

Draft National Book Promotion Policy (NBPP) 2023

‘Books for All Improving Availability, Accessibility, Quality and Readership’

BOOK PROMOTION DIVISION



Department of Higher Education
Ministry of Education
Government of India

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Part 1

Introduction

1.1 Preamble

Books are vital for transforming our society into a learning and knowledge society. Books are the key sources of information, knowledge, wisdom and pleasure. The emerging knowledge society requires a strong, sustainable and financially viable book sector capable of producing and publishing books of high quality in all Indian languages as well as in English and other relevant foreign languages. It calls for initiatives to ensure adequate supply of quality books and to ensure that books are accessible and affordable to all categories of readers in all parts of the country. It also calls for an effective strategy for improving and increasing book writing and publication, encouraging literary creation with Indian content for both domestic and international readership while ensuring adequate copyright protection for writers and publishers. It also necessitates effective measures for nationwide distribution of all types of books and international circulation of books produced in India, strengthening of the library movement and promoting the habit of reading, especially among those individuals and segments of population that are hitherto unreached.

National Book Promotion Policy should act as a natural corollary to National Literacy Mission so that the literacy programmes have institutional support of a well-coordinated readership development programme. This will ensure that the resources invested in the literacy programmes find full fruition through readership and give back to the society well-skilled human resources for the overall socio-economic development of the country.

1.2 Historical Background

Recognizing the importance of meeting the reading needs of all categories of readers, the successive Five-Year Plans had envisaged several measures for the promotion of books and the habit of book reading. The first Five-Year Plan envisaged the production of graded text books for the purpose of creating an understanding of democratic citizenship. The **National Book Trust (NBT), India** was established by the Government of India in the year 1957 for promotion of books

and the habit of reading and to publish a wide variety of books for all segments of society and age groups keeping in mind the diversities of language, culture and tastes of readers.

1.2.1 The Third Five-Year Plan highlighted the importance of improving the availability of textbooks and steps needed to be taken by both the Central and the State Governments in that direction. The Fourth Five-Year Plan envisaged the production of books in modern Indian languages and the indigenous production of books in English language. It called for setting up of autonomous book production corporations at the Central and State levels. A **National Book Development Board (NBDB)** was set up in 1967 to lay down guidelines for the development of the book sector in the context of overall requirements of the country. A new body, called the **National Book Development Council (NBDC)**, was formed in September, 1983. Thereafter, the Council was reconstituted from time to time.

1.2.2 The Eighth Five-Year Plan supported the establishment of a **National Centre for Children Literature (NCCL) under the NBT** to coordinate, plan and aid the publication of quality children's literature in various Indian languages. The NCCL pioneered the Readers' Club movement in the country by establishing thousands of Readers' Club across schools all over the country, for promoting the habit of reading at the school level. The Tenth Five-Year Plan envisaged 'Books for All' and it envisaged several measures to improve the supply and availability of books in all parts of the country.

1.2.3 The National Policy on Education 1986 (modified in 1992) recognized that "the availability of books at low prices is indispensable for people's education". It stated that "efforts will be made to secure easy accessibility to books for all segments of the population. Measures will be taken to improve the quality of books, promote the reading habit and encourage creative writing. Authors' interest will be protected. Good translations of foreign books into Indian languages will be supported. Special attention will be paid to the production of quality books for children including textbooks and workbooks (para 8.8)". It also states that, "together with the development of books, a nationwide movement for improvement of existing libraries and the establishment of new ones will be taken up. Provision will be made in all educational institutions for library facilities and the status of libraries improved (Para 8.9)". Further, the Comprehensive programme of post-literacy and continuing education [Para 4.13 (c)] envisaged for neo-literates includes wider promotion of books, libraries and reading rooms.

1. 2. 4 A National Book Development Board (NBDB) was set up in 1967 to lay down guidelines for the development of the book sector in the context of the overall requirements of the country. A new body, called the National Book Development Council (NBDC), was formed in September, 1983. In September, 2008, the National Book Development Council was renamed as

National Book Promotion Council (NBPC) which was tasked to facilitate exchange of views on all major aspects of book promotion, inter-alia, covering writing / authorship of books, production, publication and distribution of books, pricing, copyright, promotion of book reading, availability and reach of books for different segments of the society and for various age groups and the quality and content of Indian books in general, Though a series of measures were initiated under the Five-Year Plans to improve the availability, accessibility and quality of books, it was widely felt that there was a need for a coherent and comprehensive policy framework to address issues relating to different aspects of book promotion in a holistic manner. The NBPC in September, 2009 observed that the government should take necessary steps for prompting reading habit, encouraging quality publishing, guiding the book trade and revitalizing the Library Movement in the country, with special emphasis on rural areas. Subsequently, a Task Force was constituted in February, 2010, to draft a comprehensive **National Book Promotion Policy (NBPP)** to meet the challenges of the 21st century.

1. 2. 5 The draft policy prepared by the Task Force was posted on the website of the Department of Higher Education (www.education.nic.in) for soliciting views of the general public. After considering the views and suggestions received from various stakeholders and the State Governments, Universities and technical institutions, the draft policy was revised and the revised draft was placed before the Central Advisory Board of Education (CABE), in its meeting held on 7th June, 2011. The members of the CABE felt that the proposed policy would go a long way in reviving the interest in books, particularly amongst children and youth. Subsequently, following wider consultations with the stakeholders, the draft policy was further revised keeping in view the suggestions received from the members of the NBPC.

1.2.6 The inputs/suggestions received from various stakeholders were included in the draft document following the meeting of National Book Promotion Council (NBPC) held on 12.09.2018.

1.2.7 In August 2020, the National Education Policy was adopted by the Government of India and as per 2.8 of the NEP2020 document, “A National Book Promotion Policy will be formulated, and extensive initiatives will be undertaken to ensure the availability, accessibility, quality, and readership of books across geographies, languages, levels, and genres.”

1.2.8 Subsequently, the National Book Promotion Council was reconstituted on 08.02.2021 under the Chairmanship of the Hon’ble Union Minister of Education.

1.2.9 An Expert Advisory Committee to finalise the draft document of National Book Promotion Policy was constituted on 11 September 2023.

Part 2

Vision and Mission of NBPP

2.1 **Vision:** The **National Book Promotion Policy** (NBPP) envisions a knowledge society imbued with an awareness that comes from reading of books and the positive ideas embedded in them. It also envisions a reading and learning society in which books will be available and accessible to everyone utilising the advancements made through Digital Technology. This policy document recognises that computers and the Internet are changing the way people read.

Digital technology has certainly had a profound effect on the traditional book publishing and retailing industries, but it has also given the book a new lease of life.

Table 1 :Government expenditure on education (INR Billion)

Sector	2017-18 States/UTs	Centre	Total	2018-19 States/UTs	Centre	Total	2019-20 States/UTs	Centre	Total
Elementary Education	2,138.60	342.3	2,480.90	2,145.60	372.1	2,517.60	2,556.00	474.7	3,030.70
Secondary Education	1,463.30	118.6	1,581.80	1,676.70	124.3	1,801.00	1,842.30	89.7	1,932.10
Adult Education	5.7	3.7	9.3	6.5	3.7	10.1	6.8	0.9	7.7
Language Education	17.3	4.5	21.9	19.4	4.5	23.9	209.6	5.3	214.9
University & Higher Education	479.1	170.5	649.6	501.9	202.6	704.5	510.7	197.4	708.1
Technical Education	137.8	155.6	293.4	150.7	140.2	290.8	142.6	155.7	298.4
General Education	37.1	2.7	39.8	42.8	2.8	45.5	58.2	3.5	61.7
Total	4,278.90	797.8	5,076.70	4,543.40	850.1	5,393.50	5,326.30	927.3	6,253.60

Source: Ministry of Education, Government of India.

2.2 **Mission and Policy Goals:** The overarching theme of the National Book Promotion Policy is *'Books for All: improving the availability, accessibility, quality and readership'*. The policy envisages a multi-pronged approach to promoting books and inculcating the habit of book reading among all segments of the society. Specifically, the Policy seeks to:

- Ensure an adequate supply of books that cater to the needs and interests of all segments of the society and all age groups, including persons with print disabilities and other differently-abled persons.
- Ensure that books are accessible and affordable to readers all over the country including the disadvantaged and those living in rural and remote areas.
- Improve the quality and attractiveness of books published by both public and private sector agencies / institutions.
- Enhance readership among people of all age groups and especially among individuals and groups hitherto unreached.

