

MESSAGE FROM THE PRESIDENT, API

Dear Members,

As I complete the final week of my final term as President, I would like to take a moment to thank all members and acknowledge my executive team. I have spent the past 5 years in the API executive, including the last two terms as President. While all these years have been tough on our industry, the last two have been especially harsh. As international publishers, we have faced both regulatory and tax challenges, as well as questions about being local and 'Indian'. Internally too, with changes in both priorities and leadership within many organizations we have seen flux, churn and change. During all this, the Association has often emerged as a rallying point to connect, share and build collective agency to work with the government as well as other associations, locally and internationally.

We were able in the last year to get Amazon on to the discussion and collaboration table, run a successful campaign on the importance of books with the MHRD, put forth pointed and professional petitions to the Government, especially on tax matters. The attached *API News Flash* provides a detailed account of our activities in the last one year.

I would like to commend the GST Committee under Jatin Luthra of OUP and Sesh Seshadri of the API Executive, for regularly engaging member CFOs on various GST issues and on petitioning the GST Council on behalf of all international publishers.

Thanks are also due to the Trade Publishing Committee led by Aparna Sharma, Joint Secretary API for taking up the longstanding demands of our members for a forum within API to raise concerns of Trade publishers, and work on issues like piracy, both online and in the physical space. Over several interactions with Amazon, this had come to the fore and collective working and advocacy agreed upon going forward.

In our continual efforts to highlight the value proposition of Indian publishing we have initiated efforts to develop a professional White Paper on Indian publishing. Going forward, this will form the basis for all outreach to stakeholders including the government. Due to extensive efforts of Neeraj Jain, Vice President API, we

now have Ernst-Young Parthenon on board to partner in this at a well-negotiated price. It is especially satisfying that API can fund this White Paper from its own coffers without asking members to make additional contributions in these challenging times.

Since he took over last year, Prashant Mishra, Treasurer API, along with Sesh Seshadri, General Secretary API has ably managed the financials. A longstanding demand to give API a permanent address, rather than a movable one dependent on the President, has also been resolved, thanks to their efforts.

Finally, I would like to thank members for their support and participation in the last couple of years. We have held regular meetings through dull times and tough times, and many members have joined in with views, advice and asks. The forum has been inclusive, collegial and active. I would urge more of you to join in, as the resilience of our industry and its future lies in collaborative leadership and multi-functionality of approaches. I leave both the Presidentship and the Executive Committee in good spirits and excellent hands. I look forward to API's successful navigation and advocacy for its members in the years to come.

Best wishes,
Nitasha Devasar
President, Association of Publishers in India

Managing Director, Taylor & Francis India
Vice President & Commercial Lead, India, South Asia & Africa