Association of Publishers of India and EY-Parthenon

Value proposition of the Indian publishing

Trends, challenges, and future of the industry
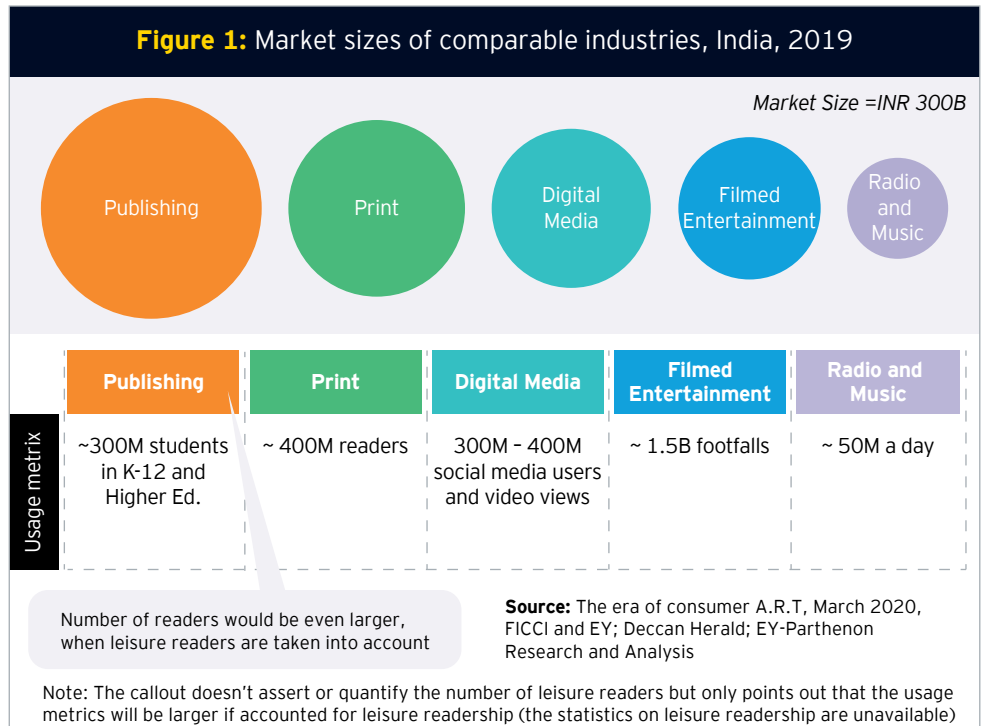**May 2021**

EY
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Contents

Introduction

Value proposition of the Indian publishing

Among the developing countries, India has the second largest publishing infrastructure, second only to China. The publishing industry contributes to India's economic development, not only by promoting learning and education among its 1.3 billion people, but also by creating employment and by generating revenue. In terms of revenue, publishing is one of the largest media-related industries in India, larger than print media (newspapers and magazines), digital media (social media, apps, online streaming, music, and games), filmed entertainment (movies), and radio and music.

Figure 1: Market sizes of comparable industries, India, 2019

Market Size = INR 300B

Publishing	Print	Digital Media	Filmed Entertainment	Radio and Music
~300M students in K-12 and Higher Ed.	~ 400M readers	300M – 400M social media users and video views	~ 1.5B footfalls	~ 50M a day

Usage metrix

Number of readers would be even larger, when leisure readers are taken into account

Source: The era of consumer A.R.T, March 2020, FICCI and EY; Deccan Herald; EY-Parthenon Research and Analysis

Note: The callout doesn't assert or quantify the number of leisure readers but only points out that the usage metrics will be larger if accounted for leisure readership (the statistics on leisure readership are unavailable)

The Indian publishing market is estimated to be approximately INR 500 billion in 2019[1]. India is the third-largest publisher of English language books, with industry participants estimating a 10 – 15% share of foreign publishers the market[2].

Figure 2: Revenue of publishing industry, key publishing markets, 2018-19

	China	United States	India	Germany	United Kingdom	South Korea	France	Italy	Australia	Brazil
Revenue	INR 1,803B	INR 1,704B	INR 516B	INR 443B	INR 397B	INR 362B	INR 218B	INR 182B	INR 146B	INR 102B
Revenue per capita (INR)	INR 1.3K	INR 5.2K	INR 0.4K	INR 5.3K	INR 5.9K	INR 7.1K	INR 3.2K	INR 3.0K	INR 5.7K	INR 0.5K

Note: Net Revenue has been shown for 2018, except for Australia, China, India and U.S. (2019). All conversions are made at 1 USD = 73 INR

Source: Creative Economy, World Intellectual Property Organization 2018; American Association of Publishers 2019; U.K. Publishers Association Yearbook 2018; Norwegian Book Market Report 2018; Publishers Association South Africa; EY-Parthenon Research and Analysis

[1] EY-Parthenon Research and Analysis

[2] Industry Participant Interviews; EY-Parthenon Research and Analysis

Unlike most developed countries, India is dominated by educational book publishing with a small share of trade book publishing. According to EY-Parthenon's estimates, the publishing market size nearly doubled between 2015 and 2019, driven by the increase in enrolment rates across education institutions, growth in demand for quality education, growth in book readership, increased spending on education and supportive government policies and initiatives.

However, the industry is highly fragmented and competitive. With more than 9,000 publishers and 21,000 retailers (the majority of which are educational booksellers)[3] across the market along with a substantial unorganized segment, low affordability of consumers and dominance of regional languages limits the potential of publishers to scale-up. In addition, the involvement of various stakeholders across the value chain, including authors, publishers, printers, distributors and retailers, leads to increased complexity.

Figure 3: Key stakeholders in the publishing industry

Note: Net Revenue has been shown for 2018, except for Australia, China, India and U.S. (2019)

Source: Creative Economy, World Intellectual Property Organization 2018; American Association of Publishers 2019; U.K. Publishers Association Yearbook 2018; Norwegian Book Market Report 2018; Publishers Association South Africa; EY-Parthenon Research and Analysis

The onset of digital publishing has further changed the supply-side paradigm. It has increased the challenges concerning intellectual property, piracy and the copyright ecosystem. There is a strong need for publishers to focus on enabling access to diverse, affordable and quality books for every section of the society. Additionally, there is a need for the Government to provide a conducive regulatory landscape to meet the various challenges faced by the industry.

Key objectives of the study

Keeping in mind the dynamic technological landscape and the changing consumer behaviour of our contemporary times, this paper aims to identify and analyze the key trends that will shape the publishing industry in the coming years while trying to estimate the economic impact, both direct and indirect, created by the industry in India.

The key challenges faced by the industry along with potential solutions based on global best practices are laid out in this paper. Finally, the initiatives that the various stakeholders can take to support the industry are also outlined.

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[3] https://www.printweek.in/news/nielsens-india-book-market-report-offers-estimates-complex-market-11702
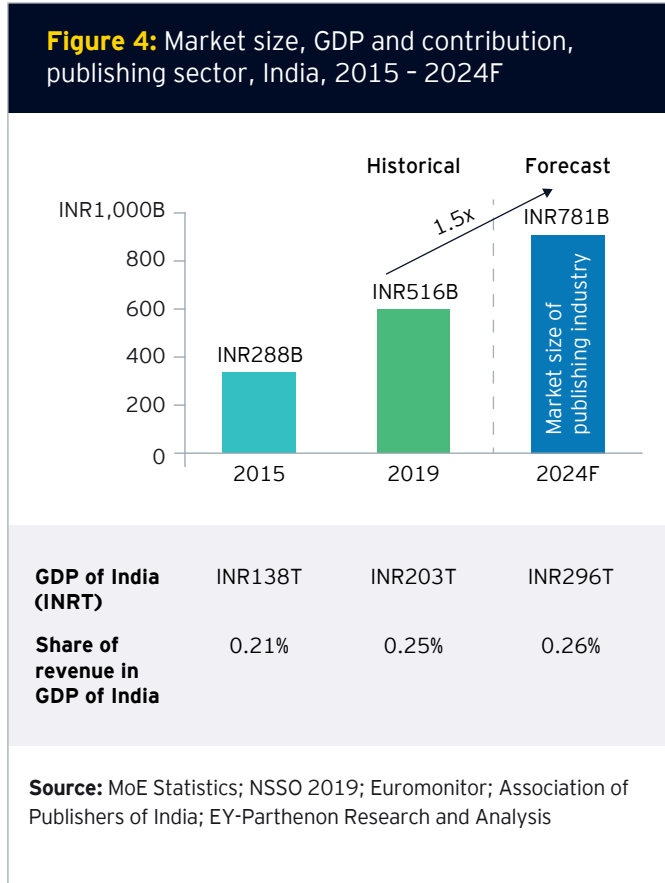
Contribution of the industry to the economic growth

The economic impact of the publishing industry is measured on two key parameters – the contribution to the Gross Domestic Product (GDP) of the country and the direct and indirect employment generated.

Impact on the GDP

Between 2015 and 2019, the size of the publishing market nearly doubled (*Figure 4*), with the industry contributing to c. 0.25% of India's GDP. In 2019, the total publishing market stood at c. INR 500 billion and is estimated to grow to c. INR 800 billion by 2024. The key growth drivers for the industry are listed below:

▶ **Increase in gross enrolment ratio (GER) and reduction in drop-out rates in academic institutions:** The enrolment ratios in all stages of education have been increasing over the past few years, while drop-out rates have steadily declined[4]. This is expected to continue in the future, especially with the government targeting 100% and 50% GERs in K-12 and higher education respectively[5]

▶ **Demand for private education:** Faster growth of enrollment in private schools[6] at c. 3% CAGR compared to that of the overall enrolment in schools signifies an increased demand for private education. This is expected to continue going forward, due to the perception that private schools provided better quality education[7], which could translate to growth of the private publishing industry

▶ **Increased expenditure on education:** Under the National Education Policy, 2020, the public investment in education is to be increased to c. 6% of the GDP from the current c. 4%[5]. The growing population of the middle-class section in India[8], along with support from the Government, could result in increased public and private spending on education which could further boost the publishing industry.

Figure 4: Market size, GDP and contribution, publishing sector, India, 2015 – 2024F

	2015	2019	2024F
	INR288B	INR516B	INR781B
GDP of India (INRT)	INR138T	INR203T	INR296T
Share of revenue in GDP of India	0.21%	0.25%	0.26%

Source: MoE Statistics; NSSO 2019; Euromonitor; Association of Publishers of India; EY-Parthenon Research and Analysis
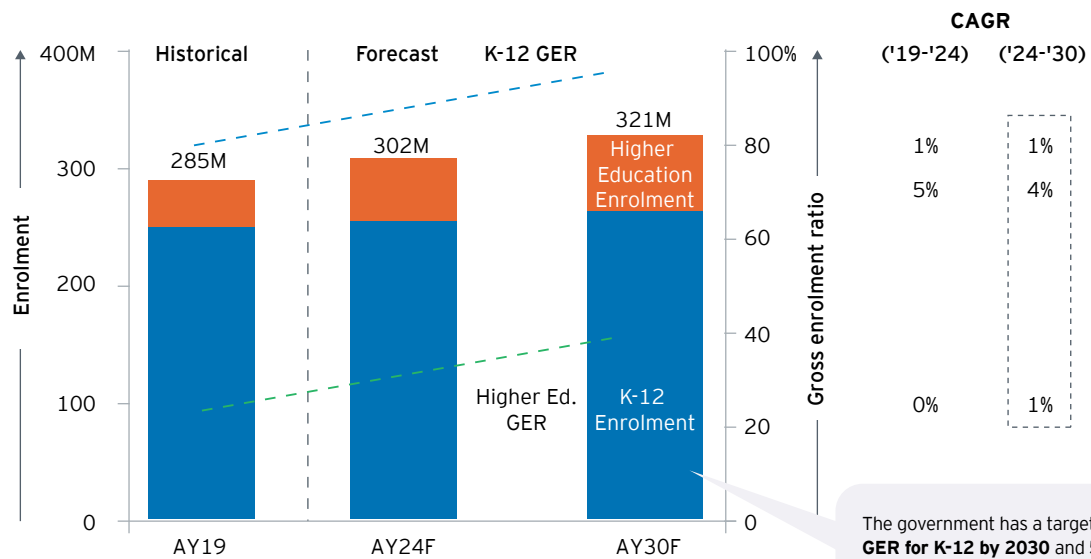
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[4] MoE Statistics; UDISE

[5] https://www.mhrd.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf

[6] UDISE

[7] https://www.business-standard.com/article/current-affairs/private-schools-gain-17-mn-students-in-5-yrs-govt-schools-lose-13-mn-117041700073_1.html

[8] https://www.asianstudies.org/publications/eaa/archives/the-middle-class-in-india-from-1947-to-the-present-and-beyond/

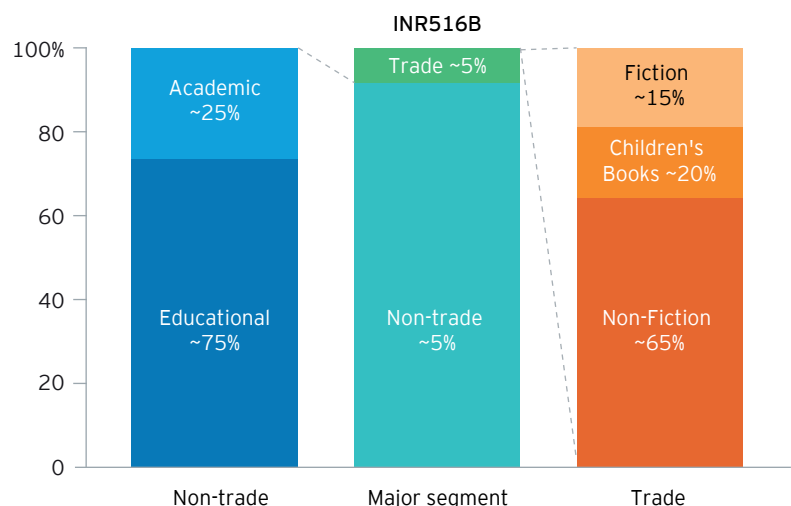**Figure 5:** Enrolment and GER in K-12 and higher education, India, AY19 – AY30F

	CAGR	
	('19-'24)	('24-'30)
	1%	1%
	5%	4%
	0%	1%

Historical — Forecast — K-12 GER

Enrolment: 285M (AY19), 302M (AY24F), 321M (AY30F)

Higher Education Enrolment

K-12 Enrolment

Higher Ed. GER

The government has a target of **100% GER for K-12 by 2030** and **50% Higher Education GER by 2035,** according to which enrolment numbers have been estimated

Source: Oxford Economics; Education Statistics at a Glance, Ministry of Education (MoE), India; AISHE Report 2018-19; EY-Parthenon Research and Analysis

▶ **Support from Government policies and initiatives:** The Indian Government has launched many schemes and initiatives to encourage readership, publishing output, and use of digital formats. A few examples include, the National Centre for Children's Literature established by the National Book Trust (NBT), the NBT Financial Assistance Program to encourage translation, and the Intellectual Property Rights (IPR) Cell established by the Department of Industrial Property and Promotion to promote IP rights in the country

The Indian publishing industry is dominated by educational and academic publishing (which form the non-trade segment of the market), accounting for c. 95% of the total market, an anomaly compared to the publishing industries in other developed economies.[9] This market structure can be attributed to a large population of K-12 and higher education students[10], and a significantly large unorganized[11] market which is dominated by trade publishing, according to industry participants.

Figure 6: Major segments in the publishing sector, India, 2019

INR516B

Non-trade: Academic ~25%, Educational ~75%

Major segment: Trade ~5%, Non-trade ~5%

Trade: Fiction ~15%, Children's Books ~20%, Non-Fiction ~65%

Source: EuroMonitor; Nielsen India Book Market Report, 2015; Association of Publishers of India; EY-Parthenon Research and Analysis

[9] http://www.allaboutbookpublishing.com/6829/why-is-indian-publishing-not-getting-its-due/#:~:text=Over%2095%25%20of%20Indian%20publishing,users%2C%20second%20only%20to%20China.

[10] UDISE, AISHE, MHRD

[11] https://www.business-standard.com/article/economy-policy/india-s-publishing-sector-the-present-and-future-116011000310_1.html

Indian publishing industry exports more than 1.5 times what it imports from other countries, as accounted in 2020, with educational books forming the major share of exports.

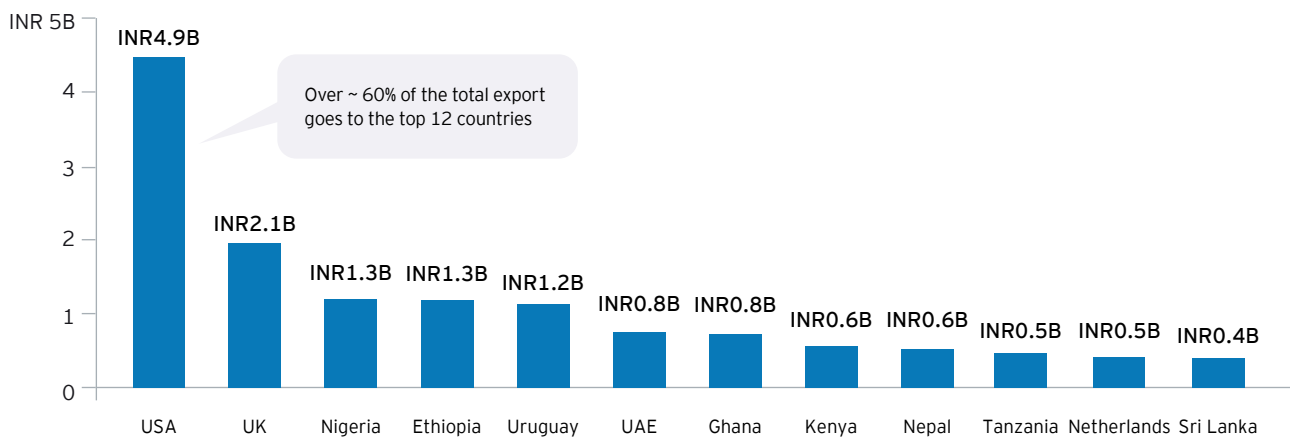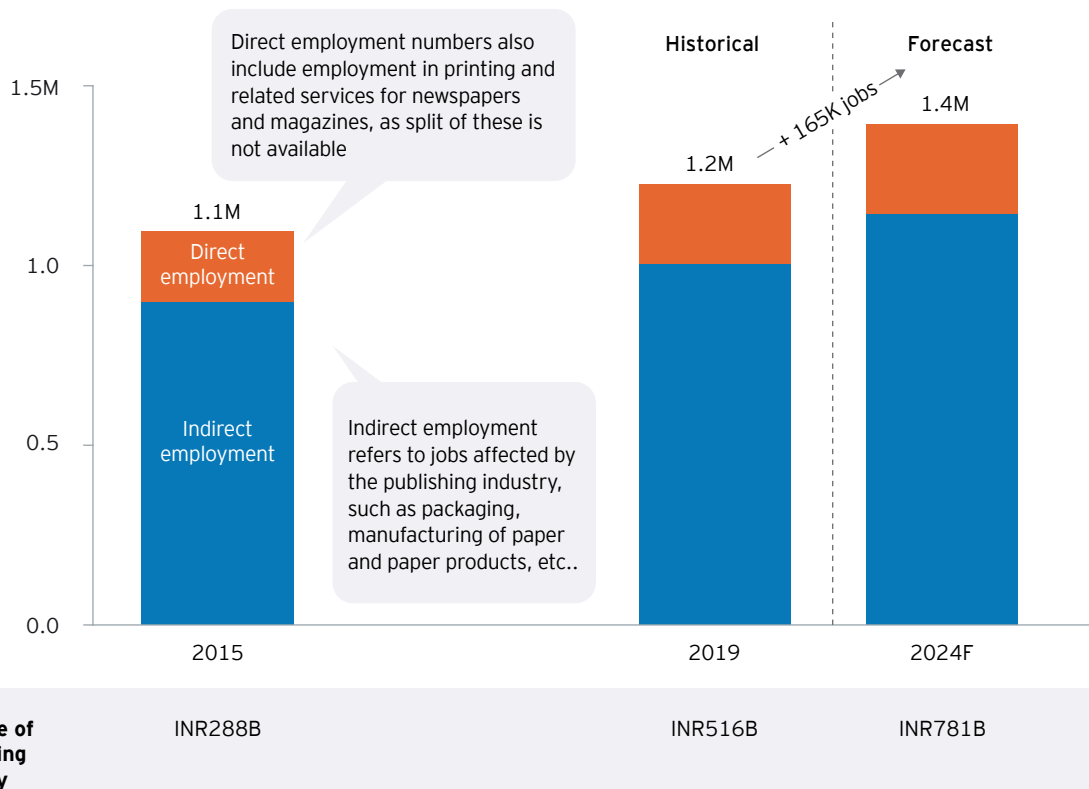**Figure 7:** Import and export of books, India, 2014 – 2015
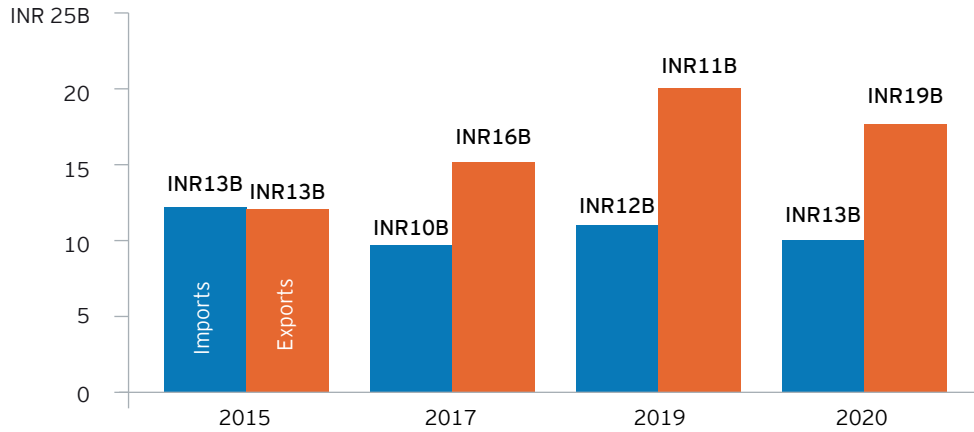
Note: Import-Export data is shown for sub-categories of Code 49 according to the HS classifications as per Ministry of Commerce and Industry categorization. The classification corresponds to printed books, booklets, dictionaries, encyclopaedias, journals, periodicals, children's picture books, and maps

Source: Export Import Data Bank, Ministry of Commerce and Industry, India; EY-Parthenon Research and Analysis

According to industry participants, one reason for predominance of exports, is low-cost printing options available in India. Some of the key countries where India exports include the U.S., the U.K., and a few African countries such as Nigeria, Ethiopia, and Ghana.

