



UNIVERSITY OF CALCUTTA
Centre for Studies in Book Publishing

February 2005 – June 2012

INAUGURATION OF THE P.G. DIPLOMA COURSE IN BOOK PUBLISHING
[28 February 2005]

Prof. Satyasadhan Chakraborty, Hon'ble Minister in Charge of Higher Education, Government of West Bengal formally inaugurated the P.G. Diploma Course in Book Publishing (PGDBP) at Darbhanga Hall, University of Calcutta, College Street campus. Prof. Asis Kumar Banerjee, Vice Chancellor, Calcutta University, presided over the function. Among the speakers were Prof. Suranjan Das, Pro-Vice Chancellor (Academic Affairs), Prof. Tapan Kumar Mukherjee, Pro-Vice Chancellor (B A & F), Prof Ujjwal Kumar Basu, Registrar, Dr. S N Bera, Coordinator, PGDBP and Dr. Biplab Chakrabarti, Member, PGDBP. Teachers of different departments of the University and senior publishers were present at the function. The PGDBP was instituted by the University as a self-finance one-year course, in collaboration with the Publishers & Booksellers Guild, Kolkata.

FIRST C U--GUILD MoU
[28 February 2005]

On 28 February 2005, the University of Calcutta and the Publishers & Booksellers Guild signed a Memorandum of Understanding in the matter of running the P.G. Diploma Course in Book Publishing. Prof Ujjwal Kumar Basu, Registrar, Calcutta University and Mr. Tridib Kumar Chatterjee, Hony. General Secretary, Publishers & Booksellers Guild signed the MoU on behalf of respective institutions in presence of the Vice Chancellor, Prof. Asis Kumar Banerjee. The ceremony was held at the Vice Chancellor's Office Room. The witnesses of the MoU were Dr. S N Bera, Coordinator, PGDBP and Dr. Biplab Chakrabarti, Member, PGDBP on behalf of the University and Mr Kalyan Shah, President and Mr. Tapas Saha, Joint Secretary on behalf of the Guild.

It may be noted in this respect that after a series of discussions with the Guild officials for over three and a half months, the University finally decided in September 2004 to introduce the diploma course in book publishing under self-finance mode. On 29 September 2004 Prof. Asis Kumar Banerjee, Vice Chancellor, Calcutta University ordered constitution of the first Advisory Committee of the course with the following members-

Prof. Dipendu Chakrabarti, Department of English
Prof Biswanath Roy, Department of Bengali Language and Literature
Mr Debajyoti Datta, Managing Director, Shishu Sahitya Samsad
Dr. Soumitra Sarkar, University Librarian
Dr. Biplab Chakrabarti, Department of Library & Information Science
Prof Diptendu Chowdhury, Principal, Regional Institute of Printing Technology
Mr Kalyan Shah, President, Publishers & Booksellers Guild
Mr Tridib Kumar Chatterjee, General Secretary, Publishers & Booksellers Guild
Prof. Arjun Dasgupta, Dean, Faculty Council for P G Studies in Education, Journalism & Library Science
Secretary, UCAC & Faculty Council for P G Studies in Education, Journalism & Library Science
Sri Sanat Chattopadhyay, Secretary, Paschimbanga Bangla Akademi
Dr. Shyamal Chakrabarti, President, Calcutta University Teachers' Association
Dr. S N Bera, Department of Journalism & Mass Communication

Dr. S N Bera was appointed Coordinator of the course.

The syllabus of the course was notified on 19 January 2005. On 4 February 2005, the Guild organised a seminar at the A C Hall of Kolkata Book Fair ground (Maidan) on 'Publishing Course: Meeting the Future Challenges'. Dr. S N Bera moderated the seminar. Among the speakers were Prof Ujjwal Kumar Basu, Registrar, Dr. Biplab Chakrabarti, Mr. Sanat Chattopadhyay, Secretary, Paschimbanga Bangla Akademi, Mr Biswajit Matilal and Mahesh Golani. Mr Sribindu Bhattacharya presented vote of thanks.

EX-PRESIDENT OF FPBAI VISITS

[24-27 April 2005]

Mr. Sukumar Das, MD, UBSPD Pvt Ltd and Former President of The Federation of Publishers & Booksellers Associations of India (FPBAI) delivered lectures before the students. Mr. Das interacted with the students of PGDBP and spent four valuable sessions in training and preparing them for facing future challenges of book promotion and marketing.

FELICITATION OF THE DIPLOMA COURSE STUDENTS

[1 May 2005]

The students of the PGDBP were felicitated by the Publishers & Booksellers Guild on 1 May 2005 in a function held at Paschimbanga Bangla Akademi Sabhagar. Hon'ble Chief Minister Mr Buddhadeb Bhattacharjee handed over books to the students of the PGDBP course presented by the Guild.

FORMER IPA VICE PRESIDENT INTERACTS WITH THE PGDBP STUDENTS

[1December 2005]

Mr. Asoke Kr Ghosh, Former Vice President, International Publishers Association delivered a lecture and interacted with the students of the PGDBP course. The session was organized at the seminar hall of the Department of Library & Information Science.

LIZ CALDER INTERACTS WITH THE PGDBP STUDENTS

[24 February 2006]

Ms. Liz Calder is the Publishing Director of Bloomsbury and it is she who spotted J K Rowling and gifted the world one of the most magical names in modern children literature--Harry Potter. She visited India for a British Council Talent Hunt Contest. Ms. Calder visited our campus on 24 February 2006 along with Ms. Sujata Sen, Director, British Council, East India. Ms. Calder delivered a lecture and interacted with the students of the PGDBP course. The programme was held at the seminar room of the Library & Information Science Department.

NBT'S WRITERS-ILLUSTRATORS WORKSHOP

[5 - 7 February 2007]

The National Book Trust, India organized jointly with the P.G. Diploma Course in Book Publishing, University of Calcutta, a Writers-Illustrators Workshop at the Kolkata Information Centre from 5 to 7 February 2007.

The workshop was inaugurated by renowned novelist, Mr. Shirsendu Mukhopadhyay. Apart from Mr. Mukhopadhyay renowned authors like , Mr. Sanjeeb Chattopadhyay, Mr. Amarendra Chakraborty, Mr. Ratul Sharma (Asamiya), Mr. Kinnar Roy, Mr. Subrato Pal Chowdhury attended the workshop in various sessions.

Noted illustrators like Mr. Atanu Roy, Mr. Subir Roy, Mr. Anup Ray, Mr. Debashis Deb, Mr. Debabrata Ghosh, Mr. Judhajit Sengupta, Mr. Durlabh Bhattacharrya took part in the workshop. A total of 14 books were developed in this workshop. The NBT officials, Mr. Debabrata Sarkar, Deputy Director (Art) and Mr. Bratin Dey Assistant Editor, Bangla Publications were in charge of the programme.

SECOND C U--GUILD MoU

[2 March 2007]

The University – Guild MoU was renewed on 2 March 2007 in presence of Prof. Asis Kumar Banerjee, Hon'ble Vice Chancellor. Prof Samir Kumar Bandyopadhyay, Registrar signed on behalf of the University and Mr. Tridib Kumar Chatterjee on behalf of the Guild. Witnesses were Dr. S N Bera and Dr. Biplab Chakrabarti on behalf of the University and on Guild's behalf, Mr Jayant Manaktala, President and Mr Suprakash Basu, Joint Secretary.

**NBT's BOOK FAIR
[10-18 November 2007]**

NBT's National Children and Youth Book Fair at Park Circus Maidan from 10 to 18 November 2007 was inaugurated by eminent litterateur Sunil Gangopadhyay. The Vice Chancellor of Calcutta University, Prof. Asis Kr. Banerjee and Mr. Bikash Bhattacharya, Mayor of Kolkata graced the occasion as Guests of Honour. The NBT organized the fair in association with the Publishers & Booksellers Guild. The fair provided the PGDBP students with a good opportunity to take part actively in the fair. The PGDBP students helped the organizers in bringing out a four-colour newsletter, *Boi Mela Barta*, during the fair days. The experience enriched our students.

