

INDIAN

INDUSTRY



Vol. XXXIX No. 6
MARCH 1989

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davp 88/805



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Tel: 03-661-8373

	Subscription Rates	
	Indian	Foreign
	Rs	\$ £
One Year	50.00	20.00 10.00

Printed and Published by Shri O.P. Ghai at Ram Printograph,
New Delhi - 110 019 and Lasertypeset by ADR Enterprises, G-51,
Saket, New Delhi-110017.

VOL. XXXIX NO. 6

MARCH 1989

INDIAN BOOK INDUSTRY

Book Production and Distribution Journal
published monthly by Sterling Publishers Pvt. Ltd.,
L-10, Green Park Extension, New Delhi-110016.

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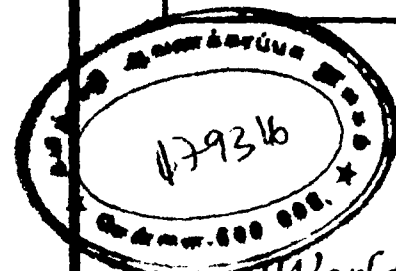
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EDITORIAL

State Patronage of Authors

The pen may be mightier than the sword but is powerless to provide economic independence for those who wield it. The truth of this statement was brought out forcefully the other day in Delhi where authors, who had got together during the Festival of Letters, narrated their tales of woe. While most authors the world over are far from happy with their earnings from books, the situation in India, where they eke out a precarious living, is much worse. Particularly hard hit are writers of books in regional languages. More often than not, their royalties from books are meagre and irregular. If they are still surviving, it is only because their main source of income is not writing. However, their plight cannot be attributed to the publishing industry where a vicious circle is at work.

The publisher cannot pay more to the author by way of royalty — even if he wants to do so — unless he himself earns more. He cannot make more money without selling more books. Reading habits and the purchasing power of the people being at a low level, and the production cost of inputs being very high, it is difficult for the publisher to reduce book prices and have larger print-runs. He cannot reach a wider clientele because of various other constraints — physical and financial.

The solution lies in educational expansion and higher standards of living, on which also depends the future of the publishing industry and in turn that of the authors. Since social and economic progress requires long-term measures which only the state can undertake, must we leave the authors to their fate in the immediate future? Obviously, not. Until such time as the publishing industry is put on a sounder footing and can take care of the authors who provide it with books to produce, the state should come to their rescue. Occasional awards and honours that are bestowed on deserving writers do encourage intellectual pursuits, but fall far short of meeting their economic problems.

State support for artists has become an established practice in several countries. This has happened despite opposition to state funding on many grounds and questioning of the economic rationale for such support, and the role of government policies for arts in deciding which artists are to be supported. It has been argued that direct financial aid to writers could lead to a body of state-approved artists.

In choosing the forms of state funding, India can perhaps emulate the example of, say, Finland, where writer-professors are paid pensions and salaries and young writers and writers of children's literature are given short-term grants. Others can be funded through a suitable library cess

— R.K.K.

Beginning from the sunny afternoon and going into late evening, a January winter's day is perhaps best spent in the company of books. Yes, Calcuttans love it. New books, old books, big illustrated books, tiny pocket books — hailing from every nook and corner of the world — were all there waiting to be touched, read and, if need be, bought, at the 14th Calcutta Book Fair.

As proof of Calcutta's unbounded energy and enthusiasm, as though proof was ever needed, people thronged the fair right from day one. Some quickly bought whatever new titles they could lay their hands on; some made the usual rounds of the stalls carefully observing the collection with an idea to make purchases at a later stage; while others having brought their whole family chose simply to enjoy the proceedings — the children running about playing, having ice-cream and the elders taking a bite at the coffee counter of the city's very own Coffee House.

The Calcutta Book Fair has earned the distinction of being the largest in the world in terms of the individual buyer. Of course, there's the Frankfurt Book Fair, a trade fair where, among other things, publishing rights are the main commodity on exhibit. There the individual book buyer mainly goes to get himself acquainted with the latest publications and students get themselves abreast of the new inductions in the world of specialised subject books. Thus, in terms of volume of business and the fair area the Frankfurt Book Fair continues to be the largest in the world.

Ms Doris Oberlander, who is in the exhibition department for the Frankfurt fair, was overwhelmed at

the number of book lovers here in her first visit to the city. "People are so keen. I find the young as well as the old standing in our stall for hours at a stretch, browsing through different books on the stand." She was also very pleased to see the large number of children's books in the fair but added, "Unfortunately, neither my Hindi nor my Bengali is of any standard and as such I cannot comment on their content."

No. It's not only children's literature, book hunger in Calcutta seems insatiable and as such the fair has now become a permanent part of the city's culture. Says Mr Bimal K. Dhur, director, Calcutta Book Fair, "Learning from past experience the organisational aspect of the fair was worked out quite early. Better planning resulted in a far better layout of the fair ground than last year. The publishers, too, did their best and managed to complete setting up stalls before the inauguration."

Balanced Layout

Mr Jayant D. Tanna, former president of the Publishers and Book Sellers Guild, said that previously we joked about the ground being divided into "Park Street" and "Beliaghat" with major publications on one side and the small publications crowded in magazines on the other. This year, however, such a "division" was wiped out with a more balanced layout.

The fair had an increased area of 10,000 sq. feet compared to last year, with the total number of stalls being 246. Two voluntary organisations exhibiting different campaigns against the drug menace were given free space. Another change for the better was that this year the Guild had

decided to come down heavily on the use of videos in the fair. "Apart from the British Council, Alliance Francaise and a few others who at times may use video merely as a promotional aid inside their stalls, no other publisher has been allowed to use video screens in the fair grounds," said Mr Atin Roy, Joint Secretary in the executive committee of the Guild.

Almost all the participating publishers were very happy with the excellent arrangements. Mr Ramesh Narayan Burman of Rupa was very satisfied with the way the fair started. January 26 being a public holiday, there was a lot of people — "the most I can recall seeing during the opening days of the last three years," he said.

Book prices have soared and to add the impoverishment of the city's intellectuals the "book bazar", a welcome feature of yesteryears, was for some reason discontinued. The Guild would do well to revive this popular feature.

The dates for the next year's fair have been fixed at January 31 to February 11 and applications have already started pouring in, says Mr Dhur. "Earlier the Guild was accused of giving greater importance to outstation and foreign publications and ignoring local, small publishers. To an extent we have been able to alleviate this. But next year we propose to bring in more of our small publications, by reducing the fee for space. We have spoken to the authorities of the Frankfurt Book Fair who would pass on to us designs of special stands which we hope to put up for these small publishers at a subsidised rate. This way larger publishers would support the smaller ones," says Mr Dhur.

—Courtesy: *The Telegraph*, Calcutta

INDIAN BOOK INDUSTRY

"If Pandit Jawaharlal Nehru had not played a major role in securing freedom for his country and laying solid foundations for building modern India, he would still have found a place in history on the strength of his literary creativity and the contribution that he made to the promotion and propagation of book culture." This observation was made by Dr Nagen-dra Jha, Minister for Human Resource Development, Bihar, while inaugurating a seminar on "Nehru and Books" on the premises of the Patna Book Fair on November 15, 1988.

Dr Jha added that the establishment of reputed national institutions in the field of arts and literature, such as the Sahitya Akademi, Lalit Kala Akademi, Sangeet Natak Akademi and the National Book Trust, were the result of the personal initiative taken by Pandit Nehru. Many of the writers and artists who subsequently made a mark in their respective spheres owe the development of their creativity to his encouragement.

Dr Jha also released two children's books — the first book, GA, GA, GA, is a collection of rhymes for tiny-tots and the other, a biography of Nehru.

The Seminar was held by the Indian Council for Child Education in collaboration with the Federation of Educational Publishers in India and the Bihar Rajya Pustak Vyavsayee Sangh.

The Seminar's two sessions on November 15 were devoted to Nehru's contribution to the promotion of book culture and publishing of children's books.

Those who addressed the large number of delegates to the seminar included prominent academicians and reputed publishing professionals, including Dr Kumar Vimal, Vice-

Chancellor, Patna Open University; Dr Bhagwati Sharan Mishra, Director, Raj Bhasha, Bihar; Mr O.P. Ghai, Ex-President, Federation of Indian Publishers; Mr C.N. Rao, Head of the Publishing Department of NCERT; Mr Jai Prakash Bharti, Editor, *Nandan*; Prof. Mangal Murty; Mr Anand Bhushan, Director of the Seminar and Executive Director, Pitambar Publishing Co; and Mr H.L. Luthra, Organising Secretary of the Seminar.

The Seminar discussed in detail the potential and prospects of publishing children's literature, special problems relating to production, pricing and promotion of children's books and association of private publishers with the publishing of textual literature for children.

The Seminar concluded on November 16 with the valedictory address delivered by Prof. Siddeshwar Prasad, Minister for Agriculture and Cooperatives, Bihar. He observed that promotion of the reading habit among the people was of paramount importance for the development of the Indian book industry as well as advancement of the country. Production of low priced books was one of the effective means of achieving this objective. He stressed the need for publishing rare Indian books at affordable prices.

