FROM THE PRESIDENT’S DESK

To:
All members of the Federation
Dear Friends,

Permit to say a few words at the outset about the Feedback/letters received from some of our esteemed readers (scanned in this Issue) regarding the last Issue (December 2009-March 2010) of FPBAI Newsletter appreciating our efforts in bringing out such an attractive and informative Newsletter. I convey my grateful thanks to all of them for encouraging us in our endeavours. We believe that there is always scope for effecting improvements and, therefore, would request all our members to let us have their views, suggestions, comments etc. they may have in this regard. Any news of interest about their own firm, and also a write-up on a topic relating to our industry for inclusion in our Newsletter would also be very much welcome.

The Seminar on ‘Publishing’ which we planned to hold with financial assistance from National Book Trust, India (as in the case of Seminar on ‘Export of Books’ held at Srinagar some time back) has since been organized by us at Bangalore on 8 May 2010 in collaboration with Bangalore Booksellers’ & Publishers’ Association. I am happy to state that well known, eminent professionals in the field, were speakers at the Seminar and delivered lectures on various aspects of Publishing – which were greatly appreciated by the participants.

I had informed earlier that the first meeting of reconstituted National Book Promotion Council (NBPC) had been held under the chairmanship of Shri Kapil Sibal, Hon’ble Minister of HRD on 25 September 2009 (this was attended by me in the capacity of President, FPBAI ). The decision taken at the meeting was that a 12-member Task Force should be constituted to draft a comprehensive National Book Promotion Policy which may consist of three members each from Authors, Publishing Industry, Stakeholders and the concerned Ministries. Further, the members were asked to suggest names of their representatives who could be included in the Task Force. (The Task Force is understood to have been constituted subsequently and has been required to submit its report within a stipulated period of time). The other issues on the Agenda were left to be deliberated upon and suggest solutions by the Task Force.

The first meeting of the reconstituted Copyright Enforcement Advisory Council (CEAC) was held under the Chairmanship of Smt. Vibha Puri Dass, Secretary Education, Ministry of HRD on 27 April 2010 at Vigyan Bhawan, New Delhi. After deliberations, the Council unanimously agreed to reconstitute three sub-committees as had been done in the case of the previous CEAC, who would work in the direction of the mandated programme.

I am happy to inform that the New Edition of our Directory of Members is under print and copies will be made available to our members and others concerned very shortly.

We are very much sensitive to the grievances voiced by our members from time to time and take actions as may be necessary. On receiving a complaint that the 3-day Book Fair being organized by Uttrakhand Sabhi Ke Liye Shiksha Parishad has eligibility criteria which are objectionable (these militate against participation by small publishers), we have sent a strong representation to the State Project Director, Dehradun for necessary relaxations in the conditions laid down. As follow up, I have also sought a meeting with them to explain our points personally, through a letter. In respect of another complaint brought to our notice that some of our members are being harassed by officials of the Department of Consumer Affairs, Govt. of India, for non-implementation of Weights and Measures Act and Rules thereunder, we have taken up the matter with the aforesaid Department making out a strong case that books and educational material should be excluded from the purview of the Act/Rules thereunder. (Copies of the two letters stand included in this Issue of the Newsletter).

With best wishes,
Yours sincerely,

S.C. Sethi
President
FEEDBACK

Placed below are scanned copies of letters received from some esteemed readers including Shri D.N. Malhotra, President Emeritus, The Federation of Indian Publishers; Shri Anand Bhushan, President, The Federation of Indian Publishers; Shri S.K. Ghai, Chairman, Books Publications & Printing Panel, CAPEXIL; and Shri R.K. Jain, Director, CENTAX Publications Pvt. Ltd., New Delhi, appreciating our efforts in bringing out such a well produced, presentable, and informative issue of our Newsletter (December 2009-March 2010 issue). We are indeed thankful for their kind gesture and the encouragement thus given to us. We will no doubt persevere in our efforts to bring out this publication as best as possible.

8th May 2010

D.N. Malhotra
President Emeritus

Dear Shri Sethi,

I have received a copy of the December 2009-March 2010 issue of the Newsletter of FPBAI.

I congratulate you on its wonderful production and presentation. I know whatever you do, you do it in a very nice manner.

With warm personal regards.

Yours sincerely,

(D.N. Malhotra)

Shri S.C. Sethi
President
The Federation of Publishers’ & Booksellers’
Association in India
84, Second Floor, Daryaganj,
New Delhi-110002.
28th April 2010

Anand Bhushan
President

Dear Shri Sethi,

I write this to acknowledge with thanks the receipt of your letter No. FED: 31/2010 dated 19 April 2010 forwarding 10 copies of the FPBAI Newsletter for the period December 2009 to March 2010. It has come out very well and I have gone through its contents with great interest.

I am forwarding copies of the Newsletter to some of our important members.

With best regards.

Yours sincerely,

(Anand Bhushan)

Shri S.C. Sethi
President
The Federation of Publishers’ & Booksellers’ Association in India
84, Second Floor, Daryaganj,
New Delhi-110002.

18/1C, Institutional Area, Aruna Asaf Ali Marg (Near JNU), New Delhi-110067
Phones: 26964847, 26852263, Fax: 91-11-26864054
e-mail: fip1@sify.com Website: www.fipindia.org

FPBA (Federation of Publishers and Book Sellers Association in India)
Attn: Mr. S.C. Sethi, President
84, Second Floor, Daryaganj,
Opp. Cambridge Primary School
New Delhi-110002.

Dear Sir,

I acknowledge with thanks the receipt of FPBA Newsletter for the quarter December 2009 to March 2010. I appreciate the efforts made by you in bringing out such an informative and illustrative newsletter.

Thanking you,

Yours sincerely,

(R.K. Jain)
Director

CENTAX PUBLICATIONS PRIVATE LIMITED

/10/52235/P1/NW/L49184
01 May, 2010
Shri S.C. Sethi  
President  
The Federation of Publishers’ & Booksellers’ Association in India  
84, Second Floor, Daryaganj,  
New Delhi-110002.

Dear Mr. Sethi,

Greeting!

Thank you for sending me the latest issue of FPBAI Newsletter.

I think yours is the only association which is bringing out the newsletter regularly and with a taste. I have gone through it from cover to cover and I enjoyed reading the same. It has a thorough coverage of your association activities.

Congratulations and keep it up.

With regards.

Yours sincerely,

(S.K. Ghai)  
Chairman, Books Publications & Printing Panel
India has a rich literary heritage going back to centuries which was created by our authors, philosophers and thinkers. It is continuously being added to and developed by our authors who write in various regional languages as well as English. It is through books more than anything else that we can work for international understanding and world peace.

The proper appreciation and understanding of our literary heritage depicts what India is and what trends in history, folklore, culture, arts, philosophy and politics have given it distinctive insights, outlook and flavour. We can present our manifold treasure house of knowledge, thought and culture through books.

A book is not simply an export commodity, but a tool that can educate and change the minds of the people in the country and abroad.

“When we export a book, we do not export only a few hundred grams of paper, board, ink and glue, but export the culture of a country.”

O P Ghai, Founder Chairman of Institute of Book Publishing

The sale of books within India is referred to as called domestic sales and when sold outside the country, it is called export sales. There are different methods of marketing books within and outside India, and I will be concentrating on the marketing books in the international market.

The export of Indian books started with books on indology, religious studies and nature cure after the partition of India. It was put under an organized format under Capexil’s Book Division in 1980-1981 with a modest turnover of Rupees 8 crores, which has grown to more than Rupees 1,100 crores in 2008-2009, and has the potential to grow a 100 times in the years to come.

Indian Books in the World Market

Friends, I would like to start by sharing with you an old parable regarding the scope for marketing anything in this world.

