

MRP (H)-506/12-13/KLKE 040/ UGC-SWRO

Principal Investigator: Aby R L

Summary

**A STUDY ON THE WORKING OF BOOK PUBLISHING INDUSTRY IN
KERALA**

Book publishing is the art and science of making books. It is a skillful activity which demands professionalism in each process. Book publisher is an individual or an agency responsible for planning and co-ordinating the work connected with publishing processes. The publishing in India is dynamic and huge, not only in English and Hindi languages but also in various other languages of the country. Book publishing industry plays a vital role in economic and individual development. Book Publishing houses are the indicator of educational level of a state. Reading is an important aspect for the development of an individual. Publishing industry offers employment in different nature, such a printing, designing, proofreading, marketing etc.

In this digital era of technology, information is readily available in finger tips. But still printed books are the most widely accepted medium for presenting and transmitting knowledge. Lack of literature and insufficient material in regional language are the main reason behind economic backwardness. In Kerala, there are major and minor book publishing industries which paves the cultural as well as educational improvement. Books and

newspapers are two of the leading mass media subjects. According to the last census Kerala has the highest literacy level.

Book publishing is a profession, a trade, a business or industry according to the objectives of the concerned firm. Book publishing has become a large scale industry and is often regarded as the yardstick of a country's progress. . India is the world's seventh largest book publishing country and there are over 16,000 publishers in India. Indian Books are exported to over 150 countries. While the international publishing industry has almost peaked, book publishing in India is booming at a compound annual growth rate of 30 percent. The Indian e-book market has also seen a major overhauling, with internet expansion and spread of mobile phones, specially smartphones. The middle-class aspirations have fuelled demand for knowledge books, educational books and self-help books. This industry is also one of the major tax payers in our country. Publishing houses in Kerala are one of the major employments generating industry among the public and private business sectors in Kerala. It provides large number of employment through activities like editorial work, design work, Printing, Marketing etc. In Kerala; there are 21 major book publishing industries which provide immense employment opportunity directly and indirectly to around 15,000 people. Even though, this sector is disregarded as compare to others.

The data for the study has been collected from 50 respondents which are spread across 5 districts in Kerala. Structured and well tested questionnaire was used for collecting the data. The collected data is analyzed through SPSS 20 package. For descriptive analysis mean, median mode and percentages were used. Chi-square test and binomial test were used for inferential analysis. Chi-square analysis was used for measuring variance in district wise and binomial test was used for testing the hypothesis. The selected publishing houses are mainly dealing in academic, competitive, novels, religious and children books. The secondary data will be gathered from website of various publishing industries, Govt. publications, Magazines, Journals and from other published sources.

Major Findings

1. Among the nature of ownership, 48 per cent of them are sole proprietorship form of business, 20 per cent of them are partnership form of business, 22 per cent of them are company and remaining 10 per cent of them are society form of organization. It is an indication that in book publishing industry, sole proprietorship is the common form.
2. With regard to work experience of the establishments, majority (60 per cent) of the book publishing industry in Kerala having experience in their respective field for a period of more than 6 years. This point out the fact

that book publishing industry in Kerala having enough work experience in their respective field.

3. Among the establishment surveyed, it was found that book publishing house in Kerala publish only less than 10 books in a year.
4. As regards the type of publication, it is reveals that 50 per cent of the books published by the book publishing industry are academic books. It was thus observed that academic books are common type of books published by book publishing industry in Kerala.
5. As regards the language of publication, 46 per cent of the publication work undertaken by publishing industry in Kerala is in Malayalam language, 28 per cent of their work is in English language, 24 per cent of work is in both English and Malayalam and 2 per cent of work are in other language. It was thus observed that Malayalam is official language of publication of book publishing industry in Kerala.
6. Selling through dealers is the common mode selling which adopted by book publishing industry in Kerala.
7. With regard to the mode payment, royalty payment is the most common mode of payment system prevailing in the book publishing houses in Kerala.
8. An analysis of the problem on the availability of raw material, eighty per cent of the sample respondents agree that availability of raw material is a serious problem faced by book publishing industry in Kerala. It was thus

observed that availability of raw material affect the smooth production of book publishing industry in Kerala.

9. Availability of power is a major problem faced by book publishing industry in Kerala and non-availability of power adversely affects the smooth production of said industry. Eighty two per cent of the sample respondents opined in this manner.

SUGGESTIONS

1. It was found that lack of availability of raw material, spare parts adversely affect the performance of book publishing industry in Kerala. This situation can be avowed, otherwise it adversely affect the well existence this prestigious industry. Hence it is recommended to have pooled purchase method is to be adopted for making available the necessary raw material and spare parts to the book publishing industry in Kerala.
2. Non availability of power is a major threat in a publishing industry in Kerala. As Kerala is a power deficit state, it can't afford to provide at power at concessional or subsidized rate. Hence the only panacea to search alternative modes of power likes solar, wind etc.
3. It is observed that the increased cost of advertisement is a prime problem of marketing faced by publishing houses in Kerala. This problem is

nipped in bud; otherwise it will eventually result in low penetration of books published by publishing houses in Kerala.

4. Taking unauthorized copying/ photocopying reduce the sales of original to a great extent. Hence the Government should frame and implement proper regulatory measures to check and prevent piracy problem in publishing sector in Kerala.
5. Another problem faced by book publishing industry in Kerala is raise in cost of paper. This continuous raise in paper adversely affects the existence of this industry. Hence it is recommended that authorities should provide paper at concessional rates or centralised purchasing should be initiated.
6. A serious problem faced by book publishing houses in Kerala is inadequate support and protection from the government. Hence it is recommended that government should take immediate steps to extend helping hand and support to book publishing houses in Kerala in the form of subsidy, tax holiday, power concession, liberalized regulation rules etc.
7. Inadequacy of working capital is a major menace faced by book publishing industry in Kerala. This creates many problems in books publishing houses in Kerala. Hence it is recommended that diverse source of working capital is identified and working capital mobilized at cheaper rates to solve the problem of inadequacy of working capital.

Conclusion

Book publishing industry plays a vital role in our social and economic development. No other media can replace the role played by books in our country. In Kerala there are a lot of book publishers engaged in the publishing of different stream of books in different languages. Their main problems are unavailability of raw material, increased cost of production and marketing constraints. The government should take immediate steps to extend helping hand and support to book publishing houses in Kerala in the form of subsidy, tax holiday, power concession, liberalized regulation rules etc.