Figure 8: Top 12 countries importing books from India, 2020

Note: Import-Export data is shown for sub-categories of Code 49 according to the NIC classifications as per Ministry of Commerce and Industry categorization. The classification corresponds to printed books, booklets, dictionaries, encyclopaedias, journals, periodicals, children's picture books, and maps

Source: Export Import Data Bank, Ministry of Commerce and Industry, India; EY-Parthenon Research and Analysis

Contribution to employment

As of 2019, the publishing industry directly and indirectly employed c. 1.2 million people.

Figure 9: Direct and indirect employment in the publishing industry, India, 2015 – 2024F

Direct employment numbers also include employment in printing and related services for newspapers and magazines, as split of these is not available

Indirect employment refers to jobs affected by the publishing industry, such as packaging, manufacturing of paper and paper products, etc..

Historical

Forecast

+ 165K jobs

1.1M
Direct employment
Indirect employment

1.2M

1.4M

1.5M			
1.0			
0.5			
0.0			
	2015	2019	2024F

| **Revenue of Publishing Industry** | INR288B | INR516B | INR781B |

Source: Annual Survey of Industries, Ministry of Statistics and Programme Implementation, India; EY-Parthenon Research and Analysis

The publishing industry not only provides direct employment (people directly employed by the publishers) but also generates indirect employment (people that offer services across the value chain of the publishing industry, i.e., authors, printers, graphic designers, distributors and retailers). According to industry participants, the industry employs 4-5 people indirectly for every person employed directly. Further, the industry is expected to add approximately 165,000 jobs in the market in the next five years[12].

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[12] Industry Participant Interviews; EY-Parthenon Research and Analysis

Contribution to human development and cultural advancement

Apart from the economic contribution of the publishing industry, it also contributes in the following four major areas.

Key enabler for education attainment

The publishing industry is an essential part of the Indian education system. There are c. 250 million K-12 students and more than 35 million higher education students in the country. These students rely primarily on books as the medium for learning. Additionally, the publishing industry supplies books to other important education segments such as pre-K, test prep, English language training (ELT) and vocational training.

Approximately half of the K-12 students in India are currently enrolled in private schools. While more than 73% of students in government schools are provided with free textbooks, most students in private school need to purchase their own books. The publishing industry helps ensure that textbooks are available to the students at an affordable price, not only in print format but also in digital formats, enabling online and blended learning opportunities.

Figure 10: Government spend on textbooks, by management, 2017

Government Schools
27%
73%

Private Aided Schools
13%
87%

Private Unaided Schools
2%
98%

■ % students who recd. free / subsidized books
■ % students who did not receive free / subsidized books

Source: Household Social Consumption on Education in India, 2018, National Statistical Office; EY-Parthenon Research and Analysis

OECD's Programme for International Student Assessment (PISA)[13] is a worldwide study that helps measure the outcomes of K-12 students. It evaluates educational systems globally by measuring students' scholastic performance in reading, mathematics, and science. As shown in the graph below, there is a positive correlation between PISA scores and the purchasing power parity (PPP) adjusted per capita Gross Value Added (GVA) of the publishing industry. This suggests that, as the publishing industry's overall size in a country increases, the country's PISA score also increases and vice-versa. As India prepares to participate in the PISA examination from 2021 onwards[14], the Government could aim to promote access to books, and this has shown to be a driver of performance on PISA scores.

[13] The Programme for International Student Assessment (PISA) is a worldwide study by the Organisation for Economic Co-operation and Development (OECD) in member and non-member nations intended to evaluate educational systems by measuring 15-year-old school pupils' scholastic performance on mathematics, science, and reading - https://www.oecd.org/pisa/
[14] NDTV Education, dated 20th April, 2020 - https://www.ndtv.com/education/india-to-participate-in-pisa-2020-know-what-is-pisa-2177883

Figure 11: PISA Scores and PPP-Adjusted GVA of publishing, printing and manufacturing of pulp, paper and paper products/capita, 2018
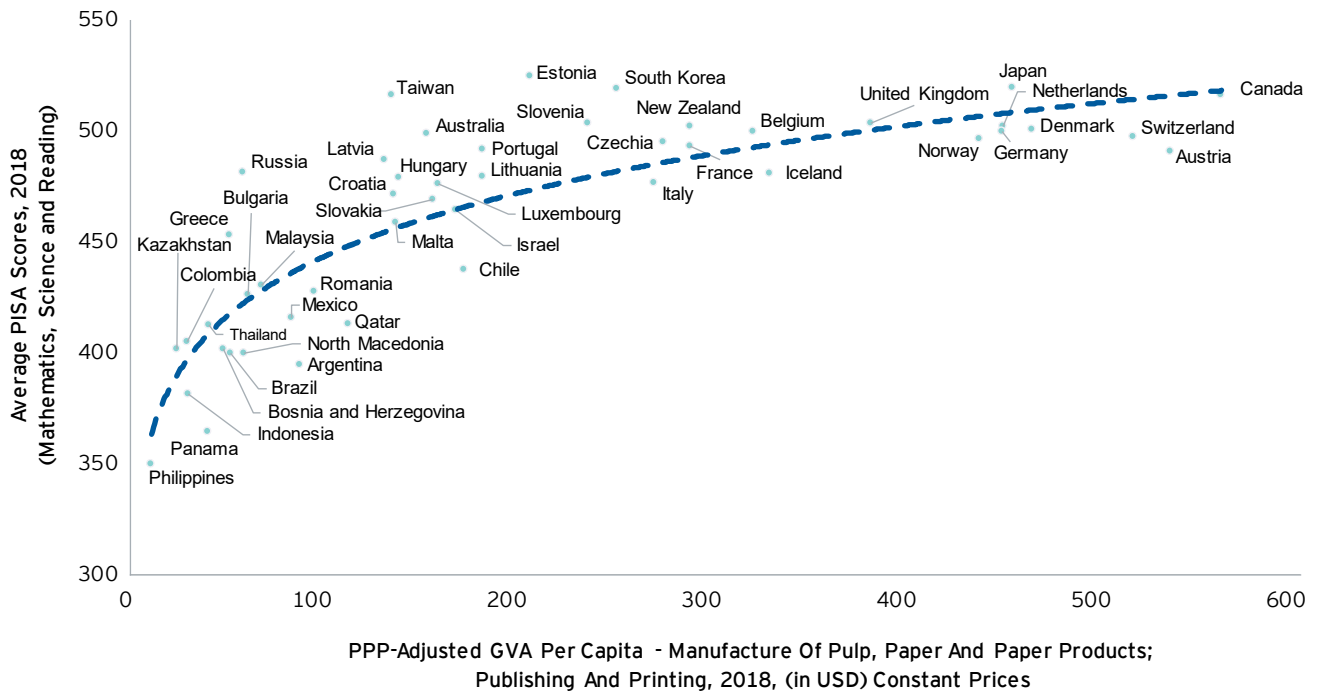
Note: GVA refers to Gross Value Added, i.e. contribution of a sector to the economy and is equal to the GDP of a country without adjusting for subsidies and taxes. Gross value added provides a dollar value for goods and services that have been produced in a country, minus the cost of all inputs and raw materials that are directly attributable to that production

Source: PISA 2018 OECD Report; EY-Parthenon Research and Analysis

The improvement in PISA score is not limited to the growth of academic books but is also driven by the increased readership of non-academic books. PISA's research found a strong positive correlation between the time spent on reading for leisure and reading proficiency[15]. Consequently, it also found that students who read diverse genres in various media formats are more likely to attain better language skillset.

The Labour Force Survey conducted in 2018[16] shows that graduate unemployment stood at 17.2% and post-graduate and above unemployment stood at 14.6% in India (measured based on individuals aged 15-64 who are a part of the labour force[17]). The key reasons for such high unemployment rates among young graduates are the lack of communication skills[18] and skills set specific to job profiles[19]. The publishing industry could play an important role in addressing this skills gap by providing relevant academic and non-academic materials to facilitate career outcomes.

[15] https://www.oecd-ilibrary.org/docserver/5f07c754-en.pdf?expires=1602769508&id=id&accname=guest&checksum=6F8168D71F945CEC EB78F117C2A77B77; EYP Research and Analysis

[16] http://www.mospi.gov.in/sites/default/files/publication_reports/Annual%20Report%2C%20PLFS%202017-18_31052019.pdf

[17] Labour force is defined as number of persons who were either 'working' (or employed) or 'seeking or available for work' (or unemployed); Unemployment rate is defined as number of unemployed persons in the labour force i.e. number of employed persons + number of unemployed persons
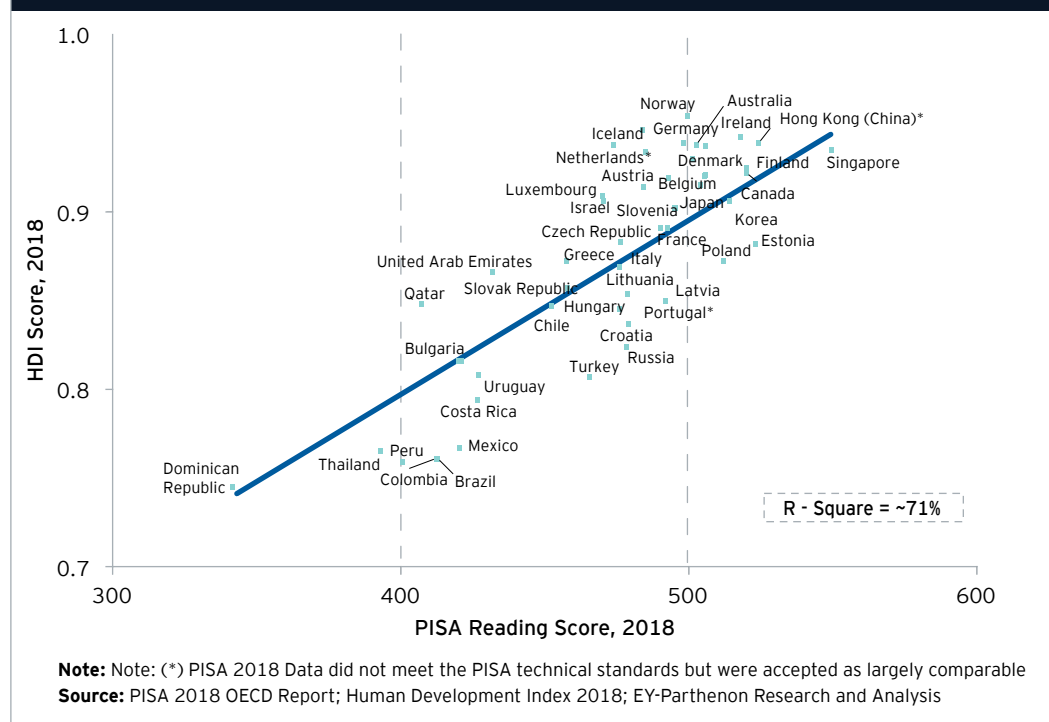
[18] National Employability Report, 2019, Aspiring Minds

[19] https://wheebox.com/assets/pdf/ISR_Report_2020.pdf

The United Nations Development Programme (UNDP) has created the Human Development Index (HDI). It measures a country's average achievement in key dimensions of human development, notably a long and healthy life, being knowledgeable, and having a decent standard of living[21]. In the graph below, it can be seen, there is a strong correlation between reading proficiency and HDI. It concludes that books are a great source of learning life skills, continuous knowledge development (such as comprehension skills and mathematical abilities) and enjoyment.

Figure 12: Reading proficiency and HDI scores correlation

R - Square = ~71%

Note: Note: (*) PISA 2018 Data did not meet the PISA technical standards but were accepted as largely comparable
Source: PISA 2018 OECD Report; Human Development Index 2018; EY-Parthenon Research and Analysis

In addition, PISA's research shows that reading books, either for learning or recreation, could be a way to combat social exclusion, and various studies suggest that regular reading assists in mental and physical health by increasing a person's ability to empathize, reducing stress, preventing age-related cognitive decline and alleviating depression symptoms[22].

In addition, continuous learning can be facilitated by the publishing industry to cater to individuals' professional advancement and employability. For example, professional books, self-help books, etc. can support continuous learning post the completion of formal education to ensure overall competency.

The proportion of trained teachers at the national level[23] is c. 50% in government schools implying a need to provide training and training material for untrained teachers. In 2009, the National Curriculum Framework for Teacher Education (NCFTE) introduced continuous professional development programs for teachers in government schools. The Indian publishing industry can step-up to address this gap.

Figure 13: Proportion of trained teachers in government schools, India, 2018

% Trained	44%	49%	48%

Source: UDISE+ Reports, Department of School Education and Literacy, Ministry of Education, India; EY-Parthenon Research and Analysis

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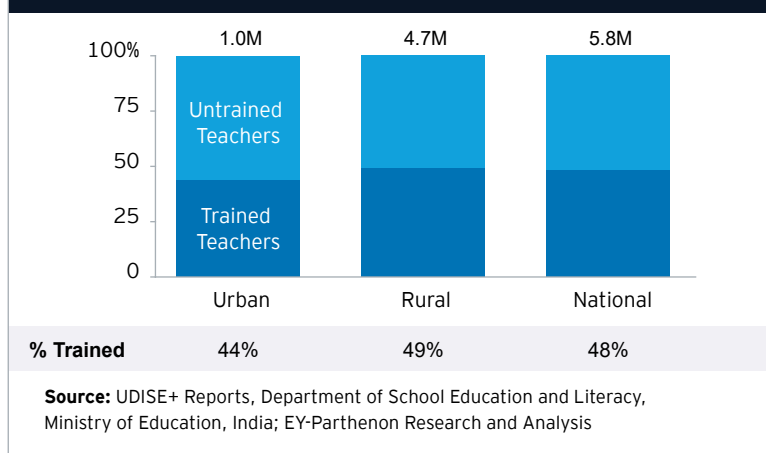
[20] Recreational reading, also known as leisure reading, pleasure reading and free voluntary reading, is independent, self-selected reading of a continuous text for a wide range of personal and social purposes. It can take place in and out of school, and at any time

[21] http://hdr.undp.org/en/content/human-development-index-hdi

[22] https://www.healthline.com/health/benefits-of-reading-books#strengthens-the-brain

[23] http://www.dise.in/Downloads/GuidelinesforfillingDCF2014-15.pdf

Source for advancement of research and development

The publishing industry helps with the dissemination of scientific research. There is a strong correlation between access to sources of published information, such as scientific journals and research papers, and the quality of research output[24].

Though India is currently the third-largest producer of scientific journals and articles in the world, the impact of the research output is limited (as measured by H Index Rank). The publishing industry can step-in by providing access to diverse global knowledge resources that can help initiate good research and further help in circulating the research output to a wider audience.