A shoe company in Europe sent two sales persons to a desert in the Middle East and asked them to conduct a survey for marketing their shoes in that region. The two went in different directions. The first salesman wrote back saying that there was no market for shoes as nobody wore shoes. The other salesman wrote back saying that there was immense market and potential for shoes, as nobody wore shoes and hence, there was a greater scope for introducing shoes in the virgin market.

So friends, it is all about our perception and it is all in our mind. We can see the international market for Indian books with both perspectives and I would like to go with the second salesman’s approach and perspective: that of seeing enough scope for Indian books in the international market.

The communication system, especially the e-mail and Internet, has improved the export business, making the world borderless. The active participation of the WTO in globalizing the market has also helped in the increase of export business. I remember the days when we used to travel and wanted to call back home. It was a Herculean and time-consuming task, which is now in our hands.
In the 60’s and 70’s, we used to publish for the home market and whatever we used to export was a bonus, but now, with improvement in the quality of editing and production, we have started publishing for the world market, and whatever we sell in the domestic market is a bonus. So now, the tables have turned with us achieving international standards. The entire perception/vision has changed.

**Developed World**

**USA and Canada**

Apart from exporting the books mentioned above, there is a great demand of books in various Indian languages by the Indian community settled in the USA and Canada, numbering more than 25 lakhs.

**Europe – East, West and UK**

The UK also has an Indian community which has migrated from North India and Punjab. So the books required by the communities in the US and Canada are the same as in the UK. There is a population of 12 lakh Indians in the UK.

**East and West Europe**

Their local languages – Spanish, Portuguese, Russian – are very strong and many books are being published in these languages annually. So our books have a lot of scope of getting translated in their languages, which opens up a new market for Indian Publishers – selling the translation rights. It is basically a market for journals and academic books.

**Japan**

The Japanese language is prevalent and strong. So again there is an opportunity for Indian publishers to sell their translation rights apart from marketing their academic research publications in the English language.

**Australia and New Zealand**

Here again, our academic books, research publications, books on mind body and soul, indology have great demand in the English language as their first language is English.

**South-East Asia**

Singapore, Malaysia and the Philippines are predominantly English speaking countries and so our university-level textbooks, general paperbacks and children's books are in great demand. Of course, in Malaysia, Thailand and Indonesia their local languages are very strong, so we have a great opportunity to market language rights for our publications apart from marketing our general and children’s books.

**SAARC Region**

The agreement at the SAARC summit in Dhaka on 11th April, 1993 to set up South Asian Preferential Trade Association (SAPTA) talked about pulling out trade barriers from among these South Asian countries. It should act as a booster for the inflow of literature in this region.

The countries in this region – India, Pakistan, Bangladesh, Nepal, Bhutan, Sri Lanka and the Maldives – were at one time together called Hindustan. So, being neighbouring countries they have the same standards. So our children’s books and educational textbooks at the university level are in great demand.

SAARC Book Development Council was formed in 2001 and started organising SAARC book fairs in each country by rotation. The first SAARC book fair was held in Bangladesh in 2002, followed by India in 2003, Pakistan in 2004 and Sri Lanka in 2005. It was a successful experiment, but due to tensions between the countries and their own problems, it could not continue.
Middle East
There has been a steady growth in our exports to UAE, Oman, Bahrain, Kuwait, Qatar, Iran, Israel, Syria, Turkey, Yemen and Saudi Arabia. We have a number of schools affiliated to the Indian systems of education. We have many schools in the Middle East, Africa and other developing countries that are affiliated to the Indian examination systems such as CBSE, ICSE and ISC. They use books published by Indian publishers and thus, educational books up to high and secondary have a huge market in these developing countries. I can give an example of Goyal Books Overseas, which has been able to market its educational text books in these countries. They have started an office in UAE thereby covering the region extensively. Other publishers go during the season and get their books recommended. Once a book is recommended, it sells in great numbers, as every student has to buy the same for the course.

African Continent
The major importing countries in Africa are South Africa, Mauritius, Kenya, Tanzania, Uganda, Nigeria, Ghana, Botswana and Egypt. The market is mainly a market for children’s books and university level textbooks. Our books being reasonably priced, match the purchasing power of this region.

The African countries very often get international grants from the World Bank for their education and it is a requirement to source the books from the local publishers so that indigenous publishing can develop. Their printing industry is not well developed and there is a great opportunity for Indian publishers and printers to publish their books in India and export them.

Capexil
Sponsored by the Ministry of Commerce, Government of India with its headquarters at Kolkata and with regional offices in Mumbai, Chennai and New Delhi, it has 16 different panels, but only one division which is the book division. It was established in 1981 with the headquarters at Delhi. The book division facilitates and strengthens India’s publishing and printing industry, external trade through effective and efficient networking for the inclusive growth of the country.

The mission of CAPEXIL is to act as a strong link towards:

• **Promotion** of the Publishing and Printing industry as a strong contributor in the world market.
• **Development** of the Publishing and Printing industry to set standards and best practices.
• **Advocating** measures for the betterment of the Publishing and Printing industry.
• **Strengthening the capacity** of the Publishing and Printing industry to effectively respond to global trade environment.

It gives market development assistance and market initiative assistance funds to the members for participating in the international book fairs, organizing buyer-sellers meet and for trade delegations.

International Book Fairs
International book fairs are the most important factor in increasing the export of books. By participating, one can develop personal relationships with buyers who are the key to the development of business.

Tools of the Trade
Tools required for boosting exports:

1) **Catalogues**: Publishers bring their new catalogues every year to coincide with the Frankfurt book fair. Some bring out two catalogues every year to coincide with the London book fair as well.
The publisher’s catalogue should have an image of the book, note about the book, the author, contents and bibliography details such as ISBN number, size, type of binding, number of pages, year of publication and the price.

Many publishers also prepare an advance information sheet for every title giving the above information.

Some publishers also bring out their rights catalogue giving the above information for their selected titles which can be translated in various languages and for selling subsidiary rights.

2) Mailing List/Networking: The publisher should have a mailing list for posting this information and it should be updated regularly as the information sent to the wrong address will have no use and posting of the catalogue is an expensive proposition.

3) To have an effective presence in the country one should either establish an office or acquire a company having a similar list. In India, Navneet Publications has acquired a company in Spain for marketing their children’s books in that country and Jaypee Brothers has acquired a company in Latin America for marketing their medical books.

Goyal Brothers, Sterling Publishers and D.C. Books have started their offices in UAE for marketing their children’s books in those countries.

Constraints and Suggestions:

1) Increase in postal rate: The postal department has increased rates to export packets by 200% by air and 800% by sea since 1 September, 2008. In spite of talking to them, nothing has happened so far.

2) Increasing paper price: Paper is a major component and constitutes 50% to 60% of the cost of the book. The price of paper is a factor hindering the export growth as the price of paper in the international market is lower than in India.

3) Infrastructure at ports: This needs to be improved so that the mother vessels can come to the ports. Otherwise, there is a lot of extra expenditure and time consumed for the entire export process to take place.

4) Lack of information: There is a lack of information about each country and to collect this information individually is a time consuming and an expensive method. So, there is a need for appointing a books officer at each embassy or high commission who should be responsible for giving correct and up-to-date information about the scope, trade, and other information about the country so that the exports can be developed in a methodical way. To start with, the Government of India can appoint a books promotion officer in the ten leading countries importing books from India.

5) Loans: Loans are available at high rates of interest. If this is available at the international rates, it will make us competitive in the international market.

6) There is a need for a book journal on the lines of The Bookseller from UK or Publishers Weekly from the US to promote Indian books in India and the international market.

7) To have an organization on the lines of the British Council/US Information Service/Max Muller Bhavan to promote visiting authors, publishers, booksellers and exporters.