Part 3

Increasing the Availability of Books/Content

3.1 **Writing of Books:** India being a multilingual society, books are written and published in various languages. Books are written for various purposes and with different categories of readers in mind, including books for children, young readers, the differently-abled, students, the professionals, and the neo-literates. As India moves towards becoming a 'knowledge economy', special emphasis will be laid on creating a suitable environment for writing books on all subjects in Indian languages as well as in English. With increasing number of children going to schools and rise in literacy levels, the thrust will be on ensuring the availability of books in all Indian languages in all parts of the country.

3.1.1 **Motivating Writers:** To have more books written on various subjects, appropriate measures will be initiated to encourage and motivate writers to come out with quality manuscripts. Improved facilities and proper recognition will be accorded to genuine and capable writers. An appropriate mechanism will be put in place to ensure that writers get their dues and their rights are protected. Healthy author-publisher relation will be encouraged so that an equitable and transparent relationship is established between these two important segments of the book publishing sector. Guidelines will be formulated to ensure that each published book will be the outcome of an agreement between the author and the publisher. Norms will also be laid down for procedures relating to the submission of a manuscript, its acceptance or return, and the proposed time of publication. A mechanism will also be put in place to ensure adequate copyright protection for authors and publishers. Awareness programs on the importance and necessity of copyright will be initiated. *To safeguard copyright of all stakeholders the role of Indian Reprographic Rights Organisation can be recognised/defined.* Measures will be taken to eliminate plagiarism of any kind. To locate good writers, a website will be created for providing a platform to them to convey their interests in subjects or topics on which they would like to write books.

The following specific steps will be taken for motivating and supporting authors in publishing of books:

- Develop a detailed and interactive web-portal for providing guidance to new authors in respect of laws and regulations about royalty and rights, control from piracy and how to get their work published. Voluntary Convention will be made to check piracy of books.

- NBT will also start an on-line program on writing and publishing for prospective authors
- NBT will study best International and national practices on giving grants to authors, specifically the systems followed by the Canada Council of Art, Australian Council for the Arts, SahityaAkademi etc., and will formulate a scheme to fund authors to self-publish books and also for giving grants to new authors with potential in all genres.

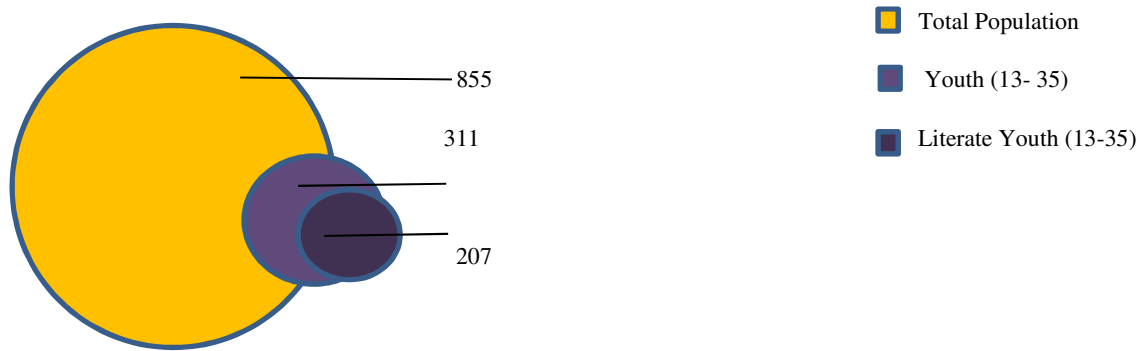
3.1.2 **Encouraging Young Writers:** Schools will be provided guidance to encourage children to write creative works like poems, stories, plays etc. Expert guidance will also be provided to students in Schools and Universities and young writers of books to enable them to master the skills of writing different categories of books. Publishing of books for children as well as books for higher education in all Indian languages will be encouraged. Awards on the lines of the YuvaSahitya Puraskars of SahityaAkademi may be instituted for young writers writing in all genres.

The following measures will be taken for encouraging Young writers:

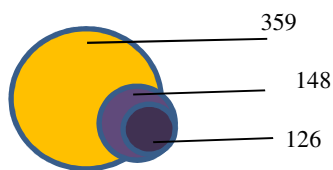
- Encouraging children to write books/e-books/blogs about their experiences such as local culture, school trips, visits to museums, other States, etc to inculcate in them writing habits.
- Encourage writing, reading, speech and poetry competitions.
- Promote new generation writers, Publication / Publishing entrepreneurs.
- Website/portal for guiding young writers – Develop software to provide self-publishing option, page-layout option, templates which can be downloaded, design books and upload it.
- The promotion of Kid and Young authors need to be envisaged with the view to create a large pool of future authors, hence the project should be taken up in a focused manner. Schemes like PM-YUVA Mentorship Scheme may be organized at State-level as well to promote young authors with the objectives to promote young authors in regional languages. *Other Central Government publishing houses like the Publications Division will also be encouraged to undertake the same or similar scheme.*

Figure: Estimates of Indian Youth Population (in million)

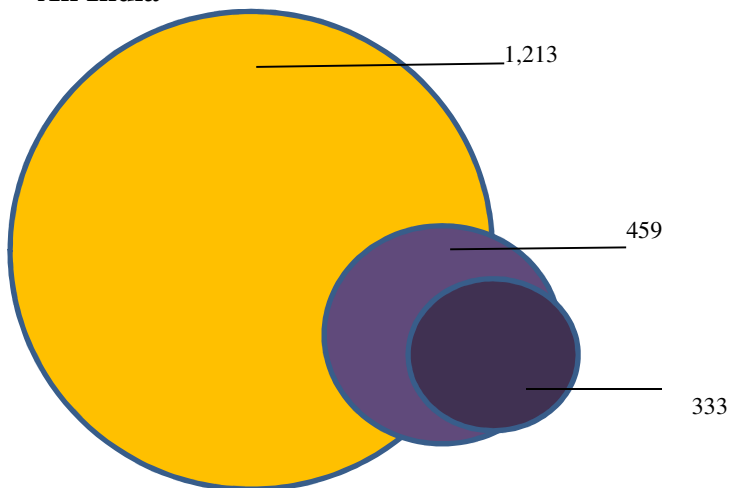
Rural



Urban



All India



Source: National Youth Readership Survey (NYRS) (2010), NCAER –NBT

3.1.3 Assistance to Authors and Publishers: Assistance will be provided to authors and publishers for producing books of high standard, especially books meant for students and teachers. Commissioning of books on special subjects *fostering national narrative, decolonisation and Indian Knowledge system* will be encouraged.

3.1.4 Writing of Books for Children: Measure will be taken to expand the programmes on writing of books for children and young readers. Expert guidance will be made available to writers of children's books to enable them to master the skill of writing and editing of books for children. Schools will be encouraged to support children to write poems, stories, plays and other creative

literature and they will be provided guidance by experts. The National Council of Children's Literature (NCCL) of National Book Trust, India will be strengthened to perform the challenging task of promoting and propagating books for children in all Indian languages. Emphasis would be placed on the production of books to promote national integration and develop interest in Science and Social Sciences among children. Awards on the lines of the Bal Sahitya Puraskars offered by SahityaAkademi will be instituted to promote children's literature authorship in all genres. Private publishers will also be encouraged to publish children's literature in all Indian languages. The following categories of books will specifically be promoted:

- Pocket books, Pop-up books, graphic books, interactive online books would be promoted.
- Books for children to be in simple language and having pictorial format.
- Study of life history, teachings and works of great thinkers like Swami Vivekananda, Sri AdhiShankaracharya, Gautama Buddha and others to inculcate moral values and ethics in the young generation.
- In the light of emphasis on imparting education in mother tongue in primary stage under the National Education Policy 2020, there should be more encouragement to writers preparing content in mother tongue of their linguistic area. *The policy will create an institutional support system for authors and publishers to bring out books as per the guidelines of NEP2020.*
- *Considering the emphasis given on multilingualism and mother tongue education under NEP2020, low price and attractive books in bi-lingual/ trilingual format for children and young readers would be encouraged.*
- Greater emphasis should be placed on publishing books on contemporary Indian themes, biographies for the young, national events, and cities and towns in the light of 75 years of Indian independence.

