

A Project Report on
**“An Assessment of Digital Content in the
Publishing Industry”**

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DECLARATION

I, hereby, declare that the project work entitled “**An Assessment of Digital Content in the Publishing Industry**” is an authentic record of my own work carried out as a part of requirement towards partial fulfillment for the award of degree of MBA Executive, Delhi School of Management, Delhi Technological University, Shahbad Daulatpur, Main Bawana Road, Delhi, under the guidance of **Dr. Vikas Gupta (Asst. Professor – DSM)**.

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Certified that the above statement made by the student is correct to the best of our knowledge and belief.

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AJIT KUMAR

Executive Summary

Purpose – A strong correlation exists between the PLC management and marketing strategies of a Publishing company. There are clear indications that after opening of the Indian economy, to achieve more integration with the world economy, it is imperative that the Indian Publishing becomes globally competitive. This study is to find steps, plans, strategies and implementation procedures on the competitive advantage of the Publishing Industry in India. The position will be gauged by the following resources and capability parameters: -

Availability of Content (Text or Reference)

Editorial Capabilities

Sales and Marketing Strategies

Market Share and revenue

Special Publishing Project

Findings – It is very difficult to give a complete remark after conducting a research within such a limited time frame. However with the survey analysis it can be said that, the modern way of marketing strategies helps to find out the way to analysis the market status, content development & retain the bran equity in the market.

Limitations – The study suffers from some major limitations like paucity of time and funds, Lack of knowledge, experience, previous literature and scarcity of other secondary information, respondent's unwillingness/hesitation in providing confidential information and a general resistance to any opinion for change among Teachers & Parents.

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CHAPTER - 1

INTRODUCTION

INDIAN PUBLISHING INDUSTRY

Indian Publishing industry has developed into a highly competitive market. The publishing market is estimated at (approx.) Rs 20 Thousand Crores; Which consists of text book, Reference book, magazines, comics and newspapers. The book market is segmented into educational sector & non-education sectors of books market. Educational sectors are School, Colleges etc. where non-educational sectors are Books lovers, Reader etc.

Publishing industry requires a blend of vision, sound subject information & business insight. Publishers face a lot of competition & have to assume that projects are high on risk quotient.

Apart from publishers there are likewise an other key individuals from the distributing business. The printers, covers, Laminators, cover architects and paper providers who shape an essential piece of this industry. As we realize that today is a period of innovation and summon and with the progression of advances, it is simpler and eco – agreeable to print and distribute the books. The present age is advancing toward a fresh start of distributing and printing i.e. Online framework; which expanded the area of printing and distributing industry further. The rank of Indian Distributer is seventh on the planet. third biggest in English dialect books distributors. Approx. 83,537 number of titles distributed in India a year ago according to enrolled ISBN. 18,000 distributors, with 1,500 distributing more than 50 for each annum.

KINDS OF PUBLISHERS

Trade: Most of the books accessible at the book shop for the overall population. Often divided into "Educational Books" Reference books".

- **Professional Books:** It is an industry or even a Corporate/ Social company specific books.
- **Textbook:** Books specifically for students. This sector is divided into K-12 and College Division.
- **Scholarly:** Books published by the university press.
- **Religious:** religious organizations published such kind of books.

NBT resemble 47 categories of books. Some of categories are:

1. Antiques/Collectibles
2. Architecture
3. Art
4. Biography/Autobiography/ Letters
5. Business/Economics/Finance
6. Computer Technology & Software
7. Cookbooks & Cookery
8. Mathematics
9. Medical/Nursing/Home Care
10. Music
11. Nature & Natural History
12. Occultism/Parapsychology
13. Performing Arts
14. Pets & Pet Care
15. Philosophy
16. Photography

CHAPTER - 2
S. CHAND GROUP & CO. LTD.



A PROFILE

Vision & Mission

“ Bringing people and knowledge together is our mission. ”

The means of education have changed over the years; the end has remained the same -**Empowered minds**, which can evolve, sustain, empower and fulfil the ever changing needs of society.

The gathering is driven by the vision and mission of being "a learning partnership" and push ahead in the distributing space both print and computerized. Gathering is dashing ahead with a mission of spearheading inventive distributions in schools section, advanced education, administration, designing and professional instruction.

Gathering goes for supporting individuals at all levels by encouraging their development and needs as it altogether trusts that individuals are the best quality to any association. It likewise goes for being straightforward in its vision, destinations, working and anticipates genuineness, honesty and duty. Expects and prepares its kin to take responsibility for endowed. This applies to proficient responsibilities, advancing the way of life of the association and accomplishing hierarchical objectives.

S. Chand, a gathering with 75 years in the field of instruction has conveyed to the training business numerous spearheading activities with a dream to end up the biggest instruction content supplier in India.

S. Chand has a veritable record in the field of instruction and has been working at different levels to be one stop answer for excellent training. It should its acknowledge extremely mainstream titles for eminent creators over a wide kind including Governmental issues, Designing Science& Religious titles.

It is today an information powerhouse which has won numerous honors for its work in ICT empowering, training innovation arrangements, Developments in Instructional method and Imaginative learning devices.

Course books, Computerized Content and Arrangements, Educator Preparing Appraisals, Investigation, School Administration, Pre-School

Point of view

7 Decades of Excellence

3 Generations of Empowered India

1 Knowledge Power House

60 Marketing Offices

Disclosure

We are a gathering of 3500 Experts

We have a pool of 400 Creators

We have increasingly the 20000 Titles

We take into account 20 Million Understudies

We cover approx. 50000 Schools and Instructive Establishments

Business center:

S.chand Ltd. India distributes an extensive variety of books for schools, universities, singular purchasers, corporates and scholastic books for reference and research. The organization issues around 250 new titles every year and has developed countless Indian creators. The organization's titles incorporate books which have been offering for over 50 years like Nesfield's Syntax, Lobby and Knight and Loney's Science books.