8) Export of books should be a subject in book publishing courses at the university level. At the moment, there is only one certificate programme in export management at the Indian Institute of Foreign Trade.
The passing of Right to Information Bill 2004 by Lok Sabha on 11th May, 2005 and in Rajya Sabha on 12th May 2005 opened a new vista in the annals of public justice and its efficacy has been proved beyond doubt within a short span of 5 years. The Act brought tremendous relief to numerous people and has made it possible for the common man to lay his hands on the information which earlier were dubbed as confidential and beyond the reach of the common men and women.

The provisions of the Act seek to provide ‘right of information to citizens to secure access to information under the control of public authorities in order to ensure transparency and accountability in the working of every public authority.’ The Constitution of India lays down rules for transparency of acts on the part of a public entity or authority including the judicious use of powers vested in them, accountability for optimum uses of resources, maintaining fiscal discipline and preservation of confidentiality and fidelity of the sensitive informations.

The Government of India has set up a Central Information Commission headed by Chief Information Commissioner who will be executing the works related to the Commission. At State level also, State Chief Information Commissioner and State Information Commissioner will be attending to the works related with it.

Undoubtedly with a short span of 5 years, RTI Act has unfolded so many unknown facts to the public as also has worked as a watchdog on the activities of the public concerns and authorities. There have been numerous debates as to how the Act can be made pro-people and how the provisions of the Act will deliver the goods. A brainstorming session with the members of Civil Society Organisation on 31st March, 2010 convened at Civil Service Officers’ Institute, K.G. Marg, New Delhi deliberated at length and provided their inputs based on their experiences and encounters with the public. The participants opined that availability of information and compliance of Sec.4(I) (b) of the Act be done effectively and efficiently. Mr Arvind Kejriwal of ‘Parivartan’ raised a pertinent point where he pointed out the victimization of RTI applicant and setting up a RTI Helpline. Some other suggestions like create simple formats, focus on basic needs, RTI friendly record management system, etc. were highlighted.

RTI Act is a very important tool in the hands of the public and furnishing the information honestly, timely and elaborately will go a long way to serve the common interest of the common man in the democratic set up of India.
EXECUTIVE COMMITTEE MEETINGS ORGANISED AFTER PUBLICATION OF THE LAST ISSUE OF FPBA NEWSLETTER

Since the last issue of our Newsletter (December 2009 – March 2010) was brought out, two Executive Committee meetings of the Federation have been held – one on 8 April 2010 at New Delhi and the other on 8 May 2010 at Bangalore.

In the meeting held on 8 April 2010 at New Delhi, main items discussed were as under:

(i) MCD matter related to Ansari Road, New Delhi
(ii) Forthcoming Seminar on Publishing at Bangalore
(iii) GOC matters

In regard to (i) above, the members were informed that the Federation had addressed a letter recently to Chief Minister, Delhi making out a case that since Ansari Road had been duly recognized as Special Area, no conversion charges are required to be charged from the establishments operating in the Special Area. Further, that this letter had been forwarded by Chief Minister’s office to Commissioner, MCD for consideration /appropriate action.

As to (ii) above, details, mentioned to the members, relating to Seminar on ‘Publishing’ are covered separately in this Issue of the Newsletter.

In respect of (iii) above, it was noted that GOC problem being very serious, a separate meeting to discuss it may have to be called. However, it was re-confirmed that the conversion rates presently being announced by the GOC are based on the established formula.

The next meeting of the Executive Committee was held on 8 May 2010 at Bangalore to coincide with the Seminar on ‘Publishing’ organized by the Federation at Bangalore on the same date. The main item on the agenda was ‘to discuss the problems faced by the local Association (Bangalore Booksellers’ & Publishers’ Association) and invite suggestions for their more effective working with the Federation’.

The following problems brought up for discussion by some of the members present at the meeting and the ways and means to overcome the same as advised/suggested by the Chairman (Shri S.C. Sethi), as reported in the minutes of the meeting, are reproduced below:

(a) Tax imposed by Karnataka Government on work books. The problem raised by local members was about the tax imposed by the Karnataka Government on work books. They informed that they had approached the Karnataka Government but they did not receive any relief in this regard. Chairman (Mr. S.C. Sethi) informed the members that similar problem was faced by the members in UP when some time back UP Government had imposed tax on work books. The local Association of UP, with the help of the Federation, had made a fool proof case and represented to the Government and subsequently tax on work books was withdrawn by the State Government. It was suggested that the local Association should also take action on similar lines as under:

i) The local association should collect the approximate figure of total sale of work books in Karnataka State (should seek help of Macmillan Bangalore). Once you are able to collect this figure, you can impress upon the Government that revenue generated by the sale of work books will be less than the amount being spent by the Government for collecting the revenue. Another important aspect is that imposition of tax on work book, which is primarily part of basic education, will affect the parents very severely. No where in India the tax is imposed on education.
ii) The local association should involve Parent Associations of schools and should raise voice jointly in whole of the Karnataka State. The most important tool, in this regard, is media which should also be involved so that their voice can be raised in a concerted manner through all the channels.

iii) Chairman suggested that they should form a strong PR Committee which should meet the librarians and the teachers of schools and colleges, at least once a month, and seek their help in making their case stronger.

Chairman assured the members that once they are able to follow the above guidelines, the State Government will, no doubt, waive the tax on the work books. Chairman also assured the local association that whatever help they need from the Federation, we are always with them.

b) Piracy. It was suggested that awareness has to be created by the local Association by printing posters on piracy (sample of the poster was given to the local Association). It was suggested that these posters should be displayed in schools and colleges and other institutions. It was also suggested that the association should also organize seminars on Piracy to create awareness amongst the concerned circles. Chairman informed the members that we are in the process of printing new Copyright Act and would send copies of the same to the local association for wide circulation.

c) Harassment by officials of Weights & Measurement Department. The Chairman suggested that local association should meet the higher authorities and convince them that books are shrink-wrapped to ensure that the books remain free from heat and dust and the customers get the books in mint condition. He added that he felt confident that by making a proper representation to the authorities, by the local association, this problem would be resolved.

d) The GOC issue. Chairman clarified that the system which the Federation has been following for fixing the GOC rates is not new as the same system was being followed when the Government representative was part of the body for the purpose. At present rates are being fixed keeping in mind that the interest of book industry is taken care of. This convinced the members.”
National Book Trust, India had sanctioned financial assistance for holding two seminars—one on ‘Export of Books’ at Srinagar and the other on ‘Publishing’ at Chennai. The Seminar at Srinagar was held on 27th June 2009. As to holding the Seminar on ‘Publishing’ at Chennai, on reconsideration, it was felt that it would be more appropriate to hold this seminar at Bangalore—for which the Bangalore Booksellers & Publishers Association had offered us full support and cooperation. This change in the venue was duly brought to the notice of NBT.

Accordingly, the Seminar on ‘Publishing’ was held on 8 May 2010 at Ashraya International Hotel, 149, Infantry Road, Bangalore-560001. Local logistic support was extended by Bangalore Booksellers & Publishers Association. It was attended by around 60 persons. The Seminar was inaugurated by Shri S.C. Sethi, President, FPBAI. The other speakers and the topics on which they addressed the seminar are as under:

- Dr. Malini Sood, Delhi-based freelance editor, writer and researcher  
  Topic: Editing
- Mr. Harish Kumar Mishra, General Manager(Operations), S.Chand & Company Ltd, New Delhi  
  Topic: Pre-Press & Production
- Mr. Vikas Gupta, Managing Director, Wiley India Pvt. Ltd., New Delhi  
  Topic: e-Publishing
- Mr. S.K. Ghai, Chairman & Managing Director, Sterling Publishers Pvt. Ltd., New Delhi and Chairman, Books, Publications & Printing Panel, CAPEXIL.  
  Topic: Promotion & Marketing.

