

## RICE KNOWLEDGE MANAGEMENT PORTAL

### Proceedings of the Workshop on Content Development Strategies

5-6 February 2010

Seminar Hall I, DRR

The workshop on Content Development Strategies was organized during 5-6 February 2010 at Directorate of Rice Research. Dr. Sarat chandrababu, Director, Centre for Development and Advance Computing was the Chief Guest and Dr. MS Rao, Chief Executive Officer, Cereal Systems Initiative for South Asia (CSISA) was the guest of honour. Project Director Dr. BC Viraktamath presided over the inaugural session. The workshop was attended by around 60 participants including the CoPI teams from partner institutes. At the outset, Dr. Viraktamath welcomed the gathering and has called for mission mode action plans for next few months. Dr. Shaik Meera gave an overview of the workshop and the deliverables of the workshop. Dr. S. Babu gave presentation on CDAC's activities including those of multilingual computing and standards related to multilingual fonts. He also focused on E shikshak -platform for e-learning, accessibility web 2, Ubiquitous environment, CMS basics etc. Dr. MS Rao opined that considerable synergy exists between the RKMP and CSISA's Knowledge initiative. He also stressed the need for integrating the information needs of the clientele into the KM activities. Consultants of the project Drs. PN Mathur, Veerabhadriah, Dipak De, Amjad Mazhari and Tamanna Chaturvedi participated in the workshop and gave valuable suggestions.

The business session started with the presentations of CoPIs from DRR and other partners. Followed by this, expert presentations were made. The deliberations of two days witnessed critical observations of the participants. Observations made during the workshop are provided as appendix-1 and content requirement commitments are provided as appendix -2. The topics presented by different speakers and discussions moderated by CoPIs are given as appendix-3. The insights developed by the participants were incorporated into action plan given at the end of these proceedings.

The action points are given below in brief:

#### Action Points:

Action Points	Action by
1. Online questionnaire about the information needs has to be developed for assessing the need from different clientele	Bench mark agency and all the partners
2. Regional/state level content development workshops should be conducted before March 2010.	CoPI teams
3. Contingency plans for different situations zone/ state wise should also be made available on the portal	Once content development is over, CoPI teams will provide state specific contingency plans
15. Climate change scenario and its impact on productivity, List of germplasm available in gene bank for sharing, Procedures and documents for germplasm sharing	RKMP Team

Categorization of germplasm with major biotic and abiotic stress tolerant characteristics, New germplasm and characteristics TOR for import of germplasm etc., may also be considered for inclusion in RKMP	
E-learning course to be developed on SMTA (Simple Material Transfer Agreement)	Dr. Shaik Meera
Dr.BC Patra from CRRRI has been identified to help devising a mechanism related gene bank for sharing, Procedures and documents for germplasm sharing Categorization of germplasm with major biotic and abiotic stress tolerant characteristics, New germplasm and characteristics TOR for import of germplasm in consultation with RKMP team.	Dr. GAK Kumar
16. Building up the clientele base is an important issue in RKMP. Team RKMP should focus on generating awareness among the clientele by participating in exhibitions, mega events, online blogs, news letters etc,	PI and CoPIs
Under Soil Information System various data requirements will be provided by CoPI teams for their states	CoPI teams
Along with DRRs e-learning courses, it is decided that atleast two state specific e-learning courses may be planned which may later be translated into regional languages.	The content for state specific e-learning courses will be provided by CoPI teams for the states under their jurisdiction.
Awareness about RKMP should be generated amongst the research managers of ICAR by presenting the details of RKMP in Directors' Conference, ICAR level meetings.	Consortium Leader may write to DDG (CS) for taking this idea forward.
It was suggested by the house that RKMP RAs/ SRFs and other staff involved in content editing may get orientation training (for a day) for effective content editing, proof reading and content restructuring.	Shaik Meera to invite expert from outside to DRR
Minimum details of content to be provided by the CoPI teams to begin with, has been given in the appendix-2	CoPIs – to provide majority of the RLOs covered under Information Architecture