3.1.5 Books for Differently-abled Persons: Steps will be taken to ensure that differently abled persons have access to books and reading materials in formats which they can use. All school and public libraries will be equipped with assistive devices to facilitate access for differently-abled persons to reading materials. Programmes will be initiated to promote the preparation of appropriate books and reading materials for persons with print disabilities and other categories of differently-abled persons. Special cells will be set up in selected specialized institutions for the preparation and publication of books suitable for differently-abled persons. All government

agencies and private publishers involved in the production / publication and promotion of books will be encouraged to publish books and other reading materials in the form of Braille, ‘speaking / talking books’ and in other formats according to the needs and preferences of the differently-abled readers. Concerted efforts being made by Digital Technologists to prepare standardized digital content needs to be further studied and nationally promoted. A scheme for creating a corner of books for the differently-abled in public libraries implemented by the Raja Rammohun Roy Library Foundation (RRRLF) is already in place and could be used to the advantage of reaching out to the target audience.

3.2 Translation of Books

3.2.1 Fostering a Translation Programme: As high quality translated reading materials are vital for increasing the access to knowledge in many critical areas, translation of Indian as well as foreign books in all Indian languages and vice-versa will be encouraged. Appropriate measures will be initiated to address the issues relating to the translation of standard foreign books into various Indian languages.

The following steps will be taken to foster the Translation Programme:

- Increase translation of good literature into Indian languages (e.g. Russian Literature translated into Tamil language)
- Feasibility study on translating technical and scientific books into Indian languages / regional languages.
- To capture the real meaning, translation should be Author-aided.
- *Translation tools like the ones developed by AICTE would be further strengthened in consultation with various stakeholders.*

Table: Medium of instruction (language) and level of education

<i>Rank</i>	<i>Primary (5th)</i>		<i>Matric (10th)</i>		<i>Graduate</i>	
	<i>Medium</i>	<i>% of youth</i>	<i>Medium</i>	<i>% of youth</i>	<i>Medium</i>	<i>% of youth</i>
<i>1</i>	<i>Hindi</i>	<i>39.3</i>	<i>Hindi</i>	<i>35.3</i>	<i>Hindi</i>	<i>36.8</i>
<i>2</i>	<i>Marathi</i>	<i>10.5</i>	<i>Marathi</i>	<i>10.8</i>	<i>English</i>	<i>25.0</i>
<i>3</i>	<i>Tamil</i>	<i>7.2</i>	<i>Tamil</i>	<i>8.7</i>	<i>Telugu</i>	<i>7.3</i>
<i>4</i>	<i>Telugu</i>	<i>6.8</i>	<i>Telugu</i>	<i>7.6</i>	<i>Marathi</i>	<i>7.2</i>
<i>5</i>	<i>Bengali</i>	<i>6.5</i>	<i>Malayalam</i>	<i>7.1</i>	<i>Bengali</i>	<i>5.0</i>
<i>6</i>	<i>Gujarati</i>	<i>5.5</i>	<i>English</i>	<i>6.7</i>	<i>Tamil</i>	<i>3.9</i>
<i>7</i>	<i>Kannada</i>	<i>5.2</i>	<i>Kannada</i>	<i>6.4</i>	<i>Kannada</i>	<i>3.9</i>
<i>8</i>	<i>English</i>	<i>4.5</i>	<i>Gujarati</i>	<i>5.0</i>	<i>Gujarati</i>	<i>3.3</i>
<i>9</i>	<i>Malayalam</i>	<i>4.1</i>	<i>Bengali</i>	<i>4.6</i>	<i>Malayalam</i>	<i>2.8</i>
<i>10</i>	<i>Oriya</i>	<i>3.4</i>	<i>Oriya</i>	<i>2.5</i>	<i>Assamese</i>	<i>1.8</i>
	<i>Others</i>	<i>7.0</i>	<i>Others</i>	<i>5.3</i>	<i>Others</i>	<i>2.9</i>
	<i>Total</i>	<i>100.0</i>		<i>100.0</i>		<i>100.0</i>

Source: National Youth Readership Survey (NYRS), 2010, NCAER -NBT

3.2.2 Institutional Support to Promote Translation of Books: The National Translation Mission will be actively involved in the promotion and publication of knowledge text translations, in all major disciplines taught in schools, colleges and universities. Creation of a pool of qualified and competent translators in different languages will be given priority *which can also be utilized by all types of publishers*. Universities and other institutions of higher learning will be supported for conducting Degree / Diploma courses on translation, for undertaking preparation of translation manuals between pairs of languages and research and development activities relating to preparation of software for translation, publication of journals on translation and for publishing translation-related texts and analysis, etc. in Indian languages. Support will be provided to projects designed to promote translation of books.

The Central Institute of Indian Languages, the National Book Trust, India and SahityaAkademi and **Publications Division** will be supported to expand their activities relating to translation of literature into all Indian languages and making them available to the readers at affordable prices. Translation of award winning books into all Indian languages will be supported. All book publishers will be encouraged to publish translations of popular books into Indian languages by making use of Section 32 of the Copyright Act, 1957. It would be useful to include the translation of manuscripts or publishing their edited text in the form of books. More attention may be given to this aspect so that interest in the traditional knowledge and sciences is also revived among the younger generation. Some form of coordination with the National Mission for Manuscripts may be considered.

As per the National Education Policy 2020, the role of newly envisaged the Indian Institute of Translation and Interpretation may be factored in fostering the culture of translation of books under the proposed NBPP.

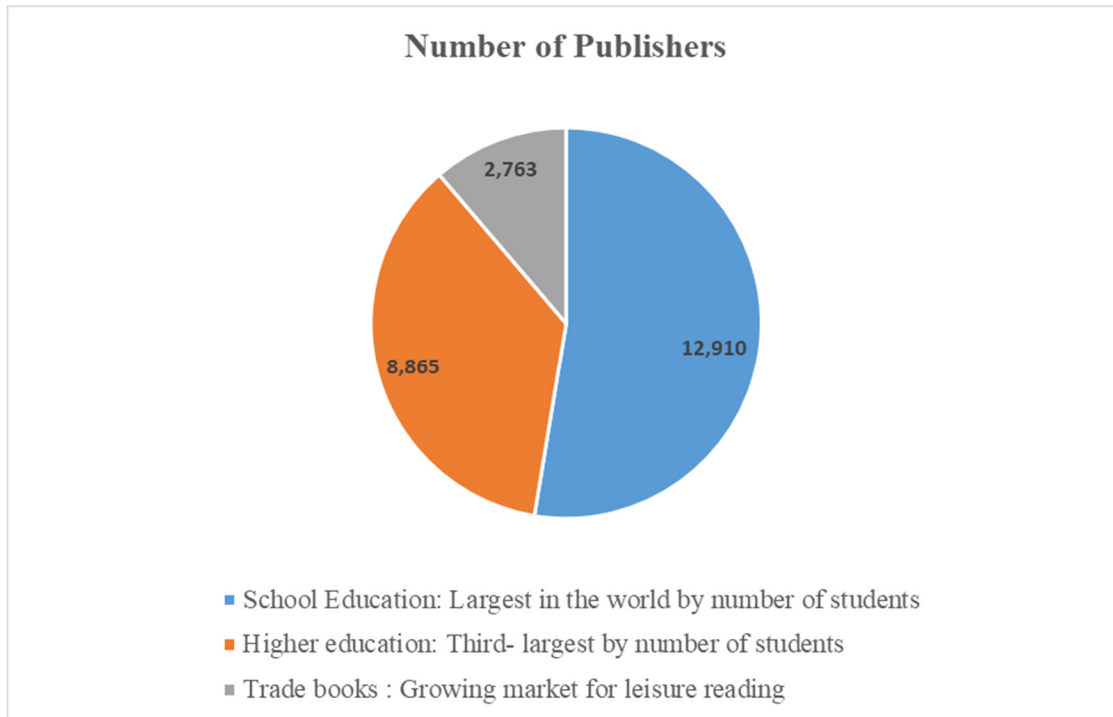
3.3 Publishing of Books

3.3.1 Publication of Books in Different Formats: The publishers will be encouraged to publish all titles not only in print format but also in electronic formats such as eBooks, **audio books**, **interactive books**, in all Indian languages. Deposit of copies of e-books in the prescribed four national public libraries will be facilitated by amending the Delivery of Books and Newspapers Act, 1954.

