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## ISBN system in India

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# ISBN SYSTEM IN INDIA

by

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A Master's Dissertation, submitted in partial fulfilment of the requirements for the award of the Master of Arts Degree of the Loughborough University of Technology

September, 1993

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**DEDICATED**

**to**

**Our Respected & Beloved**

**Guru Shri Pramukh Swami Maharaj**

**Head**

**(Swaminarayan Hindu Mission)**

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## **ABSTRACT**

Book publishing in India which has come a long way since independence, is pulsating with new life and accelerating towards professionalism and has developed a progressive character. Today, India is among the first ten largest book producing countries in the world and ranks third, after the USA and UK in the production of English titles. There are over 12,000 publishers and an estimated 25,000 new books and editions are published annually. It now exports books to over 80 countries. Beginning with a modest figure of 6 million in 1965-66, Indian exports had risen to 300 million in 1989-90.

To give further impetus to such a promising book industry, the Government of India adopted the ISBN system in 1977. This system was created about 25 years ago to serve as the unique identifier for every individual monograph publication. It started in Britain as SBN in 1967, with the increasing use of computers in European book industry, and adopted internationally in 1970 with the recommendation of ISO. Today, it has been increasingly and advantageously used by the publishing industry and libraries all over the world. It is computer-based system hence most superb benefits can be achieved with the computers only.

Raja Rammohun Roy National Agency for ISBN, under the Book Promotion and Copyright Division of the Ministry of HRD, has been assigned with the task of operating the system in the country. Since 1985, it is trying to implement the system in India in its totality towards building up a strong indigenous publishing industry and to act as a sound bibliographic database centre (BDBC) in order to establish a well-developed bibliographic national bibliographic control in the country. For this, the Agency is making tremendous efforts by adopting various measures for popularising the system, but since then about 18 00 publishers have registered so far. Increasing use of computers in the publishing industry can further promote the cause of ISBN.

Indian libraries should start using ISBNs in their various operations, especially computerised libraries and information networks. Further, to get more benefits Indian libraries need serious consideration for automation and staff qualified with computer technology.

To achieve the 100% ISBN coverage in the country, an appropriate administrative system - with strong government support - is needed. Installation of computer terminal, well qualified staff at the Agency, increasing use of computers in publishing industry and libraries with computer skilled staff and working of Agency in co-ordination with National Library, Calcutta, may lead the country towards total adoption and implementation of ISBN system.

# CHAPTER ONE

## INDIAN BOOK INDUSTRY

### 1.1 INTRODUCTION

Books are the *sine qua non* of national development. National development is inconceivable without books. Publishing industry or the knowledge industry of each country reflects the intelligentsia of the country, it also mirrors the cultural and educational achievement of the country. The rate of literacy in a society is a key variable with regard to publishing.

Book publishing in India, which has come a long way since independence, is pulsating with new life and accelerating towards professionalism and has developed a progressive character. The emergence of low-priced mass market of paper back, the production of good quality hard bound English language publications, the appearance of a well produced colourful children's books, the publication of various good quality books in different Indian languages, the publishing of translated works of some famous world authors, the supply of well edited and well produced textbooks at university level, new experiment in book distribution and a systematic approach to export of Indian books are all pointers in this new direction.

India has a long history of indigenous publishing and today has one of the largest publishing enterprises in the Third World. UNESCO statistics indicate that it ranks about 8th in terms of titles published annually (1).

Publishing in developing societies cannot be studied in isolation. The colonial part of these countries is a historical fact. Publishing came to the developing world as a colonial legacy. Indian publishing industry thus has to be viewed from two angles, viz. pre-independence and post-independence.

## 1.2 PRE-INDEPENDENCE ERA

Publishing began in India as a by-product of printing and bookselling. It was the Christian missionaries who brought printing to India from Europe in the second half of the sixteenth century. The book publishing mainly remained religious in content until the close of eighteenth century. It emerged as a commercial activity in the nineteenth century when it received a two-fold impetus:

1. The educational system was standardised after the colonial government's acceptance of Macaulay's report on education; hence, there was a need of books to meet the requirements of the new educational system.
2. The Indian renaissance gained roots, especially in Bengal, and publishing began to assume its rightful role in intellectual life of the country (2).

A sizeable educated middle class soon appeared on the scene, which was both a contributor and a consumer of the Indian publishing industry, whereas the educational publishing remained in the hands of British-owned subsidiaries such as Macmillan, Ballkie, Longman and Oxford, its cultural aspects were shared by publishers with liberal views dedicated to the cause of freedom of movement, e.g., G. A. Natesan of Madras and Hind Kitab and Padma Publications of Bombay. A network of booksellers also started emerging with the establishment of a modern bookshop in Calcutta in 1830 by Ishwar Chandra Vidyasagar. Most of the booksellers, however, contented through selling imported books and magazines. The colonial government was not keen on the growth of indigenous publishing. The limited requirements of educational books and books for general reading were met by the British publishers (3). Resultantly, India depended completely on the imported books started from the very low level. When the country attained freedom, there was no way out except import of books from U.K. and other countries. Hence, immediately after the independence first target of the government was to

eradicate illiteracy and educate people. Many educational programmes were embarked upon by the government. This offered a challenging task for the Indian publishing circles as well as for government (4).

### **1.3 POST-INDEPENDENCE ERA**

Book publishing as an organised activity, however, commenced with the attainment of independence in 1947. It grew largely with the expansion of education at a phenomenal pace and the social and political upsurge in the country. Within about four decades after independence, the literacy rate has become almost three-fold and expenditure on education has grown twelve times. The student population also swelled from 150 million in 1947 to 7,500 million today. Educational explosion on the one hand and cultural renaissance on the other generated a great thirst for knowledge and information and created an enormous demand for books relevant to local needs and aspiration. With the establishment of a network of technical and scientific institutions for higher education and research in all parts of the country, there was also unprecedented demand for university level books in science and technology (5).

A large number of private publishing houses appeared all over in the Fifties and the Sixties to meet the growing book needs of the country. Indeed, the Seventies was a period of boom for the book industry in India during which many far-reaching book development activities were undertaken, resulting into the highest book production level.

Today, India is one of the largest book production countries in the world - among the first fifteen in terms of number of titles produced, and the third largest for books in English after the U.S.A. and U.K. It publishes today as many as 15,000 titles in a year (on average) in English and various Indian languages (Appendix 1). They cover a wide variety of subjects including highly specialised areas relating to scientific, technology and medical studies and research. Although it is stronger in literature, social sciences and religion (6).

The language-wise distribution of books published during 1987-88 to 1990-91 is given in Appendix 2.

It is clear from the above mentioned table that English is still at a premium compared with the Indian languages. It was introduced by the British government as the official language in 1844 continues to enjoy that status even today along with Hindi. It is the language of the elite with a strong educational background, who can also afford to buy books, and is therefore a safe market for publishers. Books in English are generally superior in get-up and, despite a wider market and large print run, have a higher price level than the books in Indian languages. They mostly cover scientific and technical disciplines and social sciences, whereas the Indian languages mostly in literature, religion and cultural commentary. The language publishers, essentially booksellers, are not so well-organised and have meagre technical and financial resources. They are always caught in the vicious circle of high production cost, low production standards and limited sales ( 8). However, at the instance of Ministry of Education and Culture, the National Council of Applied Economic Research has recently concluded a study of the small and Indian language publishers to identify their major problems and suggest appropriate measures to overcome them.

One area in which Indian language publishers have done well is in paperback publishing. The reasons is obvious. India has a large mass of people who can afford only inexpensive books. Paperbacks are currently being published in all varieties and have helped to create the reading habit among large numbers of people (9).

### **1.3.1 Public and Private Sectors**

The Indian book industry has a large complex structure. A survey of the publishing industry in the country reveals that there are over 11,000 publishers with about 1,300 author-publishers, nearly 1,000 government agencies and departments both at the central and state levels, and autonomous bodies.

Commercial publishing is in the hands of about 9,000 publishers, of whom about 3,000 including government publishing agencies are the active ones. Of these, there are 2,700 small publishers, 200 medium and 100 large publishers (10).

About 40 per cent of the publishing activity in India is in the hands of the public sector. Since independence, the largest single publishing agency has been the Government of India. The government is a recognised and accepted fact, not only in its direct role but also in formulating policy concerning many aspects of national development, and have devoted an increasing amount of resources and attention to publishing and books ( 11).

The Government has established a number of agencies which deal with books in addition to the textbooks and other programmes. The Publication Division of the Ministry of Information and Broadcasting not only issue government documents of various kinds but publishes a large number of books and pamphlets on a range of subjects. One of the largest and most important government agencies is the National Book Trust of India (NBT). The NBT has a key role not only in its own publishing programmes, but also in co-ordinating the activities of private publishers and assisting in National Book Production Programme. NCERT plays an important role with the school textbooks publication. Sahitya Akademi works actively for the development of Indian letters and to set high literary standards to foster and co-ordinate literary activities in all Indian languages.

**1.3.1.1 School Textbooks:** Textbooks are not only a key element in the publishing industry, but are also crucial for the nation's educational system. Without adequate textbooks, the effectiveness of the school is hampered. With the coming of independence in 1947 and the increasing tempo of school environment, the Indian government has nationalised textbooks at school level in all states. Agencies like NCERT were asked to develop model textbooks

and helped to provide State Boards with books which would lend themselves to easy translation and printing.

This programme has made significant progress during the last three decades. By and large, the physical standards of production have been streamlined and prices have been brought down. However, realising certain problems and drawbacks of this programme, the National Book Development Council, in its report on National Book Policy (1986) has, therefore, recommended that it may now be shared with the private sector (12). Further, by nationalising textbooks, the most lucrative and steady part of the publishing business was removed from the private sector, which includes the weakening of local indigenous publishing industry.

#### **1.3.1.2 University Level Books**

For historical and other reasons, foreign books continue to dominate the higher level of education, particularly in scientific and technical disciplines. In order to make standard books for universities and reference material of foreign origin available to the Indian students at low prices, the Ministry of Education entered into reprint/translation agreements with the government of the U.K., the United States and the U.S.S.R., separately. So far, about 763 British (ELBS), 1,668 American (reprints) and 650 Russian titles have been covered under these bilateral programmes (13).

On the other hand, the Indian government also launched a programme of subsidising the indigenous university-level books so as to avoid unfair competition which an Indian book without subsidy would have encountered with foreign low-priced editions. Apart from bringing expensive books within the reach of an average student of the university, most of these subsidy schemes have benefited the private Indian publisher also. In pursuance of the 1968 resolution of Language policy, the union government launched a massive programme of providing in the Indian languages suitable university level books relevant to the courses of study in various disciplines. Thus began the

process of switching over the medium of instruction from English to the Indian languages in more than 100 institutions of higher education in the country. The programme is being implemented mainly through the state governments which have set up their own textbooks production agencies with substantial financial assistance from the Centre. So far, more than 6,000 books have been published under the scheme and nearly one-fourth of which are translations (14).

The National Book Trust also operates a scheme for subsidising the publication of university-level books and another scheme for producing subsidised core books. Initially, the scheme had been confined to English language books only but now the scope has been extended to cover books in Hindi and other regional languages. So far, the Trust has subsidised about 780 titles since the beginning of the scheme. University Grants Commission has also devised a scheme to promote indigenous authorship through offers of fellowship for preparation of manuscripts on approved subjects by college and university lecturers. Both of these institutions are planning to co-ordinate their schemes to be more effective (15).

In the meantime, some enterprising publishers took up the challenge and were able to produce a large number of scholarly books which not only compared favourably with imported books but, in view of Indian background and environment, were more relevant to the requirements of Indian students. The production of such books has increased progressively over the last few years and India today is almost self-sufficient so far as its requirements of books in various specialised areas at the undergraduate level, and to a large extent, at the postgraduate level, are concerned. Some books of foreign origin is, of course, needed for highly specialised scientific and technical fields (16).

Publication of university level books in India has now reached a stage where it is in a position to export them to some of the developing countries in South and South-East Asia, the Middle East and some African countries (17).



### **1.3.1.3 Children's Books**

There has not been much of a tradition in children's book publishing in the country on a big scale. Some progress in this field has been made in recent years but the situation cannot be called satisfactory. Production of children's books requires sufficient expertise and a sound financial base. Indian publishers, generally speaking, are handicapped, particularly in respect of financial resources. Further, the low purchasing power of the people, coupled with an underdeveloped reading among the children, does not provide the necessary incentive for large print-runs which alone can make these books economically viable. A few enterprising publishers, however, have undertaken the challenging task of producing good quality books in English as well as in some Indian languages. Their books compare favourably with the best of publications brought out in advanced countries. The two organisations which stand out in this field are the Children's Book trust and the National Book Trust (NBT). The former is private trust, devoted exclusively to production of books for children and promotion of the reading habit among them. Since its inception in 1963, it has published more than 500 titles in English and half a dozen other Indian languages. Some of them have been reproduced in foreign countries including the U.S.A., the U.S.S.R., Japan, Poland, Czechoslovakia, France and Denmark.

NBT has launched a project Nehru Bal Pustkalaya to bring out books in various languages with uniform content and illustrations and at a uniform price. The books are mainly designed to foster national integration and provide illustrated supplementary reading materials for all age-groups of pre-school and schoolchildren. So far, about 2,755 titles in the original and in translations have been published (18).

In order to overcome the difficulties of publishing children's books, quite a few publishers are thinking of co-publishing them in English and different Indian languages, using the same artwork and centralised printing of illustrations. The governments at the centre and in the states are also being persuaded to

extend financial assistance for setting up and strengthening children's book libraries and purchasing books in bulk for supplying to public and institutional libraries.

### **1.3.2 Literacy**

An interesting feature for Indian publishers is the constantly-increasing rate of literacy in India (Appendix 3) which guarantees an automatic increase in the demand for books. It is true that about 55 per cent of Indian people are still illiterate and that half of the world's illiterate population lives in India. Yet it is also true that the remaining 45 per cent constitute more than the literate population of any country in the world except China. 'India now has a literate middle class equal to the entire US population, with a firmly established reading culture' (19). So, India should not be obsessed with its illiteracy but look at the huge size of its growing book market and the unlimited potential that the country has for book publishers.