**Shaik N.Meera**

**Project Director**

### Observations:

1. Online questionnaire about the information needs has to be developed for assessing the need from different clientele (benchmarking will take care, but the efforts should be made by RKMP team to get as much response as possible from different stakeholders).
  2. Regional/state level content development workshops should be conducted before March 2010. Tentatively some of the partners could finalize the dates for content development workshops.
  3. Contingency plans for different situations zone/ state wise should also be made available on the portal (Deepak de). To begin with basic content will be collected from the states and in due course CoPI institutes will provide the contingency plans as well.
  4. It was decided to arrange the matter for easy access and pages should be with less of graphics and animation. Front page should load fast, hence high resolution images be avoided. Further, long documents need to be linked for download. (Dr. Balaji).
  5. The content development of RKMP should focus on I&K needs of all groups and this need assessment should be a continuous process. Local ITKs and Inventory of stakeholders needs should be in place and existing communication systems be a part of this inventory. (Dr. Sontakki).
  6. It was suggested to record demonstrations on video. Tour reports of personnel are to be documented in a format. This will act as a good raw material for developing content (Dr. Dixit).
  7. In many projects under NAIP component 3, rice is an integral part and this content can be drawn into RKMP. (Dr. PN Mathur)
  8. Regular updating of the portal is a must. Outreach partners can be identified in every state in due course of time. And for all the content workshops essentially, farmers and famers interest groups should be invited. (Dr. Veerabhadriah).
  9. Complexity of information needs across locations, disciplines, time zones, partners, calendars and users has to be captured effectively. Updating of different types of information may be decided weekly, monthly or annually. (Dr. MS Rao).
  10. Portal should have detailed information related to seed viz., seed agencies, seed availability, variety and hybrid wise, pricing, information of new hybrids and varieties. (Dr. Yogeshwar Rao).
  11. Content presentation is an art and efforts should be made to convey the message in simple and straight forward way. Use of appropriate language and colour combinations are also equally important. (Dr. Deepak de).
  12. RKMP to devise innovative means of providing non-monitory incentives and rewards to the content providers. (Dr. Muthuraman).
  13. RKMP to focus on rice trade related information and DSS tools for rice exporters (Dr. Tamanna Chaturvedi).
  14. Rice statistics available on DRD website will be treated to suit to RKMP purpose and will be made available. (Dr. Diwakar) It is proposed that RKMP may have a feature on list of forthcoming RPT trainings from across the organizations (Director, DRD and CoPIs will provide the information from time to time).
  15. Climate change scenario and its impact on productivity, List of germplasm available in gene bank for sharing, Procedures and documents for germplasm sharing Categorization of germplasm with major biotic and abiotic stress tolerant characteristics, New germplasm and characteristics TOR for import of germplasm etc., may also be considered for inclusion in RKMP.(Dr. Ish Kumar).
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E-learning course may be developed on SMTA (Simple Material Transfer Agreement) – Dr. Shaik Meera. For germplasm related datasets, Dr. BC Patra from CRRRI has been identified to help devising a mechanism in consultation with RKMP team. (Dr. GAK Kumar).

16. Building up the clientele base is an important issue in RKMP. Team RKMP should focus on generating awareness among the clientele by participating in exhibitions, mega events, online blogs, news letters etc, (Dr. PN Mathur)

17. Success stories of farmers and extension officers in rice regions to be part of RKMP.

18. Soil Information System presented by Dr. Brajendra put forth various data requirements from the CoPI teams and it is suggested that Rapid Soil Health Cards may be prepared as offline delivery mechanism.

19. The details of approach and status papers were presented by Dr. Senguttuvel and it was suggested that some tables from SD Sharma's book may be included in the all India status paper.

20. Titles of the e-learning courses to be developed at DRR, guidelines for ODL writing, length of courses, lessons and modules have been enlisted by Ms. Jyothi. It is decided that atleast two state specific e-learning courses may be planned which may later be translated into regional languages. The content for state specific e-learning courses will be provided by CoPI teams for the states under their jurisdiction.

21. Dr. De suggested that, in due course of time for some courses payment based access may be planned to generate income.

22. The AICRIP Datasets and content development by digitizing these datasets were presented by Mr. Rajesh. Various digital and non digital sources of rice information have been given by Mr. Vara Prasad. Dr. Mathur suggested that awareness about RKMP should be generated amongst the research managers of ICAR by presenting the details of RKMP in Directors' Conference, ICAR level meetings. For this Consortium Leader may write to DDG (CS) for taking this idea forward.

23. The content aggregation work proposed under RKMP and the content heads have been presented by Ms. Sayeeda. It was suggested by the house that RKMP RAs/ SRFs and other staff involved in content editing may get orientation training (for a day) for effective content editing, proof reading and content restructuring. (Shaik Meera to invite expert from outside to DRR).

24. Modalities for organizing content development workshop at regional/state level were discussed in length and the deliberations were moderated by Dr. Mangal Sain. All workshops in six states to be completed by March 2010. Representation should be ensured from different stakeholders including the media persons. While inviting the participants to the workshop a brief write up about the RKMP to be circulated and they may also be requested to give a brief write up during the workshop. Number of participants should be neither too large not too small. Ideal number is about 40-50.