Earlier, the Bihar Pustak Vyavsayee Sangh honoured a few editors, publishing professionals and authors for their outstanding contributions to the promotion of books and book culture. They included Mr Kishan Chandra Beri, Ex-President, Akhil Bharatiya Hindi Prakashak Sangh; Mr Madan Mohan Pandey; Mr R.S. Gupta; President, Federation of Educational Publishers in India; Mr Jai Prakash Bharti; Mr Girija Shankar

Trivedi, Editor, *Navneet*; Mr Anand Bhushan and Mr H.L. Luthra.

Recommendations

Following are some of the major recommendations and observations made at the Seminar:

1. At present there is not sufficient recognition of the role Nehru played in promoting arts and literature and the contributions he made as a creative writer. This calls for a serious reappraisal of his work in this field. The values and principles he preached and practised also need to be inculcated in the minds of the younger generation.
2. The nationalisation of publication of children's textbooks, which possibly had some justification at the time of achievement of Independence, has outlived its utility. The single book situation resulting from this policy is educationally unsound. It not only militates against the publishers' right of freedom to publish but it also inhibits the growth of a vibrant publishing industry by denying it the financial resources which enable the publishers in many advanced countries to produce socially useful literature at modest prices. The government monopoly over the publication of school textbooks can also result, in some cases, in promoting a particular ideology followed by political parties in power at the centre and in the states.
3. For the production of children's books at low cost and for effective promotion of wholesome children's literature, it is necessary to stop indiscriminate import

Continued on page 9

Operation Blackboard and Beyond

REHANA SEN

What do parents and other adults look for when shopping for books as gifts for children? "Presentable, glossy items with big price tags — usually foreign publications," says a well-known New Delhi book-shop owner whose stock of Indian publications remains largely untouched. Regardless of the fact that the book may have an atmosphere totally alien to the child, and ignoring the variety and reasonably priced Indian publications, adults in the Capital continue to settle for a volume of Enid Blyton or Richard Scarry in preference to the interesting and far more suitable literature being brought out by both the Children's Book Trust and the National Book Trust.

"It is difficult to change people's perceptions," says Mr. Arvind Kumar, Director of the National Book Trust. "So we are concentrating on producing books for schools in the rural areas, without neglecting to place all our publications on bookshelves in the cities as well. These books must be made available and easily accessible to children, and it is a great loss to them if the adults around them choose not to select this literature for their children."

The National Book Trust is, at present, concentrating on identifying "quality books" suitable for the primary level. This is the beginning of Operation Blackboard launched by the Government. The Centre will provide money to the State Governments to ensure that they buy the books published by the NBT. "Our emphasis is on Government primary schools. In U.P. alone there are half-a-million Government primary schools, Madhya Pradesh and Andhra Pradesh have 70-80,000 each. We hope to be able to produce each text in 13 differ-

ent languages and make them available to all the libraries in these schools," says Mr Arvind Kumar.

Operation Blackboard is already well under way. The initial stage of identifying literature suitable for children is perhaps the most tedious, and yet rewarding, task. Many criteria have to be kept in mind. Ideally, stories should be all-encompassing including contemporary authors as well as ancient tales and folklore. A fairly water-tight scheme for selection of stories is being followed. For the Hindi selection, letters were sent to 50 authors all of whom had young children and as such were able to base their recommendations on two fronts: as authors and as parents.

Need for Quality

It is not enough for modern authors of literature for children in India to filch ideas and produce weak and pale imitations of Western best-sellers. Sigrun Srivastava, the author of 22 books and over 200 published stories for children, laments the fact that contemporary authors are losing out on the quality of literature they are writing for children. "I believe in writing for children that engages their attention, awakens them to the world around them, nourishes their mind and stirs their emotions," she states. "There has to be more to a story than the temporary thrills and excitement of catching a thief." A child does indeed need to know his limits, to learn to cope with the environment in which he is reared and not to be encouraged to lose himself in a never-never world of golliwogs that speak, and adventure stories enacted on the British heather.

The soaring popularity of the monthly publication *Target* proves

that there is room for literature that reflects and presents contemporary India. Rosalind Wilson, the Editor of *Target*, while concentrating on the highest standards in written English insists on the magazine keeping its roots firmly embedded in the soil of this land. For anyone who doubts the appeal of locally based stories for children the circulation figures of *Target* would give something to think about. Publishers too have suddenly shut down their children's book division. "They have turned to greener pastures — magazines or comics," says Ms. Srivastava. "But I find it hard to believe that a market for books cannot be created, that Indian publishers cannot visualize children as potential buyers, especially since there are five hundred million children and young adults in the country." A fairly reasonable amount to cater for!

All the publications are on display and for sale at the Trust's premises at Green Park. Besides this outlet, most book stores in the Capital carry the NBT publications.

In this media-conscious age nothing works without hard-sell. An advertisement blitz is planned to rivet the attention of the public on the burgeoning publications of the NBT. Doordarshan, radio, magazines, newspapers will all carry advertisements. A more direct approach is also planned. Door-to-door selling, so successful in selling the *Encyclopaedia Britannica* in the West, will be tried in India. Besides this, nationwide book fairs have been organized.

The NBT will be putting out advertisements which they hope will attract the attention of publishers who are encountering financial difficulties in the publication of children's literature.

— Courtesy: *The Statesman*
INDIAN BOOK INDUSTRY

Author Profile

Shirwadkar: Inspiring Idealism

Noted Marathi poet and dramatist V.V. Shirwadkar, recipient of the 1987 Jnanpith Award, the country's highest literary prize, became the 23rd winner and the second Marathi author to be chosen for this honour. V.S. Khandekar was the first Maharashtra to win the award in 1974.

The award goes to him for his collections of poems — *Vadalvel*, *Rasayatra* and *Chhandomayee* — written between 1968-82. He also wrote the famous classic dramas, *Yayati Ani Devyani* (1968), *Natsamrat* (1971), *Vidushak* (1973) and *Mukhyamantri* (1979).

Possessing a subtle awareness of the sensuous aspects of nature and love, elevated to the realm of reflection, Shirwadkar, popularly known as Kusumagraj, portrays the conflict arising out of injustice, inequality and cruelty in social life. His inspiring idealism does not ignore the dark and dismal side of life. But he is passionately

conscious of the power of man to conquer this darkness. This has added a unique power to his poetry.

Kusumagraj's poetry is thus both lyrical and reflective. And the charm of his lyricism is heightened by his rich imagination which lends form to what is abstract, puts within bounds what is boundless and along with the vividly pictorial, raises fanciful images suffused with feelings.

"This unusual imagery embodies itself in a style and language that shows the dignity and grace of classical Sanskrit."

His plays are in the tradition of the poetic style of Gadkari's dramatic presentations. Yet, *Yayati Ani Devyani* and *Natsamrat* give adequate evidence of his original dramatic talent.

'Kusumagraj does not explore history or mythology in order to discover the past in the present or the present in the past but seeks to discover in them, in terms of the

drama, the eternal varieties of human life', observed the selection board while presenting him with the award.

The power and beauty of language is also an important factor in Kusumagraj's plays along with the vitality of the content and sense of the drama.

Shirwadkar became famous overnight for his collection of poems *Vishaka* published in 1942.

Superb as intense poetry, quite a few poems in this collection gave eloquent expression to the spirit of the freedom struggle.

Shirwadkar has published 13 collections of poems, 10 plays (excluding seven translations and adaptations), six collections of short stories, three novels and several collections of one-act plays, children's stories and critical essays.

His latest collection *Muktayan* (1985) is once again an expression of his wish to be one with the collective mind of his fellowmen.

Nehru and Books

Continued from page 7

of children's books, establish and strengthen school libraries and hold exhibitions and fairs exclusively for children's books.

4. Cooperative efforts and pooling of resources for the co-production of children's books in various regional languages will greatly help in improving their quality and reducing their prices to bring them within the reach of persons of average means. Use of latest production techniques and special emphasis on designing can also help in this regard.
5. Authors and publishers of children's books and editors of children's magazines should be accorded due recognition.
6. A predominant feature of publishing in pre-Independence India was the publishers' and editors' dedication to the goal of the country's independence and their passion for inspiring people to fight

an unrelenting war for its freedom. Many of them suffered for the courage of their convictions. Some of these editors and publishers have found a place in the roll of honour earned by Indian patriots and nationalists. In order to honour outstanding authors and publishers their birth centenaries should be celebrated and special sections should be reserved for display of their publications.

7. Implementation of the National Book Policy, finalised by the National Book Development Council in consultation with the concerned professional organizations of publishers and authors and knowledgeable individuals associated with the world of books, is most likely to strengthen the Indian publishing industry and promote national creativity. It is therefore necessary that the national book policy is implemented

by the Central and state governments without further delay, particularly in respect of the recommendations relating to the promotion of children's books, single-book policy, publishing of translations of outstanding Indian works in regional languages, establishment of a Book Finance Corporation, ban on import of 'remainders', reduction in postal rates, development of libraries, etc.

