

# PUBLISHING

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## Sector Profile

Books have always been regarded as an important media for the development and promotion of human values. They act as catalysts for the advancement of a nation. They record new ideas, preserve and communicate knowledge, impart education and values, and aid the overall development of an individual. The publishing industry in India is counted among the top seven publishing nations in the world. With an estimated market of INR 10,000 crores, India ranks third after the US and UK in English language publishing.

With the coming of the Digital age the nature of the industry has changed. The advancement in technology and Indian's skilled manpower resource, makes the country a major outsourcing hub for print and pre-publishing services in the world, be it print, design or editorial. The sector has tremendous potential, both in the domestic as well as the export markets.

Currently the sector is witnessing a Compound Annual Growth Rate (CAGR) of 30%. The importance of the Indian market has been recognised the world over, to the extent that India was the market focus at the 2009 London Book Fair. From a humble start under British scrutiny, the sector presently produces 90,000 new books a year in 24 languages including English.

The Indian publishing market is non-homogenous and is structured according to region and language. The 24 Indian languages including English give ample scope and variety to the Indian publishing industry. More than half of the total titles published in India are in Hindi and English, with Hindi constituting about 26%, followed by English at 24%. The textbook market in India is dominated by the government. Prior to the setting up of the NCERT in 1961, the textbook market in India was dominated by a handful of foreign publishers. Currently, the government (NCERT, State Text Book Boards, NBT, and Publishing Division, combined) is the largest publisher in the country.

The Government allows 100 percent FDI to publishing houses across the country to make India a publishing hub, by utilising the vast English-speaking technical manpower. There is a huge scarcity of researched data on the publishing industry. Various estimates have been put forward as to the capacity of the sector. However, most fall short of providing the true potential of the sector. In view of this limitation and the fact that the knowledge sector in India is growing at an exponential rate, we can clearly opine that the Indian publishing industry in India is truly a colossus—a giant in slumber, which needs to be awakened and given its due status and identity.

Keeping in view the huge importance of books and the tremendous potential of the publishing sector, FICCI will serve the needs of the industry in the following ways:

- *Address key issues confronting the publishing industry, both in terms of policy and trade, and work for advocacy.*
- *Provide leadership in the area of publishing, both trade and policy.*
- *Represent Indian publishing community at international forums; and look for opportunities for Indian publishers abroad.*
- *Facilitate the creation of a robust library system in India.*
- *Identify gaps and create opportunities for Capacity building in publishing Industry.*
- *Conceptualise and develop programmes for the support and benefit of the publishing sector.*

With a view to service the sector, FICCI started with organising PubliCon from 2011. The programme focused on key policy / regulatory issues confronting the publishing industry. The conference also deliberated on trade related issues, National Book Promotion Policy, IPR, Digital publishing, rejuvenation of libraries, export potential of the industry, children's publications, etc.