



**GBO**  **NEW DELHI**  
German Book Office



# PUBLISHERS **TRAINING** PROGRAMME

<Managing for the future>

Indian Institute of Management Ahmedabad

24<sup>th</sup> June – 28<sup>th</sup> June 2013

**PUBLISHERS TRAINING PROGRAMME**

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## **PUBLISHERS TRAINING PROGRAMME**

### **Welcome to the Publishers Training Programme 2013**

Dear Participant,

Welcome to the third batch of the Publishers Training Programme of the Frankfurt Book Fair, German Book Office, New Delhi and the Indian Institute of Management, Ahmedabad!

We are aware of the challenges that the global as well as the local publishing industries are facing in the current scenario of technological developments, global financial instability and other region specific issues. This course has been envisaged, not just to address the lack of professional programmes for the publishing industry in India, but also to provide a platform for training and ideas exchange among the industry stakeholders. The aim is to collaborate and come up with effective solutions, out-of-the-box ideas and trend-setting directions for the future.

We have been encouraged by the industry's response and have with us another group of enthusiastic and experienced professionals. The course has been tailored keeping in mind the concerns of the publishing and allied trade. It has been developed by the well-known IIMA faculty who have looked into the said industry and prepared relevant case studies.


The practical aspect of the course is being handled by the noted industry experts who complement each module be it on strategy, marketing or finance by bringing in their hands-on expertise.

We hope that the chance to interact with your peers will rejuvenate and re-energise you to connect with the industry as a whole. We also hope that you are able to create networks of lasting importance while utilizing what you learn to steer your business ahead.

We value your feedback a lot and would appreciate as detailed a review as you can give us so that we analyse our efforts and present our ideas/programmes in a way that suits you best.

We wish you a fruitful and exciting time during this programme. For any further queries/details, please write to [srivastava@newdelhi.gbo.org](mailto:srivastava@newdelhi.gbo.org) or [Rastogi@newdelhi.gbo.org](mailto:Rastogi@newdelhi.gbo.org).

Regards,



Claudia Kaiser



&

H Anil Kumar

## PUBLISHERS TRAINING PROGRAMME

### Schedule

#### Monday, June 24, 2013

09:00 hrs to 10:15 hrs	Introduction to the Programme	Claudia Kaiser, Frankfurt Book Fair/ Dr H Anil Kumar, IIMA
10:15 hrs to 10:35 hrs	Tea / Coffee	
10:35 hrs to 11:50 hrs	Strategy and Business Environment – I	Prof. M.R. Dixit
11:50 hrs to 12:10 hrs	Tea / Coffee & Group Photo	
12:10 hrs to 13:25 hrs	Strategy and Business Environment – II	Prof. M.R. Dixit
13:25 hrs to 14:25 hrs	Lunch	
14:25 hrs to 15:40 hrs	Strategy and Business Environment - III: The Education Market	Dr. H. Anil Kumar
15:40 hrs to 16:00 hrs	Tea / Coffee	
16:00 hrs to 17:15 hrs	Strategy & Experiences: 'The pasts & the futures' Talk & Workshop	Akshay Pathak, Independent Publishing Consultant
19:00 hrs to 20:00 hrs	Interaction with Industry Expert: Strategy- Mergers & Acquisitions	Rahul Srivastava, Simon & Schuster India

#### Tuesday, June 25, 2013

09:00 hrs to 10:15 hrs	Customer and the Corporation- I: Designing and Delivering Customer Value	Prof. Arvind Sahay
10:15 hrs to 10:35 hrs	Tea / Coffee	
10:35 hrs to 11:50 hrs	Customer and the Corporation- II: Delivering Customer Value	Prof. Arvind Sahay
11:50 hrs to 12:10 hrs	Tea / Coffee	
12:10 hrs to 13:25 hrs	Customer and the Corporation- III: Marketing and Distribution	Prof. P.K. Sinha
13:25 hrs to 14:25 hrs	Lunch	
14:25 hrs to 15:40 hrs	Customer and the Corporation- IV: Brand Management	Prof. P.K. Sinha

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15:40 to 16:00 hrs	Tea / Coffee	
16:00 hrs to 17:15 hrs	Marketing: New trends and practices, Social Media	Sangram Surve, Think WhyNot Hemal Majithia, OKTOBUZZ
19:00 hrs to 20:00 hrs	Interaction with Industry Experts: Best Practices	Sangram Surve, Think WhyNot Hemal Majithia, OKTOBUZZ

**Wednesday, June 26, 2013**

09:00 hrs to 10:15 hrs	Leadership and Change Management – I	Prof. T.V. Rao
10:15 hrs to 10:35 hrs	Tea / Coffee	
10:35 hrs to 11:50 hrs	Leadership and Change Management – II	Prof. T.V. Rao
11:50 hrs to 12:10 hrs	Tea / Coffee	
12:10 hrs to 13:25 hrs	Driving Innovation in the Publishing Sector- I	Prof. S. Ram Kumar
13:25 hrs to 14:25 hrs	Lunch	
14:25 hrs to 15:40 hrs	Driving Innovation in the Publishing Sector - II	Prof. S. Ram Kumar
15:40 hrs to 16:00 hrs	Tea / Coffee	
16:00 hrs to 17:15 hrs	India and the World: India going 'Global'	Urvashi Butalia, Zubaan
19:00 hrs to 20:00 hrs	Interaction with Industry Expert: Digitisation and e-Commerce – I	Ananth Padmanabhan, Penguin Books India