**CSBP-NBT JOINT SEMINAR ON KAZI NAZRUL ISLAM
[24 May 2008]**

National Book Trust of India, in collaboration with the Centre for Studies in Book Publishing, chose Chandramukhi-Kadambini Sabhagriha, the Calcutta University Central Library auditorium, as the venue to launch a new title in Bengali, *Kazi Nazrul Islam: Nirbachita Rachana Sangraha* (Collected Works of Kazi Nazrul Islam). The book is edited by Mr. Azharuddin Khan, an eminent expert on Nazrul. The event took place on 24 May 2008. Prof. Arun Kumar Bose, retired professor of Rabindra Bharati University, chaired the event.

Among the other dignitaries present, apart from the editor of the volume, were Mr. Sanat Chattopadhyay, Secretary, Paschimbanga Bangla Akademi, Dr. Biplab Chakrabarti, Reader, Department of Library and Information Sciences, and Prof. Biswanath Roy, Department of Bengali.

Mr. Azharuddin Khan reflected on the making of the book. The other speakers discussed different facets of Nazrul's personality. Prof. Basu made a critical estimate of the book. Prof. Roy and Dr. Chakrabarti spoke elaborately on the relevance of publishing Nazrul's works today. Mr. Bratin Dey, Editor, Bangla Department, NBT, introduced the speakers. Mr. Subir Dutta, Regional Manager (Eastern Region), NBT, coordinated the programme. The beautifully furnished, newly-built air-conditioned auditorium was chalk-a-block with Nazrul enthusiasts and the students of the PGDBP course. This event was the first of its kind to take place in Chandramukhi-Kadambini Sabhagriha.

**FIRST CONDENSED COURSE ON BOOK PUBLISHING
[31 October--7 November 2008]**

The 7-day Condensed Course on Book Publishing (CCBP) was organised by the CSBP and the Publishers & Booksellers Guild in collaboration with Sahitya Akademi from 31 October to 7 November 2008. The course, first of its kind was designed to serve emerging and intermediate publishing professionals of West Bengal and some other adjoining states. The minimum qualification for joining the course was graduation in any discipline. But it was relaxable for those who were already in the profession.

The inauguration ceremony of the programme took place at the Darbhanga Hall of the University on 31 October 2008. Eminent author, Mr. Sunil Gangopadhyay, noted litterateur and President, Sahitya Academy, lighted the inaugural lamp. Mr. Gangopadhyay in his brief speech pointed out the importance of such professional training course, especially when printed books are under pressure. Prof. Sudarshan Roy Chowdhury, Hon'ble Minister-in-Charge, Department of Higher Education, Govt. of West Bengal, graced the occasion as the Guest-in-Chief. Prof. Chowdhury appreciated the decision to conduct the course and hoped that it would help the publishing industry. Prof. Suranjan Das, Vice Chancellor of the University of Calcutta presided over the session. He observed that in the context of globalization and western cultural hegemony, an indigenous premium quality book production must be built up for educating the children of the country. Prof. Rita Sinha, Dean of the Faculty Council for the P.G. Studies in Education, Journalism & Library Science, Mr. Tridib Kr. Chatterjee, General Secretary, Publishers & Booksellers Guild, Dr. S N Bera, Director, CSBP, Dr. Biplab Chakrabarti, Member, CSBP Advisory Committee, Prof. Biswanath Roy, Member, CSBP Advisory Committee and Prof. Basab Choudhuri, Registrar also spoke on the occasion.

The inaugural function was attended by many distinguished publishers. Among them were: Mr. Debajyoti Datta, Managing Director, Shishu Sahitya Samsad and PGDBP Advisory Committee member, Mr. Asok De, President, Publishers & Booksellers Guild, Mr. Subir Datta, Regional Manager, NBT, Mr. D B Nagpal of UBSPD Ltd., Mr. Amar Chand De of Sarat Book House, Mr. Abhoy Basu, President, All Bengal Publishers' Association, Mr. Sridhar Balan, Mr. Rabi Basu of the Publishers & Booksellers Association of Bengal, Mr. Sudhangshu Dey, Mr. Mohesh Golani, Mr. Raju Barman, Mr. Tapas Saha, Mr. Sribindu Bhattacharya. The teachers and students from various departments of the University were also present at the inaugural function.

Lecture Sessions

The lecture sessions continued from 1 November to 6 November 2008 at Chandramukhi-Kadambini Sabhagriha, University Central Library. The participants took active interest in the seminar on the "Publishing Scenario in Eastern India" held on 7

November 2008 along with the valedictory session. The seven-day programme generated a lot of interest in participating candidates.

Topics covered

The course covered the following topics:

Book Publishing as a career and profession -- the need for skilled man power
Book Publishing - Different Stages - New Challenges
Introduction to Editorial Process—Commissioning of MSS
Copy Editing and House Style
Developing a manuscript (Children’s book)
Developing a manuscript (Academic and General Books)
Developing a manuscript (School Books)
Developing a manuscript (Popular Science Books)
Role of the Editor as a Coordinator
Book Production Process and quality control --New Technologies
Designing and production of book cover, jacket, illustration and decoration
Paper - Types & sizes - weightage and grammage-Page size and print area
Selection of type fonts and layout-- factors of readability
Folding and Binding - different methods
Copyrights-- Royalty and contracts with authors
Subsidiary Rights: Translation & Co-publishing
Book Piracy and protection there against
Financial Management in book publishing
Pricing of books -- policies and methods
Discount offers -- marketing strategy
Marketing strategy at State and National level
E-Marketing and its scope
Innovative Publicity Programmes: Some Tips
Govt. aid to publishing industry

Resource persons

Renowned publishing professionals responded to our invitation and made us proud by joining by joining the programme as resource persons. They were: Mr. Sukumar Das (Former President, FPBAD), Mr. Sridhar Balan (Consultant, Ratna Sagar), Dr. Ramkumar Mukhopadhyay(Regional Secretary, Sahitya Academy), Ms. Mandira Sen, Mr. Prabhat Kr. Das, Ms. Chandana Dutta, Mr. Suvamoy Mandal (Editor of Publications, Paschimbanga Bangla Akademi), Mr. Sribindu Bhattacharya, Mr. Subodh Majumder (Managing Director, Saraswati Press Limited, Kolkata) , Mr. Pranadesh Maity, Mr. Asoke De, Mr. Ajoy Gupta, Mr. Milind De, Mr. Nabi Choudhury (Senior Advocate, Calcutta High Court), Mr. Rahul Majumdar, Mr. Soumen Mitra, Mr. Subir Datta (NBT, India, Eastern Region), Mr. Prabir Mazumdar, Mr. Siddharth Pansori, Mr. Abhijit Bhowmick (State Central Library), Mr. Arun Chakraborty (formerly with the NBT), Mr. Tridib Kr. Chatterjee, Mr. Subhabrata Deb (Secretary, Tripura Publishers Guild).
Dr. Biplab Chakrabarti, Mr. Tapas Saha and Mr. Sribindu Bhattacharya coordinated the whole course.

Fifty-four participants

All together 54 participants joined the course. Of them 48 participants were sponsored by the organizations like The Asiatic Society Kolkata, Information, Cultural Affairs & Tourism Department of the Govt. of Tripura, North Bengal University, Rabindra Bharati University, Tripura Publishers’ Guild, Indian Statistical Institute, Ananda Publishers Pvt. Ltd. , Eastern Law House, Dev Sahitya Kutir, Patra Bharati, Deep Prakashan, Dey’s Publishing, Best Books, Puthipatra, Aajkaal Publishers Pvt. Ltd., Doyel, U N dhar & Sons, Bharati Book Stall, Arambagh Book House, Naya Udyog, Bholanath Prakashani, Educare Publishing, Karuna Prakashani, Neelanjan Enterprise, Datta Publishers, Priya Book House, Unique Books.