3.3.2 Collection of Authentic Statistics about Books and Publishing: Steps will be initiated to collect authentic statistics about books and publishers of books. A website for Indian books in all Indian languages will be created and all organizations active in the book publishing sector will be approached for their collaboration. In order to create a database of publishers and books, the registration of publishers through ISBN will be encouraged which would result in the creation of a National Book Database.

Figure: Publishing ecosystem in India

Number of book publishers: 24,538



Source: The number of publishers is estimated on the basis of the industry discussions, Nielsen Book Data analysis, and ISBN Agency data.

Courtesy: *India Book Market Report 2022*, Nielsen Book Data and Federation of India Publishers, 2023.

3.3.3 Publishing of Textbooks: The capacity of institutions/agencies involved in textbook production will be strengthened to ensure timely production and publication of textbooks and to ensure that the prescribed textbooks are made available to students before the commencement of new academic session in schools and universities. Steps will be taken to train writers, editors, illustrators and graphic designers and translators of textbooks. To resolve the logistical issue of availability of textbooks, use of e-publishing would be encouraged.

3.3.4 Setting up of National Board of School Textbooks: A National Board of School Text-Books will be set up to coordinate the programmes of book production at the Central and State levels. The Board will prepare a comprehensive plan for the production and publication of

textbooks in collaboration with all agencies such as NCERT, State Textbook Publishing Corporations and other publishers involved in the production and publication of textbooks with focus on digital content.

3.3.5 Publishing of Foreign Books: This provision will certainly help reduce the import of such books into the country and at the same time make available the entire gamut of related literature to the students of higher education at comparatively much lower costs. There is also a possibility that the Indian publishers who would be bringing out such indigenous editions of foreign books might enter into agreements with their foreign publishers for the entire territory of South Asia which is very common in such cases.

3.3.6 Promotion of Academic Writing and Publishing: Academic writing and publishing is a significant part of knowledge dissemination. Publishing of works of great masters in Humanities and Social Sciences as well as the works of great Indian Scientists like C.V Raman, Srinivas Ramanujan, P.C Mahalanobis, S. Chandrasekhar etc. for school students will be encouraged. In addition to encourage promotion of School and Children's books, Universities and other institutes of higher learning will be encouraged to publish academic journals and books, particularly in Science, Technology and Medicine at College, University and Research levels. The facilities for the publication of academic and scholarly publications by the Universities will be strengthened to ensure improved availability and accessibility of these publications for wider public and the research community. Further, the government/autonomous institutions in the field of publishing and promotion of the interests of authors and publishers should work in close co-ordination for boosting the academic writing and publishing.

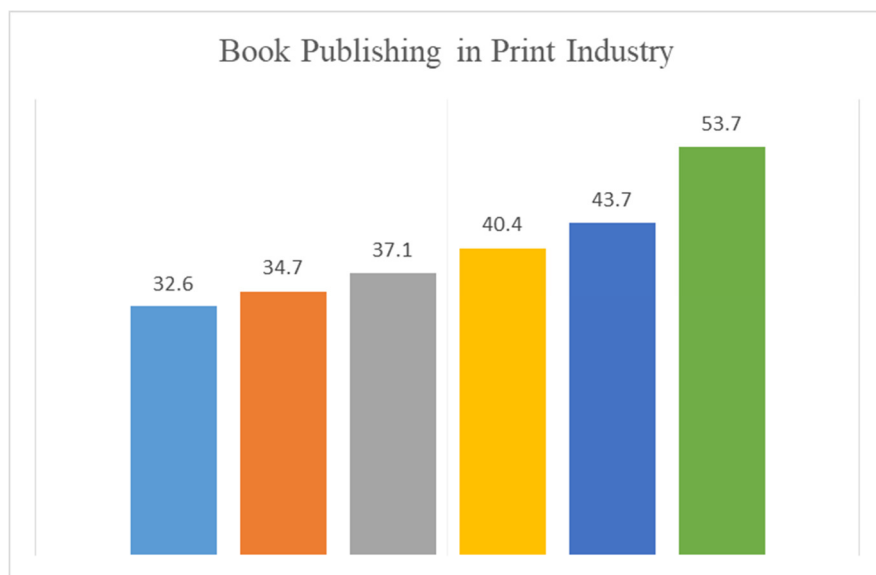
All universities will be encouraged to set up their own publishing facilities and promote academic publishing. Attempt will also be made to digitize thesis, research paper etc. to make them available online. The use of e-books and the setting up of literary clubs in all colleges and universities will be encouraged.

The process to allocate the International Standard Serial Numbers (ISSN) for journals may be simplified. A policy 'One Nation, One Subscription' may be introduced to reduce import costs and subscription payments for journals by domestic libraries.

3.3.7 Enhancing Availability of Rare and Used Books: Reprinting/Digitisation of rare and out-of-print books will be encouraged to enhance their availability in the book market. In addition, display of used books in book fairs will be encouraged. The sale of used books at these book fairs will be encouraged to help bibliophiles find books of their interest at an affordable price, promote books of famous authors and to develop and sustain reading habits among people. The process of import of used books may be simplified further.

Students would be motivated to donate their old and used books, and schools will be encouraged to have book banks for such books. Also book donation drives should be organized for the free distribution of used books to students from economically backward regions.

Figure: Share of Book publishing in print industry (in %)



Source: Nielsen Book Data Analysis and Federation of Indian Publishers, 2023

3.3.8 Setting up of Book Publishing and Promotion Hubs: Steps will be initiated with the support of the State Governments and Union Territory Administrations to set up 'Book Publishing and Promotion Hubs' with adequate infrastructural facilities for publishing books in all Indian languages and help to create a 'culture of publishing'. These hubs will have a number of book shops, facility for book exhibitions and fairs, facilities for training in book publishing, production

and marketing, etc. All these Hubs will be linked to each other to share information related to book publishing and promotion in the States / UTs.

These Hubs will fill up the gaps in the Book publishing, reading and distribution gaps at the local levels and create suitable systems for adoption by State Governments and UTS as per the local needs.

Part 4

Improving the Accessibility of Books and Library Movement

4.1 **Strengthening of Library Movement:** The library movement with emphasis on e-libraries will be supported to enable them to act as local nodal agencies for book promotion and propagation of book reading habits among people by making the widest possible range of books available to them. Libraries will be encouraged to play two distinct roles – to serve as a local centre of information and knowledge, and be a local gateway to national and global knowledge. All academic and public libraries will be strengthened and modernized to improve their collection of books and services. The network of academic and public libraries in State, District, Block and Village levels will be further strengthened. Steps will be taken to enhance online accessibility of library books to the readers. *Efforts would be made to provide specific budgets to libraries to carry out reading promotion programmes. And concerted efforts would be made to provide sufficient skilled librarians and library staff for effective implementation.*

Following additional steps will be taken to strengthen the Library movement:

- Affiliation Bye-Laws of CBSE with regard to the school library should be effectively adhered to by the schools. Libraries and reading rooms should be opened at orphanages and old-age homes, and children should be encouraged to visit them and do community service of reading books to all children and inmates at these places. Library weeks should be celebrated with story-telling sessions, book exhibitions, book talks, book reviews etc.
- The concept of Neighbourhood Libraries with Digital Facility should be institutionally integrated with Smart City projects as well as with Adarsh Villages projects.
- For enhanced rural penetration of books in rural areas, library service can be provided at Post Office or Panchayat Office with the involvement of local government. NGOs and local bibliophiles may be engaged to set up these libraries.
- Indian Missions abroad will be encouraged to set up libraries of Indian Books on the pattern of Max Mueller Bhawan, the British Council and the USIA, etc. which will help in conveying India's capabilities in the areas of Indian writing, research, publishing etc.

- Research activities to create better awareness about the problems of library development shall be promoted.

