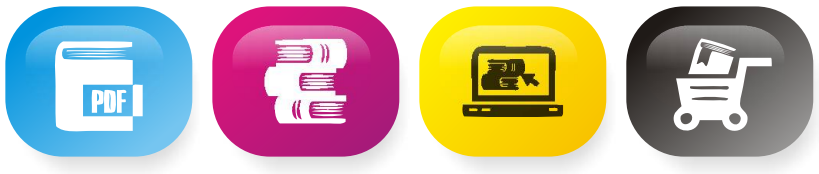
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1 Book Exports, Piracy and Parallel Imports in India



Hema Shekhawat, Ankita Mohanty

and Shilpi Sourav Sharan

With the retail revolution, the proliferation of international publication houses and the diversification in publication categories, the publishing industry has become an indispensible component of India's vibrant economy. Given the booming Indian economy, a dynamic and fast growing market, demographic dividends including increased literacy and a growing English speaking audience, relaxation in FDI policy, India is placed at a significant point to attract overseas investment within the publishing and print industry. The industry is estimated to grow at an average annual growth rate of 15 per cent with the Indian publishing industry exporting its books and publishing services to over 120 countries and the export market is estimated to be worth $ 550 million.

The ushering in of the knowledge-based economy in the new millennium contributed to the surge in the demand for books, with India witnessing a boom in the books and publishing industry in the last decade. The literature of a country is no doubt an index of the opinion and condition of its people, and therefore it is inevitable for good governance that the rulers of a country should possess such an index. It was therefore a significant and historic moment for academics, scholars and artists when the Copyright Amendment Bill was cleared by both the Houses of Parliament in 2012. While where other amendments including exceptions for the disabled, royalty sharing and independent rights to the lyricist and the composers were welcomed by one and all, it was the omission of the proposed proviso to the Section 2(m) of

the Copyright Act that would have legalized parallel import in India that led to several debates and speculation. In light of the current topic the article explores the doctrine of exhaustion and parallel importation concerning the indigenous publishing industry.

Book Export and Piracy

Book pirachy has been growing in the Indian book market and is paralysing the publishing industry in India and abroad. Statistically it has been reported that around one- fourth of India's total book market (estimated to be between Rs. 5000 to 7000 crore, except educational and text books) is dominated by pirated books and the best seller books bear the brunt of approximately 50 to 60 per cent piracy.

Book piracy in India has been highly prevalent despite the fact that India being a developing country, the prices which are offered for legitimate titles in India are relatively low as compared to the prices offered in other countries.

The piracy of printed matter in India is affected in three principal ways:

i) Wholesale re-printing of text and trade books
ii) Unauthorised transactions
iii) Commercial photocopying of books and journals

All these factors contribute to the rising level of book piracy in India. The photocopying of books particularly educational books is also highly prevalent in India as they are accessible at an affordable price to the students in India on account of which the publishers/ copyright owners suffer huge losses.

Internet Book Piracy is another emerging menace which is leaving no stone unturned, resulting in incalculable losses. Under Internet Book Piracy, the files of publishers are scanned or copied and then these files are uploaded on numerous websites. Recently it has been reported that Gini Graham Scott who has authored around 50 books discovered that 18 of her

books featured on a website offering free electronic books.[1] The aforesaid factors coupled with lack of public awareness and the lenient attitude of the enforcement authorities in India is piling up to the losses incurred on account of book piracy annually.

Parallel Importation

The term "parallel importation" refers to goods produced and sold legally, and subsequently exported. In other words, a parallel import is a non-counterfeit product imported from another country without the permission of the intellectual property owner. The practice of parallel importing is often advocated in the case of software, music, printed texts and electronic products so that the free flow of information is promoted. While proponents of the practice are of the opinion that consumers are benefited as the goods may be available to them at a cheaper price, others believe that it discourages intellectual property owners from investing in new and innovative products.

It has been of concern in the importing country particularly because entrepreneurs and commercial entities are averse to the idea of the goods obtained via different distribution channels being sold at a price that is cheaper than that quoted by them. This stems from the doctrine of **exhaustion of rights,** one of the limits of intellectual property rights, which prevents the owner from controlling the sale or redistribution of the work after its first sale. This derives premise from the fact that the monopolistic rights of the IP right holder is adequately awarded the first time the product is put on sale and that the owner must not be allowed to repeatedly benefit from the resale or distribution of that particular product. Thus unless otherwise specified by law, subsequent acts of resale, rental, lending or other forms of commercial use by third parties can no longer be controlled or opposed by the right holder.

[1] (http://www.broadwayworld.com/bwwbooks/article/Gini-Graham-Scott-Promotes-Awareness-of-the-Battle-Against-Internet-Book-Piracy-in-New-Book-20130826)

Exhaustion of rights

The ***national exhaustion*** restricts the control of the IP owner on the commercial exploitation of goods put on the domestic market, the IP owner (or his authorized licensee) could oppose the importation of original goods marketed abroad.

In case of ***regional exhaustion***, the first sale of the IP protected product by the IP owner or with his consent exhausts any IP rights over these given products not only domestically, but within the whole region, and parallel imports within the region can no longer be opposed based on the IP right. The laws of the European Union Committee provides for the regional exhaustion of rights.

Where a country applies the concept of ***international exhaustion***, the IP rights are exhausted once the product has been sold by the IP owner or with his consent in any part of the world. The intellectual property regimes of Australia (Section 44A, E, F of the Australian Copyright Act), New Zealand (The New Zealand Copyright Act 1994, Section 12(5A), and Japan (The Copyright Law of Japan Article 26bis (1)) etc. provides for international exhaustion of copyright.

It is the international exhaustion of the rights, i.e. the extent to which the sale of an IP protected product abroad can exhaust the IP rights over the said product in the context of domestic law is of much relevance in case of parallel importation. The segment below covers the Indian Copyright Act and the current scenario in India.

The Indian Copyright Act, 1957

Based on the UK Copyright Act 1911, the **Indian Copyright Act** (first copyright legislation in India) was passed in **1914**. The **Copyright Act of 1957** was the revised comprehensive Act according to which 'copyright' means the exclusive right to commercially exploit the original

literary, dramatic, artistic, musical work, sound recordings or cinematographic films as per the wishes of the owner of copyright subject to the restrictions imposed in the Act. This Act has so far been amended six times (1983, 1984, 1992, 1994, 1999 and 2012) to meet the constitutional status, national requirements and the international obligations.

The current version of copyright law is based on the principle of economics that price differentiation based on markets is an economically viable strategy. Moreover, it would enable the consumers to purchase books at an affordable rate and particularly meet their academic requirements.

Section 14 of the Copyright Act 1957

Section 14 of the Copyright Act, 1957 recognizes the First Sale Doctrine with respect to literary works. In relevant part Section 14 states by virtue of having a copyright the owner of such copyright would have the sole right *"to issue copies of the work to the public not being copies already in circulation"*. This is followed by an Explanation which states that "For the purposes of this section, a copy which has been sold once shall be deemed to be a copy already in circulation". The copyright owner is therefore allowed to control the terms of only the first sale and no sale beyond the first sale. Therefore copies already in circulation can be further 'issued' by the subsequent owners of those copies.

The last amendment to the Act (that came into effect from June 26, 2012), among other important changes, provided for independent rights to the lyricist and the composers, extension of term of copyright for photographic work and incorporation of provision that would make it more difficult to produce cover versions. As far as publishers are concerned, although the government was all set to introduce the provision that would have allowed parallel importation of copyright work (by virtue of amendment in Section 2(m)), it was dropped from the amended Act passed by the Parliament.

The mere reading of the relevant section of the Copyright Act makes it clear that the principle of national exhaustion is being covered in the same, what is currently being debated is the international exhaustion of right. The question that pertains to this provision is that: Whether the issues already in circulation should be construed as issues already in circulation within the Indian Territory or within the International market?

Parallel Importation: Case Laws

One of the earliest decisions of the Delhi High Court with respect to Parallel Imports was that of Penguin Books Ltd. vs. India Book Distributors & Ors., AIR 1985 Delhi 2) where it was held that *importation of books which are "infringing copies of the work" is an infringement. So is the sale thereof.* The Court had noted that *"An infringing copy as defined in section 2(m) of the Act means a copy "imported in contravention of the provisions of the Act. If any person, without the license of the copyright owner or his exclusive licensee, imports into India for the purpose of selling or distributing for purposes of trade the literary work, the copyright is infringed. Any importation of infringing copies is therefore an infringement unless it is for the importer's own use."*

The following are the list of other case laws/precedents pertaining to exports of books and parallel imports in the backdrop of the Copyright Act, 1957:

"John Wiley & Sons & Ors. v. Prabhat Chander Kumar Jain & Ors. (CS (OS) No.1960/2008)"

Facts:

The instant case was filed by the Plaintiff No.1 John Willey & Sons Inc., and Wiley India Pvt. Ltd against the defendants after it was brought to their notice that Delhi based bookseller, trading under a website 'www.alibris.com' for offering online sale and delivery worldwide of the Low Price Editions of the plaintiffs' publications.