Interactive Session

On 7 November 2008, an interactive session on “Publishing in Eastern India” was arranged at the same venue. Mr Subhabrata Deb, Prof. N. Kunjomohan Singh (Manipur), Prof. Nagen Saikia (Assam), Dr. Gobinda Jha, (Bihar), Dr. Prafulla Kumar Tripathy (Orissa), Prof. Biswanath Roy, Mr. Sudhangshu Dey took part in the discussion. Dr.. Ramkumar Mukhopadhyay moderated the session.

Valedictory Session

On 7 November in the Valedictory Session a feedback report was presented by Dr. Biplab Chakrabarti, Member, Advisory Committee, CSBP. The session was presided over by Dr Soumitra Sarkar, University Librarian and member of the CSBP Advisory Committee. Mr. Asok De, President, Publishers & Booksellers Guild delivered the valedictory address.

Mr Tapan Roy, Minister of State, Department of Library Services, Govt. of West Bengal, Dr Abdus Sattar, Minister of State, Department of Minority Affairs & Madrasah Education, Govt. of West Bengal, Mr. Ramkumar Mukhopadhyay, Regional Secretary, Sahitya Academy, Mr. Ashok Dasgupta, Editor, *Aajkaal* and Mr. Subhabrata Deb graced the occasion as guests of honour. Later the certificates of participation were handed over to the students by Dr Abdus Sattar, Mr. Tapan Roy, Mr Ashok Dasgupta.

FIRST BENGAL BOOK PUBLISHING LECTURE [30 December 2008]

Mr. Anathnath Das, an esteemed Tagore scholar and Fellow, Rabindra-Bhavana, Visva Bharati delivered the first Bengal Book Publishing Lecture on 'Visva Bharati Granthan Bivag and Pulinbehari Sen'. Organized jointly by the Centre for Studies in Book Publishing and Publishers & Booksellers Guild on 30 December 2008 at Room No. 22, Asutosh Building, CU College Street Campus, the session attracted a large gathering.

Mr. Das elaborated the unique contribution of Pulinbehari Sen to the development of Visva Bharati Granthan Bivag.

Prof. Dhruvajyoti Chattopadhyay, Hon'ble Pro Vice Chancellor (Academic Affairs) graced the occasion as the Guest-in-Chief. He lauded the initiative taken by the CSBP and expressed hope that such a lecture would encourage publishing studies further.

CSBP hopes this would not only contribute to the growing scholarship in the field but also help enrich new generation of professionals and every book-lovers.

Prof. S N Bera, CSBP Director, explained the purpose of introducing the annual lecture. He thanked the Guild for collaborating with the CSBP to make this programme a success. Prof. Biplab Chakrabarti, Member, CSBP Advisory Committee introduced the speaker before the audience. Prof. Biswanath Roy, Member, CSBP Advisory Committee presided over the session. Among the dignitaries present were Mr. Subir Mitra, Managing Director, Ananda Publishers Pvt. Ltd, Mr. Subimal Lahiri, Ms. Shibani Mitra, Deputy Director, Visva Bharati Granthan Bivag, Mr. Arun Ghosh, eminent library science expert and faculty members from various departments. Mr. Tapas Saha, executive committee member of the Guild presented the vote of thanks.

CSBP- GUILD JOINT SEMINAR AT THE 33RD KOLKATA BOOK FAIR [31 January- 6 February 2009]

The Centre for Studies in Book Publishing and the Publishers & Booksellers Guild organized jointly a number of seminars at the 33rd Kolkata Book Fair, Milan Mela Ground.

31 January 2009: Topic: 'Book Publishing: Rewriting Your Career Concept'. Venue: UBI Auditorium/5.45pm-6.45pm. Speakers - Mr. Purnendu Dhar of Pashchim Banga Prakashak Sabha, Mr. Partha Shankar Basu of Naya Udyog and Mr. Tapas Saha of the Publishers & Booksellers Guild. Prof. Biplab Chakrabarti (Moderator) and Prof. S N Bera.

1 February 2009: Topic: 'Publishing Studies: Need for Strategic Collaboration'. Venue: International Rights Hall/4.15pm-5.15pm. Speakers – Ms. Avril Gray, Programme Leader, School of Creative Industries, Napier University, Scotland, Ms. Sujata Sen, Director, British Council, East India. Prof. S N Bera also spoke. Mr. Arya Ghosh was moderator. Ms. Avril Gray, Programme Leader, School of Creative Industries, Napier University, interacted with the faculty and students of the Centre for Studies in Book Publishing, Calcutta University, at the International Rights Hall on 1 February to discuss the needs and possibilities of workable partnerships in the field of publishing studies and training within the academia. Gray was introduced to the audience by Ms. Sujata Sen, Director, East India, British Council, and felicitated by Edinburgh-based, Kolkata-born scholar and writer Dr. Basabi Fraser. Mr. Arya Ghosh, CSBP, moderated the programme. Prof. S. N. Bera, Director, CSBP, also took part in the deliberation. In the course of the interaction, Ms. Avril Gray spoke at length on the activities of the School of Creative Industries at Napier University where publishing is a highly sought for curriculum subject for the last 40 years.

The emphasis of the curriculum at Napier is on intense practical and placement. Prof Bera, on the other hand, threw light on the needs and demands of the Indian Publishing Industry and the priorities of the students. The key words that did the rounds were 'passion' and 'skill'. The areas of collaboration should be carefully outlined, it was agreed.

The discussion was followed by a question-answer session where the students were most vocal. The questions were on eligibility and fees structure of such courses and the nature of training. The students proved at least one point, namely, Kolkata never lacks in passion.

During the programme, Mr. Hiren Chattopadhyay released a poetry anthology, *Pratham Kheya*, by Dr. Samarendra Nath Ghosh, a student of PGDBP.

5 February 2009: Topic: 'Emerging Translation Economy: Market Potentials in Indian Publishing'. Venue: AC HALL /3.15pm-5.15pm. Speakers: Prof. Jayati Ghosh, Member, National Knowledge Commission, Mr Biman Basu, Working President, Bangia Shakhharata Prasar Samity and Chairman, Left Front, Mr Prabir Majumdar, Guild Member and Director, Dev Sahitya Kutir Pvt. Ltd., Prof Bibhuti Pattanaik, eminent writer from Bhubaneswar. Dr. Ram Kumar Mukhopadhyay, Regional Secretary, Sahitya Akademi, moderated the programme. Director of CSBP, Prof. S.N. Bera introduced the speakers. The General Secretary of the Guild, Mr. Tridib Chatterjee was also present on the dais and commented on the relevance of the topic.

Prof. Jayati Ghosh and Mr. Biman Basu discussed the objectives of the National Translation Mission, proposed by the National Knowledge Commission.

Reflecting on his own experience in literacy drive movement, Mr. Biman Basu said, "Translation is important for the purpose of diffusion of knowledge. It applies not only to West Bengal but the whole of India since we are a multilingual country with a large population."

Citing the example of 2% of the university graduates in China being employed by the translation industry, Prof. Ghosh pointed out, "Indian youths will benefit from integrated translation projects in Indian regional languages as it would generate employment. Hence the formulaic term translation economy."

Dr. Pattanaik stated, "The need of the hour is to set up a translation guild for quality translation since India is the third largest publisher in English after US and UK."

"Since publishers cannot afford to overlook financial viability completely, well-trained translators are needed for ensuring quality," said Mr. Prabir Majumdar, stressing the need for market-ready training for budding translators.

