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In This Issue

• Editorial

• Revised Terms of Supply for Print Journals and E-Resources by Approved Indian Vendors of GOC

• Appeal Before Vice-Chancellors, Heads of Institutes, Librarians

• Obituary

• FPBAI Welcome New Members

• Members Who are No More on FPBAI Rolls

• Report of 64th Annual General Meeting of FPBAI
  — President’s Welcome Address
  — Golden Award
  — Lifetime Achievement Award
  — Special Award
  — Incoming President’s Address
  — Helpline of Sub-Committees

• A Publishing Luminary—Mr. Anand Sagar Chowdhry

• Seminar on Acquisition, Evaluation of Manuscript and Copy Editing

• Legal Point: Legal Protection of Intellectual Assets—By Hasan Khurshid

• Media Scan
  — There is no God, Hawking Wrote in his Last Book
  — Autographed Mao Book Sells for $220,000

• New Year Greeting

• Advertisement Section
The first step toward change is awareness, the second step is acceptance and the next step is implementation.

Publishing today has transcended the bounds of publishing experience and achievement and the jarring change since the introduction of printing press is manifestly visible. We see a great shift in methods from trade publishing to educational publishing. Everything about the publishing business ranging from how we source, edit, monetize content to who would be the immediate customers are changing. The technological revolution has introduced and developed e-books.

However, it is heartening to note that this is a change and not a terminal disease. We should not be averse to change but develop ourselves to touch the new horizons. The change in the beginning appears to be hard and challenging but in course of time it makes us convinced of its importance. The digital change is eco-friendly too as every 3000 A4 size paper cost one tree. We may therefore be saving a lot many trees by adapting the newer technology in publishing trade. It has now become imperative for us to adapt ourselves with the changing scenario, but this new landscape full of innovative ideas requires skill development.

Advancement in the field of digital technology and their proliferation in academic domain over the years has caused considerable shift from the printed format to the e-book format accessible through a host of devices including the internet. This shift has given rise to skill learning of one and all engaged in the publishing business.

Hence, what does it entail?

— An international market overview.
— To interact with industry peers and experts from India and abroad.
— Training of future managers and executives in publishing and allied industries.
— Fast-track, concentrated delivery module for trade centric skill training.
— Page creation will be core to creating an online presence.
— Photoshop and layout/design skills are among the primary requirements.
— Spread sheet mastery is a must. Data sets will be large and the big publishers will require database personnel to generate and analyse data.
— Digital production specialist will be required to know HTML5, CSS3, and JavaScript.
— Digital production specialist will be required to learn the nuances of responsive design, graceful degradation and which platforms support which advanced features.

The biggest and the most difficult challenge for a conventional publisher will be the overhauling of organizational set-up. The roles required and organizational structures of even modern publishers will not suffice in this new landscape. Digital production can no longer be a small subdivision of the technical people. In addition to a digital team, the engagement and customer insight team will need to grow. The senior management needs to have a wider vision. Once the vision...
is clear, you will need to take an audit of existing skills. By doing this exercise, the endpoint and skill gap will be clear.

Having such vision in mind, I am planning to initiate skill training for all ranks engaged in publishing industry. To achieve this aim, I am initiating to organize seminars on skill development, which I term as ‘Mission Skill’. We cannot change the direction of the wind but we can adjust our sails to reach our destination.

In the near future, we at Federation are scheduled to conduct three training programmes on the following subjects:-

I. Acquisition, Evaluation of Manuscript and Copy Editing.
II. Various Aspects of Book Production.
III. Marketing and, Sales of Printed and e-Books.

In addition to organizing these privately held programmes, I have tied-up with Ministry of Skill Development and Entrepreneurship, from where I am receiving positive response.

On October 22, 2018, I wrote to Mr. Dharmendra Pradhan, Union Minister for Skill Development and Entrepreneurship, New Delhi, to create avenues for our members in respect of skill development in publishing industry, the copy of which was marked to Chairman, National Skill Development Corporation (NSDC).

In response to the above letter, the Minister referred our submission to the Management, Entrepreneurship and Professional Skills Council of India, (MEPSC) which is the Sector Skill Development Council overseeing the skill development of workers in printing and publishing sector. Further the MEPSC referred the matter to Progilence Capability Development Pvt. Ltd, Gurgaon, who are the consulting company tasked with researching and developing qualification in publishing sector. Further to the above, Mr. S Manish Singh, Managing Director of the consulting company wrote to me on October 30, 2018, to formulate further line of action.

To pursue the matter further, I assigned Mr. Khurshid, our PR Advisor to interact with Mr. S Manish Singh and following is outcome of their interaction:-

1. Progilence, the consulting company has been appointed by MEPSC to conduct the training programme for our members.
2. The consulting company will carry out a workshop to train our members free of cost. The strength of the trainee-participants has to be 30 members, 10 each from small, medium and big publishing sectors.
3. They may organize a workshop either at our place or at their designated place as the case may be, subject to our decision.
4. They require from us the specific nature of qualifications for developing skills.
5. After knowing our specific requirement, they will formulate the course contents and syllabus and will their organize the workshop.
6. The duration of the workshop has to be minimum of half working day, followed by lunch. We have to make arrangement for lunch of around 30 people.

Friends, lastly I would like to say that only we can change our lives, no one else can do it for us.

S.C. Sethi
President-FPBAI
REVISED TERMS OF SUPPLY FOR PRINT JOURNALS AND E-RESOURCES BY APPROVED INDIAN VENDORS OF GOC

(1) No discount on publishers’ prices fixed for Indian journal subscribers.

(2) Conversion rates as per latest GOC circular prevailing on the date of billing only.

(3) Bills to remain valid for 30 days from the date of bill. Supplementary bills shall be raised in case there is any difference in the price as charged by the Publishers or if there is a delay in payment beyond the period as recommended above.

(4) Full advance payment to be made against all journal bills.

(5) Claims for missing issues of journals to be made within 90 days of the publication of the issue in case it is supplied directly by the publisher to the end user. In case of claims beyond 90 days of publication, if rejected by the publisher, the agent will not be held responsible for refund. No penal interest is payable on stray missing issues. In case of delivery from the agent, the supply will be reviewed every quarter between the library and the agent. All legitimate claims from customers to be settled by the vendors within one and a half year from the date of receipt of payment. However, this would not include titles which are published behind schedule.

(6) The customer should not insist on acknowledgements for receipt of payment from the publishers when orders are routed through approved vendors of GOC. Most publishers do not have a system of sending such acknowledgements.

(7) All subscriptions are subject to full advance payment only. No monthly, quarterly or half yearly payment will be accepted by the approved vendors from the institutes.