**Thursday, June 27, 2013**

09:00 hrs to 10:15 hrs	Accounting Concepts and Financial Statements	Prof. Shailesh Gandhi
10:15 hrs to 10:35 hrs	Tea / Coffee	
10:35 hrs to 11:50 hrs	Financial Planning and Working Capital Management	Prof. Shailesh Gandhi
11:50 hrs to 12:10 hrs	Tea / Coffee	

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12:10 hrs to 13:25 hrs	Management Control and Organizational Performance	Prof. Shailesh Gandhi
13:25 hrs to 14:25 hrs	Lunch	
14:25 hrs to 15:40 hrs	How to stay 'Independent'?	Gita Wolf, Tara Books
15:40 hrs to 16:00 hrs	Tea / Coffee	
16:00 hrs to 17:15 hrs	Interaction with Industry Expert: Digitisation and e-Commerce – II	Manu Midha, Infibeam
19:30 hrs to 20:30 hrs	Briefing on Integration Exercise	Prof. M.R. Dixit Dr H Anil Kumar

**Friday, June 28, 2013**

09:00 hrs to 10:15 hrs	IPR and Protection: Indian Perspective	Dahlia Sen Oberoi, Sen-Oberoi Attorneys- at-Law
10:15 hrs to 10:35 hrs	Tea / Coffee	
10:35 hrs to 11:50 hrs	IPR and Protection: Indian Perspective	Ameet Datta, Sai Krishna Associates
11:50 hrs to 12:10 hrs	Tea / Coffee	
12:10 hrs to 13:25 hrs	Preparation for Integration Exercise	
13:25 hrs to 14:25 hrs	Lunch	
14:25 hrs to 15:40 hrs	Presentations by Groups	Prof. M.R. Dixit Dr H Anil Kumar
15:40 hrs to 16:00 hrs	Tea / Coffee	
16:00 hrs to 17:15 hrs	Presentations by Groups	Prof. M.R. Dixit Dr H Anil Kumar

\*This programme schedule is the copyright of German Book Office, New Delhi, and is subject to change as per the organizers' discretion.

**Faculty**

**Prof. Arvind Sahay, Faculty, IIMA**

[asahay@iimahd.ernet.in](mailto:asahay@iimahd.ernet.in)



Prof. Arvind Sahay has special interests in the field of high techmarketing, pricing, international business and marketing strategy. He has published many articles in refereed international journals and has written 21 cases. He was awarded the University wide Outstanding Dissertation Award at UT, Austin for his Ph.D. thesis and is also the recipient of the Innovation in Teaching Award at London Business School.

**Dr. H. Anil Kumar, Librarian and Head NICMAN, IIMA**

[anilkumar@iimahd.ernet.in](mailto:anilkumar@iimahd.ernet.in)



Dr. H. Anil Kumar has a doctoral degree in Library and Information Science from the M.S. University of Baroda, India, and Master's and Bachelor's degree in Library and Information Science from Bangalore University. He has two decades of professional experience gained in nationally reputed institutions. Dr. Kumar is the President of Management Libraries Network.

**Prof. Mukund R. Dixit, Faculty, IIMA**

[dixit@iimahd.ernet.in](mailto:dixit@iimahd.ernet.in)



Prof. Mukund R. Dixit has been teaching at IIMA since 1981. His teaching, research and consulting areas focus on Corporate and Competitive Strategies, Taking Charge and Leading Strategy, Innovation and Knowledge Management and Case Method of Learning. Additionally, he has been a member of the Board of Governors of private and public sector undertakings in India

**Prof. Piyush K. Sinha, Faculty, IIMA**

[pksinha@iimahd.ernet.in](mailto:pksinha@iimahd.ernet.in)



Dr. Piyush Kumar Sinha is a faculty member in the area of marketing and retailing, as well as the chairperson of the Centre for Retailing at IIMA. He has more than two decades of academic and industry experience. Dr. Sinha has consulted companies in the areas of retail efforts, service management, marketing strategies and marketing communication.

## **PUBLISHERS TRAINING PROGRAMME**

**Prof. Shailesh Gandhi, Faculty, IIMA**

[shailesh@iimahd.ernet.in](mailto:shailesh@iimahd.ernet.in)



Prof. Shailesh Gandhi has more than 28 years of experience in consultancy, industry and academics. He specializes in accounting, management control and performance measurement and management. His research interests and publications are in developing financial and non-financial performance measurement tools, accounting issues and impact on financial reporting and governance.