India's New Education Policy lays great stress on literacy. A pioneering project launched is the National Literacy Mission which aims at imparting functional literacy to 80 million illiterates in the age group 15-35 by 1995. The strategy to achieve this target includes ensuring wide availability of standard learning material including books, journals and newspapers. Voluntary agencies including independent publishers are playing a significant role in the successful implementation of the Mission (20).

### **1.3.3 International Book Trade (Book imports)**

In keeping with the spirit of free flow of information and knowledge, India has always had a liberal book import policy. There has never been any censorship or custom duty on the import of books. 'The Indians deserve credit for never having restricted imports seriously because the import trade provides a structure on to which local publishing can latch (21).

Until 1977, there was no Open General Licence (OGL) and all books were allowed to be imported under the licence only. After introduction of OGL in 1977, 1,000 copies of any title on scientific, technical or educational subjects were allowed to be imported by any individual or institution. The policy was further liberalised and the restriction of importing not more than 1,000 copies was also done away with ( 22).

While the liberal book import policy had been doing well facilitating the import of much-needed books for higher education and research and providing the country with easy access to valuable information and knowledge from all over the world, the situation took a serious turn during the last few years when 'remaindered' titles began to be imported in huge quantities in the garb of educational material. The misuse of OGL facilities for importing 'remaindered' titles in large quantities not only affected indigenous publishing adversely, but also resulted in an unprecedented increase in the book import bill. Thus the gap between the value of the book imports and exports which was marginal at the beginning of the Eighties went on widening and assumed alarming proportions by the end of the decade (Appendix 4).

Thus, some effective practical measures have been taken recently by the Government of India to curb the import of remaindered titles and to boost export of books along with other articles (23). As a strong book industry can make a nation great, not the imported trash material. Growth of the publishing industry is reflected through exports of books and publications as well.

#### **1.3.4 Catering to a World Market (Book exports)**

It is not at home alone that the Indian book trade has moved ahead in the last 10-15 years. It has also been able to make formidable progress in other markets. 'The Indian publishing industry today owes much to the tolerance of Mahatma Gandhi, who advised Indians to keep their windows open to all

cultures. This will lead in due course to Indian-owned companies in other English-speaking countries' (24).

Indian books reach out to over 80 countries. About half of Indian book exports are absorbed by the Asian and Arab countries. English being a dominant language of publishing in India, the U.K. and the U.S.A. account for nearly a quarter of Indian book exports. India is thus an exporter of books both to industrialised and developing countries. While the developed countries buy Indian books mostly on Indology, Fine Arts, Culture, History, Archaeology and Yoga and on current topics of general interest, the developing countries generally import Indian books on scientific and technical disciplines. The countries which have a sizeable population of Indian origin also import books and magazines in Indian languages. Because of its vitality and vibrancy, the contemporary literature in Indian language is now in demand in the form of translation in Europe and America. Again, about 90 universities abroad are teaching Hindi and many have chairs in Sanskrit and in modern Indian languages. Books in common languages like Hindi, Urdu, Bengali, Punjabi, Sindhi and Tamil are also in good demand in the neighbouring countries of India.

An important area with export potential is the reprinting by a number of Indian publishers of some of the classics which have long been out of print. These are brought out in facsimile editions and are meeting the needs of libraries and scholars both in India and abroad.

There are several factors leading to an increase of exports, viz. (1) Indian books, particularly university level books meet the requirement of Third World countries where English is the medium of instruction; (2) India has rich cultural heritage, variety of religions, diversity of traditions and multiplicity of communities and languages, publishes books on a very large number of subjects catering to the interests and aptitudes of buyers in foreign countries; (3) India is the largest democracy in the world and therefore the countries of

the world are also interested to know the political, social, economic and educational conditions prevailing in India; (4) the low cost of Indian books has also helped in pushing-up sales. The recent improvement in their production values has further helped to boost their sales; (5) the increasing participation of Indian publishers through official agencies and also in their individual capacity, in international book fairs and exhibitions has contributed to the increased sale of their publications; (6) India has also established a national agency known as CAPEXIL (Chemical & Allied Products Export Promotion Council) with the sole objective of promoting export of Indian products, including books (25).

The initiative and exceptional enterprise shown by some prominent publishing houses and distributors have also opened up fresh avenues and new markets for dissemination of Indian publications.

### **1.3.5 Publishers and Booksellers' Organisations**

There are a number of organisations of publishers and booksellers functioning in the states and at the central level. The Federation of Indian Publishers, the Federation of Publishers and Booksellers Associations in India, and the Akhil Bharatiya Hindi Prakashak Sangh are the major all-India bodies, with headquarters in Delhi. The Ministry of Human Resource Development, the National Book Trust, and other similar government and semi-government agencies seek the advice, assistance and co-operation in these organisations in the planning and implementation of their programmes and projects. All these organisations have done useful work in representing and projecting the viewpoint of the book industry and trade and have thereby made a substantial contribution towards their progress and development.

The FIP is, of course, the main representative body of publishers in English and other Indian languages. It is the only organisation recognised by the International Publishers Association to which it is affiliated.

### 1.3.6 Copyright

Copyright plays an important role in Third World textbook publishing. The international aspects of copyright are relevant, since many books or segments of books include imported materials. National copyright regulations are also important because they govern the publication of all books within a country (26).

In India, the first comprehensive Act, known as the Indian Copyright Act, was promulgated in 1914. The Act of 1957 is at present in operation in the country. This Act broadly incorporates the provision of Berne convention, as revised from time to time up to 1948 and also to Universal Copyright Convention, 1952. It protects original literary, dramatic, musical and artistic works, cinematographic films and records.

The Act of 1958 has been amended by the Copyright Amendment Act of 1983 and 1984 to meet the present-day requirements, as it had been felt that the Indian Copyright Act did not provide sufficient protection to the author's right. Further, India was not in a position to avail itself to the facilities provided to the developing countries in respect of translation and for reproduction of works of foreign origin required for educational and instructional purposes. Besides, the menace of piracy of books and other copyright material had assumed alarming proportions and stringent measures were called for, to curb the evil. The Amendments made in 1983 were primarily aimed at protecting the right of authors, facilitating publication of translations and reprints of books of foreign origin in the country and those introduced in 1984 were for checking the growing menace of piracy (27). These Amendments constitute important landmark in the history of development of copyright in India. It is hoped that they would provide more effective protection to the rights and interests of the author and help in meeting, to some extent, the educational requirements of the country. It would also be possible to check considerably the growing menace of piracy of books and other protected material.

By the 1991 Amendment in the Copyright Act, the term of copyright has been extended from 50 to 60 years.

A Copyright Board has been constituted under the Act which resolves disputes regarding copyright and related matters.

International Copyright: India is a member of two International Conventions on Copyright namely the Berne Convention for the Protection of Literary and Artistic Works and the Universal Copyright Convention. Both these conventions were revised in 1971 to incorporate special provisions to enable the developing countries to issue compulsory licences for reproduction and translation of books of foreign origin for specific purposes in case these rights could not be obtained by freely negotiated terms from the owners of copyright. India has acceded to the 1971 texts of these conventions.

India plays an important role in the deliberations of the Governing Bodies of the World Intellectual Property Organisation (WIPO), Geneva, which is the International Secretariat for the Berne Convention for the Protection of Literary and Artistic Works.

Copyright Enforcement: The Government of India has constituted a Copyright Enforcement Advisory Council for strengthening and streamlining the enforcement of copyright in all the states/union territories and to educate both the public and enforcement authorities regarding the criminality of copyright piracy and the cultural and economic importance of effective protection of copyright. The functions of the Council are to review progress of enforcement of the Copyright Act periodically, and to advise the Government regarding measures for improving the enforcement of the Copyright Act.

### **1.3.7 Delivery of Books and Newspapers (Public Libraries Act, 1954)**

Besides copyright, there are some other laws relating to publishers. Among the better known laws in this regard is the Delivery of Books and Newspapers

(Public Libraries Act, 1954), according to section 3 of which the publisher is required to deliver at his own expense a copy of his publication to the National Library at Calcutta and a copy each to other three public libraries; the Central Library, Bombay; Connemara Library, Madras; and Delhi Public Library, Delhi, within thirty days from the date of publication. This would, however, not apply to subsequent editions of the books, if no changes or additions are made in them. The defaulter is punishable with fines up to Rs 50 plus a fine equivalent to the value of the book. Passing of this Act was the first step in establishing the *Indian National Bibliography* which is being compiled and published by the Central Reference Library (Calcutta) since 1958. It is the only authoritative record of current publications in major languages of India with fullest details. However, in practice, the national and other libraries do not receive copies of every book published. Therefore, a really complete and exhaustive bibliography is a difficult task, and lack of proper bibliographies and records of indigenous material is a serious handicap in Indological Studies in absence of proper bibliographical control.

### **1.3.8 Training**

The development of human resources is the *sine qua non* for the developing of any industry. This is particularly important for the Indian book industry which is labour-intensive and where human factors play the leading role.

The training facilities for the book industry personnel were conspicuous by their absence in India until a few years ago. Recently, there has been a steady growth of professionalism in various operations involved in book production and distribution. This has been largely due to the training opportunities that are now being provided to the in-service personnel and to the new entrepreneur in the book industry (28).

A number of training courses, seminars and workshops are organised regularly by professional associations of publishers and booksellers to keep the industry



abreast of latest developments in the skills and techniques of book production and distribution.

India has also been hosting book development seminars and training courses for UNESCO and Commonwealth Secretariat at which the Indian experts have been sharing views and opinions with their counterparts the world over. The British Council holds a number of refresher courses in retail bookselling in different regions of the country. These programmes have helped in removing the heavy backlog of untrained personnel in Indian book industry.

University of Delhi offers book publishing as one of the subjects in the three-year Bachelor's vocational degree course which comprises three papers on publishing management, editing and production, and sales promotion and distribution. Since 1975-76, this university is also conducting a two-year postgraduate Diploma course in book publishing which is a part-time evening course and is primarily meant for in-service personnel. Bharatiya Vidya Bhavan, Bombay, a voluntary organisation, also conducts a wide-spectrum correspondence course in book publishing.

### **1.3.9 Book Pomotion**

India occupies a unique position with fully-fledged mechanism for a coherent and systematic book development programme. A separate Book Promotion and Copyright Division has been functioning since 1965 as a wing of the Department of Education to promote different kinds of indigenous books and also to arrange foreign collaboration for providing inexpensive reprints of translations of university level books. The Division has a number of schemes and activities which aim, *inter alia*, at promoting the production of good quality books at reasonable prices, encouraging indigenous authorship, promoting the reading habit and providing assistance to the Indian book industry.

The National Book Trust set up a decade earlier as an autonomous organisation to publish popular, inexpensive reading material and promote

book-mindedness was also administered by the Book Promotion Division. The Division has since expanded considerably and now comprises Copyright Office and International Copyright Cell, an Export Promotion Unit and Raja Rammohun Roy National Agency for ISBN. From 1972 to 1989, a textbook reference library of Raja Rammohun Roy National Educational Resources Centre was also functioning as a part of the Division with the main objective of promoting the writing and production of university level books. (The Centre is now virtually closed and only one wing is working, viz. the ISBN National Agency.)

The Book Promotion Division works in close collaboration with the Indian book industry and is in constant touch with the professional associations of authors, publishers and booksellers.

National Book Development Board: India was among the first developing countries to set up a National Book Development Board (in 1967) to lay down the guidelines for the development of book industry and trade in the context of the overall requirements of the country. The Board was an advisory body to stimulate the creation, production, distribution and use of books which the country needed. It functioned from 1966 to 1974 and made some far-reaching and important recommendations for the promotion of Indian books.

The Board was again revived as National Book Development Council in 1983 and a document entitled 'Towards a National Book Policy' has been prepared by the working committee (comprising book experts and educationalists). The aims and objectives of the book policy include promotion of quality literature at all levels of education, provision of equal opportunities for education to all segments of the population and to ensure easy accessibility to books, promotion of the reading habit, especially among children, removal of constraints in the development of indigenous authorship and provision of adequate infrastructural facilities for the production, distribution and sale of books. Thus, 'a beginning has been made in India which would helpfully lead

to systematic and sustained planning for book development as an integral part of the national development planning (29).

CAPEXIL: The Government of India has been very particular to encourage book exports. The Chemicals and Allied Products Export Promotion Council (CAPEXIL) has set up a separate panel to deal with the export of books and publications. This panel helps Indian book exporters with their problems and facilitates their export activities. CAPEXIL sponsors visits by delegations of Indian publishers, distributors and booksellers to foreign countries to build up good-will, promote the interests of Indian publishing and develop closer business relations with foreign publishers, book importers and institutional buyers. It also provides facilities for overseas media publicity and for participation by publishers and book exporters in book exhibitions held in different countries.

EXHIBITIONS: India holds a number of regular book fairs. The most important is the World Book Fair which the National Book Trust India organises biannually at New Delhi (the tenth World Book Fair was organised from 1-9 February, 1992). This is considered to be India's largest book fair and ranks high internationally. A large number of leading publishers from all over the world participate. Domestic participation is on a large scale.

NBT has also been playing a significant role by helping Indian publishers and distributors to participate in various international book fairs. Regular and increasing Indian participation at the Frankfurt Book Fair and the other international fairs in London, Cairo, Singapore, Moscow and in several other countries, has been an important factor in projecting Indian books and building up their sales in overseas markets.

Other Incentives: Recently, in the 1990-91 budget, the Government of India announced the deduction of 20 per cent of profit from the publication of books for taxation purpose for a period of five years. Similarly, the earning from the

exports are exempted from income tax. Also, the exporters are issues 30 per cent replenishment licences. These are some of the glittering edges for the book publishing industry (30).

