secretary (Central Office).

Observers: (i) Mr. Y. Vijay (India); (ii) Dr. S.A. Kulkarni, Central Office; (iii) Mr. G.V. Surendra (India); (iv) Mr. H.V. Shivakumar (India); (v) Dr. C. Venkata Reddy (India); and (vi) Mr. Vijay S. Ghogare (India).

Item 1 : Confirmation of minutes of the 17th meeting of the C-PR&P held in Lahore, Pakistan on 14 October 2008

The minutes of the 17th meeting of the Committee held at Lahore were confirmed.

Item 2 : Review of membership

It was noted that Ir. Paul van Hofwegen ceases to be a member of the Committee since he is no longer an editor of the Journal *Irrigation and Drainage*. President Honoraire Bart Schultz will be a member, representing the Journal. For the membership nomination of Mr. A. K. Ganju, Central Water Commission, New Delhi (India) was presented. Mr. Ganju was welcomed as a member of the Committee.

A. CONTINUING ITEMS

Item 3 : Publications brought out and under processing

3.1 Publications brought out during the period 2007-2009

Publications issued were reviewed.

Mr. Sharma informed that the revised and updated edition of ICID's Multilingual Technical Dictionary has been published on CD-Rom. In addition to English and French, the Dictionary also now incorporates three additional

languages, viz. Chinese, Japanese and Russian, with the possibility of adding more languages as and when the translations in other languages are available. The other feature of this version is that it is web enabled, whereby any additions, modifications etc. can be done through the web only and downloaded by the users automatically when connected to web.

He further mentioned that to commemorate the 60th anniversary of ICID, the Central Office has also brought out a CD-ROM entitled 'ICID@60' providing historical background of ICID's activities during the last 60 years.

PH Peter Lee suggested that the *ICID Newsletter* be given broader distribution, but others noted that the mailing costs for larger distribution are 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 may be charged. Additional copies are printed for special events, like the World Water Forum and the ICID IEC Meetings.

Suggestions for a new name of the ICID Newsletter were discussed. The new name selected was *ICID News*.

It was further agreed that the Monthly News Update be published online only. This will also enable inclusion of more photos and outlay in color. Depending upon necessity, the number of pages can increase.

PH Bart Schultz asked that the Annual Report (AR) include statistics on drainage also, and not only irrigation. The drainage figures may be obtained from Dr. W. Vlotman (Australia). He further suggested that the quality of the design and printing of the AR should be good, noting that this document is important to show to other water organizations what ICID is doing. The latest issue of AR (2008-09) was good in quality.

3.2 Publications under processing

PH Bart Schultz suggested that the ICID presentations and Topic 2.3 Report made during World Water Forum-5 be prepared for distribution with a printed summary and a CD including the full presentations. Central Office was asked to explore the feasibility of such a presentation.

PH Bart Schultz further suggested that we explore going to an outside publisher for selected ICID publications, such as the Inter-Basin Water Transfer document that is under finalisation. Mr. Sharma noted that ICID's position with respect to Commission's outputs, including those emanating from the workbodies was given in the Bylaws. He recalled that a policy statement had been discussed in C-PR&P earlier on whereby it was proposed that if an ICID publication is published through a commercial publisher, 100 free copies of the publication for free distribution to the National Committees and 15% royalty on sales to ICID will be provided by the publishers. President Hon. Schultz opined that it was difficult to do so. However, it was agreed that PH Schultz will work with Central Office to study the feasibility of the proposal and select a title for outside publication as a test.

[Note by Central Office: At the 13th meeting of C-PR&P held in Moscow, Russia in 2004, a note on 'ICID policy on the publication of output documents emerging out of detailed works by various Working Groups/ Committees' was discussed. See Annex 4 to C-PR&P meeting agenda, 2004. The IEC 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. See Minutes of 55th IEC, September 2004, Moscow.]

Item 4 : Sale of publications/Congress Transactions during the period 2007-2009

4.1 Sale of Publications

The table showing sales of ICID publications during the past five years was reviewed. It was noted that the sales were rather low. Mr. Sharma suggested that ICID cooperate with Central Board of Irrigation and Power, who are promoting and selling their publications effectively, to market ICID publications in India. The Committee agreed that this is an excellent suggestion. PH Peter Lee suggested that we develop similar programs in other countries.

4.2 Sale of Congress Transactions

Mr. Sharma noted that that ICID has not been paid for the Congress Transactions ordered by the China and Pakistan National Committees. As per the Bylaws, all copies over and above the number of registered paid delegates should be paid for by the ordering National Committee. The National Committees should be reminded regarding this.

Item 5 : Report of Joint Editors of ICID Journal

PH Bart Schultz reported on the issues published by the ICID Journal. He noted that there will be five issues in 2010, as was the case for 2009. He further noted that there is a large back log of papers; currently the papers are being accepted for 2011, even though more than 60 percent of the papers are being rejected.

Item 6 : Review of website

Mr. Sharma noted that the ICID website continues to be updated. PH Peter Lee reported that he has received very positive comments about the quality of the website. Following a discussion of the value of the ICID website as our communications link outside ICID, the Committee goes on record asking the Permanent Committee on Finance to not take any action in the budget which may reduce the quality of the ICID website.

Item 7 : Establishment of webpages by Workbodies

It was noted that most of the Workbodies now have webpages. The Central Office will provide the WG-ENV with a suggested format for a page and will provide a page for C-PR&P with a link to ICID publications. Noting that many of the Workbody pages are not current, Workbodies are encouraged to update their webpages.

Item 8 : Review of quarterly Newsletter

The Newsletter review was accomplished under Agenda item 3. Committee Chairman Stephens offered to edit future issues of *ICID News*, prior to publication.

Regarding advertising, it was suggested that Central Office should try to sell at least one additional page of advertising for the eight page NL. If additional pages of advertising are sold, then expansion of *ICID News* to 12 pages can be considered.

B. NEW ITEMS

Item 9 : Procedure to be followed for bringing out ICID position as publications

Publication of Position Papers in *Irrigation and Drainage* was reviewed, noting that such position papers are reviewed within ICID and approved by IEC prior to publication. It was agreed that no change in procedure is needed. PH Bart Schultz noted that the Position Papers may be copied and distributed by ICID.

Item 10 : Revision of ICID publications and sale price

10.1 Revision of ICID publications

National Committees are asked to update the information for Irrigation and Drainage in the World, and the Workbodies are asked to provide required information for updating ICID publications.

10.2 Revision of sale price of ICID publications

The Committee recommends that the 50 percent discount on sale of publications should be extended to government organizations.

Item 11 : Any other business

No other business was offered and the meeting was adjourned at 12:30 hours.