8. Publishers and editors of newspapers have a crucial role to play in informing and educating their readers and moulding public opinion. In the discharge of this onerous responsibility, they should display a keen sense of objectivity and impartiality. At the same time, they should safeguard their right of freedom to publish, which is sometimes threatened by political and other vested interests.

MARCH 1989

No Shanti Path for Ka Naa

This is not an obituary, as Ka Naa did not believe in any kind of ritual. Yet one cannot resist the urge to pen a few words as a tribute to an outstanding man of letters who had some unique qualities.

Ka Naa Subramanyam was essentially a Tamil writer who wielded his pen in the English language with great felicity, as many readers of *The Statesman* must know. Judging by his writings and the discussions I occasionally had with him, a theme after his heart was the Indianness of Indian literature. And he raised several questions to elucidate his meaning.

Was it necessary for the writing in various Indian languages to remain confined to the regions their writers belonged to? Had such writing to reflect a particular ethos or could it rise above a sub-cultural level? Could it not embrace the holistic culture of India, if there is such a thing? Or, if such a culture is yet to evolve with a self-conscious break with the past and a search for new forms of expression, could it not serve as a vehicle for a better mingling of the sub-cultures? Lastly, one may ask, was Ka Naa Subramanyam not striving towards the goal of national integration, not by means of the overplayed slogans mouthed by politicians but through a meeting of minds?

It is in this sense that he will be remembered as a shining example of a South Indian with a cosmopolitan outlook. Belong though he did to Tamil Nadu, he spent most of his creative years in Delhi, where he let himself be exposed to the extremes of the northern climate and its brashness without compromising his restraint and affability. I met him 15 years ago when, along with Justice G.D. Khosla and the late D.R. Mankekar, we were instrumental in founding the Authors Guild of India. In its formative years, the guild served as a professional body, bringing together on one platform writers from different parts of the country.

Man of Principles

Ka Naa was the editor of the Guild's journal, *Indian Author*, for a few years. But when he found that some members of the body were interested more in using it for satisfying their personal ambitions rather than serving the professional interests of the community of writers, he severed his connexion with it, never to come back again. Ka Naa valued principles more than expediency.

This makes one think whether in today's brutally mercenary world, life without pelf and power has any value. Writers who live by writing

alone have neither. Ka Naa lived simply. He had to be frugal as serious writing in India is seldom financially rewarding. Trash, of course pays, and some writers are today filling the pages of newspapers with stuff and nonsense, and their pockets with money. Though his commitment to writing was total, he remained unspoiled by lucre. Fortunately, he knew some foreign languages and his mainstay during his active years of writing was an Indian column in a Swedish paper.

As an example of his deep commitment to the promotion of writing, he had been organizing, during his terminal years, groups of young writers and encouraging them to take to the craft. He was himself an assiduous craftsman and used to start his day at 3 a.m. with a typewriter so that, by breakfast time, he had completed his self-assigned task, either ready for a newspaper or as another chapter to a work of fiction in hand. He devoted a lot of his time during the day to meeting writers and, as some of his friends at the funeral recalled, he was an active participant in one such meeting five days before his sudden end. An hour before it, he seemed to be in a state of meditation — foreboding his journey to the unknown.

— G.S. Khosla

UMASHANKAR JOSHI

Umashankar Joshi (b. 1911) was a distinguished writer and poet in Gujarati. He started a new trend in Gujarati poetry by introducing Gandhian thought through his work *Vishwashanti*. He wrote this at the age of 20. His other poetry collections are *Gangotri*, *Nisheetha*, *Samaya-ranga* and the final one published in 1981 known as *Samagra Kavita*. *Nisheetha* received the Bhar-

tiya Jnanpith award in 1967. His collection of essays on literary criticism known as *Kavinee Shraddha* got him the Sahitya Akademi award in 1973. He also wrote a novel, one-act plays and some short stories. He edited a monthly magazine of great literary merit called *Sanskriti* for many years. His works have been translated in various Indian and foreign languages. He also served as

President of Sahitya Akademi, Chancellor of Vishwabharati University and headed many institutions in Gujarat. He was closely associated with the National Book Trust since its inception. His contribution to Gujarati literature is of immense significance. He was active till the end of his life which came very suddenly on the 19th November, 1988, at Bombay.

Maya Ganina: About Soviet Women and about Herself

TATYANA ANDRIASOVA

"If a woman is intelligent and talented, her position in society must be worthy of her merits," says Maya Ganina. "So far, women haven't had enough opportunity to realize their full potential."

Maya Ganina was perhaps the first Soviet writer to raise a problem, almost thirty years ago, which was seriously discussed only by a narrow group of specialists and which now interests all: "What are they, women of the later half of the 20th century? What are their worries? What are their ambitions? What is their idea of happiness?"

Maya is a Muscovite. She graduated from a machine-building school and worked at the Moscow auto works for some time. Subsequently, she enrolled in the Gorky Institute of World Literature and her literary career, filled with quest and wandering, began. "Travelling round the country, I got acquainted with my heroines," she says, "and began to think more and more about women's life and character."

In Russia, says Maya, women are of two types: resolute and imperious, born to command, and soft and complaisant, occupied with the family and children.

Ganina prefers women of the first type, at least she has dealt with such women more often. "Women were a real force which restored the war-ravaged economy," she says. "I knew women designers and women in charge of construction sites."

"There was a time, however, when women's actual right to move up the executive ladder was taken away from them, despite all the rhetoric about women's equality. There was an unofficial list of areas closed for women — a list invented by the

modern generation of men and not the generation which accomplished the revolution. I think this explains the rebirth of women's councils, brought to life by the October revolution. We must protect them from formalism and over-organization which spoil the best of our intentions."

Her heroines are not discouraged by lack of comforts or by the work which even men cannot do. They are independent and are not afraid of loneliness to which their own character dooms them.

Burden of Loneliness

The heroine of her story "I Wish I'd never Met You" exchanges just a few phrases with a man she meets on her business trip, and suddenly realizes that he is the one for whose sake she had been carrying the burden of loneliness for so many years. "He could not get off with me and I could not stay with him," she said recalling their last minute on the train. What kept her from acting differently? Pride, character and independence.

Her other heroine from the story "Sailing Up the Vitim" is a woman who has lived a tragic life, going through prison, hard and exhausting work, and a casual affair with a man who does not disdain living at her expense. But she lives on, hoping to return home one day, start working, walk barefoot on the grass and sing the songs which her mother once sang to her. Everything will come right, she kept repeating, bad days will be gone and life will be clear and easy.

Ganina's heroines — whether a well-known actress, an ordinary peasant, a circus performer or a desperately lonely poetess, do not lose their ability to feel and tell the genuine



from the false and transient, even though they often break other people's hearts.

Maya Ganina noted once that it is extremely difficult for a remarkable person, especially in mature years, to find a companion. Perhaps, she meant herself.

"When young, I got married but soon our family life began to fall apart," she recalls. "My ex-husband and I got divorced, although we are still good friends. For many years I preached that an independent and business-like woman must live on her own."

"I didn't want either to pretend or to adjust myself to circumstances to get out of my loneliness. If there is no man, I thought, who fully accepts me the way I am, there is no need to do or say anything. How often men look upon women as inferior beings who cannot understand, and keep their innermost shut from them. In the same way I wasn't sincere with men."

More than ten years ago Maya met writer Yuri Sbitnev. "He has lived the same life as I. We could say just one

Continued on page 19

Books in the 1990'S: IPA Declaration

From 12 to 17 June, 1988, over 650 publishers, about 50 person-ages from the worlds of politics and culture, a like number of grant-holders from developing countries, and more than 250 accompanying persons met in London to discuss the problems of publishing. They were attending the 23rd Congress of International Publishers Association. Given below is a summary of the Declaration adopted at the Congress.

Books have a key role in promoting understanding and cooperation within and between nations. They provide enjoyment, information, inspiration and insight.

Books are the essential tools of education and learning, of acquisition of skills, and in the fight against illiteracy. As a result, there is a deep hunger for books throughout the world.

Books must therefore be widely available to the people needing them, in great variety, at every level of understanding, and expressing every range of opinion. Freedom to write, to publish and to read are among the most important human rights.

There are many barriers to the wide availability of books. To overcome these, there must be:

- * Freedom from restrictions on the publishing, distributing and reading of books;
- * Freedom of books from taxation and tariffs which obstruct wide access to them;
- * Effective international and national copyright systems, so that the authors and publishers of books can earn fair rewards;
- * Constructive relationships between authors and publishers, in

which both can play their particular roles to further the dissemination of works of the mind;

- * Active encouragement for the production, stocking and selling of books;
- * Firm commitment by Governments to increased book acquisition by schools, colleges, universities, and libraries, and to increased aid for the better provision of books in countries in which they are in short supply;
- * Increased international cooperation to assist the development of effective publishing industries in developing countries, and to improve the supply of books from industrialised countries;
- * The optimum use of new information technologies to increase access to works of the mind.

I. Preamble

All people have a right to learn and to educate themselves. They have a right to enhance their lives by acquainting themselves with the wisdom and experience of other people, other nations, and other cultures, and of previous generations. Books are the key to this vital process.