#### **1.3.10        Printing**

With advances in technology, liberalisation of import policy since 1977-78 an opening of India's doors to the import of latest equipment, the Indian printing industry has entered a new phase of expansion and modernisation. This has contributed substantially to improvement in the production of values of Indian books. The quality of paper and binding materials are not yet of comparable standards but the industry is trying to overcome these handicaps in the near future (31). Still it is quite ahead of many Third World countries having a significant paper making capacity and the existence of domestic printing industry is an important advantage.

#### **1.4        CONCLUSION**

The modern Indian publishing industry is on the march to attain more and more self-sufficiency and to achieve more targets in view of its sound infrastructure, modes of operation, developed professionalism, availability of experts and trained personnel and with raised standards of production and content of books which has been achieved in spite of various difficulties like financing, manufacturing equipment, raw material and paper. It has a great potential and has already acquired a respectable status inside and outside the country. What is needed is to stimulate and aid expansion to its weaker areas., viz. introduction of modern devices to improve its distribution system worldwide, as book distribution is the weakens link in the publishing system. Further, there is a need to establish a strong bibliographical control, as publishers are very lax in providing information about the new books and as a result bibliographical control is weak. And the lack of distribution limits the effectiveness of the book industry.

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## CHAPTER 2

### INTRODUCTION TO ISBN SYSTEM IN INDIA AND THE PUBLISHING INDUSTRY

#### 2.1 INTRODUCTION

The twentieth century is a century of electronics. The impact of new technologies and rapid development in telecommunications and electronic media have revolutionized the every day life to a great extent, particularly in the western countries. Their publishing industries are using modern technologies in their day today business at national as well as international front to make its distribution and ordering system more quick and perfect. However, in the Indian book publishing industry, the use of the modern technologies is quite negligible.

The Government of India had always desired since independence that its indigenous book industry should come of age and should be able to meet the requirements of the Indian people with the growing educational programmes. As we have noted in the last chapter that Indian book industry has made big strides especially in the post independence era. Hence, the government was very particular to give a further impetus to such a flourishing and promising book trade, introduction of devices which can boost its exports and minimise procedural delays, at the domestic front as well as for foreign dealings, was urgently needed (1).

ISBN system, which was created some 25 years ago to serve as the unique identifier for every individual monograph publication and has successfully demonstrated its indispensability as an unique identification tool worldwide, was thought over by the Indian Government as one of the means which can meet several challenges of its growing and promising book industry. Thus in the year



1977, India joined the band of the distinguished member countries participating in the International Standard Book Numbering System and erstwhile Raja Rammohun Roy National Educational Resources Centre now Raja Rammohun Roy National Agency was accredited for implementing the ISBN system in the country. It was perhaps the 44th country to join the system.

## **2.2. ISBN SYSTEM :**

ISBN is a four part, ten-character code given to a book (a non serial literary publication) before publications as a means of identifying it concisely, uniquely, and ambiguously. The four parts of the ISBN are : group identifier (eg. national, geographic, language or other convinient group), publisher identifier, title identifier, and Check digit (2).

In Europe during 60s computers were beginning to be used in the book trade for order processing and inventory control then a common aggrement was sought to ensure that all sectors of the industry (booksellers, publishers, printers and libraries) could benefit from sandardized numbering system.

The U.K. book industry led the world when, in 1967, it developed the Standard Book Number system. This national agreement was followed two years later by an international agreement (International Standards Organisation Technical Committes Recommendation 2108), and the now famillier ISBN was borne. Consequently, the trade has a common national and international numbering system used extensively by publishers, librarians, booksellers and book trade bibliography compilers (3).

ISBNs are now included in the comprehensive records prepared for national bibliographies, and in machine readable files they can serve as control numbers and be used for retrieval purposes and in union lists.

The ISBN applies in the main to books- for which the system was originally created- but, by extension, it may be used for any item produced by publishers or collected by libraries (4).

The administration of the ISBN system is carried on at three levels. These are the International, Group and Publisher level <sup>5</sup>.

The international administration of the system is in the hands of International Standard Book Numbering Agency, Berlin, established in 1972 with specific objective of making the ISBN system intimately popular with the world book producing organizations, so that instant efficiency in the book trade practices all over the world, be achieved.

At the second stage, the administration of the International ISBN Agency is executed by Group or the National Agencies. Within the Group there may be several National Agencies.

At the third level publishers are responsible for assigning title identifier to the individual item they publish.

The system of assigning ISBN has been found of immense value for the publishers, booksellers and librarians throughout the world. It was introduced more or less contemporaneously with the computer, which indeed, hastened its development, being essential to its use. It has made easier, and sometimes actually made possible, Public lending right; teleordering, computerized interlibrary lending systems; the stand-alone computer systems, automated returns processing in publishers, warehouses; automated library circulation system and much more.

The ISBN is also the base of the Article Number bar code which can now be

found on an increasing number of books (6).

The ISBN system which emerged out as a most scientific and accurate system in the late sixties has acquired such a dominant role in such a short span of period that almost 100 countries have adopted the system till now. And there is no doubt of the enormous benefit that the forward thinkers of 1967 brought to the book trade. Without their foresight, most of the tradewise systems which have lately been introduced (in many of the developing countries) would have been impossible to implement (7).

### **2.3. ADOPTION BY INDIA :**

India joined the ISBN system in 1977 with a view to modernize its book industry. ISI played a major role in establishing the system in the country.

#### **2.3.1. Role of Indian Standard Institution (ISI), (now Bureau of Indian Standards)**

In 1975 several leading Indian publishers expressed their willingness to introduce ISBN system in India and approached ISI, and stressed the need for an Indian Standard on the subject. The Documentation Sectional Committee (EC2) of ISI approved the subject and appointed a panel for Book Numbering (EC2:P8) for preparing a national standard on the subject.

The ISBN Agency at Berlin had also been evincing keen interest in the implementation of the system and in this connection had been in contact with ISI since 1975. Eventually, an Indian Standard Guide for Book Numbering (IS:8310-1977) was published, after long deliberations, basing on *ISRO-2108-1972* (8).

This guide had been prepared for linking India with the International trend in the system of book numbering. It gives in brief the definition, history, advantages,

scope and construction of the ISBN system; objectives of the International ISBN Agency; procedure for the calculation of check digit and finally the publisher and title identifiers with examples.

After the publication of of this Standard, the Director General, ISI approached the then Ministry of Education and Social Welfare (HRD), in 1977, for taking suitable action for the appointment of an agency at the national level to operate the system, as an urgent need of the hour. In this connection he wrote a detailed letter to the Secretary, Ministry of Education in January 1977. The Ministry accepted the proposal (9).

### **2.3.2. ESTABLISHMENT OF NATIONAL AGENCY FOR ISBN:**

The Ministry of Education after due deliberations accredited, *Raja Rammohm Roy National Educational Resources centre*, as a national agency, in february, 1977, for operating the ISBN system in the country (10).

This Centre was established in July, 1972 as an integral part of the Book Promotion Division of the Ministry of Education (HRD) to work as a nucleus for Research- cum- Information centre for the publishing industry.

**Visit of Dr. Neubauer:** Dr. K.W. Neubauer, Senior Director, International ISBN Agency, Berlin, also visited New Delhi at the invitation of ISI and the Ministry of Education and Social Welfare, Govt. of India. At a meeting held in ISI on 1st June, 1978, Dr. Neubauer, had detailed discussions with the officials of Ministry of (HRD), ISI, Publishers Associations, eminent Booksellers and publishers, librarians and documentalists and other concerned quarters regarding launching and operation of International Standard Book Numbering system in India (11).

The national agency was supposed to work in close co-operation with the Federation of Indian publishers, National Library and other organizations

connected.

In view of the parameters within which the Centre was working viz. all its activities were book promotion oriented, it was a judicious decision to appoint the Centre as the National Agency to operate the ISBN system in India since there was no such other institution in India which catered the needs of the National Book Industry.

However, since 1989 (November) most of its activities have been discontinued and it is renamed as *Raja Ram Mohun Roy National Agency for ISBN*.

### **2.3.3. RAJA RAM MOHUN ROY NATIONAL AGENCY FOR ISBN :**

#### **2.3.3.1. Status:**

The National Agency is controlled by the Book Promotion Division of the Ministry of Human Resource Development and working as a clearing house of information for ISBN unlike in several other developing countries such as Indonesia, Malaysia, Pakistan, Thailand and Sri Lanka where National library is the national agency for operating ISBN system and which is linked with the legal deposit of the country. And in developed country like Britain it is the Whitaker & Sons Ltd., publisher providing a national bibliographic service and acting as a National Agency.

In India, although there is a full fledged Book Promotion and Copyright Division in the Department of Education but subjects like "Library Development" and Legal Book Deposit" are dealt with by the Department of Culture, although both work under the single Ministry of Human Resource Development. Hence, National Agency is not directly linked with the *Legal Book Deposit of National Library, Calcutta*.

#### **2.3.3.2. Staff:**

Setting up a new Agency is always a major undertaking and commitment. The executives are the spinal cord of each and every project which effectively implement it or make it or mar it. Various categories of staff of the National Agency, which at present supporting this Agency are simply insufficient looking at the its enormous work specially in the absence of a Computer terminal at the premises of Agency.

The National Agency is consisting of one supervisory, four technical, one clerical and a manual staff, viz 1 Librarian Grade-1, 4 Librarian Grade-2, 1 Lower division clerk and a Messenger. Formerly it was having support of its parent institution's staff and was in little better position than now.

India is not a country but a continent and in a country having multilingual base, obviously, publishers comprise of various languages apart from English and Hindi. It comprises of 25 states, and seven Union territories. These various categories of staffs do not come in the reasonable proportion of 1:1, so it is quite difficult to cope with the present and future requirements of the system with the present number of staff. As while working with Standard Book Numbers, the job is seldom merely routine. Great care and attention has to be given to the work at all stages.

#### **2.3.3.3. Working:**

The National Agency was assigned with the following responsibilities:

- (a) To co-ordinate the system with the International ISBN Agency,
- (b) To allocate Publisher identifiers to Indian publishers,
- (c) To provide publishers with lists of numbers and associated check digits, and
- (d) To prepare the ISBN manual.

It was allotted a two digit country code **81** and it started collecting book production data from the Indian publishers and other book producing organizations in 1978 itself.

Delay in the implementation of the System: But the working of the National Agency could not attain momentum immediately due to some administrative constraints and secondly due to non-availability of one digit group number. It was felt by Indian Agency that the number of present publishers and future publishers in next 20 years will increase and the number of available publishers identifiers under category 2,3,4 where most of the publishers can be accommodated was felt less. So India was requesting for a one digit number and a lot of correspondence was done with the International ISBN Agency, Berlin stating its enormous size of book industry. But the Advisory Panel of International ISBN Agency decided at its annual meeting in October, 1983 to stick to the allocation of the two digit group number (12).

It was explained by International Agency, Berlin that if a country uses all prefixes and ISBNs under the allocated group number at an earlier date, an additional group number can be assigned (13).

But the National Agency continued its demand and at last in 1984, the International Agency allotted yet another Group Identifier-93 to India but it was stressed upon that India has to consume all the prefixes available under group no 81 allotted earlier and then only the second group number 93 can be used. And finally in 1985 the National Agency started functioning (14).

#### **2.3.3.3.1. Co-ordination with International ISBN Agency, Berlin:**

The National Agency is working in proper co-ordination with the International ISBN Agency, Berlin for smooth operation of the system nationally as well as internationally. Quarterly Reports in respect of ISBN registered publishers are

sent regularly to the Berlin Agency; computer printouts of these publishers are sent for onward publishing in International ISBN Publishers Directory being published by the International Agency.

National Agency is also in touch with the International Standard Serial Number Agency (ISDS), Paris.

#### **2.3.3.3.2. Major Functions/ Activities:**

In order to carry out all the responsibilities assigned to the Agency it is performing the following tasks for promoting the cause of ISBN in the country:

**1. Attending Queries:** The Agency attends and answers all queries in person and over telephone relating to registration of ISBN system, its benefits and several other miscellaneous queries. It also guides and helps the publishers in filling-up registration form/declaration form, BAI cards etc.

**2. Allotment of Publisher Identifier and confirmation of ISBN:** As the International Agency, Berlin, allocates Group identifier in the same fashion, the National Agency of each country allocates to various publishers 'Publisher Identifier'.

(a) Registration Procedure: The Agency initiate correspondence with publishers by selecting them state/union territory-wise from various sources like Publishers directory, Publishers and Booksellers directory, Procuring list of members from both the Federation of Publishers and Federation of Booksellers in India and other sources. A few small information is sought from the publishers in the prescribed proforma.

After getting satisfied on receipt of the above particulars the Agency allocates the appropriate Publisher Identifier from the following Prefixes with



particular reference to the Indian publishers :

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| SI No. | Prefix ranges | No. of Publisher Prefixes | No. of ISBNs |
|--------|---------------|---------------------------|--------------|
|--------|---------------|---------------------------|--------------|

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|     |               |        |         |
|-----|---------------|--------|---------|
| (a) | 00-19         | 20     | 100,000 |
| (b) | 200-699       | 500    | 10,000  |
| (c) | 7000-8499     | 1500   | 1,000   |
| (d) | 85000-89999   | 5000   | 100     |
| (e) | 900000-949999 | 50,000 | 10      |

The following material is given to the publisher on allotment for follow up action:

1. Allotment letter
2. Log book containing computerized ISBN.

Log book is a bound register to be maintained by publishers (Appendix 5). Column no. 1 of the Log Book is presently filled up by the National Agency on the basis of computerized ISBNs. Serially numbered ISBNs are given to the publisher depending upon his production/out put of titles. National Agency is doing this job since presently the use of computers in the book industry is not as much as it should have been. Each publisher who is allotted publisher prefix and given ISBNs, must keep a record of such ISBNs, which have been allotted in the ISBN Log Book. The Agency, while allocating publisher prefixes to publishers, is insisting upon to give ISBNs to the **back lists** also and several publishers are following it also.