Many eminent academicians, translators, institutional officials and students of book publishing attended the seminar.

6 February 2009: Topic: 'International Publishing in the 21st century: Dealing with European Partners'. Venue: International Rights Hall/3.15pm- 4.15pm. Speakers - James McCall, Deputy Director, Stirling Centre for International Publishing and Communication, University of Stirling, Scotland, Ms. Sujata Sen Director, British Council, East India. Prof. S N Bera also spoke on this occasion. Mr. Arya Ghosh was moderator.

Prof. James McCall, Deputy Director, Stirling Centre for International Publishing and Communication, Stirling University, Scotland, met the students of PGDBP over an interesting interactive session during the book fair on the same day at the International Rights Hall and threw light on the current trends in international publishing and also the course structure and activities of his centre. Prof McCall was impressed by the zeal of the students which he felt was reflected in their questions at the end of the talk.

Prof McCall was introduced to the audience by Ms. Sujata Sen, Director, East India, British Council. Mr. Arya Ghosh, CSBP, moderated the programme.

At another event later in the city (Burns Supper) Prof. McCall also met with Prof. S.N.Bera to discuss issues related to a functional collaboration between the two universities in the field of book publishing studies. British Council, Kolkata, facilitated the meeting.

6 February 2009: Topic: 'Book Publishing Ethics: Exchange of Views'. Venue: AC Hall/5-45pm- 6.45pm. Speakers - Mr. Tridib Kr. Chatterjee, Dr. Soharab Hossain, Mr. Sisir Bindu Chowdhury, Prof. S N Bera, Mr. Subhabrata Deb, Prof. Anis Deb (Moderator). The house adopted the 'Charter of Book Publishing Ethics' presented by Prof. S. N. Bera, Director CSBP. The norms of professional conduct enunciated in the charter mainly dealt with important issues like upholding basic human rights, respecting copyrights, checking plagiarism, fighting piracy, obscenity and vulgarity, special care for children's literature, caution against defamatory writings, communal harmony and secular values, gender fairness, inclusive development, and promoting professionalism.

Professor S. N. Bera, Director CSBP, Calcutta University proposed a Charter of Book Publishing Ethics at the 33rd International Kolkata Book Fair on 6 February. The eminent panelists at the AC Hall included Mr. Subhobroto Dey, Secretary, Tripura Publishers Guild, Mr Sisir Bindu Chowdhury, Secretary, Publishers & Booksellers Association of Bengal, Mr. Tridib Kumar Chatterjee, General Secretary, Publishers & Booksellers Guild, Dr. Soharab Hossain, President, West Bengal Madrasah Education Board. Prof. Anis Deb, eminent writer and professor of Calcutta University, moderated the discussion.

Codification of ethical guidelines requires consensus of all the stake holders, such as, publishers, printers, authors, readers and the general public to be effective. Ethical practices evolve through consensus and understanding. Professional training courses like the one-year Postgraduate Diploma Course in Book Publishing (PGDBP) run by CSBP in partnership with the Guild helps in

encouraging the professionals involved in the book-publishing industry to uphold ethical values by self-regulation with the objective to improve its standards and contribute to social development.

Full text of the proposed charter is given below--

THE CSBP CHARTER OF BOOK PUBLISHING ETHICS

Preface

Every profession functions by certain norms of self regulation with the objective to improve its standards and to contribute to the society and social development. Ethical standards in book publishing are rooted in the public interest. Book publishing is a noble profession and the business has expanded its influence over the years. The publishing community is expected to respect voluntarily certain norms of professional conduct. Codification of its work ethics is now an imperative need.

The charter may help serve public interest and benefit all the stake holders, such as, publishers, printers, authors, readers and general public alike.

The norms of professional conduct enunciated below may help the book publishers self-regulate their conduct –

Upholding Basic Human Rights: The right to freedom of publishing is a basic human right to be upheld uncompromisingly.

Respecting Copy Rights: Book publishers shall respect copyrights and the terms of copyright agreements.

Checking Plagiarism: Book publishers shall treat plagiarism or the unacknowledged reproduction of other people's work as an offence.

Fighting Piracy: Book publishers owe a special responsibility in fighting and preventing piracy of books.

Fair Business Practice: Book publishers shall act with fairness and transparency in business practices.

Obscenity and Vulgarity to be Eschewed: Book publishers shall eschew anything which is obscene, vulgar, indecent or offensive to good taste.

Special Care for Children's Literature: Book publishers shall demonstrate special responsibility in respecting the rights of children while producing children's literature.

Caution Against Defamatory Writings: Book publishers shall not publish anything which is manifestly defamatory or libelous against any individual/organization.

Communal Harmony and Secular Values: Book publishers owe a special responsibility in promoting communal peace, amity and secular values.

Gender Fairness: Book publishers shall contribute towards eliminating gender bias and achieving gender equality.

Inclusive Development: Book publishing is to contribute to inclusive and sustainable socio-cultural development and help enhance people's capacity to access to newer branches of knowledge.

Maintaining Healthy Relations: Book publishers shall work utmost to maintain and enhance healthy relations among all members of publishing community including authors, artists and consumers.

Promoting Professionalism: Book publishers shall do their best to encourage professionalism and promote formal training in book publishing.

NAPIER UNIVERSITY PROPOSES COLLABORATION

On 3 February 2009, Dr. Ms. Avril Gray's (Programme Leader, School of Creative Industries, Napier University, Scotland) called on Prof. Suranjan Das, Hon'ble Vice Chancellor at the office of the Vice Chancellor at 12-30 pm. Discussion was held on the possibility of cooperation between the CSBP and Napier University to start a 4-semester MA course in Book Publishing and other programmes such as students' and faculty exchange, research, seminars, etc. The existing course structures, fees, and examination systems of both the universities in the relevant streams were discussed.

The stipulations of the University Grants Commission were explained by the Vice Chancellor. But the most important issue that emerged during the discussion was the sponsorship/funding of the students from India to enable them bear the expenses of study for a degree at Napier. The discussion was very positive and the mood was upbeat on both sides of the table and both agreed on principle to examine the issues further and work out a detailed plan if possible and keep each other informed. The meeting ended with exchange of information, materials and souvenirs.

Dr Bashabi Fraser of the School of Creative Industries, Napier University, Ms Sujata Sen, Director, British Council, Kolkata, Prof. S.N.Bera, Director CSBP, Prof. Biplab Chakrabarti, Member, CSBP Advisory Committee and Mr. Arya Ghosh, resource person of the PGDBP course, were present and took part in the discussion.

THIRD C U--GUILD MoU

[3 March 2009]

The University-Guild MoU was renewed on 3 March 2009 in presence of Prof Suranjan Das, Vice Chancellor. Prof Basab Choudhuri, Registrar signed on behalf of the University and Mr. Tridib Kumar Chatterjee on behalf of the Guild. Witnesses were Dr. S N Bera and Dr. Biplab Chakrabarti on behalf of the University and Mr. Jayant Manaktala, Vice President and Mr. Suprakash Basu, Joint Secretary on Guild's behalf.

**SEMINAR ON ‘DEROZIO AND HIS READING HABITS’
[18 March 2009]**

The CSBP and the Department of Bengali Language & Literature in collaboration with Derozio Commemoration Committee organized a seminar on ‘Derozio and His Reading Habits’ on 18 March 2009 at Room No. 10, Asutosh Building, C U College Street Campus on the occasion of the bicentenary of Henry Louis Vivian Derozio’s birth. Prof. Ramkrishna Bhattacharya was the speaker. Prof. Biswanath Roy was on the chair. Prof. Biplab Chakraborti, Prof. Sanat Naskar and Dr. Saktisadhan Mukherjee also spoke on the occasion.