Figure 14: Scientific and journal articles published*, by country, 2008-2018
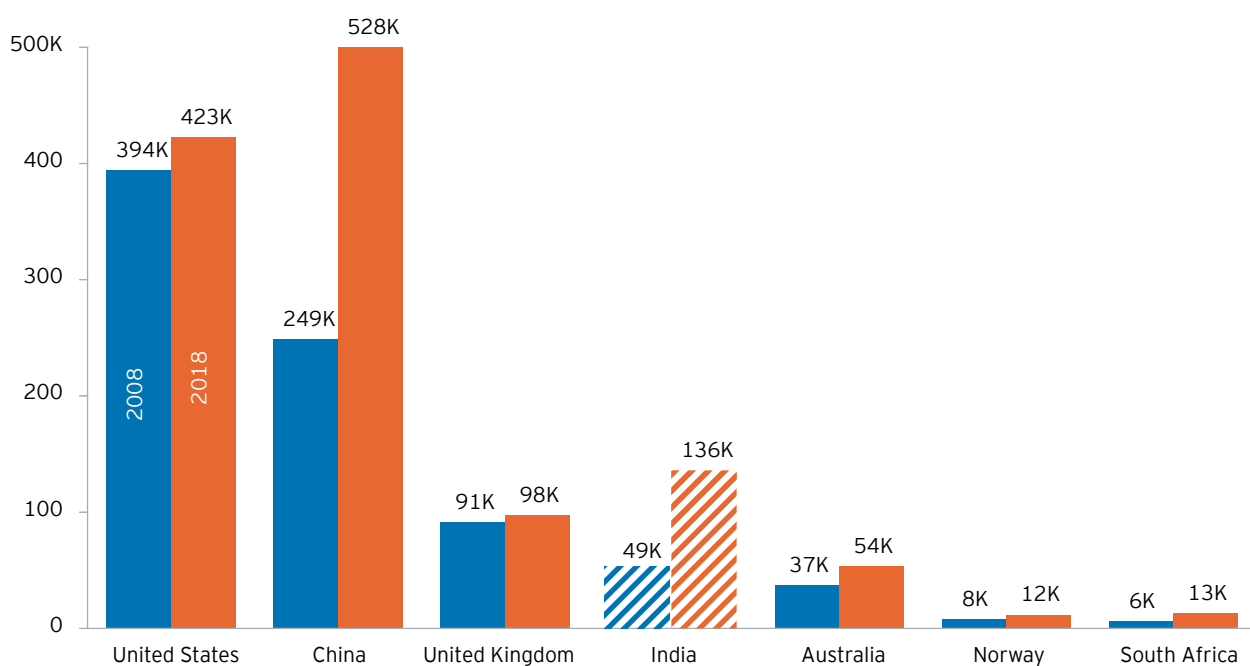
H Index Rank**	1	14	1	21	10	20	33

Note: (*) Scientific journal articles refer to number of scientific and engineering articles published in the following broader fields: physics, biology, chemistry, mathematics, clinical medicine, biomedical research, engineering and technology, and earth and space sciences; (**) H-Index combines productivity (i.e., number of papers produced) and impact (number of citations)

Source: World Bank Data, 2008-18; National Science Board, Science and Engineering Indicators, 2018; Global Innovation Index 2020; EY-Parthenon Research and Analysis
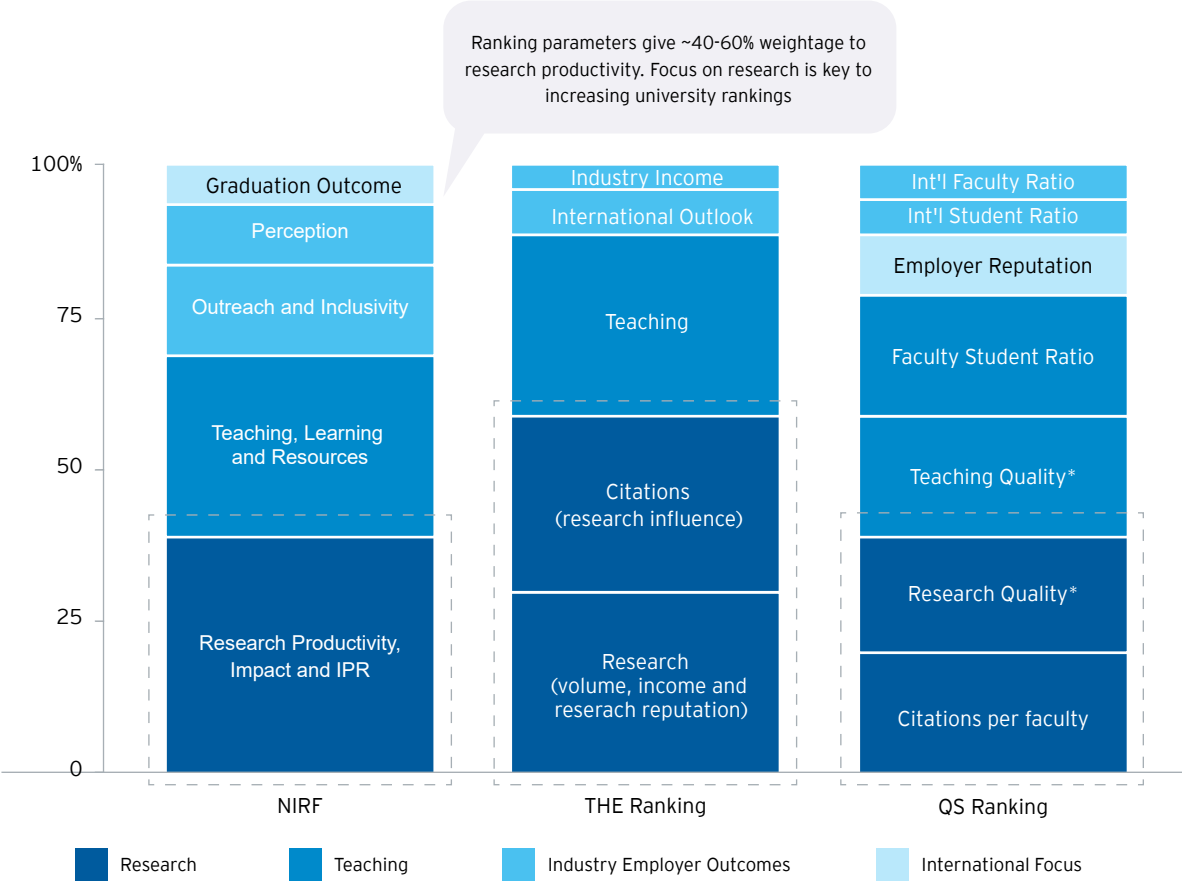
Also, reputed higher education ranking agencies, both locally (e.g. NIRF) and globally (e.g. QS and THE), attribute c. 40% - 60% weightage to an institution's research output[25]. In this context, with the Government of India prioritizing improvement in the ranking of higher education institutions on a national and global scale[26], research publishing could provide an avenue to increase their global ranking.

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[24] https://journals.sagepub.com/doi/10.1177/0961000616666129
[25] Q.S. Rankings; THE World University Rankings; NIRF
[26] http://niepid.nic.in/nep_2020.pdf

Figure 15: Weightage for research in reputed international rankings, NIRF, QS and THE Ranking, 2018

Ranking parameters give ~40-60% weightage to research productivity. Focus on research is key to increasing university rankings

NIRF	**THE Ranking**	**QS Ranking**

Legend: Research · Teaching · Industry Employer Outcomes · International Focus

Note: (*) EY-Parthenon split academic reputation into teaching and research quality based on definitions provided by QS Ranking methodology,
Source: Q.S. Rankings; THE World University Rankings; NIRF; EY-Parthenon Research and Analysis

Figure 16: Split of enrolment, by medium of instruction, 2019
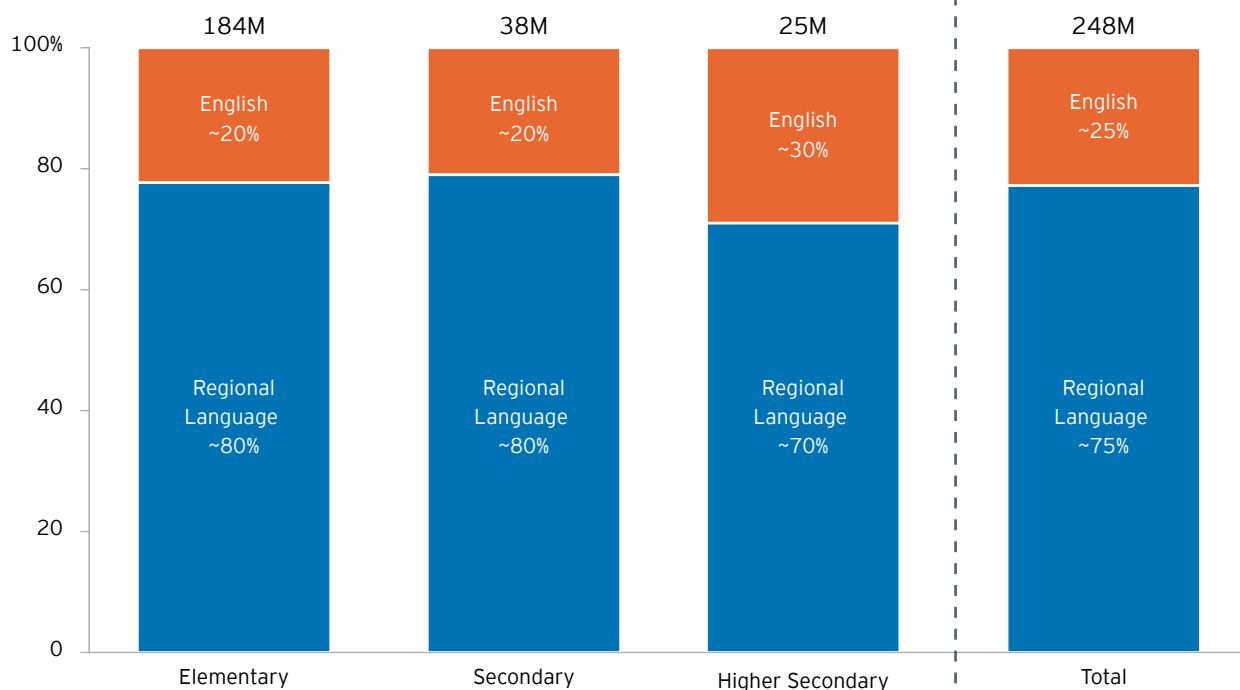
Source: UNESCO Institute for Statistics; Household Social Consumption on Education in India; Indian Express; EY-Parthenon Research and Analysis

With 22 official languages (and cumulatively over 1600 regional languages)[27] India is a multilingual society. Approximately 70% of the K-12 students study in regional languages. At least 45% of trade books are sold in regional languages, according to Nielsen report [28]. Thus, the publishing industry plays a key role in enabling continued production of knowledge in regional languages and have continued to adopt digital platforms to address diverse audience segments. One such platform is Matrubharti, a vernacular language platform where writers can publish their books and stories to reach a wide reader base. Kindle now supports e-books in over five Indian languages[29] to target the large regional language reader base.

Some of the large publishing houses in India have also focussed on translating the work of Indian authors from their respective languages to English. For example, Perennial is the translations imprint of HarperCollins in India, and they have translated and published more than a hundred books in Indian regional languages[30]. Also, the publishing industry is expected to significantly contribute towards the current objectives of Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) to promote and disseminate Indian literature, culture and heritage, both locally and globally[31].

[27] https://www.mhrd.gov.in/sites/upload_files/mhrd/files/upload_document/languagebr.pdf
[28] https://publishingperspectives.com/2015/10/nielsen-values-indian-publishing-at-3-9-billion/
[29] https://www.thehindu.com/sci-tech/technology/gadgets/Kindle-to-support-e-books-in-five-Indian-languages/article16735619.ece
[30] https://www.business-standard.com/article/news-ians/major-focus-on-translations-among-publishing-houses-in-india-118020800341_1.html
[31] https://main.ayush.gov.in/about-us/background
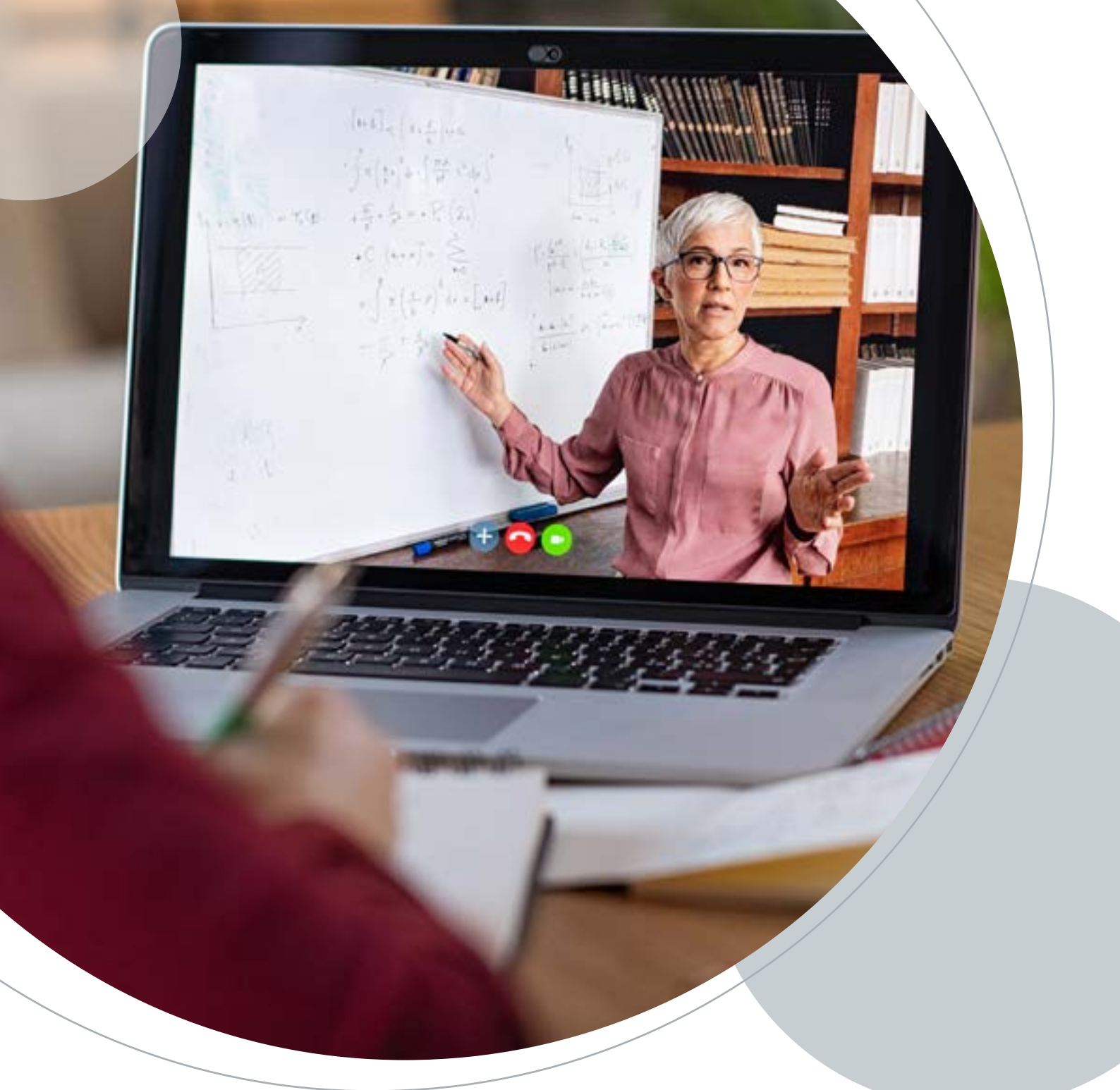
Future trends

To sustain its role as a growth enabler in the rapidly changing socio-economic and technological landscape of India, and to keep pace with changing consumer preferences, the publishing industry is innovating new modes of outreach, formats and business structures. We have identified key trends that are also benchmarked against varied publishing markets worldwide to: (1) contextualize India's standing with respect to global markets, and (2) draw out inferences that can be leveraged by the publishing industry to drive the future growth.

Figure 17: Summary of key trends, selected countries, 2018/2019

Legend
- Growing Segment
- Neutral Segment
- Declining Segment

	India	Norway	South Africa	United Kingdom	United States
	~$8B	~$570M	~$215M	~$7.3B	~$25.9B

Format		India	Norway	South Africa	United Kingdom	United States
Format	e-books	8% - 10%	~ 25%	~ 5%	~ 10%	~ 15%
Format	Audiobooks	8% - 10%	~ 5%	< 5%	~ 5%	~ 10%
Format	Print	~ 90%	~ 70%	~ 90%	~ 85%	~ 75%
Channel	Online	10% - 20%*	~ 25%	NA	~ 55%	~ 60%
Channel	Offline	80% - 90%	~ 75%	NA	~ 45%	~ 40%

Note: Countries selected for benchmarking have been analyzed. Please refer to the methodology section for metrics used to shortlist countries; Educational segment includes K-12 publishing, while higher education publishing is a part of Academic and Professional segment; (*) Online channels account for c. 50% of trade sales (according to industry participants), while online sales of educational books are low and greatly dependent on traditional distributors (FICCI Report: K-12 Book Market Report, 2016)

Source: The Global Publishing Industry in 2018, WIPO; American Association of Publishers; U.K. Publishers Association Yearbook 2018; Norwegian Book Market Report 2018; Publishers Association South Africa; EY-Parthenon Research and Analysis

Popularity of digital formats

Print books currently dominate the publishing landscape in India, with digital formats accounting for a very small share of the market, according to industry participants. However, e-books and audiobooks are expected to be critical growth drivers in the future as noted below.

The World Economic Forum's reports project that by 2030, India will have more than a billion internet users. The increased penetration of technology into the lives of Indian population is bound to change the nature of knowledge consumption[32]. In mature markets with greater internet usage such as Norway, U.K. and U.S. digital formats are becoming key growth drivers for publishing markets (Figure 17). For instance, digital formats account for c. 30% of publishers' revenues in Norway[33]. Some of the largest publishing houses in India are already following suit and accommodating for the changing consumer attitude towards digitization. Penguin Random House,

India (PHRI), has started its e-bookstore on Amazon Kindle[34] and launched 'Penguin Petit,'[35] which features a selection of short reads designed for ease of reading across multiple digital devices.

Audiobooks constitute another important format of digital consumption. In some countries, such as the U.S., the market of audiobooks is growing faster than that of e-books (Figure 17). In India, there are multiple established audiobook providers, such as Audible, Storytel, and Google, and given the market share of digital formats in other countries, publishers in India expect the share of digital formats to grow in India as well.

The publishing industry is also experimenting with new learning-teaching formats using innovative digital tools, such as Learning Management Systems (LMS)[36] which help provide additional sources of revenue for the publishers. The chart below gives a brief overview of a few initiatives by different publishers, both international and local.

Figure 18: Snapshot of digital offerings, key indian publishers, 2020

Publishers	Digital Initiatives
Harper Collins	▶ Collins India, the K-12 arm of Harper Collins India, has various digital resources, for students, teachers and parents, including multimedia e-books, print-ready worksheets, interactive games, etc. ▶ These include Collins Language Lab (English learning tool), Collins Digisuite (for teachers), Digital Home Learning* (single grade e-book, for classes 1 through 8) and Collins Evaluate (allows teachers to assign coursework online)
Pearson	▶ Pearson has a host of digital learning, content and assessment solutions like Quikik (AI-based math learning), ActiveApp (interactive learning), MyPedia Alexa (collaboration with Amazon Alexa) and MyInsights (test prep)
Penguin Random House	▶ Penguin Random House launched 'Penguin Petit' in 2018, which featured a selection of short reads from titles published by them, designed for ease of reading across digital devices ▶ It has also launched its own eBookstore with Amazon Kindle in 2020, in a bid to gain early mover advantage of the high-growth-potential ebook market in India
S Chand	▶ S Chand has launched digital resources such as Learnflix, Mylestone, Test Coach, MyStudyGear, etc. to stay abreast the growth of digital K-12 offerings, and plan to focus on their digital segments going forwards

Note: (*) Launched for home use in COVID time – existed as a school resource pre-COVID
Source: Publishing House Websites; Industry-Participant Interviews; EY-Parthenon Research and Analysis

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[32] World Economic Forum, The future of Consumption in fast-growing consumer markets: India, Jan 2019
[33] The Norwegian Publishers Association
[34] https://www.thehindu.com/books/now-penguin-random-house-india-launches-ebook-store-on-amazon-kindle/article31379998.ece
[35] https://penguin.co.in/books/petit-books/
[36] Learning Management System is a software application that automates the administration, tracking and reporting of training events (https://negd.gov.in/learning-management-system)

Emerging business models, such as online retail, subscriptions, bundle packages, open access resources, and self-publishing, provide innovative channels to reach a broader target audience and thereby changing the mode of operations for publishers.

Online retail

Online retail has a become an important growth driver for the publishing industry. In the U.S., this mode of business accounts for half of the total sales for the publishing market and is growing faster than offline channels[37]. In India, too, online platforms are gaining larger market shares, and according to industry participants, online retail for trade books accounts for c. 50% of their sales. However, the increasing market dominance of online retailers in India puts pressure on publishers' and distributors' margins, specifically in the digital segments[38], which makes it difficult for them to sustain offline. The declining sales of books have been witnessed among major retailers and distributors in the U.S. like Barnes & Noble and Walmart[39].

Subscription and bundle packages

In a bid to offer attractive pricing and counter the decreasing spend on scholastic materials[40], publishers have come up with innovative subscription models and bundling services for both academic and non-academic content. The subscription model benefits both publishers and consumers. The publishers can avail a steady source of revenue as the subscription model locks-in the customer via a renewal system on a monthly, quarterly or yearly basis. From a consumer standpoint, they get easy access to a wider range of publishers' content at affordable prices. Cengage, for example, offers a subscription service[41] for students to avail digital textbooks and course materials for less than half the total cost of print books. Other publishers such as Macmillan[42] and McGraw-Hill[43] have launched rental programs in the U.S. to make learning affordable. Also, publishers in the U.S. have collaborations with many universities through the 'Inclusive Access' program, in which students can sign up to receive digital copies of course materials at

discounted rates automatically. In India, similar models are offered in the trade publishing segment by Amazon, which offers Kindle Unlimited, a subscription service that allows customers to borrow Kindle books, like a library, and read them until the download expires.