### 3. Book Advance Information Cards ( BAIC) (Appendix 6)

Although ready-made ISB numbers are provided by the Agency may be used

by the publishers themselves, but before each number is used, the concerned publisher will have to inform the Agency to confirm the correctness of the number used, to avoid any wrong transaction. They are advised to submit one BAIC for each coming publication and any publication on which the ISBN is already assigned by them to get it confirmed by the National Agency. It has been found that many mistakes are committed in writing the ISBN and duplicate ISBNs are allotted. Therefore its confirmation is essential and thereafter it can be printed on the book. So far **55,000 BAIC** have been confirmed by the Agency.

4. -Instruction - how to fill up BAIC.

-Some important guidelines about the ISBN system.

-A list of subjects (Second summary of subjects according to Dewy Decimal Classification.

5. A copy of ISBN manual.

All the expenditure which is being incurred on the computerised ISBNs and other stationery etc. which is given to the publishers is borne by the Ministry.

(B). Sending of complimentary copy: After getting registered publishers are supposed to send a **complimentary** copy of each of ISBN used titles to the National Agency for further checking and to be included in the National Catalogue of ISBN titles (no. 4.)

(C). Procedure for Invalid ISBNs : The success of ISBN scheme naturally depends on everybody getting it right but as it is natural, publishers do on occasion get it wrong . It is the responsibility of the Agency to record and publicize information about the invalid and wrongly assigned ISBNs. Incorrect ISBNs Appearing in books, bibliographies, machine files and data bases, affect ordering and inter- lending operations as they have to be removed from files and to be corrected. Many countries like Denmark, Canada and U.K. issue lists

of incorrect ISBNs together with the correct numbers.

The Indian agency has devised such procedures that it becomes aware of almost all invalid numbers or duplicated numbers before publications of books and publication of their details in bibliographies and book lists. Basically all ISBNs computerized by the Agency is supplied to the publishers and further errors are pointed out at the time of confirmation of BAI card ( by the Agency) and a right number is obtained. It is recorded at the Agency and made available for publication in bibliographies and book lists.

**3. Maintenance of Agency's Records:** The Agency is keeping the records of all ISBN allotted books and the relevant SBNs assigned are maintained on the cards in the following sequences:

1. ISBN
2. Publisher
3. Author
4. Title

A register of the publisher with their publishers Identifiers are maintained ISBN-wise and in alphabetical order.

**4. National Catalogue of ISBN titles:** It is an important and useful publication of the National Agency being brought out annually, to give a wider publicity to the publishers and their publications. It records all the ISBN used books being sent to the Agency on complimentary basis. So far 4 such volumes have been brought out by the Agency since 1985; each volume is comprised of about 3,500 entries. It is having several indices as ISBN, Author, Subject and Publishers Directory- complete addresses of publishers with their publishers identifiers (15).

The catalogue serves as an important bibliographic tool. It is being widely distributed among publishing industry and major libraries of the country and also to all the National ISBN Agencies of the World.

Howsoever an important activity but in absence of computer and shortage of staff it is running behind three years and loses its some of the utility.

#### **2.3.3.3.3.Campaigns of Promotion and Motivation:**

Several strategies for promotion and motivation have been evolved by the National Agency, in order to bring all the publishers under the system. A few of them may be enumerated as under:

##### **2.3.3.3.3.1. Organization of a seminar:**

The implications and importance of introduction of ISBN in India were highlighted at a seminar on *effective implementation of the ISBN system in India*, held in New Delhi on 11th February 1986 on the eve of the 7th World Book Fair. Nearly 200 delegates from all over India participated in the seminar organised by the National Agency in cooperation with the Federation of Indian Publishers (16).

The seminar was divided in two sessions. Mr. O. P. Ghai, a doyen in publishing and editor of journal 'Indian Book Industry' and Mr Girija Kumar, Former Librarian, Jawahar Lal Nehru University and former President Indian Library Association presided over the two sessions. Mr Ghai pointed out the slackness of Indian publishers in the adoption of ISBN system in India and offered his cooperation to the National Agency in publicizing the ISBN system in India through 'Indian Book Industry.'

In all sixteen papers were presented by the delegates.

Mr D. R. Kalia, a doyen of Library profession, and UNESCO expert in library matters, in his paper 'Effective Implementation of ISBN system in India' presented bird's-eye view of the historical background of the ISBN system. And he said that 'experience has shown that things made optional never met success. We failed in regard to Delivery of Books Act 1957, with the result that the Indian National Bibliography remained incomplete. Hence ISBN registration should be made mandatory through parliamentary Legislation (17).

Mr M.S. Sharma, the present in-charge of the National Agency, in his paper 'Five Years Integrated Programme for Effective Implementation of the ISBN System in India' pointed out several preconditions for the National Agency before effective implementation of the System. These were: an independent status for the Agency, installation of an independent computer terminal immediately at the initial stages, a permanent advisory committee of experts to advise on effective functioning, and a yearly coverage of publishers through personal contacts.

The seminar approved all the resolutions. In order to formulate these in practical shape, a committee consisting of following was constituted :

1. Mr. Girija Kumar (Chairman)
2. Mr. D. R. Kalia
3. Mr. O.P. Ghai
4. Mr. C. P. Vashishtha
5. Mr. Vijay Govind ( Convener)

#### Recommendations:

1. Appreciating the initiative and magnitude of the work involved in the effective implementation of the ISBN system in India, the National Seminar resolved that the National Agency should be made an

autonomous organization like the National Book Trust. And the cadre and recruitment rules for the staffing pattern of the proposed autonomous organization should be suitably modified keeping in view the specialised nature of jobs, and optimum utilization of resources and fulfilment of its goals and objectives.

2. Realizing the future task ahead and the overall perspectives of the effective implementation of the ISBN system in India, the National Seminar resolved the National Agency should have its own computer terminal with the provision of its on line extension linked with some of the leading publishers.
3. Delivery of Books Act 1957 should be suitably amended with a view to include the Agency's name as the recipient of a copy for maintaining a systematic record of all the published titles in the country.
4. A National Information Data Base be built up at the National Agency and the infrastructure be worked out by an expert committee.
5. Realizing the effectiveness of the application of various mass media, the National Seminar resolved that the National Agency should undertake effective measures in the direction of awareness of the benefits of ISBN system among the Indian publishers.
6. Appreciating the legal constraints in the effective implementation, it resolved that the Registration of ISBN by the Agency in the present situation should not be obligatory but it should be mandatory. It was recommended that suitable legislation may be obtained in this direction.
7. It was resolved that workshops/seminars might be organized by the

National Agency in different parts of India for adequate benefits and usage of the system in the country.

8. Realizing the poor response from the Indian publishers in the direction of the registration with ISBN system, it was resolved that the National Agency should reach the publishers instead of expecting the publishers to approach the Agency for ISBN registration.
9. Appreciating the effective role of the National Agency in effective implementation of the system it was recommended that National Agency should undertake some useful publication projects in this direction.
10. Realizing the limited financial resources of Government of India and the importance of participation of the Indian National Agency for ISBN in International ISBN meetings held every year in different parts of the world for reviewing the progress of the implementation of the ISBN system, the National Seminar resolved that the person concerned responsible for the implementation the ISBN system in India should attend such important meeting, preferably every year (18).

The Seminar helped a lot in propagating the cause of the ISBN system in the country.

#### **2.3.3.3.2.. Various Publicity Measures:**

**1. Publication of two Brochures:** Ab-initio, the publishers were approached through post and for this it prepared two brochure for the guidance and information of publishers.

(A).ISBN General Information : It is a small folder containing short information about the ISBN system, the National Agency, calculation of check digit, how to

obtain Publisher Identifier;specimen of Log Book and BAI card; benefits of the ISBN system and certain other information needed by the publishers for understanding the system. ( Appendix 7)

(B.)ISBN Manual : It is a 23 page publication giving historical background of the system, objectives of National Book Numbering Agency, India; Scope of the system; Application and display of Numbers ; Principles and procedures to be observed by the publishers including all other primary information which the previous publication contains. It also incorporates the *Indian ISBN Standard* (an eight page document) ( Appendix 8.)

**2. T.V. Telecast:** T.V. is the fastest medium for propagating and dissemination of any new thought. Therefore, a programme in question answer form was prepared by the Indian National Agency and telecasted on National Network on one Sunday afternoon in April,1986. It explained the ISBN system and its advantages to the publishing industry. It had the desired effect among the Book Publishing Industry and then onwards many queries started coming in writing for registration.

**3. Advertisements in leading Newspapers and Trade journals of the country:** The Agency is giving advertisements in all the leading newspapers of India,including regional languages (Appendix 9) once or twice during a year. One such advertisement cost the Indian exchequer about Rs. 80,000. But it is felt that it has a very wide response and a lot of requests for the registration are being received by the Agency after every such advertisements.

The Agency has also approached the leading important trade journals, newsletters, publicity folders of several firms to publish an advertisement regarding ISBN system in the above publications for attracting the attention of unregistered publishers. Few of journals approached may be named - *Indian*



*Book Industry, Vohra News, DSBP newsletter etc.* This effort of the National Agency is also paying dividends.

#### **4. Participation in Book Fairs :**

Book fairs normally bring together various categories of people involved in the book industry such as writers, publishers, booksellers, librarians and the reading public. The occasion affords them the opportunity to exchange ideas and to bring to the attention of the trade what is being published and by whom.

The National Agency also participates in all such domestic book fairs and sets up free registration counter for ISBN for the convenience of publishers in the book fairs.

Since 1988 the Agency regularly participates in the World Book Fair organised by NBT biannually at New Delhi. This WBF is considered to be Asia's largest book fair and ranks high internationally. A large number of leading publishers from all over the World participate in it. Domestic participation is on large scale and this facilitates registration of publishers also on large scale on the spot, which proves very useful to the Agency. Not only the publishers are registered there in but a good publicity of the ISBN system is also done.

Apart from WBF it also participates in other national book fairs. During 1992-1993 it participated in :

1. Children Book Fair, Guwahati (Assam); Organised by NBT.  
More than 35 publishers were registered on the spot and equal number of applications were received later to whom the form etc. were sent.
2. Patna Book Fair, Patna (Bihar); organised by Publishers Guild of Bihar, Patna.

More than 40 publishers were registered on the spot and several requests were received later in response to this event (19).

**5. Meet the Publisher:** One of the recommendations of the National Seminar was to approach the publishers through *Personal Contact Programmes* (Recommendation No.9), as they are spread all over India and may not be able to receive full information about the system.

To contact every publisher individually, all over the country, is rather an uphill task, therefore, the National Agency has now started (for the last two years) contacted various publishers through their Federations/Associations in different states by visiting them. It arranges special meetings of their members and got registered them on-the-spot. Since 1990 it has arranged such meetings at:

1. Cochin (Ernakulum),
2. Nasik (Maharashtra),
3. Gujarat State English Language Book Sellers Association, Ahmedabad.
4. Federation of Booksellers and Publishers Association in Gujarati (Gujarati language), Ahmedabad.
5. Vijayawada publishers Association, Vijayawada..
6. Book Sellers and Publishers Association of South India, Madras.

And altogether about 150 publishers were registered for ISBN by this activity.

This programme of National Agency not only gives publicity to the neo-introduced system but also helps the publisher to register themselves under the system. It has removed the time gap involved in contacting the ISBN agency and doing various correspondence. Further, not only it makes understood to the registrant on-the-spot by explaining the system and its intricacies; filling up of Log book, sending BAI card etc. It saves the Agency from explaining the system again and again which is generally done through post. This programme has publicized the very existence of the Agency. Although arranging such

meetings needs lot of efforts and time but still it is felt that more and more arranging such meetings and participation in fairs will remove the lacunae (20).

#### **2.3.3.3.3. Approach to different Organizations:**

**1. CAPEXIL (Chemical and Allied Products Export Promotion Council) :** CAPEXIL is also approached in providing assistance in registration to the members of their trade under the ISBN system, which has been playing an important part in promoting international marketing for books.

**2. Universities and other Learned Societies:** The National Agency has started corresponding with all the vice-chancellors/Registrar(Pubns.), Learned Societies and other Institutions under various government/state government/ Private to adopt ISBN system in all the publications emanating from their respective organizations.

**3. Library Science Departments :** All over country, universities teaching library science courses have been approached for incorporating a chapter of ISBN in the professional courses.

**4. Library of Congress Office:** LIC is used to purchase 10 copies of each Indian title, hence a proper co-ordination has been maintained with it- as it can further advise and request the Indian publishers for joining the ISBN system .

Apart from these efforts the National Agency is also insisting upon National Book Industry and *National library, Calcutta*, and its depository libraries, to use ISBN in their trade catalogues / *Indian National bibliography* respectively (21).

#### **2.3.3.3.4. Absence of computer Terminal:**

ISBN system is a system which works upon numerals and mixed symbols and which is best suited to computers since computers can do such jobs within no time. But RRR National Agency has no computer of its own at the office itself. Computerized ISBNs, which are distributed to the publishers, are worked out by Computerized Management Information System (CMIS) unit of the Ministry (HRD), located in the main building of the Ministry. However, in the first two three of years of working of the Agency, even this facility was also not available to it. The agency was manually working out the check digits for giving title identifiers to the publishers.

Lars Andersen has rightly said "It would be difficult to imagine anybody even considering setting up a new ISBN agency without some sort of computers in place, however, basic and simple" (22).

However, when U.K. Agency started its functioning in 1967, it started out with a system of card files, as computers were not an integral part of day-to-day office life in U.K. in those days. But as the ISBN system became firmly established in the country and more and more publishers joined the system, the files got bigger and bigger and then it became difficult to manage by them. Also from security point of view it was considered risky. After several efforts finally in Decmber, 1989 the Agency was able to install its Computer (23).

The Indian National Agency is facing the same situation now. In the beginning it was not finding so much difficulties in maintaining all the records on files and cards, but gradually work is increasing day by day as more and more publishers are joining the system and files are becoming bigger and bigger and increasingly cumbersome to handle. Such a voluminous records cannot be maintained properly and correctly. Not only this the agency will need a lot of space to maintain all these records.

Further, the Agency has not to maintain all these files and to correspond with the publishers and answer to all their queries from time to time but also has to liason with; International ISBN Agency, Berlin, National Library, Calcutta, and the Government of India in providing various types of reports and several other information.