Contention of the Plaintiffs:

The plaintiffs claimed that the defendants were attracting customers by misrepresenting that the books put up by them for sale are identical to those of the plaintiffs' and thereby it caused infringement under S. 14 and 51 of the Copyright Act, 1957.

Contention of the Defendants:

The defendants, *inter alia,* had proposed the contentions that the nature of activities carried out by them i.e. export of the books was not tantamount to infringement of copyright. As per the defendants, there was no infringement of copyright in the act of export of the books, and that there was no act or overt act on their part which is actionable within the meaning of the Copyright Act, 1957 as the books once purchased are legally purchased in India and they leave the territory of India once they are exported. Thus, the defendants contend that no act of infringement was done within the territory of India and thereby the provisions of the Copyright Act was not attracted.

The defendants further contented that there was no case made out as regards parallel imports where goods are brought into the territory of India and if the same are found to be infringing, they can be said to be infringement of the rights of the right holder.

The defendants had further relied upon the *'rule of exhaustion of rights'* enshrined in the copyright regime whereby the rights of the copyright holder are lost once the first sale of the article is effected i.e. the owner's control over the article and the rights therein are exhausted on the first sale and he/she cannot control every subsequent sale by enforcing rights over the same.

The Judgment:

Manmohan J. enunciated that the right of the owner of the copyright to issue the copies of the work to the public will not be circumscribed by any territorial limitation. Thus, the owner of the copyright will have the right to issue the copies of the work not being the copies already in circulation worldwide. When S. 19 is read with S.30 of the Copyright Act, 1957 it can be inferred that the owner's right under the copyright Act is not circumscribed by the territorial limitation and rather the owner can assign or license its rights worldwide. Hence, once the person (the defendant in the present case) offers for sale the books or publications (which are fettered by territorial restrictions purchased from exclusive licensee) and puts them into circulation by selling or offering them for sale or by taking orders for sale to the territories beyond the ones for which permission has been granted by the owners of the copyright, the said acts are prima facie tantamount to putting into circulation or issuance of copies not being in circulation in other territories where the right to do so is exclusively that of the owner to exercise and violates the rights of the owner of the copyright under Section 14 read with Section 51 of the Act.

In other words, the said acts of selling the books from India or offering for sale from India through website and thereafter accepting the money and couriering the books to an unauthorized territory will violate the right of the owners of the copyright which are plaintiffs and thus will, prima facie, infringe their copyright. Therefore, in the present case, the right of the owner of the copyright to issue copies of the work to the public in the present case would be the rights of the plaintiffs to issue copies to the public worldwide including but not limiting to India or to any other territories.

Moreover, once the defendants purchase the Low Price Editions books of the plaintiffs from their exclusive licensee, they are conscious of the fact that the said editions are subject to territorial restrictions which are meant to be sold within the limited territories only. The notice on the book itself gives knowledge to the purchaser about the said territorial restriction.

The First sale doctrine impact or the Principle of Exhaustion:

The Principle of exhaustion is based on the concept that the right holder can only control the first sale of the article and exercise the rights on the same and cannot complain of the infringement on each and every subsequent sale of the same.

The Hon'ble Court held that in the present case the doctrine of first sale does not curtail the rights of the owner. One of the reasons behind this conclusion was that, the right of the owner may be broader than that of the licensee.

In the present case, the Hon'ble Court rejecting the contention of the defendants, held that, the first sale had been effected by the exclusive licensees plaintiff and their rights were limited and were subject to the conditions and limitations imposed by the agreement. That being so, the applicability of the first sale doctrine qua the sales effected by the exclusive licensee to the defendants would at best have exhausted the rights of the exclusive licensees to complain and not the rights of the owner. The right of the owner to complain for remaining infringement in unauthorized territories for violation of the permission granted and violation of the rights will remain intact.

Manmohan J. quoted that; *"the owner has full right to enjoy the property and if the property is purchased from the owner only then will the owner lose his rights. The same is applicable in the present circumstances. The purchaser after purchasing from the exclusive licensee cannot by claiming the principle of exhaustion or extinguishment of rights defeats the rights of the owner".*

Thus, the applicability of first sale doctrine will partially exhaust the rights of the licensee and not of the owner of the copyright.

"John Wiley & Sons Inc. & Ors. V. International Bookstore & ANR (CS (OS) 2488/2008 & IA No.2856/2009)"

Facts:

The plaintiffs were engaged in the business of publishing and distributing works in the field of education and academics. In India the first plaintiff had established its operation in 2001 and publishes and distributes works stated to be used by millions of people on various Disciplines. The first and second plaintiff published concessional priced Wiley Student Editions (WSE) or Low Priced Editions (LPEs), meant for Higher Education, of their latest content only for sale in India and neighboring countries, which were significantly priced below the European and American markets, in other words these were low priced additions introduced by the plaintiff for the Indian market as well as other neighboring countries. The Plaintiff no. 1 was the copyright owner of the WSEs.

Contention of the Plaintiffs:

The plaintiffs had claimed that in the year 2008 they came across the first defendant running a website under the domain name www.ibstextbooks.com on which the LPE books of plaintiffs were offered for sale over the internet with worldwide delivery facility. A search revealed that the said domain name was registered in the name of the second defendant.

Further inquiries revealed that the second defendant earlier a seller of plaintiffs' LPEs on www.ebay.com and had been exporting the same to western countries from India and was later removed from e-bay on plaintiffs' complaints. Later, the second defendant set up the first defendant and its website www.ibstextbooks.com. It was claimed that the said website had offers by the defendants to sell, supply and export various publications of the plaintiffs by describing them as "international paperback edition, printed overseas with different ISBN", allegedly with a view to attract customers in United States.

Contention of the Defendants:

The Defendants were not present during the hearing of the case and hence no contentions were made on their part, and neither any request for adjournment was made by them.

Judgment:

An *ex parte* decree was passed against and the defendants and, hence the contentions of the plaintiffs were decreed by the Hon'ble Court.

At this point it is also worth mentioning the latest decision of the US Supreme Court where the concept of international exhaustion of rights was endorsed by the Court as it supported the parallel imports of copyrighted works.

Kirtsaeng v. John Wiley & Sons, Inc.

No. 11–697 (U.S. Supreme Court March 19, 2013)

The U.S. Supreme Court on March 19, 2013 delivered its landmark judgment wherein it has consented to the legality of purchasing copyrighted works abroad and bringing them back to the U.S. for resale without the permission of the copyright owner.

In the present case the petitioner i.e. Kirtsaeng had moved from Thailand to the U.S.A. for studying Mathematics and thereafter with the help of his family and friends he arranged for English – version textbooks sold in Thailand shops at a price lower than the price of the same textbooks sold in the U.S. market. Thereafter, the Petitioner sold the books at a profit in the U.S.A.

The Respondent John Wiley & Sons sold the impugned textbooks through its subsidiary named Wiley Asia and also sold versions of the said textbook in the U.S.A. Aggrieved by the aforesaid act of Kirtsaeng, the Respondent approached the U.S. District Court and accused the petitioner of infringing its exclusive right to distribute and import its copyrighted books. Kirtsaeng

contended that as the impugned textbooks were *"lawfully made"* and hence legitimately acquired the *"first sale"* doctrine which permitted the importation and resale of the textbooks without the Copyright Owner's further permission. The U.S. District Court was of the view that Kirtsaeng could not assert its defense as the Doctrine of *"first sale"* did not apply to goods manufactured abroad. Even the Second Circuit confirmed the decision of the U.S. District Court. However, the U.S. Supreme Court reversed the order passed by the District Court and was of the opinion that the phrase *"lawfully made under the title"* does not refer to any kind of geographical limitation and was applicable to even those works made in the Jurisdictions where the U.S. laws were not applicable.

The Supreme Court while delivering its landmark judgment further observed that under the Common Law, the Doctrine of *"first sale"* within its purview did not include geographical limitation and even the legislative history of the Copyright Act did not suggest any such kind of intention. Thus, the Court's holding aims at preventing copyright owners from barring the importation of low- priced copies in to the U.S., where they compete with the higher priced editions which copyright owners make available for sale in the country.

TRIPS and Parallel Importation

Art. 6 of the TRIPs Agreement provides that *"for the purposes of dispute settlement under this Agreement, ... nothing... shall be used to address the issue of exhaustion of intellectual property rights."* This means that the signatory members of the TRIPS Agreement can make their own laws regarding the national/international exhaustion of the IP rights and that the dispute settlement mechanism of the TRIPS shall not hear any complaint in this regard.