Open access resources

Governments and public institutions across the world are leading initiatives to make reading and research material widely available. Open Access refers to providing content, e.g. books and journal articles, typically free of charge to users. In this model, since the costs of publishing are financed by authors or universities or government/private grants, it may deter authors from choosing this option. Although the lack of fee to the end-reader boosts readership, free availability opens concerns about potential copyright infringement[44].

Publishers such as Pearson and Wiley and platforms such as Khan Academy are now actively providing open educational resources (OER)[45]. Khan Academy had also announced a not-for-profit partnership with Tata Trust in India in 2015 for 5 years[46], to enable free online education for Indian students and to teach in local languages through videos mapped to the Indian education system.

In addition, there is a shift towards open access research journals as opposed to paywalled journals. In the U.S., Federal funding for university research has remained stagnant as the budget for R&D witnessed no growth and remained at c. INR 3T (c. USD 40B) from 2011 to 2017[47]. In India, with the Government's agenda to promote research , open access might become prevalent in the future due to funding pressure on institutions, as it did in the U.S., where the percentage of Open Access relative to the overall output of the country increased from c. 20% to c. 40% between 2000 and 2016[48].

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[37] https://www.vox.com/culture/2019/12/23/20991659/ebook-amazon-kindle-ereader-department-of-justice-publishing-lawsuit-apple-ipad
[38] https://www.theguardian.com/business/2014/may/27/amazon-hachette-e-books-profits-jk-rowling-james-patterson
[39] https://www.idealog.com/blog/changing-book-business-seems-flowing-downhill-amazon/
[40] Student Monitor and the National Association of College Stores (NACS), U.S., 2017
[41] https://www.cengage.com/unlimited/
[42] https://store.macmillanlearning.com/us/content/rent-and-save
[43] https://www.mheducation.com/news-media/press-releases/rental-program-makes-course-materials-more-affordable.html
[44] https://www.oecd.org/sti/ieconomy/Chapter7-KBC2-IP.pdf
[45] Publisher / Provider Websites
[46] https://www.thehindu.com/news/cities/mumbai/tata-trusts-khan-academy-in-5year-education-partnership/article7954827.ece
[47] https://itif.org/publications/2019/10/21/us-funding-university-research-continues-slide
[48] https://digitalscience.figshare.com/articles/The_Ascent_of_Open_Access/7618751

Self-publishing

There is a significant increase in self-publishing activity worldwide, with the number of self-published books increasing by at least 40% in the U.S. in 2018[49]. This increase can be partly attributed to the rising acceptance of digital formats, wherein self-publishing is more widespread.

In India too, according to industry participants, self-publishing is gaining traction and benefitting from ease of promotion through social media, book blogs, literature festivals, speaker sessions, etc. Self-publishing allows authors to establish themselves in the industry and garner a reader base. From a publisher's perspective, a previously successful self-published title can help increase its outreach and reduce the publisher's downside revenue risk. Self-publishing is also helpful in promoting regional language works, which may not have a large enough market for traditional publishers to take active interest in. Indian companies are providing new ways of self-publishing, for example platforms such as Xpress enable writers to publish their book, either in the printed format or as an e-book, in '30 minutes or less'[50], by simplifying and automating the process of publishing.

Increased focus on consumer engagement

There is an emergence and sustenance of the 'bestseller' culture among consumers, not just in trade books but also in educational books. Among trade books, bestseller books drive the overall sales in the market; internationally bestsellers sell an average of 15%[51] more than others. In academic books, almost 50% of S. Chand's revenue came from its top 20 authors in 2016[52]. Thus, there is a need for publishers to actively engage with the consumers to promote their content. Noting this trend, **there is an increase in promotional events and other innovative ways by which publishers try to keep readers engaged**. For example, Penguin Random House India partnered with Tata Starbucks to promote one of its recent releases[53]. Any interested customer could download a chapter of the book logging onto the Wi-Fi at Starbucks stores. They also organized interactive sessions with the author. Publishers are actively using social media to connect with readers, sometimes through publishers' own platforms such as HarperCollins' Connect and PRHI's Penguinsters.

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[49] 'Number of Self-Published Titles Jumped 40% in 2018', Publishers Weekly, October 15, 2019
[50] https://yourstory.com/2018/11/book-publishing-30-minutes-notion-press
[51] https://www.gsb.stanford.edu/insights/surprising-impact-bestseller-list
[52] Initiating coverage report on S Chand Group by IDFC Securities, 2018
[53] Tata Starbucks and Penguin Random House India Collaborate to Launch a Unique Coffee Themed Novel, dated 13th November, 2019, Business Wire India - https://www.businesswireindia.com/tata-starbucks-and-penguin-random-house-india-collaborate-to-launch-a-unique-coffee-themed-novel-65796.html

Challenges facing the Indian publishing industry and learnings from across the world

Figure 19: Challenges facing the Indian publishing industry

COVID-19 Challenges
(Loss of sales; Delay in Payments)

Legal Challenges
(Piracy and Copyright Issues)

Industry Challenges

Business Challenges
(Distribution Channel Inefficiencies;
Ease of Doing Business;
High Costs and Low Margins)

Regulatory Challenges
(GST; Import Duty)

Technological Challenges
(Adoption of New Formats)

The key challenges faced by the publishing industry have been identified and segmented. In addition, the initiatives undertaken by benchmark countries that act as precedents to solve the challenges faced by the publishing industry in India have been put across.

Legal challenges

The publishing industry in India encounters two critical legal issues - piracy and copyright - due to lack of stringent laws to tackle these issues.

Piracy

Based on discussions with industry participants, it is estimated that pirated books account for c. 20-25% of the total books in the market. **Pirated books impact the overall industry negatively, leading to a drop-in revenue for publishers and loss of tax collections for the government**. Some of the reasons for rampant piracy are lack of strict implementation of regulatory policies against piracy, digital disruption leading to easy access to pirated material, price sensitivity to affording original titles, and in some cases, inaccessibility of original prints.

Easier availability and accessibility to content are some of the ways that can potentially lead to reduced piracy. The video streaming industry[54] faced similar piracy issues in the first half of the decade. However, widely accessible and affordable services by Netflix and Amazon Prime have significantly reduced the incentive for users to download pirated content.

Amazon has been trying to re-create similar success in the book publishing industry. One such successful initiative is the launch of book rental service[55] in the U.S. to help college students get easy access to textbooks. Users can also rent the e-book versions of textbooks or return previously bought books and earn gift cards. Through this service, Amazon has successfully created a second-hand book market and made textbooks cheaper for students. Amazon also dominates the e-book and audiobook market with its flagship products, Kindle and Audible. Industry participants believe that by increasing the access of digital books at affordable prices, Amazon has reduced the likelihood of e-books and audiobooks being pirated.

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[54] Video piracy rates have dropped sharply with rise of Netflix and Amazon Prime' by Trusted Reviews dated 1st July, 2019 https://www. trustedreviews.com/news/piracy-rates-drop-sharply-netflix-amazon-prime-3892431#:~:text=Learn%20More-,Video%20piracy%20rates%20 have%20dropped%20sharply%20with,of%20Netflix%20and%20Amazon%20Prime&text=Results%20from%20a%20recent%20survey,of%20 on%2Ddemand%20streaming%20services.

[55] 'Amazon launches textbook rental' – Press Release dated 6th August, 2012 https://press.aboutamazon.com/news-releases/news-release-details/amazon-launches-textbook-rental

Copyright issues

The Office of the U.S. Trade Representative (USTR) in their 2020 Special 301[56] report and the 2019 'Notorious Markets' report listed India among the 36 countries with inadequate and ineffective copyright regimes. Publishers and authors are often unaware of the nuances of copyright laws which could lead to losses caused by infringed copies.

India needs a strong regulatory ecosystem for copyrights. One country that has taken such preventive measures is the United Kingdom. It amended its Copyright Laws[57] in 2014 and Data Protection Regulations in 2017[58] to reduce confusion about copyright infringement boundaries, with emphasis on peculiar circumstances caused by digital technologies. For example, the new laws provide a clear policy for permitting limited private copying, which allows library archivists, educators, and non-commercial users to make digital repositories of resources.

Business challenges

The publishing industry faces inefficiencies across its value chain, including complex distribution channels, high costs and challenges related to ease of doing business, all of which affect the industry's financial sustainability.

Distribution channel Inefficiencies

The book distribution system in India is complicated, especially for tier-2 and tier-3 cities or towns where the distribution value chain is highly fragmented and requires substantial lead-time before books reach the end user, according to leading academic publishers. Also, the lack of a formal distribution network for most regional language publishers[59] results in them selling through friends and family-based retailers or book fairs and, thus, limiting their reach.

Another major issue across the distribution chain is the longer payment receivables cycles, especially for academic content, which has a 4 to 9 months cycle, according to industry participants. Academic content publishers are often dependent on distributors to collect payment from schools, that can be often delayed due to a variety of logistical and financial challenges , leading to eventual delays in payments to publishers.

The U.S. has successfully solved this problem by effectively using digital tools. Publishers such as Harper Collins have digital platforms that can manage the distribution process and payable cycles to reduce the overall lead-time of publishing and distributing content. Such platforms have helped reduce the dependency on employees by optimising the process of lead generation, order processing and payment collection. Additionally, the United States National Association of Student Financial Aid Administrators (NASFAA)[60] enacted a rule in 2015 that allows an institution to include the costs of books and supplies as part of tuition, which has resulted in faster delivery of books and payments to publishers.

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[56] 'USTR Releases Annual Special 301 Report on Intellectual Property Protection and Review of Notorious Markets for Piracy and Counterfeiting' dated 25th April, 2019 https://ustr.gov/about-us/policy-offices/press-office/press-releases/2019/april/ustr-releases-annual-special-301
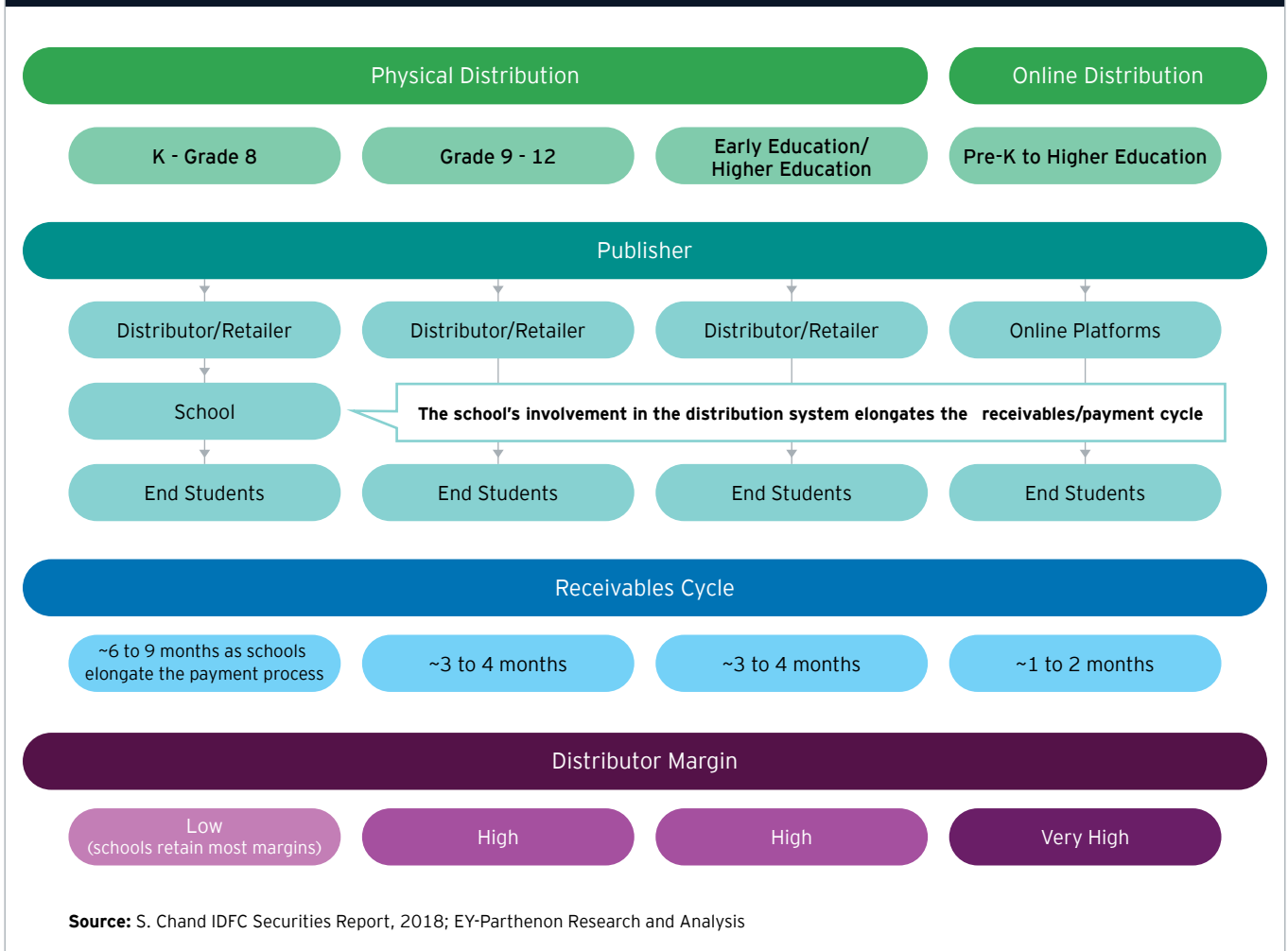
[57] 'Government publishes its plans to modernise U.K.'s copyright law following Hargreaves recommendations' dated 15th December, 2011 https://www.pinsentmasons.com/out-law/news/government-publishes-its-plans-to-modernise-uks-copyright-law-following-hargreaves-recommendations

[58] 'Data Protection Bill 2017' https://www.gov.uk/government/collections/data-protection-bill-2017#:~:text=The%20Data%20Protection%20Act%20received%20Royal%20Assent%20on%2023%20May%202018.&text=Make%20our%20data%20protection%20laws,and%20organisations%20through%20the%20change.

[59] S. Chand Initiating Coverage Report by IDFC Securities compiled by Thomson Reuters

[60] 'New Rules on Inclusion of Books and Supplies in Tuition and Fee Charges Are Effective July 1' by Karen McCarthy, NASFAA Policy & Federal Relations Staff https://www.nasfaa.org/news-item/8345/New_Rules_on_Inclusion_of_Books_and_Supplies_in_Tuition_and_Fee_Charges_Are_Effective_July_1

Figure 20: Typical distribution channel, by segment, physical vs online, educational publishers

Physical Distribution			Online Distribution
K - Grade 8	Grade 9 - 12	Early Education/ Higher Education	Pre-K to Higher Education

Publisher

Distributor/Retailer	Distributor/Retailer	Distributor/Retailer	Online Platforms
School	The school's involvement in the distribution system elongates the receivables/payment cycle		
End Students	End Students	End Students	End Students

Receivables Cycle

~6 to 9 months as schools elongate the payment process	~3 to 4 months	~3 to 4 months	~1 to 2 months

Distributor Margin

Low (schools retain most margins)	High	High	Very High

Source: S. Chand IDFC Securities Report, 2018; EY-Parthenon Research and Analysis

Ease of doing business

While there is 100% Foreign Direct Investment (FDI) allowed in the publishing industry[61], foreign publishers still face several challenges while operating in India. According to the FDI regulations of the Department of Industrial Policy and Promotion (DIPP), foreign publishers cannot sell directly in book fairs or on e-commerce platforms and must route these sales through marketplace sellers.

Private publishers also face significant competition from state publishing houses. Regulations or norms related to the use of state-published materials vary across the country, inhibiting the industry from operating as a free market. For example, states such as Orissa[62], Sikkim and Gujarat have promoted the use of NCERT books in private and Government schools, whereas states such as Punjab, Maharashtra and Tamil Nadu[63], which run their own large state publishing houses, have encouraged the use of state-published books instead of NCERT books in schools.

Library budgets for sourcing journals and secondary resources are uncertain and can vary significantly every year. University management plays a key role in deciding library budgets. Changes in management can create a mismatch in the vision for promoting research and build an uncertain business environment for publishers, evidently what happened in 2018 - the Jawaharlal Nehru University library budget was cut by 80%[64], and as a result, several contracts for the auto-renewal of e-journals and publications were suspended.

[61] http://ficci.in/sector/86/project_docs/publishing-sector-profile.pdf
[62] https://www.newindianexpress.com/cities/bhubaneswar/2020/feb/15/odisha-government-asks-private-schools-to-use-ncert-books--2103556.html
[63] http://14.139.60.153/bitstream/123456789/300/1/Report-Regulatory%20Mechanisms%20for%20Textbooks%20and%20Parallel%20textbooks%20taught%20in%20schools%20outside%20govt%20sym.pdf
[64] https://www.edexlive.com/campus/2018/nov/16/jnu-slashes-library-budget-by-80-per-cent-students-cant-take-outside-books-to-study-halls-4458.html

Among the benchmarked countries, the Norwegian Government supports publishers in building sustainable businesses with their Purchasing Scheme[65], under which the Arts Council Norway purchases 1,000-1,500 copies of 'quality' books and distributes them to public libraries (over and above individual library budgets). The purchasing scheme has enabled many small publishers to thrive. The Government and publishing associations also support the identification of key trends in the market to assist publishers in forecasting demand.

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High costs and low margins

Since 2017, paper costs, that account for c. 55-60%[66] of the total raw material cost, have increased sharply due to a demand-supply mismatch. In addition, with fuel prices increasing at c. 6% CAGR[67] from 2010 to 2018 and the high excise duty and state-levied VAT on fuel, freight costs for publishers have also increased. Printers and publishers in the United States and European countries have successfully combated increased production costs by investing in technological improvements. The introduction of rotary presses, offset printing, new techniques in binding paperback books, setting type electronically, and electrostatic printing has led to high-quality products at lower costs and with better designs[68]. The Publishers Association of U.K., in its latest study 'The Contribution of the Publishing Industry to the U.K. Economy'[69], identified that publishers garnered profit margins close to 15% of total revenue.

In the Indian market, existence of thousands of small publishers and authors makes the market highly competitive and fragmented. Even scaled publishers, such as S. Chand, are running in losses for the past two financial years[70]. Adding to it, consumers' price-sensitive nature has led to low profit margins across the value chain, including for authors and distributors.

Technological challenges

Publishers globally are launching innovative digital formats to address changing consumer needs. Start-ups such as Blinkist and Joosr (originated in Germany and U.K., respectively) offer book summaries to ensure sustained readership and simultaneously increase the user base.

Publishers in India, too, are adopting newer digital formats. However, **the challenges faced by the Indian market are slightly different, with sizeable print readership and a significant reader base in regional languages**. To attain scale, publishers in India will have to innovate and build technology-based solutions that address the needs of diverse audience segments. One such innovative model adopted by an Indian publisher is StoryWeaver by Pratham Books, a digital platform for authors, illustrators and readers to create, adapt, read and translate children's stories in regional and foreign languages[71].

[65] 'Why Norway is the best place in the world to be a writer' by NewStatesman dated 14th April 2014 https://www.newstatesman.com/culture/2014/04/why-norway-best-place-world-be-writer

[66] S. Chand Group Annual Report FY20 https://schandgroup.com/wp-content/uploads/Annual-Report-FY-2019-20-1.pdf

[67] https://freefincal.com/india-petrol-diesel-historical-price-data/

[68] Research on the Textbook Publishing Industry in the United States of America by Michael G. Watt, August 2007 https://files.eric.ed.gov/fulltext/ED498713.pdf

[69] The contribution of the Publishing industry to the U.K. economy, 2017 by Publishers Association U.K. https://www.publishers.org.uk/wp-content/uploads/2020/02/Contribution-of-the-Publishing-Industry-to-the-UK-Economy-2017-1.pdf

[70] S Chand Annual Report, 2019

[71] https://storyweaver.org.in/

The publishing industry has seen significant regulatory changes from the government of India in the recent past.

