

# INFORMATICS- 25 Years of Excellence in Publishing on ICT in Government:

## An Exclusive Interview with Ms. Neeta Verma, Patron of the Publication

*Having been passionately involved with **Informatics** in various capacities since its very inception, Ms. Neeta Verma has seen the magazine grow over its 25 year history very closely. Here's an excerpt from an exclusive interview with her by Mohan Das Viswam.*

**Y**ou have been involved with **Informatics** from the very beginning. Please let our readers know about the origins of the idea.

**Informatics** was, like much else in NIC, the brainchild of the Late Dr. N. Seshagiri. As the organization grew in its scope of operations, a need was felt to have clear channels of communication between the organization and the various stakeholders. **Informatics** was born out of that need. It was a small quarterly pamphlet of 8 pages at its inception and has continued to grow and evolve over the years. It has since established itself as one of the most important publications in the field of e-Governance and has disseminated information about ICT developments and initiatives faithfully and accurately for twenty-five years now.

**What was the print magazine publishing experience in its early days? And how has it changed now?**

A lot! Over the last two and half decades, we have seen a paradigm shift in the way the print and publishing industry works. Publishing then was very time consuming and was generally outsourced. The tools used for layout and designing also had its limitations. But the scenario has changed much and for good, thanks to the innovations in print and publishing technology. So far, we have tried to maintain certain standards of quality and are making effort to improve it further in the forth-coming issues.

**How do you feel the magazine has evolved over the years? What difference do you see between the magazine then and now?**

We have seen a tremendous increase in our readership over



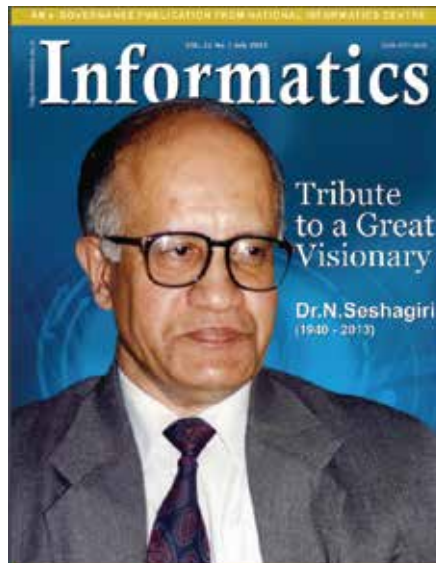
the years. The publication was initially just for our internal purposes and copies were printed in limited numbers for the NIC family and our associated Departments. Currently we print over 8000 copies, which are distributed to each and every Ministry and Department upto the District Administration level. The copies of each Issue are also sent to all the Embassies in India and Indian Embassies around the world.

**How are various sections in each of the Issues planned? Who authors and contribute to the sections?**

The articles submitted to *Informatics* are usually positioned under sections; 'From the States', 'District Informatics', 'eGovernance Products and Services', 'Technology Update', 'Lead Story', 'Spotlight' and 'Guest Column'. In addition to these, there are also regular features, which are prepared by the editorial team of *Informatics* like 'In The News', 'International eGov Updates' and 'Cyber Governance'.

With the innovative initiatives under the Digital India Programme now, India has become a rather happening place and there are events, seminars, workshops, talks and visits organized often at various venues in States across the country. The 'Spotlight' and 'Lead Story' sections cover these events of interest that are organized and makes these events come alive for the readers.

Articles and columns are contributed by scientists and technologists who are directly involved in development and implementation of the ICT projects and products. These are reviewed and edited appropriately by our regional editors. News features are received through our correspondents from across the country. Some special Issues carry write up by



Cover of a tributary Issue on Dr. N. Seshagiri, founder of NIC

*“Success of the publication could not have been possible without the contributors and authors who take time out of their busy schedules to keep the readers informed of the projects, products, services and the latest advances of ICT for eGovernance.”*

leading figures of the e-Governance arena, who share their vision for the future of India and how e-Governance and Information & Communication Technology would play an important role in fulfilling it.

**What contributions do you see *Informatics* is making in today’s Information Technology driven World?**

*Informatics* has always led the way in keeping its readers informed of the projects, products, services and the latest advances of ICT in eGovernance. The success of the publication could not have

been possible without the contributors and authors who take time out of their busy schedules to write and contribute to the publication. This is only half the equation as without the readers’ love and support *Informatics* would not be at the position it is at. As *Informatics* takes the next step forward towards fulfilling its objectives in this Information Technology driven World of today, reinvigorated by its contributors' constant and untiring support, we hope that this milestone is one of many more to come in our long and fruitful journey.

**What is your vision for the magazine as it moves into 26th year of publication?**

NIC has a pan-India presence with a network of over 700 offices countrywide and associated with offices of Central and State Governments and District administrations. We hope to turn *Informatics* into a single point of reference for information and updates on Government’s ICT programmes and activities in the country, especially the Digital India initiative. NIC’s pivotal role in implementing ICT initiatives has been widely acclaimed and I feel privileged for being associated with this esteemed organization and its publication, *Informatics*.



An early cover of *Informatics*



January 2017 Issue of *Informatics*