Parallel Imports - Section 2(m) proviso dropped

Section 2(m) legalizes the parallel imports of books and other copyrighted material into India and was part of the initial Copyright Amendment Bill introduced in Parliament in 2010.

Section 2(m) of the bill is as follows:

"Provided that a copy of a work published in any country outside India with the permission of the author of the work and imported from that country into India shall not be deemed to be an infringing copy".

However the provision was opted out due to political lobbying and other reasons and couldn't find its place in the final Copyright amendment Act 2012. Passage of aforesaid provision would have meant that book purchased anywhere in the world could have been imported and sold in India. However, the then Minister for Human Resource Development Mr. Kapil Sibal had commissioned National Council of Applied Economic Research (NCAER) to submit its recommendation on the Parallel Importation and held that the aforesaid amendment would indeed be incorporated if NCAER submits a favourable report. According to the Annual Report of NCAER (2011-2012) the literature survey for this has been completed.

The debate surrounding amendment of section 2(m)

While many publishers were reluctant on allowance of parallel importation provision into the Copyright Statues of India, the abrupt deletion of amendment in Section 2 (m) was not taken positively by many academics. It was argued that the parallel import would promote free market competition, access to more goods and would restrict the arbitrary pricing policy of several publishing houses, especially in developing nations. Further if parallel importation is legitimized, it would force the foreign publishers to sell their latest edition books in India at cheaper costs. On the other hand many trade analysts oppose the practice of parallel import as it would not only affect the IP interest of the legitimate owner but would deprive him of any

dividend arising out of differential price in international market. Further there would be constant fear of the product being brought into the market by third parties, especially the ones that have not invested in the production and promotion of the product. In any case the bottom-line of the entire debate is the question whether the benefits of parallel importation to consumers will prevail over any harm that the same may cause to the publishers. The answer shall indeed lie in the much anticipated report of the National Council of Applied Economic Research.

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2 A Tale of the Tongue Forgotten



Frederick Noronha

Either you're for it, or against it. Five decades later, attitudes towards the Portuguese language in Goa still tend to be inflexible. But things are changing too. Opportunity knocks from the outside. The rest of India is also fast overcoming its earlier hang-ups over the English language too. So, what does the future hold?

In many ways, Portuguese is still seen as the not-to-be-trusted, not-to-be-liked language in Goa. A small band of die-hard supporters maintains their Lusostalgia for everything from the past that they miss, including the language. Those who do not know the language are to be looked down upon, or sneered at. In between these extremes, it may not be surprising that there's little space for the language's growth in today's Goa. Even if some signs are promising.

Can time play the role of the healer?

In late May 2013, the researcher, writer and Goaphile Dr Carmo D'Souza of Calangute, and his team at Ismilda Research Consultancy, brought together a small group at the Salgaocar Law College to focus on the Portuguese language and literature in today's Goa. As is often the case, in intellectually dormant Goa, there is little happening by way of thought-provoking seminars and conferences. But when these do happen, scholars, cutting across the age divide, are quick to rise to the occasion, present papers and make some interesting points.

The Portuguese language's role in Goa rakes up strong views, which is a little strange considering how much acceptance the former coloniser's language of English has gained in the rest of India. In fact, Indian writers have today gone on to win some top writing prizes in the world of English. The long-held view that English is just the language of a narrow elite is being increasingly abandoned in favour of the perspective that it is both a link language, a powerful window to the outside world, and a way of building better understanding across the diversity of India

Not just that. Nobody will question the Indianness of a Salman Rushdie, an Amitav Ghosh, an Upamanyu Chatterjee, a Rohington Mistry, a Vikram Chandra, an Aravind Adiga or a Kiran Desai. They all took to writing in English in a big way and gained global prestiege on an unthinkable scale.

In regions like Africa too, the role of European-origin languages in a post-colonial world has been the subject of hot debate. Writers have taken differing stands on what this role should be. Should it be jettisoned completely? Or, should the colonial language be used as a stick to beat the colonial master? The Kenyan Ngũgĩ wa Thiong'o renounced writing in English. The Nigerian novelist, poet, professor and critic Chinua Achebe, who passed away in March this year, wrote his novels in English and defended the use of English, a "language of colonisers", in African literature.

In Goa, we seem to be at neither end of this spectrum. Instead, we are caught up either pretending the language doesn't exist for us, or floundering over what would be the best way to continue our relationship with the Portuguese language, even if we want the links to continue in some form today.

Dr Carmo D'Souza makes a strong case for understanding Portuguese as a "researcher's repository". He likened the fading fortunes of Portuguese in post-colonial Goa to a "deposit" kept by our ancestors in a bank "which had suddenly changed its currency". But, he said, the key was available, and all it needed was to be polished.

D'Souza pointed out that, in pre-liberation Goa, Portuguese was the official language, the language of courts, daily newspapers, the medium of instruction, books, party politics, manifestoes, appeals, political assemblies, novels, poems, recipes, home diaries and even invitations. He pointed out how those who knew the language could understand sociological trends in yesterday's Goa, even going back to the detection of six cases of cancer way back in the Goa of the 1920s. He pointed to the Coimbra-centered writers of Goan origin who were influenced by the writing of Tagore (perhaps his recent Nobel Prize in the early 20th century had something to do with it), and how India held a fascination for them even in their Portuguese writing.

"People who have the documentation should collect it and keep it. In the future it could be valuable," D'Souza suggested. He pointed out how Goa's traditional knowledge -- related to coconut cultivation and bund-making -- was preserved within the Portuguese language. Goan recipe books in Portuguese held knowledge of another day too.

But the subject can be read at another level as well.

Sandra Ataíde Lobo is a PhD researcher at the Universidade Nova de Lisboa who traces her roots partly to Goa. She argues that Portuguese can well be seen as a Goan language although, as she says, such an argument "may cause reasonable discomfort". Yet she sees Portuguese as "a language sufficiently relevant to Goan interests today". And it played a role in the past too, even if often dismissed only as a language of the elites. Ataide Lobo notes that the Goan played a significant role in promoting the Portuguese language and culture in "Indian, European and American academic centres".

She comes up with specific examples. For instance, Goan migrants started various newspapers and magazines, mostly bi-lingual in British India, such as *O Anglo-Lusitano*. Jose Gerson da Cunha presented a sketch of the Portuguese language in the East to the Royal Asiatic Society in Bombay. He urged the University of Bombay not to ignore Portuguese.

Another Goan, the Grant Medical College professor and Dean of the Faculty of Medicine Acácio Gabriel Viegas, managed to get Portuguese in as a second language in the University. Plácido de Bragança Cunha, one of the lesser known brothers of Tristao de Bragança Cunha, pushed for the creation of a chair in Portuguese language and literature at the university in Calcutta. His elder brother Vicente de Bragança Cunha completed his studies at London University, travelled to Bombay in 1915, and organised a series of conferences dedicated to Portuguese literature, Athaide Lobo noted.

Then there was Joaquim de Siqueira Coutinho, an engineer trained in Lisbon and Cambridge. In the 1920s, he was giving summer courses and lectures in Portuguese Studies at the universities of Coimbra and Berlin. Such a significant role by Goan intellectuals of the time in the international promotion of Portuguese, is still to be acknowledged, even by the Portuguese, says Athaide Lobo.

Since the end of the 19th century, a group of Hindu intellectuals in Goa too argued that the community should seriously invest to overcome their disadvantage in the Goan public sphere due to its lack of skills in Portuguese.

And, of the 733 writers listed in the monumental Dictionary of Goan Literature of Aleixo Manuel da Costa (a new volume of which has just reached the bookshops), as many as 86 per cent published in Portuguese in those times, says Athaide Lobo. This compared with 16 per cent in English, 15.5 per cent in Konkani and 2.5 per cent in Marathi.

Another scholar, Dr Paul Melo e Castro, whose family was earlier based in Goa, has been working for some time now on short stories by Goan authors writing in Portuguese. This professor at the University of Leeds reminded Goa about the stories that our state choses to

forget. He looked at the "Goan subaltern" in the short stories of three writers from here -- Vimala Devi (Teresa da Piedade de Baptista Almeida), Maria Elsa da Rocha and Epitácio Pais.

Says he, after a fascinating and insightful review of their work: "All three writers, I contend, deserve a readership in twenty-first century Goa." Elsewhere, Melo e Castro has compared the writing of Laxmanrao Sardessai's "O Barco de Africa/The Africa Boat" with the work by the Mozambiquan writer Mia Couto. Coincidentally, Couto recently received the Camoes Prize, which at 100,000 Euros is among the richest literary prizes in the world, awarded by the Portuguese and Brazilians to an author of an outstanding work written in Portuguese. It is often regarded as the equivalent of the Nobel Prize in Literature!