Additionally incorporated into its rundown are an extensive variety of word references and reference books. The organization sees its social duties genuinely. All books are altogether looked into and handled to guarantee they are precise and the correct message and substance is passed on to youthful students. Of course, it was picked by UNICEF as a basic accomplice in the distribution of the 'Meena' books – a wander of high social effect going for enabling the underprivileged young lady kid. S.chand India has been a pioneer in e-learning and runs two electronic entries, one on English Dialect Instructing and the other on Official Advancement Projects on vital and developing administration territories. These are in relationship with head foundations like IIM Calcutta, MDI Gurgaon and IIT Delhi. In the Data Preparing division, the organization fundamentally offers IT and IT-empowered administrations, however every so often additionally creates programming items for the universal distributing group.

Appropriation arrange:

National Wholesalers: 128

Sub-Wholesalers : 205

Retailers : 2635

S.Chand & Company Ltd. CSR Initiative



Figure 1: A CSR initiative of S.Chand Group

"We at S.Chand Group are committed in improving the lives of millions of underprivileged children across India, by giving them quality education and developing better reading and learning habits thereby accelerating the growth in the education sector.

Read India is a CSR initiative of S. Chand Group along with Round Table, under which the group will be setting up libraries with around 300 - 400 books / school in approximately 700 government schools (under Round Table India). Read India campaign is once such initiative which will help close to 3, 50,000 underprivileged students in 700 schools all across 120 cities in India by donating 400-500 books in each of the school libraries in these schools." - Himanshu Gupta, Managing Director - S.Chand Group

CHAPTER - 3

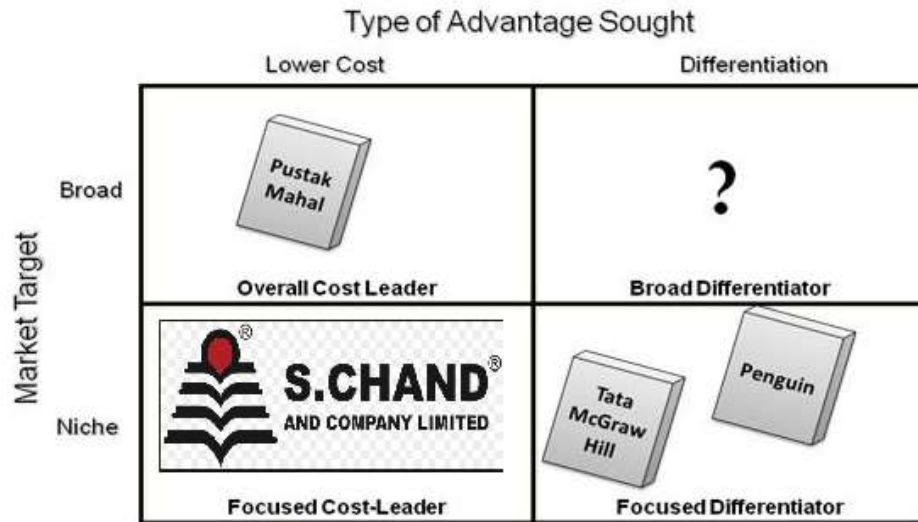
SWOT ANALYSIS

SWOT ANALYSIS



S.Chand's qualities lie in its brand name in school level instructive educational books, its strong hold in Bihar and Jharkhand in economy of scale & allowing it to compete as a low cost books publishing company in the industry. However, its business experiences significant shortcomings: Print quality and syllabus dependency. S.Chand's business has high dependency on syllabus mapping by the central and state boards. Every time the syllabus is revised S.Chand sees good growth that moderates over the years. The real open door before S.Chand is that the National Chamber of Instruction Exploration and Preparing (NCERT). NCERT given a chance to the private players to distribute recommended school course readings. S.Chand faces the threats of raw materials like paper, short supply, poor communication channel for door delivery of books, entry of new players in K12 segment of publishing and rise of substitutes like electronic content & digital platform.

S.Chand's SWOT analysis justifies its strategy to build a position itself as a focused cost leader in K12 books segment.



Strengths

As an industry:

Own printing house which help to print the books at very low cost as compare to other publishers in the market. One of the major benefits of In-house printing is that the books are printed at on time.

Highly trained & professional front office team for k12 segment; In this organisation the Sales persons are presented as CRM. The main idea behind is that to build the relation between customer & company not to sales. Company believes that once the relation build between the customer and company it auto generate the revenue & also create a Brand Image.

Weaknesses

Poor visibility of which products customers are likely to want to buy, before any time or money spend

Slow production process - To develop a content of any textbooks it will take long time. (a book can take over a year to publish.

Favourable arrangements between customers & company such as long returns periods; having to pay for space & promotions in shops. It is difficult to make forward-planning and sales forecasting due to stock availability at secondary stores. The print runs define only at assumption basis.

Opportunities

Presenting content in new ways — for example, apps based, E -platform.

Electronic platform like Audiobooks are proving to be one good way to find new readers. People who were previously not interested in print text books.

Better marketing strategy and market research could improve success rate of items.

Threats

Due to other source of knowledge / mean of communication the printed text market goes down on daily basis.

