

**Press Release**

**Association of Publishers in India elects Executive Committee 2019-20**

**New Delhi, October 10, 2019:** Association of Publishers in India, announced the election of a new executive committee in its Annual General Meeting held on September 27, 2019. Nitasha Devasar, Managing Director, Taylor & Francis India was reelected as the President for a second term.

Majority of the office bearers continued in their roles and responsibilities. Neeraj Jain, Managing Director - Scholastic India was reelected as the Vice President alongside Aparna Sharma, Managing Director – DK India as Joint Secretary. Sesh Seshadri, Director & General Manager – Lonely Planet India was elected as the General Secretary and as a new addition, Prashant Mishra, Managing Director - BMJ joins the committee at the post of Treasurer.

Speaking on the occasion, **Nitasha Devasar, President - Association of Publishers in India** said, *“The last year has been about inclusion and building industry collaboration around common causes. There were numerous issues which required unified action by the industry and API will continue its efforts to be inclusive both in terms of the focus of its members as well as wider industry issues. India is now the second largest English language publishing market in the world and in order to utilize the full potential of this growing market, publishers need to rally around common issues with greater frequency and commitment.”*

API’s executive committee is an inclusive body representing the collective interests of trade, school and HE publishers. Under the leadership of the executive committee, API has been steering advocacy efforts in a fast-pacing regulatory environment. It has been working cohesively with regulatory bodies, industry organizations and global associations to project the value proposition of Indian publishing.

In the coming year, the committee will focus its emphasis on curating networking arenas and educational platforms which scale up the learning potential of the industry. It will also drive conversations with educationists and decision-makers to forge strong relationships and trade alliances.

**About API:**

The Association of Publishers in India is a trade organization that stands for the promotion & advancement of publishers in India as well as protect the common interest of members and professionals engaged in global publishing. It is also engaged in market research & compiling market statistics and runs several industry specific events and seminars. A premiere industry body, it leads the advocacy efforts on behalf of the entire publishing industry.

## Association of Publishers in India - Executive Committee



### **Nitasha Devasar – President**

Nitasha Devasar is Managing Director, [Taylor & Francis](#), India and South Asia, since 2013. She has 25 years of experience in academic publishing and her edited [Publishers on Publishing: Inside India's Book Business](#) was published in 2018. She is on the Editorial Board of *Logos, Journal of the World Publishing Community*, published by Brill. Prior to joining Taylor & Francis, she was Academic Publishing Director at Oxford University Press India for 12 years. In a short entrepreneurial stint in 2012-13, Nitasha set up **PublishInc.**, a consultancy servicing the gap between the repositories of research content and publishers. Nitasha is Adviser with the [Women Leadership Forum of Asia](#) and was lauded as [Channel News Asia's Women of Substance in Asia](#) in 2017.



### **Neeraj Jain – Vice President**

Neeraj Jain is Managing director, Scholastic India. Born and brought up in Delhi, Neeraj has a keen interest in sports and Music. He obtained his Bachelor's degree in commerce from Hansraj college, University of Delhi, chartered Accountancy from Institute of Chartered Accountancy in India, CMA and CFM from Institute of Management Accountants, USA and Executive MBA from ISB, Hyderabad. While doing his Executive MBA he attended programs in FDC Brazil, Kellogg School of Management and Wharton Business School in USA.



### **Sesh Seshadri – General Secretary**

The Director of Lonely Planet India, Sesh Seshadri is one of the most established names in the publishing industry today. With a career spanning over four decades, he played a vital role in Lonely Planet's entry into the Indian market with the launch of its series of Travel Guides in 2012. Previously associated with Oxford University Press (OUP) for over 25 years until 1997, Sesh Seshadri was the only employee to be appointed to 3 of OUP's national strategic committees viz. Educational, Academic and Finance & Operations.



### **Aparna Sharma – Joint Secretary**

Aparna Sharma is the Managing Director of DK India. Her mission over the last decade has been to make the India operations an integral part of DK worldwide. In her words, *"My vision was to make these ground-breaking titles accessible in India and break the perception of DK being a west centric content creator"*. Aparna joined DK almost 19 years ago, prior to which she ran her own communication design and multimedia company.



### **Prashant Mishra – Treasurer**

Mr. Prashant Mishra heads BMJ India & South Asia as Managing Director. He has led BMJ in South Asia since 2008 when he was the Country Manager for India. Under his leadership, the sales, marketing, technology and editorial teams have grown over the past 10 years and across two offices - in Noida and Mumbai. He's on the steering committee of Global Academy of Medical Education (GAME), India and teaches Business Communication as a guest faculty at the Birla Inst of Management & Tech (BIMTECH), Greater Noida, India.