WORKSHOP ON ‘PROBLEMS OF SMALL PUBLISHERS’ [4 June 2009]

The Centre for Studies in Book Publishing organized a workshop on ‘Problems of Small Publishers’ jointly with the Publishers & Booksellers Guild and in collaboration with the Publishers & Booksellers Association of Bengal at Chandramukhi - Kadambini Sabhagriha on 4 June 2009. In this occasion, most of the speakers were practising text-book publishers – Mr. Chitta Singha Roy, Mr. Himangshu Bandopadhyay, Mr. Nirmalendu Das, Mr. Rabindranath Basu, Mr. Bulbul Saha and Mr. Sribindu Bhattacharya. Mr. Sishirbindu Chowdhury, General Secretary, Publishers & Booksellers Association of Bengal delivered the vote of thanks.

This session covered extensive areas like trade securities for the small publishers, advertisement, publicity, professional training, co-operative formation, competitive pricing, cost-effective production techniques with other cost reducing measures, market expansion, investment in producing better quality text-book and fixing competitive standards. The possible role that the government could play in determining or fixing the price of the raw materials used in printing and assigning the small publishers the responsibility of publishing text-books were also discussed.

**SECOND BENGAL BOOK PUBLISHING LECTURE
[29 July 2009]**

Mr. S K Ghai delivered the Second Bengal Book Publishing Lecture 2009 on a very important topic: ‘Indian Books and Publishing Services for the World Market’. The lecture, instituted by the Centre for Studies in Book Publishing, was organized jointly with the Publishers & Booksellers Guild on 29 July 2009 at Chandramukhi-Kadambini Sabhagriha, College Street Campus.

Mr. Ghai hardly needs any introduction before the publishing community across India. Chairman cum Managing Director, Sterling Publishers (P) Ltd, Mr. Ghai is now Chairman of the Books, Publications and Printing Panel of CAPEXIL and Chairman of the Copyright Council of the Federation of Indian Publishers (FIP). He has always been a well-wisher of the CSBP. Mr. Ghai in his lecture drew the attention of the Indian publishing fraternity to the tremendous opportunities of trade in the emergent scenario of book exports in the liberalization era.

Prof. S N Bera, Director, CSBP presided over the function and delivered the welcome address. Mr. Tridib Kr. Chatterjee, Hony General Secretary, Publishers & Booksellers Guild gave introductory address. Prof. Basab Chaudhuri, CU Registrar graced the occasion as the Guest-in-Chief.

Dr Biplab Chakrabarti, member of the CSBP Advisory Committee delivered the valedictory speech. The presence of the Chairman of Book and Printing Division of CAPEXIL added dignity to the entire occasion. The message that has come out from this occasion is that there are enough export opportunities to the Indian publishers. Job opportunities in this profession are also increasing every day, opined the experts.

Among the dignitaries present were Prof Basab Chaudhuri, Registrar, University of Calcutta, Mr. Tridib Kumar Chatterjee, Hon’y General Secretary, Publishers and Booksellers Guild, Mr. Sribindu Bhattacharya, Executive Committee member of the Publishers and Booksellers Guild, and many renowned personalities of the publishing world.

**SECOND CONDENSED COURSE ON BOOK PUBLISHING (CCBP)
[29 October – 5 November 2009]**

The second ‘Condensed Course on Book Publishing’ (CCBP) was successfully conducted by the Centre for Studies in Book Publishing, University of Calcutta and the Publishers and Booksellers Guild jointly in collaboration with the Sahitya Academy from 29 October to 5 November 2009. Prof Biplab Chakrabarti, Mr. Tapas Saha and Mr. Sribindu Bhattacharya coordinated the course. The second condensed course has specially focused on Marketing and Brand Promotion issues.

The inauguration ceremony of the programme took place at the Darbhanga Hall of the University's College Street campus on 29 October 2009. Eminent author, Ms. Nabanita Deb Sen lighted the inaugural lamp. Prof Suranjan Das, Vice Chancellor of the University of Calcutta presided over the session.

Mr. Asoke Kr Ghosh, Chairman and Managing Director of PHI Learning Pvt. Ltd., New Delhi and former Vice President of the International Publishers Association (IPA) graced the occasion as the Guest of Honour and delivered the key note address.

Following the inauguration, the course continued up to 5 November 2009 at Chandramukhi-Kadambini Sabhagriha. The participants enjoyed important lectures on different topics related to the subject by eminent professors and professionals.

On 30 October, two lectures were given on the topics – 'Book Publishing as a career and profession' and 'Introduction to Editorial Process – Commissioning of MSS' on two different sessions. While Mr. Asoke Kr. Ghosh, the resource person delivered on the former, Ms Mandira Sen, the other resource person lectured on the latter. On the same day, another lecture on 'Editorial Process for Academic and general books' was given by Mr. Shubhomay Mondal of the Paschimbanga Bangla Akademi.

On 31 October, two lectures were delivered on two different topics. While Mr. Sumit Biswas was the resource person of the lecture on 'Editorial Process for Text books'; Mr. Dwijendranath Basu was the resource person of the lecture on 'Book cover designing and illustration, Paper – Types and sizes – weightage'.

On 1 November, Mr. Milind De was the resource person of the lecture on 'Binding of Books, Production and Quality Control – New Technologies'. Mr. Nabi Choudhury was the resource person of the lecture on 'Copy Rights in Book Publishing'.

On 3 November, three lectures were given on different topics. Mr. Soumen Mitra was the resource person of the lecture on 'Book Piracy and protection thereagainst'. Mr. Prabir Kumar Mazumdar was the resource person for 'Financial Management in book publishing' and Mr. Subir Mitra was the resource person for the topic – 'Pricing of books – different offers.'

On 4 November, three lectures were delivered. Mr. Sanjib Bose was the resource person for two different topics – 'e-Marketing and its scope in publishing house' and 'Branding of publishing house'. Ms Gayatri Krishnamurthy was the resource person for 'Innovative Publicity Programmes: Some Tips'.

The seven-day condensed course concluded on 5 November with two different lectures on the topics like – 'Govt. aid to publishing industry' and 'Publishing Scenario of Different Languages'. While Mr. Abhijit Bhowmik was the resource person for the former, Mr. Sufalya Kr. Nandy, Mr. Ram Lochon Thakur and Ms Nita Sen Samarth were the resource persons for the latter. Finally, in the valedictory session the certificates were distributed among the participants.

Most of the participants were sponsored by reputed houses. The organizations like Asiatic Society Kolkata, Information, Cultural Affairs & Tourism Department of the Govt. of Tripura, North Bengal University, Jadavpur University, Sahitya Akademi, Digital Domain IT Service Pvt. Ltd, Sishu Kishore Akademi of the Govt. of West Bengal, Patra Bharati, Ruplekha Prakashani, Manna Publication, Ananda Prakashan, Minerva Associate, Deys' Publishing, Setu Prokashani, Arambagh Book House, Ababhash / Monfakira, Ghosh Book Agency sponsored candidates for the course.

CSBP- GUILD JOINT SEMINAR AT THE 34TH KOLKATA BOOK FAIR [2 February 2010]

The CSBP and the Guild jointly organized a seminar on 2 February 2010 at the 34th Kolkata Book Fair, Milan Mela Ground (UBI Auditorium/5.45pm- 6.45pm). The topic of the seminar was 'Book Fair or Book Mall?' Speakers – Prof. Pabitra Sarkar, Dr. Anish Deb, Prof. Sanjay Mukhopadhyay. Moderator- Prof. Biswanath Roy. Prof. S N Bera and Mr. Tapas Saha also spoke. Mr. Arya Ghosh offered vote of thanks. Mr. Tapas Saha handed over the first copy of the newsletter, 'BOOKYARD' [Editorial Coordinator: Arya Ghosh].