In his inaugural address, Mr. S.C. Sethi extended a warm welcome to all the participants who had come to attend the Seminar. Informing them about the programme for the Seminar, he said that they could look forward to very informative and stimulating lectures from some of the most distinguished professionals in the field of publishing. The topics covered in the Seminar embrace the main segments of publishing, namely, Editorial, Production, and Sales and Marketing, and also takes into account technological developments which have taken place in the shape of e-Publishing and are changing the scenario significantly. Speaking generally about the Publishing Industry in India, he said that with the advent of modern publishing techniques the book publishing industry in India has made great advances, and is witnessing a phenomenal growth. With a view to promote and upgrade publishing and book distribution, the Federation organizes training courses, workshops, seminars etc. on topics pertaining to the Industry, from time to time. The organization of this seminar on ‘Publishing’ is in line with the objectives of the Federation and is intended to help the participants to gain an insight into the publishing profession and also make those interested, to consider taking up book publishing as a serious and rewarding career.

The talk given by Dr. Malini Sood on editing covered the following topics: copy editing; developmental editing; the difference between developmental and copy editing; the task of a commissioning editor; the tasks and steps involved in the different kinds of editing; maintaining and following an editor’s checklist of tasks; the definition of a style sheet and the importance of maintaining, updating, and following it; the importance of the house style and the house
reference dictionary; the difference between a descriptive and a prescriptive dictionary; the importance of maintaining clarity, consistency, and coherence in editing and of respecting the author’s voice; how to correspond with the author and resolve queries, the importance of the editor–author–publisher relationship, the editor’s role in the publishing house and in liaising with other departments (sales and marketing, publicity, etc.).

In his presentation, Mr. Harish Kumar Mishra emphasized that quality of book is controlled from Pre-press and today with more software & workflow options, it is ever more true. He also observed that this is the best time for production and the Mantra is embrace technology and save cost. As to production, he briefly touched upon certain points which are very critical and need to be taken care of for quality production. He stated that production may be divided into printing and binding. He went on to list the various steps which need to be taken to ensure good printing. He stressed on quality control with regard to Paper, saying that quality of the press starts with the paper. Also he spoke on the importance of improving and controlling the quality of Power by taking necessary steps. He also pointed out that in publishing industry; the production control starting from paper to binding requires very good control of quantity printed. Summing up, Mr. Mishra said that a ‘Publisher’s Printers need not talk; the book produced in the morning in time will do all the talking.’

While speaking on e-Publishing, Mr. Vikas Gupta, said that the conventional book, is a paper/hard-back package with text and illustration etc. and that as against this, contents in an e-book is made available to the reader in an electronic format. An e-book can be in CD/DVD form (can be used through a PC/laptop); posted on the web (can be downloaded on a laptop/mobile device/PC); in stand-alone e-book readers like iPad created by Apple and Kindle manufactured by Amazon.com. In the course of his lecture Mr. Gupta brought out the advantages and disadvantages of e-publishing. Among the advantages are: information quicker to obtain at the click of the key; occupies less space; can be fast updated and upgraded; can be helpful for extra related information - reference inside the e-book can be hot-linked to another topic or information for future use. The disadvantages include: requires expensive equipment to access; reading from the computer screen is a strain on the eyes; content development is expensive proposition beside ensuring the revenue remains a grey area; the system, at least in India, for charging the user for specific services or products has not been streamlined; marketing and promotion through electronic channels is an expensive proposition; difficulty to ensure security of IPR on the net, etc.

Making a general observation, Mr. Gupta said that as things stand today, it appears that e-publishing is not going to replace the traditional book publishing, not in near future at least, it will surely be complementary to conventional publishing just as aviation has been to road transport and railway network.

Mr. S.K. Ghai who spoke on the topic ‘Marketing & Distribution of Books in India’ covered it under the following heads: Indian Book Industry – Present Scenario; Mechanism of Promotion; Publishers Tools for Promotion; Publishers Marketing Efforts; Mechanism of Distribution; and Export of Indian Books etc.

Briefly: The main features of present scenario of Indian Book Industry are: It is US $ 2 billion industry growing @ 10% every year; 90,000 new titles are published every year by 16,000 publishers in 24 languages; our industry is 7th in terms of the number of the books published in the world and is 3rd in terms of English language publications in the world.

In respect of ‘Mechanism of Promotion’ Mr. Ghai mentioned the steps to be taken from starting with signing of an agreement to organizing the book release function. Similarly, under ‘Publishers Tools for Promotion’ he dwelt on various tools (forthcoming titles catalogue, subject wise catalogue, cut jacket etc.) which help promotion. In respect of ‘Publishers Marketing Efforts’ he explained each of the following actions to be taken:
• Hardcore marketing/selling: taking the book to the market
• Participation in National Book Fairs
• Participation in National Annual Conferences
• Organising book fairs in schools
• Attending and organizing book exhibitions at PTA meetings

In regard to ‘Mechanism of Distribution’ he elaborated on the following aspects:

a. National and regional wholesellers
b. Chain stores
c. Shopping Malls
d. Independent Book Stores
e. Display Arrangements

As to ‘Export of Indian Books’ Mr. Ghai informed that our exports in 2008-09 amounted to around Rs.1039 crores around the world.

In conclusion, Mr. S.K. Ghai touched on the various technological developments like e-books and e-book readers (Kindle/Sony/iPad/Nook); online books, etc. which are changing face of the Book in the 21st century.

There was Question and Answer session in the course of addresses given by the speakers. Mr. Sethi thanked the speakers and the participants for making the seminar a great success.

The seminar was followed by dinner sponsored by S. Chand & Company Ltd, New Delhi.

▲ Mr. S.C. Sethi, President, FPBAI (far right) looking into papers at the start of the Seminar. Looking on next to him are Mr. Balram Sadhwani, President, BBPA and Mr. J.L. Kumar, Hony. Secretary, FPBAI
Mr. S.C. Sethi, President, FPBAI, welcoming the participants at the Seminar.

Dr. Malini Sood, eminent freelance editor, writer and researcher, addressing the participants at the Seminar.
Mr. Harish Kumar Mishra, GM (Operations), S Chand & Company Ltd., New Delhi, delivering his lecture at the Seminar.

Mr. Vikas Gupta, MD, Wiley India Ltd, New Delhi, making his presentation at the Seminar.
Mr. S.K. Ghai, CMD, Sterling Publishers Pvt. Ltd. New Delhi, and Chairman Books, Publications and Printing Panel, CAPEXIL, making his power presentation at the Seminar.

Mr. Nitin Shah, Managing Director, Sapna Book House, at the podium in the seminar.
A group photo (L – R) Mr. Harish Kumar Mishra, GM (Operations) S. Chand & Company Ltd., New Delhi; Dr. Malini Sood; eminent freelance editor, writer and researcher, Mr. Vikas Gupta, MD, Wiley India Pvt. Ltd, New Delhi; Mr. Ullasa Kumar J, Treasurer, BBPA; Mr. S.K. Ghai, CMD, Sterling Publishers Pvt. Ltd, New Delhi and Chairman, Books’ Panel of Capexil; Mr. Balram Sadhwani, President, BBPA; Mr. S.C. Sethi, President FPBAI; Mr. J.L. Kumar, Hony.Secretary FPBAI.

A view of the audience at the Seminar.
A view of the audience at the Seminar.