Through the written and printed word, creative writers explore human imagination and belief. Books express and develop the values and aspirations of society. They are pre-eminent as vehicles for information, the foundation of education and research, and as a source of culture and recreation, serving national development and the enrichment of individual human life. They foster better understanding between people of different nations and cultures.

Reading and literacy form the basic foundations of civilization.

Reading transcends national and cultural barriers. We therefore call upon all concerned to encourage the production and dissemination of books throughout the world; to encourage writers and readers, especially young readers, in schools and in the home, and to use all possible means to overcome impediments to reading.

We seek the creation of a reading environment in all types and at all levels of society, beginning before schooling and extending through formal, non-formal and lifelong education, and embracing all types of readers, including newly literate people, minority language groups, slow readers and those with visual handicaps.

These aspirations require the maximum freedom to publish and to read. It is through the maximum dissemination of works of creativity, ideas and knowledge that a well-informed society is formed.

To these ends, the *International Publishers Association* recommends to all those concerned with the creation, production, distribution and use of books that they adopt and follow these general Recommendations, which are fully in accord with the *Charter for the Books* drawn up on the occasion of the 1972 International Book Year.

Many of these recommendations apply also to musical works, which express a vital part of human creativity.

II. Free Flow of Books

The free flow of books between people and between nations increases human understanding and makes the ideas and learning of different people available to others. It is therefore of crucial importance that this free flow

should not be impeded by trade barriers or political or religious constraints. It is also essential that those responsible for making books available should be able to meet together freely for the exchange of ideas and to improve the free flow of books. To these ends:

1. It is important to resist sanctions or restrictions on the free flow of books and ideas, based on the political acceptability or otherwise of any particular regime;
2. Whilst it is recognised that books have a vitally important role to play in forming opinions and bringing about desirable social, political and economic advancement, it is important that books expressing unpopular and controversial opinions should not be withheld from circulation on the grounds of social unacceptability, so that ideas have free circulation and can be held up to critical opinion;
3. The international acceptance that there should be no artificial barriers to the free movement of books, such as tariffs or import quotas, should be reinforced. To this end, countries which have not yet signed the Florence Agreement prohibiting tariffs on books should be urged to do so, and countries should make foreign exchange available in sufficient quantity for the acquisition of books from other countries;
4. To the same end, countries should encourage the wide availability of books and learning within their societies by agreeing not to impose taxes on the sale of books, thereby stimulating the acquisition of books and the wide exchange of knowledge and ideas, and the art of reading, and helping to combat illiteracy and ignorance.

III. Encouragement of Reading

Widespread access to the skills of reading is essential to social and economic development, and enables each individual to develop his or her skills, talents, and abilities to the utmost, and to make a greater contribution to society. The abolition of illiteracy is therefore a high priority which requires a determined international effort. This requires:

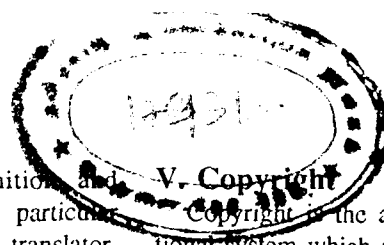
1. Recognition that the ending of illiteracy requires the commitment of greatly increased funds and human resources by Governments;
2. The formulation of national and international strategies, involving all of those concerned with the creation, production, distribution and use of books, to combat illiteracy and encourage reading;
3. A great expansion in the resources of library and educational services designed to encourage reading so that such services will be available to all parts of the world population, however remote, and in particular to children;
4. i) The provision of suitable books for children and unschooled adults through library systems and by other means;
ii) The encouragement of publishing houses devoted to children's books and material for the new literates;
iii) Greater priority for the training of experts in the skills of reading and the enjoyment of books.

IV. Distribution of Books

It is not enough merely to produce books. They must be widely available, in their original and other languages, and in great variety, to meet the wide and unpredictable needs of society. The importance of this is demonstrated by the fact that, at

public expense, books are made freely available in many countries through extensive library systems, and by the wide recognition that the marketing of books is subject to different considerations from other products, and that purely economic considerations may not apply. This requires the development of efficient distribution systems, effective promotion and marketing, and the encouragement of wide availability through good stockholding and special ordering systems. A good distribution strategy requires:

1. The development of the wide stocking and availability of books through effective distribution arrangements, ready to supply bookshops, so that books are properly promoted and wide stocks are immediately available to meet local demand. This may require the acceptance of exclusive distribution arrangements to justify the holding of stock and the promotion of books within each national territory;
2. Support for booksellers willing to carry a wide range of stock in all significant centres of population, including rural areas, whenever possible acting in competition with each other. This may require support for national systems designed to encourage booksellers to hold a wide range of stock, including slow-moving stock;
3. At the same time, wide availability of books through other outlets used by the public, to increase their accessibility and to expand public demand for them;
4. The encouragement of translations of books into other languages, including public financial support to meet the high costs of translations, supported by the willingness of publishers to publish translated editions and of booksellers to stock them. This



- also requires recognition and encouragement of the particular and rare skills of the translator, and the provision of good training facilities for translators;
5. Improved support for effective, well-stocked and well-staffed libraries, backed by the resources of modern technology;
 6. The availability of low national postal tariffs for books, and avoidance of loading postal imbalance charges onto book postal rates;
 7. The availability of low-cost tariffs for sea and air-freight which recognise the importance of the distribution of books and the general acceptability of books as cargo;
 8. The development of good bibliographical and other systems, including cataloguing-in-publication, to assist knowledge and selection of available titles, and the widespread availability of such systems using the advantages of modern technologies. This also requires a determination on the part of publishers to keep such bibliographic and selection tools up-to-date;
 9. The development of stock-handling and ordering systems such as teleordering, machine readable codes, and other aids to selection, delivery, and handling;
 10. The widespread international adoption of common electronic systems, standards and protocols for book handling to improve the efficiency of national and international distribution, establish international compatibility (including between libraries and book trading systems), and to enable maximum advantage to be taken of modern technologies;
 11. Helping the promotion of books through regional, national and international fairs and exhibitions.

V. Copyright

Copyright is the accepted international system which enables works of the mind to be made widely available to all peoples. By giving authors the exclusive right to authorise the copying and publishing of their works within each national territory, it creates a trading system for works of the mind, enabling authors to earn material rewards and recognition for their work, and to protect its integrity, and so encourages them to make their work available to the public. As such copyright is a stimulus, not a barrier, to creativity.

Through the international copyright conventions, which set basic standards of protection for different forms of work and which provide for international protection by requiring signatories to afford works from other nations the same protection they give to their national works, effective systems for the international distribution of books and other works of the mind are established.

New technologies, while assisting the wide availability of books, by facilitating copying of the whole or of the required extracts, also encourage damaging infringement of the author's rights, through extensive copying in normal day-to-day activity and through widespread piracy for commercial gain.

1. The copyright system must provide protection for electronic and similar works of the mind in the same way as for traditional works, reflecting the fact that normal access to such works will often be to obtain only a short extract of the whole work, and that such access should be protected by copyright.
2. The copyright system must also protect the author's rights in new forms of access to traditional works through new media, and enable the author to obtain the due reward for such use of his or

her works.

3. Countries which have not yet introduced acceptable and enforceable copyright systems must be encouraged to do so, to provide recognition and protection of the work of their own authors and of those from other countries, and must be encouraged to adhere to the international copyright conventions.
4. There must be a coordinated international campaign against the widespread and damaging piracy of works of the mind, led by the agencies responsible for the international copyright conventions and for the international trading system, and supported by national governments and all concerned with books. In particular, international trade preferences should not be afforded to countries which do not give adequate and enforceable protection to the intellectual property and the trading rights in intellectual property of others.
5. To enable the works of authors to be protected in the face of new forms of access through new technologies, and to permit users to have access to such works through new technologies on fair terms, the use of collective licensing systems should be encouraged in appropriate cases, for example, photocopying by institutions. The effectiveness of such systems should not be eroded by the provision of exceptions to copyright protection which enable users, however desirable their purpose, to avoid their obligation to pay fair rewards to those whose property they are using.
6. Such collecting societies, including those responsible for the collective licensing of literary, artistic, and musical works, should endeavour to make access

to works available on fair financial terms and subject to acceptable administrative procedures, with minimum administrative costs and without abusing the strength of their position. So far as possible, payments through the system should reflect the actual uses made of works.

Continued progress should be made to harmonise the international operations of such collecting societies, and to ensure fair rewards for authors and publishers from all countries.

Within the copyright system, the role of the publisher in the dissemination of works of the mind should be recognised, by according to publishers rights as exclusive licensees, rights in published editions, and distribution rights, and by not placing undue restraints on the freedom to negotiated fair publishing contracts, or to agree to assignments of licences for the exploitation of works.

The rights of authors to claim the authorship and not to suffer derogatory treatment of their works, and not to have work falsely attributed to them, should be acknowledged. At the same time, the exercise of such moral rights should not become a barrier to the ability to publish works, and authors and publishers should be able to negotiate on their practical application.

Copyright must not become a vehicle for hidden taxation of books by, for example, such measures as payments to general funds for the publication of works in the public domain.