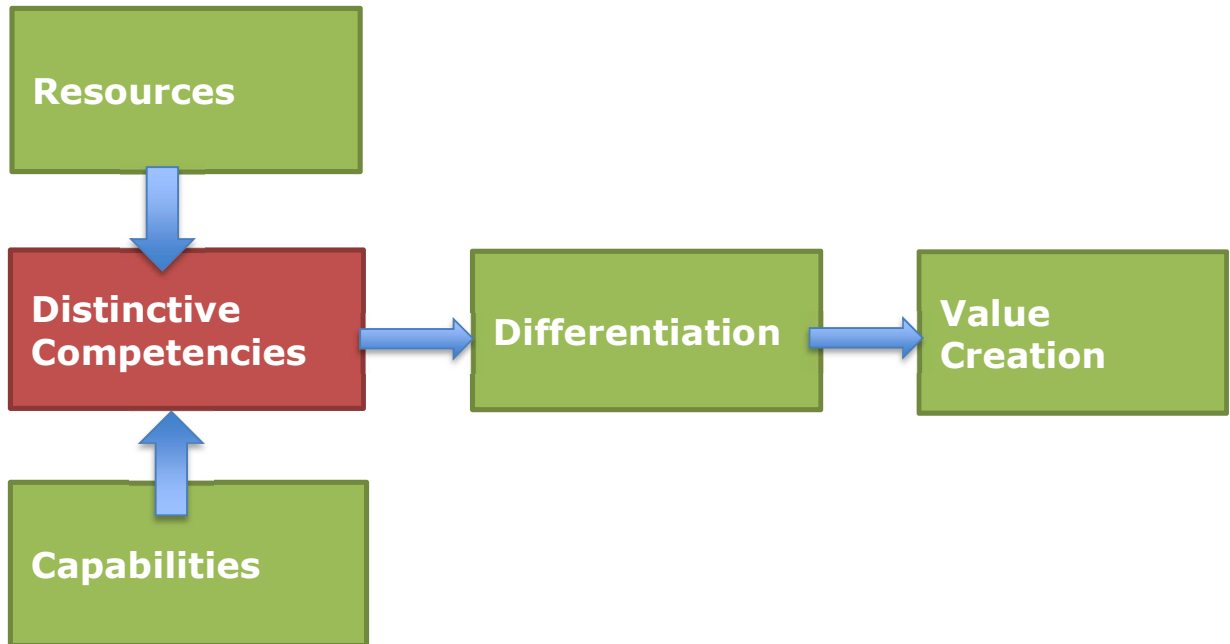
Self-publishing or Traditional publishers' punishing terms may lead to loss of authors to more attractive alternatives

Alternatives, Lost of Publisher in the Indian Publishing Industry.

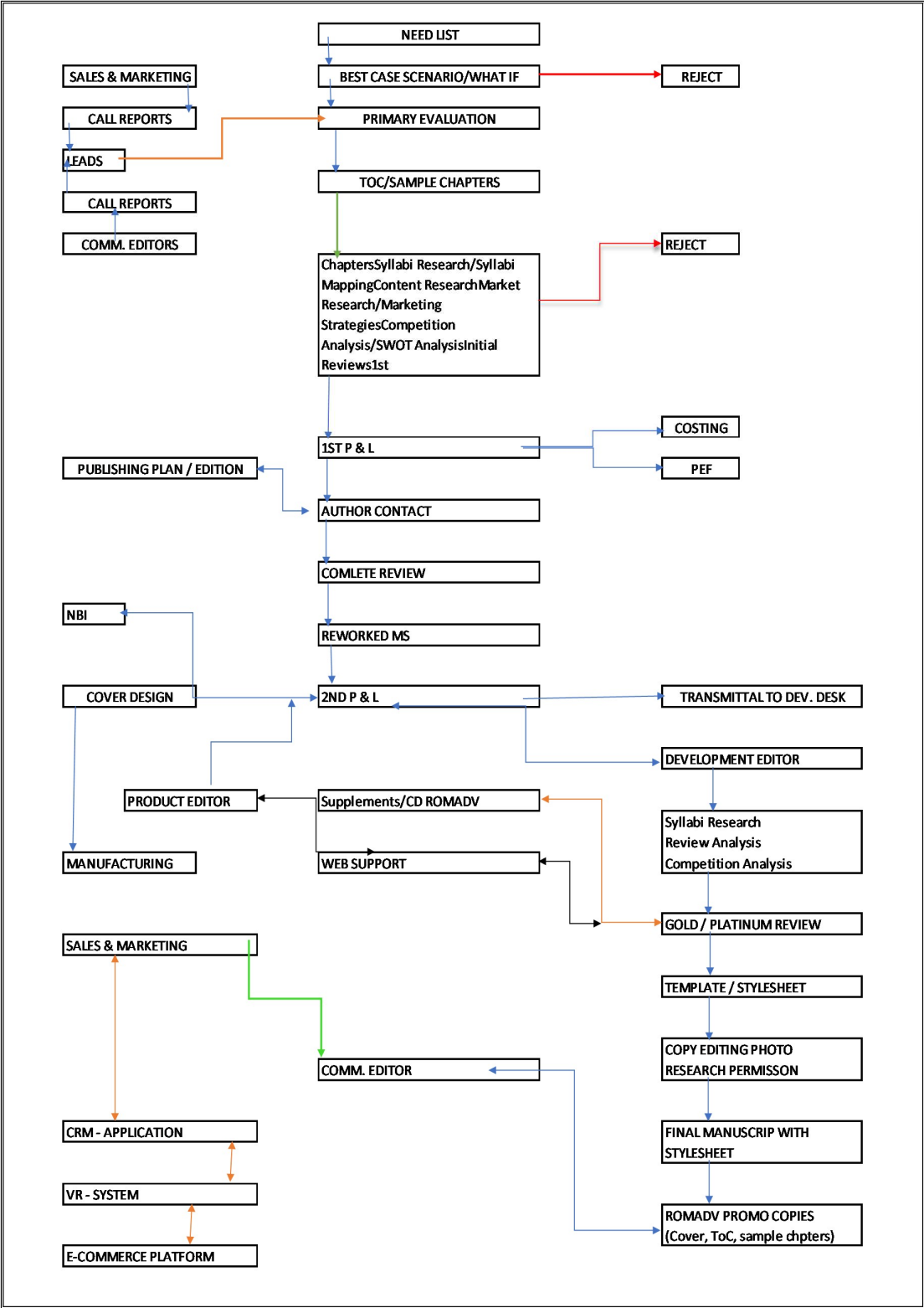
CHAPTER – 4
MARKET STRATEGY &
PRODUCT PLAINING



A PROJECT MODEL OF COMPETITIVE ADVANTAGES IN PUBLISHING INDUSTRY



ACTION PLAN TO TAKE COMPETITIVE ADVANTAGE



Product: A text book, Series – Science, Category – Biology by Lakhmir Singh & Manjit Kaur

Editorial Capabilities

Commissioning Editors	4
Development Editors	4
Copyeditors	7
Production Editor	2
Designing Experts	2
DTP Operator	4
Product Trainer	1