(8) All institutional customers are advised to route their requirement through the approved vendors of GOC and not directly through foreign publishers.

(9) In case of any grievance regarding subscription orders placed through a GOC approved agent, institutions/end customers are free to bring forth their complaint directly to the GOC for amicable settlement.

The Chairmen GOC shall have the right to initiate action against the GOC approved agent if found indulging in an unethical or unfair business practice with the customer.

S.C. Sethi
Chairman-GOC
We acknowledge with thanks the support from the directors of academic institutes, vice chancellors of universities and librarians for purchasing the books/journals from the registered members of Good Offices Committee (GOC).

It may however be pointed out that from time to time, we have been receiving complaints from certain quarters, against some suppliers, for missing or non-supply of journals. We feel pleasure to inform you that every time we received such complaints, we have taken strict and timely action on complaints received from your fraternity.

The action has been taken to the extent of expelling the suppliers from the membership of GOC as well as Federation of Publishers’ & Booksellers’ Associations in India (FPBAI). We therefore request you to kindly purchase the books/journals from the registered members of the GOC and FPBAI, in the best interest of fair and safe dealings. It may be pointed out that the FPBAI and GOC do not take any responsibility of an erring vendor who is not the member of the GOC/FPBAI.

It has been brought to our knowledge that, some non-member library vendors are furnishing a fake membership certificates of FPBAI, to get themselves empanelled as Vendor for supply of Books & Journals. To ensure the genuineness of membership, kindly check on our Website or else directly from FPBAI secretariat.

We would also appeal to kindly make timely payment to the suppliers on the purchases from time to time.

You are advised to purchase the books/journals from our approved vendors only so that in the event of any deficient service, you may seek our help in addressing your problem. Moreover, we also appeal to the librarians not to emphasise on discount as good quality books are not available on discount. The books offered on discount are the left-over stock and purchasing such left-over books is a sheer wastage of governmental funds.

Wishing you a mirthful and melliferous New Year.

S.C. Sethi
Chairman-GOC
OBITUARY

MR. SHAM SACHDEV

It is true that death is inevitable. Whosoever, is born will taste the salt of death. However, the pain of losing the nearest and dearest ones is unbearable, particularly of those who had been spreading the fragrance of their affection through-out their lives for one and all. Mr. Satya Mohan Sachdev also lovingly known as Sham, was one such loving person. I condole the sad demise of Mr. S.M. Sachdev of M/s. Allied Publishers Pvt. Ltd. and Allied Publishers Subscription Agency, elder brother of Mr. Sunil Sachdev and Mr. Ravi Sachdev and father of Mr. Arjun Sachdev, who left for his heavenly abode on November 27, 2018. As a matter of fact, the life of the dead is placed in the memory of the living. How can I forget the sweet old moments that I enjoyed in his lively company whenever I visited Bombay. Mr. S.M. Sachdev was a very noble person, reserved, kind and considerate type. He belonged to the family of publishers. His father late, Mr. Ramanand Sachdev started the publishing business. I can only say one thing about Mr. S.M. Sachdev, that he is unforgettable.

MR. S.K. KHURANA

I also condole the sad demise of Mr. S.K. Khurana, who left for his heavenly abode on November 18, 2018. I remember the day very clearly when Mr. A.S. Chowdhry of Goodwill Book International brought Mr. Khurana to my office and introduced him to me. Mr. Khurana revealed his intention to start a newspaper in the name of All About Book Publishing India, which would not only be the mouthpiece of the industry but will also act as the chronicler of all industry related activities and developments.

It was my gut feeling that I straightway discouraging him advised not to start such a venture. However, Mr. Khurana was committed to launch the trade related newspaper, which he successfully started and the same is continuing of date. Hats off to that great man, the pioneer of book industry’s newspaper.

It’s a matter of thought that Mr. Khurana earned no money out of it, still he diligently kept on bringing the timely publication of the newspaper. It is heartening to note that Khurana’s son Sonal Khurana accompanied with his wife Shweta Khurana are continuing the legacy of his father, albeit on no profit. I appeal to the philanthropist members of the industry for wholehearted support to the newspaper by subscribing to its membership and giving advertisement generously, not only in her interest but mainly in their own interest as by giving advertisement of their company in the newspaper and spending a meagre amount on it, they will have a vast reach to the national international market of books.
MRS. SOMA RANI ARORA

With profound grief, we condole the sad demise of Mrs. Soma Rani Arora (wife of Mr. Madan Gopal Arora; mother of Pradeep Arora, Sanjeev Arora & Manish Arora of M/s. Universal Book Traders, New Delhi) who left for her heavenly abode on Wednesday, December 5, 2018. It is said that there is a woman behind every successful man. Mr. M.G. Arora had started his career initially in the year 1951, as a salesman in a law bookshop at Allahabad and raised himself to the zenith of a large sized book trader and publisher. The driving force behind Mr. Arora’s great success was none other but Mrs. Soma Rani Arora.

MR. SURINDER KUMAR JAIN

With profound grief, we condole the sad demise of Mr. Surinder Kumar Jain, brother of Mr. Satish Kumar Jain (Matta) and Mr. Sushil Jain of M/s CBS Publishers & Distributors Pvt. Ltd., New Delhi, who left for his heavenly abode on Sunday, December 9, 2018.

I, on my behalf and on behalf of the members of the Federation express heartfelt condolence to the family members of Mr. Sham Sachdev, Mr. S.K. Khurana, Mrs. Soma Rani Arora and Mr. Surinder Kumar Jain. May God bestow on peace to the departed souls.

PRAYER

Om namah shambhavaya cha. Mayobhavaaya cha.
Namah shankaraaya Cha. Mayaskaraaya cha.
Namah shivaaya chaShivtaraaya cha.

O Lord, You are eternal bliss and the source of all happiness, we bow to you. The Benefactor of all, the Bestower of blessings, we bow to you. O most holy One, the Bestower of freedom, we bow to you. We surrender ourselves to you.


Almighty God is the Producer and the Creator of the entire universe. He is our friend and well-wisher. He knows all the names, places and sources of everything in all the world. Having attained liberation, the enlightened souls move freely throughout the universe. May we worship and adore Him with earnest devotion.

Om vishwaani deva savitar duritaa. Niparaasuva. Yad bhadram tanna aasuva.