THIRD BENGAL BOOK PUBLISHING LECTURE [17 September 2010]

The Third Bengal Book Publishing Lecture 2010 was organized by the Centre for Studies in Book Publishing in collaboration with the Publishers and Booksellers Guild at Darbhanga Hall of College Street Campus of the University of Calcutta, Kolkata on 17 September 2010.

Mr. Asoke K. Ghosh, Chairman and Managing Director of PHI Learning Pvt. Ltd., New Delhi and former Vice President of the International Publishers Association (IPA) addressed the audience on 'The Role of Publishers in Society'. Among the dignitaries present were Mr Tridib Kumar Chatterjee, Hony General Secretary, Publishers and Booksellers Guild, Prof. Biswanath Roy, Prof. Biplab Chakrabarti and many other renowned personalities of the publishing world.

Mr. Ghosh defined the role of publishers in society since the time of the printing machine came into existence and mentioned that a publisher always attempted his best to bring the knowledge and information, required for extending the frontiers of man's intellectual, spiritual and physical development, to the global mass.

TRIPURA & NORTH-EASTERN REGIONAL FESTIVAL [14--18 December 2010]

From 14 December 2010 to 18 December 2010, the Tripura & Northeastern Regional Book Festival (Tripura O Uttar Purbanchalio Boi Utsab) was jointly organized by the Centre for Studies in Book Publishing, University of Calcutta, Tripura Publishers Guild and Publishers & Booksellers Guild, Kolkata in association with the University of Calcutta Matribhasa Samiti and National Service Scheme at the University's College Street campus. On this occasion a programme of exhibition cum sale of books was taken and a large well-decorated stall was put up in front of the Asutosh Building at the College Street campus. A stage named as 'Mukta Mancha' adjacent to the book stall was erected for holding open session discussions and cultural performances.

Inauguration: 14 December 2010

The grand festival was inaugurated by Prof S N Bera, Minister of State, Department of Information and Cultural Affairs, Government of West Bengal at the Darbhanga Hall of the University. Prof. Suranjan Das, Vice-Chancellor of the University presided over the inaugural function. The chair of the Chief Guest of this program was to be bedecked by Mr. Anil Sarkar, Hon'ble Minister, Department of Higher Education, Government of Tripura. Unfortunately he could not attend the ceremony owing to some official engagement. However, Prof. Tapodhir Bhattacharya, Vice-Chancellor, Assam University, Silchar graced the occasion as the guest in chief. Other dignitaries present in the inaugural session were, Prof. Biswanath Roy, Member, CSBP Advisory Committee; Mr. Suprakash Basu, President, Publishers & Booksellers Guild; Mr. Tridib Kumar Chattopadhyay, Secretary, Publishers & Booksellers Guild; Mr. Subhabrata Deb, Secretary, Tripura Publishers Guild and Dr. Nitish Biswas, Joint Registrar, University of Calcutta. The whole programme was coordinated by Prof. Biplab Chakraborti, Joint Coordinator of the P G. Diploma Course in Book Publishing Studies.

At the onset, distinguished guests were welcomed by Mr. Alekhya Bhattacharya, Coordinator of the Organizing Committee and inaugural song was presented by the students of the diploma course. Finally, the vote of thanks was offered by Mr. Tapas Saha, Convener of the Seminar Committee, Publishers & Booksellers Guild. The inaugural ceremony was a well-attended one and covered by press and media persons. Several discussions were initiated and a number of seminars took place during this five-day program.

After the inaugural session was over, Prof Bera and other dignitaries visited the bookstall in the campus in front of the statue of Prof. Suniti Kumar Chattopadhyay. The hon'ble minister also offered floral tributes at the statue of Prof. Suniti Kumar Chattopadhyay.

Wednesday, 15 December 2010

On 15 December, 2010, a discussion on 'Rabindranath, Tripura o Uttarpurba Bharat' (Rabindranath, Tripura and North-East India) was held at the Chandramukhi Kadambini Sabhagriha at 4 p.m. Famed speakers were introduced by Mr. Alekhya Bhattacharya at the onset of the programme. Among the dignitaries present in this discussion were Dr. Tapodhir Bhattacharya, Vice-Chancellor, Assam University, Silchar; Shri Bikach Chowdhury, eminent author & researcher from Agartala; Mr. Biman Dhar, freelance writer of Tripura and Dr. Sisir Kumar Sinha, Guest Faculty of the University of Calcutta. Dr. Arun Kumar Basu, Ex-Professor of Rabindra Bharati University hosted the entire program with utter delicacy. The discussion primarily threw light on how integrally Tagore was associated with Tripura, its royal family and people.

Thursday, 16 December 2010

On 16 December, 2010, a seminar on 'Uttarpurba Bharate Bangla Prakashana: Ekti Parjalochana' (Bengali publication in the North-eastern India: A comparative study) was staged at the Chandramukhi Kadambini Sabhagriha at 4 o'clock in the afternoon. Dr. Usha Ranjan Bhattacharya, Retired Professor of Gauhati University; Shri Debananda Dam, eminent publisher from Agartala; Ms. Manju Das, Assistant Professor, Maharaja Bir Bikram College, Agartala; Mr. Raghunath Sarkar, Assistant Secretary, Tripura Publishers Guild spoke elaborately on this important subject. Mr. Deb Kumar Basu, veteran publisher and executive

member of the Publishers & Booksellers Guild, Kolkata played the presiding role on this occasion. On that evening too, the discussion was initiated by Mr. Alekhya Bhattacharya with the introduction of the presenter and guest speakers. The session gave an idea of the literary movement in North-East India in the backdrop of the socio-economic and cultural developments in the region.

Friday, 17 December 2010

On 17 December, 2010, an open session discussion took place on the subject ‘Uttarpurba Bharate Bangla Boier Biponon’ (Marketing of Bengali books in the North-East India) at the Mukta Mancha at 4 p.m. The participants were Mr. Soumen Bharatiya of Vicky Publishers, Guwahati and Mr. Manas Paul of Saikat, a publishing house of Agartala. Prof. Biswanath Roy of the University of Calcutta conducted this programme. At the onset, Mr. Alekhya Bhattacharya requested Prof. Roy to conduct the programme and did welcome the designated speakers. This discussion highlighted various marketing strategies adopted by the publishers and helped the book publishing diploma course students in enriching themselves with key information. Both the publishers, however, during their lecture hinted at untidy marketing scenario at North-East India and problems faced by publishing industry.

After the discussion was over, an hour-long interactive session was organized to facilitate the CSBP students and booklovers to interact with the publishers from North-East India.

Valedictory Session, Saturday, 18 December 2010

The valedictory function was held at the Mukta Mancha of College Street campus of the University of Calcutta on 18 December, 2010 at 6 p.m. Among the speakers present in the colourful closing ceremony of this grand occasion were Prof. Ranjugopal Mukhopadhyay, Ex-Vice Chancellor, Rabindra Bharati University; Prof. Biswanath Roy of Calcutta University; Prof. Biplab Chakraborty, Joint Coordinator, CSBP, University of Calcutta; Dr. Saumitra Sarkar, Chief Librarian, Central Library, University of Calcutta; Dr. Basab Chowdhury, Registrar, University of Calcutta; Dr. Nitish Biswas, Joint Registrar, University of Calcutta; Mr. Suprakash Basu, President, Publishers & Booksellers Guild, Kolkata; Mr. Tridib Kumar Chattopadhyay, Secretary, Publishers & Booksellers Guild, Kolkata; Mr. Tapas Saha, Convener, Seminar Committee, Publishers & Booksellers Guild, Kolkata; Mr. Sribindu Bhattacharya, Convener, Public Relation & Media Committee, Publishers & Booksellers Guild, Kolkata; Mr. Subhobrata Deb, Secretary, Tripura Publishers Guild; Mr. Debananda Dam of Gyan Bichitra Prakashani, Agartala and Alekhya Bhattacharya. Prof. Suranjan Das, the Hon’ble Vice-Chancellor of the University of Calcutta also addressed the august gathering and thanked everyone for making this occasion a grand success. He also opined that this event should be part of annual activities of the university and assured full cooperation from his end. He gave full credit to the CSBP for taking initiative in organizing this book festival. Other speakers too expressed their utter satisfaction for staging this sort of programme and highly appreciated CSBP’s futuristic move.

