

CSBP ONLINE
E-newsletter of the Centre for Studies in Book Publishing
University of Calcutta
Number 3
June 2011

From the Desk

CSBP Online, the e-newsletter of the Centre for Studies in Book Publishing, University of Calcutta launches its third issue. This online edition offers the reading community a wide open forum and urges every reader to participate with their unique and valuable views, thereby keeps the desk juddering.

Though we are primarily focusing on news-writing, our sole aim is to raise voice for the sake of books. That is possible only when the readers from all section will participate collectively on the CSBP Online platform.

Besides expressing its thanks to the Publishers and Booksellers Guild, Kolkata for receiving its support in every event, the CSBP also focuses through its third issue on the recently conducted exciting workshops, seminars and study tours by the Centre itself. Thank you.

ASOKE K. GHOSH DELIVERS THE THIRD BENGAL BOOK PUBLISHING LECTURE

The third Bengal Book Publishing Lecture 2010 was organized by the Centre for Studies in Book Publishing in collaboration with the Publishers and Booksellers Guild at Darbhanga Hall –College Street Campus of the University of Calcutta, Kolkata on 17 September, 2010.

Shri Asoke K. Ghosh, Chairman and Managing Director of PHI Learning Pvt. Ltd., New Delhi addressed the audience on ‘The Role of Publishers in Society’. Among the dignitaries present were Tridib Kumar Chatterjee, Hon’ble General Secretary, Publishers and Booksellers Guild; Prof. Biplab Chakrabarti and many renowned personalities of the publishing world and related sects.

Shri Ghosh defined the role of publishers in society since printing machines came into existence. In his valuable lecture, Ghosh mentioned that a publisher always attempts his best to bring the knowledge and information, required for extending the frontiers of man’s intellectual, spiritual and physical development to the global mass.

TRIPURA & NORTH-EASTERN REGIONAL BOOK FESTIVAL

The Tripura & North-eastern Regional Book Festival (Tripura O Uttar Purbanchalio Boi Utsab) was organized by the Centre for Studies in Book Publishing (CSBP), University of Calcutta and Tripura Publishers Guild & Publishers and Booksellers Guild, Kolkata in association with the Calcutta University Matribhasa Samiti and National Service Scheme from 14 December, 2010 to 18 December, 2010 at the College Street campus of the University of Calcutta.

This grand festival was inaugurated by Prof S N Bera, the then Minister of State, Department of the Information and Cultural Affairs, Government of West Bengal at the Darbhanga Hall of the University of Calcutta. Prof Suranjan Das, Hon’ble Vice – Chancellor of the University of Calcutta presided over the inaugural function. Several discussions were also taken place in this four-day program. Among the

dignitaries present were Dr. Tapodhir Bhattacharya, Vice-Chancellor, Assam University, Silchar, Shri Bikach Chowdhury, Shri Biman Dhar, Shri Subhashish Talapatra, Dr. Dilip Kr Naha and many more.

FIRST BOOK PUBLISHED BY THE CENTRE

In February, 2010, the Centre published its first book, 'The World of Book Fairs', composed by Shri Alekhya Bhattacharya, who was also a student of the first batch of this PGDBP course here. This book provides a vivid description of major international and national book fairs, organized worldwide throughout the year. The book-lovers find this book extremely interesting and relevant as it depicts the whole of book fair in a nutshell. Alekhya Bhattacharya, currently associated with the publishing industry, has successfully touched the very heart of the readers through his valuable gift as book fair is always enjoying a traditional appeal here and is also inextricably connected with our cultural life.

UGC GRANTS FOR CSBP

Since the onset, the excellence of the CSBP within a short span of time helped it to bag wide acclaim and appreciation of the XI Plan University Grants Commission Visiting Team. In July, 2009, the UGC sanctioned a grant for overall development of the centre.

STUDENTS' WORKSHOPS

On 4 November, 2009, a summer workshop on 'Proof Correction Technique' was organized by the Centre. The resource person was Alekhya Bhattacharya.

On 27 November, 2009, a workshop on 'Book Cover' was organized by the Centre. Manish Deb was the resource person.

On 4 March, 2010, a workshop on 'Proof Reading Techniques (Bengali & English)' was organized by the Centre. Pathik Chaki was the resource person.

On 22 April, 2010, the Centre organized a workshop on 'Indexing, Bibliography and Glossary'. The resource person of the workshop was Arun Ghosh, a renowned Library Science expert. Arya Ghosh was the coordinator of this event.

On 26-27 July, 2010, a two-day workshop on 'Editing & Proof Reading' was organized by the Centre. Prabir Majumdar was the resource person of this event. Alekhya Bhattacharya was the coordinator.

