

Who should attend?

- School Principals and Teachers
- Policymakers
- School Textbook Publishers
- Self-Publishers
- Booksellers & Distributors
- Retailers
- Content Creators
- Authors
- Editors
- Technology Companies
- Social Media Marketers
- Sales and Marketing Professionals

Key Highlights

- Keynote Addresses
- Content for the Classroom: Teachers' Perspective
- Technology in the Classroom
- Textbook Publishers in India
- Global Best Practices in Education

How to Register?

Please fill the registration form and send it along with cheque / demand draft in favour of FICCI payable at New Delhi

For more information please visit <http://ficci.in/events-page.asp?evid=23021>

Registration Details

There is no registration fee for school principals, teachers, school librarians and school management representatives.

Indian Delegates (Non-member)	FICCI Associate Member (Discount 10%)	FICCI Corporate Member (Discount 25%)	Foreign Delegates
INR 3000	INR 2700	INR 2250	USD 45

Please note:

- Registration fee is inclusive of service tax
- Fee does not include travel and stay arrangements
- Fee include lunch/refreshments as per the agenda

DRAFT AGENDA

December 2, 2016 (Friday)

0900 – 1000 hrs	Registration
1000 – 1100 hrs	Inaugural Session
1100 – 1115 hrs	Networking Tea / Coffee Break
1115 – 1215 hrs	<p>Session 1: Content for the Classroom: Teachers' Perspective</p> <p>The Indian school education system is one of the largest and most complex in the world. India currently has a very young population. About 28.5 per cent of the population is within the age bracket of 0-14. What is taught to children in schools has thus been at the forefront of discussion in government and non-government circles alike. Publishers and content creators play an important role in getting the right content for the children. However, to what extent school textbooks have been able to achieve the intended goals of education in India is a question in the mind of all stakeholders, i.e., policymakers, publishers, school management and parents. Through years of dealing with young and inquisitive minds, a teacher is the best person to comment on what works in the classroom. The session will bring experts from different educational boards in India to talk about syllabus designed and content published in India, and the changes needed in continuously improving educational methodology and experimenting with new educational models.</p>
1215 – 1330 hrs	<p>Session 2: Technology in the Classroom</p> <p>Technology has come to play an ever increasing role in modern life. However, its importance in education has recently become an important focus of discussion, particularly in the backdrop of children consuming digital content. Teaching could be made more interesting and lively with educational content being merged with digital platforms, such as videos, interactive worksheets, etc. Digital technology companies, particularly those dealing with content creation and dissemination, will have an integral role in education in future. The session will bring technology companies dealing with content creation to speak on different technological innovation in education and its use in the Indian context.</p>
1330 – 1430 hrs	Networking Lunch
1430 – 1530 hrs	<p>Session 3: Copyright as Access to Knowledge</p> <p>The impact of copyright and other practices on access to knowledge has been tremendous. Researches have shown that a well-enforced copyright regime not only facilitates access to copyrighted educational materials, but creates an environment where creativity, content consumption and students' need for quality content could coexist together. Exceptions to copyright laws for education and research have been at the forefront of discussions on issues of copyright infringement. The recent judgement on 'fair use' of copyrighted content for educational purposes, by the Delhi High Court, has thrown open the discussion on how far the issue of fair use could be stretched. Practices globally indicate that 'fair use doctrine' does not provide for a blanket immunity for multiple copies for classroom use. This will not only affect business, but will in the end ruin the cycle through which quality content gets generated through the publishing ecosystem.</p> <p>The session will look into the problems of educational exceptions in the content of Indian educational system, especially with reference to an extension of the principle to school publishing. The session will bring all stakeholders to discuss how publishing has contributed to the development of Indian education, and the need to further clarity in the copyright rule about the fair use doctrine in terms of education and research.</p>
1530 – 1630 hrs	<p>Session 4: Textbook Publishers in India</p> <p>Despite many advances in technology, printed books is still the preferred medium of education in India. The government is the largest school textbook publisher in India. In terms of quantum of books printed, the NCERT is the leading player in textbook publishing, followed by some state boards like Maharashtra and UP. However, private aided and un-aided schools constitute between 26 and 55 per cent of school, in which private publishers supply educational books and content. The session will bring together traditional textbook publishers, both government and private, to talk about the textbook market in India and book distribution and retail networks.</p>
1630 – 1645 hrs	Networking Tea / Coffee Break
1645 – 1745 hrs	<p>Session 5: Global Best Practices in Educational: Indian Publishing and Lesson to be Learnt</p> <p>Globally, education has seen many experiments recently. What works in education is an important question that do not have a simple answer. With student enrolment in India at 21,86,04,787, the country is at a cusp of development, where international best practices in education need to be discussed and debated within the Indian context. The session will bring experts from developed countries to talk about educational methodology and content published for schools.</p>
1745 hrs	Closing

Contact us

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Bi-monthly magazine on book publishing industry in India