In this book festival publishing houses from North-East like Akshar Publications, Gyan Bichitra Prakashani, Tripura Darpan, Saikat, Moumita Prakashani, Pounami Prakashani, Vicky Publishers and many others participated. The books exhibited in this fair covered a wide range of genre – both fictions and non-fictions: novels, poetry books, drama, science fiction, historical, scientific and political documents, travelogues, etc. One of the main attractions of this exhibition was books published in Kakkborok, a dialect of Tripura, and drew attention of avid visitors.

In conclusion, it can be said that the bookfair was indeed a successful event. A huge number of footfalls and sale of considerable amount everyday bespoke the organizers’ feat. The success, in turn, foretold the onset of a remarkable journey.

NBT-CSBP JOINT PROGRAMME: ‘PUBLISHERS’ MEET’ [29 October 2011]

On 29 October 2011, the National Book Trust (NBT), India in association with the Centre for Studies in Book Publishing, University of Calcutta organized a special session, “Publishers’ Meet” at the Chandramukhi-Kadambini Sabhagriha, University Central Library, College Street Campus.

Nearly seventy publishers representing all major associations of publishers and booksellers participated and interacted for nearly two hours with Mr. M A Sikandar, Director, NBT, who had come all the way from New Delhi to attend this programme. Mr. Sikandar in his presentation detailed the activities of the NBT to promote the book publishing business across the country. He

also discussed the aspects and prospect of the 20th biennial New Delhi World Book Fair that was to be inaugurated on 25 February 2012. He further expressed his desire that the publishers from Kolkata would whole-heartedly join the World Book Fair.

NBT Assistant Director Mr. Sumit Bhattacharjee moderated the session. Mr. Saybur Rahman, Regional Manager, Eastern Regional Office, NBT was also present.

Mr. Samik Bandyopadhyay, eminent writer and editor, spoke on the challenges of quality publishing and how the NBT could contribute to publicize publications of other publishers.

Prof. Saumendranath Bera, Director, CSBP in his intervention thanked the NBT Director for holding this programme and hoped to further such collaborative programmes with the trust for the benefit of the local publishing industry. He also elaborated the activities of the CSBP.

Among other dignitaries present were Prof. Biplab Chakrabarti, Joint Coordinator, PGDBPS; Mr. Tridib Kumar Chatterjee, Hony General Secretary, Publishers & Booksellers' Guild, Mr. Suprakash Basu, President, Publishers & Booksellers' Guild, Mr. Prabir Majumdar of Dev Sahitya Kutir, Mr. Kalyan Shah, Former President, Publishers and Booksellers' Guild, Mr. Debajyoti Dutta, eminent publisher & Member, Advisory Committee of the PGDBPS, Mr. Swapan Kumar Ghosh, Secretary, All Bengal Publishers Association, Mr. Sankar Mondal of Paschim Banga Prakashak Sabha, Mr. Sudhangshu Dey, Mr. Tapas Saha and Mr. Sribindu Bhattacharya, executive committee members of the Guild.

NBT-CSBP-GUILD JOINT PROGRAMME: TRAINING COURSE IN BOOK PUBLISHING [5-17 December 2011]

For the first time in Kolkata the National Book Trust (NBT), India conducted a training course on Book Publishing at the Calcutta University campus. The course was arranged in collaboration with the University of Calcutta's Centre for Studies in Book Publishing and the Publishers & Booksellers Guild from 5 December to 17 December 2011 at Chandramukhi Kadambini Sabhagriha, University Central Library, College Street Campus.

Inauguration

On 5 December, the course was formally inaugurated by the Chief Guest, Mr. Bratya Basu, Hon'ble Minister in Charge, Department of Higher Education, Government of West Bengal. Prof. Dhruvajyoti Chattopadhyay, Pro-Vice Chancellor (Academic Affairs) presided over the function. Mr. Sumit Bhattacharjee, Assistant Director, National Book Trust moderated the programme. Prof. Dhrubaranjan Dandapat, Joint Coordinator, P G Diploma Course in Book Publishing Studies presented vote of thanks.

Among the dignitaries present were. Mr. Tridib Kumar Chatterjee, Hony General Secretary, Publishers & Booksellers' Guild, Kolkata, Mr. Saybur Rahman, Regional Manager, Eastern Regional Office, National Book Trust, Prof. Saumendranath Bera, Director, CSBP, Dr. Soumitra Sarkar, University Librarian, Calcutta University, Prof. Biplab Chakrabarti, Joint Coordinator, P G Diploma Course in Book Publishing Studies (PGDBPS), Mr. Suprakash Basu, President, Publishers & Booksellers' Guild, Mr. Sudhangshu De and Mr. Tapas Saha.

Hon'ble Higher Education Minister appreciated the organisers of the training course and expressed hope that it would benefit the participants who aspire to attain success in the trade.

Lecture Sessions and Study Tour

This 12-day course (6 December was a holiday) was attended by around 50 students selected through a viva-voce test. Experts from all over the country were invited to deliver lectures. Among the resource persons were Mr. Sridhar Balan, Mr. Jayanta Bagchi, Mr. Prabir Kumar Ganguly, Mr. S K Mohanty, Mr. Ashoke Mukhopadhyay, Ms Sharmila Abraham, Ms G S Jolly, Ms Vinutha Mallya, Ms Mandira Sen, Mr. N N Sarkar, Mr. B N Varma, Mr N K Bhattacharjee, Mr. Subir Roy, Mr. P Sircar, Mr Milinda De, Mr. Kalyan Banerjee, Mr. Sukumar Das, Mr. Joseph Mathai, Mr Sugat Jain and Mr. Balbir Singh. Classes held every day from 10.30 in the morning to 5.30 in the evening even on Saturdays and Sundays. A study tour to the Saraswati Press was also arranged on 16 December.

5.12.2011: Monday

Mr. Sridhar Balan--Introduction to Publishing: Brief history of Books and Journal Publishing in India

Mr. Sridhar Balan --How Book Publishing is different from other forms of publishing: Overview of International and National scene

Mr. Sridhar Balan-- Structure of a Publishing House

Mr. Sridhar Balan-- Introduction to Editorial Process: Role of an Editor, acquisition, list building and relationship between editorial and other functions: Making Editorial decisions and proposals

7.12.2011: Wednesday

Mr. Jayanta Bagchi- History of Bengali publishing, its problems and prospects

Mr. Prabir Kumar Ganguly-- Developing a manuscript: Popular Science Books

Mr. S K Mohanty – Intellectual Property and Copyright: Problem of Piracy and recent measures against piracy in developing countries

Mr. S K Mohanty - The Publisher's Contract

8.12.2011: Thursday

Mr. Ashoke Mukhopadhyay -- Copy-editing in Bangla with practical sessions

Ms. Sharmila Abraham -- Developing a manuscript: (Children's books) and making Editorial decisions and proposals

Ms. Sharmila Abraham -- Developing a manuscript: (School Books) Nature and structure of School Publishing

9.12.2011: Friday

Prof. G S Jolly --Definition of a book; Parts of a Book; Difference between Books and Magazines

