

BOOK PUBLISHER IN MAHARASHTRA: A CASE STUDY

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ABSTRACT

The present study seeks to describe and analyze book publishers in Maharashtra. The paper presents a numerical descriptive study of activities of publisher, number of personnel working, types of book publish, book promotion policies, language used for publication, approximate number of titles publish per year, use of ISBN, and factors affecting book publishing in Maharashtra state. The present study shows that most of the publication houses are small in size, book publishing affected due to Low capacity of buyers.

INTRODUCTION

The present study involves the collection of data and information on book publishing in Maharashtra State. For this study book publishers in five major book publishing cities are taken in consideration and effort to systematically study on the book publishing industry in Maharashtra. Book publishing is an important part of the social, economic and political structural changes that are occurring. The research on book publishers in Maharashtra is undertaken with the aim of providing a comprehensive background and overview of the book publishing industry in the Maharashtra. The research gives emphasis to the private sector which has recently been encouraged by the government to play a leading role in national development. Critical analysis of the findings serves as a basis for recommendations to promote and develop commercial book publishing.

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OBJECTIVES OF THE STUDY

The present study intends to analyze the book publication in Maharashtra. The major objectives of the study are:

- 1) To study book publishing industry in Maharashtra
- 2) To find out the challenges facing by the book publishing industry in Maharashtra
- 3) To highlight the nature and salient features of book publishing activities.
- 4) To study the development pattern of the book publishing industry;
- 5) To examine the problems faced by the industry;

REVIEW OF LITERATURE

This chapter reviewed literature existing on the subject of study. Materials reviewed were relevant texts on book publishing, publishing journals, periodicals, as well as the internet.

Philip G. Altbach¹(1976) made the principal methodical investigation on the Indian publishing industry. The study was to a great extent concerned about the publishing in the third world, with extraordinary reference to countries like India. In that work, the author has discussed the role of publishing in the scholarly arrangement of the society, distinguished different issues and talked with leading publishers to draw inferences.

K. S. Duggal² (1980) had studied on book publishing in India with a stress on several requirements, problems, and prospects pertaining to the publication activities. A broad analysis of a wide variety of the books published formed the highlight of his work. A number of interesting quotations and comments were found in the work. To have a sample, a clever distributor remarked, "When people don't read authors in the original, how are they going to read them in translation? It is a shadow of a shadow". Similar thought-provoking and light throwing observations abound in this work. He had analyzed books on the bases of language; the age of readers; nations and publishers. The role played by technology in promoting publication endeavors had been duly acknowledged by the learned author. The comprehensive nature of this work deserves special note and its assistance for transformation could easily be rated as excellent.

D. N. Malhotra and Narendra Kumar³ (1980) have studied the position and performance of the Indian publishing sectors since 1947. This work carries useful notes and valuable guidance for the newcomers. The problems relating to the Indian publishing world also have been discussed and evaluated with a masterly objectivity. The recommendations produced by the authors throughout the course of the book are remarkable in character. This was a well-received one.

Sitesh A. Aloke⁴ (1985) studied the work of small-scale publishers and the various problems faced by them. The writer has taken 185 publishers representing entire Indian language. This work does not include any other publishing enterprise such as authors, booksellers, and readers. Using a Researcher, a range of valuable pointers has been prepared.

METHODOLOGY

In the present study survey method was adopted, questionnaire use as a tool for data collection. A structured questionnaire was designed and distributed to the book publishers from 5 different cities of Maharashtra. 400 questionnaires were distributed among book publishers in Maharashtra. Some the questionnaires were sent through the mail and some questionnaires filled through telephonic interview methods. The questionnaire should be distributed to sample population of book publishers in five cities of Maharashtra.

SCOPE OF THE STUDY

The study restricts to private book publisher in Maharashtra. For present study book publishers in Mumbai, Pune, Aurangabad, Nagpur and Nasik in Maharashtra state are chosen.

FINDINGS AND ANALYSIS

Table 1 – Number of Questionnaire Distributed and Returned

Questionnaire	Frequency	Percentage
Responded	264	66
Not Responded	136	36
Total	400	100.0

Table 1 shows that a total number of 400 questionnaires were distributed among book publishers in Maharashtra. Out of which 264 (66%) were return and 136 (36%) were not return. Response rate was good enough.

Table 2 – Frequency distribution on Activities and roles of the publisher

Activities	Number of Respondent	Percentage
Publisher	88	33.33
Printer & Publisher	29	10.98
Publisher & Distributor	103	39.01
Publisher, Printer & Distributor	44	16.66

Table 2 shows that the most significant activities among book publishers in Maharashtra seem to be publisher & distributor. About 88 (33.33%) were engaged as publisher, 29 (10.98%) were engaged as printer & publisher, 103 (39.01%) were engaged as publisher & distributor and 44 (16.66%) were engaged as publisher, printer & distributor. This study shows that most of the publisher were publisher as well as distributor of books.