1. The Publisher's Role

The publisher's principal task is to create, select and develop books for publication to meet the varied needs of the public for education, informa-

tion, stimulation and enjoyment, and to make them widely and easily available on fair terms. The variety of books needed by the public is infinite and unpredictable, and, as a result, publishing is a competitive and high risk industry.

A healthy book publishing industry is essential for education, economic growth, and technical development. It is a vitally important part of society, particularly for developing the awareness and sensitivities of children and young people.

Publishers make works available in a form to meet the needs of the public. They select and commission authors' works for publication to meet market needs, and to ensure the availability of a wide range of work of quality, value and interest. They help to develop the text and prepare it for publication in a form to attract and assist the reader, and they prepare illustrations, design and layout. They supervise manufacture in quantities to meet likely public demand, and maintain stocks to meet this demand — which may last for many years. They arrange promotion, marketing and distribution of their books through a wide range of outlets. These complex management operations involve substantial investment of money and skill.

Publishing today is subject to major technical developments which affect publishing methods and production techniques, and which are creating new forms of cultural products, particularly those based on audiovisual and computer media. These require new investment on which it can be difficult to secure a fair return. The encouragement of a successful publishing industry is therefore a matter of national importance. This requires:

1. Recognition that publishing is basically a private sector, entrepreneurial industry, and that this stimulates the availability of a

wide range of competing books, which itself stimulates quality and helps meet public demand.

2. Governments should therefore not seek to compete with private sector publishers through their own publishing operations, particularly in consumer, educational and professional markets, but should encourage the publishing industry by making government information resources available to it, and by meeting their requirements for educational books from competing private sector publishers.

3. At the same time, Governments can help stimulate literature and cultural activity by assisting in the publication of works which might otherwise not be published, for example, works by new authors, translations, works which are expensive to research and produce, and works requiring substantial investment (for example, in new media), by grants and loans to authors and to publishers of such works.

4. Publishers cannot fulfil their vital role effectively unless they are able to benefit financially from commercial success, so that they can continuously invest in new projects. This requires that publishers should be able to share, with their authors, in the success of the works they publish, and that this should not be limited by artificial restrictions on the rights they can obtain, or the ways in which they may exercise such rights. Such restrictions will inevitably constrain publishers to publish works only of certain and immediate profitability, and to avoid new writers or difficult material. Given a sufficient interest in the works they publish, publishers are enabled to undertake significant risks which are counterbalanced by the prospects

of success, and to exploit the value of works to the full through the different medias and in different countries, to the mutual benefit of both author and publisher.

VII. Authors and Publishers

The close individual relationship between authors and their publishers is essential to successful writing and to successful publishing: this personal relationship is the basis of the optimum development and distribution of written works.

1. For publishers, this means taking full account of the interests of authors in the publication of their work, giving authors a fair share of the proceeds from the publishing of their work, doing their utmost to maintain the availability of their work (or, if necessary, to allow the publishing rights to revert to the author), and winning the confidence of authors in their publishing professional skills, in particular by explaining to and consulting authors about the editing, production and marketing processes, providing clear information about sales, and ensuring that the terms of their contracts are understood and fully met.
2. For authors, it means understanding that the publishers' professional skills have a real contribution to make to the success of their work, and that by entrusting a publisher with the exclusive right to publish in any particular form and any particular country the prospects of successful publishing are enhanced.
3. The nature of the relationship between publishers and authors for different types of work is almost infinitely varied, depending on the input of the different parties and the balance of interests they have achieved. So, while it is essential that the author should be able to

negotiate fair terms (using a literary agent if desired), it should be recognised that the formal imposition of standard terms, whether by law or by collective agreement, can unduly restrict the ability to publish a work successfully and to secure optimum returns for the author.

VIII. Relationships Between Publishers and Governments

While, as noted already, book publishing is essentially a private sector activity, it is also a vital part of a dynamic society, and it is desirable that there should be a good understanding between the industry and Government, to improve understanding of the social, cultural and commercial aspirations of publishers, and to ensure the existence of an environment in which publishing can operate successfully. Governments, for example, should not seek to compete with publishers, but can work with them to stimulate the publishing of less viable works, efficient distribution systems, good public book provision policies, and policies for the encouragement of the availability of books and of reading.

This environment requires:

1. Avoidance of tariffs, taxation and similar burdens on books which diminish their ready availability and discourage reading, learning, and understanding.
2. Avoidance of double taxation on earnings from writing and publishing.
3. The availability of adequate foreign exchange to enable books to be purchased from other countries.
4. Support for systems designed to encourage the ready availability of a wide range of books through stockholding booksellers.
5. Effective copyright systems and enforcement at reasonable cost.
6. The availability of efficient print-

ing facilities, and adequate supplies of paper and other materials for book production.

7. Good training systems to ensure the availability of professional and management skills for book publishing, production, and distribution.
8. Increased support for the availability of books in libraries, schools, colleges and universities.
9. Reimbursement of authors and publishers for library lending of their books through public lending right.
10. The provision of adequate statistics on book provision and availability.

IX. Supply of Books in Developing Countries

The developing countries inevitably face particular problems in ensuring the availability of the books so urgently needed for development. In many cases, there will be only small publishing industries, inadequate supply of writing and publishing skills, inadequate distribution systems, and severe shortage of exchange to obtain needed books from other countries. The international agencies, the governments of the more industrialised countries, and the more developed publishing industries, have particular responsibilities to assist with the supply of resources and skills.

A strategy to develop competitive national publishing industries requires that:

1. The more developed publishing industries must be prepared to work in partnership with the less developed, to ensure the sharing of resources and skills;
2. Training programmes in publishing skills in developing countries must be made systematically available, preferably both in the recipient country and by on-the-job training in established publishing houses;

3. Developing countries should become part of the international copyright system through membership of the international conventions, and should be stimulated by the voluntary passage of rights to their own publishing enterprises on reasonable terms. At the same time, compulsory licensing should only be resorted to in particular cases and on the terms accepted in the international conventions, and it should be recognised that payment of unduly low royalties, or no royalties at all, deprives the authors and the publishers who have made books available of their fair reward;
4. To improve the flow of books and the establishment of national publishing industries, governments and international agencies should give much higher priority to aid for good book provision.

X. Use of New Technologies

The use of new information technologies for the production and distribution of books, for the arrangement, storage, access and dissemination of information in all its forms, and for the management of the publishing process, offers great new opportunities for the use of works of creativity and information, in audio, video and electronic forms, as well as in more traditional media. This is of great benefit to both the providers and the users of information. At the same time, the new technologies, because they offer users the opportunity to have access and copy the information under their own resources, make control over use and copying of information more difficult, to the detriment of the copyright owner.

1. Given the benefits that new information technologies can provide, publishers should seek to serve the originators of infor-

mation and the needs of their markets by making suitable publications available by technologically advanced methods. The particular skills of book publishers are of great relevance in designing information products for new information technologies, and book publishers should ensure that these skills are being used, and that the resources of information technology are not left to be exploited only by high technology companies. Similarly, governments should ensure that publishing through new technologies should, so far as possible, be undertaken by private sector enterprises, should not be subject to excessive regulation, and should not be subject to measures such as compulsory licensing of materials, which discourage the investment.

2. Inevitably, new technologies, by creating new production and distribution systems, require new standards to ensure the optimum ease of access and distribution. Publishers should therefore give priority to establishing common standards to ensure that a critical mass of published materials is available by common means of access, so that economies of scale and a viable market for a wide range of products available by electronic means can be created.
3. To enable texts to be easily available for different forms of exploitation, publishers should use standard forms of generic coding in the text-inputting process, for example, the internationally accepted Standard Generalised Markup Language.
4. To ensure maximum value from the new technologies, and recognising the high investment required for research and the long 'pay-back' periods of new

projects, governments should provide adequate funding for research and development of new information technologies, in particular in the pre-competitive phase, should help create a fair legal environment for their use, and should ensure the supply of skills involved in developing them, and the development of a general population able to benefit from their use. This requires greater emphasis on skills training and the use of new information technologies in the general processes of education and training.

5. The benefits of new information technologies can be of particular value in less developed countries struggling to overcome the problems of inadequate resources for development, and should not be confined to the industrialised countries. This requires a positive programme to overcome the natural barriers to the use of high technology products.
6. The use of new information technologies has revolutionary effects on social and economic life, and can either contribute to the quality of life or result in a polarisation between beneficiaries and those disadvantaged by change. This requires great foresight, backed by careful research into the relevant social and economic factors, on the part of all those responsible for change, including the publishing industry.

XI. Freedom to Publish

Above all else, a healthy society requires the maximum freedom to make books and other publications available to the public, and to have access to books and other publications. Therefore, censorship by the authorities of books and other publications before they are published is to

be condemned, and subsequent restraints and penalties should be confined to cases in which publication can be demonstrated to do real and positive harm to individual people or to society. Instead, governments should do their utmost to secure an environment in which there is freedom to express opinion, ideas, and creativity, and in which authors and publishers can live and work freely, to increase human understanding of society and its complex relationships.

The International Publishers Association is charged, above all else, with safeguarding the universal freedoms to publish and to read.