* * *

With changing times, maybe not surprisingly, the equation is changing in other trivial ways too. Even the 'Visado pelo censura' sign, indicating that the official censor had gone through a document in the Salazarist regime, is little more than a quaint collector's item to today's generation. Sheena Barnes made this point, while making a presentation on the erstwhile *Diario de Goa* newspaper.

Today's Goa has a Portuguese consul general who not long back thanked a pioneering freedom fighter like Aquino de Braganca of Mapusa and Mozambique, and paid tributes to him for helping the Portuguese themselves to shake off their own dictatorship back home and helping to lift Portugal's colonial cross. Even a former head of the Portuguese Fundacao Oriente has, more recently, shared the experiences his own parents underwent, including imprisonment, for taking on the dictatorship back home.

"In the 1970s, there was a sudden dip in (the) Portuguese (language use in Goa). Anti-Portuguese feelings came in. It was being fed to the people that there was evil, here was good, and that good had triumphed over evil. Things were portrayed in black-and-white," as Dr. Jaime Rangel commented. The physician-writer from Bastora was speaking on his great-grandfather's and family's role in sustaining the Tipografia Rangel, a printing press that across the generations shaped Goa's intellectual discourse in another century, right from the 1880s onwards.

Retired librarian and researcher Maria de Lourdes Bravo da Costa Rodrigues said that one may dislike someone's politics, but that should not be extended into a hatred of a

language. She presented a comprehensive listing of post-1961 Portuguese education and media, the language's use in official gazettes, and even what New Delhi had attempted to keep windows open to that language (including treating it as an optional second level in the CBSE exams).

Costa Rodrigues pointed out that the Lyceum continued its Portuguese medium classes till 1967, and the Escola Medica, in the case of one student, till 1970. "To say that the Indian government stopped Portuguese is wrong. Nehru said he would retain the identity of Goa, and he died. Even the CBSE (in Delhi) offered Portuguese as a second language. It was our people who were trying to oppose a language. It's fine to oppose on political grounds, but not a language or the people (who speak it)," she said.

Journalist Alexandre Barbosa noted that retired professor Ave Cleto Afonso is currently working to finalise a "reply to Camoes", an ambitious book written in Portuguese, from the perspective of the colonised who writes back. This could well be an innovative deployment of the language whose role over history has been evaluated in a rather different light.

Scholars like Dr Remy Dias looked at the use of Portuguese words in Konkani mandde (love songs), while Dr. Carmo D'Souza pointed out how Konkani had influenced the use of Portuguese in Goa. Not many know that copyright-expired Portuguese books are increasingly making their way to being shared on the Net. For instance, you can download a copy of the Goan scholar Monsignor Sebastiao Rodolfo Dalgado's *Portuguese Vocables in Asiatic Languages*. This book looks not only at the influence of Portuguese on Konkani, but on so many other Asian languages.

Given the lack of support to languages like Portuguese in today's Goa, it might be increasingly difficult to access material from another era. For instance, if one goes to bring together the books that emerged from Bastora, there's little chance of finding even a comprehensive list of all the titles. Yet, the Memórias de África e do Oriente [memoria-africa.ua.pt] website has a listing of a number of books published in Goa. It also has the facility to search books published in another era, by publisher.

Costa Rodrigues said which Goa didn't seem to be doing enough, varsities like JNU, Jamia Millia and Delhi University were taking to teaching the Portuguese language. Students from Bengal, Delhi or Bihar were picking up the language, she said. In Goa, after a delayed start and the normalisation of relations between New Delhi and Lisbon, the number of students (in schools and the university too) was once again moving upwards.

So what does the language offer today?

Sandra Athaide-Lobo, who is to defend her thesis on the Goan intellectuals of the late 19th and early 20th century soon, argues: "Goan culture has much to lose from unfamiliarity with this intellectual tradition, as would the rest of Indian citizens lose if they were unable to frequent, both sympathetically and critically, past Indian expressions of ideas and creativity in English."

It all depends on whether Goa's approach to the Portuguese is influenced only by the past or has a vision of the future. Just a couple of days earlier, Accenture, the multinational management consulting, technology services and outsourcing company headquartered in Dublin, Ireland, was shopping for skills in Goa. Its pitch read: "Wanted -- Portuguese language enthusiasts! This is your invitation to join an organization offering greater opportunity, greater challenge and greater satisfaction...."

3 Small But Growing*



Jaya Bhattacharji Rose

When I was managing editor of journals of an international publishing company a few years ago, not a day went without an editorial service provider knocking at my doors. Daily, I would receive introductions from Indian firms offering a range of services from typesetting, design, layout and to some extent copy-editing for various subjects. This, in spite of the fact that our publishing firm having good in-house teams. We would be bombarded with requests. There were occasions when we outsourced work to such vendors, but it required management at a micro-level. More importantly, it had to be in step with the business model of the firm. Tricky balance to achieve!

According to Runa Mookerjee, analyst at Value Notes, the $1.5 billion global publishing outsourcing industry is valued at $1.2 billion in India and employs 74,000 people in 2012. A report from Value Notes says India is the leader in publishing outsourcing services, followed closely by Phillippines, which is the preferred destination for the Asia-Pacific region and non-English speaking countries. India commands about 80 per cent of the pie, while the Philippines holds about 20 per cent of it. The preference of an outsourcing destination is highly dependent on the kind of work outsourced. There are a few clusters where these vendors can be found in India — Chennai, Pondicherry, Delhi, Gurgaon, Noida, Bangalore, Coimbatore and Mumbai.

For India, the largest number of clients is from the US and the UK. Some of the international publishing houses outsourcing to India include Elsevier, Springer, Kluwer, McGraw Hill, Palgrave Macmillan, John Wiley & Sons, Taylor & Francis, Pearson and many small publishers. The major publishing outsourcers in India are Aptara, Office Tiger (RR Donnelley), Integra Software, Macmillan (its print set-up was sold to Repro India, but this remains an in-house activity), Datamatics and KGL. According to Bimal Mehta of e-publishing firm Vakils Premedia (a subsidiary of Vakil & Sons), India is "increasingly becoming 'not a low cost destination. "Expectations of working with India need to improve, as there is this preconception of a lack of reliability, especially high-end work. The biggest obstacle is having people believe we can do the job."

A Niche Industry

Publishing outsourcing consists of content development, editing, putting the content in a format that makes it print ready or "readable" (illustration, design, page layout, indexing), typesetting, and printing. Of all these services, content layout constitutes about 70-80 per cent of all offshore outsourcing. But in India, the definition excludes printing as most of it is pre-press work. China is the leader in "printing publishing". Traditionally, it is STM (science, technology and medical) publishers who have relied on vendors. Surprisingly, editing (textual and formatting) is a very small proportion.

Pramod Khera of Repro India, which bought Macmillan India's printing operations in March 2011, says: "Macmillan is one of the largest publishers for educational books in India and Repro India has focused on servicing education publishers. Hence, the fit between the two companies is perfect." As far as Macmillan's printing unit is concerned, more than the machinery or the facility itself, the business model that Repro is entering into with them is important, says Khera. "We believe this will become a trend in publishing. Printing is not the core activity of many publishers. At Repro, we are trying to relieve the publishers of their pain areas related to production and fulfillment." According to K. Venkatesh, Virtual Paper, a

freelance copy editing firm, there are many smaller players and "encouraged by the boom after publishers started providing project management work in early 2000, many players have jumped into the fray, making it very fragmented market. "It is a niche industry," he says.

Challenges to this form of business are fine-tuning services to digital publishing; understanding the clients request and expectations by the vendors (in most cases language is a hurdle) and increasing overheads for vendors especially in terms of delivering e-pub format and apps. "Another key issue is quality," says James Hill, vice-president of sales and marketing for publishing in the US for the BPO, Firstsource Solutions. "Much of the true cost-advantage of outsourcing is often eroded by unexpected project management expenses in the US especially," he says. Now there is quite a significant political backlash to offshoring work due to the economic crises and severe unemployment. There is a growing interest in what many call "on-shoring" or "rural sourcing", which moves work out of major and expensive cities in the US to rural areas. That said, many service providers have carved a niche for themselves technologically in India. For instance, TnQ collaborates with Elsevier technologically, while Aptara has developed manuscript-submission software for Kluwer.

Unique Opportunity

Yet, the news for India is positive. The biggest emerging trend is digital and e-publishing, where publishing outsourcing can reap lucrative gains. According to Samir Lukka, online editor at *PrintWeek India*, "the content landscape today has opened an array of opportunities right from project management services in scientific, technical and medical publishing to author relationship management, content development services, legal process outsourcing, pre-media services, with the most obvious trend being editorial process outsourcing, or EPO." He says this space, in particular, represents the unique challenges posed by time constraints in a typical publishing environment, with limited time window to edit, compose and publish editorial and advertising content. That's good hope.