**Prof. T.V. Rao, Chairman, T V RAO Learning Systems Pvt. Ltd. & Adjunct Professor, IIMA**

[tvrao@iimahd.ernet.in](mailto:tvrao@iimahd.ernet.in)



Dr. T. V. Rao is currently Chairman of T V Rao Learning Systems Pvt. Ltd. and Adjunct Professor, IIMA. He was Professor at the IIMA for over 20 years. Dr. Rao has worked as a short-term consultant to UNESCO, Ministry of Health, Indonesia, National Entrepreneurial Development Association, Malaysia and the Commonwealth Secretariat, London

**Prof. S. Ram Kumar, CEO, Last Resort**

[lokilet@gmail.com](mailto:lokilet@gmail.com)



Prof. S. Ram Kumar is a traveler, angler, writer and carpenter. He now runs Last Resort, a company focused on reversing information entropy. A nuclear physicist with a PGDM from IIM Ahmedabad, Prof. Kumar has a rich and diverse experience of over 23 years that includes working in multinationals, Indian private sector, government, NGO, Section 25 and TRIPS organizations along with teaching, training, consulting and technical writing.



**Industry Experts**



**Akshay Pathak, Writer & Independent Publishing Consultant**

Akshay Pathak loves a good story: to read or to listen or to tell. He also loves and is active in theatre. He was active as a journalist for various daily papers cultural and trade journals like the *Boersenblatt*, *die Tagezeitung*, *Zeitschrift fuer Kulturaustausch*, Business Standard, The Hindu, Himal, Open, Outlook, among others. His essays have appeared in some anthologies as well. He has had wide experience in cultural management and market studies (especially world trade). He has worked for Goethe-Institut India, the Biennale Bonn, National School of Drama, New Delhi, and Pro Helvetia, New Delhi. He was most recently the Director of the German Book Office, New Delhi, an office of the Frankfurt Book Fair. He is currently an independent publishing consultant. Apart from giving regular lectures and talks, he is also working on his first book.



**Ananth Padmanabhan, VP- Sales, Penguin Books India**

He began his career in publishing in '92 as a bookseller with Landmark bookstores, based in Chennai. He joined Penguin Books in '97 as a Sales Representative for South India and is currently a Vice President in the Management Team at Penguin Books, responsible for Sales. During the course of his career with Penguin, besides managing sales and distribution for Penguin's portfolio of Publishers, he has project managed Penguin India's first Website, its Mobile Application and its unique Distribution MIS, the Advantage Program. He is also responsible for Penguin India's Digital Strategy, including publishing, distribution and sales of digital properties globally, across channels and partners.

He is a graduate from the University of Madras, has studied publishing from Stanford University and has completed a mid-career senior management programme in General Management from IIM Ahmedabad.

Ananth is deeply passionate about books, is a dog lover, respects nature and wildlife and believes animals can teach us a lot more than humans can. He is also a professional photographer and has done many personal and professional projects, one of which, on publishing, called *Calcutta: Walking in the City*, can be seen on [www.ananthpadmanabhan.com](http://www.ananthpadmanabhan.com).

He is married to Hemali Sodhi, who heads Marketing and Corporate Communications at Penguin Books. They live in Gurgaon with their Labrador and two Boxers.



**Ameet Datta, Partner, Sai Krishna Associates**

He is an IP litigator with specializations across the media & entertainment industry, licensing, content aggregation & acquisitions, film production and licensing, music licensing. Ameet has advised leading industry clients ranging from media houses, broadcast sector clients, artistes / talent. Ameet's litigation 15 years as an IP lawyer has included strategizing & leading various innovative IP protection and enforcement litigations including securing Anton Piller orders, John Doe orders, India's first internet streaming order against cable operators, first texture trade mark case. Ameet also specializes in data security, trade secrecy litigation and advice, especially in relation to the employer-employee relationship, format rights, defamation, right of publicity, Information Technology Act, 2000, and other related areas.

Over the last four years, Ameet has engaged in policy reform around the copyright sphere and is part of the Policy Reform, Advocacy & Development Group at the Firm.

Ameet has been ranked as a recommended lawyer for IP Litigation as well as telecoms, media & entertainment by 'PLC- Which Lawyer' & Legal 500 as a recommended lawyer for IP litigation. Chambers & Partners lists Ameet as having *an impressive IP litigation practice, with sources singling him out as 'a very strong copyright lawyer in the country today'.*

**Dahlia Sen Oberoi, Co-Founder & Partner, Sen-Oberoi Attorneys-at-Law**



Dahlia Sen Oberoi is a Law Graduate from the Campus Law Center, University of Delhi and was enrolled in the Bar in the year 1992. Co-founder and Partner of the Law Firm, Sen-Oberoi Attorneys-at-Law, Dahlia has been specializing in Intellectual Property Law for more than twenty one years now. Anti-Counterfeiting and Anti-Piracy operations are her forte and besides Intellectual Property related matters, Dahlia also specializes in Defamation and Right to Privacy cases. In her role as the legal representative of the Indian Publishing Industry, Dahlia has declared war on the pirates and has successful programs running in major cities of India attacking printing and sale of pirated copies of bestsellers.

