



Association of  
Publishers in India

**THE PUBLISHERS  
ASSOCIATION**

**FOR IMMEDIATE RELEASE**

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**INDIAN AND INTERNATIONAL PUBLISHERS AIR INDUSTRY ISSUES IN  
NEW DELHI, FEBRUARY 1<sup>ST</sup> 2008.**

The Association of Publishers in India and the UK Publishers Association will be hosting an intra-industry seminar to coincide with the New Delhi World Book Fair 2008. Issues to be aired will be:

1. The fight against the menace of book piracy.
2. The campaign against unauthorized exports of Low Priced Editions of books published especially for students in South Asia to Western Countries.
3. Plagiarism
4. Issues and concerns of Trade Publishers.
5. Large scale unauthorized use of photocopied books in public and private institutions.
6. Creation and dissemination of unauthorized course packs and materials on Indian campuses.
7. The future for the growing business of outsourcing of printing and pre-press services.
8. The way ahead for electronic journals business in India.

The seminar will be followed by a reception to which members of the press are invited where they will have an opportunity to meet and quiz industry leaders. In this regard following is a brief on the above issues.

**Growing Business of publishing and Outsourcing of publishing services to India:**

Publishing is big business in India with an estimated market value of atleast 10,000 crores. More than half of this market is made up of English language publications. India is fast becoming a global player in the field of English language publishing: all the major international publishers have long-established offices in the country. Further details in this regard will be provided by **Mr. Manas Saikia, President of Association of Publishers in India** and Managing Director Cambridge University Press, India.

In addition to publishing, the outsourcing of pre-press processes (typesetting, design, illustration, IT systems, etc.) is another major revenue earner for India, employing thousands of people. Further details in this regard will be provided by **Mr. Sanjay Banerjee, Managing Director of Reed Elsevier India Pvt. Ltd.** who is making a presentation titled 'Outsourcing in India' at the above seminar.

**Book Piracy:** The UK Publishers Association (the PA) makes common cause with colleagues in the Association of Indian Publishers (API) on a number of key industry issues.

In particular, it has been embarked on a campaign in India to combat book piracy since 2000. Book piracy is a major problem in India. Industry estimates indicate as much as 50% loss of the legitimate book trade to the pirates. All kinds of books are pirated: local and imported; consumer and educational (including school text books published and sold at subsidized rates by the State owned/ sponsored presses): basically, any book that sells more than 1000 copies may be at risk. The losses to the exchequer are huge.

Piracy is a problem that affects not only international publishers but also local publishers, booksellers, distributors and the Government. As a consequence, the anti-piracy campaign has the wholehearted support of the majority of those in India dealing with English language books. Since commencement in year 2000 Police has raided more than 350 business in India and seized in excess of 8,00,000 pirated copies, arrested 380 persons and registered 125 cases. But systemic obstacles, notably within the prosecution system, have long been a source of great frustration and the PA is continuously working to overcome them. In sum these might be characterized as backlog and delay in completing investigations, absence of trained prosecutors, backlog & delay in courts & process absence of specialized IP Magistrates, etc. Further details with regard to the above will be provided by **Mr. Simon Bell International Director of The Publishers Association, United Kingdom** who is making a presentation titled 'Fight against piracy in India' at the above seminar.

**Leakage:** In 2006 The Publishers Association launched a campaign to stop the growing menace of export of Low Priced editions of books published especially for students of South Asia to Western Countries. This practice is popularly referred to as a Leakage. Indian students are able to obtain the latest higher education materials made available in concessionally priced editions. Prominently placed on the cover of these editions is a notice that these books are only for sale in India and specified neighbouring countries. These editions are published as a black & white paperback edition on thinner paper than that of the US editions, among other differences. The low priced edition reprint program enables students in India and neighbouring countries to access the latest content that is available to their counterparts in western countries. However it also causes a unique problem for international publishers because of the blatant disregard of the notices appearing on their books covers. These editions are exported in large numbers and consignments to western countries, causing loss of revenue to the international publishers.

As a part of Anti-Leakage campaign The Publishers Association informed Indian Customs about large consignments of special India only editions of books being exported to Western Countries. Following this information Customs at Delhi, GNTP Port Nhava Sheva and Mumbai apprehended consignments going to the USA and Africa. These consignments were seized and penalties ranging to Rs. 10 lacs were imposed on the exporters. Recently the Delhi High Court granted interim injunction restraining export of any publications to any country outside the territory specified on each book. In the next phase publishers are aiming to stop numerous websites on the internet which supply books to Western Countries using courier services. Further details in this regard will be provided by **Mr. Akash Chittranshi, Advocate, aca-law, who represent The Publishers Association, UK, Association of Publishers in India and numerous British and American publishers** in their campaign against Leakage and is making a presentation titled 'Campaign against leakage and plagiarism' at the above seminar.