Introduction of GST

Before the GST, there was no tax levied throughout the value chain of book production. After the implementation of GST, books are not taxed per se/in itself, but the inputs to book production, such as paper manufacturing, printing, and binding, are taxed at 12% to 18%[72]. Another new input tax levied on the industry is the 12% GST charge on royalty fee paid to authors[73]. Compounding the problem, publishers are not allowed to claim tax credit on the GST charged on inputs. This situation has led to an increase in the books' prices by 10-20% [73] to accommodate the overall effect of GST. In addition, e-books/e-journals are taxed at 5% if print versions of the same are available, else they are taxed at 18% [75].

In Spain, Italy, Switzerland, U.K. and Norway, the Government has reconsidered the taxes levied on the publishing industry by applying special tax rates. While most countries have applied a special reduced tax rate on sale of books in order to ensure Government revenues, some countries such as U.K. and Norway have included books in the zero-tax slab[76]. This enables publishers to avail input tax credits (ITC), unlike in cases where goods and services are fully exempted from taxation and allows reduction in book prices. For example, the Publishers Association of the United Kingdom, in 2018, estimated that universities, libraries, government departments and the central healthcare system would save up to c. INR 5.5B (USD 70M) [77] a year as a result of putting digital publications in the zero-tax slab.

In Indian where zero-tax slab does not exist, introduction of 5% GST on books can benefit both the publishing industry and the Government. The Government would benefit from increased GST revenues and data collection on publishers for introducing future policies, while the industry in general would benefit from ITC claims, reduced piracy as the industry becomes more organised under the GST ambit, reduction of operating costs, and adherence to compliance standards.

Figure 21: Impact of GST on the publishing industry

Impact of GST on the Publishing Industry

GST is **not applicable** for all kinds of printed books. This was introduced to increase the usage of books and promote readership and knowledge resources.

What is the problem then?

GST (12% & 18%) is still applicable on different kinds of inputs (paper, paper pulp, carton boxes, glue, printing and other products. This is borne by the publisher as **no ITC can be claimed**

Author royalties have been charged at 12% GST under reverse charge mechanism. Publishers need to pay this GST amount but can't avail any ITC for it

E-books attract 5% GST. However, this is applicable only on those books which have a print version too. E-books without a print version are taxed at 18% GST. E-Journals are also taxed at 18% GST

Source: Introduction of Goods and Services Tax (GST) in India, Lexology, 2016; EY-Parthenon Research and Analysis

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[72] https://www.thehindubusinessline.com/economy/policy/no-gst-on-books-but-prices-set-to-rise/article9763338.ece#:~:text=Book%20lovers%20and%20students%20will,tax%20at%2012%20per%20cent.

[73] https://www.lexology.com/library/detail.aspx?g=08bc746f-99e2-451e-95cd-ad87fb7e8dd6#:~:text=12%20percent%20GST%20imposed%20on,exempt'%20their%20costs%20are%20increasing.

[74] https://www.thehindubusinessline.com/economy/policy/no-gst-on-books-but-prices-set-to-rise/article9763338.ece#:~:text=Book%20lovers%20and%20students%20will,tax%20at%2012%20per%20cent.

[75] https://www.thehindu.com/sci-tech/technology/gadgets/gst-cut-for-e-books-but-publishers-are-not-elated/article24514391.ece

[76] https://www.avalara.com/vatlive/en/vat-news/norway-scraps-e-book-vat-jul-2019.html#:~:text=Norway%20is%20to%20set%20the,2019%20Budget%20now%20in%20parliament; https://www.theguardian.com/uk-news/2020/mar/11/government-will-abolish-the-20-reading-tax

[77] https://www.bbc.com/news/technology-51832899

Import duty

The import duty has been increased from 0% to 5% in India to promote book production locally as a tenet of the 'Make in India' campaign[78]. However, these taxes could potentially hurt the student population due to an increase in the cost of educational books and scientific journals. Since most of the imported books fall into this category and there are limited domestic alternatives for such content, an increase in their price is bound to affect the accessibility of books that pertain to wide range of professional subject areas, including medical studies.

Challenges due to COVID-19[79]

The COVID-19 pandemic has disrupted the publishing industry in India. The imposition of strict lockdowns led to limited sales and delayed payments for publishers, according to related industry participants. Additionally, the piracy issue has increased[80] manifolds as limited access to online educational resources caused teachers and instructors to utilize educational content without appropriate publishing licenses.

Loss of sales

Industry participants stated that during the COVID-19 lockdown, the publishing industry witnessed a steep collapse in supply chain. Many publishers have ended up holding massive inventories, especially educational publishers who had built stock for the upcoming academic year, causing high inventory costs and fixed overheads. While print book sales have come to a complete halt due to bookstores being closed and with online platforms only delivering essential commodities, the sale of e-books witnessed significant growth[81] in that period. However, this boost of digital formats was short-lived, as content from e-books and digital platforms was replicated without appropriate permissions, even in schools by teachers/instructors.

During this period, countries such as the United Kingdom, Germany and Australia launched several support schemes for small businesses, which could be availed by publishers. For instance, publishers in United Kingdom had access to the Bounce Back loan[82] for small businesses. The Government provided lenders with a guarantee against outstanding balance and covered the first 12 months of interest payments on behalf of the borrowers.

Delay in payments

During the nation-wide lockdown, in several parts of the country, libraries and bookstores took longer than usual to make payments to publishers who were already facing a cashflow crunch. Several publishers such as Oxford University Press, and MBD Group[83] launched new initiatives that offered free access to their learning resources and content with the aspiration of increasing their user base in order to increase their conversion to sales later. However, according to industry participants, despite such supportive measures, the publishers only witnessed a marginal increase in sales.

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[78] 'What the 5% duty on imported books means for the publishing industry in India' by NewsMinute dated 23rd July 2019 https://www.thenewsminute.com/article/what-5-duty-imported-books-means-publishing-industry-india-105959

[79] Publishing in India during the COVID-19 Pandemic https://www.internationalpublishers.org/images/aa-content/other-ipa-events/other-ipa-events-2020/IPA-in-conversation-with/Transcript_Shweta_Khurana_Ramesh_Mittal_and_Hugo_Setzer_-_India_10-07-20.pdf

[80] https://www.livemint.com/news/india/pandemic-a-boon-for-books-bane-for-bookstores-11600244805603.html

[81] http://www.businessworld.in/article/What-Is-The-Impact-Of-Covid-19-On-The-Indian-Publishing-Industry-/25-07-2020-299300/

[82] Government support for businesses and employers by Publishers Association U.K. https://www.publishers.org.uk/coronavirus/
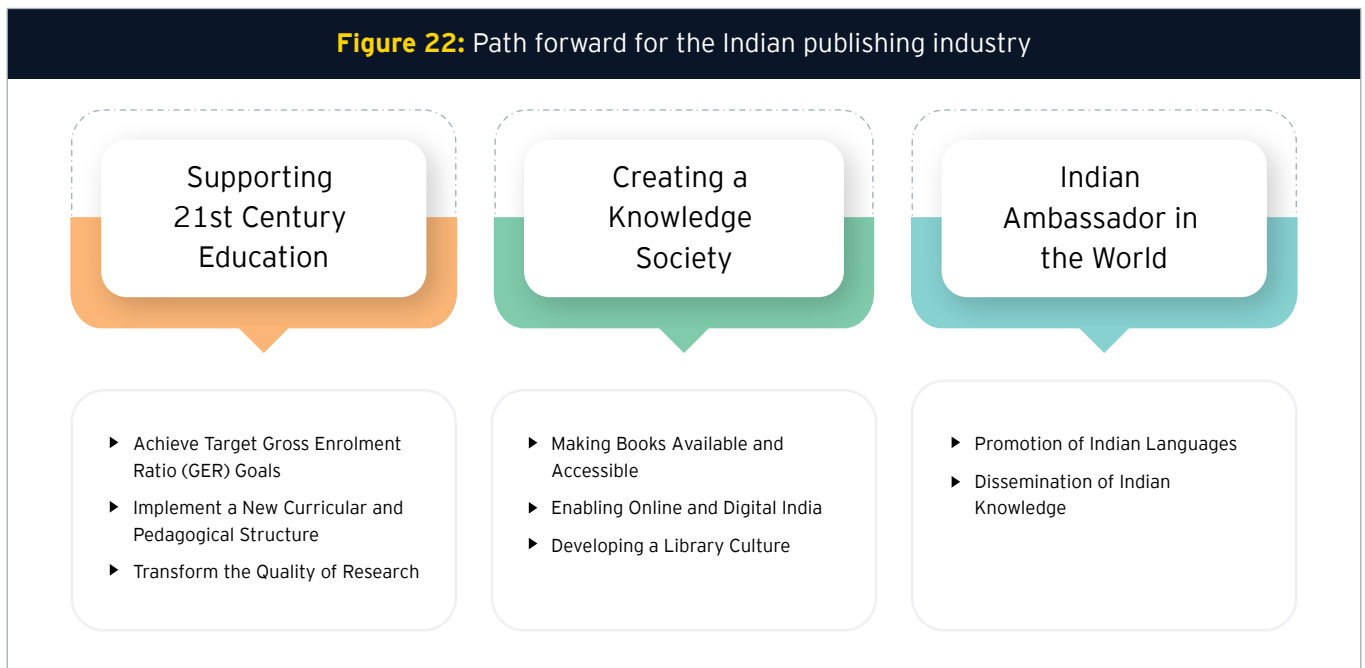
[83] https://brandequity.economictimes.indiatimes.com/news/media/indian-publishers-innovate-in-times-of-coronavirus-lockdown/75231748; https://indianexpress.com/article/education/covid-impact-on-publishing-houses-traditional-books-online-learning-6375437/

Path forward: publishing industry's role in shaping the future of India

This section thoroughly analyze the key educational improvement targets and initiatives of the government, creation of a knowledge society, and global dissemination of Indian culture and heritage in order to highlight areas where the publishing industry and the government can support one another to achieve these targets. Relevant global best practices are also highlighted as precedents to leverage and improve India's publishing ecosystem.

Figure 22: Path forward for the Indian publishing industry

Supporting 21st Century Education	Creating a Knowledge Society	Indian Ambassador in the World
▶ Achieve Target Gross Enrolment Ratio (GER) Goals ▶ Implement a New Curricular and Pedagogical Structure ▶ Transform the Quality of Research	▶ Making Books Available and Accessible ▶ Enabling Online and Digital India ▶ Developing a Library Culture	▶ Promotion of Indian Languages ▶ Dissemination of Indian Knowledge

Supporting 21st Century Education → Achieve Target Gross Enrolment Ratio (GER) Goals » Implement a New Curricular and Pedagogical Structure » Transform the Quality of Research

Opportunities for the publishing industry in India	
Related Government targets	▶ The National Education Policy (NEP), 2020 aims to increase pre-K and K-12 GER to 100% by 2030[5] ▶ The NEP, 2020 aims increase Higher Education GER to 50% by 2035[5]
Initiatives to support the Industry	▶ The **Right to Education Act** has been established to provide primary education to all children aged 6 to 14 years and protects the child's opportunity towards unrestricted progression until the completion of elementary education. It also requires all private schools to reserve 25% seats for economically weaker sections.[84] The higher enrolment due to the act has resulted in increased demand for quality education content

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[84] http://righttoeducation.in/sites/default/files/policy_brief_on_rte_reservation.pdf

	▶ The MoE launched the Rashtriya Uchchatar Shiksha Abhiyan **(RUSA)** to increase the GER in higher education, under which all state universities and colleges are eligible to receive funds from MoE, provided they fulfil mandated conditions to achieve access, equity, and excellence, which can be spent on creation or upgradation of facilities, including purchase of books[85]
Role of the Publishing Industry	▶ As students enrol in schools and Higher Education Institutes (HEIs), the publishing industry is expected to play a vital role of supplying adequate books in English and regional languages at affordable prices, ensuring that students have the latest learning material at their disposal ▶ The industry should make headway towards new age topics such as artificial intelligence that are aligned to industry and students' needs ▶ The publishing industry can optimize the distribution channel inefficiencies and receivables cycle to reduce the working capital requirements and eventually make books more affordable

According to the NEP 2020[5] the Government aims to increase its expenditure on education from the current rate of 4% to 6%[86] of GDP. This includes the budget for providing scholastic content. The publishing industry can help with this, along with the Government targets of improving the GER by providing quality materials to students ensuring effective dissemination of educational content. However, to effectively address the needs of large size and spread of K-12 and higher education population, publishers need to leverage technological tools, whose uptake is still nascent in India. Existing business challenges such as distribution channel inefficiencies and long receivable period that reduce the overall efficiency of the industry need to be tackled

Key learnings from global models

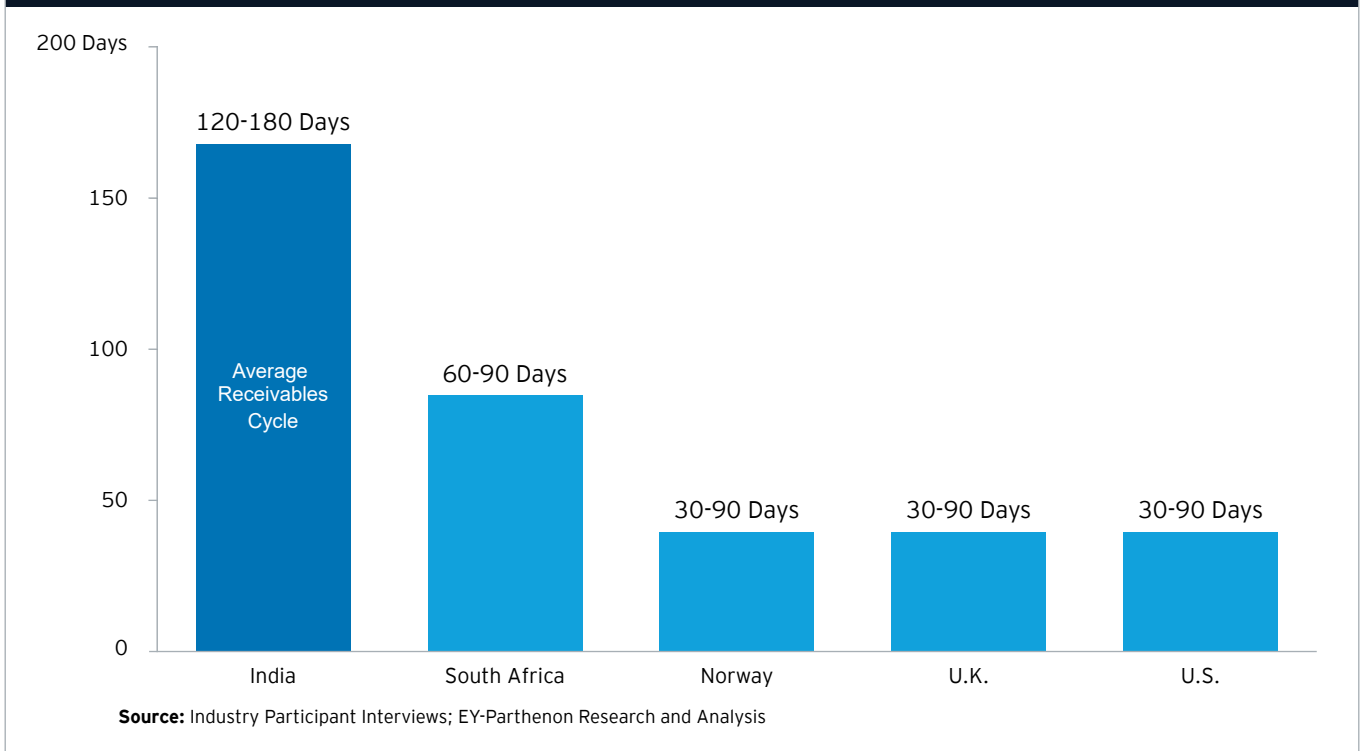|	
Adapting to new mediums of publishing	▶ In South Africa, individual schools and libraries have partnered with Worldreader, a non-profit organization, to set up e-reader literacy programs to get appropriate digital reading materials and textbooks to the students[87], supported by various sponsoring organizations ▶ In Brazil, according to industry participant interviews, over a million students in more than 40% of private schools use learning systems, platforms that aid schools in delivering education. The high adoption of learning systems is linked to the diverse range of regional educational needs with no standardized curriculum across schools. The learning systems also provide access to a structured and standardized pedagogical approach
Focus on new age topics	▶ In the U.S., publishers such as Pearson and McGraw Hill have actively incorporated new-age topics into their offerings or used advanced technology to improve learning methods. Pearson U.S. has developed an 'AI Calculus tutor', Aida Calculus, that provides a personalized learning for calculus[88]. Both Pearson and McGraw Hill also have resources related to AI, mechatronics, and other new age topics
Reduction of distribution channel inefficiencies	▶ In the U.S. distribution channel problems are being solved using technology. Publishers such as Harper Collins have digital platforms that can manage the distribution process and payable cycles to reduce the overall lead-time of publishing and distributing content ▶ The United States National Association of Student Financial Aid Administrators (NASFAA) also enacted a rule that allows an institution to include the costs of books and supplies as part of tuition, which has resulted in faster delivery of books and publisher payments[89]
Management of receivable periods	▶ Publishers worldwide do not face the long receivable cycles that Indian publishers do, as it is not a part of the generally accepted terms in benchmark countries. Changing these terms will require an internal shift in the culture of the Indian publishing industry, to be in line with the shorter cycles seen in other benchmark countries

[85] http://rusa.nic.in/wp-content/uploads/2018/12/Final-Guidelines-Copy.pdf

[86] https://www.livemint.com/education/news/all-you-need-to-know-about-new-national-education-policy-10-points-11596025645446.html

[87] https://www.worldreader.org/where-we-are/south-africa/#anchor

[88] https://www.pearson.com/news-and-research/the-future-of-education/artificial-intelligence.html

[89] 'New Rules on Inclusion of Books and Supplies in Tuition and Fee Charges Are Effective July 1' by Karen McCarthy, NASFAA Policy & Federal Relations Staff https://www.nasfaa.org/news-item/8345/New_Rules_on_Inclusion_of_Books_and_Supplies_in_Tuition_and_Fee_Charges_Are_Effective_July_1

Figure 23: Average receivable days, benchmark countries, 2020

200 Days	
150	
100	
50	
0	

- India: 120-180 Days (Average Receivables Cycle)
- South Africa: 60-90 Days
- Norway: 30-90 Days
- U.K.: 30-90 Days
- U.S.: 30-90 Days

Source: Industry Participant Interviews; EY-Parthenon Research and Analysis

Supporting 21st Century Education

Achieve Target Gross Enrolment Ratio (GER) Goals » Implement a New Curricular and Pedagogical Structure » Transform the Quality of Research

Opportunities for the publishing industry in India

Related Government targets	▶ The **National Education Policy, 2020** aims to shift to a new structure of education with five years of foundational stage, three years of preparatory stage, three years of middle stage, and four years of secondary stage, all involving competency-based assessments[5]
	▶ A new **National Curriculum Framework** will be introduced for **Early Childhood Care and Education (ECCE), school education and adult education**[3]
	▶ The NEP also lays emphasis on **teacher education and development**[5], by introducing merit-based scholarships, mandatory courses, setting up of national professional standards, no transfer policy and digital management of hiring for vacancies in schools across country[90], along with formulation of a new curriculum – the National Curriculum Framework for Teacher Education **(NCFTE)**

[90] https://www.mhrd.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf

Initiatives to support the Industry	▶ The MoE has established the Rashtriya Aavishkar Abhiyan **(RAA)** Programme[91] to motivate and engage children of 6-18 years in science, mathematics, and technology through increased outreach, parent sensitization and teacher training ▶ Education Quality Upgradation and Inclusion Programme **(EQUIP)**[92] launched by the MoE aims to introduce new programs with effective pedagogies, such as flexible bachelor's degree programs with multiple exit and re-entry, bachelor liberal arts education, multi and cross-disciplinary departments in HEIs ▶ The Delhi Government introduced a **'Happiness Curriculum'** in government schools, which focuses on holistic education by including meditation, value education, and mental exercises in the conventional education curriculum[93]
Role of the publishing industry	▶ The shift would lead to the new curriculum and publishing of associated teaching-learning material. The publishing industry will have to provide textbooks and supplementary resources that enables parents, students, and teachers to adapt to the new curriculum ▶ These resources can include workbooks, additional books and practice material in both print and digital formats, which will have to be made available in multiple languages supporting the multi-language approach under the NEP[5]