Table 3 – Frequency distribution on Number of Personnel Working

No. of Personnel Working	Number of Respondent	Percentage
Below 10	87	32.95
Below 25	103	39.02
Below 50	44	16.67
Below 100	15	5.68
Above 100	15	5.68

Table 3 shows that in the most of publication unit 103 (39.02%) personnel working in Maharashtra were below 25. Above table shows 87 (32.95%) publishing units in which less than 10 people are working. Whereas less than 50 persons working in 44 (16.67%) publishing units. 15 (05.68%) publishing units in which less than 100 as well as more than 100 peoples are working. Findings confirm the general belief that most publishing houses are small establishments.

Table 4 – Classification of Publishers by Types of Publications

Types of Publication	Number of Respondent	Percentage
Books	264	100.00
e-Books	176	66.67
Journal	56	21.21
Newspaper	29	10.98
Other	59	22.35

Table 4 shows that in the most of publisher units 176 (66.67%) publish e-books besides of books publication. Very few of publication houses publish Journal and Newspaper. This study shows that most of the publication organization in Maharashtra were publish e-books but publications of journals were less.

Table 5 – Frequency distribution on Types of Books Publish

Types of Publication	Number of Respondent	Percentage
Textbooks	146	55.30
Reference	161	60.98
General	117	44.31
Children	102	38.63
Religious	88	33.33
Other	117	44.31

Table 5 shows that in the most of publisher units publish textbooks (55.30%) and reference books (60.98%). Because of in Maharashtra market for academic publication is larger than other publications. Some of the publication house totally devoted to children's literature. Publication of religious and general books were less than other books.

Table 6 – Frequency distribution on Catalogue for book promotion

Catalogue Available	Number of Respondent	Percentage
Yes	264	100
No	0	0

Table 6 shows that all publication houses publish book catalogue for promotion of books.

Table 7 – Frequency distribution on Website used for promotion of books

Website	Number of Respondent	Percentage
Yes	146	55.30
No	118	44.69

Table 7 shows that 146 (55.30) publication houses use own website for the promotion of books. Whereas 118(44.69) publication houses were not created own website. Findings confirm the general belief that most publishing houses use website for promotion of books.

Table 8 – Frequency distribution on Language used for Book Publishing

Language used	Number of Respondent	Percentage
English	253	95.83
Hindi	176	66.66
Marathi	243	92.04

Table 8 shows that English language (95.83%) and Marathi language (92.04%) were mostly used by publisher to publish books. The use of Hindi language in Maharashtra is fewer than English and Marathi language. Findings confirm the general belief that most publishing houses using English as well as Marathi language.

Table 9 – Frequency distribution on approximate number of titles publishes every year

Number of Titles Publish	Number of Respondent	Percentage
1 - 10	29	10.99
11 - 20	82	31.06
21 - 50	108	40.91
51 - 100	30	11.36
Above 100	15	05.68

Table 9 shows that about 41 % of the respondents produce, on the average, about 21 – 50 new titles per year and only 5.68 % produces more than 100 new titles per year. Whereas 11 % of the respondents produce, on the average, about 1 – 10 new titles. Findings confirm the general

belief that most of the publishing houses in Maharashtra publish on average about 50 new titles per year.

Table 10 – Frequency distribution on ISBN Uses

Types of Publication	Number of Respondent	Percentage
Every time	147	55.68
Infrequent	98	37.12
Never Used	19	07.19

Table 10 shows that about 56 % of the respondents use for book ISBN Number every time and 7.19 % of the publication houses never use ISBN Number for any book publication. Whereas 37.12 % of the publication houses infrequently use ISBN Number for book publication. Findings confirm the general belief that most of the publishing houses in Maharashtra use ISBN number for publication of books.

Table 11 – Frequency distribution on Book Publication is affected due to

Types of Publication	Number of Respondent	Percentage
The shortage of paper & inks	0	0
Over Production	44	16.66
Under Production	0	0
Low capacity of buyers	220	83.34

Table 11 shows that about 83 % of the respondents think that book publication were affected due to low capacity of buyers. 17 % of the respondents think that book publication were affected due to over production of books No respondent think that book publication were affected due to the shortage of paper & inks and under production of books. Findings confirm the general belief that book publication was affected due to the low capacity of buyers.

CONCLUSION & RECOMMENDATIONS:

This study having explored the present status of book publishing in Maharashtra, and present the following findings most of the publisher were publisher as well as distributor of books, most of the publishing houses were small establishment of 20 -30 personnel, emerging market for eBooks in academic, Journal publication not very popular but may grow, Publishing of Textbook

and reference books were more than other publication and using English and Marathi language. For promotion of books many publisher print catalogue of books and also they publish on own website. According to publisher book production mainly affected due to low capacity of buyers. Book piracy is also a one of the problem.

There should be trained personnel in the publishing, book selling, printing and binding industries. There is still a need to conduct the training courses in publishing and marketing of books and other publications

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