O Lord God Almighty, Creator of the whole universe and Bestower of happiness, we plead with You earnestly to remove all our evil leanings and enrich us with what ever is good and noble.
FPBAI WELCOMES NEW MEMBERS

1. M/s. Famous Book Service, Srinagar (J & K)
2. M/s. Kannadhasan Pathippagam, Chennai (Tamil Nadu)
3. M/s. Ahuja Subscription Agency, Delhi
4. M/s. JP Book Distributors, Laggere Blore (Karnataka)
5. M/s. WT E-Books Pvt. Ltd. Delhi
6. M/s. Shanti Books, Chennai (Tamil Nadu)
7. M/s. Student Friends, Bokaro (Jharkhand)
8. M/s. Agro Science Mart, Jodhpur (Rajasthan)
9. M/s. Millennium Enterprises, Mumbai (Maharashtra)
10. M/s. S.D. Medical Book Centre, Hyderabad (Telangana)
12. M/s. Bibliotex India, New Delhi
13. M/s. Classic Book Centre, New Delhi
15. M/s. Advanced Research Publications, Indirapuram (Ghaziabad)
16. M/s. Ankit Prakashan, Nainital (Uttarakhand)
17. M/s. V.K.R. Book Suppliers, Chennai (Tamil Nadu)
19. M/s. Shruti Book Centre, Kanpur (UP)
20. M/s. Fair Deal Publishers & Distributors, Nagpur (Maharashtra)
22. M/s. CR Subscription Agency, Ghaziabad
23. M/s. South India Book Traders, Jodhpur
24. M/s. T.P.A. Book Agencies, Chennai
25. M/s. Velan Book Suppliers, Chennai
26. M/s. Periodicals Subscription Services, Delhi
27. M/s. Total E-Publishing Pvt. Ltd. Delhi
29. M/s. Pandey Books Distributor Pvt. Ltd. Delhi
MEMBERS WHO ARE NO MORE ON FPBAI ROLLS

Following are the names of the members, whose names have been struck off from the rolls of FPBAI/GOC membership for non-payment of subscription money:-

1. M/s. Cyber Info Syndicate, Hyderabad
2. M/s. Shree Book House, Visakhapatnam
3. M/s. Book Corner, Dhanbad
5. M/s. Law Book Shop, Bilaspur
8. M/s. DBH Publishers and Distributors, Delhi
10. M/s. Gaurav Publishers & Distributors, Delhi
11. M/s. Modern Books & Periodicals, Delhi
12. M/s. Prakash Book Distributors, Delhi
14. M/s. Poonam Book Service Centre, Delhi
15. M/s. Pankaj Publication International, Delhi
16. M/s. Radha Book Centre, Delhi
17. M/s. S.K. Books & Periodicals, Delhi
18. M/s. United Periodical Services, Delhi
19. M/s. Wisdom Press, Delhi
20. M/s. Yoshita Publications, Delhi
22. M/s. Swetal Subscription Service, Ahmedabad
23. M/s. Vijay Stores (Ahmedabad)
24. M/s. Universal Subscription Agency Pvt. Ltd. Gurgaon
25. M/s. Aijaz Booksellers & Stationery Dealers, Baramulla
26. M/s. Kashmir Book Centre, Srinagar
27. M/s. Kashmir Life, Srinagar
29. M/s. Bibliomatics, Manipal
30. M/s. Readers Point, Bangalore
31. M/s. Axis Books, Bangalore
32. M/s. B.B. Books, Bangalore
33. M/s. Sai Book Distributors, Raipur
34. M/s. Arunima Book Distributors, Trivendrum
35. M/s. Old & New Book Centre, Neemuch (MP)
36. M/s. Padmalaya, Bhubaneshwar
37. M/s. Sharda Publishing House, Jodhpur
38. M/s. Vikas Prakashan, Bikaner
41. M/s. K.T. Foundation, Lucknow
42. M/s. Raka Prakashan, Allahabad
43. M/s. Madhavi Enterprises, Allahabad
44. M/s. Shri Bajrang Publications, Dehradun
45. M/s. Niraj Publications, Dehradun
46. M/s. Maa Kali Book Suppliers, West Bengal
REPORT OF 64TH ANNUAL GENERAL MEETING OF FPBAI

“We must welcome the future, remembering that soon it will be the past, and we must respect the past, remembering that it was once all that was humanly possible.”

—George Santayana

Truly, on September 29, 2018, such was the atmosphere at New Delhi’s Hotel Le-Meridien, during the 64th Annual General Meeting (AGM) of the Federation of Publishers’ & Booksellers’ Associations in India, where on one side there were narrations of the yester year’s activities and on the other side, there were annunciations of promises, plans and commitments with the change of guards at Federation secretariat.

The AGM was attended by 173 members. Following is the brief account of the meeting, the details of which have already been circulated to all members.

PRESIDENT’S WELCOME ADDRESS

Standing: Mr. Sunil Sachdev delivering the Presidential address.
Sitting on dais: (L to R) Mr. Arunjit Singh; Mr. Pradeep Arora; Mr. S.C. Sethi; Mr. Manas Saikia & Mr. Prashant Jain
Distinguished members and friends,

I have great pleasure to welcome you all to this 64th Annual General Meeting (AGM) of The Federation of Publishers’ and Booksellers’ Associations in India (FPBAI). I am grateful to all members and guests who have been kind enough to spare their valuable time to be here with us this afternoon. I therefore warmly greet you and wish all the best.

Friends, I feel indebted to you for having assigned me the responsibility of Federation’s president ship during the period under report, which indeed is a great honour for me and I reciprocate your kind gesture. I was morally as well as officially duty bound to put my best efforts for completing the task assigned to me. It may not be possible for me to narrate each and every proceeding or task carried out during the financial year 2017-2018. However, I am giving a brief account of the work carried out by me and my team anticipating that the efforts made by us will be viewed to your entire satisfaction.

EXECUTIVE COMMITTEE MEETINGS

During the period under report, five meetings of Executive Committee were held at Federation office, New Delhi. During the aforesaid meetings, numerous issues were discussed which included the meeting of Mr. Manas Saikia, Vice President – North (FPBAI) with Mr. K.P.J. Gerald, Under Secretary to the Government of India, Ministry of HRD; on matter pertaining to ISBN. Another meeting of Dr. Manish Arora, Chairman-Copyright, Piracy and Legal Committee of FPBAI with Director of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, New Delhi relating to Limitations and Exceptions for the Libraries and Archives, Research and Training Institutions andPersons with other disabilities. Issues relating to unjustified demand by numerous institutions, such as high security deposit/earnest money; 100% bank guarantees were discussed. Final call was taken on withholding huge payment of publishers by Gautam Buddha University, Greater Noida. Issues related to GST; Minimum Wages and dispute resolutions were also discussed.

GOC issues were taken up; wherein, GOC Chairman, Mr. S. C. Sethi said that action has been taken against some GOC members who had either not paid their dues or violated the norms of supply with their respective customers.

During the ECs, issue relating to new FPBAI directory as well as of GOC directory and mini email directory of the Federation was discussed and finalized.