The introduction of new pedagogy and curricula at the national level, along with accompanying improvement in teacher development requires the support of publishing industry. However, roadblocks such as mandated state-published books, lack of clarity on expected changes in curricula and lack of involvement of private publishers in academic-related strategies could limit access to quality educational content to students, especially in private schools. These also act as impediments to the potential growth of the overall publishing industry

Key learnings from global models

Multiple study material options	▶ In South Africa, Government schools have multiple options of textbooks for each grade and subject, and teachers have the flexibility to choose their teaching material. This policy has a positive effect on the publishing industry by encouraging innovation and offering opportunities for regional publishers to curate more content. This also ensures that students get an opportunity to make use of materials best suited to their needs, rather than having fixed content for all learners[94]
Involvement of publishing stakeholders in curriculum development	▶ According to industry participants, the Norwegian Government updates the school curriculum every 10-12 years and publishers are actively involved in the discussions around the content design, pedagogy, feasibility, outcomes, etc., through which they can effectively design materials best-suited to address the targets of the new curriculum[95]
Focus on teacher development	▶ United Kingdom launched the **Early Career Framework**[96] in 2019 for training and development of new teachers in state-funded schools, with c. INR 12B (c. USD 170M) annual funding, teachers get access to training and support resources. Participating schools receive c. INR 2 lakhs (c. USD 3K)[97] for every teacher in order to support training initiatives
Access to educational content in regional languages	▶ According to the current **Language in Education Policy (LiEP) of South Africa**[98], learners may choose the language they want to study in any of the 11 official languages. Also, if a significant number of students want to study in a specific language at a school, then the school must cater to it. This supports regional language publishing market

[91] https://www.mhrd.gov.in/sites/upload_files/mhrd/files/raa/Order_of_RAA_Guidelines.pdf
[92] https://www.indiatoday.in/education-today/news/story/hrd-ministry-releases-five-year-vision-plan-to-transform-higher-education-1558460-2019-06-29
[93] https://indianexpress.com/article/explained/explained-what-is-happiness-curriculum-6281103/
[94] Industry Participant Interviews
[95] Industry Participant Interviews
[96] https://www.gov.uk/government/news/new-national-strategy-unveiled-to-boost-teacher-numbers
[97] https://www.wired-gov.net/wg/news.nsf/articles/Extra+support+for+new+teachers+amid+surge+in+applications+24062020131000?open
[98] https://www.education.gov.za/Portals/0/Documents/Policies/GET/LanguageEducationPolicy1997.pdf?ver=2007-08-22-083918-000

Supporting 21st Century Education

Supporting 21st Century Education → Achieve Target Gross Enrolment Ratio (GER) Goals »» Implement a New Curricular and Pedagogical Structure »» Transform the Quality of Research

Opportunities for the publishing industry in india	
Related Government targets	▶ According to the NEP 2020, 5 Indian scientific research institutions should be amongst the top 100 in the world by 2022-23[5] ▶ NITI Aayog aims for India to be among the top 50 countries in the Global Innovation Index by 2022-23[99]
Initiatives to support the Industry	▶ Under the NEP, the Government plans to set up the **National Research Foundation (NRF)** to encourage research and innovation across academic disciplines, particularly in higher education[5] ▶ The University Grants Commission's (UGC) 'Scheme for Trans-disciplinary Research for India's Developing Economy' **(STRIDE)** will provide support for research and publication of projects that are considered relevant to its objectives[100] ▶ The Scheme for Promotion of Academic and Research Collaboration **(SPARC)**, a policy of MoE, aims at improving the research ecosystem in HEIs by facilitating academic and research collaborations between Indian Institutions and the best institutions in the world. This would lead to an increase in quality research output[101] ▶ Impactful Policy Research in Social Science **(IMPRESS)** has been implemented by the Indian Council of Social Science and Research (ICSSR) to identify and fund research proposals in social sciences with maximum impact on the governance and society[102]
Role of the publishing industry	▶ A thriving research culture would demand for an increase in publishing and distribution of quality research journals ▶ The publishing industry could actively collaborate with the research community to design, market, and distribute quality journals to a broader audience. The industry could also play a role in capacity building on the research and publications front, by providing researchers a reputed platform to publish their research ▶ Publishers can also help in building research databases which can be leveraged by individuals or organizations to demonstrate various forms of application\

[99] https://niti.gov.in/writereaddata/files/Strategy_for_New_India.pdf
[100] https://www.ugc.ac.in/pdfnews/2089255_STRIDE_FINAL_BOOK.pdf
[101] https://sparc.iitkgp.ac.in/scheme_details.php
[102] https://icssr.org/impactful-policy-research-social-science-impress

In India, research will need to be openly accessible and not paywalled, to ensure access across various institution and individuals. The publishers will need to step-up with innovative contextual models that maximise impact of Indian research both locally and internationally

Key learnings from global models	
Focus on open access resources	▶ The Norway Government has established a scheme to finance processing charges paid by institutes to publish in open access journals[103] and aims to make all publicly funded research articles openly available by 2024, which will be consolidated in a 'suitable repository'[104] ▶ Norway has signed national agreements with leading journal publishers, such as Frontiers[105], Wiley[106] and Elsevier[107], to simplify the publishing process for researchers who publish in open-access journals, including national discounts on article processing charges, centralized invoicing, flexible payment options, and dedicated support for library staff dealing with processing charges, in a bid to make research freely accessible, and minimize costs related to such publishing
Access to OER grants	▶ The Higher Education Funding Council for England (HEFCE)[108] funds universities and colleges in the U.K. for developing open educational resources. c. INR 1.3B (c. USD 17.5M) was distributed across three phases from 2009 to 2012
Improving quality	▶ The Chinese government ranked 250 journals into 3 tiers based on quality to ensure effective utilisation of funds to improve publication quality. Tier 1 journals received c. INR 10-50M (c. USD 150-750K) per year to help them attract submissions from international researchers and improve output quality[109]
Database-building and consolidation of research	▶ The QS World University rankings, used by organizations and stakeholders worldwide to make informed decisions about higher education, utilizes indicators sourced from Elsevier's Scopus database[110], to evaluate research impact of universities

[103] https://www.forskningsradet.no/en/Adviser-research-policy/open-science/apen-tilgang-til-publikasjoner/

[104] https://www.regjeringen.no/en/dokumenter/national-goals-and-guidelines-for-open-access-to-research-articles/id2567591/

[105] https://www.eurekalert.org/pub_releases/2020-01/f-mbt012820.php

[106] https://authorservices.wiley.com/author-resources/Journal-Authors/open-access/affiliation-policies-payments/norwegian-authors.html
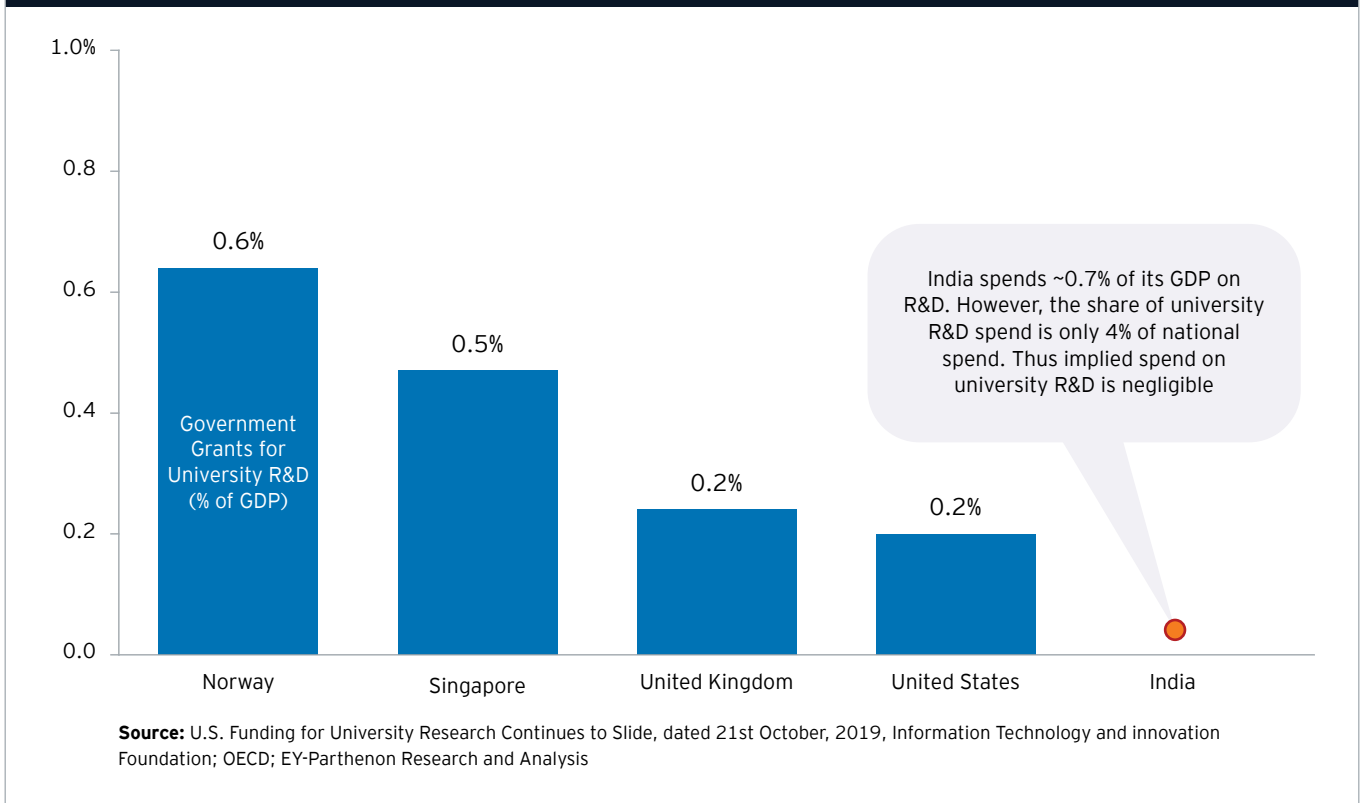
[107] https://www.elsevier.com/open-access/agreements/norway

[108] http://www.irrodl.org/index.php/irrodl/article/view/1537/2481

[109] https://www.nature.com/articles/d41586-019-03770-3

[110] https://www.topuniversities.com/subject-rankings/methodology

Figure 24: Government grants for university R&D (% of GDP), 2017

Government Grants for University R&D (% of GDP)

Country	Value
Norway	0.6%
Singapore	0.5%
United Kingdom	0.2%
United States	0.2%

India spends ~0.7% of its GDP on R&D. However, the share of university R&D spend is only 4% of national spend. Thus implied spend on university R&D is negligible

Source: U.S. Funding for University Research Continues to Slide, dated 21st October, 2019, Information Technology and innovation Foundation; OECD; EY-Parthenon Research and Analysis

Creating a Knowledge Society → Making Books Available and Accessible → Enabling Online and Digital India → Developing a Library Culture

Opportunities for the publishing industry in India

Related Government targets	▶ The National Education Policy, 2020 aims to **'provide effective and sufficient infrastructure so that all students have access to safe and engaging school education at all levels'**[5] by upgrading or adding schools and resources. It also calls for alternative and innovative education centres to be set up in cooperation with local authorities to ensure that children in marginalised communities are brought back into mainstream education ▶ Individual states also have targets to ensure access of books. **Reading Mission 2022 of the Haryana Government**, launched across higher education institutes to 'inculcate reading habit among students, teachers and society'[111]

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[111] https://www.indiatoday.in/education-today/news/story/-reading-mission-launched-by-haryana-govt-to-promote-reading-habits-among-students-1645341-2020-02-11

Initiatives to support the industry	▶ The National Book Trust (NBT) offers a scheme for the **Subsidized Publication of Books** to help authors and publishers produce books of good quality at affordable prices. The books may be in English, Hindi, or any other local language. Under this provision, the author receives 20% royalty, and the publisher is paid 50% of the cost of book production[112]
	▶ The **National Book Promotion Policy** promotes 'Books for All: improving the availability, accessibility, quality and readership' through a web portal for guiding new authors on laws and regulations, including piracy. This portal also ensures that differently abled people have access to books and reading materials in usable formats, and that all school and public libraries are equipped with assistive devices to promote such materials[113]
	▶ The **National Centre for Children Literature** (NCCL) was also established by the NBT to coordinate, plan and aid the production of quality children's literature in various languages[114]
	▶ The Confederation of Indian Industry (CII) has a **National Committee on IPR** with members from the industry, Government and academia. The Committee has helped in developing papers on varied issues such as trade secrets, IPR and counterfeiting in the publishing sector. CII has also been working closely with various global organizations, such as United States Patent and Trademark Office (USPTO), U.K. Patent Office and World Intellectual Property Organization among others, for conducting advanced level workshops in topics related to IPR[115]
Role of the publishing industry	▶ The publishing industry can collaborate with Government and private organizations to offer diverse content in multiple languages at various price points, and to enable greater access and affordability for end users
	▶ The industry could effectively address the challenges related to piracy by adopting new business models, and organizing events and campaigns to sensitize the general population towards piracy

The publishing industry in India needs a free market, and strong intellectual property and copyright laws to be able to collaborate successfully with the Government to publish quality reading materials, both educational and leisure in nature, that have widespread accessibility

Key learnings from global models

Multiple options and free market	▶ In countries like Norway, Finland and South Africa, multiple books are available for students and teachers to choose from, based on their requirements and preference of authors and publishers. This helps in increasing the competitiveness of educational publishers and generally leads to reduced prices and increased quality as publishers have incentives to innovate and compete on these metrics. Studies suggest that students benefit from having a 'choice' over learning materials, which improves learning[116] and outcomes. With countries such as Finland consistently demonstrating high PISA scores as the publishers in the educational market compete to develop resources and invest in innovations from which teachers can select the best materials[117]

[112] http://nbtindia.gov.in/scheme__13__subsidized-books-publications.nbt
[113] http://fpbai.org/wp-content/uploads/2015/01/National-Book-Promotion-Policy.pdf
[114] http://nbtindia.gov.in/readersclub__17__nccl-club.nbt
[115] https://www.ciiipr.in/pdf/CII_Submissio_to_USTR_%202018.pdf
[116] http://www.ascd.org/publications/books/116015/chapters/The-Key-Benefits-of-Choice.aspx
[117] https://www.internationalpublishers.org/images/aa-content/ipa-reports/Licensing_practices_2019-20/Educational_Publishing_in_the_Digital_Era_by_Graham_Taylor.pdf

Solving for piracy	▶ According to industry participants, publishers in the U.S., U.K. and Norway focus on newer business models, such as collective licensing and digital subscriptions in which end-users can **purchase specific chapters instead of the whole book** to ensure continuous revenue stream via partnerships with schools/libraries and reduce piracy. Another successful model to counter piracy is **learning systems**, as students can have access to quality books without needing to pay high amounts
	▶ Countries such as the U.S.[118], Australia[119], and Singapore[120] have integrated **information literacy programs** into the K-12 curriculum and ran campaigns to sensitize students and general population towards piracy and enable them to choose legitimate content. This increases the revenue for authors and publishers of original content
Grants for publications	▶ The Authors' Foundation and K Blundell Trust[121] in United Kingdom offer c. INR 34M (c. USD 480K) in grants to assist writers with research and ancillary costs. Grants are also offered to publications which help increase social awareness among readers

Creating a Knowledge Society → Making Books Available and Accessible ≫ Enabling Online and Digital India ≫ Developing a Library Culture

Opportunities for the publishing industry in india	
Related Government targets	▶ The Ministry of Culture aims to **make good quality e-learning resources available in different regional languages** along with the required software, free of cost to the Indian diaspora[122]
	▶ The Department of Industrial Policy and Promotion (DIPP) formed the **National Intellectual Property Rights Policy**, focused on **stimulating a 'dynamic, vibrant and balanced intellectual property rights system in India'**, with the key objectives of IPR awareness, legislation, and enforcement[123]
Initiatives by the Government	▶ The **MoE** has 14 initiatives under the gamut of technology-enabled learning[124], including audio visual content, journals, e-books, etc., such as SWAYAM for MOOCs and National Digital Library

[118] https://www.commonsense.org/education/digital-citizenship/curriculum
[119] https://www.alia.org.au/about-alia/policies-standards-and-guidelines/aliaasla-policy-information-literacy-australian-schools#:~:text=Information%20literacy%20skills%20are%20embedded,create%20and%20manage%20a%20program.&text=skills%20are%20explicitly%20taught%20in%20the%20context%20of%20learning%20and%20teaching%20programs
[120] https://www.moe.gov.sg/microsites/cos2020/refreshing-our-curriculum/strengthen-digital-literacy.html
[121] https://www.societyofauthors.org/Grants/Grants-for-works-in-progress
[122] https://www.indiaculture.nic.in/sites/default/files/CulturalMapping/MissionDocument.pdf
[123] https://dipp.gov.in/sites/default/files/National_IPR_Policy_English.pdf
[124] https://www.mhrd.gov.in/ict-initiatives

	▶ **DIKSHA** (Digital Infrastructure for Knowledge Sharing) is a national platform for school education, created by **NCERT**[125]. DIKSHA was developed based on the core principles of 'open architecture, open access, open licensing diversity, choice and autonomy'. Under the **Samagra Shiksha Scheme**, MoE uploads soft copies of books on the **DIKSHA** portal for States and Union Territories (U.T.s) to have direct access[126], with the flexibility to translate, print and distribute these books
	▶ Department for Promotion of Industry and Internal Trade (DPIIT) has set up the Cell for IPR Promotion and Management **(CIPAM)**[127] and has collaborated with National Internet Exchange of India (NIXI) to track and shut down many copyright infringing websites. It has also created an Anti-Piracy Video Campaign in collaboration with Viacom 18 to raise awareness on piracy among children[128]
	▶ The **National Book Promotion Policy** aims to develop an online platform to provide self-publishing resources for young authors. It will also create a 'National Book Database' via registration of publishers with ISBN[103]
	▶ Under the NEP, a dedicated unit for the building of digital infrastructure and digital content will be created by the MoE to cater to the e-education needs of both schools and higher education institutions[5]
	▶ Under the NEP, the MoE will also set up a dedicated e-education unit and the National Educational Technology Forum (NETF) so that technology is integrated into all levels of education to improve classroom processes, to support teacher development, to enhance access for disadvantaged groups, and to streamline educational management[5]
Role of the publishing industry	▶ The publishing industry can not only facilitate creation of and access to online content but also assist in promoting e-formats via live demonstrations and webinars
	▶ The DIKSHA portal is an established online platform with NCERT content. Similar to the DIKSHA model, the industry will have ample opportunities to promote the existing platforms or develop such platforms through which digital content can be accessed via various media

India needs to develop strong digital resources to achieve an increase in GER, improve access and become an equal contender in providing innovative online models vis a vis rest of the world. It is imperative for the publishing industry to form new partnerships with the Government as well as private entities to successfully serve India's demand and build a strong foundation for digital offerings – strong intellectual property and copyright laws, fair reimbursement of IP owners, and equitable access

Key learnings from global model

Promotion of intellectual property rights and copyrights	▶ In the U.S. trade associations, such as the Software and Information Industry Association (SIIA)[129], are established to promote the digital content industry, to protect the intellectual property of member companies and to advocate a beneficial regulatory environment
	▶ Many countries worldwide, including India, are members of the World Intellectual Property Organization (WIPO), which was created to promote and protect intellectual property worldwide by cooperating with countries as well as international organizations. It has several treatises and resources that can be used as pillars for strengthening the IP and copyright environment in India
	▶ The Publisher's Association of South Africa have established a **Copyright Committee**[130] to address piracy and infringement issues through several awareness campaigns