25. At content workshop – content needs to be assessed and gather as much information as possible about the sources of content. The content from each state should cover the RLOs identified in the RKMP Information architecture. Generic content of nation level may be left with DRR, but the state specific content will have to be provided by CoPI teams.

26. Dr. Siddiq in his presentation gave guidelines for the content that should go into the RIS. He gave outlines of content requirements under Static, dynamic and semi-dynamic components. Consumption and production of rice at national and state levels, Breeding centres on map ecology wise or specialty rice, Recombination breeding, etc., may be covered under RKMP.

27. Dr. GAK Kumar suggested that the content workshops can be organized for two days (preferably four half days).

28. The content requirements for each state have been finalized at the end of the workshop and clarity could be achieved to great extent on the possible strategies for content development.

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29. Minimum quantity of content to be provided by the CoPI teams to begin with, have been given in the following table. It will be ensured by the CoPIs that majority of the RLOs covered under Information Architecture will be covered while collecting, documenting and sending the content to DRR.

## Appendix-2

### Minimum Content Requirements and Commitments from RKMP Consortium Members

IS/ Content Heads	Source of Content		Commitments	
	Non Digital	Digital		
		Offline	Online	
RIS				Quantity/ number of pages
				Formats as per the attributes decided under Information Architecture
Core datasets AICRIP, POS Data, SVTs Discipline wise	DRR, CRRI, DRD.	-----	-----	25/year/last 10 years.
Methodologies	DRR, CRRI, DRD.	-----	-----	
Approach Papers	Written by eminent Scientists (Identified by RKMP Committee)	-----	-----	
Online Abstracting Services	AgBiotechNet		List of websites	CRRI – 500 DRR -- 200 Others -50-100
MIS of AICRIP	Real time data sharing	-----	-----	
Real time AICRIP data share		-----	-----	
Research Prioritization		-----	-----	
Digital Archives				
Indexing Services		-----	<a href="http://agmarknet.nic.in">http://agmarknet.nic.in</a>	
Links to International Research groups	Consultative Group on International	-----	<a href="http://www.cgjar.org/">http://www.cgjar.org/</a> <a href="http://www">http://www</a>	

	Agricultural Research		<a href="http://warda.org/">.warda.org/</a> <a href="http://www.irri.org/about/faq.asp">http://www.irri.org/about/faq.asp</a>		
Training/symposia conference etc.. details				State specific	
<b>EIS</b>					
Production technologies	SAUs, Research Centers.	SAUs, Research Centers Digital Libraires	<a href="http://www.ncipm.org.in">http://www.ncipm.org.in</a>	Minimum 10	
Post production technologies	SAUs, Research Centres	SAUs, Research Centers Digital Libraires	<a href="http://agmarknet.nic.in/rice-paddy-profile_copy.pdf">http://agmarknet.nic.in/rice-paddy-profile_copy.pdf</a>	Minimum 10	
Diagnostic tools for diseases, pests, nutrients and abiotic stresses (For DSS and Expert System)	SAUs, Research Centers, KVKs, NGOs, Agriculture Magazine, National Centre for Integrated Pest Management	SAUs, Research Centers Digital Libraires		Relevant 40 Pages	30-40 (jpg, .tif, jpeg)
FAQs	KVKs, NGOs, Department of Agriculture & Cooperation, KCCs,		<a href="http://agricoop.nic.in/faq.htm">http://agricoop.nic.in/faq.htm</a>	50 Questions with Answers	
Information on development programs	Department of Agriculture & Cooperation	-----	<a href="http://agricoop.nic.in/">http://agricoop.nic.in/</a>	As per the original documents	
FLD Data	DRR, CRR1, DRD.			Zonal coordinating units as per the actuals	
POS				DRR	
Extension methodologies			NAARM		

Aaqua			<a href="http://aaqua.persistent.co.in/aaqua/forum/expertrating">http://aaqua.persistent.co.in/aaqua/forum/expertrating</a>	Minimum 6 from each state	Contact details along with digital photo
Find your nearest Scientist / Station				All the rice scientists And stations	Contact details along with digital photo
Find your nearest Input Dealer				All the regd. dealers from ATMA	Contact details
Extension agencies				Public / private extension services	Contact details
Information related to Seed				Public and private seed agencies	Contact details
Contingency plans				As per the records of ICAR,SAUs	
Success stories of extension workers and farmers				As per the records of public and private	
Training institutes/schedules				Framework And the state specific training details, DRD	
ITKs				DRR will aggregate all the ITKs provided by the partners	
Resource conservation technologies and other innovative practices				DRR will aggregate all the content provided by the partners	
Organic rice production and use					
<b>FIS</b>					
Better GUIs					
Information on development programs	Department of Agriculture & Cooperation		<a href="http://agricoop.nic.in/">http://agricoop.nic.in/</a>		
Success stories of extension workers and farmers				As per the records of public and private	
<b>SIS</b>					