Product Feature

Exhaustive and comprehensive coverage of all topics on investment,

Step by step discussion of the function of stock market, depository and derivatives market

Detailed coverage of money market, financial services, capital market and derivatives trading – stock, index, currency, commodity and interest rate derivatives

Practical approach to derivatives and their valuation using Binomial and Black Scholas approach

USP in General

- Instructors' Manual
- Box items mentioning some interconnected interesting facts
- Illustrations

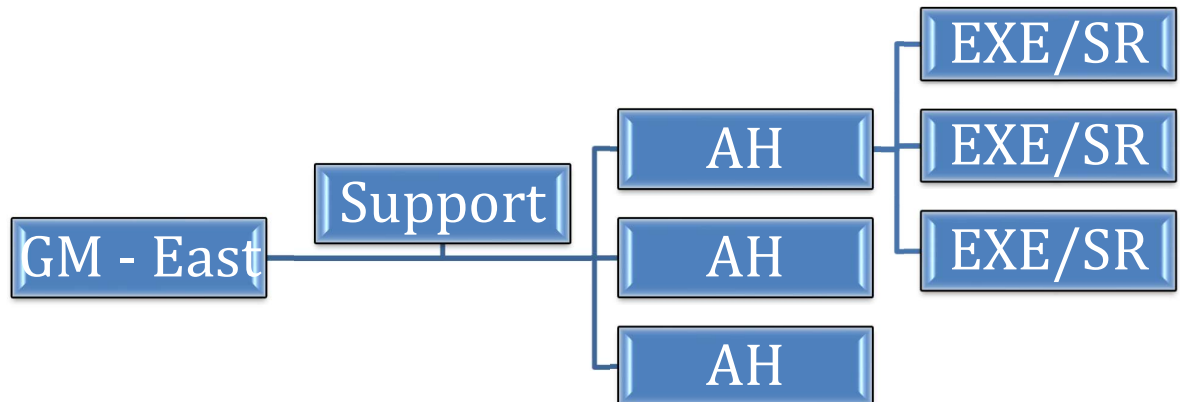
- Photographs-Events, Famous Scholars, Architecture, etc.
- Maps, Graphs and Data-sets
- Critical thinking or Let's Ponder over boxes
- Analytical Questions, Notes and Glossary
- Financial Scams in India since 1947
- References, Bibliography

Production and Printing Quality

- ✓ State-of-the-Art prepress systems
- ✓ Best in production quality
- ✓ Company owned press in Delhi NCR.

Sales and Marketing Strategy

Sales Team: 1GM, 3 Area Head, 12 Executive/Sr. Executive



Revenue Target

Number of School – 250

Total Enrollment - Class 6 to 12, 34,000/- Students.

Each School must have one set of books as – *1set = 3 copy.

SET	Class	NO. OF STUDENT	NO. OF COPY.	Avg. Cost	Total Cost
1	6, 7, 8	15000	45000	140	6300000
2	9, 10	10475	62850	155	9741750
3	11, 12	8500	76500	170	13005000
	Total	33975	184350	Total Amt.	29046750

PRODUCT PLANING

DATE NOTED -

JUN / JULY

NATIONAL SALES MEET

SWOT – ANALYSIS

CIRCULATE ACTIVE TITLE LIST (FRONT LIST / BACK LIST)

SAMPLING TARGET (NO. OF SCHOOL / NO. OF ENROLLMENT)

RUN PRINT - RUN FOR SAMPLE

SAMPLE QTY APPROVED BY GM

AUG

PRICE LIST / CATALOUGE / PPT

SEPT / OCT

SAMPLE DISPATCHED REGION WISE , WITHOUT CUTTING

OCT

Product Promotion (E-book , PPT , USP)

NOV

SALES TARGET AS PER GEOGRAPHY

*Target is defined based on sample & last 3yrs sales

DEC

1st Print Run - @70% of Target, Stock avail at warehouse in Dec. before 10th)

CIRCULATE THE STOCK VS TARGET QTY BASED ONLY

SUPPORT / CUSTOMER CARE

REPORT /MIS

**EVERY FRIDAY @ TARGET VS SALES, DEALER WISE, EXECUTIVE
WISE**

ORDER STATUS REPORT - HOLD / PROCESSED / CUTTING

A/C STATEMENT

Promotional Efforts

Book jackets to be mailed to all 36 sales reps

Mailing of Promotional brochures to all distributors, sub-distributors, retailers and library suppliers

Centralized sampling of books to all the references provided by the author.

Book launch at 15 seminars and conferences across the country.

Author's Teachers meet.

Using ITES services as E-CRM, Web support , Mystudy gear App, DS Digital , VR Technology etc.

Target Segment:

Primary Market: Core Textbook for K12 Division. (School)

Secondary Market: Core Textbook for competition exam like – Engineering, Medical etc.

Supply Chain Management

Huge network of supply chain operators

The books are made available at all the locations, showrooms, branches and distributors within 10 days of release

Books are available with retailers within 15 days of release.

Best courier services of the country are available for timely supply of books at prime locations.

CHAPTER – 5

LITERATURE REVIEW

A strategy is a long-term plan to achieve certain objectives. A marketing strategy is therefore a marketing plan designed to achieve marketing objectives. The strategic plan therefore is the detailed planning involving marketing research, and then developing a marketing mix to pleasure customers. This chapter reviews the literature on Digital initiative and IT plat form to see where there may be useful learning for organisation towards developing and implementing a strategy to plan and coordinate ways of identifying, anticipating and satisfying consumer demands, in such a way as to make profits. It is this strategic planning process that lies at the heart of marketing. It also provides important criteria on which to judge the effectiveness of the implementation of a Content development & PLC management system.

The Purpose of PLC & Marketing strategies

A strong relationship exists between the PLC management and marketing strategies of a Publishing. There are clear indications that after opening of the Indian economy; to achieve more mixing with the world economy. It is imperative that the Indian Publishing industry becomes globally competitive & create some value in Publishing domain at International Level.