BACK IN OUR FOLD

It is a matter of satisfaction that the two State associations of Assam and Tamilnadu have rejoined the Federation recently after a gap of almost 5 years. The Federation welcomes the two associations for rejoining us. We hope that this tie-up will mutually benefit all concerned.

In addition to the above, one meeting of Journals & Periodicals Subscription Committee was held on November 27, 2017 at Federation office, New Delhi. The issues discussed included:

1. To discuss the standardization of charging GST on different media of Journals.
2. To recommend to the GOC for issuing guidelines for members to follow about GST and the amount that is to be charged for different media.

GAUTAM BUDDHA UNIVERSITY

Some of our members have been facing harassment from Gautam Buddha University, Gautam Buddha Nagar (UP) who have unnecessarily and illegally held payments of some of our members.
Responding to the complaints received from the aggrieved members, we wrote to Vice Chancellor, Gautam Buddha University; Mr. Prakash Javadekar, Union Minister of HRD; Mr. Yogi Adityanath, Chief Minister of UP and Dr. Dinesh Sharma, Deputy CM of UP, but to our surprise, we did not receive any response from anywhere. Ultimately, we have decided to initiate appropriate legal action by the aggrieved members against the university to recover the dues. The proposed action is in the process.

NEW DELHI WORLD BOOK FAIR-2018

The New Delhi World Book Fair-2018 was held from January 6 to 14, 2018, at Pragati Maidan, New Delhi. However, we at Federation after making visits at the fair venue found many shortcomings over there. A big renovation work causing impediments was going on there which created unhygienic and uneasy conditions at the venue, despite the fact that a large number of foreign visitors and participants had come to attend the fair. The half-hearted approach on part of the organizers was visible, such as lack of public utility services, ill-maintained washrooms, non-availability of transport from gate to pavilions, untrained security and other staffers, against whom frequent complaints of misbehaviour were being received. The Federation conveyed its serious concern on the said issues to the administration.

ISBN MATTER

The ISBN had been a hot issue. Members all over the country had been facing harassment and business loss due to the delayed issuance of ISBN; albeit not without great difficulty. The Federation was however successful in sorting out the problem of ISBN once for all, after persistent efforts with the authorities concerned, including an important meeting on the subject matter that took place on November 1, 2017 with Joint Secretary (Book Promotion & Distance Learning), Ministry of Human Resource Development, Government of India. As such, all of us have now taken a sigh of relief on the issue of ISBN. Mr. Manas Saikia-Vice President-North played an important role on behalf of Federation in this regard.
DISPUTE RESOLUTION

Although, there is no express binding on Federation to resolve the disputes between parties of the trade as well as between parties and purchasers; however, there is an implied moral binding on us to intervene for dispute resolution between various parties dealing in the trade for the ultimate healthy growth of the book industry.

In view of the above, the Federation from time to time has been intervening with the disputing parties and has successfully been resolving their disputes without entering into lengthy litigations. During the period under report many disputes were resolved successfully. However, one M/s. Alliance Books Suppliers Pvt. Ltd; Delhi, despite our repeated reminders did not settle the matter with the complainant, M/s. Remote Sensing Applications Centre, Lucknow. Mr. Sethi who was looking after the matter was left with no alternative but to expel them from GOC/FPBAI.

GST MATTER

In the result of our sustained efforts and representations made to GST authorities, the books / journals had been exempted from GST. However, subsequently a lacuna was noticed in the aforesaid policy; wherein, the Authors’ royalty has been brought under the purview of the GST to be taxable @18% and intellectual property @ 12%, both on MRP, which is definitely going to have nightmarish and devastating impact not only on the promotion of printing book industry but also obliterate its survival as well.

In view of the above, we sent various representations to Government of India, seeking exemption of GST on Authors royalty as well as taxability of activities carried out by agents in relation to granting excess to e-journals and e-periodicals.

In the result of the aforementioned representation, the GST council gave us an appointment to discuss the matters across the table on July 17, 2018 at GST council office, Jeevan Bharati Building, New Delhi. Accordingly I, along with Mr. Raj Mirchandani and Mr. Kapil Jain, C.A. met Mr. Shashank Priya, Joint Secretary GST. The salient features of the meeting have already been circulated on September 11, 2018, alongwith the minutes of the 5th ECM.

It was also submitted by us that we need to have a level playing field for Indian vendors as well as for the Indian/ foreign publishers on the principle of equity guaranteed under Article 14 of the Constitution of India.

As such, we requested them to maintain the status quo as was prevailing before the introduction of GST on e-resources, viz. GST should not be levied on e-books or e-journals for educational institutions whether they go through their own Indian vendors or are purchased directly from publisher. We also submitted to extend the exemption of GST to all educational institutes in the larger interest of ‘education for all’ mission of the Nation.

OUR REPRESENTATIONS

The Federation sent the representation to Minister of HRD, to get the relief from E-Shodh Sindhu’s arbitrary actions on easing out a large number of agents to perform as e-journals/e-books suppliers especially from foreign publishers. The objective has been achieved.

On December, 2017, the Central Board of Secondary Education (CBSE) had sent a circular to all its affiliated school across the country that ‘tuck shop’ operating within school premises will only
be allowed to sell NCERT books. In response to the above, we sent a representation to Chairman CBSE Board, notifying that the impugned order infringed the fundamental rights of parents and students and as such the CBSE circular also attracts the provisions of The Competition Act 2002. We also cited the order of the Madras High Court and the Bombay High Court prohibiting CBSE to issue such circulars. In the result of the above, the CBSE withdrew their impugned order.

In the month of January, 2018, we received a complaint from Mr. Dheeraj Gosain, Joint Secretary, All Assam Publishers and Booksellers Association, informing us that the Government of Assam has decided to distribute free text books to all the students upto class XII standard from 2018 onwards. The contention of the Association was that such free distribution of the text books will affect the book sellers very adversely as most of the booksellers and publishers of Assam survive by selling government text books; hence the government should find out some alternative in a philanthropic manner to help the students. Accordingly, we sent representation to the Chief Minister of Assam, the Union Minister of HRD and the Prime Minister of India to look into the matter philanthropically.