- *Academic Library would be strengthened on the lines of Public Library.*

- *The structure of library discounts to booksellers and distributors as developed by Raja Rammohun Roy Library Foundation and The National Library of India may be followed as a model structure for library discounts across the country for both public libraries and academic libraries.*

4.1.1 Separate Section in Libraries for Children and Readers with Print Disabilities: All public libraries will be encouraged to set up a children's section. Measures will be taken to facilitate creation of special sections / cells in libraries of all schools, colleges and universities and public libraries, to make books available and accessible for readers with print disabilities as well as for other groups of differently-abled persons. In addition to books, appropriate assistive / technological devices and effective software will be made available to help differently-abled persons to access information and reading materials.

In the changing times, libraries are required to be re-imagined by including audio books, digital technology, Artificial Intelligence (AI), etc., with focus on digitization of books by the agencies to make the data available to everyone.

The Neighbourhood libraries may be GIS tagged for better accessibility.

The Library Movement, especially at the Panchayat level, may be promoted through PPP model with CSR Support of the PSUs/Banks/corporate houses etc.

Government of India schemes for rural development such as Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) may be integrated to provide reading materials to Self-Help Groups under the mandate to 'diversify their livelihoods, improve their incomes and quality of life' with Panchayat Libraries playing the role of enablers.

4.1.2 Promoting Collaboration Between Libraries and Educational Institutions: Libraries will be encouraged to collaborate with educational institutions, agencies and NGOs involved in book promotion activities in order to develop a community-based information-sharing / seeking system.

Table: Demographic profile of youth readers and preferred places to read

(% distribution of youth readers for selected preferred places)

Characteristics		Home	School / College	Library	Clubs
Location	All India	100.0	100.0	100.0	100.0
	Rural	54.1	44.2	42.7	43.4
	Urban	45.9	55.8	57.3	56.6
Gender	Male	52.1	51.2	67.2	69.5
	Female	47.9	48.8	32.8	30.5
Age	13-19 years	35.0	52.8	40.0	27.6
	20-24 years	25.3	26.3	29.7	14.3
	25-35 years	39.8	20.9	30.3	58.0
Level of education	Primary (5th)	11.5	10.1	4.5	6.5
	Matric (10th)	46.6	46.0	35.2	48.4
	Higher Secondary (12th)	22.1	20.9	33.4	17.5
	Graduate and above	19.8	23.0	26.9	27.6
Activity status	Regular salary & wages	13.3	7.9	14.1	38.5
	Unpaid housework	19.0	9.4	8.0	5.8
	Student	40.0	66.5	50.8	24.0
	Others	27.7	16.2	27.0	31.6
Estimated youth readers (Millions)		73.1	3.9	2.1	0.3

Source: *National Youth Readership Survey* (2010), NCAER-NBT

4.1.3 Enhancing Connectivity among Libraries: The role of Information Library Network (INFLIBNET) Centre which is an autonomous Inter-University Centre (IUC) of UGC along with Developing Library Network (DELNET) will be strengthened to further improve connectivity of university libraries with all information centres through a nationwide high speed data network using the state-of-art technologies for the optimum utilization of information. *Further, suitable*

infrastructure would be created to put in place a centralised online system of libraries to access books from all types of libraries (local as well as global) at one place.

4.1.4 **Open Access:** All research articles published by Indian authors receiving any government or public funding will be made available under Open Access.

4.1.5 **Application of New Technologies for Enhancing Access to Books:** Appropriate programmes will be formulated to spread the awareness of technological advances in the field of book publishing such as e-books and digital libraries which are becoming increasingly important in today's world. Application of information and communication technologies to reach out to readers in all parts of the country will be an important aspect of the book promotion endeavours. The book sector will be encouraged to keep themselves abreast of the latest developments in regard to application of technology for promotion of books. The book sector will be encouraged to explore the potential of easy-to-read and inexpensive e-Readers to meet the needs of diverse groups of readers.

4. 1. 6 The concept of Mobile Reading is fast catching up as it has the potential to meet the reading needs of the masses and being technology-oriented can also negotiate with the problems of accessibility of reading materials. A UNESCO Report on the subject would be studied by the National Book Trust (NBT) for its possible use in India as a national project under NBPP.

E-Books would be encouraged and the existing National Library portal would be made more user friendly and more books would be added to its database in PDF format on the lines of Google Scholar. The National Digital Library of India (NDL India) would be enlisted to take advantages of its successful development of a framework of virtual repository of learning resources with a single-window search facility.

In the aftermath of the global COVID-19 pandemic, the entire scenario of e-learning, access to digital books and their requirements for the society at large have changed fundamentally. The present policy will take this into consideration and enable the creation of a national framework for the distribution and accessibility to e-content to all segments of readers.

The National Education Policy 2020 envisaged "National Educational Technology Forum (NETF), will be created to provide a platform for the free exchange of ideas on the use of technology to

enhance learning, assessment, planning, administration, and so on, both for school and higher education. Accordingly a National Centre/School of Digital Publishing under the framework of NETF may be established to provide direction to the challenges and opportunities of Digital Publishing in the country.

4.2 Distribution of books

4.2.1 Expanding Book Selling and Distribution Network: Booksellers and distributors play a crucial role in reaching out to readers and in enhancing accessibility of books. Priority task will be to promote creation of a nation-wide and effective network of booksellers and distributors, to ensure availability of books on all subjects of interest and for readers of all categories across the country. Book distribution and retailing agencies will be encouraged to set up book stores in rural / remote areas.

4.2.2 Online Sale / Purchase of Books: The availability of books online will be enhanced to bridge the gulf between the publisher and the reader. The publishers and booksellers associations will be encouraged to make use of the expanding digital network and internet connectivity to expand online sale / purchase of books, to enable people in different parts of the country to access books and other reading materials. *Further, avenues would be created for the promotion of Indian bookstores and ecommerce platforms to minimize reliance on data storage on multinational ecommerce platforms.*

4.2.3 Encouraging the Growth of Bookshops: Appropriate advocacy campaigns will be promoted to persuade commercial establishments and shopping malls to allocate space for a Bookshop / Library-cum-Reading Room in their premises. Similarly, residential societies will be urged to allocate space in all new residential / apartment complexes for setting up a Bookshop / Library-cum-Reading Room.

4.2.4 Cataloguing in Publication: Publishers Associations will be encouraged to actively participate in projects like Cataloguing in Publication (CIP) with a view to creating catalogue data for books in a centralized manner and promoting distribution of books in India and abroad. *Delivery of Books Act (DBA) related policies can be revised to mandate publishers to submit at least two copies to the National Library and Indiana Collection.*

Table: Market size estimation and forecast for print book publishing in India

Market Size Est. (INR Billion)	2019-20 (E)	2020-21 (E)	2021-22 (E)	2022-23 (E)	2023-24 (P)	2024-25 (P)	2025-26 (P)	CAGR 2023-24 to 2025-26 (P) *
Pre - Primary	20.9	14.6	16.8	20.2	23.5	27.4	31.9	16.5 %
Primary	191.8	134.3	154.4	185.3	215.8	251.4	292.8	16.596
Upper Primary	113.8	79.7	91.6	110.0	128.0	149.0	173.4	16.4 %
Secondary	95.5	66.9	76.9	92.3	111.1	133.7	161.0	20.4 %
Senior Secondary	94.3	66.0	75.9	91.1	109.2	131.0	157.0	19.9 %
Total School Book Market	516.4	361.5	415.7	498.9	587.7	692.5	816.1	17.2
General Education	137.4	96.2	110.6	132.7	170.2	218.2	279.8	28.29
Professional Education	39.2	27.4	31.6	37.9	41.0	44.4	48.1	8.39
Total Higher Education	176.6	123.6	142.2	170.6	211.2	262.6	327.9	24.69
Total Trade	27.6	18.0	22.4	26.9	30.3	34.1	38.3	12.5 %
Total Book Publishing Market	720.6	503.1	580.3	696.4	829.2	989.2	1182.4	19.4 %

Source: India Book Market Report 2022, Nielsen Book Data and Federation of India Publishers, 2023.