Another view of the audience at the Seminar

FED:18/2010 24 June 2010

Shri Rajiv Agarwal
Secretary
Department of Consumer Affairs
49, Krishi Bhawan, Gate No.6
Ministry of Consumer Affairs
Krishi Bhawan
New Delhi-110001 (by fax/e-mail/courier)

Sub: Exclusion of books and other educational materials from the purview of The Standards of Weights and Measures (Enforcement) Act, 1985 and The Standards of Weight and Measures (Package & Commodities) Rules 1977

Sir,

The Federation of Publishers’ & Booksellers’ Associations in India is the apex body of the Indian Book Industry. It is the oldest and the largest representative body of Publishers, Wholesalers, Booksellers, Publishers’ representatives etc. in the country and has been at the forefront of promoting books in India and abroad. It has a membership of around 4000 establishments spread across the country, and as many as 17 regional associations of publishers and booksellers in different states are also affiliated to it.

We have been receiving communications from several members informing that they are being harassed by officials of the Department of Weights and Measures (challaned/raided/fined) for non-implementation of Weights and Measures Act and Rules thereunder and need our urgent help for overcoming the problem faced by them.

In this connection, we have to submit as under for your kind consideration:

The interpretation of ‘Pre-packed Commodities’ under the relevant rule of the Packaged Commodity Rules, as given by the above officials (and for which our members are being hauled up) is, that books in packaged form sold to ultimate consumer are covered under the provisions of the aforesaid Rules.

The word ‘commodity’ is defined as under in Chambers Dictionary:

‘something that is bought and sold esp. a manufactured product or raw material………’

Apparently, the framers of the above Rules did not have ‘book’ as a manufactured item in their mind. To elucidate: a publisher ‘produces’ a book; he does not ‘manufacture’ it, as is done in the case of, say, furniture items. It would, therefore, stand to reason that the Rules would not embrace ‘book’ under ‘Pre-packed Commodities’. Books are vehicles of learning not ‘commodities’. Since our Independence, because of their paramount importance, books have been exempted throughout India from Sales Tax, VAT or any other levies.

Millions of books are imported every year by thousands of importers under our liberalized
import policy. Books imported from abroad have a printed price on their cover – which could be in US$, UK Pound, Yen, Euro etc. As exchange rates of foreign currencies fluctuate, the retail price of a book would correspondingly vary from time to time. Further, books cannot be marked with Indian price as the Good Office Committee (presently under the aegis of our Federation) which was set up way back to bring about a uniformity and standardization in the terms of supply of Indian and foreign books and journals to the libraries on an all India basis, fixes exchange rates for major currencies on a monthly basis. These exchange rates include a ‘mark-up’ on account of the gradual increase in landed costs of imported books (air-freight charges, wharf rents, customs, bank charges etc.). Having regard to the aforesaid, the prices have to remain in foreign currencies, and it is only at the time of sale that the retailer verifies from the prevailing GOC exchange rates and charges accordingly.

Books, especially expensive ones are packed to protect them from being soiled. This is done at various stages – importers, wholesalers, distributors or retailers. Also book being a unique product cannot have an ‘Expiry Date’ and ‘Use By Date’.

To quote, Unesco’s Charter of the Book ‘Books remain essential tools for preserving and diffusing the world’s storehouse of knowledge’. They are essential for growth and development of human personality and as made out above, should not be construed to be covered under ‘Pre-packed Commodities’.

In view of the above, we would beseech you to exclude ‘books’ from the purview of The Standards and Weights and Measures (Enforcement) Act 1985 and the Standards of Weight and Measures (Packaged Commodities) Rules, 1977, and be good enough to clarify the position accordingly to the officials concerned in the Department so that our members are not put to unmerited/avoidable harassment.

Thanking you, and looking forward to favourable consideration of our request at an early date.

Yours faithfully,

S.C. Sethi
President

CC: Shri Sharad Pawar
    Hon’ble Minister of Agriculture
    Ministry of Agriculture
    Krishi Bhawan,
    New Delhi – 110001

Shri D.D. Jani
    President, Bombay Booksellers’ & Publishers’ Association
    Navjivan Commercial Premises Co-op Society
    Commercial Building No.3, 6th Floor, Room No.25,
    Dr. Bhadkamkar Marg,
    Mumbai-400008
Ms. Radhika Jha, IAS  
State Project Director  
Uttarakhand Sabhi Ke Liye Shiksha Parishad  
State Project Office Shiksha Sankul  
Mayur Vihar, Sahastradhara Road  
Dehradun (by e-mail/courier)  

Madam,

The Federation of Publishers’ & Booksellers’ Associations in India is the apex body of the Indian Book Industry. It is the oldest and the largest representative body of Publishers, Booksellers, Wholesalers and Publishers’ representatives etc. in the country and has been at the forefront of promoting books in India and abroad. The Federation has a membership of around 5000 establishments spread all over the country, and has several regional associations of publishers and booksellers affiliated to it.

With reference to your advertisement appearing in The Times of India dated 10 June 2010 inviting proposals from interested publishing houses/firms for participation in 3 days ‘Book Fair’ being organized by you at Nainital & Dehradun, we have to offer the following comments on the eligibility criteria set out therein for your favourable consideration:

Clause 1: **Publishing houses/firms should have minimum 5 yrs experience in book publication of child interest.**

There may be some publishing houses which are very new, and have brought out very high quality books by inputting editorial value. In fairness, such firms should also be permitted to participate in the Book Fair.

Clause 2: **Interested publishing houses/firms shall produce minimum list of 100 titles - quality books which should be educative entertaining & informative and the subject matter should be age appropriate.**

Here again, there may be publishing houses who have brought out less than 100 titles - very high quality books by inputting good editorial value. It is considered that such firms should not be debarred from participation in the Book Fair.

Clause 6: **Multicolored/Large format books containing entertaining and informative subject matter of the well known and prominent writers will be given priority.**

In addition to well known and prominent writers who will be given priority, we recommend that new authors who have brought out new concepts of teaching with excellent language and illustrations should also be encouraged and allowed to participate in the Book Fair.

Clause 7: **Firm shall be duly registered under Income Tax and Sales Tax Department.**

Our member firms duly register themselves with Income Tax department. However, as there is no sales tax on books, their registration with Sales Tax department is not called for.

Clause 8: **Firm shall have minimum Rs. 1 crore annual turnover for last 03 consecutive years.**
The stipulation in this clause clearly goes against the interest of small publishers. A publishing house may be producing a few titles only in order to bring out quality rather than quantity - in which case their turnover is not likely to touch Rs.1 crore each year. The requirement laid down need re-looking to make it small publishers – friendly.

We may add that stipulations laid down tend to encourage Monopolistic and Restrictive Trade Practices, which goes against the interest of the small publishers. It is also pertinent to point out that the book trade is already fighting against the big reserves of multi-national publishers and find it very difficult to compete with them.

Please find enclosed, for your information, a copy of advertisement of Sarva Shiksha Abhiyan issued by Punjab Government wherein clauses as laid down in your eligibility criteria, are not mentioned.

In view of the above, we would earnestly request you to very kindly consider our above comments and make necessary relaxations in the eligibility criteria.

Thanking you,
Yours faithfully,

S.C. Sethi
President

CC: Shri Ramesh Pokhriyal Nishank
Hon’ble Chief Minister of Uttrakhand
Sachivalaya, 04 Subhash Road
Dehradun, UTTRAKHAND
(by fax No. 0135-2531195/courier)

Manish Panwar
Secretary Education, Govt. of Uttrakhand
Sachivalaya, 04 Subhash Road, Dehradun
UTTRAKHAND
(by fax No. 0135-2711881/courier)

Shri Kapil Sibal
Hon’ble Minister of HRD
Ministry of HRD, Govt. of India
Shastri Bhawan
New Delhi-110001 (by courier)

NEW EDITION OF FPBAI DIRECTORY OF MEMBERS

We are happy to inform that new edition of our Directory of Members (2010-2011) is in final stage of printing and we will be able to distribute copies to our members and all others concerned very shortly.
FIRST MEETING OF THE NEWLY CONSTITUTED NATIONAL BOOK PROMOTION COUNCIL (NBPC) HELD ON 25TH SEPTEMBER 2009

As already informed in the previous issue of this Newsletter, the Ministry of HRD, under the Chairmanship of Shri Kapil Sibal, organised the first meeting of the newly constituted National Book Promotion Council (NBPC) on 25th September 2009. The meeting was attended by Shri S.C. Sethi, President FPBAI who is a Member on the Council representing the Federation.