Recommendations

Document Supply Services in the United Kingdom

The 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

greatly concerned about the activity of the Document Supply Centre of the British Library in making and distributing world-wide to commercial organizations and other entities massive quantities of photocopies of copyrighted works without authority of or compensation to copyright owners;

noting with deep disappointment the apparent intention of Her Majesty's Government to maintain under the new legislation the legality of such activity within the United Kingdom, and against the advice of its own experts and contrary to its own earlier announcements;

observing that simple, efficient means are readily available to the DSC to conduct its business under copyright through utilisation of the services of the various national reproduction rights organisations or other authorised representatives;

urges the Government of the United Kingdom:

1. to follow the recommendations

of its expert advisers on the treatment under copyright of copies made by the Document Supply Centre and other libraries for distribution within the United Kingdom;

2. to prohibit the DSC from exporting photocopies to commercial entities in other countries without payment of freely negotiated compensation to copyright owners, and

3. to require the DSC to obtain enforceable assurance from entities receiving copies within the UK that these copies will not be exported or delivered to entities in other countries without such payment.

Postal charges for Books, Journals and Sheet Music

The 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

noting that the Universal Postal Union, contrary to current practice, has it in mind to disregard the specific status of the books, journals and sheet music in fixing postal tariffs, taking as the sole criterion for such tariffs the speed of delivery; affirms its unwavering commitment to the principle that books, journals and sheet music play a leading role in the dissemination of education, science and culture which justifies preferential treatment;

expresses its firmest opposition to any proposal aiming to fix postal tariffs by the sole criterion of speed of delivery; and therefore urgently requests the UPU that books, journals and sheet music retain the advantages of reduced international postal rates and that they be likewise exempt from the imposition of imbalance charges, given the fact that books, journals and sheet music enrich the countries which receive them; and

asks each National Publishers Association to support the IPA by making the strongest possible representations to their individual national Postal Authorities that they should introduce, maintain or improve rates favouring books and printed matter of a cultural nature, including publishers' and booksellers' catalogues, which were accepted at the UPU Vienna Congress of 1964 as qualifying for the preferential treatment accorded to the book.

Reduced Price Textbooks or Freely Offered Textbooks

The 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

welcoming the desire of governments or private entities in industrialised countries to provide textbooks at reduced prices to students in developing countries, but

noting the need to support and stimulate the publishing industries of developing countries,

recommends that such textbook schemes should whenever possible be introduced in co-operation with the publishing industries of recipient countries.

Taxes on Books, Journals and Sheet Music

The 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

considering that the work of its members is devoted to the wide dissemination of books, journals and sheet music;

recognising that literacy and the ready availability of ideas, information and stimulation are crucial to a growing, developing society, and that this essentially requires the wide availability to the public of books in great variety;

unanimously endorses the principle

that books should not be taxed; and urges all Governments to accept this as an essential principle for good government and an informed people.

Adherence to International Copyright

The 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

welcomes the intention confirmed at the Congress that the People's Republic of China will adhere to the international copyright conventions; expresses the hope that this intention will be implemented without delay; urges other countries not yet signatories of the conventions to do likewise;

recommends that publishers licensing publishing rights to new adherents to the conventions should take full account of the economic and financial circumstances of such countries; and

reminds recipient countries of the importance of recognising the territorial limits of publishing rights, including reproduction rights.

Term of Copyright in Music

The International Confederation of Music Publishers at the 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

remembering the resolution on the

subject of the term of copyright protection for musical works passed at the 22nd IPA Congress in Mexico City in 184,

noting that governments of EEC countries are committed to the establishment of a single market by the year 1992,

aware that music is international and not affected by national language barriers, but that different periods of copyright protection hinder the free trade of an international commodity, reaffirms its resolve to achieve a harmonised period of copyright protection of 70 years post mortem auctoris, at least for musical works, to enable Music Publishers to fulfil adequately their cultural function in support of contemporary music and to prevent artificial distortion of the market within the music publishing industry between countries with differing periods of protection.

Private Copying of Music

The International Confederation of Music Publishers at the 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

concerned at the overwhelming evidence of the extent to which copyright is routinely infringed by the practice of private taping in the home,

convinced that the only practical and

fair way of solving the problem is to legalise home taping in return for a royalty to be paid on either the software or hardware equipment of both, such royalty to be distributed amongst copyright owners, noting that in several countries such schemes have been successfully developed,

urges governments, in countries where satisfactory schemes are not yet in operation, to institute such schemes without delay.

Rental Rights

The International Confederation of Music Publishers at the 23rd Congress of the International Publishers Association, meeting in London in June 1988, with representation from over 50 countries:

taking into account the fact that ever more copyright materials, also containing musical works, are being distributed through public or commercial library services;

noting that WIPO has recommended that rental should be an act legally restricted by copyright and that adequate remuneration should accordingly be made to all copyright owners;

urges governments to introduce immediately such requirements into their national copyright systems recognising however that free public and educational library services should not thereby be prejudiced.

About Soviet Women

Continued from page 11

word and understand each other perfectly."

"We were destined to meet," says Yuri Sbitnev. "We had the same understanding of the world and literature. For us this is life. We were brought together because we take life seriously."

From his parents Yuri inherited a village house, a two hour ride from Moscow, and with his wife decided to settle there forever.

So, here is a family of two proud and independent people. Is it difficult for them to get along?

"The most important thing is to respect one another, and not to be selfish. He is an open book for me

and I for him, and I'm happy when his work goes smoothly."

The story of an urban resident getting adjusted to rustic life is recounted in Ganina's well-known novel *As Long As I Live, I Hope*. "We were learning to live a life earlier unknown to us," Maya says. "I've described this in the novel. Although there is a difference between us and the characters."



National Book Week

President R. Venkataraman inaugurated the National Book Week in New Delhi on February 6. "While knowledge is free, reading exacts a price. Let that price be reasonable and not such as to discourage reading," he said.

Addressing the gathering of publishers, writers and diplomats present on the occasion, the President said books are "ageless and timeless". Some of the most sacred books in the world had sprung from India, including the two epics, the *Mahabharata* and the *Ramayana*, the treatises of Adi-Shankara, the Tamil classic *Thirukkural* as well as the *Adi Granth* of Guru Nanak Devji.

Mr Venkataraman while underlining the importance of books said that to create a learning environment and generate the initiative of learning the availability of a variety of books was a pre-requisite.

It was necessary that interesting, readable and inexpensive books be published for the age group 16 to 20 which would present a balanced and objective view about the constitution, democracy, secularism, national integration and problems of development.

Noting the contribution of the National Book Trust, the sponsor of the National Book Week, in the publication of books for children, Mr Venkataraman said folk stories, epics, tales, comics and fables formed the multi-coloured threads in the texture of world cultures and should be available in all languages. This would contribute towards greater understanding within the country as well as among the world community.

Book exhibitions in 42 cities and towns were held to mark the National Book Week. Apart from the four metropolitan cities — Delhi, Bombay, Calcutta and Madras — exhibitions were organised in such small towns as Anand, Amraoti, Quilon, Kurnool and Roorkee.

In the Capital, the Delhi State Booksellers and Publishers Association gave discount coupons to school-children with a list of bookshops where they could buy their books.

22 Get Akademi Awards

The NBT utilised the occasion to conduct a survey on the reading habits of school-children. On February 11, a seminar was held to discuss ways to make books more durable. On February 12, Delhi hosted a discussion on the NBT's proposal to set up an apex body for distributing books published by the various Government agencies, including the NBT.

Twenty-two eminent writers were presented the prestigious Sahitya Akademi Awards, 1988, at a glittering function in New Delhi on February 20. The award ceremony was part of the week-long Festival of Letters held to observe the birth centenary of Jawaharlal Nehru, the first President of the Akademi.

The award carries a citation and a cash prize of Rs 25,000.

This year's awards include six poets, seven novelists, three short story writers, two literary critics and one travelogue writer. Two writers have been awarded posthumously, including Sheikh Mohammad Abdullah, in Urdu for his *Atish-e-Chinar* and Rachamalla Ramchandra for his Telugu work *Anuvada Samasyalu*.

The other awardees winners are: Lakshmi Nandan Bora for *Patal Bharaibi* (Assamese), Ramapada Chahdari for *Badi Badle Jai* (Bengali), Ram Lal Sharma for *Ratoo Da Chanan* (Dogri), Vikram Seth for *The Golden Gate* (English), Bhagwatikumar Sharma for *Assoryalok* (Gujarati), Naresh Mehta for *Aranya* (Hindi), Shankar Mokashi Punekar for *Avadeshwari* (Kannada), Ghulam Nabi Gauhar for *Pun Te Paap* (Kashmiri), Chandrakant Keni for *Vhonkol Pavnni* (Konkani), Mayanand Mishra for *Mantraputra* (Maithili), C. Radhakrishnan for *Spandamapinikale Nandi* (Malayalam), Sonamani Singh for *Mamangthong Lollbadi Maningthonda Lakaudana* (Manipuri), Laxman Gaikwad for *Uchalaya* (Marathi), Pushpalal Upadhyaya for *Usha Manjari* (Nepali), Sourindra Barik for *Akasa Pari Nibida* (Oriya), S.S. Wanjara Bedi for *Gailey Chikar Duri Ghar* (Punjabi), Bhagwati Lal Vyas for *Anahad Naad* (Rajasthani), Rajendra Mishra for *Ikshugandha* (Sanskrit), Moti Prakash for *Se Sabh Sandhyam Saah Sen* (Sindhi) and V.C. Kulandaiswamy for *Vazhum Valluvam* (Tamil).