The Federation sent representation to Vice- Chairman, Delhi Development Authority (DDA), New Delhi to resolve the lurking problem of sealing of the premises of some of members my MCD. In the representation, we clarified that we support the directions of the Hon’ble Supreme Court of India with respect to the amendments to be made in Master Plan 2021. Whereas, our book industry is non-polluting, non-hazardous and has been an integral part of the cultural heritage of the old city. Moreover, the book industry including book trade and publishing have been existing at Ansari Road, since pre 1960s; after which the Ansari Road has become a world-famous hub for book trade/publishing industry. It was communicated to DDA that some streets of Ansari Road have been approved but some have been left. We therefore requested DDA to approve one and all streets of the Ansari Road at par, on the principle of equity.
In the result of our representations, the Chairman asked us to attend a meeting of the Board of
Enquiry and Hearing on June 12, 2018 at Vikas Sadan, New Delhi. I requested our legal advisor,
Mr. Vaibhav Arora to attend the meeting, which was very fruitful and the DDA has agreed to de-
seal the premises and to recover the conversion charges.

LEGAL MATTERS

The members of the Federation quite often face legal problems for which the Federation has
engaged the services of a lawyer, Mr. Vaibhav Arora on retainership basis @ Rs. 50,000 per annum.
Members are at liberty to seek free advice from him. However, for filing the case, charges will
be extra. The contact details of Mr. Vaibhav Arora are given below, although the same have already
been circulated to all members:-

Mr. Vaibhav Arora
C-25/5 Connaught Place
Middle Circle
New Delhi -110001
Mobile: No: 9811848114
Email: arora.vaibhavarora@gmail.com

MINIMUM WAGES

There was a steep revision of minimum wages by 36% of unskilled, semi-skilled and skilled
workers in Delhi with effect from 06/03/2017. Our Federation alongwith Federation of Indian
Publishers, Delhi State Booksellers’ & Publishers’ Association and Federation of Educational
Publishers in India through Advocate Vaibhav Arora filed writ petition in High Court of Delhi.
After several hearings, now the Division Bench of Delhi High Court has pronounced the order
in the late afternoon on 04.08.2018. Both the notifications i.e. constituting committee for
recommendation about fixation of minimum wages and the notification dated 06.03.2017 fixing
the minimum rates of wages have been quashed, and now the revised minimum rates w.e.f.
06.03.2017 will not be applicable on any employer in Delhi.

NEWSLETTER

Federation’s Newsletter is the brain child of the past president Mr. S.C. Sethi. He is also the editor
of this Newsletter and always remains occupied developing its quality as well as the contents.
It is the mouth piece of all the trade activities. It is the vehicle through which we are reaching
to audience including the members of the trade, governmental offices, institutes, libraries and
administrative authorities. It is self-sustaining, in which no funds of the Federation are involved.
The Newsletter has been instrumental in bringing out transparency between various stake-holders
such as publishers, bookseller, librarians and the institute authorities. It has been observed that
through the medium of Newsletter, librarians got clarity on certain issues which carried ambiguity
earlier.

The Federation through the medium of Newsletter has been able to disseminate vital information
and modern trends of the trade to its members. In the Newsletter, we also publish the ‘Success
Stories’ of our senior members who have reached to the higher level of success through their hard
work, sincerity and dedication. Interviews are published with the view to encourage our young
traders to derive benefit from their vast experience. We therefore request all of you to support
Newsletter through publication of your advertisements. You are also requested to contribute
material for publication by sharing your vast experience.
As per the practice followed, four pages in the Newsletter, viz. inside cover page, back cover page, inner of back cover page and last page facing inner of back cover page are blocked for utilization by Delhi Book Store, who generally sponsor a particular issue and make payment of ₹70,000 for the same. This amount covers the cost of the Newsletter.

It has now been decided to offer some more space in the Newsletter for utilization by members who provide full or half page advertisement(s), for which charges are:-

Rs.10,000/- and Rs. 6,000/- respectively. Mechanical data for the advertisements is as under:

Mechanical Data of Advertisement: One Full Page: 7” x 9.5”
(in PDF or CDR file) Half Page: 7” x 4.5”

PRESENTATION OF AWARDS TO FPBAI MEMBERS

The Federation enjoys the tradition of honouring its leading and distinguished members as token of appreciation for the commendable work done by them for the Indian Book Industry. As such, conventionally, we have given the following awards to members of outstanding experience and contribution:-

GOLDEN AWARD (50 years)

Golden Award is bestowed on to the members of the Federation who have completed 50 years of service in book industry in their individual capacity irrespective of the contribution they made to the industry or the Federation. We salute to these stalwarts.

1. Mr. M.G. Arora  Universal Book Traders  Delhi
2. Mr. S.K. Ghai  Sterling Publishers (P) Ltd.  Delhi
3. Mr. S.C. Sethi  Indiana Publishing House  Delhi
4. Mr. B.R. Chawla  Heritage Publishers  Delhi
5. Mr. A.S. Chowdhry  Goodwill Books International  Delhi
6. Mr. Suresh S Shah  Sapna Book House  Bangalore
7. Mr. Sudhir Shah  B.S. Shah Educational Publishers  Ahmedabad
8. Mr. N.K. Mehra  Narosa Book Distributors  Delhi
9. Mr. Om Arora  The Varity Book Depot  Delhi
10. Mr. B.S. Puri  Central News Agency  Delhi
11. Mr. Vinod Kapoor  Bhartiya Sahitya Bhavana  Delhi
Mr. M.G. Arora receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI

Mr. S.C. Sethi receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI
Mr. A.S. Chowdhry receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI

Mr. Mr. Suresh C. Shah receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI
Mr. Sudhir B. Shah receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI

Mr. N.K. Mehra receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI
Mr. Om Arora receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI

Mr. B.S. Puri receiving Golden Award from Mr. Sunil Sachdev, President-FPBAI
Life-Time Award is bestowed on to the members of the Federation who have outstanding track record in extending their contribution for the benefit/development of the trade or the Federation. This year Lifetime Achievement Award was given to Mr. J.L. Kumar of M/s. Anmol Publications Pvt. Ltd. New Delhi and Mr. Baldev Verma of M/s. India Book Distributors (Bombay) Ltd. New Delhi. (Mr. Kumar was abroad during AGM; hence, he was awarded on December 11, 2018, during second Executive Committee meeting)
SPECIAL AWARD

The Special Award is bestowed on to those publishers who started from zero level and within no time excelled in their field. They are the self-made-men. The purpose of this Award is to encourage them.