4 Publishing Triple 'A'

Audience Attitude Analytics



Angshuman Datta

The Publishing Audience

When a singer performs in an auditorium the audience comprises those who are sitting in front. We learn whether the audience has liked the singer or not from their reactions and their applause. In publishing, the audience is made up of those who read what the author, editor and publishers have put together but the audience is mostly not visible to these people. Hence, audience feedback is not instant and needs some analysis to understand it.

As we move into a new market in a new geography we need to understand new audiences and see what they like and what they don't. The new audience may not be necessarily the same as the ones we have known. Because we don't know these audiences well, we need to periodically revisit our understanding about them as any knowledge we had about them two years ago may not hold true in the present day.

Audience Attitude

Success in the publishing business is driven by reader's attitude, persona and insight. A well edited book with rich content may not catch the reader's eye or may even be overlooked by the

publisher. In digital publishing products relevant key features are often found to remain under-utilized and invisible unless the audience's attitudes are properly analysed and utilized.

Export Markets brings New Audiences

Audience attitude changes as we move to new geographies and market segments. Playing in a foreign country is not same as playing on home ground as the field and weather are different and most importantly the audience is different. For an Indian publisher, moving to a new country is simultaneously an opportunity and a challenge. Markets comprising people of Indian origin in Africa and Asia are relatively known export hubs for Indian publishers. In developing nations and countries where English is not used much provide an interesting market for Indian books. There is also the challenge that many people prefer publications in their own languages rather than a foreign language.

The publishing industry is divided into diversified market segments with its own value propositions and revenue models. We have Academic, Professional, Trade, Newspaper, Magazine and various other segments where audiences and their attitudes vary considerably.

The academic field is closely tied with publishing. If we plan to sell academic books it is important to know whether they fit with the curriculum and courses in the target market. The audience varies with K-12 publishing and higher education publishing.

Content and context are crucial for trade publishing. Book publishing has the advantage over magazine or newspaper publishing as it is primarily driven by consumer money rather than by advertising. Consumers are our audience and unless we have a better understanding of their attitude, any monetization attempt will not be effective.

Children's publishing is considered to be one of the most lucrative segments in the Indian publishing industry according to a report on deccanherald.com. They have reported this

segment is looking out of its domestic fold for a bigger footprint in the export market of South Asia and in the developing world, even as business peaks on the domestic front.

The Frankfurt Book Fair this year has a particularly stimulating program on offer in the field of children's and young adult media. Their focus area also includes Hot Spot Kids & eReading. Audiences in the Children's Publishing area are the kids and our goal here is to understand their attitude and then prepare the appropriate content in print or digital form.

Introspecting: Audience with Analytics

Analytics is research and fact based informed decision-making. This is the field of study that can help us analysing a system and gaining insights into its audiences and their attitude to finding the steps needed for its improvement. As we move into a new export market, an effective analytics system can help improving the quality of the content and making it more appropriate for the target audience. Appropriate use of pop-ups, interactive apps, animations are few advanced subjects that digital books can possess in them and analytics can provide us a clear picture whether audiences like these or not. The children's publishing segment of a new market of a developing country needs to drive its focus on visual quality and presentation and analytics can successfully assess its effectiveness.

Analytics can help us improving the content quality to match the competitive standards (mostly western) in a new export market and incorporate some fun format so that the child might be attracted to the book.

Continuous improvement using an analytics driven roadmap is a key driving force in the competitive market of publishing. This field of study is divided into different areas and primarily applied in digital publishing.

Audience Analytics

To improve our footprint in a new market, we need to know the new audience by analysing the things they are doing and have done in the past. Below are few examples to explain how this technique is used.

- To help us finding ways to ensure that product popularity is maintained among the audience, the usage is tracked closely and compared with the past performance and usage patterns. If there is a step decline is found the analytics system alerts and provides major statistics to help identifying the reason and help us act on its resolution.

- In digital publishing it is a common challenge to position the features and links it provides. During the promotion of a key feature it's often a challenge to decide which spot of the web page the link should appear on in order to be most eye-catching. Analytics can help us measure which position is popular in live users and determine the way it works better. In a simplest form of this approach, the system measures the locations of the screen mostly clicked and accessed in the web-page to the developer so they can determine the appropriate position of the new feature. As we are squeezing our multi-thousand square-foot bookstores into the window of a few inch smart phones, we need to split our products appropriately on this screen to catch the user's eyes appropriately and this is where Analytics is used for decision-making.

- We learn from our mistakes and in some cases we need to learn from our user's mistakes as user satisfaction is tied up with our success. A declining count of book searches in a website revealed the fact the users were making typos and leaving after getting a no result found page. Before the user frustration spread, the developers added a few measures so a valid webpage appears on the typos. The diagnosis of the problem is important here rather than the solution i.e. it is important to identify something is frustrating the users as they will not always come back to inform us. Analytics systems continuously analyse the usage data and determine areas of mistakes users make. It

can determine the cases and patterns where users leave unusually. This also lets us know what is causing them to feel frustrated. This way we can identify if any user is leaving our website with a negative impression and take measures to stop that.

- To measure what is popular and what is not, an Analytics system measures the audiences' action on everything accessed and performs a comparison to provide feedback. Comparison factors can range from the number of clicks, hits, bookmarks, citations, references, the amount of time spent on an elite product feature as compared to others and so on. It is like measuring the intensity of the sound of applause from the audience on different programmes and determining how popular your programme is by comparing that. This way we know if the material we think is good is really popular with our intended audience.

- Analytics can identify books or contents that are no longer needed by a simple tracking of usage. e.g. a set of documents was loaded ten years back. The highest rank they appeared in a search result was on the last page. Till date hardly anyone has clicked on any of these docs. We can safely archive them to store separately and refer back in case the demand revives at some point in future.

Social Analytics

One of the halls in the Frankfurt book fare this year is about digital and social reading and writing. Exhibitors will include literature portals and social reading tools, as well as experts on self-publishing, e-marketing, and crowd sourcing.

Social analytics is an area that's in the interest of all industries including publishing. Primary examples of social networking websites are Facebook, Twitter etc. Gartner has put social networking as one of the top emerging areas in their hype cycle for media industry publishing. There are monitors called Social Media Monitors (SMMs) that can track topics of

interest as they are mentioned and discussed in social media. They analyse what is being talked about and discussed on the internet and provide a frequently updated picture of significant attitudinal trends. SMM can be used for marketing intelligence and market research with understanding of sentiment or intent of the audience.

While expanding business to a new market and geography, a clear view of the social media of the target market can be very important in order to define and shape our products targeted for them.

These are places and websites where people go and say what they are doing (e.g. Pinterest) which can be a ready reference for knowing the audience upfront before offering our products to them.

Web Analytics

Web analytics is the field of study that helps identify user behaviour insights on a website and often helps in improving sales. As we come to sales and e-commerce, analytics still holds its importance there to identify how many people are actually purchasing, as compared to how many people are accessing the website.

A web analytics tool will identify if your target audiences are visiting and converting on your website. It can uncover potentially untapped audiences that are worth targeting and pinpoint areas of strength and weakness on your website to increase engagement with website content.

Creating effective web content to grab users' attention and keep them engaged is both an art and a necessity. Analytics can help in improving performance/throughput and can also be used as mitigation strategies in all parts of the publishing workflow. Web analytics systems help in identifying what makes a good user experience on the web and how sites are organized and monetized through ads, partnerships, and sponsorships.

Publishers of high-quality content with large, desirable audiences need to reclaim their online ads inventory and ensure sales of the content are maintained and avoid factors that reduce sales. These systems help introspect the product and user actions to identify the appropriate measure.

Various web analytics tools are popular these days that includes Google Analytics, IBM CoreMetrics, Adobe Omniture, WebTrends etc. They generate reports, graphs, anchors to provide usage insight and patterns.

Predictive Analytics

Predictive analytics can help determine the possible type and nature of content users will like in future considering the factors from the past, periodic issues and forthcoming controlling factors. It can forecast what the audience may like so the publisher can offer them that. A simple example is universities using these systems to define their future course materials. As a new course means new contents and books, the publishing industry has an equal interest in this area. In another example an academic publisher observed during a particular course session that a set of contents became popular among their users. They changed their system to offer more content of the same type in he same session for next year which improved the popularity of their product as a whole.

Predictive Analytics systems can also strike the right balance between the amount of content it produces and consumer demand -- helping the media giant decrease production costs, reduce stock-outs and surplus, minimize lost sales, and increase margins.

