





## Who should attend?

- Policy Makers
- Authors
- Publishers
- Librarians
- Designers & Illustrators
- Content Creators
- Editors
- Self Publishers
- Booksellers & Distributors
- Bloggers
- Technology Companies
- Social Media Marketers

## DRAFT AGENDA

### DAY I: 28th Sept 2011 (Wednesday)

**0900hrs**      **Registration**

**1000-1100hrs**      **Inaugural session**

The session will set the context of the conference and lay down the themes for discussion.

**1100-1115hrs**      **Tea/Coffee Break**

**1115-1230hrs**      **Session I: National Book Promotion Policy – Where are We?**

The goal of the National Book Promotion Policy is to promote books for all segments of society. Keeping in mind the technological advances, the policy strives to take full advantage of the new technology while retaining the time-tested strengths of publishing and distribution of books.

**1230-1330hrs**      **Session II: Digital Publishing – The Way Ahead**

The publishing industry has been witnessing a paradigm shift from print to digital publishing. With increasing costs of production and print, the industry is making a strenuous effort to deal with the demand for digital content as opposed to print. How will India become an e-Publishing base in the near future?

**1330-1430hrs**      **Lunch Break**

**1430-1545hrs**      **Session III: Comics & Children's Book Publishing – A huge Market**

Sales of childrens' bestsellers are matching those of titles aimed at adults. The children content is available in multimedia form on various platforms. How can India tap this global opportunity?

**1545-1600hrs**      **Tea/Coffee Break**

**1600-1730hrs**      **Session IV: Managing IPR in Publishing**

The entire publishing industry depends on copyright to manage relationships between the relevant stakeholders. The rights and obligations of both the parties need to be clearly defined in order to manage and protect intellectual property (IP) against violation. The publishing contract embodies the relationship between the author and the publisher. Without a functional copyright system, the development of a vibrant national publishing industry would be severely hampered. Piracy is another big issue which is hampering the growth of the industry. The session will discuss how to tackle with such issues.

**1800hrs**      **Reception**

## DAY II: 29th Sept 2011 (Thursday)

**1000-1100hrs**      **Session V: Role of Book Fairs**

Book Fairs have always been a great attraction among book lovers, publishers, publishing agents, illustrators and other aspiring publishing professionals. The session will deliberate on how book fairs provide a perfect platform for new authors to showcase and promote their titles.

**1100-1115hrs**      **Tea/Coffee Break**

**1115-1215hrs**      **Session VI: Export Potential & Promotion of Indian Publishing Industry**

There is a huge export potential for books published in India. Can the production of high quality books enable India to compete successfully in the International book market? What will it take to increase India's share in global exports?

**1215-1330hrs**      **Session VII: Rejuvenation of Libraries**

Libraries need to respond to the growing and diversifying information needs of the end-users. They must become a local gateway to the world's knowledge and information. There is a need for traditional libraries to modernize the existing infrastructure and offer state of the art services. The session will address the requirements of libraries in current times.

**1330 hrs**      **Lunch and Closing**



## Invite for Papers

FICCI is inviting Papers for this Conference on the following topics.

- National Book Promotion Policy
- Digital Publishing
- Comics & Children's Publications
- Role of Book Fairs
- Managing IPR in Publishing
- Rejuvenation of Libraries
- Export Potential of Indian Publishing Industry

Papers must be submitted in the following format:

- File Format: Word Document
- Font Style & Size : Arial; 12 for paper and 14 for Title
- Line Spacing: 1.5 lines

Papers must be submitted by 10<sup>th</sup> September 2011 to Mr. Sumeet Gupta, Additional Director, FICCI. Soft copies could also be mailed at [sumeetgupta@ficci.com](mailto:sumeetgupta@ficci.com). The selected Papers would be published and circulated to all delegates participating in the Conference.

## Registration Details:

**Delegate Fee: ₹ 1200 + 10.3% Service tax per delegate**

Cheque / Demand Draft to be made in favour of FICCI, payable at New Delhi

### Discount:

For Corporate members: 25%

For Associate members: 10%

### Registration Fee includes:

- Access to all sessions
- Lunches for both days
- Reception on day one

*Registration fee does not include travel and stay*

**For sponsorship opportunities, please contact**

**Mr. Sumeet Gupta**  
*Additional Director*

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## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 44 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 75 countries around the world.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 2,50,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sector specific consensus building and networking. Partnerships with countries across the world carry forward our initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, etc. FICCI serves as the first port of call for Indian industry and the international business community.

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# PubliCon - 2011

## "The Business of Publishing"

September 28-29, 2011  
FICCI, New Delhi

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Please send this filled-up form to:

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