1. Mr. Satish Upadhyay  Satyam Books Pvt. Ltd.  Delhi
As a tradition, as well as mandatory requirement of election for all new office bearers takes place every year and the outcome of the same is announced during Annual General Meeting. This year too Mr. Bhupinder Chowdhri, the election officer alongwith Mr. A.S. Chowdhry, co-election officer announced the election result of the new office members as per the details given below:

1. Mr. S.C. Sethi
   President
2. Mr. Sunil Sachdev
   Immediate Past President
3. Mr. Manas Saikia
   Vice President (North)
4. Mr. Gandhi Kannadhasan
   Vice President (South)
5. Mr. Narendra K. Nandu
   Vice President (West)
6. Mr. Pankaj Bhagawati
   Vice President (East)
7. Mr. Pradeep Arora
   Hony. Secretary
8. Mr. Arunjit Singh
   Hony. Joint Secretary
9. Mr. Prashant Jain
   Hony. Treasurer

The election officer then invited Mr. S.C. Sethi to come on dais and take over the charge of President-FPBAI. The new team of office bearers headed by the incoming President Mr. S.C. Sethi took over the charge of the FPBAI, thanked the outgoing team headed by Mr. Sunil Sachdev and also thanked all members of the fraternity for bestowing on him the opportunity to serve.
INCOMING PRESIDENT’S ADDRESS

The new team of office bearers headed by the incoming President S.C. Sethi took over the charge of the FPBAI, thanked the outgoing team headed by Mr. Sunil Sachdev and also thanked all members of the fraternity for bestowing on them the opportunity to serve.

The incoming President in his brief address also thanked all members present in the House for their support in electing the new team. He complimented the new team of office bearers as they all had long years of experience behind them.

Addressing to the House, Mr. Sethi pointed out that publishing is going through a rapid change, which has not been seen since the introduction of the printing press. There is a visible technological revolution in all the walks of life, publishing not being an exception, in the result of which e-books have emerged. As such, to survive in today’s landscape publishers will need to adapt new lines of earning, for which learning of skills is required.

“Having this vision in mind, I would be planning to organize seminars on skill development of all ranks engaged in publishing industry. I assure you that the formation of my team, I will start working to achieve this task which I term as ‘Mission Skill’. Soon after I am determined to engage high-profile faculty members to update the participants from all angles of latest developments”, said Mr. Sethi.

He also said, “I would also like to point out that for the past few months; we have been receiving complaints of GOC violations and deficient service provided by some of our members. Librarians have been complaining that they do not receive the agreed lot of books/journals from vendors and that despite of repeated reminders; the vendors do not pay any heed. They neither supply the missing journals, nor make good of the loss. At times, when the complaint comes to us, we have to intervene. I would like to make it clear that such occurrences give bad name to the industry and we should adopt the policy of fair deal. At Federation, we shall be constrained to expel the members indulging in unfair trade practices or violating the GOC terms.”

HELPLINE OF SUB-COMMITTEES

Dear Member,

We are pleased to inform you that the teams of sub-committees have been constituted at Federation, the details of which are being given below. You may be pleased to contact the
respective sub-committees, in case of any assistance sought by you pertaining to that specific sub-committee:-

CHAIRPERSON OF SUB-COMMITTEES 2018-19

1. FINANCE, GOC, NEWSLETTER & AWARDS COMMITTEE
   Chairman: Mr. S.C. Sethi (Vangiri Press, Delhi). Contact No. 9313171002

2. JOURNALS & PERIODICALS SUBSCRIPTION COMMITTEE
   Chairman: Mr. Sunil Sachdev (Allied Publishers Pvt. Ltd.; New Delhi).
   Contact No. 9810054233
   Co-Chairman: Mr. Jaideep Gurwara (Globe Publication Pvt. Ltd. New Delhi).
   Contact No. 9810057161

3. LEGAL COMMITTEE
   Mr. Pradeep Arora (Universal Book Traders, New Delhi). Contact No. 9811015662

4. PUBLISHING COMMITTEE
   Chairman: Mr. Vinod Vasishtha (Viva Books Pvt. Ltd., New Delhi). Contact No. 9811080554
   Co-Chairman: Mr. Vikas Chowdhry (New Light Publishers). Contact No. 9810078709

5. ANTI-PIRACY & COPYRIGHT COMMITTEE
   Chairman: Dr. Manish Arora (Universal Law Publishing, New Delhi). Contact No. 9899995000

6. MEMBERSHIP, SUBSCRIPTION & SCREENING COMMITTEE
   Chairman: Mr. J.L. Kumar (Anmol Publications Pvt. Ltd, New Delhi). Contact No. 9810514614

7. BOOKSELLING & LIBRARY SUPPLY COMMITTEE
   Chairman: Mr. Prashant Jain (Indica Publishers & Distributors (P) Ltd. New Delhi).
   Contact no. 9810121450
   Co-Chairman: Prateek Ahuja (DBS Imprints, Delhi). Contact No. 9811608888

8. EXHIBITION COMMITTEE
   Chairman: Mr. Arunjit Singh (Panima Book Distributors, Delhi). Contact No. 9810032353
   Co-Chairman: Ravi Sethi (Manjul Publishing House, Delhi). Contact No. 9958232447

9. SEMINAR COMMITTEE
   Chairman: Mr. S.K. Ghai (Sterling Publishers Pvt. Ltd., New Delhi). Contact No. 9810411036

10. PUBLIC RELATIONS COMMITTEE
    Chairman: Mr. Himanshu Chawla (Heritage Publishers, Delhi). Contact No. 9811057276
    Co-Chairman: Vinod Kapoor (Bharatiya Sahitya Bhavana, Delhi). Contact No. 8586811490

11. INTERNATIONAL RELATIONS COMMITTEE
    Chairman: Mr. Manas Saikia (Speaking Tiger Publishing Pvt. Ltd. New Delhi).
    Contact No. 9873355855

12. IMPORT COMMITTEE
    Chairman: Raj D. Mirchandani (Capital Books Pvt. Ltd. Delhi). Contact No. 9810150806
    Co-Chairman: Mr. Sunil Sachdev (Allied Publishers Pvt. Ltd.; New Delhi).
    Contact No. 9810054233

13. EXPORT COMMITTEE
    Chairman: Arvind Jain (Star Educational Books Distributor Pvt. Ltd. Delhi).
    Contact No. 011-41562819, 23264462
It is a fact that destiny knocks at the door of selective individuals in different styles and times. Mr. Anand Sagar Chowdhry (A.S. Chowdhry) is one such endowed persons.

In the year 1963, Mr. Chowdhry wrote a book titled JOKE, JOKE & JOKES which was published by M/s. Kiran Publications and 9000 copies were sold in the first year. Inspired by the success of his first book, he authored another book titled 1001 JOKES and decided to publish it himself. In 1965, he established M/s New Light Publishers and published ‘1001 JOKES’ which proved to be a bigger hit than his first book as 11000 copies were sold in one year’s time. M/s Prakash Book Depot (located behind Odeon Cinema) alone purchased 8900 copies. In 1966, his younger brother joined him and in 1970, his elder brother too began working with them.