Bringing out of 'National Catalogue of ISBN Titles' (annual) involves really various jobs and tremendous labour manually. With computer it can become so easy, accurate and timely in bringing out the various sequences of catalogue, viz. Author, title, subject and publisher by creating its Publisher Database.

As in developing country like China has already its own ISBN Publisher Database and it is used to publish its *China ISBN Publisher Directory* by connecting the said Database to the microcomputer software of Chinese books composition (24).

The National Seminar, organized by the Agency in 1986, had also strongly recommended for the computer terminal of its own with the provision of its online linked with some of the leading publishers of the country.

Installation of computer terminal at the agency will play the vital role in operating the system . It is the utmost essential and genuine need of the organisation and then only it can honour its promises to various concerned quarters. Then it will also be able to establish direct link with the bibliographical control programme of the National Library, Calcutta, in bringing out of Indian National Bibliography.

#### **2.3.4. ESTABLISHMENT OF REGIONAL AGENCIES:**

India is a vast counry and publishers of English language and other regional languages spread over length and breadth of this country. In spite of best

efforts of the Agency, as detailed above, ISBN system has not been able to make a dent in the remote corners of the corners. One of the difficulties encountered in the answers of publishers and at the same time one of their frequent complaints is the centralization of the activities of the Agency at one place which contributed to consequent ignorance of the ISBN system and its operation. It is, therefore being felt by the Agency, if a few sub-offices/regional agencies of the National agency are opened at the places where publishers are concentrated then through their active co-ordination all concerned can be informed and these regional offices can deal the registration of publishers at regional level and co-ordinate with National Agency Headquarters at New Delhi (25).

This issue was raised at the recently held meeting of the *International Publishers Association*, at Delhi, in 1992 and It was recommended by IPA that Regional Centres for operating ISBN should be established in the country. Hence the Agency has started looking in this matter seriously and several proposals have been put up by it to the government for getting final orders.

#### **2.3.5. BAR CODING :**

International ISBN Agency, Berlin, recently has advised all national agencies to introduce Bar-codes on books also. Bar-code is a machine readable symbol used in almost all European countries and some developing countries also. Here data is transformed into a series of bars and spaces which vary in thickness and arrangement to represent different characters. Scanning is accomplished with relatively inexpensive equipment. It is a technology made for the publishing industry (26).

In 1980, agreement reached between the International Artical Numbering Association (EAN) and the International ISBN agency to assign a specific 3-digit prefix to a country designated as *Bookland*. The country code 978 was

reserved for use by any organization in the international book trade, free of any charge. The key features of the new Bookland EAN code and symbol was the ability to clearly recognize a product as a book (prefix 978) and to incorporate the first 9 digits of the ISBN into the code to identify the unique item on which it appears. The basic Bookland EAN symbol was later augmented with an additional 5-digit code and symbol to be used as a currency and price indicator (27).

Bar-coding basically improves the availability and accuracy of sales information. Its adoption, makes possible the electronic recording stock movement. The benefits to publishers are faster and more accurate sales data, indication of market trends, stock and distribution control. Wholesalers gain information on sales situation in individual outlets, the retailers gain a faster response to market trends and stock control to maximise potential sales (28 ).

But for a country like India bar-coding is still another step to modernise book trade after the ISBN itself. It has come to the Indian book industry as a latest technique to increase its sales out put nationally as well as Internationally.

However, the Indian national agency has also started giving know how to publishers for using bar-codes on their books. And it is a very encouraging fact that a few publishers like Dreamland Publishers, Delhi; Hira Lal Printing Press, Bombay are using Barcodes on their publications. Not only this a few agencies like M/S Symbol System of India, Bombay; and Great Eastern Infex Pvt. Ltd., New Delhi: are providing Film Masters to the publishers unlike Malaysia where film master is issued from a London based database (29).

National agency is hopeful that like the ISBN system more and more established publishers definitely will start Bar-codes on their publications.

### **2.3.6. ISBN & INDIAN PUBLISHING INDUSTRY:**

The success of ISBN system depends on an understanding and effective use of it. It provides a unique identification number for each book published and distinctions such as different binding, editions, publishers are easily identified by the ISBN if all ISBNs are correctly quoted in the book and other bibliographies important for the book trade. It has the advantage that the number printed in the book is equally known to all persons and hence provides a way for all parties - publishers, whole salers, retailers, libraries and patrons- to communicate with each other about a specific book in an unambiguous manner without the burden of using a complex bibliographical citation. Resultantly, it speeds deliveries, reduces errors in book ordering, facilitates the use of computer inventory, means of checking malpractices by avoiding verbatim copying of titles, authors and other bibliographical data, an effective means of keeping a register of publishers in the country.

But looking at the tremendous Efforts of the National Agency for Popularizing the system among the publishing industry, the progress made in the registration is not so encouraging; So far (till March 1993) only 1786 publishers have registered themselves with the system, out of roughly 15,000 publishers (Appendix 10). And in 95 % cases it is on the initiation of the National Agency by way of sending various communication, participating in book fairs or arranging Meet the Publisher programme.

In India, although enormous progress has been made in the field of computers but their use in the publishing industry is not wide. Only some of the big distributors have started using it and have been using ISBNs in assessing their stock, locating the titles with their branches etc. The success of ISBN will depend upon the change in the attitudes, procedures and introduction of new technologies.



The Indian publishers have not invited the computers in their day-today business and perhaps they are unaware of the wonderful results and working of the machine which it can give to them. With the help of ISBNs it can simplify various trade procedures. The ISBN system is made of numbers and hence computer based. It can well function with computers only.

In West the big or small publishers, booksellers, wholesalers etc. are using computers in their day today business at home and abroad. Several computers of many publishers are even linked with master computers, and information about any book needed can be had in few seconds; the publisher has simply to communicate the correct ISBN to the master computer which locates the publisher out of its file of memory and place an order and the book is immediately send to the publisher who needed it.

In Great Britain it is very rare to find a British publisher who is not in ISBN records. Almost all books published in the country have a unique ISBN, and this ISBN is quoted on invoices, catalogues and similar documentation. The trade's majore bibliographical data base, *British Books in Print*, identifies individual bibliographical records by the ISBN. This data base is stored in a computer system so that records can be added, amended and updated in the most efficient manner. The ISBN is also the key to the teleordering system, which was the world's first book trade electronic system and today, it is believed, it continues to distribute the largest volumes of orders to the largest number of publishers in the world. It was set-up in 1978. The system transmits orders overnight from booksellers to publishers, thus cutting down on delivery time. It is owned by Whitaker & Sons Ltd. The organisation uses the condensed version of *British Books in Print* (BBIP) data base (30).

\*All the book chains and book multiples, and the majority of large and medium sized independent booksellers use teleordering. All the major U.K. wholesalers

use this system to send orders to publishers and in some cases to receive orders from their bookshop customers. With minor exceptions all the major U.K. publishers and distributors subscribe to teleordering" (31).

Basically Standard Book Numbering started in Britain because of the increasing use of computers in U.K. thus in India also, like several other developing countries, the ISBN system will take time to gain momentum with the advent use of computers in libraries and publishing industry.

### **2.3.7. CONCLUSION:**

To give further impetus to its flourishing book industry ISBN was considered by the Indian government as one of the means to modernize its book industry for boosting its export. The system was started in Great Britain in 1967, with the increasing use of computers in Europe, became International Standard Book Number when adopted by International Standard Organisation. And today it has been increasingly and advantageously used by the majority of publishing industries and libraries of the world. Over 100 countries have joined the system by now.

Raja Rammohun Roy National Agency for ISBN (New Delhi) , Book Promotion Division, Ministry of HRD, has been assigned, since 1977, with the task of operating the system in India. However, the system became operative since 1985 only. The Agency is performing well all its functions supposed by a national agency and has devised its methods systematically. But it has been working under constraints; with the limited staff , absence of its own computer terminal, and the giant Indian publishing industry.

However since then about 1800 publishers have been registered and about 1,00,000 ISBNs have been allotted. The Agency is making tremendous efforts to popularize the system through various means and methods; also with the

help of Federation of Indian publishers/Booksellers and Association of Publishers in the states, and it has been able to create awareness amongst the publishing community for participation in the system. Consequently there is an increase in the number of publishers who are registering themselves under the system. The publishers who are already registered under the system have profusely started using ISBNs on their books, in publicity folders and in their catalogues, which is an encouraging sign in this direction. Further, for the last two years, National Library, Calcutta has started giving ISBNs in *Indian National Bibliography* (INB) as an additional information.

Visit of Mr. Harmut Walravens, Director, International ISBN Agency, Berlin to India during International Publishers Association (IPA) and IFLA congress in 1992, has further enthused the cause of the system. However, in order to derive the maximum benefit from it, Indian book industry has to consider the increasing use of computers in their day today routine. Then realizing its benefits, automatically they will join the system as ISBN system is computer based. Then only ISBN system can effectively implemented in the country.

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## **CHAPTER THREE**

### **APPLICATION OF ISBN IN INDIAN LIBRARIES**

#### **3.1 INTRODUCTION**

Book trade and libraries are two wheels of a cart and one cannot function without the other. The increasing use of electronic data processing makes it necessary to have numerical identification numbers not only in the book trade but also in libraries. In Western countries, libraries organised with electronic data processing, the application of ISBN has progressed to a far extent. In India now when the ISBN system is already introduced since 1985 and quite a good number of publications have started coming with ISBNs, Indian National Bibliography has also started giving ISBNs and on the other hand many libraries have started automation, several computerised networks and systems have also been planned. However, most of the libraries are still on conventional lines, hence in this background, we have to see the applications of ISBNs in the Indian libraries.

#### **3.2 ISBN AND LIBRARIES**

The ISBN programme is well known in libraries. It identifies one edition or the title from one specific publisher and is unique to that title or edition. It can therefore be used as a bibliographical identification number, too, and in this function the ISBN can substitute for the whole set of bibliographical data. ISBNs alone can therefore replace in the processing all the complicated bibliographical data that are usually collected in the catalogues and bibliographies. They can then be used for interlending, exchange of publications, legal deposits, as retrieval number in machine-readable databases, off-line or on-line.

Standard Book Numbering started in Britain because of the increasing use of computers. Thus, ISBN was introduced more or less contemporaneously with

the computer which, indeed, hastened its development, being essential to its effective use. In Western countries, libraries organised with electronic data-processing the application of ISBN has progressed to a far extent, specially in the USA, the Federal Republic of Germany, but above all, in British libraries (1).

LASER (London and South East Library Region) had pioneered the effective use of ISBNs in the inter-lending system in the late 1960s (2). Further, a number of libraries use ISBN as control numbers, and ISBNs are then used in public lending rights also as identifying numbers for the PLR records. The system is highly computerised, very highly efficient and totally dependent on ISBN (3).

Some comprehensive book lists, such as *Books in Print* and *American Books in Print*, can be searched on CD-ROM by means of ISBN. If the searcher knows this number this may be quicker and more reliable than searching by author and title.

Hence, this shows that in the countries where computerised systems are well established, the working of ISBNs is more complete, superb and successful in comparison to conventional libraries.

### **3.3 INDIAN SCENARIO**

#### **3.3.1 Libraries, Information Centres & Systems**

India, among the developing countries in the Asian region, has good libraries, documentation centres and specialised libraries attached to universities, government departmental libraries. After 1947, progress in education, increase in the number of institutions - academic, research, industrial and government - rapid, socio-economic development and successive plans for reconstruction, had brought a proliferation in the type of libraries and type of services



required(4). A four-tier library and information system has emerged viz. National, Public, Academic and Special/Research libraries in the country.

By now there are nearly 170 university libraries including IITs, 150 engineering colleges and an equal number of medical colleges, 500 social science research institutes with good libraries and 1,000 libraries attached to scientific establishments and around 600 government departments maintaining libraries. Further, a chain of public libraries has been established all over the country. And, National Science Library, National Medical Library and Indian Agriculture Research Institute in addition to the National Library, Calcutta, are considered as national libraries (5).

Information is increasingly considered as a basic resource to be harnessed and used effectively for national development. In the mid-Eighties, efforts have been made to set up institutions primarily meant to societal problems. Consequently, several national information systems emerged on the information scene of the country. The existing centres were further strengthened. Further, to interlink and co-ordinate a large number of information sources, systems and services into an effective network, establishment of NISSAT (National Information System for Science & Technology) is a landmark in the history of India in this direction (6).

#### **3.3.1.1 Services**

Generally speaking, most of these libraries provide services like lending, consultation and reference. Some provide bibliographical, current awareness and reprographic services. Discipline-oriented information services in the science fields are being provided by BARC, DESIDOC, and various information centres of UGC, Planning Commission and ISRO. A few science libraries are providing computer-based SDI and retrospective search services using international databases like INIS, AGRIS, POPINS, INDIS, INFOTERA, MEDLINE, NTIS, SCI and SSCI (7). Science and Technology libraries are better developed than those in other fields. The management of these libraries

is a considerable emphasis on information work. Most of these libraries are switching over to computerisation.

### **3.3.1.2 Automation and Networks**

In today's global village, the electronic revolution is also taking place in India, though slowly and unobtrusively. The initial 'resistance to change' and the fear that their introduction would further increase the unemployment problem have been overcome through a better understanding of technology. Thus, now that the benefits of information technology are being felt in the country, corporate and government bodies have started to use this technology to improve the efficiency of their operations (8).

Many libraries are now introducing computer applications to library housekeeping operations and a few are attempting information retrieval. Databases are converted to machine-readable forms and several organisations, such as INSDOC, DRIC, ILA, IASLIC and NISSAT, are running special courses to train library personnel in computer application network (9).

The development of computer communication network is an important technological advancement of the modern age which uses the telecommunications facilities for data communication. The computer network aims at resource-sharing and in achieving economy in hardware, software and manpower (10).