Analytics as a whole is an area that is still growing and maturing with new areas and fields. Big Data Analytics is one of the fields that are focused to high volume, high velocity and high variety of information assets as its primary processing ingredients. This technology helps in

building up on-demand, cost-effective, innovative forms of information processing for large enterprises to help them out with enhanced insight and decision-making.

Analytics technique tied up with the search engine optimization (SEO) opens up various emerging areas to make the industry more matured.

Defining an Analytics Roadmap

Before launching our product in a new market, we need to define an analytics driven roadmap for our products and content. Implementing this analytics based environment can help us identify the audience sooner and start with finding the answers of a few questions such as:

- Who is accessing or buying our books/contents?
- Why are they buying, what's good in it?
- What is our visitor satisfaction and ratings of elements that drive this satisfaction?
- What are they buying?
- Where are they from?
- Which age-group do they belong to?
- When do they just access and leave and when do they buy?
- How long do they spent on our content?
- What should be our performance benchmarks and how we should measure that?

Various approaches of analytics roadmap implementation are there that attempts to get answers to these questions of these and come up with action points based on the answers. Primarily these are implemented in three phases:

Basics: Start with what we have in place already to ensure we don't reinvent the wheel while establishing an analytics environment. We need to have a rough idea where we want to reach on our improvement tracking. A spreadsheet or small scale analytics software is enough as an analytics tool at this level.

Intermediate: We should establish a data warehouse system in place to integrate various data sources to make decisions. Home grown or custom built small scale tools can be used in this stage.

Advance: Finally it's the maturity level and we establish a Master Data Management (MDM) system with advance software for pattern-based analysis with integration of all metrics among other related sub-systems. Gartner reported MDM systems as a promising areas in analytics that will help making strategic and tactical decisions and defining long-term goals.

The implementation should always take the route of continuous improvement to measure and track progress, starting from the basic levels with defining the benchmark. This way we follow the steps to make the goal, set the target, measure the outcome and track it continuously. Benchmarking starts with identifying the Key Performance Indicators (KPI) defined with details and values as appropriate for the implementation and scale. A few commonly used KPI for Publishing are:

- Customer Adoption Behaviour: Levels vary widely by age group.
- Subscription and Circulation: Demographically driven by community, interest, geography and market.
- Advertising: Revenue, Profit from advertisement sales sales, Gross versus net sales, Market share.
- Production Workflow: Cost of production, management and publishing.

Analytics Software and their Use

- There are different open source softwares available for analytics use which are mostly free and easy to use. Some of them impose some restrictions with the license agreement but overall they are good to be used as a starting point to analyse the usage patterns and provide information on the voice-of-customer/attitude. e.g. a list of web analytics software can be found from http://en.wikipedia.org/wiki/List_of_web_analytics_software

- IBM COGNOS is one of the popular Business Intelligence and Performance Management tools in the analytics world. This comes with the capability of analysing huge usage data to extract valuable information and patterns from it for decision-making. e.g. It can drill down into student data, identify student preferences, and develop programs that are attractive for students.

- Microsoft Excel is one of the tools that can be used to implement a simple predictive analytics system. IBM SPSS and SAS are popular predictive analytics software used in the enterprise levels. They use various algorithms on the usage data and its controlling factors to predict the action, product and decisions that will be appropriate in future. e.g. It can help optimizing education quality and finding new courses that can be effective for the future. In a recent media publishing project SAS was used in providing balanced news coverage to readers.

- With Pearson's purchase of Learning Catalytics, we can see the growing trend among publishers looking to shore up their analytics offerings. Catalytics is an advanced, cloud-based learning analytics and assessment system.

- Elsevier's acquisition of Mendeley shows us Elseveier's interest in open and social educational data. Mendeley supports storing, sharing and the recommending of academic content and is a provider of a platform for academics and organizations to share research and collaborate with others via a social network. Its sophisticated

analytics provide data on sales rates that can show measurable proof of online successes or failures.

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5 Publishing Services in India



Shekhar Sarkar

Publishing is a linear process. At every stage there has to be TQM or Total Quality Management) and the workforce needs to be intellectually savvy to understand the creative process. With the expansion of the publishing industry over time, we are now beginning to see a sea change in the publishing service sector, both in the expanding domestic and global markets that offer opportunities for the publishing service sector and presents many challenges for content development and distribution.

Publishing services are not new in our domestic market. In the past, they provided the full range of end to end publishing outsourcing business from prepress and content development and more recently they have included adaptation of technological conversion from any input format for publication with numerous choices from the most suitable standardised media, platforms and channels across publishing verticals to a spectrum of holistic services. Publishing services include a wide range of conversion services from premedia services, hard copy content development to digitalization manually and by OCR (optical character recognition) technologies to data hardware, XML/SGML/epub/e-pdf files for the printer and the final publication as standardised quality publication product.

In brief, publishing services are solution providers for the publishing industry.

Traditionally, a big publisher of a print edition of any book, journal or magazine typesets the content with in house editorial and art design staff. Small and medium publishing houses that do not have in house facilities or resources normally outsource the job work. Similarly, the outsourced printer and the binder complete the production cycle so that the product can be placed in the market. The objective is cost effective models for monetising volume sales.

The digital era a few decades ago ushered in DTP (Desk Top Publishing) services with access to Windows and Macintosh Computers providing multi lingual fonts, including international languages (single, double and multi-bytes) as basic publishing services by text typesetting, size, layout, font, graphic and design entries with common publishing and design softwares from Microsoft, Corel Draw and Adobe In design suite.

Today with advanced technological access, the choice of multiple mediums, multi platforms and multi channels for publication it has become cost effective for publishers to outsource services and focus on marketing strategies for expansion, especially with the opening up of new areas for marketing, not only in the domestic market, but also in the global market.

The scope for publishing services in specialized areas of the publishing process has grown exponentially with the global expansion of publications, content management, conversion and other services in India. However other levels of services such as author resource, pre-publishing services, preparing manuscripts, POD services, Marketing services, audio books, web design and hosting are the emerging trends in the domestic publishing services sector.

The emerging trend in publishing services points to the spurt in the publishing industry outsourcing for specialized and personalized job work to cater to the needs and growing demand for publishing services. Numerous domestic publishing service providers are now offering professional specialized state of the art services for a wide spectrum of publications both in print and digital publication. The core areas are content and editing development, project management, conversion management, design, formats, rights & permissions, e-Books creation, self publication and other print and digital services.

A professional publishing service provider to the publishing industry can offer choices for the global e-Book market in cost effective formats.

Electronic Books or e-Pubs publishing services is an emerging trend in India that offers services for the conversion from one platform to e-Book format such as Android, Kindle 8, Open e-Book, Palm Reader format, e-Pub 2, e-Pub 3, Fixed layout e-Pub format, Mobi format, PRC (Product Representation Compact) 3D file format that embeds 3D data to pdf files, or other digital format to e-Pub/Prc files that can support most hand held devices that offer multimedia seamless integration of text, audio-video, animation or slide shows. Similarly interactive e-Pubs offer voice over and touch sensing support for educational and games applications.

Book apps are integral to digital publishing. The development of i-Phone, i-Pad and Android Apps (Phone and Tablets) are some of the emerging trends of digital platform development services in India.

Project Management

Project management requires a framework rf plan to produce and execute publishing projects from the initial content creation to delivering the end product in coordination with the agencies responsible in the publishing process at different stages of production

Editing

Apart from syntactic and semantic copy editing, technical editing requires scientific acumen, while substantive editing focuses on the organisation of content, style and design..

Publishing Services Portfolio

Some of the publishing services portfolio menus emerging in India for domestic and international publishing companies for both the domestic and global market are project management, format creation, 3D publication services, Indexing, art work, graphic design and aniumation, electronic proofing, online submission of manuscripts, digital publishing solutions,

data conversion, apps development services, HTML 5 development services, digital interactive conversion services, E book, subscription management, interactive learning services and multimedia, advertisement creation, magazine creation and design, multimedia, multi platform multichannel and end to end publishing solution

Global publishing and marketing with trade agreements between nations is expanding to niche market areas exponentially, especially in UK, EU, Latin American, African and South Asian regions with global publishers and marketers setting the pace in promotional strategies in the cultural integration to an eclectic social segment superimposed on the distinct cultural domain of a nation. In fact most global publishers are redefining their 'marketing strategies' for every potential market to gain a chunk of the market segment by their presence in the web and International Book Fairs.

Apart from print, the digital conversion of content for the e-market, though a miniscule percentile compared to the print, is picking up gradually. This distinct global trend reveals not only strategies for quality and exemplary customer service, but also a huge potential market offering a positive palpable vibe to our own publishing industry for content development and monetising.

Strategies therefore need to be evolved by the publishing industry by analysing the driving global economy, in sync with other global players, either by collaborative efforts or through the development of an indigenous workforce with the state of the art in printing and publishing to keep in pace with the global competition, global demand and global technology both in content development and marketing suited to the target region, specially when expanding to South Asian markets.