4.3 Promotion of Indian Books Abroad

To promote Indian books abroad, publishers /exporters will be urged to facilitate export of books by Indian authors through participation in International Book Fairs. The ICCR and NBT will be encouraged to facilitate Indian writer's interaction with foreign writers in India and abroad. During the India Cultural Festivals organized abroad by the ICCR, books as Cultural Component with participation of publishers, literary agents, and authors would be integrated in association with NBT. Similarly, in Guest of Honour Presentations of NBT at International Book Fairs, other elements of Cultural Heritage would be integrated in association with ICCR. At major international book fairs, NBT to set up an **India Pavilion in collaboration with national institutions such as Publications Division (Ministry of I&B)**, bringing all government/autonomous institutions and private publishers under one umbrella to project country's soft power.

4.3.1 The promotion of Indian books abroad should also cover the promotion of and engagement with writers of Indian Diaspora community as a vehicle to promote Indian culture and literature in all its dimensions and underline their impact on world culture and literature.

4.3.2 Internationalization of Content: There is a great need and scope to promote Indian content and books in foreign languages and the policy would support creation of a National Translation Fund for translation of Indian books abroad by integrating the concept of Financial Assistance/Subsidy to publishers to project Indian soft power through books.

4.3.3 UNESCO World Book Capital Concept: India's engagement with UNESCO's World Book Capital Project may be institutionalized for promotion of the country's cultural heritage through the world of books.

4.4 Preferential Postal Rates

A major difficulty in the promotion of books has been making books available through mail order to individual buyers, reader-members of home libraries or book club movements throughout the country. In order to overcome this, the Department of Posts would be urged to offer a most favoured treatment in the matter of postal rates on book packets. Initiatives will be taken to facilitate concessional postal rates for the books dispatched by mail order and for VPP packets and

to extend the postal concessions provided for periodicals and newspapers that are registered under RNI to books that are procured for distribution to public libraries in rural areas.

4.5 Improving the Affordability of Books

The availability of books at affordable prices is indispensable for enhancing accessibility of books to all segments of the society. Publishers will be encouraged to publish international and national award winning books at an affordable price in order to attract wider readerships. To bring down the price of foreign books used by students, particularly by the students in higher education institutions, arrangements for getting them printed in India will be explored while ensuring that the interests of Indian writers are safeguarded. The possibility of making available printing paper on a preferential / subsidized rate for publication of books and making them available at affordable price to readers will be examined. *As part of the 'Make in India' programme, suitable support may be provided to Indian paper manufacturers to reduce the reliance on imported papers so that books with reasonable pricing can be published in the country.*

Part 5

Upgrading the Quality of Books

5.1 **Improving the Quality Content and Production of Books:** The task of improving the quality of content, production and publication of books for all categories of readers including textbooks and supplementary readers for students, will constitute an important component of the book promotion initiative. A proper system and mechanism will be put in place to ensure the quality of content and production of books. A key initiative in this context will include programmes to motivate and facilitate good writing and fine publishing and to provide incentives and / or fellowships to attract the best talent in book writing, including academic writing, and book publishing. Steps will be initiated to promote creative writing skills among school and university students. Schools and colleges will be supported to enable students to acquire skills in creative writing. Improvement of the quality of content and production of books in Indian languages, especially those meant for students at both the schools and tertiary levels of education, will receive special attention.

The National Policy on Education, 1968 states in para (9) **“Production of Books”**: The quality of books should be improved by attracting the best writing talent through a liberal policy of incentives and remuneration. Immediate steps should be taken for the production of high quality textbooks for schools and universities. Frequent changes of textbooks should be avoided. Special attention should be given to books for children and to university level books in regional languages.

5.2 **Creation of Professionally Qualified Personnel for Publishing Sector:** The universities and technical institutions will be urged to introduce certificate courses, diploma programmes, and post graduate management degrees in book designing and publishing, e- publishing, online marketing etc. to expand the pool of professionally qualified personnel in the publishing sector. The publishing houses / agencies will be encouraged to allow students of book publishing courses to work as interns in their organizations in order to enable them to acquire practical knowledge, skills and experience relating to editing, production and publication of books. This objective should be institutionally integrated with the Skill India policy of Government of India. The skilled professionals can also be enlisted as book promotion officers by the State Governments for

promoting reading culture at State, District, and Panchayat levels. Further, the skilled manpower may be developed as book entrepreneurs with professional expertise to promote the culture of reading with innovative ideas under Startup India programmes.

There is a vast scope for the conceptualization and execution of a centralized state-of-the-art Indian Institute of Publishing Management (IIPM) on the lines of IIMs, IITs in the light of the volume, diversity and quality of content and its management as visualized in NEP 2020 with faculty and facilities drawn from all over the world to make it a hub of international and national publishing knowledge, learning and skill-enhancement.

5.3 **Book Review:** All newspapers and electronic media, including both audio and television channels, will be encouraged to include book reviews and interviews with authors to attract readership. Institutional support to start dedicated TV/Internet channels to be provided to focus on the world of books, book promotion, author promotion, culture of reading etc.