Starting a publishing house was a daunting task for him as he had only Rs. 1700 with him. His parents and parents-in-law strongly opposed his decision to establish a publishing house as he had resigned from National Productivity Council where he was working in the capacity of a technical assistant (a post equivalent to that of a section officer). The unexpected success of the book ‘1001 JOKES’, followed by the support of his brothers enabled him and extensive travelling of two to three months at a stretch, made things much easier and within 10 years, M/s. New Light Publishers established itself as a reputed and well-known publishing house in entire India.


In 1997, he established M/s. Young Learner Publications in the name of his younger daughter-in-law. A few years later, he established another export house in the name of M/s. Goodwill Books International. He has been honoured with the following positions, awards, certificates, etc.

- President and Patron - Jampur Welfare Association
- President and Patron - All India Derawal Baradri
- Trustee - All India Maharashtra Derawal Baradri
- Patron - All India Derawal Sahayak Sabha (Regd.)

1. Outstanding Contribution to Book Industry from DSBPA 1998
2. Distinguished Services Award from FEPI 1999
4. Export Promotion Award from FEPI 2000
5. Best Exporter of the Year from DSPBA 2001
6. Certificate of Merit from Capexil 2001-2002
7. Best Exporter Award from FPBAI 2002-2003
8. Certificate of Merit from Capexil 2003-2004
9. Lifetime Achievement Award from FPBAI 2009

He has widely travelled across India and 47 countries of the world for business purposes and for holidaying.

He has enjoyed his life in the best possible manner with his friends, children and grandchildren, and he is grateful to his sons, daughter and daughters-in-law for all the love, affection and respect they have given him.

At the age of 84, he is performing his duties as usual though now he does travel for business purposes.

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**SEMINAR**

on

Acquisition, Evaluation of Manuscript and Copy Editing

The Federation is set to conduct ‘skill Development’ training for all ranks of the publishing industry through the medium of seminars. The first in the series is being organized as per the following programme on January 19, 2019, at Federation office:

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**Ist SESSION**

1100 -1200 hrs. : (i) **Acquisition of a Manuscript**
by Dr. Dinesh Sinha

1200-1215 hrs. : Question & Answers

1215-1315 hrs. : (ii) **Evaluation of a Manuscript**
by Prof. G.S. Jolly

1315-1330 hrs. : Question & Answers

1330-1400 hrs. : Lunch

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**IInd SESSION**

1400-1500 hrs. : (i) **Editing: House Style, Copyediting and Tools, Grammar and Punctuation**
by Dr. Malini Sood

1500-1515 hrs. : Question & Answers

1515-1615 hrs. : (ii) **Editing (Practical)**
by Dr. Malini Sood

1615-1630 hrs. : Question & Answers

1630 hrs. : Vote of Thanks
The ‘Publishing industry’ is one of the oldest industry. This industry has been instrumental in contributing many a cultural, social, technological and economic reforms for centuries and has always emerged as a dynamic industry.

From the evolution of printing press to recent e-books, the industry has witnessed many innovations. The digital technology has marked a paradigm shift in the publishing landscape. This includes e-books, e-readers, tablets, e-pads, which all have radically transformed the traditional methods of printing, publishing and distribution of work and have bestowed on new dimensions to the industry, thereby providing new awareness to publishers for reaching out to the masses in modern ways.

Intellectual Property Rights (IPRs) are legally protected in India. Intellectual property includes the intangible creations of the human intellect. Intellectual property covers two main categories of rights: (a) Industrial property rights, which are used for inventions (Trademarks, Patents, Designs, Models); and Copyrights, which are used for artistic works.

The main purpose of drafting intellectual property law was to encourage the creation of a large variety of intellectual goods. To achieve this aim, the law gives individuals and businesses property rights to the information and intellectual inventions they create for a specified period of time; thereby providing them economic incentive for their creation, enabling them to get the profit from the information and intellectual goods they create.

With the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement of World Trade Organisation (WTO), the intellectual property rights attained the authority to enforce the Law internationally. The IPRs according to TRIPs are:-

**TRADE MARK**

A trademark is a recognizable sign, design or expression which identifies products or services of a particular source from those of others. However, trademarks used to identify services are usually called service marks. It is a recognition of a specific company’s ownership of the brand. It can be a name, symbol, logo, colour, sound, etc. Trademark symbolizes the value or goodwill with the goods and its specific source.

**PATENT**

It is a form of intellectual property. A patent gives its owner the right to exclude others from making, using, selling and importing an invention for a limited period of time, usually 20 years.

**GEOGRAPHICAL INDICATION**

It is a right of the manufacturers and producers for their product to be used in specific geographical locations, such as towns, region or country.
INDUSTRIAL DESIGNS

It means that only the specific features, shape, configuration, pattern, ornament or composition of lines or colour will be applied to any article, which will solely be judged by the eye; and will not include any trademark.

PROTECTION OF UNDISCLOSED INFORMATION

Confidential information and know-how of the producer can be protected by law only so long as the owner is able to keep them secret and takes action against unlawful use of such information by other persons, by initiating action for breach of confidence or contract.

Publishers besides publishing books, e-books, perform the function of encoding innovative ideas into intellectual property, thereby creating a treasure of intangible assets which could be monetized. It has become imperative to protect and manage creative and economically viable rights of the authors and the publishers by applying robust legal mechanism in place.

COPYRIGHT AND RELATED RIGHTS

The concept of ‘Copyright’ is as old as the advent of the printing press. The main objective behind copyright system was to encourage the creator of an original work, such as authors and artists, etc; to create original work with the exclusive right for a limited period to exploit their creative work for monetary gains. The term copyright includes the literary, dramatic, musical and artistic work, a cinematographic film and a sound recording. Literary work includes computer programmes, tables, compilations including computer data base. The basic philosophy of the term ‘Copyright’ rests in the Eight Commandment, “Thou shalt not steal”. The law of copyright gives exclusive right to the creator to do or authorize others to do certain acts in relation to their creative works.

The Government of India with the view to protect the creative work, legislated the Copyright Act, 1957, which was further amended in 1983, 1984, 1992, 1994 and 1999, with a view to address the loopholes. However, the Act of 1999, was amended by the Copyright (Amendment) Act, 2012, which received Presidential Assent on January 5, 2018. The law provides punishment for infringement of copyright and the remedies provided is imprisonment up to 3 years alongwith fine upto 200,000 rupees.

To ensure your work safe under the law, you should mark your work properly with copyrighted notice as ©; get your work registered, although it is not compulsory, but the same will provide you concrete proof of evidence in a court of law. Ensure making agreement between co-authors and register a complaint with the police in case of infringement. In addition to this, there is civil remedy also.