This study is to find steps, plans, strategies& implementation procedures on the competitive advantage of the Publishing in India. The position will be assessed by the following resources and capability parameters: -

Availability of Content (Text or Reference)

- Editorial Capabilities
- Customer base, addition, retention and satisfaction
- Cost-effective Print-run
- Pricing Model
- Sales & Marketing Strategies
- Publishing Project

ISSUES:

How to take competitive advantages at Product Development Level?
How to obtain the leadership position in any product category?

Challenges related to marketing 4 p's i.e. segmentation, targeting and positioning strategies.

CRM Application software

CRM software is a tool which helps to consolidated customer information and documents into a single CRM database, so business users can more easily access and manage it. The other main functions of this software include recording various customer interactions (over email, phone calls, social media or other channels of communication, depending on system capabilities), automating various workflow processes such as - tasks, calendars and alerts & giving managers the ability to track performance and productivity based on information logged within the system.

Common Features Marketing

- **Catalogue Management**
- **Report Extraction**
- **Promotional Activities**

Sales

- **Sample Management**
- **Adoption Management**
- **Visit Reporting**
- **Order Processing Management**

Editorial

- **Get Manuscript Leads**
- **Feed titles Review**
- **Product Feedback**

MIS Reports

- **Sales Reports**
- **Exception Reports**
- **Customer Snapshot**

Marketing

In contrast of marketing concept takes an outside-in perspective. It starts with a well-defined market, focuses on customer needs, coordinates all the marketing activities affecting customers and makes profit by creating long-term Customer Relationships (CR) based on customer value & satisfaction. Under the concept customer focus & value are the paths to sales and profits” (Kotler).

CRM tools with marketing automation capabilities can automate repetitive tasks to enhance marketing efforts to customers at different points in the lifecycle. It helps us to access the Product catalogue which helps the team to know about the back list & front list of the titles. Here the team directly access the title masters with USP of the titles. New arrivals and Existing titles are also listed here so it will help the marketing team to promote the titles. Books are segmented on the basis Age group, Subject Wise, Languages wise; which helps the marketing team to identify the customer and target those customers who will avail in such categories. Due to automation / online of the Product catalogue the sales team download/ share it with the end users.

Site Master

In the marketing the site master helps the team to create Geography Master, Chain School Master, Employee Hierarchy & Structure Master. In the Geography master, it covers the nature of business i.e. Export sales & Domestic sales. With the help of geography master, we can easily identify the export & domestic customer and do business with them on their legal terms & conditions.

In chain school master, example Army School means it covers all the army school with in the country. Due to chain school management system, here only on CRM is assigned who is take care these school and full fills all the needs as per the Chain school requirement. Structure master in the CRM state helps the team to identify the customers / schools / dealers on the area basis. Here the areas are classified in 4 Categories i.e. East, West North & South which covers all the states of the county. All the above points i.e. Geography masters, Chain School Masters & Structure masters have individual CRM / Sales representative who handles the customers as per the organization hierarchy system. Due to Employee hierarchy system, it easy to identify the sales representative / crm who is responsible for those customers and makes it easy to assign the target to each representative.

Sales

“Customer retention is increasingly being an important managerial issue, especially in the context of saturated market or lower growth of the number of new customers.”

Adoption

Here adoption features help the sales and distribution team to visit to new school and education institution; where they collect the information, and enter new adoptions. Adoption features helps the sales team to know about the customers, profile of the customers is available here he/she can know about the customer details as School’s board (CBSE/ ICSE), Class enrolment, currently which publishes books are etc. So, CRM/ Sales representative easily understands the customers and create a marketing strategy as per customer’s need and generate leads.

Update Status of existing Adoption

Existing adoption helps the team to track the existing customers and assign new jobs/sampling for new products. It also helps the team to transfer customers to one Sales representative to another representative. Here the customers not need to contact with the organization; here the organization send the welcome kit to existing customer if any changes in employee hierarchy / if someone left the organization. Once the new employee join on such regions he/she will assign to customer. Here the main benefit of the CRM is that no need to keep record manually because all the data is store in CRM any one of the Employee of the organization and access the customer profile and resolve the issue.

Visit / DSR

CRM helps the sales & distribution team to fill the DSR online. Which reduce the paper work and take the reimbursement of the claim amount as per TAT(Given Time). The DSR is filled by the sales & distribution team is auto validation system no one can claim beyond the limit/ policy. Here the Team also can track the billing process on what stages the bills are on, bills are accepted or not can be also traced with a validate regions. The claim amount is validated as per employee structure.

Sampling

Sales & Distribution team online ordering the sample request for promotion use. Here the team must mentioned / fill the details where he/she going to distribute the sample. It helps the organization in two ways 1st sales team distribute the sample to existing customers which help the organization to analysis the sales team that following titles sampling has been done; per that team will set a target. If someone going to sample the in new school/customer, they have first adopt the customer & profiling them with organization. 2nd way we can say that sampling is online process no extra sample will be distribute & only distributed to those customers who is listed with organization helps to create a master data base for further uses.

Track Opportunities

CRM Application helps the team to track the customer by booking the calendars; here team have to share the visit plan to the organization on an advance i.e. 1 week . Here the benefit to booking a calendar in advance helps the organization in many ways like if assigned executive he/she is on leave on that day the organization will assign another executive to attained the customers. It helps the organization to customer builds and loyalty towards the customers.

Editorial

CRM Application help the editorial team to get indirect feedback form the customers regarding product design, manuscript & same series titles availability in the markets.

Script Leads

In the script leads the sales team visited the school and get the feedback about the scripts, languages, etc. about the books and fill up the online CRM about the content, which helps the Editorial team to know about the titles and improve it for future.

Feed titles Review

As we know that there are number of books publishers are in the markets all the publishers have their USP about the titles. Here the sales team visited the market and compare the books of different publisher & make note about that series of books like, price, number of page, sales key point , quality of printing etc. and fill online review data on the CRM. Which helps the editorial team to design the product accordingly.

Goals of CRM

Lower cost of recruiting customers

The cost for recruiting customers will decrease since there are savings to be made on marketing, mailing, contact, follow-up, fulfilment, services, and so on.