Earlier, Akademi Secretary Inder Nath Choudhuri announced that the Akademi would enter the field of literature for children, prepare a history of ideas derived from various disciplines, and launch a series of programmes on Men and Books in which eminent professionals would be invited to talk on their favourite works.

Bharati Mukherjee, a Calcutta-born New Yorker, received one of the top American literary prizes when the National Book Critics Circle chose *The Middleman and other Stories* as the best fiction published in the United States last year.

The book, Ms Mukherjee's second story collection, was chosen ahead of works by Don Delio, J.F. Powers, Raymond Carver and Peter Dexter in voting by a panel of 19 prominent literary reviewers. In singling out *The Middleman*, the Jury praised its author for

Indian Gets Top US Book Award

CBSE Position on Sanskrit Unchanged

writing "a brilliant new chapter in the literature of the immigrant experience in America."

The Chairman of the Central Board of Secondary Education (CBSE), Dr H.S. Singha, has confirmed that Sanskrit will be taught in the CBSE schools along with the Hindi Course A Level to the extent of 20 per cent from the seventh to the tenth standard.

Addressing the principals of schools affiliated to the Central Board, he said there was no change in this position. The year 1989 would be a year of changes with regard to syllabi and approach to curriculum, while 1988 was a year of preparation.

Kerala: Publishing Industry in Dire Straits

The book publishing industry in Kerala, the most literate State in the country, is in dire straits, a CPI member in the State Assembly, Mr P. Raveendran, said on February 3. He told the Assembly that the number of books published in the State had plummeted to 12,000 in 1988 from 20,000 in the previous year.

Bombay: Paper Import by Publishers

Book manufacturers and publishers have pleaded for permission to import paper directly from overseas sources against the issue of licences by the Government of India as actual users of the commodity. The Book Manufacturers' Association, Bombay, has said book manufacturers have found themselves in an unenviable situation since paper prices have skyrocketed over the last eight months. It says that since most manufacturers fall in the small-scale or cottage sector they find it difficult to buy paper to satisfy the needs of the student community in the form of note-books, registers, etc.

Book Contracts Set Aside

The Gujarat High Court on February 10 quashed and set aside the selection of children's books and publishing contracts to certain publishers worth Rs 46 lakhs following a writ petition filed by Kumkum Publishers.

The petitioners challenged the appointment of Mr Keshubhai Yagnik, Registrar of the Gujarat Sahitya Academy, as a member of the selection committee because he was subordinate to Mr Suresh Dalal, Vice-Chairman of the Academy. They argued that Mr Dalal was a member of the earlier selection committee, which was quashed by the High Court because the books of Mr Dalal had been selected. The petitioners said that there was thus reasonable suspicion of bias in the selection of books because of the association of these two men.

The petitioners also challenged the selection on the ground that yet another selection committee member, Mrs Vimuben Badheka, was the daughter-in-law of Mr Gijubhai Badheka, whose books were selected.

130 Years of Uttarpara Library

Uttarpara Jaykrishna Public Library, one of the oldest in Bengal completed its 130th year of existence last year. The library is facing much difficulty owing to paucity of funds. The annual grant sanctioned by the State Government for purchase of books, periodicals, binding, rent, rates, and taxes is about Rs 72,000. This, according to

Book Releases

Mr Santashri Chatterjee, MLA, who is Vice-President of the library, is inadequate to run such a big library with 4,000 regular members. He said Rs 2 lakhs was demanded from the government but to no effect.

There are about 62,000 books in the library, including rare collections. The library is understaffed and as a result proper maintenance of the books and manuscripts is not being done.

A Little Bit of Me and *In My Own Words* by Madhu and Sapna Mittal, respectively, were released in New Delhi by the Indian Council for Child Welfare. The family of the two sisters, Madhu, 16, and Sapna, 13, is settled in New York.

Both the books have been published by Asian Books, New Delhi, and the money collected from their sale will be donated for research work on ileititis and colitis in the USA to Rotary Club Midtown, Delhi, for carrying out immunization programmes and to the Indian Council for Child Welfare to help implement its child welfare programmes. Sapna, who suffers from Crohn's disease, had written the book when she was confined to bed three years ago. Later, she was in a private hospital in the capital. In her poetry, she talks about her feelings and emotions experienced during her days, or rather years, in various hospitals.

Walks in Old Delhi is the title of a book written by Mrs Gaynor Barton, who has been in Delhi for five years with her husband, Mr David Spiller in the British Council. She was helped in this venture by Lauraine Malone, who worked on the book for a year, but then had to leave India in November 1987.

Indian History through Postage Stamps was on display at the World Philatelic Exhibition in New Delhi. The book, compiled by D. Madhava Rao, a noted philatelist and editor of the magazine *Top-Phil*, makes a pictorial presentation of various phases of Indian history right from the Indus Valley Civilisation to the post-Independence years.

Asomar Prasiddha Mukti Jujaru (in Assamese) by the well-known writer and educationist, Kanak Chandra Deka, was released on February 8. The book contains life-sketches of 62 eminent freedom fighters and martyrs of Assam.

Bhartiya Sanskriti, written by Gokal Chand Kapoor, was released in New Delhi.

Restructuring of Public Sector in India, written by Union Energy Minister Vasant Sathe and published by Vikas, was released by the Prime Minister.

Vasudev Hindi, the Prakrit version of *Brihat Katha*, which establishes the Indian source for the popular *Arabian Nights*, has been republished.

Continued on page 27

MARCH 1989

INDIAN BOOK INDUSTRY

MONTHLY LISTING

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NEWS AND EVENTS

Continued from page 23

Bangalore: The sixth annual book fair organised in the city by the Bangalore Book Sellers and Publishers Association from February 5 featured a "book prize scheme" for people visiting it. The first prize was the *Encyclopaedia Britannica* (Rs. 12,500).

Kottayam: About 100 publishers and distributors from all over India participated in the annual Kottayam book fair. Total sales exceeded Rs 25 lakhs. At a public function held on February 4, Mr T.K. Ramakrishnan, Minister for Cultural Affairs, Government of Kerala, presented a special award to Mr Kunnaparambil P. Punnoose in appreciation of his voluntary services in organizing the book fair.

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Woman and Power in History by Amaury de Riencourt, Sterling Publishers, New Delhi, 1989, pp.380, Rs. 290

Every so often, important books come into print so quietly that they are not so much published as they are materialized. Then they lie around waiting to be discovered, which they sometimes are, if not by the public, then perhaps by academics or polemicists. *Sex and Power in History* is that kind of book, wrote the *New York Times* in its 1975 review.

Now retitled *Woman and Power in History*, it is indeed that kind of a book and, unlike the less demanding works of its genre that may achieve instant popularity, it does not date, but gains momentum with time, widening its readership and reaching out to the future to capture the attention of successive generations.

De Riencourt confronts feminism head-on when he states that "the contemporary women's liberation drive toward a decrease in sexual differentiation, to the extent that it is leading toward androgyny and unisexual values, implies a social and cultural death wish and the end of the civilization that endorses it. The scientific and historical records show that all the way from unicellular organisms to human beings, progress in evolution has been stimulated by an increase in sexual differentiation." And his distinctions between the 'rational male' and 'intuitive female', the 'abstract masculine idea' and 'concrete feminine life', and even his conclusion

that 'while men make history, women are history, while men try to control destiny, women are destiny' may be considered controversial — but so is the subject, its controversy as old as our civilization.

De Riencourt, a French historian and author regarded by academics as one of the finest minds of our century, analyses the distinction between man and woman from pre-history to modern times. He places the emphasis on woman, depicts her against the ethical, artistic, economic, social religious and political backgrounds of virtually every known culture, and exposes her diminished status in Western civilization which, unlike Chinese or Indian, for instance, has created the imbalance between the sexes that has culminated in several female revolts, beginning with the ancient Greeks and ending with the present feminist movement.

These, however, are the minor aspects of *Woman and Power in History*, which is a profound study of woman's historical role, based on immense research and vast knowledge, and presented with analytical clarity in the concise and intense style characteristic of Amaury de Riencourt's writing. Informative and stimulating, it leads us from century to century, around the globe, highlighting the relevant events, social structures, economic conditions and ethics of each period. It sparkles with anecdotes, with individual portraits of women from Cleopatra to Indira Gandhi, with images of the virago

and the witch, and the Byzantine, medieval and reformed woman.

The contrast between the author's perhaps debatable theories and conclusions, and his objectivity as an historian, adds volume to *Woman and Power in History* by involving the reader actively in the controversy of the subject he explores.

