

**Minutes of the 26<sup>th</sup> Meeting of the  
COMMITTEE ON PUBLIC RELATIONS AND PUBLICATIONS (C-PR&P)**

10 October 2017, 11.30-13.00 hours  
Mexico City, Mexico

**Strategy Theme: Knowledge**

**Presented by the Chairman**

**Year of Establishment: 1992**

**Mandate:** (i) 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, (ii) 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, (iii) 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); (2) PH Bart Schultz (The Netherlands); (3) Dr. Vijay Labhsetwar represented Secretary General Avinash Tyagi.

**Observers:** (i) PH Peter Lee (UK); (ii) Xochitl Cisneros (Mexico); (iii) Emma Cano (Mexico)

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

**C-PR&P Minutes Item 1: Action taken report by Chair**

1. Chair welcomed the members and presented a report on the actions taken on the decisions held at its last meeting at Chiang Mai in November 2016.

**C-PR&P Minutes Item 2: Road Map to ICID Vision 2030 - Activities of the workbodies**

2. At Mexico meeting, the Committee reviewed the "Road Map to ICID Vision 2030", which provides new vision, mission, organizational goals, and strategies to put Vision into Action. The Committee also noted that the Working Groups have the pivotal role to play in putting the vision into action.

**C-PR&P Minutes Item 3: Publications brought out and under processing during period 2016-17**

3. During the meeting, the Committee noted that fifty-two issues of ICID e-Bulletin, 12 issues of News Update, 4 issues of the ICID News, and Annual Report for 2016-17 were published by the Central Office during the year and shared with National Committees and stakeholders.

**C-PR&P Minutes Item 4: Report on ICID Journal**

4. During the Mexico meeting, PH Bart Schultz presented a brief report of ICID Journal and summarized the status of the Journal and plans for a new contract with the publisher M/s Wiley. The Committee noted the brief report and plans for new contract and expressed its satisfaction.

**C-PR&P Minutes Item 5: Knowledge dissemination using information and communication tools**

5. Committee noted the important role of WG-CDTE which is studying a broader knowledge management strategy for ICID. Committee also noted that ICID and NCs need to work closely to integrate the national and international knowledge resources on irrigation and drainage that can be disseminated through ICID web site, NC web site (in local language), as well as emerging social media including LinkedIn, Facebook, Tweeter, etc.

**C-PR&P Minutes Item 6: Review of the ICID Website**

6. Committee informed that since there was no internet access available at the venue, the ICID Website could not be reviewed. However, members had seen the website earlier and expressed their satisfaction on the current stage of the website and thanked Mr Madhu Mohanan of the Central Office for the same.

**C-PR&P Minutes Item 7: Any other business**

7. Chair VPH Larry Stephens proposed the closure of the C-PR&P. The Chair informed the members about several factors for this action such as poor attendance at the Committee meetings, the excellent ICID Website now in place, the fact that the Journal reports directly to PCTA, and the fact that ICID no longer sells publications. After due discussion, the Committee respectfully requested that the Committee on Public Relations and Publications be closed with immediate effective. The members present concurred with the proposal.