**Issues and concerns of Trade Publishers:** In addition to piracy another major issue affecting Trade Publishers in India, is reverse leakage. Reverse leakage happens when traders import US or other international editions of trade bestsellers for which Indian trade publishers have exclusive licenses. This action of importing US or other international editions is in violation of exclusive licenses granted to the Indian trade publishers. This practice causes tremendous loss of revenue to Indian Trade publishers. Further details in this regard will be provided by **Mr. Mike Bryan who heads Penguin in India** and is making a presentation titled 'Issues facing Trade Publishers in India' at the above seminar.

**Unauthorized use of photocopied books:** In addition to the above, the publishing industry suffers rampantly in the hands of unauthorized photocopying. In the absence of a functional reprographic rights organization publishers lose substantial sums of revenues to illegal photocopiers of their works. Police raids on book pirates have resulted in seizures of library books from leading Indian educational institutions being used by pirate photocopiers for making illegal copies for sale.

A delegation of British and American publishers has met with officials at the Indian Ministry for Human Resource Development (HRD) which houses the Indian Copyright office with the request for issuance of a Circular to all public and private education institutions informing that photocopying of books and journals, or any substantial portion thereof, is not permissible under the Copyright Act, 1957, as it amounts to copyright infringement. The circular would require librarians, administrators and operators of photocopying facilities to take appropriate steps to prevent use of these facilities to make unauthorized photocopies of full books and journals, or substantial portions thereof. But the circular is yet awaited.

Recently Courts have granted orders restraining private educational institutions from reproducing, issuing and using photocopies of Cambridge University Press publications which again focused attention to the industry's demand for a circular by the HRD against illegal photocopying of books by institutions in India. Further information in this regard will be provided by Mr. Simon Bell, International Director of The Publishers Association, UK and Mr. Akash Chittranshi, Advocate.

**Plagiarism:** Plagiarism has been rampant in India and happens through publication of guide books or even text books. Publishers of such guide books customize these books for students by blatantly plagiarizing and copying content including tables, diagrams, examples, illustrations exercises etc. from the original text books. Often two or more works are compiled in one such guide, which is cheap and sold at one third the price of the original work. The good news is however that the Courts in India have upheld the copyright of the genuine publishers and Courts have restrained even 2% similarity as long as the same is substantial.

India is a country of various languages and innumerable dialects. Therefore there have been numerous cases of unauthorized translation of bestsellers. Courts have not taken lightly to these translations and have restrained unauthorized translation, adaptation and abridgement of literary and artistic works. Further details in this regard will be provided by Mr. Akash Chittranshi who represents The Publishers Association, United Kingdom, Association of

Publishers in India and numerous British and American publishers in cases against Plagiarism and is making a presentation titled 'Campaign against leakage and plagiarism' at the above seminar.

**Unauthorized use of Course packs:** Increasing number of case against plagiarism has led to a new trend of creation and dissemination of unauthorized course packs on Indian campuses. These course packs are either a result of photocopy of extracts from various books or unauthorized reproduction of content from text books. Each course pack could contain photocopies or reproduction of content from 10 or 12 text books prescribed for reading to students in each course. This causes tremendous loss of revenue to the Industry. Leading public and private institutions are reported to reproduce their own course materials/ course packs which is the result of unauthorized copying or reproduction from standard text books. Often these institutions claims copyright in these infringing materials. The Industry is now planning collective action against such institutions. Further details in this regard will be provided by **Mr. Subroto Mozumdar, who heads Pearson Education in India** and is making a presentation at the above seminar titled 'Unauthorized course packs: The new menace' at the above seminar.

**E-Journals Business in India:** India offers a great opportunity for e-journals and eBooks publishers. However there are issues related to digital rights management/ copyrights that need to be carefully considered. Further details in this regard will be provided by **Mr. Sanjiv Goswami, Managing Director Springer India Pvt. Ltd.,** and is making a presentation titled 'E-journals business in India' at the above seminar.

**About The Publishers Association, United Kingdom:** The Publishers Association is the leading trade organization service book, journal and electronic publishers in the UK. It brings publishers together to discuss the main issues facing the industry and to define the practical policies that will take the industry forward. The aim of The Publishers Association is to serve and promote by all lawful means the interest of book journal and electronic publishers and to protect those interests. [www.publishers.org.uk](http://www.publishers.org.uk)

**About The Association of Publishers in India (API):** API was incorporated in the year 2001 and was registered under the Indian Society Act., as a Society. API is a representative body of foreign publishers to deal with all matters pertaining to the promotion and advancement of the foreign publishers having a presence in India and to protect the common interests of members and professionals engaged in Global Publishing in SAARC Countries. [www.publishers.org.in](http://www.publishers.org.in)

For further information, interviews with any of the above mentioned speakers or there profiles, please contact **Ms. Jyoti Taneja, Advocate (aca-law) at 9899402136, or 011-26132538/26892659.**