PUBLISHERS ON PUBLISHING
Inside India’s Book Business

edited by
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Books on India’s publishing industry are few and far between. Ironic for an industry considered both vibrant and with growth potential, in a country that sees its future as a knowledge economy. *Publishers on Publishing* is a one-of-a-kind endeavor to bridge this gap. In this book, a multitude of insiders — all from within India’s enduring publishing establishments, emerging niches and the surrounding eco system — share views, trends and stories on Indian publishing.

It covers, in interviews and short essays, key themes and issues facing India’s vibrant book business across various genres and languages: from children’s publishing to academic books; novels to encyclopedias and illustrated books; key Indian languages as well as literatures in translation. Local & regional publishers, independents, MNCs and family-run concerns all sit within its covers, alongside burgeoning self-publishing and app-based publishing innovators. In the process there is some navel gazing as well as blue sky thinking by over 65 contributors.

We capture a multiplicity of views and allow both the overlaps and contradictions to stay, based as they are on the experiences of people who are insiders in this industry, by either profession or birth or both. The book is lucid and informative, with emphasis on individual and organizational journeys and views and does not aim to be comprehensive.

*Publishers on Publishing* offers, for the first time, a frame for India’s publishing business that can be used to listen and be heard in an increasingly volatile and changing external environment. Authors, editors and publishers will find in it much to know, debate and share.

It is to be read by all those who read, write and publish.

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**Nitasha Devasar**, a seasoned academic publisher is Managing Director, Taylor & Francis India. She is Vice President, Association of Publishers in India (API) and sits on the FICCI Publishing Committee. Nitasha is Advisor to the Asian Women’s Leadership Forum in India and was chosen by Channel News Asia (CNA) as one of Asia’s Women of Substance 2017.
SELECTED CONTENTS

Indian Publishing – An Insider’s Perspective by Nitasha Devasar

PART I: STATE OF THE SECTOR
Includes: Major issues and challenges; role of technology; distribution and supply chain; e-commerce and online selling; the way ahead.

PART II: INDIAN PUBLISHING LOOKING AT ITSELF
Includes: Evolving author-publisher relationship; lit fests and book fairs; industry bodies; teaching publishing; India in the global publishing community.

PART III: POLICY LANDSCAPE
Includes: Regulations, taxation, copyright, freedom to publish; library and reading movements.

PART IV: THE BIGGER PICTURE: TRENDS AND OPPORTUNITIES
Includes: Indian-language publishing; translations; independent publishing including feminist publishing; publishing innovators.

PART V: ENDURING AND EMERGING GENRES
Includes: School publishing; academic publishing; general books publishing; comics and illustrated books; self-publishing.

All About Book Publishing is a bi-monthly magazine that covers publishing and related industries through stories, articles and interviews in a lively and engaging way.