Dahlia has been engaged as a specialist intellectual property consultant by leading Indian companies and has also been advising the Indian Government on intellectual property issues. Dahlia has been advising the Indian Entertainment Industry on copyright issues and has represented many Indian artistes in Court. Over the years she has had the opportunity of being Counsel in litigation evolving in landmark decisions and has appeared in Courts all over India in trade mark, copyright, patent and design infringement/passing off matters; besides defamation and right to privacy matters. Dahlia is an active member of the Alternative Dispute Resolution Committee of the International Trade Mark Association (INTA).

She is a poet and a song writer (and hence copyright is an issue close to her heart!), with many published songs to her credit. A trained Kathak dancer having performed several times, she is also writing her first book.



**Gita Wolf, Publisher, Tara Books**

She has written over a dozen books for children and adults. Considered one of the most original and creative voices in contemporary Indian publishing, she has pursued her interest in exploring and experimenting with the form of the book and its status as a revered cultural object. Several of her children's books have won major international awards.

She was an academic by training before she moved into publishing with Tara Books- an independent publishing house of prominence – and her research focus was on comparative literature. She continues to pursue her interest in exploring and experimenting with the form of the book and its status as a revered cultural object.



**Hemal Majithia, Founder, OKTOBUZZ**

In a short span of seven years, he has emerged as an expert on digital marketing and social media in India. Following from his previous professional pursuits where he worked with some of the bestselling books in India, Mr Majithia is currently in the process of establishing his new venture, OKTOBUZZ, a 360 degree marketing agency that seeks to challenge the existing dynamics of digital marketing and would provide consultancy to companies to create impactful marketing campaigns across mediums. He was previously associated with Think WhyNot.



**Manu Midha, VP, Strategy & Planning, Infibeam**

In his current role, he handles the strategy and operations at Infibeam. Prior to Infibeam, he worked as an investment banker with JP Morgan and in a technology profile with Qwest Communications. Being an Entrepreneurship enthusiast Manu had also co-founded NCore Webservices, where he also served as its COO.

Manu is an alumnus of Red McCombs School of Business at University of Texas, a management graduate from IIM- Ahmedabad and a technology graduate from IIT-Kharagpur.



**Rahul Srivastava, Director, Simon & Schuster India**

He is presently the Director: Sales & Marketing at Simon & Schuster India. He is about to complete 20 years in the Indian book publishing industry.

Having set up S&S India in New Delhi, he is involved in every process and running of this prestigious global publishing house. As an industry veteran, he also has the experience of having started his own venture – Rave Media. With his stints at the leading publishing houses in India, Rahul Srivastava is our industry expert for the session on Strategy: Mergers & Acquisitions.



**Sangram Surve, Founder & Director, Think WhyNot**

He is an HR trainer, a Dotcom Survivor, to whom advertising was a pleasant accident. He plays the role of an evangelist for ideas, advertising and otherwise, while keenly dabbling in strategy and creatives. He loves mountains, T-shirts, reading everything from history to world politics and above all, this 24x7 excitement called Think WhyNot.

With Shiva Trilogy, this agency created the biggest case study in the Indian publishing industry. Thereon establishing itself as the only agency focused on 'innovative & unconventional' marketing of books. Subsequently they followed it up with record breaking case studies for leading publication brands like Westland, Penguin, Rupa & Hachette.



**Urvashi Butalia, Publisher, Zubaan**

She is a writer, publisher, feminist and historian. She began her publishing career at the production department in Oxford University Press and later went on to become an Editor. Later, she taught a professional course in book publishing at the University of Delhi. In 1982, she joined Zed Books, London, and helped set up their Women and Gender list, before returning to Delhi in 1984 to co-found Kali for Women, India's first feminist publishing house. She is now the Publisher of Zubaan Books, which she founded in 2003, and which is an imprint of Kali. One of her books, *The Other Side of Silence*, is one of the most influential books in South Asian Studies in the past decade, which won the Oral History Book Association Award in 2001. She was also awarded the Nikkei Asia Award for Culture in 2003, both for her book and for her work with women, women's writing and publishing. Her writing has appeared in several newspapers including *The Guardian*, *The Statesman*, *the Times of India* and several magazines including *Granta*, *Outlook*, *the New Internationalist*, *India Today* and *Lettre International*, Berlin.