Reduced costs of sales

The costs regarding selling are reduced owing to that existing customers are usually more responsive. In addition, with better knowledge of channels and distributors the relationships become more effective, as well as that costs for marketing campaigns is reduced.

Increased customer retention and loyalty

The customer retention increases since customers stay longer, buy more and buy more frequently. The customer does also more often take initiatives, which increase the bounding relationship, and thus the customer loyalty increases as well.

TA / DA Online (DSR)

Try to reduce the paper work and automate the TA/DA reimbursement.

Data Analysis

“Analysis as a research technique for making replicable and valid references from data to their contexts. The researcher searches for structures and patterned regularities in the text and makes inferences on the basis of these regularities.” (Krippendorf)

It’s clear that we should have content analysis in this research due to performing library research.

Data Collection

The data collected can be classified as primary versus secondary data. Primary data is gathered and assembled specifically for the research project in hand. Secondary data has already been collected for purposed other than the problem at hand. Secondary data is often found inside the company, in the library on the Internet and it can be collected quickly. Documentation: documentary information including related books, articles, scientific written reports, formal studies, progress reports, proposals.

Archival Records: including survey data previous collected, organizational records, and personal records.

Marketing Objective (Analysis)

The definition of CRM has changed over time. The earlier versions primarily incorporated CRM software, and data tracking. Over time, companies have grown to recognize that technology is a starting point, but not the complete process of CRM. Most customer focused companies have realized that CRM must be integrated into the processes and culture of a business. Corporations that were focusing only on cutting costs and improving efficiencies are shifting focus to customer relationship management as a source of competitive advantage.

It is important to implement a CRM system driven by customer knowledge - so that the right products can be presented to the customer at the right time, per stored knowledge of their preferences, needs and propensities. A customer relationship management process that does not include a metrics area cannot measure success or failure. CRM can be difficult to measure, but it is important to ensure there is a way of regular monitoring and refinement of this key area.

Segment and Profile the Market: - Customers are grouped based on their different characteristics. The segmentation can be based on the customer sales interaction. Creating different customer profiles based on their relations is part of the CRM process design

Design Communication Strategy: - Next thing to be done is designing a communication strategy. The strategy involves multiple communication channels like mail, email, printed advertisements, trade shows, etc. Part of the strategy could be types of offers that can be made.

Implement Designed Strategies: - After designing strategies that fit with the company's business nature, it is time to implement them. For example, it could be sending out direct mails that are prepared for introduction of a new product or prepare and present promotional talks in a trade show and so on.

Evaluate the Results: - When (in the last step) the strategy is evaluated, the various campaigns are numerated and other measures of performance such as customer satisfaction are considered. Based on these data, segments may be altered or strategies

changed. The goal of this research was to study the impact of Customer Relationship Management systems and practices on today's Customer Retention endeavor. CRM has been a key element of the modern marketing in recent years. All around the world companies in different sizes have been trying to utilize CRM systems to help them with their competitive businesses. On the other hand, because of vigorous competition, not only acquiring new customers is becoming difficult but also holding existing customers is a quite challenging task.

“customer retention” we studied the “win-back” scheme. There are several CRM win-back strategies to regain high-value lost customers. In a win-back stage, the organization will take special efforts to retrieve a customer by entering another interaction policy. Win-back policies can be implemented in many ways. But the best time to win-back a customer is before the customer terminates the relationship.

One great advantage of market segmentation is that companies can now streamline their strategy around a customer-centric approach rather than the previous product-centric approach. This will enable them to increase their market expenditure on tailored CRM activities resulting in increased sales and revenue figures. Improved sales margin and revenues from a strengthened brand will help companies achieve sustainable and profitable growth. Segmentation also provides other opportunities such as direct selling to customers via online single brand stores and brand loyalty programs which rely on the structural improvement of CRM activities.

Sales promotions act as an acceleration tool, designed to speed up the selling process and to maximise sales volume. The competitive nature of the retail sector has amplified the use of sales promotional tools. It is well documented that excessive use of sales promotions, particularly price promotions, can damage brand equity.

S.Chand SCOT

SCOT app is helpful for S Chand customers to place order on-line. To track Order, Invoice and view the Statement of accounts.



BOOKS DISTRIBUTION & SUPPLY CHAIN WITH E-COMMERCE PORTAL



Distribution and Retail

Although retail industry is growing in India at 15% per annum it still only accounts for 7% of book sales in India. This poses a challenge to distribution and availability of books especially in smaller towns and cities. Having said that, e-commerce & M-commerce is fast changing the retail and distribution landscape in India. Online stores have aided book distribution & able to reach customers in every nook and corner of the country; even where there are no book shops. Furthermore, due to reduced operational cost and mortar stores, online stores can sell books cheaper to consumers as compare to local shops; which have hurt sales at individual and chain bookstores forcing some of them to shut down. One major online retailer claims 150,000 books sold every month and boasts of 6 Million items.

Major Online Distributors are as -

- Flipkart.com
- InfiBeam

Major Book retailers- Traditional

- Crossword
- Landmark
- Odyssey

Distribution is a major challenge for publishers, be it a small company or a multinational publisher. To ensure that books are readily supplied at all possible retail outlets on specific time. There are primarily two kinds of distribution models in the country. (a) Books are offered to the store on 100% return basis (Sales Return) or (b) Books are ordered by the shops as per the demand of the same(Non-Returnable). Some publishers like S.chand India distribute their own titles and as well as those of their competitors. Rupa & Co and Westland too belong to this league. Publishing houses have their sales team set up in the major states of the country like Delhi, Mumbai, Bangalore, Chennai, Kolkata, via which they ensure ready supply of their titles across the country. Simultaneously Publisher & distributors also tie up with major distributors in the country for the same.

Major Distributors in India

International Book House (IBH)

IBH have 90 plus publishers as their clients and distribute books in all major and local book shops in Noida, Mumbai, Delhi, Bengaluru, Pune, Nagpur, Ahmedabad and Bhubaneshwar. They also have alliances with international publishers in the UK, USA and other parts of the world.