On 22 December, 2010, a workshop on 'Parts of Books' was organized by the Centre. The resource person of the workshop was Alekhya Bhattacharya.

On 11 January, 2011, a workshop on 'Illustration & Editing of Books' was organized by the Centre. The resource person was Rahul Mazumdar, member of the editorial board, Sandesh. Alekhya Bhattacharya was the coordinator of this event.

On 10 May, 2011, a workshop on 'Proof Reading' was organized by the Centre. The resource person was Alekhya Bhattacharya.

STUDY TOURS

On 27 February, 2010 and 19 February, 2011, the students of PGDBP visited the prestigious Saraswati Press in Kolkata, one of the most premier presses in the eastern region of India. This study tour enthralled the budding professionals of CSBP. The enormous, ultra-modern, imported web offset printing machines and their lightning - fast printing - speed made them spellbound. They noticed evidences of the evolution from letter-press to offset printing machines. Arya Ghosh was the resource person of this event.

On 29 July, 2010, the Centre organized another study tour to Sarat Impression, Howrah for the students of PGDBP. Alekhya Bhattacharya was the resource person of this event. The topic was 'Printing & Binding (Production Process of Books)'.

On 30 November, 2011, the students of PGDBP enjoyed one more study tour to the South City Mall (Star Mark) at Kolkata. Arya Ghosh was the resource person of this event.

STUDENTS ATTEND INTERNSHIP

The students of the PGDBP course of the session 2010-11 attended internship from 16 May, 2011 to 14 June, 2011. They have been sent to the following publishing houses:

Neelanjana
Ananda Publishers Pvt. Ltd.
Patra Bharati
Deep Prakashan
Setu Prakashani
Dev Sahitya Kutir Pvt. Ltd.
P M Bagchi & Co. Pvt. Ltd.
Puthipatra (Cal) Pvt. Ltd.
Oriental Book Co. Pvt. Ltd.
Best Books

NATIONAL YOUTH READERSHIP SURVEY (NYRS)

NATIONAL YOUTH READERSHIP SURVEY (NYRS)

The National Youth Readership Survey (NYRS) was undertaken by National Council of Applied Economic Research (NCAER) on behalf of the National Book Trust, India (NBT) under the NBT's National Action Plan for the Readership Development among the Youth (NAPRDY) initiated as part of its Golden Jubilee (2007) initiatives.

The Survey that kick started in March 2009 had an initial total individual listing of more than six lakh sixty thousand individuals spread across the country. Detailed interviews of more than 38 thousand individuals were carried out during July- September 2009.

The focus is upon the literate youth in the age group of 13-35 with major emphasis on their reading habit from the perspective of book reading with special focus on 'leisure books' or 'non-text' reading materials. It also provides a comprehensive picture of the demographic profile, exposure and pattern of mass media.

NYRS-2009 has opened up a new horizon for India's youth. It is the first formal research into the rich possibilities that lie ahead for the nation in marshalling the intellectual capacity of youth for national progress. The findings have injected new dynamism into the country's database and statistical system related to the largest vibrant segment of its population the youth.

It is believed that the outcome of the study would constitute an important input for various stakeholders like publishing houses, educationists, academicians and policy makers to set achievable goals and work out priorities and action plans.

Titled 'Indian Youth Demographics and Readership', the report of the survey has already been published at a function on November 11, 2010 at Nehru Memorial Museum and Library, New Delhi. The book was released by Harsh Mander.

The survey shows that youth population in India (13-35 years) is 459 million, constituting about 38 percent of the total population of the country and is expected to reach 574 million by 2020. The survey tries to understand the access of young people to the world of ideas. The data shows that there are 333 million literates and 65 percent depend on newspapers for information and knowledge.

The NYRS 2009 revealed some interesting facts about Indian youth, demographics and media habits:

The 2009 Indian youth population was estimated to be 459 million.

Nearly 38% of the total Indian population falls under youth category (13-35 year olds).

About 73% of the youth are literate (333 million)

The literate youth population has growth by 2.49% between 2001 and 2009

62.1% of literate youth live in rural India.

81.5% of literate youth are Hindus.

73% of the literate Indian youth belong to the other backward castes (OBCs), scheduled castes (SC) and tribes (ST).

Only 9.6 % are graduates

The newspaper continues to be the most important source of information

Current affairs, music and films are key areas of reading interest .

Fiction is the most preferred genre among the youth (42%) followed by non-fiction (24%). Three most preferred genres of fiction books are fantasy, comics and classics and the least preferred are romance and graphic novels. Most preferred non-fiction books are religious books and biographies/ autobiographies.