**Participants (in their own words)**



**Anoop Dewan, Director, Monograph Publishing**

[anoop@monograph.in](mailto:anoop@monograph.in)

*"I am from New Delhi and have had the privilege excellent schooling and education. My lifetime desire is to complete a travel trip to Kailash Mansarovar and read more books. On a professional front, I am a professional trader and investments consultant. Over the last decade, I have earned my living as a financial broker and a trader of financial derivatives. Though, I started my work life trading books and importing technical standards for the automotive industry. I had decided back then, that I shall set up my own publishing enterprise when the time is right and I am absolutely ready to unleash myself with Monograph- my venture."*



**Arpan Sharman, Director, Nepalaya**

[arpan@nepalaya.com.np](mailto:arpan@nepalaya.com.np)

*"I am a go-getter by nature. I work hard to the core to acquire anything significant. I come from a journalistic and publishing family. My father used to be a journalist and ran a daily newspaper and owned a small publishing house of his own. My initial interest in publishing comes from home. Though I was involved in the electronic media for a long time, print media in one form or the other has always been close to my heart."*



**Ganesh Venkatesan, Head – Electronic Production Department, Reed Elsevier India**

[g.venkatesan@elsevier.com](mailto:g.venkatesan@elsevier.com)

*"I have 31 years of experience in managing operations in different industry sectors and also have experience in setting up sites from scratch, including formulating and implementing strategies, policies and workflows. Besides, I gained experience in the operational management of multi-functional teams and therefore can identify work that can be off-shored to new sites as well as training needs for new work off-shored to the sites. I also have experience with hiring and retaining of talent with the lowest attrition rate over five years and I have brought on a culture of performance in the various organisations that I have worked for. Furthermore, I attended many training programmes, for example, Extraordinary Leader, Elsevier Management programme and L6S Champion."*





**Katherina Rapp, Personal Assistant to the CEO, Ausstellungs- und Messe GmbH des Börsenvereins des Deutschen Buchhandels**

[rapp@book-fair.com](mailto:rapp@book-fair.com)

*"I have been working since 2012 as the Personal Assistant to the CEO of the Frankfurt Book Fair and support the Management in all strategic and relevant topics. Before that, I was a Project Manager at the Frankfurt Book Fair and have gained experiences in different projects as well as in contract design, contract management, reporting and general administration.*

*I studied publishing and book trade management at the University of Applied Science in Leipzig, and finished in 2008 with my diploma thesis about eBooks. After that I spent 6 months working for Hurst, an independently owned non-fiction publisher in London.*

*Originally, I started my career in the industry with vocational training as a bookseller in a small bookshop and worked afterwards for Thalia, one of the major German retailers. I am an open-minded, sociable, friendly and analytical person with strong organizational skills, good knowledge of the German publishing industry, general industry development, eBooks with keen interest in new developments, innovation, social media etc."*



**Leonard Jansen Fernandes, Director, CinnamonTeal Publishing**

[leonard@dogearsetc.com](mailto:leonard@dogearsetc.com)

*"I am trained in Mechanical Engineering but all my corporate work experience has been in software development. Having spent 5 years in the US at BankOne, later JPMorganChase, having finished there as a Business Analyst, and having completed my MBA at the Ohio State University, I was almost desperate to start something of my own. In 2005, my wife and I founded dogearsetc.com, an online bookstore, inspired by my days as a student during which we bought second-hand books through Amazon Used Books, and later started CinnamonTeal Publishing- a provider of self-publishing services. Through these two organizations, as also through Publishing Next [an annual conference on publishing we organize each September], we seek to explore how the boundaries of publishing can be further pushed to realize its potential, both to make books accessible and that too in a way that the reader prefers. After work I enjoy reading, watching sports on television and playing with our two dogs."*



**Mandira Sen, Director, Stree-Samya**

[streesamya.manager@gmail.com](mailto:streesamya.manager@gmail.com)

*"I had eight years of education in the UK, ending with an MA in Area Studies, South Asia, University of London, and returned to India in 1970. Two years later, married, I accompanied my husband to Boston, where he was a PHD student at MIT and I started at the bottom of the publishing industry, as a receptionist and general dogsbody, then*

*editorial assistant (Little, Brown), and copyeditor (Houghton Mifflin). We returned to Kolkata in 1978 and I found a job at Orient Longman as their regional editor. It was a valuable experience for me, getting adjusted to India and to new ways of working. In 1984, I started to publish on my own, first in 'Mandira' (children's books and social sciences), and then in 1990 the joint venture with the Bhatkals of Popular Prakashan started: 'Bhatkal and Sen', two imprints, Stree (women's studies), in Bengali and in English; Samya (1996) to publish on social change, caste, writings of dalits, giving social sciences a radical twist. We are based in Kolkata, are six people, and publish high quality books, about ten new ones, and reprint about 6 old ones every year."*



**Manish Purohit, Chief Executive, Popular Prakashan**

[manishp@popularprakashan.com](mailto:manishp@popularprakashan.com)

*"I have over nineteen years of experience at senior management positions in media, entertainment, education and publishing domains. I have undertaken assignments in Indian and multinational organisations, start-ups and established environments, across a multitude of formats (online, mobile, print, e-books and electronic) and languages (English and other Indian languages).*

*My experience spans strategic and operational responsibilities, setting up businesses and collaborating in multi-cultural environments. I have worked with leading brands in setting up and building business in South Asia. I have worked with The Times Group, Business Standard, Encyclopaedia Britannica and Disney Publishing Worldwide in his previous assignments.*

*Presently I am the Chief Executive of one of India's leading book publishing house, Popular Prakashan. I am excited about digital developments and the immense avenues it opens in publishing and education. I am a graduate in science and have a post graduate degree in management. I live in Gurgaon, India."*