India Book House

One of the largest distributors of books and magazines. IBH is the distribution arm of Amar Chitra Katha (P). Ltd., the Publisher of cult brands Amar Chitra Katha & Tinkle. It also represents and distributes around 50 + national/international book publishers. It has its centre in Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Ahmedabad, Pune, Chandigarh and Trivandrum.

India Book Distributors (IBD)

They are spread over 7 cities, namely Mumbai, Pune, Bangalore, Hyderabad, Chennai, New Delhi and Kolkata.

Digital Initiatives

Digital publishing in India is a developing market. Currently the market for e-books is small but increasing. A big reason for this is that currently e-readers are still very expensive for most consumers in India which impacts e-book acceptance rates. On the positive side publishers feel the digital market will grow significantly in India given the increasing sales of devices which support e-books like smartphones and tablets. Amazon's Kindle entered the Indian market in August 2012. In July 2012 Penguin India, the largest trade publisher in the country, launched 240- titles as e-book editions.¹¹ Currently the biggest market for e-books in India is the higher education sector.

Copyright laws

- Berne Convention
- Universal Copyright Convention

Associations

- National Book Trust (NBT)
- Independent Publishers Group (IPG)

- Federation of Indian Publishers (FIP)
- Federation of Booksellers and Publishers Association
- Federation of Educational Publishers

Book Fairs

New Delhi World Book Fair

The New Delhi World Book Fair (NDWBF) is India's largest international book fair, It is a major event in the publishing calendar that is held at the Pragati Maidan Exhibition Centre since its inception in 1972. It is considered the leading trade fair for exhibitors and trade visitors from India and neighbouring countries in the South Asian region. The book fair usually attracts more than a million visitors from India and its neighbouring countries. The Fair is organized by National Book Trust(NBT); India an apex body of the Government of India under the Ministry of Human Resource Development. India Trade Promotion Organisation (ITPO), the nodal agency of the Government of India under the Ministry of Commerce, for promoting the country's external trade is the co-organizer of the Fair. In 2013, The fair attracted more than 1,500 Indian exhibitors and 35 foreign exhibitors.

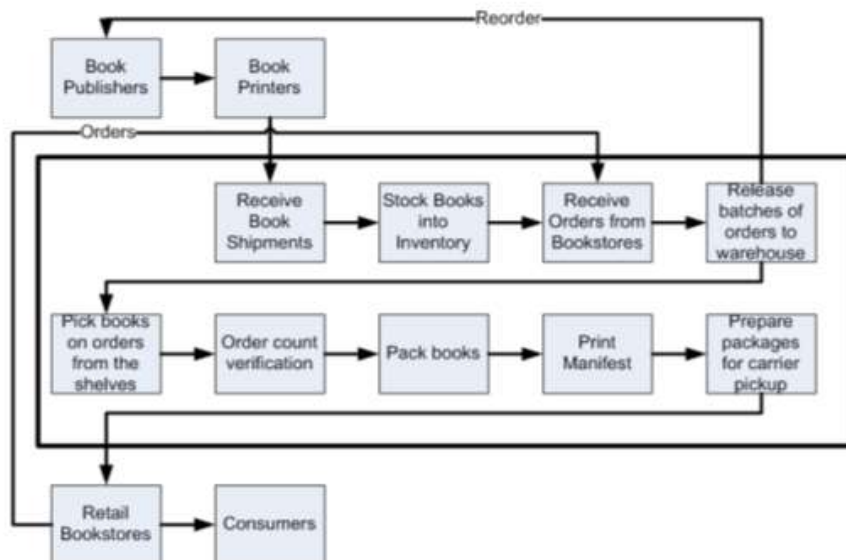
The Purpose

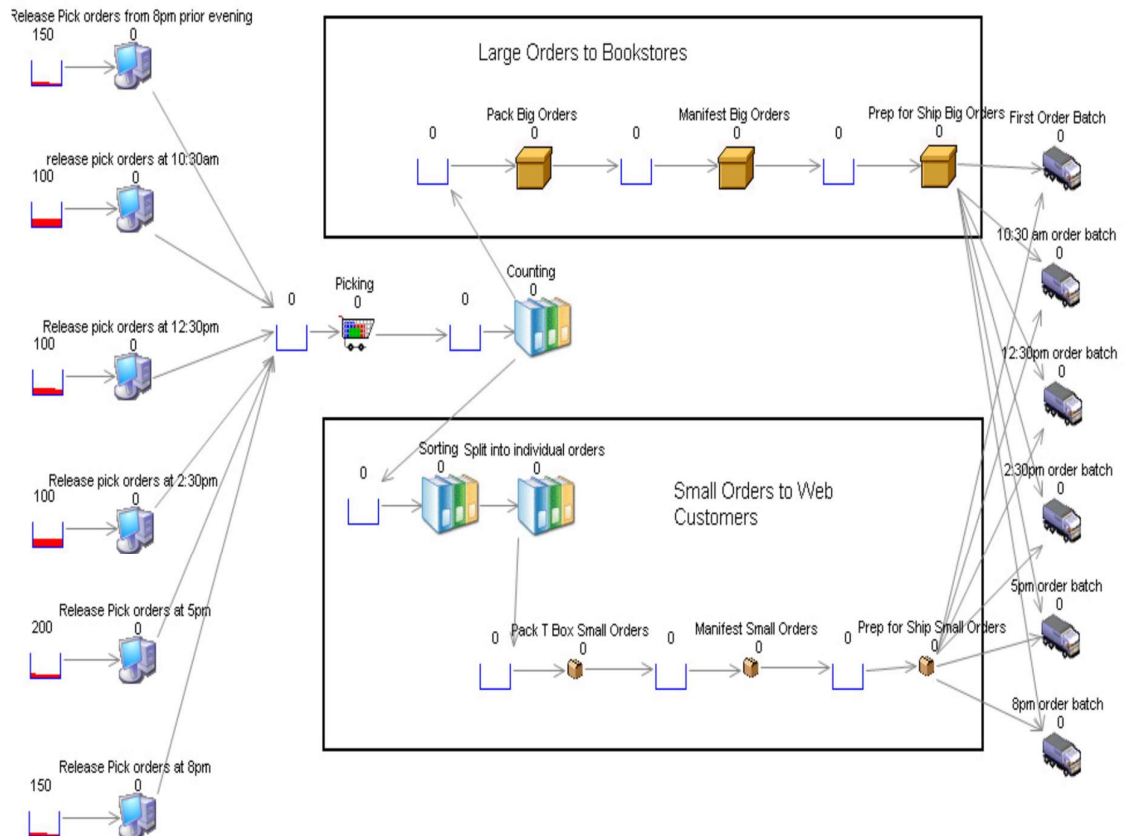
Most people think of online shopping when they hear the term e-commerce & m-commerce. But e-commerce is not only selling products on the Internet. In fact, it is a very broad term & it defines as "the use of information technology to support the conduct of any business activity"

