

2 July 2012
New Delhi

Press Release

Training Course in Book Publishing Inaugurated

Shri R S Mathrani, IAAS, Director General Audit inaugurated the four-week Training Course in Book Publishing being organised by the National Book Trust, India at its premises from 2-28 July 2012.

“I’m happy to inaugurate this course. My simple message to you is that we place huge premium on publicity and communication is the synthesis of publicity. Whatever we synthesize must be easily understood. You have a huge responsibility to synthesize your probation and communicate it”, said **Shri Mathrani** on the occasion.

Shri Manas Saikia, Managing Director, Cambridge University Press was the guest speaker on the occasion. He talked about the scenario of digitalization of books and publishing industry in India. He said that publishing industry is huge in India and many people are being employed by prominent publishers across the country and there are lots of possibilities in India. He also talked about new technologies like Print-on-Demand that are arriving in world market and the threats like plagiarism especially of the academic books in India.

Earlier, **Shri M A Sikandar**, Director, NBT welcomed the guests and the participants of the course. He informed that NBT has recently started Book Publishing Course in collaboration with Calcutta University and in next 4-5 years NBT will be starting-up some more collaborative programmes in book publishing with other institutions. He said that this programme would be interactive and help participants to start-off their career in publishing industry after completion of this course.

At the end, Shri Sumit Bhattacharjee, Asstt. Director (Projects & Trg.), coordinator of the training course proposed the vote of thanks.