Part 6

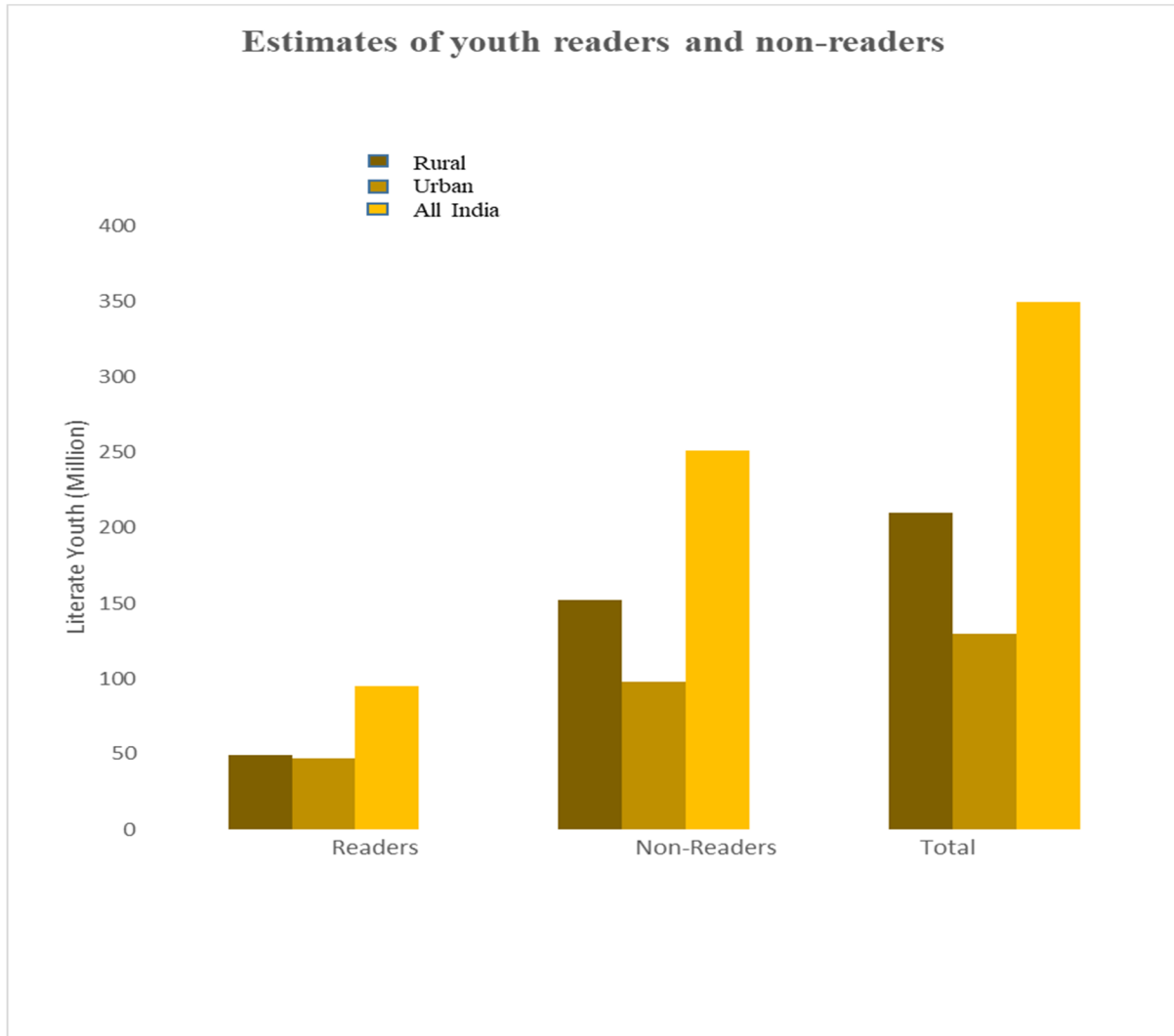
Readership Promotion

6.1 **Inculcating Book Reading Habit:** Book promotion depends, to a great extent, on the book reading habit of the people. All out efforts will be made to enable all literate and educated people, including the neo-literates to realize the significance of reading books and to help them develop a regular reading habit. A well-planned national campaign will be launched to inculcate a book reading habit among all sections of the society, especially among children, youth, women and the differently-abled readers. Initiatives will be taken to harness the knowledge and capability of librarians to promote reading habit, especially among the younger generation. The media, both print and electronic, will be mobilized to support activities through special programmes aimed at inculcating book reading habit and enhancing readership among people of all age groups. Reading and book promotion will be introduced as an important component of all Central Government flagship Programmes of Rural Development / Employment / Health / Education.

Schools should utilise their social media sites to advertise good books. Reading festivals, storytelling sessions, book release functions, Library Weeks should be promoted in schools. Social media can be used to advertise books, teaser texts of books can be uploaded to raise interest in the books.

A day may be earmarked as National Reading Day with the participation of public figures of all walks of life.

Figure: Estimates of youth readers and non-readers

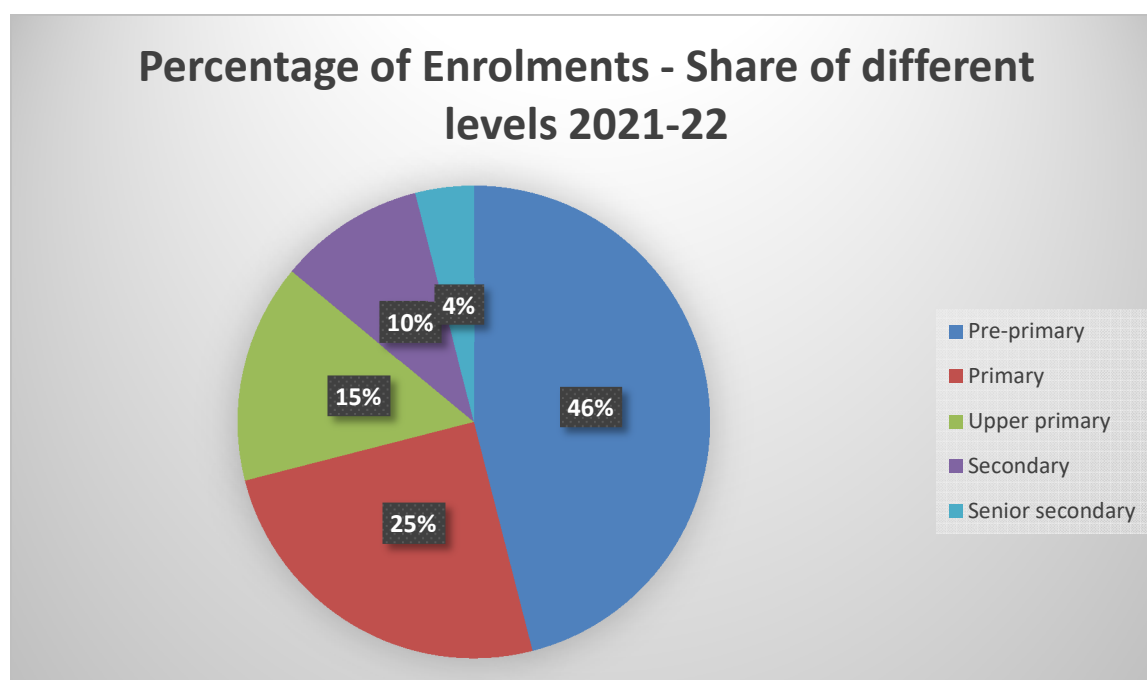


Source: *National Youth Readership Survey(2010)*, NCAER-NBT

6.2 Book Fairs and Exhibitions: Book fairs and exhibitions will continue to be important components of the programmes designed to promote books and the habit of reading. The scope and coverage of books fairs and exhibitions will be expanded to reach readers in rural areas and all language groups. Publishers of books in Indian languages will be urged to organize book fairs in small towns and in a cluster of villages to create a climate in which a large number of people could buy and read books. In order to streamline the book fairs and exhibitions scene in the county and to bring in professionalism, an appropriate institutional mechanism will be put in place to coordinate activities relating to the organization of book fairs and exhibitions in all parts of the

country. The coverage of Mobile Book Exhibitions and book fairs will be enhanced by operating at least one Mobile Exhibition Van in each district of India in order to promote the concept of Panchayat-level book fairs and exhibitions. The idea of Virtual Book Exhibitions/Fairs will be supported as Pilot Projects. To position panchayats as modern chaupals which would act as change agents to inculcate reading habit among the rural readers, Panchayat Book Fairs would be promoted.

6.2.1 Children’s Book Fairs: The concept of Children’s Book Fairs focusing exclusively on the participation of publishers, authors, artists, book designers, young readers, schools, teachers, parents, educators, children literature researchers, librarians, animators, would be promoted and strengthened as part of the policy to expand and understand the ecosystem of children’s books, and their creators and readers.



Source: UDIS+2021 (India Book Market Report 2022), Nielson Book Data

6.2.2 Promotion of Virtual Book Fairs/exhibitions (addition of this as a NEW POINT): The concept of Virtual Book Fairs would be promoted institutionally in the post-COVID-19 publishing world, and a mechanism will be developed to make it not only visitor-friendly but also business-friendly so that it becomes a sustainable idea. *Central Government publishing houses like NBT, Publications Division (Ministry of I& B), Sahitya Akademi will also be encouraged to organize and participate in national/international virtual book fairs.*

The potential of the sector of book exhibitions and book fairs as provider of employment opportunities in both rural and urban areas would be explored and promoted through Skill India initiatives.

6.2.3 The concept of Mobile Book Exhibitions can be further expanded by bringing Indian Railways on board for starting Rail Book Exhibitions in various parts of the country for cultural exchange as well as promotion of book trade and commerce.

6.3 Enabling Libraries to Act As Nodal Points for Reading Promotion: To promote reading habits and forge the link between people with basic literacy skills and the libraries, all public libraries will be encouraged to reach out to the people in their areas of service. Efforts will be made to make the best use of existing libraries for the purpose of reading promotion and also to put the library movement into a new active phase in which the library would become a nodal point for reading promotion. Seminars and workshops involving various users' groups will be promoted to make public libraries a favoured social destination for people of all age groups.

Table: First preferred language for reading leisure books by region

	North		South		East		West		Central		North - east		Others	
	Preferred language	% share	Preferred language	% share	Preferred language	% share	Preferred language	% share	Preferred language	% share	Preferred language	% share	Preferred language	% share
1	Hindi	85.0	Kannada	25.2	Hindi	41.4	Marathi	58.4	Hindi	95.1	Assamese	51.1	English	36.8
2	Urdu	5.3	Malayalam	24.5	Bengali	30.7	Gujarati	25.4	English	2.4	English	19.1	Gujarati	25.6
3	English	4.5	Tamil	24.0	Oriya	20.1	Hindi	7.6	Urdu	1.1	Bengali	9.8	Tamil	14.3
4	Punjabi	2.4	Telugu	15.5	English	5.1	English	4.3	Bengali	0.3	Manipuri	7.9	Hindi	9.1
5	Assamese	1.8	English	4.0	Urdu	1.4	Urdu	2.0	Marathi	0.1	Hindi	2.7	Punjabi	6.0
6	Others	1.0	Others	6.8	Others	1.2	Others	2.4	Others	1.0	Others	9.3	Others	8.2
	Total	100.0	Total	100.0	Total	100.0	Total	100.0	Total	100.0	Total	100.0	Total	100.0

Source: National Youth Readership Survey (2010), NCAER-NBT

A Library Extension Studies Book Programme will be introduced to encourage each school teacher to introduce some new books in the classroom each week. The Social Networking sites will also be used for reading promotion. Library extension services such as reference and reader's advisory assistance, public access to the Internet, reading incentive programmes for children such as quiz, essay writing, storytelling and elocution competitions for children and showing of children films in library will be popularized in order to bring children to libraries and enhance readership. Schools will be encouraged to take children to public libraries on tour to make them aware of the knowledge stored in the libraries and use of library facilities for educational purposes. Libraries will be urged to organize vacation reading clubs.