The main items in the Agenda included the following:

(i) Formulation of National Book Policy
(ii) Possible solutions to problems being faced by Indian Publishing Industry like hike in the paper cost and its non-availability, various taxes such as sales tax etc., lack of credit facilities for book publishing, the problem of book distribution, marketing, warehousing etc. and misuse of export promotion zone.
(iii) Determination of scope and criteria for Government intervention in respect of production of books and pricing policy.

After deliberations in respect of the item at (i) above Hon’ble Minister of HRD suggested that a twelve member Task Force should be constituted to draft a comprehensive National Book Promotion Policy which may consist of three members each from the Authors, Publishing Industry, stakeholders and the concerned Ministries. The members may elect a Chairman among themselves. This was unanimously agreed by all the members who were asked to suggest names of their representatives who could be included in the Task Force. The Task Force is stated to have been constituted subsequently and has been required to submit its report within a stipulated period of time. Any development would be reported to our members.

As to items (ii) and (iii) above it was agreed that the Task Force which will be constituted for preparing the draft on the National Book Promotion Policy will deliberate and suggest solutions to these issues.

FIRST MEETING OF THE RECONSTITUTED COPYRIGHT ENFORCEMENT ADVISORY COUNCIL (CEAC)

The first meeting of the reconstituted Copyright Enforcement Advisory Council (CEAC) was held under the Chairpersonship of Smt. Vibha Puri Das, Secretary Education, Department of Higher Education, Ministry of Human Resource Development, on 27th April 2010 at Vigyan Bhawan, New Delhi. The meeting was attended by Jt. Secretary, Higher Education & Registrar of Copyright, representatives of various Ministries and States; IG, DGP, Headquarter, Lucknow; Addl. CP/EOW Delhi Police; representatives of Publishers/Authors’ Associations, etc. President, Federation of Publishers’ & Booksellers Associations in India, who is a member of the CEAC, was represented by Dr. Manish Arora, Chairman, Legal Committee-FPBAI, at the meeting.

In the course of her address, Smt. Vibha Puri Das informed the members that the Government is proposing amendments to the Copyright Act to not only strengthen the rights of authors but also to strengthen the enforcement of copyrights. She also said that the purpose behind the
constitution of the Council had been to take a high level view on the enforcement of copyright law in the country and also to suggest to the Government measures for improving its enforcement, and the issues that emerge from the deliberations in the Council could have wide-ranging ramifications on the enforcement strategy for this Law.

There were three power point presentations, one by the Registrar of Copyright regarding copyright in general, another by Music Industry and one by Commissioner of Police, Karnataka regarding enforcement. After the presentations, some of the members present expressed their views on the various issues relating to copyright enforcement. In conclusion, the members unanimously agreed that the following three sub-committees which were constituted during the previous CEAC should continue to work in the direction of the mandated programme and the Ministry should issue a letter reconstituting them including the composition of these committees:

(i) Sub-committee on awareness building
(ii) Sub-committee on the issues relating to enforcement and shared experiences of the police officers
(iii) Sub-committee on the monitoring the results which finally flow back to the right holders.

These committees will meet after every two months.

The book is also a unique source of recreation and mental therapy. No single invention in the last five centuries can match the impact of the printing press on the course of human development. Printing gave wings to the word and books preserved and transmitted values and wisdom of a community beyond time and space.

? ? ?

We learn by planting things in the mind which later bear fruit in understanding.

? ? ?

A house without books is like a room without windows.

? ? ?

Knowledge always desires increase; it is like fire, which must first be kindled by some external agent, but which will afterwards propagate itself.
LIONS CLUB OF BANGALORE NORTH honoured 5 members (including 3 office bearers) of Bangalore Booksellers and Publishers Association (BBPA), photos below, in recognition of their full support to their service activity in Bangalore Book Festival 2009:

▲ Mr. Balram Sahdwani, President, BBPA, with the award presented to him.

▲ Mr. Nitin S Shah, Vice-President, BBPA receiving the award.
Mr. Devaru Bhat, Secretary, BBPA receiving the award.

Dr. P.T. Rajasekharan (Panther Publications, Bangalore) with the award presented to him.

Mr. Sanjay Adiga of IBH Prakashan receiving the award.
Indian Publishing continues to be not so professional. No industry works on an absolute SOR basis. Nowhere does one find an indefinitely long credit period.

S.C. Sethi, President FPBAI, spoke to Book Link Editor

Q. Do you see any role of Federation of Booksellers and Publishers Association in regulating the Indian publishing industry?

The FPBAI certainly has a role in regulating books supplies to libraries, institutions and individuals. To facilitate this, the Good Offices Committee (GOC) was set up more than 30 years ago. This committee is a voluntary organization formed to establish uniform terms of book supplies to libraries and to ensure a fair working margin to booksellers and an efficient service to the libraries. The Committee meets at regular intervals and after taking into consideration the fluctuations in the currency rates, decides on rates of conversion governing sale of books and periodicals. It has not only facilitated procurement of books by libraries but has also helped book lovers and others to meet their requirements of books smoothly.

Books are not an essential commodity and wherever you are commanded by buyer, the buyer is supreme. Had we been in the sellers' market like consumable goods, we would have commanded. This being not so, we are facing the problems of discount and collection of payments etc. We can only give guidelines to our members in these matters and nothing more can be done.

Q. Book piracy has assumed alarming dimensions. Is the Federation doing something about it?

The Federation has formed Anti-Piracy & Copyright Committee (APCC) to carry out a variety of activities, liaison with the government, media and our affiliated associations. The activities undertaken include organizing campaigns for creating awareness about piracy through publicity material and such legal actions as may be possible. We have organized several seminars against piracy of books not only in Delhi, but all over the country with financial assistance from the Ministry of Human Resource Development.

Q. Pricing is a major issue. Freight sometimes is even more than the price of the book. Do you see any sense in lobbying for subsidized postal carriage?

We have taken up issues regarding postal rates with the government. There is in fact not much hope. Contrary to this, in view of spiralling prices of paper (manufactured indigenously), which constitute more than 60% of the price of a book, there is a strong case for importing paper free of custom duty for use by publishers (actual users) for making books available at affordable prices, specially to the student community, and for this we have been making representations to the authorities at the highest level with not much action from them.

Q. Reaching the end-user is very difficult. How in your opinion do we make India a book-reading society?

The growth of human resource potential is closely linked to reading habits prevalent in that society. Besides promotion there is need to make books reach the people. Book fairs, exhibitions, and special book release functions are important to inculcate reading among the youth. The
Federation on their part has also been organizing book fairs in different cities from time to time to promote reading habit and create awareness about books.

Q. Book fairs have become so costly that small publishers cannot participate. Is your association doing something about it?

The Federation has all along tried to ensure that rates for participation in book fairs, specially government sponsored ones, are kept low. We took up the issue strongly with the fair authorities and succeeded in reducing the rates.

Q. Problems faced by Indian publishers from foreign publications. This year they took major part of revenue from libraries leaving little for Indian publishers.

We had made a representation to Department of Higher Education, Ministry of HRD. Foreign companies should not be allowed to sell directly in the Indian trade fairs and book exhibitions. Foreign companies should be given permission only to publish. The selling and distribution should be channelised through the existing network of Indian distributors only. The Federation would continue to take up with the Government that their above recommendation is implemented in letter and spirit.