Prof. G S Jolly -- ISBN and ISSN and its utility

Ms. Sharmila Abraham --Copy-editing of Children's Books

Ms. Sharmila Abraham --Copy-editing of School Books

10.12.2011: Saturday

Mr. Vinutha Mallya -- Developing Coffee-Table books

Mr. Vinutha Mallya -- Co-publishing, Foreign Rights and Literary Agents

Ms. Mandira Sen -- Developing a manuscript: Fiction & Non-Fiction

Mr. N N Sarkar -- Types and typography: Characteristics of different typefaces and their uses

11.12.2011: Sunday

Mr. B N Varma -- Introduction to copy editing and role of a copy editor in developing a manuscript

Mr. B N Varma --House style and its importance

12.12.2011: Monday

Mr. N K Bhattacharjee -- Author-Editor Relationship

Mr. N K Bhattacharjee -- English translation of Indian books: Editing, Publishing and Marketing

Mr. Subir Roy -- Designing Concept- pictorial books

Mr. Subir Roy – Designing book cover and jackets and Production Inputs in School Books

13.12.2011: Tuesday

Mr. P Sircar -- Introduction to various printing processes

Mr. P Sircar -- Paper sizes and book sizes

Mr. Milinda De --Printing and binding of books

14.12.2011: Wednesday

Mr. Kalyan Banerjee -- Introduction to various software use in the publishing industry (Pagemaker, Photoshop,Quark Express, Coreldraw, Indesign, Illustrator etc)

Mr. Balbir Singh -- Costing and estimating and cast off

15.12.2011: Thursday

Mr. Sukumar Das -- India in the global publishing world- exports and international bookfairs

Mr. Sukumar Das -- Export sales: Its scope and possibilities in the Indian publishing scenario

Mr. Joseph Mathai -- Marketing concepts in a publishing house

Mr. Joseph Mathai -- Marketing of different categories of books: children books, technical books, higher academics book, fiction and paperbacks etc

16.12.2011: Friday

Mr. Sugat Jain -- Electronic publishing, E-books- concepts and techniques- recent trends

Mr. Sugat Jain -- E-marketing and its scope in the Indian context

Study Tour: Saraswati Press at 2 p.m.

17.12.2011: Saturday

Mr. Prantik Bose -- Marketing of school text books: Lecture and Workshop

Mr. Prantik Bose -- Marketing of children's books

Mr. Prantik Bose -- Workshop in book marketing

Valedictory Session

The valedictory programme held on 17 December at Chandramukhi Kadambini Sabhagriha. Prof. Swapan Chakrabarti, Director General, National Library, Kolkata graced the occasion as the Guest-in- Chief. Prof. Suranjan Das, Vice Chancellor, Calcutta University presided over the function. Ms. Farida M Naik, Joint Director, NBT was also present in the programme. Mr. Saybur Rahman, Regional Manager, Eastern Regional Office, NBT presented vote of thanks.

Prof. Suranjan Das in his speech thanked NBT for holding the course at the University. He also requested the NBT authorities to explore the possibility of formal collaboration with CSBP for offering regular academic courses in book publishing. 'Such courses will help professionalise the local book publishing industry', Prof. Swapan Chakrabarti commented while emphasizing the collaborative effort of the NBT, Calcutta University and the Guild.

Others present were Prof. S N Bera, Director, CSBP, Prof. Biplab Chakrabarti, Joint Coordinator, PGDBPS, Dr. Soumitra Sarkar, University Librarian, Calcutta University, Mr. Balbir Singh, retired Assistant Director, NBT, Mr. Suprakash Basu, President, Publishers and Booksellers Guild, Mr. Tapas Saha and Mr. Sribindu Bhattacharjee.

FOURTH C U--GUILD MoU**[14 February 2012]**

On 14 February 2012 the University of Calcutta and Publishers & Booksellers Guild renewed the Memorandum of Understanding (MoU) for the fourth time in a row to continue and run the one year course of P G Diploma in Book Publishing Studies (PGDBPS) under the guidance of Centre for Studies in Book Publishing (CSBP) of the University at the Syndicate room in presence of Prof. Dhruvajyoti Chattopadhyay, Pro-Vice Chancellor, Academic Affairs. The MoU was signed by Prof. Basab Chaudhuri, Registrar on behalf of the University and Mr. Tridib Kumar Chatterjee, Hony General Secretary on behalf of the Guild. Prof. Biplab Chakrabarti, Joint Coordinator, PGDBPS; Prof. S N Bera, Director, CSBP, Mr. Suprakash Basu, President, Publishers and Booksellers Guild and Mr Sudhangshu Dey, Joint Secretary, Guild witnessed the grand event. The MoU would remain valid for a period of five years from the date of signing and may be extended further with the consent of both the parties.

Among other dignitaries present were Prof. Dhrubaranjan Dandapat, Joint Coordinator, PGDBPS and Mr. Sribindu Bhattacharya, Guild Executive Committee Member.

CU-NBT MoU SIGNED**[19 June 2012]**

The historic Memorandum of Understanding (MoU) between the University of Calcutta and National Book Trust (NBT) was signed in presence of Prof. Suranjan Das, Vice Chancellor, Prof. Dhruvajyoti Chattopadhyay, Pro-Vice Chancellor for Academic Affairs and Mr. M A Sikandar, Director of NBT on 19 June 2012 at the Syndicate Room of the University. The MoU was signed on behalf of the NBT by Mr. Sikandar and Registrar Prof. Basab Chaudhuri for Calcutta University. Those who signed as witnesses were: Prof. Biplab Chakrabarti and Prof. Dhrubaranjan Dandapat, Joint Coordinators, P G Diploma in Book Publishing Studies for the University and Mr. Sumit Bhattacharjee, Assistant Director and Mr. Sayabur Rehman, Regional Manager (Eastern Regional Office) for the NBT. Among the other dignitaries present were: Prof. S N Bera Director, Centre for Studies in Book Publishing; Mr. Tridib Chatterjee, Hony. General Secretary, Publishers & Booksellers Guild, Kolkata, Mr. Sudhangshu Dey, President, Publishers & Booksellers Guild, Kolkata and Mr. Raju Barman, Joint Secretary, Publishers & Booksellers Guild, Kolkata.

The CSBP, the first of its kind in India, offers the PGDBPS, a one-year full time evening course covering every aspect of book publishing. The syllabus caters to the industry demands by generating well-trained, market-ready professionals every year, who have appropriate academic competence, adequate skill and attitude to handle different areas of publishing, editing, production, design and marketing.

The MoU mentions that from now onwards the NBT would bear the cost of honorarium for the resource persons/ guest faculties, cooperate in providing the students with facilities for internship/hands-on training, bear the cost of preparation and printing of study materials, etc. Besides providing infrastructure facilities, the NBT would also attempt its best to publicize the course. Short-term training programmes on various specialized aspects of book publishing would also be sponsored.

With the collaboration of NBT as a new partner, opportunities would be opened for the students of this course. This attempt would immensely benefit the book publishing community too. NBT, established in 1957, is an autonomous organization under

the Ministry of Human Resource Development, Government of India. Being a highly professional multilingual publishing house, its role is to play as the nodal body for the promotion of Indian books and for the dissemination of book culture in India. At the end of the programme, Prof. Suranjan Das, Vice Chancellor, Mr. M A Sikandar and Mr. Tridib Kumar Chatterjee attended a press conference at the same venue.

Prof. Das expressed that the MoU would strengthen further the postgraduate diploma course in book publishing studies. “We may think of starting a full-time course if we get such assistance. We will write to the state government too for similar assistance so that we may make this course popular which will help the publishing sector”, he said. “The course would be tailor made to suit the requirements of the industry. We will have both English and Bengali curriculum that would prepare young editors to take on the job at the end of the course. Apart from the university faculty, we could also have publishers to help take classes. We would also involve publishers in framing the curricula,” said the CU Vice Chancellor.