[125] https://diksha.gov.in/

[126] https://www.mhrd.gov.in/sites/upload_files/mhrd/files/India_Report_Digital_Education_0.pdf

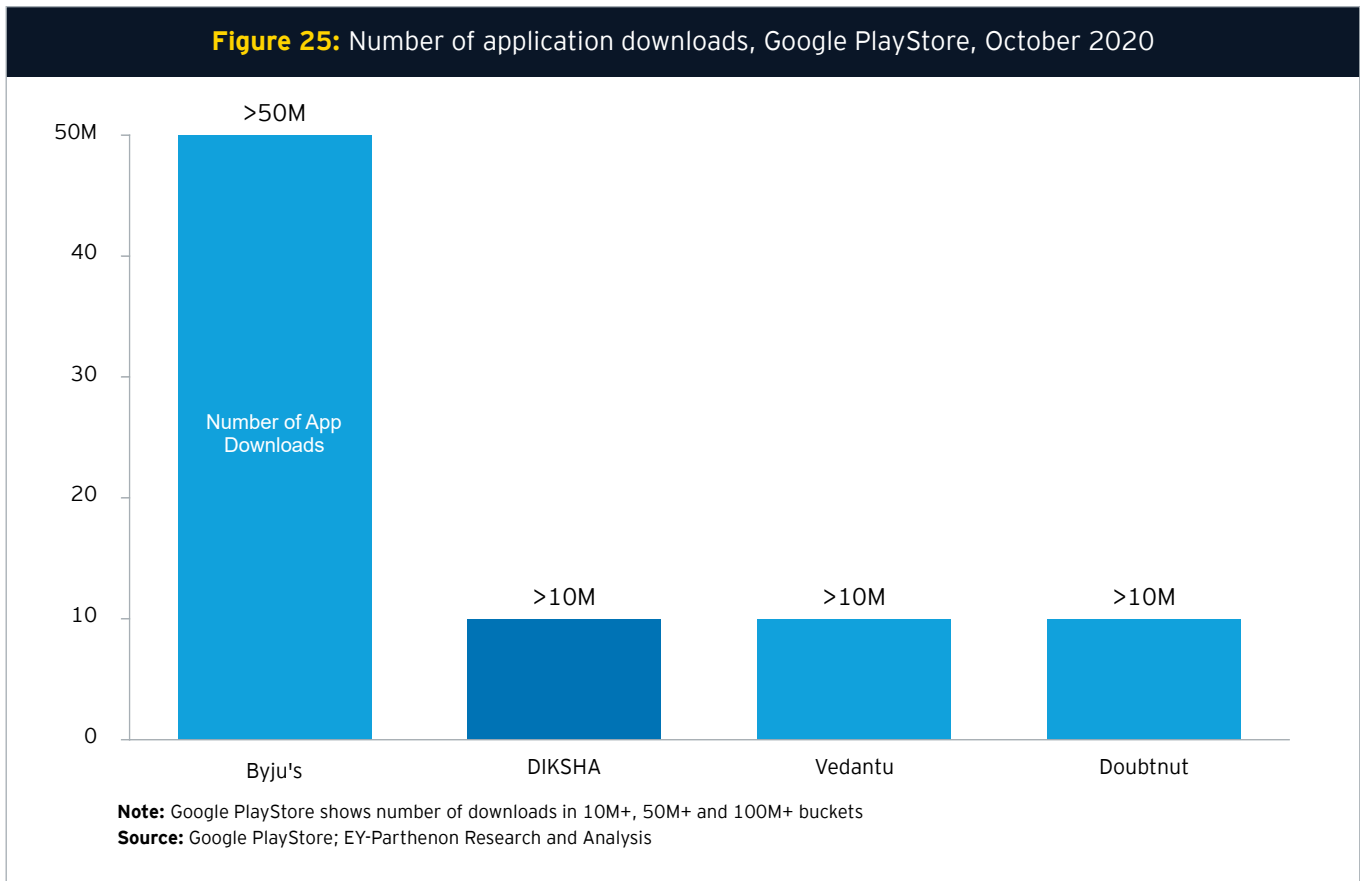[127] https://dipp.gov.in/about-us/role-and-functions-department-promotion-industry-and-internal-trade

[128] https://www.viacom18.com/media/in-an-industry-first-cipam-and-viacom18-join-hands-to-launch-campaign-against-piracy-2

[129] https://www.siia.net/

[130] https://pdf4pro.com/view/copyright-information-guide-5a192.html

Collective licensing agreements	▶ In countries such as the U.K. and Norway, publishers often sign up for Collective Licensing agreements with libraries, schools and other institutes which may have repeated usage of published materials without purchasing them each time. A blanket licence fee[131] paid to the rights holders, i.e. publishers and authors, allows users to copy/use the material freely. These license agreements can also be on a renewal as per the frequency of usage, for e.g. when a library has lent the book 15 times, post which it may need to renew the license for the book
Open educational resources (OER)	▶ FundaOER[132], an open educational resource platform, was launched in South Africa so that teachers and educators could leverage the offered training resources for both self-development and classroom usage. Private companies have also developed several OERs as a part of their CSR initiatives
Digital platforms by publishers	▶ In the U.S., McGraw-Hill operates ALEKS (Assessment and Learning in Knowledge Spaces), an online tutoring and assessment program for K-12, higher education, and continuing education students to determine their strengths and weaknesses in academic topics[133] ▶ Oxford University Press launched Oxford Reading Buddy, a digital reading service that supports children with comprehension skills by providing customized content based on their reading levels, across continents[134]

Figure 25: Number of application downloads, Google PlayStore, October 2020

Note: Google PlayStore shows number of downloads in 10M+, 50M+ and 100M+ buckets
Source: Google PlayStore; EY-Parthenon Research and Analysis

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[131] https://www.pls.org.uk/publishers/what-is-collective-licensing/
[132] https://southafrica.vvob.org/news/fundaoer-%E2%80%93-new-south-african-open-educational-resources-platform
[133] https://www.aleks.com/about_aleks
[134] https://www.oxfordreadingbuddy.com/uk

Creating a Knowledge Society

Creating a Knowledge Society → Making Books Available and Accessible ⟫ Enabling Online and Digital India ⟫ Developing a Library Culture

Opportunities for the publishing industry in India	
Related Government targets	▶ The Ministry of Culture initiated a **National Mission on Libraries in India**, to modernize and digitize nearly 9,000 libraries across the country to increase access to books and information. The mission focuses on upgradation of not just the physical infrastructure but also digital platforms[135] ▶ Under this scheme, libraries under the Ministry of Culture, central libraries in states and district libraries will be developed as model libraries, with a focus on economically backward districts. Select district libraries across the states would also be provided network connectivity
Initiatives to support the industry	▶ The **National Book Promotion Policy** focuses on developing neighbourhood libraries with digital facilities in Smart City and Adarsh Villages projects, opening libraries at orphanages and nursing homes, improving inter-connectivity of libraries through Information Library Network (INFLIBNET), Developing Library Network (DELNET), etc. [103] ▶ Under the **Samagra Shiksha Scheme**, library grants are made available for Government schools on an annual basis to inculcate reading habits among students of all ages and strengthen library infrastructure. The grant amount is decided based on the grades offered by the schools, and ranges between INR 5,000 and INR 20,000[136] ▶ **The University Grants Commission (UGC) provides** block grants to colleges that includes **library grants** for books and journals (including e-journals), CDs and microfilms to augment the facilities and improve reading habits among students[137] ▶ The National Book Trust (NBT) has set up the **National Centre for Children Literature (NCCL)**, which has started Reader's Clubs to make reading and teaching more interesting in schools, non-formal education centres, libraries, and education centres run by NGOs. The NCCL library also plans to have an online Public Access Catalogue (OPAC) to avail easy remote access for users[138] ▶ The **Delhi Public Library launched a mobile library service** in 2019, under its *'Ghar Ghar Dastak Ghar Ghar Pustak'* scheme, which aims to reach out to readers in Delhi, especially those in slums, resettlement colonies and rural areas to motivate young students to develop reading habits[139]

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[135] https://www.thehindu.com/news/national/rs-1000-crore-plan-to-link-9000-libraries-in-india/article4112216.ece

[136] https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1606557

[137] https://www.ugc.ac.in/pdfnews/7589528_Block_Grant_13022017Guidelines_Final.pdf

[138] https://nbtindia.gov.in/readersclub__17__nccl-club.nbt

[139] https://www.newindianexpress.com/cities/delhi/2019/jul/31/mobile-library-service-launched-by-delhi-public-library-2012168.html

Role of the publishing industry	▶ As the Government works towards improving existing libraries, setting up rural libraries, reading rooms in disadvantaged regions, children's libraries, mobile libraries, and social book clubs, the publishing industry can actively collaborate with the Government to make books available and accessible in multiple formats ▶ Also, the industry can play a role by offering subsidized books or enabling new and innovate models of subscription, especially for libraries, as the increased reader base will compensate for reduction in price

Libraries in India are too few to serve the large population, while simultaneously struggling with budget cuts and low readership. However, these institutions are vital to the future of India as a knowledge economy. This can be achieved with support from the Government and publishing stakeholders – through much-needed grants, latest materials, and mutually beneficial relationships with publishers

Key learnings from global model

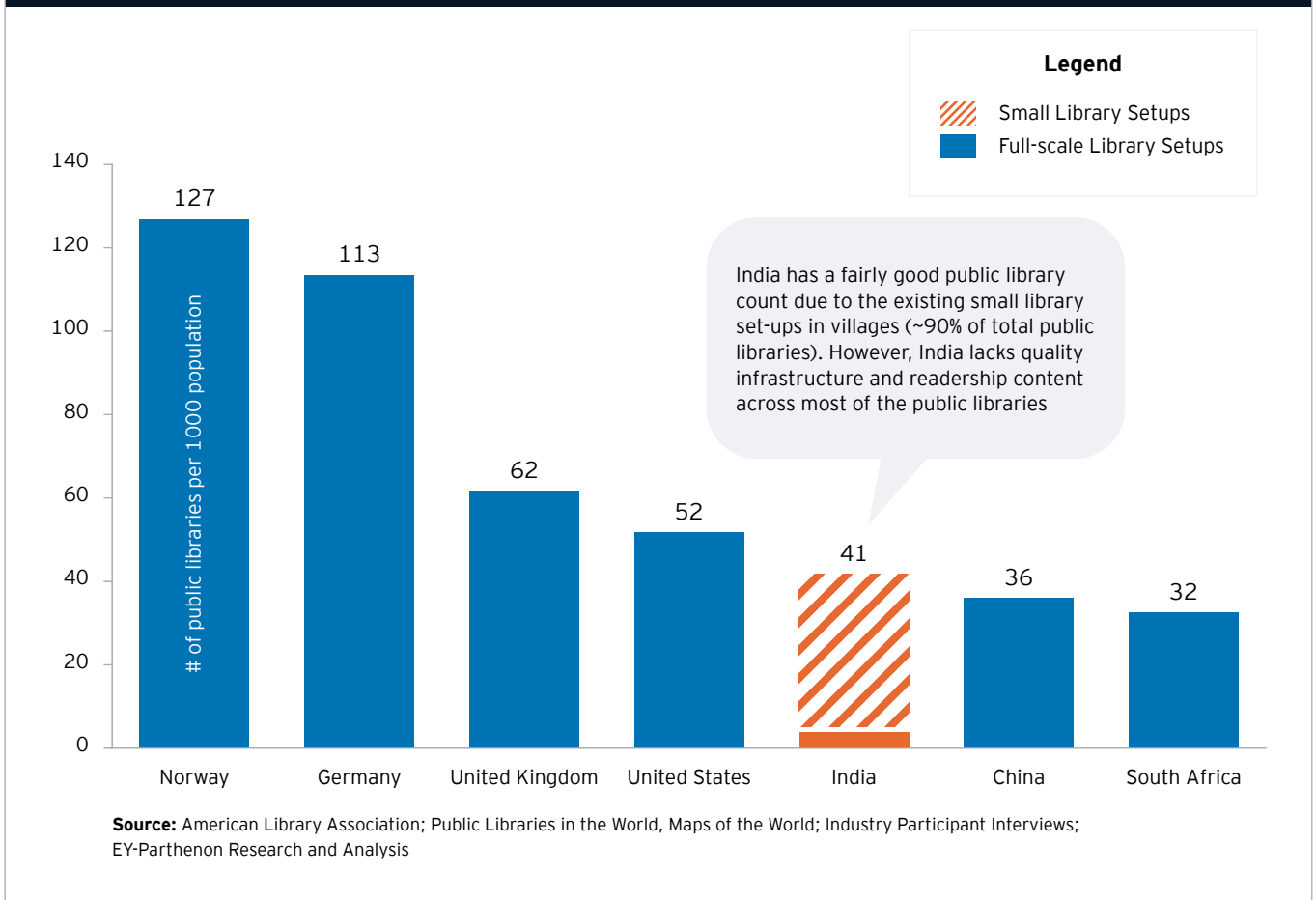|	
Public lending scheme	▶ The U.K. has a Public Lending Right (PLR) system[140], wherein public libraries register the number of borrowers for each book, based on which authors get financial compensation. This motivates publishers and authors to supply and stock libraries with a large range of books. PLRs are present in various countries such as Australia, Canada, and New Zealand ▶ E-books, too, have been covered under this scheme since 2018 in the UK[141], implying that authors and publishers can get remunerated even for the e-books that are lent out by libraries. This scheme ensures wide access, thus reducing the usage of pirated content
Library grants	▶ In the U.S.- a majority of central library funds are distributed through the Institute of Museum and Library Services (IMLS) to each state. States partner with community organizations to provide a variety of services and programs, including summer reading programs, digitization of special collections, access to e-books and adaptive technology, and bookmobile service[142] ▶ The Department of Arts and Culture, South Africa[143] has supported public and community libraries through conditional grants. This has helped in: (1) improving the state of public and community libraries in South Africa (2) purchase of literary books, school textbooks, etc., and (3) improving culture of reading through reading programmes, literary events, establishment of book clubs and publishing programs

[140] https://www.bl.uk/plr/about-us#:~:text=PLR%20was%20established%20by%20the,right%2C%20entirely%20separate%20from%20copyright.
[141] https://www.gov.uk/government/news/government-extends-public-lending-right-scheme-to-ebook-authors
[142] https://www.imls.gov/grants/grant-programs/grants-states
[143] https://www.nlsa.ac.za/condgrant/index.php/projects

Figure 26: Public libraries per 1M population, 2018

Legend
/// Small Library Setups
■ Full-scale Library Setups

140
127
120
113
100
80
62
60 52
41
40   36 32
20
0

# of public libraries per 1000 population

Norway Germany United Kingdom United States India China South Africa

India has a fairly good public library count due to the existing small library set-ups in villages (~90% of total public libraries). However, India lacks quality infrastructure and readership content across most of the public libraries

Source: American Library Association; Public Libraries in the World, Maps of the World; Industry Participant Interviews; EY-Parthenon Research and Analysis

Indian Ambassador in the World → Promotion of Indian Languages ≫ Dissemination of Knowledge of India

Opportunities for the publishing industry in India	
Related Government targets	▶ The Ministry of Culture aims to **promote cultural diversity** through **the availability of high quality and e-learning resources** such as e-textbooks, e-research papers, e-contents in different languages[112]
	▶ Under the NEP, a **National Curricular Framework for School Education** is to be developed and made available in all regional languages[5]
	▶ As per the NEP, an **Indian Institute of Translation and Interpretation (IITI)** will be established to expand translation and interpretation in various Indian and foreign languages[5]

Initiatives to support the industry	▶ The **Commission for Scientific and Technical Terminology** (CSTT) is providing grant towards the publications of University Level Books in 11 regional languages based on multiple eligibility criteria[144]
	▶ Under the **National Translation Mission** (NTM), scholastic books mostly textbooks of various subjects prescribed in universities and colleges, are being translated into regional languages by offering grants in the range of c. INR 10-60K (c. USD 135-800) on a selective basis[145]
Role of the publishing industry	▶ The publishing industry can support publications of textbooks in regional languages to align with the National Educational Policy 2020
	▶ The publishing industry will play a dual role when it comes to publication in regional languages, by increasing readership and ensuring that the language doesn't go extinct

The Indian Government has been offering grants for translating books to regional languages, but in comparison with benchmark countries the amount of grant offered is limited. There is also a lack of skill development initiatives for regional language writers in India. These gaps need to be addressed by government and private entities. Publishers can help ensure preservation and advancement of regional languages that are essential for cultural diversity and social inclusion in India

Key learnings from global models

Access to grants	▶ The **National Arts Council, Singapore**[146], offers translation grants with a maximum funding award of c. INR 3.8M (c. USD 50K) in a financial year. Authors also have the flexibility to apply for the grant several times
Organised translation support	▶ In South Africa, the National Arts Council offers **special grants**[147] to encourage independent regional publishers to publish leisure books in local African languages
Skill development	▶ The South African Book Development Council[148] organised a **text editing workshop** for editors and authors to promote skill development among indigenous language editors

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[144] http://www.csttpublication.mhrd.gov.in/english/schemes.php

[145] http://www.ntm.org.in/download/appsforms/GIA-Appl-1.pdf

[146] https://www.3ecpa.com.sg/wp-content/uploads/2014/06/publishing-and-translation-grant-info-sheet-fy2012.pdf

[147] https://www.southafricanculturalobservatory.org.za/article/nac-call-for-book-publishing-in-african-languages

[148] https://www.sabookcouncil.co.za/indigenous-languages-publishing-programme/skills-development/

Indian Ambassador in the World → Promotion of Indian Languages → Dissemination of Knowledge of India

Opportunities for the publishing industry in India	
Related Government targets	▶ The Ministry of Culture aims at encouraging **cultural exchanges** at the international level through promotion of **institutional and individual initiatives** in the field of Art and Culture[149] ▶ According to the NEP, school education will include topics about **Indian history and heritage**. In addition, the higher education level will have **India-centric courses** such as Indology and AYUSH[5]
Initiatives to support the industry	▶ FICCI-Frankfurt Book Fair developed the 'Rights Catalogue of Indian Writing' to present the **work of Indian authors** to over 25,000 publishing professionals across the world[150] ▶ National Book Trust offers a **3-months online course in Book Publishing** with eminent professionals from leading publishing houses providing insights into various aspects of book publishing[151] ▶ National Book Trust has set up a **Financial Assistance Programme** to pursue Indian book translation into foreign languages. NBT provides 50% of the translation fee[152] ▶ **Ministry of AYUSH** has set up information centres across the world to disseminate authentic information on Indian medical practices, by publishing books and research reports in collaboration with foreign governmental departments[153]
Role of the publishing industry	▶ The publishing industry can assist in translating and promoting quality content specific to Indian culture and heritage to increase exports and global presence ▶ Foreign publishers based in India can actively help in disseminating and promoting Indian works globally via their distribution networks in various countries

Despite the many initiatives taken by both Government and private organizations to promote content pertaining to Indian culture and heritage, both locally and globally, the outreach has been limited. This has led to low access to quality publications or creative courses on the Indian culture for students. In this regard, the publishers, specifically the foreign publishers, can greatly aid in the promotion and distribution of Indian content globally

[149] https://www.indiaculture.nic.in/sites/default/files/budget/Outcome%20Budget/2015-2016/Chapter-%20I%20(1-14).pdf
[150] http://www.ficci.in/events-page.asp?evid=25107
[151] https://www.frontlist.in/online-course-for-book-publishing/
[152] https://www.nbtindia.gov.in/scheme__50__financial-assistance-programme-for-translation.nbt
[153] https://main.ayush.gov.in/sites/default/files/Introduction_2.pdf

Key learnings from global models	
Access to grants	▶ Norwegian Literature Abroad offers translation subsidies to foreign publishers to promote fiction and non-fiction works by Norwegian authors in foreign languages[154]
Promoting dissemination	▶ The Arts Council[155] in the United Kingdom provides free book bundles to children up to the age of 4, to inspire reading of cultural publications at an early age
Offering educational courses	▶ In United Kingdom, universities, such as the University of Stirling[156], offer courses in creative writing and book publishing for budding authors / publishers