Q. Authors say that many publishers do not pay royalty to them. What safeguards they have through your organization?

We do not agree that authors are not paid royalty. As per our information, most of the publishers pay royalty to the authors, otherwise they cannot grow. Authors should make sure that they enter into agreement with the publishers of their choice. As is known, there are many publishers who sell their books and there are no complaints from their authors as to payment of royalty to them. However, this remains a debatable issue.

INTO THE HEART OF KANNADA WRITING

Nitin Shah is a Gujarati by birth, Bangalorean at heart and connoisseur of Kannada literature. He’s published the works of over 500 eminent Kannada writers so far.

Most people know Nitin Shah as the managing director of Sapna Book House. He’s been in this family-run book trade for 29 years. His passion for books keeps him here, and, on the go. Sapna Book House now has six outlets, five in Bangalore and one in Mysore with nearly 2 lakh English titles on various subjects. What it also has are special Kannada counters of books published by Sapna.

“I met Jnanapeet laureate Dr. K. Shivarama Karanth in 1990. His influence over me was so great that I was instantly inspired to publish Kannada books and so started off with all his titles,” says Shah, adding, Azim Premji once said, “in life, challenges do not come calling on you all the time. Sometimes you have to go out seeking them. So, slowly, but steadily I went about expanding our Kannada publications division.”

Shah doesn’t read and write in Kannada. “But I speak the language fluently and am in complete awe of Kannada writers,” he smiles. Sapna, so far, has published over 500 eminent writers including Jnanapeet and Central Sahitya Academy awardees. “Almost all the renowned laureates of our state are our authors. Dr. M.M. Kalburgi, Kumari Veerabhadra, Vishwas Patil, Sudha
Murty and Dr. Kamala Hampana among many other authors have flourished under our banner,” says Shah.

Shah confirms that on an average, he publishes one new author a day. “Considering the reprints, we publish almost 800 to 900 Kannada books a year. Our publication records of the last few years prove that the scope of Kannada literature is tremendous, and has been improving year after year. This is one of the reasons why we have published nearly 3,000 titles in Kannada alone,” confirms the ardent publisher.

“In fact, the future of Kannada is bright,” adds Shah. “There are several students who are taking up competitive examinations including KAS and IAS in Kannada. We have translated a variety of English titles into Kannada, like those authored by the current Chief Election Commissioner Navin Chawla, L.K. Advani, Narendra Modi and Dr. Bimal Chhajer. Titles authored by Narayana Murthy, Nandan Nilekani and Kushwant Singh are on the verge of publication. We have published almost 500 academic-oriented titles in English as well,” he says.

With so many titles to boast of, each Sapna outlet has a separate wing for Kannada titles. “Personalities like Sudha Murty, who is our author too, prefer to visit our mall to look at all the new arrivals in the Kannada section,” he says.

Connoisseurs apart, The Karnataka State Government too, has recognised Sapna as the largest Kannada book publishers and accorded it the Karnataka Rajyostava Award for the first time in 2008. The Limca Book of Records too, has been recognising Sapna as the largest book shop in India, continuously, for seven years now.

—A Report from Times of India, Bangalore, 13th June 2010

iPAD HITS ASIAN TRAIL, DIEHARD FANS QUEUE UP ACROSS NINE MARKETS

Tokyo/Munich: Diehard fans mobbed Apple Inc stores in Asia and Europe as the iPad tablet computer went on sale outside the US for the first time on Friday.

The device, smaller than a letter-size sheet and with a colour touchscreen, is designed for Net surfing, watching movies and reading.

Apple has sold a million iPads in the US since its April 3 debut, exceeding the most bullish pre-launch estimates. Demand was so heavy that Apple delayed the international launch by a month. RBC Capital Markets estimated iPad’s total shipments will reach 8.13 million units worldwide by the year-end.

“I wanted to touch it as soon as possible. I felt real excitement when it was finally in my hands,” said Takechiyo Yamanaka, who had camped out in front of Tokyo’s Apple store from Wednesday evening.

The iPad is on sale in Germany, France, Italy, Switzerland, Spain, UK, Japan & Australia, and will be on sale in Canada on Friday.

Prices for the chepest version range from $499 in the US to the equivalent of $617 in Britain. The buzz around the iPad helped propel Apple past Microsoft this week to become the world’s most valuable technology stock.

Apple is counting on its pre-existing base of fans who already own an iPod to add the iPad to their collection, as rivals line up with their own tablet offerings.

Pascal Lordon, among the first in line at the flagship Apple store in Paris, said he already had all Apple’s other products and described himself as a big fan. “The iPhone created a new need but the screen is small. The iPad is more comfortable.
Bell’s Streak tablet computer will go on sale next month in Britain. Sony Corp and Hewlett-Packard also have tablets in the works. However, there is concern that Apple may not be able to supply enough of the device. Chinese contract manufacturer Foxconn, whose customers include Apple, has workers working round the clock at its Shenzhen factory. Reuters

—A recent report from Hindustan Times

ANNouncing the launch of the publishing imprint AMARYLLIS

The first list catalogue of the publishing imprint AMARYLLIS was released by Mr Kapil Sibal, Hon’ble Minister of Human Resource Development, on Friday, 2 July 2010 at Longchamp, The Taj Mahal Hotel, Number One, Mansingh Road, New Delhi at 7.30 p.m.

AMARYLLIS is a literary fiction and non-fiction imprint seeking to target a significant literary readership and authorship that has hitherto remained untapped. It seeks to focus on quality and freshness, with a clear aim towards outstanding production standards. AMARYLLIS is committed to publishing fresh and interesting writings for its readers, as well as a clear focus on quality and unmatched attention to its authors.

Mr Kapil Sibal, Hon’ble Minister of Human Resource Development was the Chief Guest for the occasion. After he released the catalogue, we had a small moment with him and all our authors present on the dias.

Mr Sibal said that it was nice to see emergence of new publishing units/imprints as this helps in getting authors published more easily. Being a published poet himself he has amusing wished that authors should get more than 10% royalty, which is the standard norm of the industry. In this speech, he also hinted at bringing more reforms in the publishing industry which are likely to be helpful for the India publishers especially.

In the end he read out a poem written by him called NANO, which he had written when the lakh-takiya car was about to be launched in the market.
NEWS FROM EDUCATION SECTOR

THE RIGHT TO EDUCATION ACT

Nine years after the Constitution was amended to make education a Fundamental Right, Prime Minister Manmohan Singh on Thursday (1.4.2010) declared it in force, citing his own story to emphasise its significance.

“I am what I am today because of education….I had to walk a long distance to go to my school. I read under the dim light of a kerosene lamp.”

The new law – The Right of Children to Free and Compulsory Education Act – makes it obligatory for state governments and local bodies to provide free and compulsory education to every child in the 6 to 14 age group. In short, the government can be sued for not providing free education. Only a few countries in the world today legally ensure compulsory education – Chile and Bangladesh are among them.

**Key features of the Right to Education Act**

- All children in 6-14 age group must get free and compulsory education
- No child shall be held back, expelled or required to pass a board examination till Class VIII
- There must be 25 per cent reservation for poor children even in private and minority schools.
- There must be one teacher for every 30 students
- School management committees must include parent’s representatives to monitor school’s functioning
- A Child Rights Commission will look into violations of the Right to Education law.

It is recognized that there are challenges in implementing this Act, money for one.

—A report from Hindustan Times, New Delhi, April 2, 2010

*Just as eating contrary to the inclination is injurious to the health, so study without desire soils the memory, and it retains nothing that it takes in.*

*There is no choice of words for him who clearly sees the truth….Any word, every word in language, every circumstance, becomes poetic in the hands of a higher thought.*
WHO SHOULD FILE AND WHAT IS THE TAX RATE?

All individuals, whose total income exceeds the exemption limit before deductions, have to file their tax returns.