The publishing industry should not just publish good quality content, but should also focus on providing content acceptable to the core audience segment with relevance to gradually increasing volume on demand. The areas of content creation and monetisation require identification of marketable content and the target market segment. For the digital age

publisher identifying and selecting the choices offered from the publishing services portfolio must be relevant for both the domestic and global market.

State of the art publishing equipment can offer excellent publishing services business opportunities with content development and digital printing capabilities in single or multi colour to robotic binding and packaging.

In the global outsourcing publishing services market, India has emerged as a country with a skilful workforce with technological accessibility for cost effective services for both domestic and international publishing companies. It is envisaged that with the strategic promotional presence of publishers in the global market, the publishing service sector is bound to grow in the near future.

6 Publishing Portuguese in Today's Goa

Challenges and Opportunities

Frederick Noronha

Goa is seeing a growth in local publishing possibilities. What does this mean for the different languages that have been of local importance, now and in the recent past, in particular, Portuguese? A comparison is offered of books published over the past decade or so and also looks at recent initiatives and challenges in publishing Portuguese texts.

I didn't go to the right schools, didn't come from a well-known family, nor was I even remotely connected to a powerful publishing dynasty.

Matt Drudge

To be Goan today almost necessarily means to be pessimistic. Anyone following the debates in cyberspace, could easily be lead to believe that only negative things happen in this region currently. Yet, things are arguably changing for the better in the field of local publishing. Changing technologies, access to better printing, and the arrival of economic alternatives that

suit small-time publishing is opening up new and promising possibilities when it comes to creating opportunities for new books to reach the market.

Cyberspace also opens up new avenues for collaboration. Since the mid1990s, Goa launched and has built up initially due to a number of expatriate initiatives its presence in cyberspace. As could be expected, much of this discussion happens through the medium of English, a language which Goa is not linked to by colonialism, except by way of migration.[1]

One could say that building local book publishing in Goa remains a challenge, and creating space for writing in Portuguese is an even more daunting task at this point of time. But unless the situation is adequately understood, we would be guilty of not even having taken the first step.

Indian Publishing, Booming Now

In contrast, Indian book publishing is booming. So many new titles are published each year; the country is scoring very well globally in terms of the number of books published. Many more books are coming out in languages offering a bigger and influential footprint, particularly English and Hindi.

Here are some figures[2] about a field where data is usually hard to come by:

- India is seventh largest publisher in world; and the third largest in the English language
- Estimates for 82,537 titles published in India last year are believed to be "way, way too low!" These figures refer to just books which are registered.
- There are 16,000 publishers in India currently, with a thousand of these estimated to be publishing over 50 titles per annum.

[1] The first English language schools started in Goa a little over a century ago. Due to opportunities it opened up via migration, among other factors, more such schools were built around the 1940s. English remains a dominant literary language here, while today Marathi, whose base is in the neighbouring province of Maharashtra, is also another such language. Attempts are being made to build Konkani, the language of the region, though there are challenges here due to differences over script and dialect, and sometimes even political forces not well disposed to the idea of promoting Konkani for a variety of reasons, among other factors

[2] Cited by http://aptstudio.com/timesemit/2009/03/18/overviewoftheindianpublishingindustry/ accessed on April 6, 2011.

Urvashi Butalia, feminist and historian besides being cofounder of India's first feminist house, Kali for Women, writes[3]:

> Indian book publishing makes news these days. There isn't a literary festival across the world that doesn't feature Indian writers, and there probably isn't a five star hotel in Indian metros that hasn't seen a book launch or two (or even three!) India is a strong presence at many international book fairs such as Tokyo, Beijing, South Africa (where, two years ago it formed the largest international presence), Gothenberg, Abu Dhabi, Frankfurt (where it has been the Guest of Honour twice in 20 years) and now, coming up in April 2009, the London Book Fair where it will be the focus country.
>
> None of this is surprising. India's achievements in publishing are formidable by any standards. As a country it is unique in the world of publishing for being the only one to publish in as many as 22 languages. It's widely recognised in the world as a leader in English language publishing a legacy of its colonial past that India has turned to its advantage and is the third largest English language publisher in the world (after the U.S. and the U.K).

There are ventures in the alternative book world too. In tiny Goa, the Other India Bookstore (and Press) has been collating a very useful set of alternative books, focussing, as its name suggests, on the "other India". It promotes NGO and activist literature, and, as a policy, generally avoids books published in the West.

In India's bigger cities, more is happening, and not just in the mainstream, commercial world. The Independent Publishers' Distribution Alternatives[4], or IPD Alternatives, is a network that was recently formed. It is a partnership of eight independent publishers in India, formed “n response to the globalisation of publishing and its domination by a handful of conglomerates in

[3] “New horizons, new challenges”, *The Hindu*, Sunday, January 4, 2009. Accessed online on April 6, 2011 http://hindu.com/lr/2009/01/04/stories/2009010450040100.htm
[4] http://ipdaindia.wordpress.com/

the global North and West that has had a ripple effect on small and medium independent publishers everywhere."

Current Status of Portuguese

Going beyond the impressive figures, it is important to see the state of publishing in the smaller areas of the country, as well as among less influential (and today, often dismissed as inconsequential by most) languages. Portuguese is not irrelevant to Goa even today. Much of our history is still ensconced in that language. So are some of our laws and the civil code. Crucial 20th century issues, debates and ideas are expressed within the pages of Portuguese language newspapers in Goa. These are falling victim to both poor storage and the loss of Portuguese language skills in the region with every passing day.[5] Portuguese is taught in schools in Goa, but only among a small section. Occasional events like a Portuguese language day are organised in some colleges[6]. Smt. Parvatibai Chowgule College of Arts and Science also runs a Centre for Portuguese Language and Culture.

But, one could argue that all this is too little and too late, when it comes to promoting a language in a region it was long connected to.

As someone who entered publishing quite accidentally much like the first printing press in Asia, that was set up here in 1556 – I have been puzzled with the question of how does Goa relate to generating and understanding knowledge in a language that is seen to belongs to its past?

One cannot be dismissive about the role of Portuguese in Goa today, as noted above. But, the history of the recent past, linguistic and demographic and political changes, has been

[5] Scholars, including international ones, have voiced concern over the Goa archives. Dr Ines Županov, prominent historian points to the manhandling of old treasures, unhelpful rules, and the loss of documents.
[6] http://tinyurl.com/3vyslpf

unfavourable to the survival of this language in Goa. These factors have shaped the reality here in a way makes it difficult to sustain publishing in that language.

The decade of the 1960s saw the demise of Portuguese language newspapers in Goa. This only accelerated with time. As an aside, I belong to the generation who got our first newspaper jobs in 1983 when the "last Portuguese daily newspaper in Asia" – abruptly, but for entirely understandable commercial reasons – shifted over to being a English language broadsheet, and offered new opportunities to some.

Portuguese newspapers in post1961 Goa were either seen as supportive of the ancien regime, or out of step with the new political realities. Added to this, the State patronage of Portuguese was abruptly ended. Post liberation local politics also had their own dynamics. In place of Portuguese, a new breed of English language and Marathi (and, to a lesser successful extent, Konkani) newspapers grew here. The acrimonious note on which Portuguese colonial rule ended in Goa in 1961 meant linguistic and cultural ties could not be sustained.

It was only in the mid-seventies, nearly half a generation too late, that relations were once again normalised between Portugal and India. Even till the mid1990s, lingering suspicion in a section of public opinion in Goa influential, if small greeted events like the opening of the Portuguese Consulate in the State, or the delegation of Fundacao Oriente.

LANGUAGE-WISE PUBLISHING IN GOA, YESTERDAY AND TODAY

There has been a demise of more than just newspapers of the ancien regime in Goa. Language skills and interest levels have also changed. Abruptly, the last 50 years have seen a switchover to languages like English, Marathi and Konkani. Prof Dennis Kurzon were puzzled enough to study why and how people in Goa and the Konkan coast were showing such high results in TOEFL tests.[7]

[7] Kurzon, Dennis. *Where East Looks West: Success in English in Goa and on the Konkan Coast*. ISBN 1853596744

The changing language scene in Goa is also reflected by the demise of old printing presses which once put out a number of books in that language out of here. For instance, there was the Typographia da Casa LusoFrancesa, which published around the end of the 19th century and start of the 20th. Imprensa Nacional was active around the 1870s, Imprensa Goncalves in the 1940s, Empresa Tipografica 'Progresso' in the 1920s, while others like Tip Minerva Indiano, Typographia do Ultramar of Margao (1890s) and Tipographia Hindu of the 1930s have also left their imprint on the books available here. Presses like the Tipografia Rangel, based in the Bardez village of Bastora, were very active too.