Indian Literary Index, by Sahitya Akademi, New Delhi

Indian Literary Index is a major attempt at the control of micro level information on Indian literature and related subjects appearing in periodicals and newspapers. To start with, 55 periodicals and newspapers in the English language published in India and abroad are taken up for this index.

The index covers the following subjects — Creative writing in Indian English and translations from Indian languages; Literary essays; Critical writing and Book reviews; Information on literary events including Awards, Fellowships, Seminars, Conferences, etc., and Obituaries. Certain documents on the world literary scene have also been indexed on a selective basis.

The index is arranged in one alphabetical sequence including Author, Title and Subject headings. The choice of subject headings has been guided by a conscious effort to link related information to the widest possible extent.

It is hoped that the index will be a major aid to serious students, scholars

and writers on Indian literature. The material index has been stored in the archives of the Akademi Library which can be made available on demand.

The forthcoming issue of the *Indian Literary Index* will be a priced publication.

Hinduja Foundation Encyclopaedia of Nobel Laureates 1901-1987, by Asoke K. Bagchi, Konark Publishers, New Delhi, Rs 500

This encyclopaedia is a catch-all compendium of practically everything which students of science, literature, and history would want to know about the lives, work and achievements of the Nobel Laureates. The entries, spread over 603 pages, are arranged in chronological order with the citations and photographs, including a rare profile of the young Albert Einstein, and resumes of the career of each awardee, which are themselves products of meticulous research and succinct composition. While the appendices anticipate every conceivable need for quick location of entries, a comprehensive subject index would have added immensely to the utility of this monumental research project.

In the 87 years since the first Nobel Prize for Physics was awarded to Wilhelm Conrad Röntgen in 1901 for his discovery of X-rays, the frontiers of science and human knowledge have been pushed dramatically to hitherto unsuspected new realms. When the Nobel Foundation instituted the awards in 1895, the areas specified were Physics, Chemistry, Physiology or Medicine, Literature and Peace. The Nobel Prize in Economics came much later (1968) when the Central Bank of Sweden instituted it. Very little argument is needed to show that the nomenclature of human knowledge covered by the Nobel Prize Scheme has become dated.

The Nobel Prizes carry with them a halo which is suggestive of a certain ultimate testimony to human achievement. Yet, the omissions from

the Nobel galaxy (apart from Mahatma Gandhi) appear as significant as some of the renowned benefactors of the human race such as Paul Ehrlich, Karl Landsteiner, Waksman and Dennis Gabor, who have been admitted into it.

Tolstoy, Zola, Ibsen, Mark Twain, and Maxim Gorky are some of the great literary giants who have remained outside the reach of the Nobel Committee. While the case of Sigmund Freud having been overlooked sheds a lot of light on the racial and ideological proclivities of the "Nobel Men", the explanation about why Johann von Neumann (the father of the theory of computers) is not there, will indeed be difficult even to contrive.

A remarkable volume, rich in substance, innovative in its analytical scheme, and dressed in a delectable ornate jacket, it ought to find its niche in every library as in private collections which are intended for abiding intellectual stimulation, despite its high price (even with the subsidy provided by the Hinduja Foundation.)

Asia-Pacific Economic Potential and Prospects, edited by V.D. Chopra, M. Rasgotra and K.P. Mishra, International Institute for Southern Asia-Pacific Studies, New Delhi, Rs. 145

The authors in this volume, who participated in the International Conference on Cooperation for Peace, Security and Development in Southern Asia-Pacific Region in New Delhi, are well-known academics, economists, sociologists, political analysts or historians. They have watched, studied and comprehended the numerous facets of economic potential, complementarities, equity and resilience, quantitative gains of cooperation, the role of the newly industrialised countries in the strategies of the West, the Pacific Basin Community possibilities, etc., and have placed before the readers their

well-argued summations in clear phraseology, rich in content, vivid in exposition. They analyse the primary reasons for our economic backwardness, breakdowns, structures and processes.

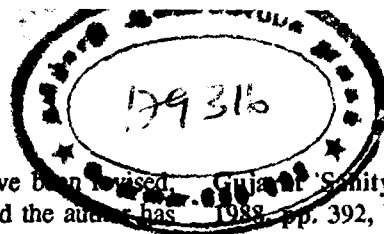
The book presents a qualitative account of all this and other major developments in economic structures of the developing and the newly independent countries and will prove to be a valuable contribution to the study of the economic geography of the Asia-Pacific region. It raises serious issues demanding serious thought.

Principles of Modern Political Science by J.C. Johari, Sterling Publishers, New Delhi, 1989, pp. 864, Rs. 225

Political Science is one of the social sciences dealing with the behaviour of man in relation to the phenomenon of control, authority, power. Out of it emerge basic issues of sovereignty, citizenship, obedience, obligation, punishment, resistance, revolution, liberty, equality, fraternity or cooperation, participation, alienation, law, rights, property, justice, ideology and the like. The task of a political scientist is to comprehend and critically describe the underlying principles of political behaviour in their empirical as well as normative dimensions.

Political reality covers both 'facts' and 'value system' of a people. Interdisciplinary focus has become so popular now that the implications of the themes of various social sciences have penetrated into the domain of each other. It has had its natural impact on the development and expansion of the field of political theory. As such, now the discipline of political science is not confined to the study of 'state' and 'government'; it has become a study of 'power' and of 'struggle' for its sake at any level — local, regional, national, and international.

In the light of this salient fact,



university courses have been revised, rather modernised, and the author has done well to cover them in this work so as to adequately meet the requirements of students offering this course at the degree and post-graduate levels and of candidates preparing for competitive examinations.

From Sex to Super-Consciousness, by Bhagwan Shree Rajneesh, Orient Paperbacks, Delhi, 1988 pp. 164, Rs. 20

In this book the controversial master explains the genesis of love and sex, repression and emancipation, celibacy and lust, and explores our phobias and fears about sex. The book is an English translation of a series of lectures delivered by him in Bombay. Originally, a lecture was arranged on August 28, 1968, at the Bharatiya Vidya Bhavan auditorium on the subject of Love. The contents disturbed the age-old traditional mind of the audience so much that many of his admirers and colleagues left the venue in a huff. But, some — a group of people, from different sections of society — appreciated the prickly truths behind the lectures and persuaded the Acharya to return to Bombay once again and expand the subject fully. This was done in a series of four lectures from September 28, 1968, to October 1, 1968, at Gowalia Tank Maidan.

Jesuit Presence in Indian History, edited by Anand Amaladas,

Gujarat Sahitya Prakash, Anand, 1989, pp. 392, Rs. 50

This volume of articles has been published to commemorate the 150th anniversary of the New Madurai Mission of the Society of Jesus. The Jesuit presence in Tamil Nadu dates back to St. Francis Xavier himself who landed in Goa in 1542.

All the articles are grouped under four headings to help the readers focus their attention on the emphasis and the varied nature of the topics treated. The classification is not rigid and exclusive; frequently, the topics overlap. All the same one can notice a certain thought-pattern in the articles of each group and hence the need to read it through such a classification.

Part one deals with the writing of history itself, especially of the Society of Jesus in India. Part two entitled "Jesuit Presence in Indian Society" highlights the Jesuit presence in different parts of India such as Goa, Chota Nagpur, Gujarat and Tamil Nadu. Part three discusses the Jesuit presence in arts and science. The contribution of the Jesuits to the Indian languages is better known in history than the initiatives of the Jesuit scientists. Part four treats of the Jesuit presence in meeting the challenge of the caste problem in Tamil Nadu.

The Prayer of the Frog (Vol. II), by Anthony de Mello, Gujarat Sahitya Prakash, Anand, 1989, pp. 280,

Rs. 38

This is a collection of stories drawn from a variety of countries, cultures and religions. They belong to the spiritual heritage — and popular humour — of the human race. The author has strung them together with a specific aim in mind — to court enlightenment. He suggests the reader to do two things:

(a) Carry a story around in your mind so you can dwell on it in leisure moments. That will give it a chance to work on your subconscious and reveal its hidden meaning. You will then be surprised to see how it comes to you quite unexpectedly just when you need it to light up an event or situation and bring you insight and inner healing. That is when you will realize that, in exposing yourself to these stories, you are auditing a Course in Enlightenment for which no guru is needed other than yourself!

(b) Since each of these stories is a revelation of Truth and since Truth, when spelt with a capital T, means the truth about you, make sure that each time you read a story you singlemindedly search for a deeper understanding of yourself. The way one would read a Medical Book — wondering if one has any of the symptoms; and not a Psychology Book — thinking what typical specimens one's friends are. If you succumb to the temptation of seeking insight into others, the stories will do you damage.

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- Rabies is caused by the bite of a rabid animal, mostly dogs.
- Once you get rabies, it leads to death as there is no treatment available to cure rabies.

PREVENTION

- But Rabies can be prevented. Get all the pet dogs vaccinated against rabies.
- Help authorities in catching and eliminating stray dogs as stray dogs get rabid and infect the pet dogs.
- In case a dog bites you, wash the wound with soap and water and go to the nearest hospital clinic immediately.

ANTI RABIC VACCINATION

- Take anti-rabic vaccination on the advice of the doctor





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