About 39 per cent youth are members of public libraries, 46.2 per cent of school/college libraries, and 14.7 per cent of other libraries, which include private institutions as well.

Schools have emerged as the hotbed of readership development. About 59 per cent of the youth who had reading habit said they were initiated into reading in their school, while about 20 per cent learned it from their parents.

WHAT THE ALUMNI REMEMBERS

Asutosh Roy, Senior Editor, Anand Books International, Delhi, India

‘Book publishing relies heavily on a kind of apprentice system or internship for filling its professional ranks. But a professional course in book publishing is a must for training in the key functional areas such as editorial, production, and marketing. I am fortunate enough to complete CU PGDBP course despite my other tight schedules. The contents of the course as designed by experts from various disciplines and the opportunity of attending workshops under the guidance of highly skilled and experienced teachers had great utility in my professional career.

In fact, there's a tough competition in the job market. I find that this course has helped me equip myself to face challenges in all aspects of book publishing. At the same time I'm sure if a candidate is serious and desperate to pursue this course and can master the technicalities of publishing science, then it would bring lots of luck to him in this profession.

It's no problem to win the competition. Despite my several years of experience in editing books and journals, I felt the need of doing this course to gain confidence and to hone my skill in editing through regular practice that requires tremendous efforts and iron will. Above all, I wish all my friends who are devoted to pursue this course to benefit enormously in their professional life.

One word more from this most humble student. All the credit that I have achieved after doing this course goes to my beloved teachers and trainers.’

Sayanti Das, Publishing Co-ordinator, Ananda Publishers Private Ltd., Kolkata

‘The world of publishing was unknown to me. The PGDBP course revealed the adventurous world of publishing to me. Then, I got a highly satisfying job at Ananda Publishers Pvt. Ltd. through this course.’

Subrata Das, Editorial Director, Setu Prakashani, Kolkata

‘The book publishing entails a wide range of multiple operations. They are – preproduction marketing planning and selling of books. The PG Diploma in Book Publishing course has taught me to dare to love and have an insight in this arena. I owe much to this course.’

CSBP CHARTER OF BOOK PUBLISHING ETHICS

Preface

Every profession functions by certain norms of self regulation with the objective to improve its standards and to contribute to the society and social development. Ethical standards in book publishing are rooted in the public interest. Book publishing is a noble profession and the business has expanded its influence over the years. The publishing community is expected to respect voluntarily certain norms of professional conduct. Codification of its work ethics is now an imperative need.

The charter may help serve public interest and benefit all the stake holders, such as, publishers, printers, authors, readers and general public alike.

The norms of professional conduct enunciated below may help the book publishers to self-regulate their conduct –

Upholding Basic Human Rights: The right to freedom of publishing is a basic human right to be upheld uncompromisingly.

Respecting Copy Rights: Book publishers shall respect copyrights and the terms of copyright agreements.

Checking Plagiarism: Book publishers shall treat plagiarism or the unacknowledged reproduction of other people's work as an offence.

Fighting Piracy: Book publishers owe a special responsibility in fighting and preventing piracy of books. Fair Business Practice: Book publishers shall act with fairness and transparency in business practices.

Obscenity and Vulgarity To Be Eschewed: Book publishers shall eschew anything which is obscene, vulgar, indecent or offensive to good taste.

Special Care for Children's Literature: Book publishers shall demonstrate special responsibility in respecting the rights of children while producing children's literature.

Caution Against Defamatory Writings: Book publishers shall not publish anything which is manifestly defamatory or libelous against any individual/organization.

Communal Harmony and Secular Values: Book publishers owe a special responsibility in promoting communal peace, amity and secular values.

Gender Fairness: Book publishers shall contribute towards eliminating gender bias and achieving gender equality.

Inclusive Development: Book publishing is to contribute to inclusive and sustainable socio-cultural development and help enhance people's capacity to access to newer branches of knowledge.

Maintaining Healthy Relations: Book publishers shall work utmost to maintain and enhance healthy relations among all members of publishing community including authors, artists and consumers.

Promoting Professionalism: Book publishers shall do their best to encourage professionalism and promote formal training in book publishing.

Let's debate on it.

[Please e-mail your observation to: snbmc@caluniv.ac.in]

TEAM CSBP ONLINE

Editorial Advisor: Prof. Biplab Chakrabarti

Editorial Coordinators: Mr. Arya Ghosh, Mr. Arabinda Maity

Editorial Assistant: Mr. Somak Sen

E-mail: csbpcu@gmail.com / csbp_cu@caluniv.ac.in