There are hints from collections of the past. Central Library at Panjim lists[8] among its collection the following language wise breakup of books available in its rare books section:

Portuguese	2195
Konkani (in Devangari script)	2200
Konkani (in Roman script)	701
Konkani (in Kannada script)	40
English	3658
Marathi	1743
Hindi	40
Old collection (Latin, English, Portuguese, French)	40000

It is obvious that the Central Library still has vast holdings in the Portuguese language. That these are used only by a few limited by lack of knowledge skills or interest, or both is no excuse for treating the same shoddily. In a *Report of the Rare Books and Local History Section (200607)*, cyclostyled text, the Central Library talks about the "problems of (the) section". It says:

[8] *Position of books in the Rare Books Section, Central Library*, towards the end of the reporting year 2004-05

Old Portuguese collection is stored in wall-built wooden cupboards which cover almost half the library. These books are rarely referred by researchers as well as by general readers. As there is space problem in all sections, cupboards and racks from all sections are moved towards this wall collection and hence these cupboards cannot be opened easily for tracing the books and cleaning. These are not cleaned for last five years. Preservation of old newspapers and other rare books is to be done... Digitisation of old newspapers and other old books is to be done....

Figures of books published[9] recently are also of interest. Below is a comparative list of books published across recent years, giving language-wise figures.

Year ending	Konkani-Devanagari	Konkani-Roman	Marathi	English	Hindi	Portuguese	Comments
2009	106	38	158	102	3	5	
2008	64	18	57	44	1	1	
2007	92	39	89	66	4	NA	
2006	97	50	74	NA	5	2	
2005	62	1	54	27	6	--	Kannada 01
2004	32	2	40	35	--	--	
2003	55	4	44	33	4	1	Also four in Kannada and one in Telugu
2002	NA	NA	NA	NA	NA	NA	
2001	28	2	21	26			Konkani Kannada Script 01
2000	25	2	23	25	1	NA	
1999	22	1	34	19	NA	2	

[9] Konkani Devanagari and Marathi titles have been receiving official grants for some time now. In the last three years or so, the Directorate of Arts & Culture has launched a scheme to promote the work of local (Goabased) authors and publishers, regardless of language and script. This has helped to partly subsidise the publication of some English language books, and even at least one Portuguese language book, in 2010. A maximum of Rs 25,000 is given as a grant to an author, which, at best, is a modest amount. It can however help make a publication possible. In the case of Konkani and Marathi books, many titles released are creative works focussing on fiction or poetry. Some Marathi books are linked with topics of spirituality. In English, titles tend to follow the wider trend of most being nonfiction, perhaps since it is more of a challenge to market fiction and poetry. Occasionally, the number of books published in a year has been inflated in particular languages (for instance, English) due to the large number of educational "guides" (or study aids) published for school children.

Other figures[10] indicate that in the period between 2000 and 2007, Goa's main library had cumulatively bought 19,048 books for its circulating section and 2,805 for its reference section. In addition, it also got 426 and 2885 books respectively for its Rare Books and Goa Books Section and under the Delivery of Books (Public Libraries) Act, which obliges publishers to compulsorily submit three copies of each book published to the State library (one of which is sent to the Parliament library in New Delhi). With all these figures, the question is whether Goa is doing enough to promote the reading habit in a region of roughly1.5 million people.

BOUND NEWSPAPERS AT THE CENTRAL LIBRARY IN PANJIM

A listing[11] of titles available at the Central Library also points to the following resources (though some files may be difficult to trace, due to the ravages of time, our monsoons and neglect):

Total collection: 160 titles.
Including Official Gazette and popular newspapers published since 1861.
1) *Boletim do Governo* (*Official Gazette*) since 1837 till date.
2) *Oriente Portuguese* (19041920)
(19311940).
3) *Boletim do Instituto VascodaGama* 1926-1996
4) *Diario da Noite* 1919 -
4) O *Heraldo* 1900 till date
5) *Heraldo* 1908-1962
6) *India Portuguese* 18611930
7) *Bharat* 1912-1941
8) *Correio de Bardez* 1929-1947
9) *O Crente* 1883-1926
10) *Gomantak* 1969 till date
11) *Gomantak Times* 1988 till date
12) *The Navhind Times* 1963 till date
13) *Navprabha* 1971 till date
14) *Sunaparant* 1987 till date
15) *O Ultarmar* 1861-1941
16) *A Vida* 1938-1967

[10] Right to Information query, information received personally.
[11] http://goacentrallibrary.gov.in/rarebooks.htm.

There are things happening elsewhere too. Asian Educational Services, a Delhi-based commercial enterprise, has good model going in reprinting copyright-expired old texts that still have a market. See a list of books thus available, including many in Portuguese: http://www.asianeds.com/search_result.asp[12]

Goa-based publishers Third Millennium[13] has done useful work in publishing Portuguese texts here in recent times. Their titles include Alberto Noronha's short stories *Onde Moruoni Canta*, Cantos Goeses (Panjim, 2003, 179p, Rs 200), Pedro Correia Afonso's short stories *De Goa a Ceilão* (2006, Rs 375), Maria Elsa da Rocha's short stories *Vivencias Partilhadas* (2005, 148p, Rs 250), the grammar *Gramatica Activa* (2007, 129p, Rs 300), and *Episodio Oriental* on Indo-Portuguese literature (Maria Ines Figueira and Oscar de Noronha, eds, 2007, 176p, Rs 225), Agostinho Fernandes' novel Por Alem do Alem (2007, 202 p, Rs 275), among others.

Other books published in Portuguese in the last decade include the essays by Bailon de Sa (*Pontos de Vista*, 1998, 161 p, Rs 100, New Age Printers, Santa Cruz), Vasco Pinho's poetry *Com as Musas do Mandor* (Panjim, 1999, 34 p, Rs 150), among other titles.

Challenges of Publishing Today

At the time of writing this paper, I have myself been caught up with an attempt to publish a book in a language I understand a very little of, and which is very difficult to currently process in Goa. The proposed book by Dr. Eufemanio de Jesus Miranda, a Catholic priest, is telling of the state of both the challenges and potential of things here today.

Dr. Miranda did his PhD through the Portuguese Department of the Goa University. His topic was the 19th-20th century Indo-Portuguese literature a socio-historical study (Literatura IndoPortuguesa dos Séculos XIX e XX: Estudo sóciohistórico). Dr. Miranda happened to mention

[12] http://www.mailarchive.com/goanetnews@lists.goanet.org/msg02094.html
[13] http://goa.justdial.com/thirdmillennium_panaji_verna_tGtT.otzqmzdtum9j.iffX.qenXPeblq.htm.

that this thesis awaited publication. Knowing him, being partially interested in the wider subject of Goan literature, and involved in publishing myself, one thought of taking on this challenge.

We decided that – against the odds – Dr. Miranda should apply for a grant from the Government of Goa's Directorate of Arts & Culture, under its relatively new scheme to promote Goan authors and publishers. The scheme offers grants of up to Rs. 25,000 (a modest UKP 350) for any author, or offers to buy multiple copies of some books chosen. While this is far from sufficient from bearing the publishing costs of a book, it at least meets some part of the printing costs (depending on the size of the book), which can be quite reasonable in South Asia.

Dr. Miranda in fact secured a grant, which reflects well in my view on the opening up of attitude in today's Goa. We have fingers crossed about this book making it to print. But even in other cases, there remain challenges in publishing texts in Portuguese. Skills are lacking in proofreading and editing, not to speak of typesetting. With all these skills being below critical mass, it is rather difficult to get the work done. If skills are built up on this front, there could be a new promise for publishing in this language here.

WHAT CAN BE DONE

Regardless of language, a small market like Goa does have other challenges in publishing books today. The market is small, and distribution or marketing books is a difficult job. Reviews of new books happen only very seldom in the local media, meaning awareness is not sufficient.

Government funding is an insufficient way of promoting the printed word, but this gets promoted as a solution. There is little translation happening among different languages in Goa, and languages of relevance to Goa of foreign origin.

Translations, better links and collaborations with Goa and overseas are crucial. Goa shares, with the rest of India, a good potential as a publishing centre. Goa, like the rest of India, has a potential to emerge as a mini-publishing hub, if the 'broken links' that exist are taken care

of. While it may still be more competitive to print Goa-published books in bigger publishing centres out of the region (e.g. Mumbai, Belgaum, Kolhapur, etc), the small but increasing number of books being published from Goa cannot be ignored. It would help enormously if skills in the various aspects of the publishing sector, including editing, proofreading, typesetting, translations and prepress work, are focussed on.

There are still issues that block the spread of books from Goa. Links need to be built across areas which would be interested in issues from here. Language gaps need to be filled, as also awareness-building exercises undertaken.



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