**Naresh Kumar Khanna, Managing Director, IPP Catalog Publications**

[editor@ippgroup.in](mailto:editor@ippgroup.in)

*"One of midnight's children- born in Bombay in 1949, grew up in Delhi and New York. Anti-war and anti-racist activist, publicist, computer programmer IBM 360, engineering and arts student. Summer jobs as messenger and printer and fisherman. An anti-war movement printer in the 1960's. Printer, bookshop staff in Manhattan. Returned to India in the 1970's. Learnt Hindi at the Max Mueller Bhavan. Worked for Thomson Press and Mehta Offset Works.*

*Wrote post emergency book "The Miracle of Democracy in India" published by Interprint. From 1979 onward, ethical technical consultant to the periodical publishing and print industry. Participated in developing computerized typesetting for Indian scripts. Founded Indian Printer and Publisher B2B magazine in April 1979.*



*Consultant to Thomson Press, Tata Press, Malayala Manorama, Unicef India, Unicef Bangladesh and many others. Visiting faculty at IDC, IIT Powai. Owned bookshop in Chandigarh. Living with an extremely outspoken woman political journalist since 1984.*

*Organised technical and user conferences since 1994. In 2001 founded IppStar and conducted research and wrote the subscription based 2003 IppStar Survey Report on the Indian Printing Industry. Founded packaging B2B magazine in 2007. Research presentations USA 2007; India 2010; Germany 2012.”*



**Ritu Sharma, Publishing Manager, Reed Elsevier**

[r.sharma@elsevier.com](mailto:r.sharma@elsevier.com)

*“Telling about myself always interests me as I believe if you know yourself well, then you can understand the world better. I am quite passionate, sometimes over passionate, about whatever I handle which is within my area of interest. I love to meet and interact with people. I like accepting challenges. As professional, I am a hard core publisher; love to see my books selling like hot cakes. I thoroughly enjoy my work and am passionate about each and every process associated with book publishing. I like to experiment on new products; love to get feedback and suggestions and I like to travel and see the world.”*



**Sahil Gupta, Director, V&S Publishers**

[sahilgupta@vspublishers.com](mailto:sahilgupta@vspublishers.com)

*“I would like to introduce myself as a young, dynamic publishing professional who intends to make a contribution to the publishing world and society at a large through the only thing he knows well, and that is publishing good quality books for the layman. Personally, I am a very sensitive yet practical person who loves hanging out with family and friends. I am a big foodie and very fond of music and writing.”*



**Sakshi Jain, Art Director, Katha**

[Sakshi.jain@katha.org](mailto:Sakshi.jain@katha.org)

*“A Visual Communications Designer, I graduated from National Institute of Design in 2008, with specialization in Animation Film Design. Colours are my joys and sorrows, just like that of light. I aspire to be a better storyteller every day. Different mediums of communication fascinate me. My love for children’s books is borne from the fact that it brings art, literature and children together.*

*Over the years, I have had the pleasure of writing and illustrating for children, working on television content, making an awareness animation film for rural Gujarat, doing projects with contemporary and regional artists from India and abroad, leading international searches for excellence in illustrations, setting up*

*bookshops, drawing marketing and publishing strategies, doing workshops with children and adults, interacting and working with underserved communities of Delhi – the list is long and varied. And this time right now is that of infinite possibilities.*

*I revel in the process, and rejoice in the fact that the end of each book is the beginning of another, whether you are creating or reading. I make children's books to celebrate the multicultural linguistic diversity we live in."*



**Sameer Suresh Mahale, DGM Sales, Harper Collins Publishers India**

[Sameer.mahale@harpercollins-india.com](mailto:Sameer.mahale@harpercollins-india.com)

*"I was born and brought up in Nasik. I graduated from BMCC, Pune and did my MBA from NIM College in Pune University. I have a total experience of 12 years in book publishing, 10 years at Mumbai and the last 2 years in Delhi. Currently, I am head of Sales at Harper Collins India. I will be completing 7 years of service at Harper Collins India next month."*



**Shabnam Sudha Srivastava, Manager: Sales & Marketing, German Book Office**

[srivastava@newdelhi.gbo.org](mailto:srivastava@newdelhi.gbo.org)

*"Having been a student of literature and media studies, publishing has been an area of more than just interest. After a short stint with Leo-Burnett India, I shifted to Random House India as a Publicist. Drawing campaign strategies, social media activations, promotional events, communication and relationship management are skills I honed while in my erstwhile position. Wishing to swim the big seas and to actually learn the groundwork, I took to a Sales & Marketing position at the German Book Office India. I love the digital 'revolution, so to say, in publishing and hope to meet and learn more as the changes takeover."*



**Shantanu Ray Chaudhuri, Managing Editor, Harper Collins Publishers India**

[shantanu@harpercollins-india.com](mailto:shantanu@harpercollins-india.com)