[154] https://norla.no/en/subsidies/for-agents-and-publishers
[155] https://eacea.ec.europa.eu/national-policies/en/content/youthwiki/84-promoting-culture-and-cultural-participation-united-kingdom-england
[156] https://www.stir.ac.uk/courses/pg-taught/literature-and-languages/creative-writing/#course-tabs__overview
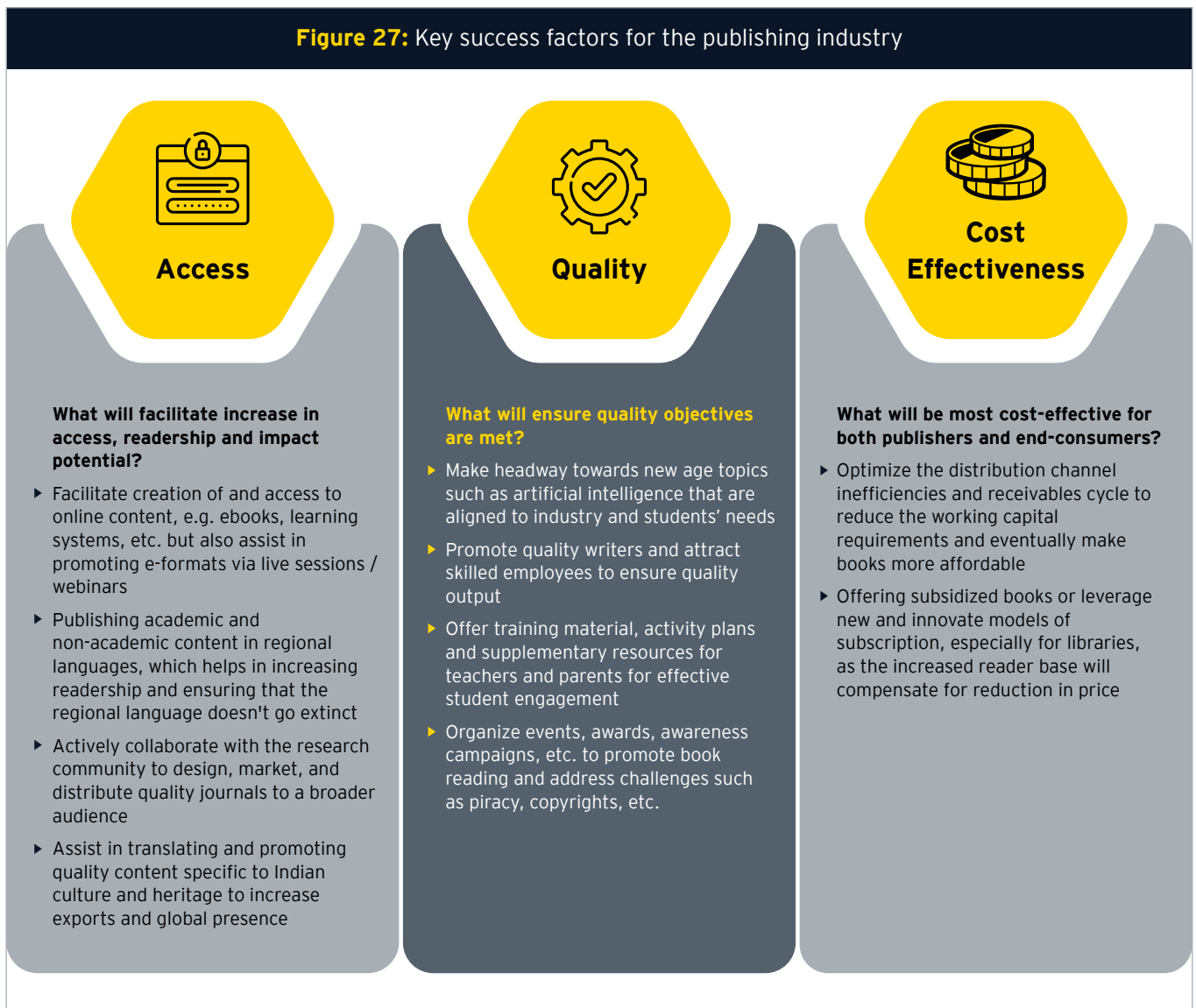
Conclusion

The Government's latest agenda, towards transforming India into a vibrant knowledge society, is built on the foundational pillars of access, equity, affordability, accountability and quality of learning. Many initiatives undertaken to achieve these targets, including the New Education Policy, focus on competency-based education and learning, in line with 21st century needs. The publishing industry will have a key role to play in achieving these targets.

The publishing industry is already actively promoting some of the key Government reforms, such as making vast array of books and resources available in regional languages, and offering educational content in digital formats, as illustrated in the below figure. However, in comparison with mature publishing markets worldwide, the Indian publishing industry is faced by many constraints. A few such significant roadblocks are: (1) lack of publishers' involvement in policy-making reforms pertaining to publishing industry, (2) weak laws and lack of enforcement concerning piracy and copyrights, (3) regulatory challenges linked to GST and import duty, and (4) limited scope of free market due to a large market share of state-run publishers.

Figure 27: Key success factors for the publishing industry

Access

What will facilitate increase in access, readership and impact potential?

▸ Facilitate creation of and access to online content, e.g. ebooks, learning systems, etc. but also assist in promoting e-formats via live sessions / webinars

▸ Publishing academic and non-academic content in regional languages, which helps in increasing readership and ensuring that the regional language doesn't go extinct

▸ Actively collaborate with the research community to design, market, and distribute quality journals to a broader audience

▸ Assist in translating and promoting quality content specific to Indian culture and heritage to increase exports and global presence

Quality

What will ensure quality objectives are met?

▸ Make headway towards new age topics such as artificial intelligence that are aligned to industry and students' needs

▸ Promote quality writers and attract skilled employees to ensure quality output

▸ Offer training material, activity plans and supplementary resources for teachers and parents for effective student engagement

▸ Organize events, awards, awareness campaigns, etc. to promote book reading and address challenges such as piracy, copyrights, etc.

Cost Effectiveness

What will be most cost-effective for both publishers and end-consumers?

▸ Optimize the distribution channel inefficiencies and receivables cycle to reduce the working capital requirements and eventually make books more affordable

▸ Offering subsidized books or leverage new and innovate models of subscription, especially for libraries, as the increased reader base will compensate for reduction in price

It is imperative for the publishing industry to form new partnerships with the Government as well as private entities to successfully serve a population as large as India's. Simultaneously, the Government should also leverage the publishing industry, to not just implement its immediate reforms but also to facilitate the growth of human capital in the long run. As the Government approved a plan to increase public spending on education to c. 6% of GDP78, the publishing industry will play a greater role in directly contributing to economic output and employment, while supporting more than 300M citizens by 2024.

Methodology

Value proposition of the Indian publishing

In conducting this research, both primary and secondary research methodologies were used to collect data and generate insights. The first step of the process involved conducting an extensive secondary analysis of the publishing industry that led to developing a hypothesis towards the industry's key contributions, challenges, and recommendations.

Detailed interviews with over 25 industry participants were conducted, both in India and internationally. Unique insights were garnered from these experts who are leading figures of various organizations across the value chain of the publishing industry and members of publishing associations.

Figure 28: Summary of research activities conducted by EY-Parthenon
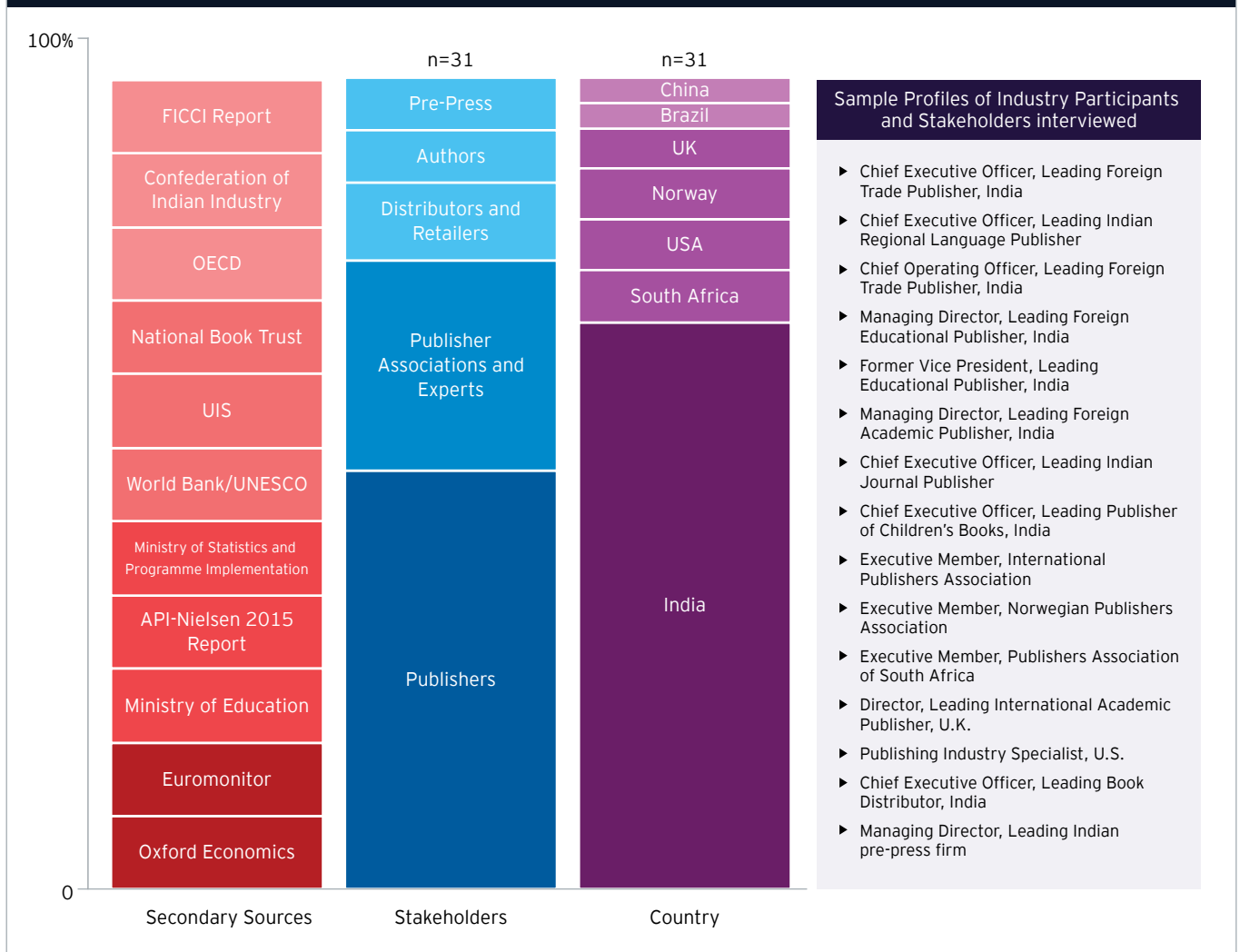
Sample Profiles of Industry Participants and Stakeholders interviewed

- ► Chief Executive Officer, Leading Foreign Trade Publisher, India
- ► Chief Executive Officer, Leading Indian Regional Language Publisher
- ► Chief Operating Officer, Leading Foreign Trade Publisher, India
- ► Managing Director, Leading Foreign Educational Publisher, India
- ► Former Vice President, Leading Educational Publisher, India
- ► Managing Director, Leading Foreign Academic Publisher, India
- ► Chief Executive Officer, Leading Indian Journal Publisher
- ► Chief Executive Officer, Leading Publisher of Children's Books, India
- ► Executive Member, International Publishers Association
- ► Executive Member, Norwegian Publishers Association
- ► Executive Member, Publishers Association of South Africa
- ► Director, Leading International Academic Publisher, U.K.
- ► Publishing Industry Specialist, U.S.
- ► Chief Executive Officer, Leading Book Distributor, India
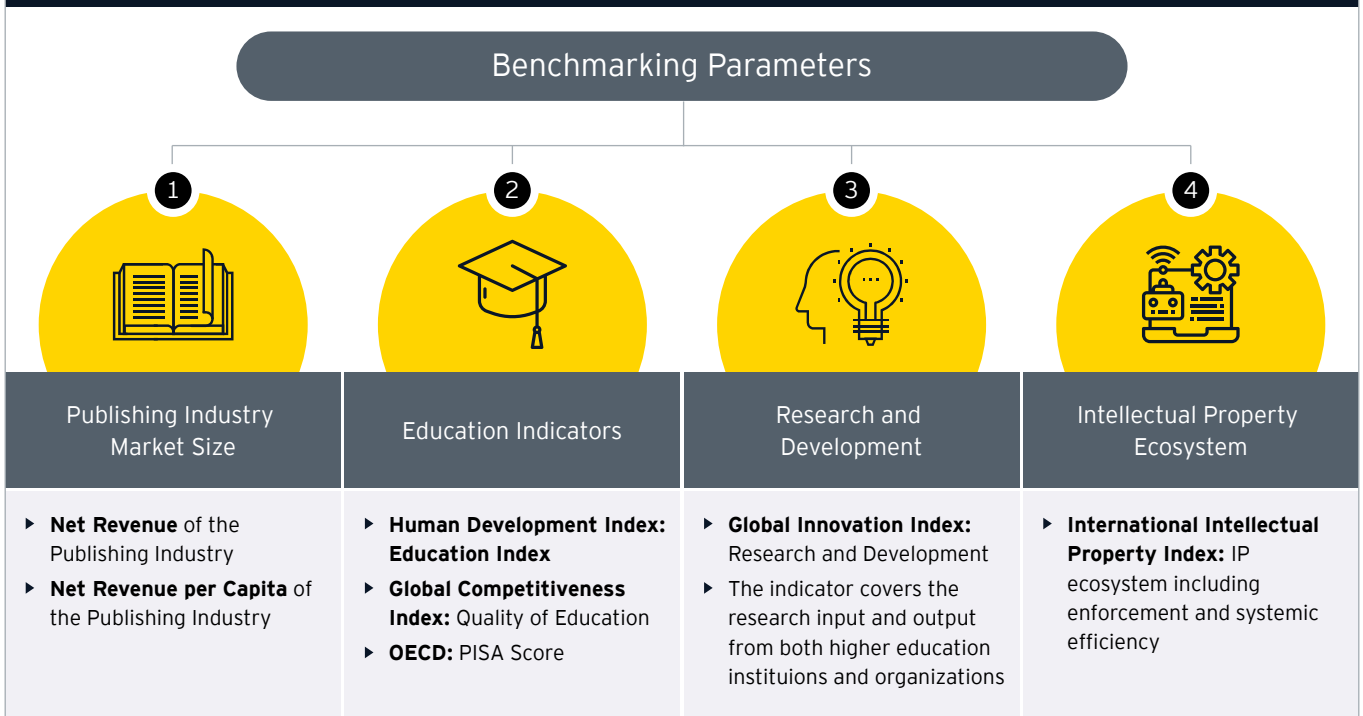- ► Managing Director, Leading Indian pre-press firm

Market size estimation

The economic contribution of the industry is estimated through Government data sources and interviews with various industry stakeholders. The methodology takes into account the enrolment in K-12 and higher education in India (MoE data), the private expenditure on general education (NSSO surveys), and the expected growth in the expenditure over the next five years based on increasing disposable incomes (Euromonitor) and Government's target to increase expenditure on education (NEP5). The employment numbers are projected based on the historical direct employment ata in publishing and related sectors (Annual Survey of Industries data), estimated increase in revenue of the publishing industry, contribution per employee, and the ratio of direct to indirect employment (industry participant interviews).

Criteria for shortlisting benchmark countries

Global learnings are based on successful initiatives undertaken in key publishing markets, both in developed and developing countries, to plot the potential future trajectory of India's publishing industry. These countries were chosen based on macroeconomic metrics relevant to the growth of the industry, as shown below.

Figure 29: Criteria for shortlisting benchmark countries

Benchmarking Parameters

1 Publishing Industry Market Size	2 Education Indicators	3 Research and Development	4 Intellectual Property Ecosystem
▸ **Net Revenue** of the Publishing Industry ▸ **Net Revenue per Capita** of the Publishing Industry	▸ **Human Development Index: Education Index** ▸ **Global Competitiveness Index:** Quality of Education ▸ **OECD:** PISA Score	▸ **Global Innovation Index:** Research and Development ▸ The indicator covers the research input and output from both higher education instituions and organizations	▸ **International Intellectual Property Index:** IP ecosystem including enforcement and systemic efficiency

Large publishing markets worldwide were ranked on the parameters listed above. The shortlisted benchmark countries have a high rank / score across all parameters, with a higher weightage given to the revenue per capita of the publishing industry. In addition, we have considered South Africa, an emerging publishing market comparable to India as it has a large share of educational publishing segment and a prevalence of regional languages.

	Net Revenue of the Publishing Industry	Net Revenue per Capita of the Publishing Industry	Education Index Score (HDI)	Quality of Education Rank (GCI)	PISA Scores (Reading)	Research and Development Rank (GII)	International Property Ecosystem (IP Index)
United Kingdom	~$7.3B	~$109	0.92	22	520	9	15
Norway	~$570M	~$107	0.92	11	420	19	8
South Korea	~$4.9B	~$96	0.86	81	412	1	33
United States	~$25.9B	~$79	0.90	4	493	2	12
Australia	~$2B	~$78	0.92	16	503	15	5
Germany	~$6.1B	~$74	0.95	9	413	7	17
Belgium	~$728M	~$64	0.89	15	518	14	18
Finland	~$298M	~$54	0.92	3	499	10	1
Denmark	~$272M	~$47	0.92	17	399	8	13
France	~$2.9B	~$43	0.81	40	501	12	21
Italy	~$2.5B	~$41	0.79	66	520	23	46

	Net Revenue of the Publishing Industry	Net Revenue per Capita of the Publishing Industry	Education Index Score (HDI)	Quality of Education Rank (GCI)	PISA Scores (Reading)	Research and Development Rank (GII)	International Property Ecosystem (IP Index)
Canada	~$1.0B	~$27	0.89	8	474	18	11
China	~$25B	~17	0.65	29	555	16	49
Turkey	~$1.3B	~$16	0.71	101	498	40	69
Ireland	~$39M	~$8	0.92	7	466	20	19
Brazil	~$1.4B	~$7	0.69	125	493	34	62
Colombia	~$228M	~$5	0.68	83	495	59	63
South Africa	~$215M	~$4	0.72	114	NA	42	48
Mexico	~$455M	~$4	0.68	108	476	41	71
Saudi Arabia	~$17M	~$0.5	0.79	41	505	27	41

Notes: Countries have been arranged based on descending order of revenue per capita; Net Revenue has been shown for 2018, except for Australia, China and U.S. (2019); HDI = Human Development Index; GCI = Global Competitiveness Index; GII = Global Innovation Index

Source: OECD; World Intellectual Property Organization (WIPO); Global Innovation Index; Human Development Index; Global Competitiveness Index; PISA; Oxford Economics; EY-Parthenon Research and Analysis

The last step of the process involved an analysis of all the data collected and inferences drawn to outline critical themes that form the foundation for the paper. We have additionally leveraged EY-Parthenon's internal expertise in the publishing industry as well as in the education sector to fill any gaps in data and derive key insights for the paper.

About the Association of Publishers in India (API)

The Association of Publishers in India is a trade organization that stands for the promotion and advancement of international publishers in India and protects the common interest of members and professionals engaged in global publishing. Engaged in market research and compiling statistics, API runs a industry-specific events and seminars. API representatives have been regularly participating in intra-industry meetings and best practices are shared with international bodies. A premiere industry body, it leads the advocacy efforts on behalf of the entire publishing industry.
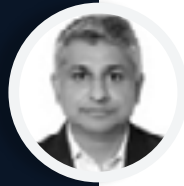
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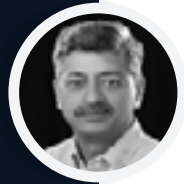
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