The following initiatives will be taken to enable Libraries to act as Nodal Points for Reading Promotion:

- Compulsory Library session in school schedule on a daily basis
- Novel reading in school curriculum as extracurricular activity from primary level.
- CBSE curriculum to have recommended books for different classes – made available through book clubs, libraries or e-books.
- *A system of crediting some marks/grades to students for meaningful engagement during library periods would be developed.*

6.4 Children's Book Hubs: Children's Book Hubs will be created in places like the National BalBhawan, National Science Centre, Rail Museum and in similar centres for children in all State Capitals to support reading promotion initiatives. These hubs will provide a book-friendly environment and organize activities to promote reading habit. Activities like Drawing, sketching and designing will be done by children in these hubs.

6.5 Scheme of Book Coupons: Publishers will be urged to introduce a scheme of Book Coupons designed to offer attractive discounts to readers in order to support reading promotion and also to increase the affordability and sale of books. Donation of books by children to libraries and giving books and book coupons as gift to children and youth on birthdays, holidays and special occasions will be encouraged as part of the efforts for book promotion and for improving reading habit among children.

6.6 **Readers' Club:** As a part of the effort for readership promotion, and foster book mindedness in the country, the Readers' Club Movement will be expanded. All the States and Union Territories will be encouraged to support the efforts of the NBT in establishing Regional Book Promotion Centres. Public libraries and local schools will be encouraged to join hands to set up book clubs in villages. Virtual Readers' Clubs for different learner communities will be developed around the National Digital Library of India infrastructure.

Table: Preferred languages for reading leisure books

Language		1st preferred reading leisure language for books		2nd preferred for reading leisure language books	
		Youth readers (Million)	% distribution	Youth readers (Million)	% distribution
1	Assamese	3.30	4.0	0.77	2.0
2	Bengali	6.46	7.7	2.04	5.3
3	Bodo	0.05	0.1	0.30	0.8
4	Gujarati	4.74	5.7	0.40	1.0
5	Hindi	27.83	33.4	12.03	31.2
6	Kannada	5.10	6.2	0.35	0.9
7	Kashmiri	0.03	0.0	0.22	0.6
8	Konkani	0.09	0.1	0.15	0.4
9	Maithili	0.05	0.1	0.10	0.3
10	Malayalam	4.91	5.9	0.29	0.8
11	Manipuri	0.45	0.5	0.09	0.2
12	Marathi	11.00	13.2	1.17	3.1
13	Marwari	0.05	0.1	0.18	0.5
14	Oriya	3.74	4.5	0.15	0.4
15	Punjabi	0.31	0.4	0.25	0.7
16	Sanskrit	0.00	0.0	0.08	0.2
17	Santali	0.03	0.0	0.00	0.0
18	Sindhi	0.00	0.0	0.07	0.2
19	Tamil	4.96	6.0	0.41	1.1
20	Telugu	3.10	3.8	0.61	1.6
21	Urdu	1.41	1.7	0.87	2.3
22	English	4.44	5.4	16.66	43.2
23	Foreign Language	0.66	0.8	0.51	1.4
24	Other	0.71	0.9	0.91	2.4
Total		83.4	100.0	38.6	100.0

Source: National Youth Readership Survey (2010), NCAER-NBT

6.7 World Book and Copyright Day: *The World Book and Copyright Day celebrated on 23 April should be observed on much larger scale for awareness of books, reading and copyright.*

6.8 Integration of Library Services with Post-literacy Programme: In regions where library movements and literacy initiatives are strong, rural libraries will be integrated with the post-literacy and continuing education centres, especially in rural areas. Particular attention will be paid to the availability in rural libraries of a variety of quality reading materials in adequate quantity that are relevant to the needs of neo-literates. NGOs working in the field of education will be encouraged to run small libraries even in the form of ‘book box’ particularly for children and young readers. Mobile Libraries will be arranged for remote and far flung areas, in addition to the online accessibility of books to the readers.

6.9 Promotion of Neighbourhood Library System: The establishment of neighbourhood libraries in residential complexes will be encouraged to promote books and the habit of book reading. The schools will be encouraged to open their libraries’ for general public after school hours and on weekends. Such schools will be provided with incentives in maintaining those libraries.

- *In order to make books accessible in remote areas, concepts like ‘Ghoda library’ in Uttarakhand to reach out to readers may be suitably adapted for various parts of the country.*
- **Promotion of Neighbourhood Library System:** The Resident Welfare Associations will be provided suitable support and training to source books and run a viable Neighbourhood Library System.

6.10 Literary Festivals: Literary festivals in recent years have become very popular and they attract a lot of authors and young readers who gather every year at a particular place. All necessary support will be given to organize literary festivals in all languages at National, State, District and Tehsil levels. These festivals will be encouraged not only as a means of promoting the authors’ books and fostering readership among the youth but also as a platform for authors and publishers to discuss the art of writing and publishing. ‘Authors’ week’ may be organized in local libraries and schools where an author visits and spends time with the readers and shares his / her views.

Table: Visit to book promotion events by readership status (% of literate youth)

Frequency	Readers	Non-readers	Total
Every year	8.0	1.4	3.1
Almost every year	9.2	3.1	4.7
Few occasions	13.7	1.3	4.4
Only once	7.9	1.5	3.1
Never	61.2	92.7	84.8
Total	100.0	100.0	100.0
Estimated youth (Million)	83.4	249.3	332.7

Source: National Youth Readership Survey (2010), NCAER-NBT

6.11 **National Readership Surveys:** National Readership Surveys will be supported to assess the reading habits and to collect information regarding readers' preferences and choices, readership status and trends among various age and language groups, gender groups, and socio-economic groups in different regions. These surveys will be carried out at regular intervals to review the effectiveness of the policy and take corrective action to promote readership.

6.11.1 Efforts would be made to support innovators, researchers and start-ups working in the field of ideating new concepts of book promotion integrating it with contemporary needs and aspirations.

Part 7

Implementation

7.1 **Collaboration with Partners:** The NBPP will be implemented in cooperation and collaboration with several partners, including Central and State Government Departments, Autonomous Institutions, involved in book *publishing and* promotion and private publishers. Some of the partner agencies / departments / institutions that will be involved in the implementation of the Policy will include libraries, schools, universities and other institutes of higher learning, book clubs, NGOs, Resident Associations, Panchayati Raj institutions, Post Offices, Railways, authors' organizations, publishers' organizations, Booksellers' organizations, organizations working for children's welfare, organizations working for women's welfare and for the physically disabled persons, and the national institutions like Indian Council for Social Science Research (ICSSR).

The National Book Trust (NBT) will be the key coordinating entity within the Ministry of Education. For monitoring the implementation of NBPP, a system will be put in place in the Ministry.

7.2 **Resources/Budget:** Adequate resources will be made available for book promotional activities involving public and private sectors to improve the availability and accessibility of books and civil society in book promotion activities and programmes.

A dedicated budget on the lines of the allocation of funds made in the Union Budget (2023-24) for National Digital Library for children and adolescents as well as for physical libraries (Panchayats and ward levels) to promote culture of reading will be herewith earmarked for effective on ground implementation of the objectives of the Policy.

Accordingly, a budget of Rs. 1500 crores for a period of five years may be allocated with the Book Promotion Division, Department of Higher Education, Ministry of Education, Govt. of India as the Nodal Division to plan and implement the objectives of the National Book Promotion Policy as part of National Education Policy 2020 Implementation Plan.

7.3 **Review:** The implementation of the various parameters of the Policy will be reviewed periodically to ascertain the progress of implementation and trends emerging from time to time. The review will be done based on results of the national readership surveys.