<table>
<thead>
<tr>
<th>Male (Below 65 years)</th>
<th>Female (Below 65 years)</th>
<th>Senior Citizen (Above 65 years*)</th>
<th>Tax Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to Rs 1.6 lakh</td>
<td>Up to Rs 1.9 lakh</td>
<td>Up to Rs 2.4 lakh</td>
<td>Nil</td>
</tr>
<tr>
<td>Rs 1.6 lakh to Rs 3 lakh</td>
<td>Rs 1.9 lakh to Rs 3 lakh</td>
<td>Rs 2.4 lakh to Rs 3 lakh</td>
<td>10%</td>
</tr>
<tr>
<td>Rs 3 lakh to Rs 5 lakh</td>
<td>Rs 3 lakh to Rs 5 lakh</td>
<td>Rs 3 lakh to Rs 5 lakh</td>
<td>20%</td>
</tr>
<tr>
<td>Above Rs 5 lakh</td>
<td>Above Rs 5 lakh</td>
<td>Above Rs 5 lakh</td>
<td>30%</td>
</tr>
</tbody>
</table>

* Should have turned 65 on or before 31 March 2010. There is also a 3% education cess on the payable tax.

2. When is the Last Date?
   Individual and HUF: 31 July, 2010
   Person whose income needs auditing: 30 September, 2010

   Note: If all your taxes are paid, you can file your return by 31 March, 2011 without any penal action. However, you can’t carry forward losses or claim refunds if you do not file by due date.
   Last date for paying tax for 2009-10 was 31 March. Interest of 1% is levied on unpaid tax for every month of delay.
   A penalty of up to Rs 5,000 can be slapped if you file your tax return after 31 March, 2011.

3. Which Form Should be Used?
   Saral-II (ITR 1): If you have income from salary, pension, interest, rent from one house and tax-free capital gains.
   ITR 2: If you also have income from capital gains, rent from more than one house, dividends and royalty.
   ITR 3: If you are a partner in a firm.
   ITR 4: If you have income from business, consultancy, self employment and professional activity.

4. What is Income?
   All income that accrues in a financial year has to be reported, even if it is tax-free or is to be paid on maturity. This includes:
   Salary: This includes wages, commission, bonus, incentives and values of perks.
   Pension: This includes annuity received from a mutual fund or insurance firm.
   Interest: From FDs, recurring deposits, savings accounts, NSCs, KVPs.
   Income From House Property: Rent after 30% standard deduction.
   Capital Gains: Profit from sale of property, stocks, funds, gold, etc.
   Income From Business or Profession: Profit from business.
   Other Sources: Dividends, gifts, lottery winnings.
5. How can Returns be Filed?

You can file your income-tax return in three ways—physical, quasi online and online.

**Physical returns:** Cumbersome, but popular. Nearly 85% of returns are filed this way. Fill up the form yourself or use a tax professional and physically submit to the IT office.

**Cost:** Nil to Rs 500, paid to tax preparer or chartered accountant.

**Online, plus physical:** Use a tax portal to fill up the relevant form and submit it online. Take a printout of acknowledgment and submit it to the income-tax office.

**Cost:** Rs 250-500, depending on the form used.

**Online, with digital signature:** The truly completely online option. Fill the form online, convert it into an xml file and submit it along with a digital signature.

**Cost:** Rs 500-1,000, depending on the tax portal and form used.

—A report from Mail Today, New Delhi, July 5, 2010

**BEWARE OF E-MAILS OFFERING MONEY**

New Delhi: Recently, a woman in a small town of Tamil Nadu received an email from an agency based in UK, congratulating her for an award of around 200,000 pound (Rs 1.5 crore).

But for availing this awarded sum, she was supposed to deposit around Rs 10,000 as fees. Interestingly, she also received letters and documents, which corroborated that the agency was part of the UK government and the amount she had been asked for was mandated by the RBI. The entire episode looked so fool-proof that the lady decided to pay the amount. A few days later, she again received a letter asking for around Rs 50,000, a sum claimed to be required for paying tax to government of India.

Again, the demand was backed by a document, which gave an impression that some legal authority has asked for it. The entire thing was so enticing that the woman decided to pay again. But, the buck did not stop here. After this, she was asked for a bigger sum as conversion charge. Now, she was trapped.

To recover her earlier payments, she paid the amount once again, only to receive another correspondence with a same kind of demand.

Now, she had enough and decided to reach out to roots of the matter. But to her utter dismay, when she contacted RBI, she was told that entire thing was fictitious and she was duped by some trickster. She is not alone, instead, she is one of innumerable victims.

In order to educate such gullible people, RBI, on its part, “has decided to run a campaign against these kinds of fictitious offers, which come in the form of lottery and other cheap funds,” central bank’s executive director H.R. Khan said.

RBI’s ad campaign advises people not to remit or deposit money toward such fictitious offers. It also asks people to inform local police about such offers immediately, so that culprits can be booked at the earliest.

Khan said, prima facie, it seems that these mails originate from abroad, but investigations have revealed that these mails have originated from within the country. “In fact, in many cases, it has been found that the account numbers given by these tricksters to deposit it the money also belong to some gullible persons who allowed to use their accounts for some minuscule sum. When the authorities approached them, they expressed complete ignorance about these ticksters. As their roles are proved, they are booked.”

—A report from Times of India, New Delhi, July 5, 2010
**INTERNATIONAL BOOK FAIR CALENDAR**  
(JULY 2010 TO APRIL 2011)

<table>
<thead>
<tr>
<th>Name</th>
<th>Dates</th>
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<tbody>
<tr>
<td>15th Lima International Book Fair, Lima</td>
<td>22 July - 1 August</td>
</tr>
<tr>
<td>Cape Town Book Fair (CTBF), Cape Town, South Africa</td>
<td>30 July - 2 August</td>
</tr>
<tr>
<td>17th Beijing International Book Fair (BIBF), China</td>
<td>30 August - 3 September</td>
</tr>
<tr>
<td>23rd Moscow International Book Fair (MIBF), Russia</td>
<td>1-6 September</td>
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<tr>
<td>Goteborg Book Fair, Sweden</td>
<td>23-26 September</td>
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<tr>
<td>Frankfurt Book Fair, Germany</td>
<td>6-10 October</td>
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<tr>
<td>Sharjah World Book Fair, UAE</td>
<td>7-16 October</td>
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<tr>
<td>55th International Belgrade Book Fair</td>
<td>25-31 October</td>
</tr>
<tr>
<td>29th Istanbul Book Fair, Turkey</td>
<td>30 October - 2 November</td>
</tr>
<tr>
<td>Montreal Book Fair, Canada</td>
<td>17 - 22 November</td>
</tr>
<tr>
<td>24th Guadalajara International Book Fair, Spain</td>
<td>27 November - 5 December</td>
</tr>
</tbody>
</table>

**2011**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Taipei International Book Exhibition (TIBE), Taiwan</td>
<td>9-14 February</td>
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<tr>
<td>25th International Book Fair Jerusalem, Israel</td>
<td>20-25 February</td>
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<tr>
<td>21st Abu Dhabi International Book Fair, Abu Dhabi</td>
<td>15-20 March</td>
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<tr>
<td>Leipzig Book Fair, Germany</td>
<td>17-20 March</td>
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<tr>
<td>31 eme Salon du Livre—Paris, France</td>
<td>18-23 March</td>
</tr>
<tr>
<td>Bologna Children’s Book Fair, Bologna, Italy</td>
<td>28-31 March</td>
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<tr>
<td>London Book Fair, UK</td>
<td>11-13 April</td>
</tr>
<tr>
<td>6th St. Petersburg International Book Salon, St. Petersburg, Russia</td>
<td>21-24 April</td>
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</tbody>
</table>

Source: Overview of the most important International Book Fairs presented by Frankfurt Book Fair.