*"I am a commerce and finance person who made a shift to editorial at the age of 33. After my PG in commerce & ICWA, I worked in finance & accounts in many organisations. I shifted to media & publishing after a course in mass communication from XIC, Mumbai. I joined publishing in 2001/2002 as proofreader and have moved up to managing editor. I have written two books which have been published: 'Whims' (a book of poems) and 'Icons from Bollywood' (Penguin Books). At Harper Collins India, I manage the editorial schedule and commission books, primarily books on cinema – two of which have won National Awards for Best-Book on Cinema."*



**Supreeth Sudhakaran, Associate Editor, Haymarket Media India**

[supreeth@haymarket.co.in](mailto:supreeth@haymarket.co.in)

*"I am a journalist with five years of experience working with print publications and dot coms. I have worked in various capacities in leading media houses such as Planman Media, Dainik Bhaskar and Indian Express, among several others. I am a lover of the new generation cinema, especially Malayalam, Tamil and Hindi."*



**Suresh Goyal, Director, Goyal Brothers Prakashan**

[info@goyal-books.com](mailto:info@goyal-books.com)

*"Publishing is our family business and Goyal Brothers Prakashan's market status bears testimony to this. I am a science graduate from Delhi University and joined the family business two decades ago. I am looking after the editorial and printing activities of Goyal Brothers Prakashan. We have over 700 titles in circulation. I am involved in all pre-press work of the organization and I am responsible for all product profiles. We have been the pioneers in bringing out curriculum based books as and when required as per specific time schedule."*



**Vijitha Yapa, Chairman, Vijitha Yapa Publications**

[vijiyapa@gmail.com](mailto:vijiyapa@gmail.com)

*"I am a journalist since 1965 and the director of the first full length feature film 'Fridom' in the pidgin language in Papua New Guinea. I worked with Himmat Weekly in Mumbai from 1972-75 as Administration Manager. Then I became a freelance journalist with articles and photographs appearing in many well-known international publications including The Times UK, Gulf News Dubai, Far Eastern Economic Review Hong Kong, International Herald Tribune, Asian Wall Street Journal, etc. I am also an author of four books on Sri Lanka and the Maldives, published in Singapore and Hong Kong. Besides, I am the founder editor of three national newspapers in Sri Lanka. Currently, I am the President of Sri Lanka Book Publishers' Association and Vice President of Asia Pacific Publishers Association. My books have been in publication since 1991 and have published nearly 400 books. Currently, I am also the Chairman and Managing Director of the Vijitha Yapa Group of Companies which includes 12 bookshops, a Public Relations Company and Sri Lanka's largest subscription agency while the publishing arm is the largest publisher of books in English in Sri Lanka."*

**Reading List for the Sessions**

<b>Day 1</b>	<b>Monday</b>	<b>June 24</b>
<b>Session 1 &amp; II</b> Prof. M.R. Dixit	<i>Topic:</i> Strategy and Business Environment – I & II  <i>Case:</i> Apple Inc 2012  <i>Reading:</i> Are you sure you have a Strategy?	
<p><b><i>INSTRUCTIONS FOR PREPARATION:</i></b>                      Please take charge of Apple Inc as its leader and propose a comprehensive strategy for the next five years. Your proposal should reflect a complete understanding of the history of Apple Inc, your anticipations about the competitive and collaborative forces governing the strategy and performance of Apple and your assessment of how well you would be able to implement the proposal.</p> <p>Please make use of the framework provided in the article 'Are You Sure You have a Strategy' to identify the current strategy of Apple Inc, the issues for the future and options for your propositions.</p>		
<b>Session III</b> Dr. H. Anil Kumar	<i>Topic:</i> Strategy and Business Environment – III: The Education Market  <i>Readings:</i> a. Policy guidelines for the development and promotion of Open Access b. Open Access E-Books c. Libraries (National Knowledge Commission)	
<b>Day 2</b>	<b>Tuesday</b>	<b>June 25</b>
<b>Session I &amp; II</b> Prof. Arvind Sahay	<i>Topic:</i> Customer and the Corporation – I & II: Designing and Delivering Customer Value  <i>Case:</i> South West Airlines <i>Reading:</i> Bringing customers into the boardroom	
<b>Session III</b> Prof. P.K. Sinha	<i>Topic:</i> Customer and the Corporation – III Marketing and Distribution  <i>Case:</i> Handleman Co.  <i>Reading:</i> Marketing Channels and Channel Mapping – Chapter 9	
<b>Session IV</b> Prof. P.K. Sinha	<i>Topic:</i> Customer and the Corporation – IV Brand Management  <i>Case:</i> Marc Abrahams: Annals of an Improbable Entrepreneur  <i>Readings:</i> a. Leveraging the Corporate Brand, David Aaker b. Building Strong Brands by Leveraging Conversational Capital	

## PUBLISHERS TRAINING PROGRAMME

### INSTRUCTION FOR PREPARATION:

Each group must come with a presentation of their case analysis and decision in no more than six slides

Day 3	Wednesday	June 26
<b>Session I</b> Prof. T.V. Rao	<i>Topic:</i> Leadership and Change Management – I: What is leadership? How to be a good leader?  <i>Reading:</i> Global Leadership and Managerial Competencies of Indian Managers: A 360 Degree Assessments of Competency base of Indian Managers	
<b>Session II</b> Prof. T.V Rao	<i>Topic:</i> Leadership and Change Management – II  <i>Readings:</i> a. Divisive Minds and Integrative Personalities: Causes and Consequences b. Managing Oneself by Peter F. Drucker	

### INSTRUCTION FOR PREPARATION:

Discuss and examine the competencies required to be a change agent: Locus of Control, Team work, and Interpersonal Trust and values.

