

# Scenario Of The Indian Publishing Industry In The Year 2020

In the year 2020, during the months of the nationwide lockdown in India, due to the pandemic of COVID-19, the Indian Publishing Industry too faced a huge debasement like any other industry. The focus of the people of all income groups shifted entirely only upon those primary necessities, which plays the pivotal role in the survival of the human race like food and medicine; And due to the lockdown people started stocking up huge quantity of foodstuffs and healthcare products, even though the grocery stores and the pharmacy stores were remained open throughout the lockdown to serve the basic necessities of the people.



Once again, the national media played a very irresponsible role and created fear in the mind of the common mass, instead of creating awareness. And these factors, influenced only upon stocking up the foodstuffs and healthcare products, neglecting almost every other product, which are used in regular life. So, obviously, most people neglected reading books, since it comes under the category of “Luxury Product”. Moreover, the media was also busy in feeding the people with negative news, so why to read the book?

Even though the Electronic Books (E-Books) sales significantly increased in the year 2020, as per the various records released in 2020, this didn't help the publishing industry much. And with Self-Publishing Services, like Amazon KDP, CreateSpace, iBooks, Ingram, Kobo etc. the writers and the authors got their work directly published as publishing an E-Book literally requires no cost; many of these platforms even assist in the book cover design to the authors. So, the overall increase in the usage of the self-publishing platforms and that too for publishing e-books didn't create many major benefit to the Indian Publishing industry and almost all of these self-publishing platforms are Non-Indian platforms, so one can imagine how badly the Indian Publishing industry got hollowed by these self-publishing platforms.

The lockdown, which was announced by the Central Government of India, was indeed a very great decision as it prevented the spreading of the Corona Virus in India, but it also created the shutting of the Printing Presses all across the nation. Firstly, this caused great damage to the Publishing Industry in India as almost all the Publishing Houses could not publish and release the books in Paperback Version during those months.

Secondly, even when the Publishing Houses started accepting the manuscripts to publish, which was of course after the lockdown, then it was noted that many of the writers and authors got really restless due to the delay in getting their work released and a great number of those writers and authors released their manuscripts in e-book format on the self-publishing platforms and later terminated their contracts with the publishing houses for the paperback version of their books.

Thirdly, when the lockdown started to get lifted, it wasn't done all at once as it was being lifted gradually. During lifting up the lockdown, the Government of India played a very responsible role and decided to carry out this decision very responsibly. So, the Central Government gave a stringent set of Directions with a clear Regulation Policy to those factories looking forward to resume their operations. Now, they were allowed to make only a fixed number of workers, work together in one shift, as per the Government's direction. Due to this rule, the number of workers working in the Printing Presses also got limited and the production of books went consequentially lower, and it got even more delayed in reaching the market.

So, overall one can see that it was not the year for the Indian Publishing Industry, but then after the lockdown got fully lifted at the ending months of the year 2020, the Publishing Houses started their operations at “Battle Level” and initiated various steps to make up for the losses, which they faced in the year 2020. Now, a scenario like this had made many Publishing Companies come out with the ways to combat any such situations in the future and create a compelling alternative plan.

Now, after analysing the year 2020 for the Indian Publishing Industry, let's shift our focus towards the future. Almost all the book lovers and readers in India, knows that each year in the month of January we've the grand event of the “World Book Fair” in the Pragati Maidan of New Delhi. So, the coming year of 2021 brings some sense of hope and relief for the Publishing Companies operating in India, as the New Delhi World Book Fair (NDWBF) is going to take place in the Pragati Maidan of New Delhi in January 2021. This actually is a very positive and strong sign for the Publishing Companies operating in India as the happening of NDWBF even these difficult days opens up the gate for all the other major Book Fair Events in India after the NDWBF.

It's obvious that due to the fear of coronavirus infection, less people will attend the World Book Fair of New Delhi in January 2021. The Publishers and Book Sellers who places their stalls each year in NDWBF understands business and very much knows this analysis and there's a great chance that the number of book stalls would be bit lesser in NDWBF, taking place in January 2021. Still, the New Delhi World Book Fair will play a major role in deciding the fate of the other major and minor Book Fairs of the country.

If a fair amount of people will turn out to attend the NDWBF then it will indicate that people are ready to attend events and fairs like these, so this will give the Publishers and Book Sellers a chance to analyse their strategy for the next Book Fair Event and they may place their stalls in the upcoming book fair events, which takes place in India like that of Chandigarh, Kolkata, Bhopal, Jaipur etc. But, if the vice-versa will happen, the upcoming book fairs will be very dull since the Publishers and Book Sellers will not place their stalls in the book fair events of the other cities.

As book lovers and readers we should stay optimistic and wish best for those whose brings books into our lives. Let's hope that things will get back on track soon and wish for the success of the upcoming book fair events along with the speedy recovery of the Indian Publishing Industry!

**Written By NEEL PREET – Author of the Books, Voice From The East (2016) & Journey With Time Place And Circumstances (2018).**



The  
Literature  
Today

*The* literature today

---

**Enjoyed This Issue?**

---

Explore the whole new world  
of writing.

---

Rekindle your love for books and literature. We bring  
you the latest releases, interviews and much more from  
the writing world in our every issue.

Get The Literature Today Magazine delivered to your  
inbox the moment the issue is released.

**Go ahead and subscribe now.**