Different markets for rice and rice products	State Agril. Marketing Boards/Mandi	-----	<a href="http://agricoop.nic.in/">http://agricoop.nic.in/</a> <a href="http://agmarknet.nic.in">http://agmarknet.nic.in</a> State Agricultural Marketing Boards <a href="http://www.msamb.com/">http://www.msamb.com/</a> (Maharashtra) <a href="http://www.rajamb.com/">http://www.rajamb.com/</a> (Rajasthan) <a href="http://www.ksamb.gov.in/">http://www.ksamb.gov.in/</a> (Karnataka) <a href="http://megamb.gov.in/">http://megamb.gov.in/</a> (Meghalaya) <a href="http://jsamb.nic.in/IMPORTANT%20LINKS.htm">http://jsamb.nic.in/IMPORTANT%20LINKS.htm</a> (Links of State Agriculture marketing boards)	State Agricultural Marketing Boards Rice Mills addresses, traders , any other links appropriate to the state	
Identification of right markets for rice exporters	State Agril. Marketing Boards/Mandi	-----		Trade related info. To be provided by consultant	
Price Information	State Agril. Marketing Boards/Mandi, Local Markets.	-----		Links to various sources of price information	
Storage facilities (State,	State Warehouse	-----	<a href="http://agm">http://agm</a>	Centralized efforts	

district, block, village)	Corporation, FCI, Dept. of Food & Public Distribution.		<a href="http://arknet.nic.in/">arknet.nic.in/</a> <a href="http://www.apswhc.com/network.htm">http://www.apswhc.com/network.htm</a>	by CRRI. Any other state specific info.	
Export/Import Information	Andhra Pradesh State Co- operative Marketing Federation Ltd.  Agricultural and Processed Food Products Export Development Authority (APEDA)	-----	<a href="http://www.agriculture-industry-india.com/export-import-directory/index.html">http://www.agriculture-industry-india.com/export-import-directory/index.html</a>  <a href="http://www.apmarkfed.org/export.html">http://www.apmarkfed.org/export.html</a>  <a href="http://apeda.com/apedawebsite/six_head_product/cereal.htm">http://apeda.com/apedawebsite/six_head_product/cereal.htm</a>	Trade related info. To be provided by consultant, Centralized efforts by CRRI. Any other state specific info	
Export procedures					
Major Export Destinations Export Specifications for different rice products	Agricultural and Processed Food Products Export Development Authority (APEDA). Basmati Export Development Foundation (BEDF)		Basmati Export Developme nt Foundation (BEDF)	Trade related info. To be provided by consultant, Centralized efforts by CRRI. Any other state specific info	
Directory				Same as of EIS	
Buy and Sell Information	State Agricultural Marketing Boards	State Agricultural Marketing Boards	<a href="http://agriculture.mad-e-from-india.com/">http://agriculture.mad-e-from-india.com/</a>  State Agricultural Marketing Boards	Only platform	

<b>GnIS</b>					
History & Evolution	SAUs			Centralized to be carried out by CRR	
Crop Profile	SAUs			Centralized to be carried out by CRR	
Rice recipes	SAUs-Home Science College			State specific recipes and value added products (open)	
value added products	Agricultural and Processed Food Products Export Development Authority (APEDA).		<a href="http://apeda.com/apedawebsite/">http://apeda.com/apedawebsite/</a>	A platform for adding further info.	
Rice eco systems and regions	SAUs, ICAR			State wise as per the existing records/documents	
Fact sheets—Nutritional value				Inline with IRRI's all the partners to provide	
Directories			<a href="http://www.indiacatalog.com/web_directory/agriculture/agriculture.html">http://www.indiacatalog.com/web_directory/agriculture/agriculture.html</a>	From other info. Systems	
Rice statistics (along with GIS map interfaces)	<a href="#">Department of Agriculture and Cooperation</a>	<a href="#">Department of Agriculture and Cooperation</a>	<a href="http://agricoop.nic.in">http://agricoop.nic.in</a>	DRD, patna will provide, DRR will take care	
Specialty rices – medicinal rice, nivara rice etc..				As per the existing info.	

