

Publishing industry must focus on 3Es – Education, Economics and Enforcement to protect the copyright of creators and honor their work

First seminar in the series to spread awareness on copyright launched at the FICCI Federation House

NEW DELHI, 25 September 2015: To protect the interest of content creators, it was essential for the publishing sector to focus on 3Es – Education, Economics and Enforcement. India was fast evolving into a knowledge economy and there was a need to maintain a balance between disseminating content for public good and honoring the creators of content.

This was stated by **Mr. Youngsuk ‘YS’ Chi, Immediate Past President, International Publishers Association**, at a seminar on **‘Copyright in Publishing: Awareness and Outreach’** organized by FICCI in association with Association of Publishers in India. He also released a manual **‘What is Copyright?’**

Mr. Chi said that educating people about copyright was essential and the manual ‘What is Copyright?’ was a tremendous tool for the cause. To spread awareness about copyright, which is an intangible asset, the book needs to go viral on the digital platform and it was essential to educate people that the creator of an idea must be rewarded, he added.

Explaining about the economics of the business, Mr. Chi said that the publishing industry needs to ensure that the balance is maintained between material to be disseminated for public consumption and one for sustaining business by selling for a price. For this, it should be ensured that the products are not too expensive and are easily available.

Speaking about enforcement, Mr. Chi said that there was a need to go after those who illegally make commercial profits from the work of creators and added that enforcement was also a kind of education.

Responding to a query on whether school books should be sold with no-profit, Mr. Chi said that ‘zero-profit’ was not a sustainable business model in today’s time. The publishing industry was fast evolving and with digitization, publishers needed to make a legitimate profit in order to sustain their business.

Ms. Urvashi Butalia, Chairperson, FICCI Publishing Committee and Director, Zubaan, said that the publishing industry was making efforts to disseminate knowledge easily at a reasonable cost, keeping the interest of both publisher and user in mind. Publishers were working towards defining certain work as copyright to protect the interest of the creator and make other material freely accessible for public to use, she added.

Mr. Rohit Kumar, Co-Chair FICCI Publishing Committee and Outgoing President, API, informed that the seminar was first in the series that would be held in the next coming months to spread awareness about copyright. He said that the UK High Commission had shown tremendous support for that the success of the campaign and this would allow the publishing committee to take the programme forward. Therefore, he urged the stakeholders to actively participate and organize such copyright awareness programmes.