It was with this in mind several networks have emerged out of the national scene in order to interlink and co-ordinate a large number of subsets of sources, services and centres into a versatile, articulated and integrated information system. A trend in this direction was already set in during Fifth and Sixth Year Plan periods, by evolving few national information systems (INSDOC, DESIDOC, ICMR, NIC, NCSI, NASSADOC and NISSAT). A more concrete shape to the concept of information system is now emerging viz.

INDONET, NICNET, INFLIBNET, ERNET, DELNET, CALIBNET and MALIBNET.

In fact, telecommunications have been identified as one of the thrust areas by the government with the belief that improvement in this service will have a catalytic effect on all spheres of the country.

### **3.3.1.3 Use of ISBN**

Today, India is on the threshold of the era of computerisation and computers have a dominant role in library services and its use will be extensively increased in the near future. The ISBNs are most suitable to computers (as already discussed in (section 3.2). All the books along with ISBNs can be stored in the memory. When a search is made in lakhs of records, simply the ISBN has to be inducted and the bibliographical details will appear on the screen in a few seconds and which will be most economical also (11).

In India, so far no library (except National Library, Calcutta) is using ISBN, but now when a computerised management system is going to be instituted to ensure reliable and steady flow of information, timeliness is a prime factor in serving information. Delayed responses fail to serve the intended purpose. On the other hand, ISBNs are being increasingly used by the publishing industry now and books and trade catalogues have started coming with ISBNs. Hence, the use of ISBNs by the libraries and information centres in their various library services, viz. information retrieval, inter-library loan, shared cataloguing, co-operative acquisition programme, etc. will greatly enhance its utility.

### **3.3.1.3.1 EDP Processing**

In libraries using EDP, it can serve as an identification and processing number for every book during all the library operations. As all the data belonging to a single title can be retrieved in any desired combination, it is possible to locate a book in the accession or lending department by means of its ISBN.

The ISBN would suffice as identification number to obtain the title in the union catalogue. Such a union catalogue would store the titles in order of the ISBN. It would only then be necessary to state the relevant ISBN and the library code number. It is also very helpful for ordering purposes. By using it, all the conventional procedures can be avoided which saves time as well as ensuring correctness (12).

In several computer networks, it can be used as retrieval number and as a search code for data exchange.

But for all these India needs a large force of well trained staff in information technology then only it can prove a boon for research scholars and all other users by providing all services timely.

#### **3.3.1.3.2 Conventional**

But as explained above, in India still the majority of libraries are working on conventional lines and even in many of the computer installed libraries, in lack of sufficient trained personnel in computer technology, computers have been introduced in these libraries for housekeeping jobs; like preparation of subscriptions, monthly additions, listing of library membership, etc., but jobs like accessioning, cataloguing, etc., are done manually. In such circumstances also till automation of libraries is complete, ISBNs can be increasingly used by these libraries.

In these libraries, while retaining the present catalogues and registers, application of ISBN would simplify considerably the ordering and accounting processes. In inter-library lending, the ISBN could be used as an additional control number. The application of ISBN with catalogues and registers arranged according to ISBN would besides enable libraries to work only with ISBN without naming the title. These purely numerical catalogues could be kept and used by semi-qualified staff. (HMSO sets the good example). If it becomes compulsory to state the ISBNs on orders in inter-library lending, such

numerical catalogues would make it possible to shorten the waiting periods for users (13).

Further, practical experience shows that ISBNs can be very much useful in the processing of official documents, as corporate authorship is problematic and with different hands it varies and result in non-availability of publication timely (sometimes beyond time). Thus, an added entry by ISBN in such circumstances can be of great help.

Anyhow, most superb benefits of ISBNs can only be achieved with the computers only. Hence, automation of libraries in India needs serious consideration and for this a trained library staff in the computer technology is also pre-supposed.

#### **3.3.1.3.3 Indian National Bibliography**

One of the most important conditions of the effectiveness and multi-purpose use of the ISBN system is that ISBNs have to appear not only on the documents to which they belong but in all types of bibliographies and especially National Bibliographies.

In India, there is only one national agency playing the role of bibliographical control, that is, the central Reference Library, Calcutta, which is responsible for bringing out Indian National Bibliography (INB).

INB is the officially sponsored authoritative classified record of current Indian publications, in all the fourteen Indian languages, recognised by the Indian Constitution, and in English, published on the basis of receipts under the Delivery of Books Act, and issued quarterly from 1958 and monthly from 1964 and cumulated annually (14).

National bibliographies play a significant role in the fulfilment of UBCIM and UAP programmes. Now a day's national bibliographies could be up to their

tasks and could meet the exigencies of the time of records of the bibliographic items included in International Standard Book Numbers. By doing so, it will fulfil one of the recommendations of the International Congress on National Bibliographies, Paris, 1977 (15).

Further, the more complete the allocation of ISBNs to the national book production and the publication of these numbers in national bibliographies is, the closer we can get to the realisation of the idea of virtual world bibliography. Such a bibliography accessible through telecommunication lines and library services makes it possible to carry out the UAP (16).

Over the past ten years, great developments have been reached by automated processing of bibliographical data in the majority of national libraries of the world. It also means great progress that the content, the structure and the representatoin of bibliographic records have been brought up to the speicfications of the International Bibliographical Standards and recommendations on national standards based upon internationally accepted rules. In the late 1980s, National Library, Calcutta, has also installed computers to automate their library operations, adopting UNIMARC format in its processing activities. Thus, by implementing ISBD, it has supported the UBCIM commitment to worldwide standardisation of bibliographic description in order to promote the interchangeability of bibliographic data (17).

#### **3.3.2.1 Adoption of ISBN**

INB has already started giving ISBNs as additional information for the last two years. As now, with the automation of NLC, ISBN can serve as record identifier in the database. Here, all data of a book have to be entered into the database controlled by the ISBN which had been chosen as record identifier. Then these ISBNs will appear automatically in the index part of national bibliography. Hence, use of ISBNs will finally work as access points for the users by appearing in the index part.

Adoption of ISBN in INB, will be of great help for NLC in its future projects of compilation of a comprehensive National Union catalogue and collection of better statistics of Indian Book Production; as deliveries made under the DBA is not complete (18).

Further, the success of the use of ISBNs in inter-library lending, in cataloguing, in the exchange of bibliographic data and sometimes in acquisition, depends upon access to the ISBN. This access is normally provided by national bibliographies and by large catalogues such as union catalogues. Hence, use of the ISBN in national bibliographies plays a significant role and development of ISBN system is very closely connected with the bibliographic system of the country. But for all these adoption of ISBN by the publishing industry should be total (19).

As the example of the United Kingdom shows, coverage of book production by ISBN is almost 100%. An appropriate administrative system is established, and a well-developed bibliographic system of national bibliographic control through the British National Bibliography is there, which is using ISBNs since 1972. And the ISBN system is being put to extensive use by everybody in the publishing, bookselling and library world.

Hence, use of ISBN in the INB will be quite helpful in implementing the system effectively in the country but to gain full results some more time is needed till majority of publications start coming out with ISBNs and computers are used in great number by publishing industry and libraries. Further, it can be more beneficial if National Library and National Agency for ISBN can work in co-ordination with each other.

### **3.4 CONCLUSION**

Today, Indian libraries have accepted new responsibilities to meet society's changing needs and demands from time to time so as to achieve the new educational, cultural and economic objectives at national and international

level. Computers penetrated Indian libraries (mainly scientific and special) in late 1970s. These libraries are using modern technology, especially in the areas of indexing, SDI services and control of circulation activities. In the late 1980s, a number of government departments and departmental libraries, including India's National Library, installed computers to automate their library operations. More and more libraries are moving towards automation. Several networks have emerged out on the information scene of India since the mid-Eighties. Information centres and libraries are moving towards resources sharing for inter-lending and acquisition, storage and may be in future for different functions such as processing. Hence, sufficient ground has been prepared for adopting ISBN by all these centres in its various operations. However, a large number of libraries are still conventional but here also ISBNs can be used with several benefits. But for all these, one condition is necessary and that is total coverage of indigenous publications by ISBNs. Only then will the full benefits be gained. Further, total use of computers, at least by the leading publishers in India along with booksellers, all libraries, and above all, availability of computer-trained personnel in the book trade and the library profession, will enable the advance use of ISBNs in libraries and will also support the cause of IFLA's two major programmes, UAP and BCIM. Hence, India needs a large force of well trained and experienced personnel in the field of library and information work capable of creating and managing systems and services that would make information a factor of production.



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## **CHAPTER FOUR**

### **CONCLUSION AND RECOMMENDATION**

#### **4.1 INTRODUCTION**

Book publishing in India, which has come a long way after independence, is pulsating with new life and has developed a progressive character. Today, it is among the first 10 largest book producing countries in the world and ranks third, after the USA and UK in the production of English titles. There are over 12,000 publishers and an estimated 25,000 new books and new editions are published in the country. It now exports books, including journals and periodicals, to over 80 countries. In order to give further impetus to such a flourishing book industry, the Government of India joined the ISBN system (in 1977) which is now used increasingly and advantageously used worldwide by the book trade and libraries and has successfully demonstrated its indispensability as identification tool. It is a computer-based system. Adoption of ISBN system by India is a step towards modernising its book industry for accelerating its book distribution at national level and for establishing a developed bibliographic system of National Bibliographic control. Towards this end, since 1985, Raja Rammohun Roy National Agency for ISBN is trying its level best to achieve its target of 100% ISBN coverage. Then it can widely be used by Indian libraries and national bibliography which will further improve the cause of UAP and UBCIM - IFLA's two major programmes.

#### **4.2 BOOK PUBLISHING IN INDIA**

Book publishing in India, which has come a long way since independence, is by now well established and India is the eighth largest publishing national in the world, and by far the largest publisher in the Third World (Chapter 1.1).

This is, indeed, no minor achievement when viewed against the situation in pre-independence India, when there was practically no national publishing activity (Chapter 1.2).

In the wake of independence in 1947, India devoted significant efforts to the promotion of the development of scientific, educational and social institutions of the country. With the growth of educational institutions, there has been an increase in the percentage of literacy. English remains the major language of the elite although its indigenous languages have also developed (Chapter 1.3).

Extensive progress in education and cultural renaissance generated a great demand for books *inter alia*. This gave impetus to birth of many new publishing houses to meet the ever-growing demand of books by various sectors of the population. However, since independence, the Government of India is the single largest publishing agency. The Government has a role in publishing not only through its direct activities, but through its broader policies (Chapter 1.3.1).

There is a substantial export market for Indian produced textbooks, largely at college and university level in the Middle East and South East Asia. Indian books are more relevant to the needs of the Third World than are college textbooks produced in the industrialised West. They are also reasonably cheaper than Western produced textbooks (Chapter 1.3.4).

#### **4.2.1 Bibliographical Control**

There is a need to establish a strong bibliographical control as publishers are very lax in providing information about new books which hinders the effectiveness of the book industry (Chapter 1.3.7).

#### **4.2.2 Book Promotion**

India occupies a unique position with a fully-fledged mechanism for a coherent and systematic book development programme. A separate Book Promotion & Copyright Division has been functioning since 1963 to oversee book promotion at national level. It was among the first developing nation to

establish a National Book Development body for development of national book industry (Chapter 1.3.9).

#### **4.2.3 Infrastructure**

Indian publishing industry is self-sufficient in most respects, although the most advanced technologies in printing is still to be imported from abroad. Several training courses exist in the Indian colleges for publishing personnel, and many publishers also provide on-the-job training.

Paper is the key material for the publishing industry and does possess a significant paper-making capacity, although locally made paper is expensive and in short supply and not of very good quality, still it is in far better position than many other Third World nations (Chapter 1.3.10).

### **4.3 ADOPTION OF ISBN BY INDIA**

In order to modernize its book distribution systems and establishing a strong bibliographical control for making its flourishing book industry further strong, Indian government adopted ISBN system (in 1977) in consultation with International ISBN Agency, Berlin (Chapter 2.1).

#### **4.3.1 ISBN System**

With the overgrowing use of modern computer system, specially in European countries, came the necessity of having an international code number and search for such instrument turned up the International Standard Book Number.

The UK book industry led the world when, in 1967, it developed the Standard Book Number system. This agreement was followed two years later by an international agreement (International Standard Organisation Technical Committee Recommendation 2108) and the now familiar ISBN was born. Consequently, the trade has a common national and international numbering system used extensively by publishers, librarians and book trade bibliographers.

The system has been found of great utility to the publishers especially the exporters, distributors, booksellers, librarians, etc. It has made easier Public Lending Right, teleordering, computerised inter-library lending systems, the standalone computer systems, automated return processing in publishers' warehouses, automated library circulation systems, etc. The book trade at national and international platform is being executed mostly through ISBNs in the West (Chapter 2.2).

#### **4.4 RAJA RAMMOHUN NATIONAL AGENCY FOR ISBN**

The Government of India accredited Raja Ram Mohun Roy National Agency for ISBN (the erstwhile Raja Rammohun Roy National Education Resources Centre) to implement the system in the country. In establishing the national agency, the India Institution played a major part and also prepared a guide for ISBN; Standard No IS-8310-1977 basing on ISRO-2108. But the implementation of the system was delayed due to non-availability of one digit group number - India was allotted a group identifier 81 but looking at the vast size of Indian publishing industry of about 12,000 (big and small) two digit number was not considered appropriate and the Agency tried its level best to get the one digit number from the International Agency but it could not. However, one more two digit number was allotted to it but it was stressed to consume all prefixes under group no. 81. But these deliberations took a long time and Agency could only start functioning since 1985 (Chapter 2.3.1, 2.3.2 and 2.3.3.3).

##### **4.4.1 Status**

The Agency is controlled by the Book Promotion Division of the Ministry of Human Resource Development and working simply as a clearing-house of information for ISBN. Its future plans and executing personnel are at the mercy of the approval of the Ministry. As in 1989, when a major decision of winding up its parent institution (RRRNERC) was taken, then it affected a lot in the functioning of ISBN agency.

It has no direct link with the National Library, Calcutta, or with its legal deposit. Although it was recommended by the delegates of national seminar that it should become one of the recipients of Delivery of Book Act but so far nothing has come out (Chapter 2.3.2 and 2.3.3.1).