Day 4	Thursday	June 27
<b>Session I</b> Prof. Shailesh Gandhi	<i>Topic:</i> Accounting Concepts and Financial Statements  <i>Case:</i> Financials of Navneet Publications (India) Limited <i>Readings:</i> a. The Balance Sheet b. The Income Statement	
<b>Session II</b> Prof. Shailesh Gandhi	<i>Topic:</i> Financial Planning and Working Capital Management  <i>Case:</i> Lecture – cum – Discussion <i>Reading:</i> Financial Planning	
<b>Session III</b> Prof. Shailesh Gandhi	<i>Topic:</i> Management Control and Organisational Performance  <i>Case:</i> Nucor Corporation (A) <i>Reading:</i> Performance Management – Ch. 11	

**Briefing on Integration Exercise on Day 4**

Prof. M.R. Dixit & Dr. H. Anil Kumar

Case:

Tata McGraw Hill Education  
Pvt. Ltd.  
Ratna Sagar Pvt. Ltd.

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**Reading List for Reference**

**Internet Resources:**

- The changing face of Indian publishing, in interview with Urvashi Butalia [Forbes Life] - <http://forbesindia.com/blog/life/the-changing-face-of-indian-publishing/>
- Resources on Copyright and Related Rights- <http://www.wipo.int/freepublications/en/archive.jsp?cat=copyright>
- Publishing news and blogs focusing on digital books and digital content:
- Publishers Lunch: <http://www.publishersmarketplace.com>
- Digital Book World: <http://www.digitalbookworld.com>
- O'Reilly Media and Tools of Change: <http://toc.oreilly.com>
- The Shatzkin Files: <http://www.idealogue.com>
- Booksquare: <http://booksquare.com>
- Mediabistro: <http://www.mediabistro.com/ebooknewser>
- TechCrunch: <http://techcrunch.com>
- NY Times Technology: <http://www.nytimes.com/pages/technology/index.html>
- PWC on the Ebook Market: <http://www.pwc.com/e&m>

**Twitter:**

- Huffington Post Books: <http://twitter.com/HuffPostBooks/publishing-analysis>
- Tim O'Reilly: <http://twitter.com/timoreilly/ebooks>
- Digital Book World: <http://twitter.com/DigiBookWorld>

**LinkedIn:**

- Ebooks, Ebook Readers, Digital Books and Digital Content Publishing group: [http://linkedin.com/groups?home=&gid=1515307&trk=anet\\_ug\\_hm](http://linkedin.com/groups?home=&gid=1515307&trk=anet_ug_hm)



## PUBLISHERS TRAINING PROGRAMME

### Books:

- Aker, David A.: *Building Strong Brands* (Free Press)
- Baverstock, Alison: *How to Market Books* (Kogan Page)
- Bernoff, Josh and Li, Charlene: *Groundswell: Winning in a World Transformed by Social Technologies* (Harvard Business School Press)
- Best, Roger J.: *Market-Based Management* (Prentice Hall)
- Bonk, Curtis J.: *The Handbook of Blended Learning: Global Perspectives, Local Designs* (Pfeiffer)
- Fraser, Lyn M. and Ormiston, Aileen: *Understanding Financial Statements* (Prentice Hall)
- Gregory, James R. and Wiechmann, Jack: *Leveraging the Corporate Brand* (McGraw-Hill)
- Kampmann, Eric M.: *The Book Publisher's Handbook: The Seven Keys to Publishing Success* (Beaufort Books)
- Kirkpatrick, David: *The Facebook Effect: The Inside Story of the Company That is Connecting the World* (Simon & Schuster)
- Kotter, John P.: *Leading Change* (McGraw-Hill Professional)
- Osterwalder, Alexander: *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* (John Wiley & Sons)
- Penenberg, Adam L.: *Viral Loop* (Hyperion)
- Rao, T.V.: *Managers Who Make a Difference* (Random House)
- Woll, Thomas: *Publishing for Profit* (Chicago Review Press)

### Articles:

- Baensch, Robert E.: —India: Demographics for Publishers
- Davis Kho, Nancy: —Hindawi Publishing: A Working OA Model
- Hambrick, Donald C. and Fredrickson, James W.: —Are You Sure You Have a Strategy?
- Rao, T. V.: —Global Leadership and Managerial Competencies of Indian Managers

**PUBLISHERS TRAINING PROGRAMME****Important Contact Numbers**

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Apollo Pharmacy (near underpass, main campus)	EXT: 4323