Digital Photo Library				As much as possible ( a minimum of 3000 photos)	
Rice in rituals and customs	SAUs-Home Science College			As per the availability	Max. possible photos
Linkages to VORTALS				As and when you come across	
Rice News Feeders	News from Local News papers			As and when you come across (DRR)	
Rice Almanac – Digitized				DRR	
Rice Wikipedia				At least 3 scientists from each state	
Rice for children				DRR	
Rice proverbs				DRR will compile from partners	
Slide bank				Whatever available	
SREP				Very state-specific content has to be culled out	

### Appendix-3

**Workshop on Content Development Strategies  
5-6 February 2010  
Seminar Hall I , DRR  
Programme**

**Day one**

Time		
9.30	Registration	
10.00	Welcome address	Dr. BC. Viraktamath
10.10	Overview of Content Development workshop	Dr. Shaik N.Meera
10.20	Address by Geust of Honour	Dr. MS Rao, CEO CSISA

10.30	About the Chief Guest	Dr. Mangal Sain
10.35	Chief Guest's Address Strategies for content development adopted by CDAC	Dr. Sarat Chandra Babu Director, CDAC
11.00	High Tea	
11.10	Group Photo	
11.15	Content Development Perspectives	CO PIs
	DRR	Dr. Chitra Sanker & Dr. B. Sailaja Senior Scientists, DRR
	CRRRI	Dr. G.A.K. Kumar Senior Scientist, CRRRI
	IARI	Dr. P.S. Pandey Principal Scientist, IARI
	ICAR NEH	Dr. AK Mohanty, Senior Scientist, ICARNEH
	BAU	Dr. BN Singh, Director (Research), BAU
	ZARS	Dr. MP Rajanna, Principal Scientist, ZARS
	RARS	Dr. RL Kunkerkar Principal Scientist, RARS
	CDAC Content in Local languages: Overview	Dr. C Kathiresan Senior Scientist, CDAC
12.15	Concepts of Online Communication, ODL and Portal Writing.	Dr. V. Balaji, Head, KMS- ICRISAT
13.00	Lunch	
13.45	Strategies for Developing need based content	Dr. BS Sontakki Principal Scientist, NAARM
14.30	Grassroot level case study: Content Development, Journalistic Perspective	Dr. Sreenath Dixit Principal Scientist, CRIDA
15.30	Enabling content contribution : Liaisons with stakeholders	Dr. V. Veerabhadriah Former Director (Extn)
16.00	Seed related issues and agencies: RKMP perspective	Dr. Yogeswara Rao Executive Director, Vikkys
16.30	Tea	
16.40	Content development from IRRI/CSISA	Dr. MS Rao CEO, CSISA
17.10	Content Analysis, layout and treatments: Extension Perspective	Dr. Dipak De Professor, BHU
17.30	Targeting the rice content to stakeholders: Observations	Dr. P. N. Mathur Former DDG (Extn)
18.00	Content Contribution: Issues of incentives	Discussions Moderator Dr. P Muthuraman Senior Scientist, DRR
18.20	Tea	
18.40	Departure for Cyberabad	
19.30	Dinner	
21.00	Close of Day 1	

## Day 2

9.30	Rice Trade and Market Information	Dr. Tamanna Chaturvedi Consultant, IIFT and RKMP
10.15	Datasets available with DRD	Dr. M.C. Diwakar Director, DRD
11.00	RKMP Information Systems: Private sector perspective PPP in content development	Dr. Ish Kumar, Global Coordinator, Syngenta
11.30	Tea	
11.45	Soil Information Systems: Content Perspective	Dr. Brajendra Senior Scientist, DRR Discussions
12.15	Content Development under approach/status papers	Dr. Senguttuvel Scientist, DRR Discussions
12.20	EL Content	Ms. SSP Jyothi SRF RKMP Discussions
12.35	Digitizing the datasets under RIS	Mr. Rajesh SRF RKMP Discussions
12.40	Sources of content (digital & non digital)	Mr. Vara Prasad RA RKMP Discussions
12.45	Content Aggregation	Ms. Sayeeda RA RKMP Discussions
13.00	Lunch	
13.30	Content Development Strategy: RKMP time line and phasing schedule	Dr. Shaik N. Meera & Dr. GAK Kumar Senior Scientists, DRR-CRRI
14.00	Content Development Workshops at Regional and state level: Modalities	Discussions Moderators: Dr. Mangal Sain Dr. MP Rajanna
15.00	Defining the workplan for content development at state level	-do-
15.20	Tea	
15.30	Rice Production Scenario of the Country, Innovative contents and Road Map to RKMP	Dr. EA Siddiq Former DDG (CS)
16.30	Summing up	Dr. Shaik. N. Meera
16.40	Remarks and suggestions	Dr. BC Viraktamath
16.50	Vote of Thanks	Dr. Mangal Sain
17.00	Close of Workshop	