This issue of the Newsletter is sponsored by
DELHI BOOK STORE,
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THERE IS NO GOD, HAWKING WROTE IN HIS LAST BOOK

“There is no God. No one created the universe and no one directs our fate,” celebrated physicist and a known atheist Stephen Hawking wrote in his final book, which also covers important existential questions such as creation of the universe, alien intelligence, space colonisation and artificial intelligence.

Published by John Murray (a Hachette company), “Brief Answers to the Big Questions” is a selection of the late cosmologist’s most profound, accessible, and timely reflections from his personal archive.

“For centuries, it was believed that disabled people like me were living under a curse that was inflicted by God. Well, I suppose it’s possible that I’ve upset someone up there, but I prefer to think that everything can be explained another way, by the laws of nature,” he wrote in the chapter titled “Is There a God?”

—Hindustan Times, October 18, 2018

AUTOGRAPHED MAO BOOK SELLS FOR $220,000

A rare copy of the book New Democracy, written by China’s founding father Mao Zedong and bearing his signature has been sold for $220,000 by a US auction house. The book was auctioned by Alexander Historical Auctions in Chesapeake City, Maryland, on Wednesday.

“The book was inscribed at the height of World War II by Communist leader Mao Zedong, commonly known as Chairman Mao, which was presented to a French aristocrat fleeing the Japanese assault on Beijing,” the Global Times tabloid reported on Thursday.

Mao (1893-1976) is deeply revered in present day China despite some criticism of his later-day policies. His iconic portrait continues to hang above a gate at the Forbidden City overlooking Tiananmen Square in the heart of Beijing. What makes the copy of the book rare is that Mao signed it in characters with a calligraphy brush and at some length.

The report said: “Mao signed in Chinese characters with a calligraphy brush on the inside cover of the book, saying, ‘Let us unite with all democratic countries to conquer the Japanese-Italian-German fascism and build a new world of peace and democracy. MaoTse-Tung.’”

Bill Panagopulos, president of the auction house, described the book as ultra exclusive to Washington Examiner, a US-based political news website.

“Mao’s signature is one of the rarest obtainable – one comes to market only every few years. Nevertheless, being one of the most important statesmen of all time, he remains in great demand,” he said. “It is, undoubtedly, the best Mao handwritten piece to surface in many years! Conceivably $500,000+.” New Democracy was written in 1942 by Mao.

—Hindustan Times, November 16, 2018
There is nothing permanent except change. The moment, we feel that we have learned the art of living, the life changes with the fast change of time. Change is the eternal fact. The only way to live in peace and progress is to develop our adaptability to change. The phenomenon of change has changed the year 2018 by 2019.

I, on my behalf and on behalf of my team heartily greet you all in this changed year of 2019 and wish you a mirthful and melliferous New Year with the hope that in the coming year, we the members of publishing fraternity shall gladly adapt to the changed technology of publishing to ensure prosperity and over all ‘summum bonum’. Happy New Year.

S.C. Sethi
President-FPBAI
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CREATING PERFECT AMBIENCE!

Bookstores are spiritual experiences - it is a temple for book lovers. They get lost in the treasure trove of books. But, it is important to create a perfect ambience at a bookstore. Delhi Book Store is one such bookstore, which boasts of a customer-friendly environment.

There's nothing more pleasurable than immersing in a good book. Book lovers love to visit well-equipped stores which offer them with a great environment and great service. And in this digital age, where online bookshops are giving a tough competition to brick-and-mortar bookshops, it is very important for a bookstore to look at ways to attract customers. Delhi Book Store (DBS) is one such bookstore, which is very progressive. "It is not only because of digital pressure, right from the very beginning of our journey, we are always alert to maintain a friendly relationship with all our customers—be it big or small. Our customers feel proud to step on our book store—as if they are in their own reading room or library. The gleeful ambience of our book store is favorable to all customers in all weathers," tells Vijay Ahuja of Delhi Book Store.

**Right venue**

The location of the bookstore is very important. It should be an area frequented by people looking for books. For example, Delhi Book Store is strategically located in the busy locales of Daryaganj in Delhi, which is the major hub for publishing.

**Creating the right ambience**

Who wants to look at a bookstore which is crowded with books, with little space to move around? Unless one knows what one is looking for, one needs time to explore the books. Thus, it is very important to give them the right environment. Delhi Book Store is spread over 25,000 square feet of working area and equal storage capacity and over 2,00,000 titles on display. This sprawling showroom has cozy and comfortable furniture along with perfect lighting to enhance the book reader's experience while he's at the store. Different sections of the store have different genre of the books.

**Deploying well-informed staff**

Service is very important for any business. Well informed staff can help customer find the right book or even recommend a few other books. "All our staff members are highly experienced in this industry and well-trained to meet the demand of the customers. All our staff work cordially in a chain system. If a staff cannot find a book of customers' choice, he assists and guides the customer to the appropriate section so that he faces no problem. Hardly there is any subject that a customer cannot get in our store because DBS possesses an immense passion for every title of every field," he adds.

**Go an extra mile**

"DBS has a mission to satisfy all its customers by extending appropriate service in the most advanced way. The moment a customer enters our store, our staff attends him/her immediately, understands his/her need and cordially helps in fulfilling the requirement. New or old, no customer is ignored or disregarded in any way," tells Ahuja.

**Ensuring customer loyalty**

With so many discounts being offered online and offline, bookstores are now offering incentives like rebate cards and vouchers to their customers. "We offer the intended books in unexpected concession," tells Ahuja. "From time to time, we come out with interesting and attractive schemes for both new and existing customers," tells Ahuja.

**Inventory management**

"Technology plays a big role in buying and selling books and managing our bookstore's inventory. We are well equipped with most advanced software and skilful staffs. Everyday thousands of books are going out and coming in. Our sincere and well-trained staff are always alert to fit and fill the spaces designated for each section as well as save them digitally," tells Ahuja.

**Enjoying book with tea/coffee**

"While enjoying book with a good cup of tea or coffee, we provide lunch or breakfast to the customers coming from far off places. We take every care to strengthen our fraternal and friendly relationship," tells Ahuja.

**Be tech-savvy, be online...**

"In this digital age, being online is very important. DBS has a well-maintained website, which is user friendly. We have enough space within our store, where customers can enjoy a cup of tea or coffee while flipping the pages of a book. Not only that, we even provide lunch or breakfast to the customers coming from far off places. We take every care to strengthen our fraternal and friendly relationship," tells Ahuja.

**On a concluding note...**

"A customer usually considers two basic things—first, the availability of the required books and the way we are dealing. In these respects DBS offers incredible services. DBS is immensely enriched with every title of every stream and it has a mission to keep its customers contented by extending appropriate service in the most advanced way tirelessly," concludes Vijay.

—Varsha Verma
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