#### **4.4.2 Staff**

Various categories of staff of the National Agency which, at present, supports the agency are simply insufficient. India is not a country but a continent, and comprises vast number of publishers in various languages. These various categories of staff do not come even in the reasonable proportion of 1:1. How, then, can this staff cope with the present and future requirements of the system, having several jobs in the absence of computer terminal (Chapter 2.3.3.2).

#### **4.4.3 Working of the National Agency**

Keeping in view the enormous infrastructure of the book industry and various other agencies like Indian universities, government departments, and all other book producing agencies, the national agency has tried to approach them through post, and media for enrolment under the system.

First of all, prepared two brochures 'ISBN Manual', and ISBN-General Information, for the guidance and information of publishers. Information on the proforma was called from the publishers and then publishers are not only given allotment letter but a lot of other material is also given which seems quite logical and systematic method adopted by the Agency (Chapter 2.3.3.3.2).

##### **4.4.3.1 National Seminar and its Recommendations**

Organisation of National Seminar on 'Effective Implementation of ISBN System in India' on 11th February, 1986, was a great event in the history of the national agency. Nearly 200 delegates from all over India participated in the deliberations of the seminar.



The seminar considered the pros and cons of the system and work out a systematic functional modalities and a modified infrastructure to be implemented by the national agency in its overall task. Twelve recommendations were made by the Seminar which were all quite logical.

Some of the recommendations which were within the purview of the national agency are already implemented by the it, viz. publicity through different media, personal contact with publishers through 'meet the publisher', publication of National catalogue of ISBN titles, etc. But nothing has been done so far for the installation of computer at the Agency which was utmost priority.

The Seminar also recommended for the amendment in delivery of books Act, 1957 with a view to include the Centre's name as the recipient of two books *for maintaining a systematic record of all the published titles, which needs reconsideration in the present situation of the National agency existence without its parent body; Raja Rammohun Roy National Educational Resources Centre*). But, on the other hand, the recommendation for suitable legislation for making the Registration of ISBN system mandatory was quite logical as in India optional things do not work (Chapter 2.3.3.3.3.1).

#### **4.4.3.2 Personal Contact Programme & Regional Agencies**

India is the seventh largest country in the world, and its vast size needs no stressing. Publishers (English and regional languages) are spread over all the country and the number runs into several thousand and all of them may not be able to receive full information, for this agency's 'meet the programme' is quite appropriate and beneficial as by reaching to them it is able to get a big number of publishers registered in no time. Although this exercise is strenuous but worthwhile. Further, National Agency's plan of establishing Regional Agencies all over the country is quite reasonable which will arouse awareness among the publishers even at remotest corner of the country. (Chapter 2.3.3.3.3.2).

#### **4.4.3.3 Agency's Overall Efforts**

The National Agency has been making appreciable efforts by adopting several strategies for promotion in order to implement the system in totality. Help of different media, meet the publisher, participation in book fairs, approach to different organisation for adoption of the system are all the measures towards reaching its goal.

It is persuading publishers to give ISBNs in their trade catalogues and other promotional material. Consequently, there is an increase in the number of registrations of publishers and they have started using ISBNs on their books, in publicity folders and in their catalogues. Visit of Mr Hartmut Walzavens, Director, International ISBN Agency, Berlin, during IPA and IFLA conferences (1992) has further enthused the cause of the ISBN system in India (Chapter 2.3.3.1 to 2.3.3.3.5).

#### **4.4.4 Absence of Computer Terminal**

The ISBN system is a system which works upon numerals and mixed symbols, and which is best suited to computers because the computers can do such jobs in no time.

The RRR National Agency, even after completing its eight years of operating the system, is working without its own computer terminal. The computerised ISBNs, it distributes to the publishers, are worked out by the computerised Management Information System of the Ministry (hRD). Agency is doing all the rest of work manually which takes a lot of time and day by day it will be very difficult to maintain all the records on the files. The Agency will not be able to work efficiently with the increased number of publishers' records and without proper maintenance of files it will become difficult to answer the queries of publishers timely.

National Catalogue of ISBN titles, the annual publication of the Agency is a very important and useful publication but is lagging behind 3 years, since it

involves tremendous jobs manually and which consumes a lot of time and manpower. In these circumstances it cannot supplement information to Indian National Bibliography and further lost some of its utilities as it cannot be used as a book selection tool for ordering procedures (Chapter 2.3.3.3.4).

#### **4.5 Publishing Industry & ISBN**

Looking at the tremendous efforts of the National Agency for popularising the system, the progress made in the registration is not so encouraging, as only 1,786 publishers have been registered out of roughly 12,000. The main reasons behind this seems (Chapter 2.3.6):

##### **4.5.1 Absence of Computers in the Book Trade**

The ISBN system is made of numbers and hence computer based. It can well function with computers only. But Indian publishers are perhaps unaware of the wonderful results and working of the machine which it can give to them. And with the help of ISBNs, it can simplify various trade procedures.

All the publishing industries in the developed countries are using computers in their day to day business at home as well as abroad to make its distribution system faster and perfect. Teleordering, the world's first book trade electronic ordering system, is now used in almost all developing countries. In UK, all the book chains and book multiples and the majority of large and medium sized independent booksellers, wholesales, publishers and distributors use teleordering.

In India, the ISBN system can gain momentum only with the advent use of computers by the publishing industry in their day-to-day business. And this will help remendously in the expansion of its foreign markets for book exports.

#### **4.5.2 Sending of a free Copy of Book to the Agency/Details of Books on a Card or Form**

At present, all the publishers are supposed to send a copy of their ISBNs used book to the National Agency in order of getting perfectness and for using it in 'National Catalogue of ISBN Titles '.

This practice has its pros and cons, on the one hand, records can be properly maintained with the original books in hand as well as in printing mistakes in ISBN can also be pointed out to the publishers, but on the other hand small publishers cannot bear this much burden of sending copies of all their books to the Agency just for the sake of printing of correct ISBNs. Moreover, regional publishers do not have sufficient scope of sale and export of languages books is very limited, hence they do not see any gain by sending books to the Agency for the sake of getting ISBNs and thus shirk from getting registered with the National Agency (Chapter 2.3.3.3.2).

#### **4.6 Libraries & ISBN**

ISBN system is having an impact on the library services and many libraries in the West are using the same for the various library services viz. ordering, acquisition, cataloguing, circulation, inter-library loans and inter-lending (Chapter 3.2).

##### **4.6.1 Indian Libraries**

In India generally libraries are organised on traditional lines and checking, ordering, cataloguing, etc., are done mostly manually. Although special and scientific libraries are using modern technologies for a long time. But recently in 1980 number of government departmental libraries including India's National Library installed computers to automate their library operations. In mid-Eighties, several computerised information networks have been planned at national and local levels as well as the sectoral areas to ensure access to information and resource-sharing. Information centres and libraries are moving towards resource-sharing. Hence, a proper background has already been

prepared when libraries can start using ISBNs in its various operations which will not only save time but information will be more quick and economical (Chapter 3.3.1-3.3.1.2).

Further, automation of National Library (in late 1980s) and using ISBNs in the Indian National Bibliography has raised a well-founded hope that ISBN index will be prepared in the near future. And the success of use of ISBNs in various library activities depends upon the access to the ISBN which is normally provided by the National Bibliographies. Thus, working of National Library in co-ordination with National Agency, ISBN can play an important part in smooth application of ISBNs (Chapter 3.3.2-3.3.2.1).

But the libraries in India have to play a little part unless there is total coverage of publications by ISBNs and publishers should have computers and at the same time the libraries also use computers, only then the libraries can play an important role in the development of ISBN. Further, librarians should be adequately conversant with the computer technology then only real benefits of computer and ISBNs can be gained (Chapter 3.4).

#### **4.7 RECOMMENDATIONS**

The effective and speedier operation of the ISBN system in India has been not so effective as it should have been due to various administrative, structural and financial reasons. To make the system successful and to achieve 100% coverage, these constraints and problems have to be plugged and executional modus operandi should be made more functional. For effective implementation an integrated, planned and well co-ordinated approach at the part of the National Agency/publishers have to be adopted. Government of India should give its full support to strengthen the Agency.

A few recommendations are suggested as under.

#### **4.7.1 THE INSTALLATION OF COMPUTER TERMINAL AT THE AGENCY**

Installation of the computer terminal at the National Agency is the utmost essential and genuine need of the organisation. It will play a vital role in operating the system more smoothly and efficiently. And then only it will be able to fulfil its promises to various concerned quarters with the increasing number of member publishers.

Then the Agency can create its own publisher's database of Indian publishers and which can be used in preparing 'National Catalogue of ISBN Titles' which can then be a very easy and timely job, no question of lagging behind.

Further, the Indian publisher's database should then be connected to the microcomputer software of all the networks of the country, and a very beneficial result may be gained.

Further, with the installation of computers, it can work in co-operation with Indian National Bibliography like Whitaker and British National Bibliography in Britain.

With installation of computers, the Indian National Agency can help to develop itself into a Bibliographic Database Centre (BDBC) as also suggested by the delegates of National Seminar on ISBN (in 1986) to provide all sorts of queries to all agencies in future. At present, no two sources in India agree to the number of publishers in the country, number of titles being produced in the country but if the National Agency can act as BDBC then many problems will be solved. And it can also provide pre-publication SDI service, create trade bibliographies (up to date catalogue of individual publishers can be generated and supplied at a fee) (4.4.4).

#### **4.7.2 MANDATORY VS OBLIGATORY**

The ISBN system so far has been optional one and this is yet another but very important factor in the development of the system. As in India things made

optional never get success like failure of Delivery of Books Act, 1937 resulted in incomplete Indian National Bibliography. Thus it fails to present the total output of book production in India.

Hence, it is strongly recommended that the system should be made mandatory through parliamentary registration. Then it will be adopted very soon. this view has also been expressed by the distinguished delegates of the National Seminar (4.4.3.1).

But one thing I may like to suggest in this connection that so far the National Agency is receiving all books with ISBNs on gratis as per its norms, but perhaps this requirement is also hindering its achievement. As the publishers are bound to send their publications after assigning ISBNs and due to that reason small publishers perhaps shirk to take ISBNs. Further, as Raja Rammohun Roy Library, of which the National Agency was a part and these books were forming the part of its textbook reference library,, has ceased to function, then there is not much point in collecting these books and increasing the Agency's day to day's work and space. Rather, instead of books, if only details of books are called from the publishers (and for which Agency is already having BAIC card practice for confirmation of ISBN), then perhaps publishers will come forward more happily and the Agency may be able to achieve its goal, to a certain extent, in near future, even before passing of legislation. This type of system is already working very smoothly in Britain, where Whitaker SBN Agency is working in co-operation with British National Bibliography, and while Whitaker works on information forms supplied by the publishers, the BNB catalogue from books itself and can keep an eye on history pages (4.5.2).

In this way, Agency can be of a great help for INB as the publishers not depositing books to the National Library can also be detected and a complete National Bibliography can then be possible. And the day will not be far when

Agency can act as Bibliographical Data Base Centre and can be of great help in establishing bibliographical control in the country (4.2.1).

#### **4.7.3 Support of the Federations of Publishers/Booksellers Association**

The National Agency should do distribution of ISBN with the active co-operation of various Associations at Centre/state levels and they should be made it compulsory to participate with the ISBN system among its members. Further, State Associations may translate the methodology and utility of ISBNs in the various regional languages for its members which will definitely help in improving the implementation of the system in the country.

In Indonesia, participation with the ISBN is compulsory for the members of Publishers Association of Indonesia (KAPI) and which is quite helpful for the Agency.

Hence, in India also publishers associations should fully co-operate with the ISBN agency in implementing the system throughout the country (4.4).

#### **4.7.4 Status of the National Agency and Staffing Pattern**

##### **4.7.4.1 Agency as an Independent Body**

As already recommended by the National Seminar (1986) also the National Agency should form an independent body where it can work independently and promptly otherwise all its future plans and executing personnel are at the mercy of approval of Government which delays the work and things are not working in a way as it should be. It should be free in choosing its own staff for the project and not only by promotion (4.4.1).

##### **4.7.4.2 Qualified Staff**

The Agency should be saddled with qualified trained staff and in reasonably sufficient proportions to cope with the rush and to meet the quantum and variety of work. A suitable staff formula should be worked out on the basis of



initial experience and probable increase in the quantum of work in the near future.

Further, the staff should be deputed to various member countries for training, where ISBN system is perfectly working and the person responsible with the implementation of the ISBN system should attend international ISBN meeting, preferably every year (4.4.2).

The independent status, trained and qualified staff will certainly lead to quicker and effective implementation of various jobs involved in the implementation of the system.

#### **4.7.5 Personal Contact Programme/Seminars**

Although Agency has already started meeting publishers through 'Publishers meet programme' but should be more systematic viz. zonewise, but on war footing.

Further, to take effective measures in the direction of awareness of the benefits it must arrange statewise survey meetings, seminars to convince the users about the benefits of the system and its methodology. Special training programmes should be organised by the Agency to create awareness among the publishers, wholesalers, booksellers, librarians and its users about the system. Until such time, the above quarters remain ignorant about the system its thorough and complete application in daily usage cannot be expected. Reoriented modus operandi is needed.

Although a National Seminar was organised by the Agency in 1986, which helped a lot, but since then a long time has passed and it needs more regional seminars.

China Agency sets a good example for such activities. the year 1986 witnessed a series of preparatory activities undertaken by the China ISBN Agency (an independent administrative Agency) to implement the ISBN system

all over the country. These activities included holding of ISO 2108 seminars, report meetings and technical training classes involving 500 persons. Book Number management personnel of all publishing houses and wholesalers at that time received training sponsored by the China ISBN Agency (Chapter 4.4.3.2).

#### **4.7.6 Establishment of Regional Agencies**

India being a vast country, centralisation of the activities of the Agency at one place contributes a lot of ignorance as well as inconvenience at the remotest corners of the country. Thus Regional Agencies should be opened at the earliest, as the Agency is already planning to do so. In this connection, it is suggested that the sub offices/regional agencies of the National Agency may be opened at the places where publishers are concentrated and are actually controlling the book trade. For this all Indian states-union territories should be divided into five zones: North, West, South, East and Central zone; and again each zone may be divided into big and small cities on the basis of publishers population. Then through the active co-ordination all concerned can be informed and these regional offices should further co-ordinate with National Agency headquarters at New Delhi.

In Indonesia situation is more or less similar as it consists of more than 17,000 islands in an area of 2 million square kilometres. But fortunately they are having 26 provincial libraries, which are actually branches of the National Library (which is also the National Agency), hence they have planned to assign the provincial libraries to work as provincial ISBN agencies and which can further work in co-ordination with the National Agency (4.4.3.2).

#### **4.7.7 Installation of Computers by the Book Industry**

The majority of publishers in India and other book producing organisations have not yet installed computers for the day to day business except a few. But to make the Agency more successful, and resourceful, purely depends on the Indian publishers for whom the ISBN system has been introduced in the

country. Thus it will be in the interest of publishing industry to install the computers and use of ISBN in their day to day business, with a view to serve the nation in a better way. Electronic processing has become the order of the day in this century of electronics in almost all industrial houses than why the Indian book industry should lag behind.

Further, the National Agency should also impress upon the publishers to install computers from the very beginning according to their own needs so that future ISBNs may be worked out by computers, which at present the Agency is giving them (4.5.1).

#### **4.7.8 Distribution of ISBNs by the National Agency**

First, the Agency should try all its means that publishers should assign ISBNs to their publications no matter Agency can supply them computerised numbers throughout as it is doing present, but still there remains always some publishers who may not follow the practice, in that case, Agency should distribute the ISBNs in order to get 100% coverage. In Britain, Whitaker Agency is following this method and has achieved the target of 100% ISBNs (4.4.3.3).

#### **4.7.9 Adoption of ISBN by Indian Libraries and Serious Considerations for Library Automation and Computer-Trained Staff**

With the increased use of electronic data processing libraries should start using ISBNs in the various operations, viz. ordering, cataloguing, inter-lending, exchange of bibliographical data, etc. All the newly emerged networks should use ISBN for information retrieval and various resources sharing activities. These networks can directly be linked with the future computer terminal of the Agency, which will give excellent results.

However, for effective use of ISBN in libraries, India needs serious consideration for automation of all libraries and trained library staff in the computer technology is also pre-supposed.

Further, the success of the use of ISBNs in various operations of libraries depends upon the access to ISBN and which is normally provided by the National Bibliography of the country. National Library of Calcutta has already started giving ISBNs for the last two years and an ISBN index is hoped in near future (as it is now automated) with the increase of number of ISBNs, then all libraries and other concerned quarters may be greatly benefited for using ISBNs in their various operations. Further, working of National Library in co-ordination with National Agency can give better results (4.6.1).

#### **4.7.10 CONCLUSION**

For the effective and speedier operation and to establish a sound bibliographical control in India, the government should help the National Agency in developing the same into an efficient National Bibliographic Data Base Centre through various measures as detailed above. This includes a budgetary support as well as expertise to the development of BDBC. Further, the status of the National Agency, its personnel, their training, and above all installation of computer terminal at the Agency at an early date needs consideration. A system of feedback should also be devised by amending the various acts for making ISBN mandatory.

The success of ISBN in India will depend upon the change in attitudes, procedures and introduction of new technologies in the book trade and libraries. There should be a close co-operation and co-ordination between the libraries, publishers and booksellers and the National Agency for ISBN. The effective implementation of the system depends collectively on all factors explained above. It is, therefore, advisable that the system may be followed in true spirit by the all concerned quarters getting full support from the Government as well.

## APPENDIX 1

### BOOK PRODUCTION STATISTICS IN INDIA

(Based on Delivery of Books Act, 1956)

| YEAR    | TITLES | YEAR    | TITLES |
|---------|--------|---------|--------|
| 1970-1  | 18,305 | 1981-2  | 16,798 |
| 1971-2  | 17,557 | 1982-3  | 16,650 |
| 1972-3  | 17,020 | 1983-4  | 14,202 |
| 1973-4  | 17,600 | 1984-5  | 14,591 |
| 1974-5  | 16,192 | 1985-6  | 15,720 |
| 1975-6  | 21,957 | 1986-7  | 16,970 |
| 1976-7  | 21,922 | 1987-8  | 16,886 |
| 1977-8  | 19,659 | 1988-9  | 16,635 |
| 1978-9  | 18,584 | 1989-90 | 17,040 |
| 1979-80 | 16,466 | 1990-1  | 12,475 |
| 1980-1  | 17,168 |         |        |

(Source: National Library, Calcutta)

(The Library figures are an under-estimate, since the information about many titles does not reach the National Library.)

## APPENDIX 2

### INDIAN BOOKS RECEIVED AT THE NATIONAL LIBRARY, CALCUTTA, UNDER THE DELIVERY OF BOOKS ACT

#### LANGUAGE WISE BREAK-UP

| LANGUAGE        | 1987-88 | 1988-89 | 1989-90 | 1990-91 |
|-----------------|---------|---------|---------|---------|
| Assamese        | 153     | 201     | 294     | 232     |
| Bengali         | 1,422   | 1,372   | 1,754   | 1,337   |
| English         | 6,281   | 6,101   | 5,834   | 2,497   |
| Gujarati        | 440     | 761     | 390     | 1,000   |
| Hindi           | 2,469   | 2,169   | 2,185   | 1,251   |
| Kannada         | 965     | 823     | 976     | 1,116   |
| Kashmiri        | 29      | 16      | 15      | 12      |
| Malayalam       | 881     | 825     | 893     | 814     |
| Marathi         | 1,333   | 1,097   | 1,130   | 1,119   |
| Oziya           | 220     | 205     | 630     | 383     |
| Punjabi         | 422     | 418     | 408     | 405     |
| Sanskrit & Pali | 219     | 195     | 185     | 77      |
| Sindhu          | 100     | 15      | 30      | 57      |
| Tamil           | 959     | 1,381   | 1,114   | 958     |
| Telugu          | 611     | 654     | 670     | 686     |
| Urdu            | 568     | 366     | 493     | 474     |
| O t h e r       | 14      | 36      | 39      | 57      |
| Languages       | _____   | _____   | _____   | _____   |
| TOTAL           | 16,886  | 16,635  | 17,040  | 12,475  |

(Source: National Library, Calcutta)

### APPENDIX 3

#### LITERACY RATE - INDIA - 1951-91

| YEAR | PERSONS          | MALES            | FEMALES          |
|------|------------------|------------------|------------------|
| 1951 | 18.33            | 27.16            | 8.86             |
| 1961 | 28.31            | 40.40            | 15.34            |
| 1971 | 34.45            | 45.95            | 21.97            |
| 1981 | 43.56<br>(41.42) | 56.37<br>(53.45) | 29.75<br>(28.46) |
| 1991 | 52.11            | 63.86            | 39.42            |

1.Literacy rate for 1951, 1961 and 1971 related to population aged five years and above. The rates for the years 1981 and 1991 relate to the population aged seven years and above. The literacy rates for the population aged five years and above in 1981 have been shown in brackets.

2.The 1981 rates exclude Assam where the 1981 Census could not be conducted. The 1991 Census rates exclude Jammu and Kashmir where the 1991 Census was yet to be conducted.

(Source: Ministry of Human Resource Development Annual report, 1991-92)

## APPENDIX 4

### COMPARATIVE STATEMENT OF IMPORTS AND EXPORTS OF INDIAN BOOKS AND PUBLICATIONS

(Figures in Millions)

| YEARS   | IMPORTS                 | EXPORTS |
|---------|-------------------------|---------|
| 1980-1  | 140                     | 80      |
| 1981-2  | 162                     | 139.1   |
| 1982-3  | 170                     | 150     |
| 1983-4  | 284                     | 200     |
| 1984-5  | 300                     | 220     |
| 1985-6  | 430                     | 240     |
| 1986-7  | 899                     | 260     |
| 1987-8  | 454.7                   | 270     |
| 1988-9  | 1,141                   | 280     |
| 1989-90 | N.A.<br>(not available) | 300     |

(Source: CAPEXIL)



## APPENDIX 5

RAJA RAMMOHUN ROY NATIONAL EDUCATIONAL RESOURCES CENTRE Education...  
ISBN LOG BOOK

Name of the publisher \_\_\_\_\_ PAGE \_\_\_\_\_  
 Category \_\_\_\_\_ Group identifier & publisher identifier \_\_\_\_\_ Title identifiers \_\_\_\_\_  
 To \_\_\_\_\_

| ISBN | Author | Title | Place | Publishers | Year | Pages | Price |
|------|--------|-------|-------|------------|------|-------|-------|
|      |        |       |       |            |      |       |       |

**SPECIMEN OF BAIC**

१८. नाम पर अं० भा० पु० सं० हमारे  
आगामी प्रकाशन, जिसका विवरण भी पीछे  
उल्लिखित है, में प्रयोग किया गया है, कृपया  
संख्या की श्रद्धा की पूर्ति करें।

The I. S. B. N. mentioned on the reverse has been used for our forthcoming publication, details of which are also mentioned overleaf. Kindly confirm its correctness.

दिनांक \_\_\_\_\_  
Date \_\_\_\_\_

**प्रबन्धकं**

MANAGER

MGIPF-1138 Deptt. of Edu/91-21-492-1.00,000

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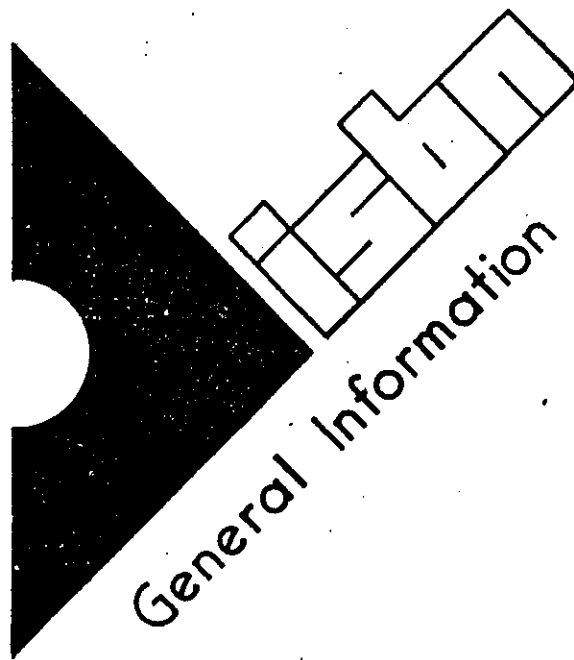
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Stamp

APPENDIX 7

ISBN GENERAL INFORMATION FOLDER

**NATIONAL AGENCY**  
**FOR**  
INTERNATIONAL STANDARD  
BOOK NUMBERING SYSTEM

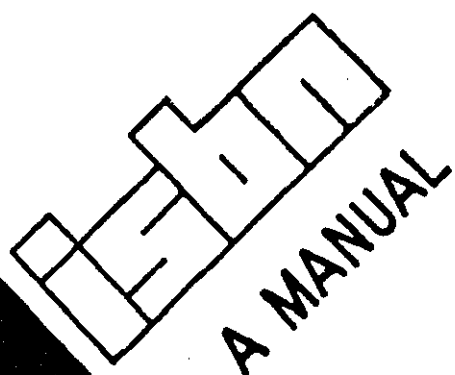


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APPENDIX 8

INDIAN ISBN MANUAL

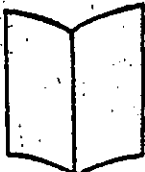
**NATIONAL AGENCY**  
**FOR**  
**INTERNATIONAL STANDARD**  
**BOOK NUMBERING SYSTEM**



**RAJA RAMMOHUN ROY**  
**NATIONAL EDUCATIONAL RESOURCES CENTRE**  
**MINISTRY OF EDUCATION AND CULTURE**  
**IW-3, CURZON ROAD BARRACKS**  
**KASTURBA GANDHI MARG**  
**NEW DELHI - 110001.**

## APPENDIX 9

### NEWSPAPER ADVERTSEIMENT - ISBN



# Attention!

# BOOK PUBLISHERS

Raja Rammohun Roy National Unit, Department of Education, Ministry of Human Resource Development, New Delhi is implementing the 'International Standard Book Numbering (ISBN) System in India' since 1985.

- The ISBN Scheme offers the publishers internationally accepted simplified procedures for ordering, stock control, book keeping and sales analysis of books and increase in export output.
- **FREE REGISTRATION** under this Scheme is open to all Indian Publishers. Those of you who have not yet registered and are interested may apply to the Ministry on firm's letter head with the following details:-
  - Name of the publishers, full address and date of establishment.
  - Number of titles published since January 1986 to date.
  - Anticipated output of titles to be published in the coming 15-20 years.

*For further details write to or contact:*

**LIBRARIAN, ISBN DIVISION**  
Raja Rammohun Roy National  
Agency for ISBN  
B2/W3, Curzon Road Barracks  
Kasturba Gandhi Marg,  
New Delhi-110001.  
Tel.382549

ISBN 917644

## APPENDIX 10

Yearwise break-up of Publishers Registered by the National Agency, India until March, 1993

| CATEGORY           | 1985-86 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 |
|--------------------|---------|------|------|------|------|------|------|------|
| 1(00-19)           | -       | -    | -    | -    | -    | -    | -    | -    |
| 2(200-699)         | 20      | 6    | 5    | -    | 1    | 9    | 26   | 3    |
| 3(7000-8499)       | 92      | 31   | 44   | 23   | 26   | 51   | 90   | 51   |
| 4(8500-8999)       | 157     | 66   | 117  | 87   | 111  | 153  | 277  | 40   |
| 5(900 000-949 999) | 24      | 24   | 32   | 47   | 44   | 41   | 128  | 21   |
| TOTAL              | 293     | 127  | 198  | 157  | 182  | 254  | 501  | 74   |

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