Basically, 4 main forms of Internet e-commerce exist. First of all, there is business-to-consumer (B2C) e-commerce, where either a manufacturer or a retailer sells products or services via the Internet. The second form is business- to-business (B2B) e-commerce, where one company sells its products or services to another company. B2B is responsible for the majority of e- commerce revenues.

There are several different revenue models; online-selling in e-commerce & m-commerce one of them. They range from advertisement sales over paid product placements, e.g. in online games, subscription models for content, fees for services and licensing, e.g. for software, code, or content, to affiliate programs, where one company sets up a system to sell its products through links on other companies' websites. With the help of e-commerce, a company can also save packaging and manufacturing costs by selling digitised products like software, music, or art directly over the Internet.

Process Design





One of the best way to save costs and improve efficiency with the help of e-commerce is to handle a company's communication with suppliers and customers electronically. Not only is communication much faster and cheaper this way, but it can also save lots of paper.

Another advantage of e-commerce is the fact; that booksellers can publish the titles in stock on an Internet website. This prevents disappointed customers, who walk to the store only to find out, that the book, they wanted to purchase, is not available. This information website can also be combined with advertisements for the own store and an online selling system that gives the bookseller the possibility to reach a huge number of new potential customers. Furthermore; advertisement space on the website can be sold to other companies to create extra revenue.

On E-commerce Portal

The impact that tech-savvy customers are having on the ecommerce world is not just stronger than ever. It is faster than ever. Gone are the days when customers would meander online trying to determine if an online order was worth the risk.

Technology is helping customers keep track of their purchases & altering the ways in which those customers interact with online sellers.

Trends; in turn are affecting the big picture. As technology changes business-to-consumer transactions. New opportunities for both sides of the domain are emerging. Consumers now have access to a range of platform that help them gauge prices, find alternatives, locate stores and receive coupons.

Wholesaler are seeing benefits as well & technology helps them make stronger connections with consumers and build their brands faster.

Altogether, Technology is revolutionizing how business-to-consumer transactions occur. Here's how:

Mobile apps (M-commerce) are changing consumer/retailer relationships.

Apps are now affording Wholesaler an opportunity to connect with consumers that goes beyond the boundaries of the business. Brands no longer have to wait for consumers to walk into their stores or spot an ad that prompts them to engage with the business.

Sellers are more on consumers' minds.

E-mail notifications are swiftly being crowded out by marketers in favour of Books (Types of Books) push notifications. These features & their apps allow marketing teams to command consumer consideration as never before.

Promotions that once got filtered out by spam detectors or were scrolled over by consumers can now grab a user's attention right at his or her home screen. Wholesaler are harnessing these updates to keep customers updated and informed about new sales and promotions.

Personalized customer experience is growing.

The fact that consumers want personally relevant shopping practices is nothing new. What is new? Fact that technology is making personalization standard. These marketing techniques are becoming a popular method for those who are looking to build a loyal customer base. With the help of mobile personal assistants, ecommerce sites are realizing that automated services no longer cut it.

Consumers like the convenience of faster delivery and lower prices.

Convenience has been the number one driving force behind the success of e-commerce with the increasing demand for convenience, however, same-day delivery features are posing new challenges. Online stores, for example, may encounter the need for higher price tags: Pushing a driver behind a wheel for same-day delivery is far from cheap.

But technology help is on the way: Soon, solutions to the delivery obstacle, at least, will come in the form of automated vehicles & drones. Ecommerce behemoths like Amazon , flipkart are already looking the way to use such type of technology. For now, sites aim to gain a competitive advantages are offering consumers faster deliveries with lower prices.

E-commerce, a Good Opportunity for Bookseller Start-Ups?

With growing e-commerce, Indian book market all set to become Rs 800 billion (approx.) industry by 2020.

India's book market, currently worth Rs 271 billion making it the 6th largest in the world and the second largest of the English language ones, is expected to touch Rs 769 billion by 2020, says a survey. "Nielsen India Book Market Report 2015: Understanding the India Book Markets" was conducted in association with Association of Publishers in India (API) & the Federation of Indian Publishers (FPI) to evaluate the opportunities and challenges facing the publishing industry.

S.chand & Company has develop such kind of e-commerce portal for students, dealer, customer & book lovers. It is easy and fastest mode to place the order & gets the books at door with in defined schedules. Schand distribution network is very strong to

dispatch the books. They have tie up with delivery courier services with door delivery services. Also Schand books are available at Amazon & Filpkart; UBSPD is distribution partners for E-commerce portals.

Our Digital and Service Offerings - Contents



We focus on digital education across our K-12 & higher education segments. Over the last 3 years, we have closely our print content with digital and interactive methods of learning, thereby providing with flexibility in the delivery of content to students & educational. Our aim is to lead the digital in the knowledge industry. In the K-12 (School Education) business segment. The classroom learning segment through Destination Success, presence in device-based learning by using Mystudygear, Intellitab and Ignitor and presence in other segments of K-12(School Educaton) through Smartivity (STEM based learning) and Flipclass (marketplace for tutoring).

DS DIGITAL

DS Digital; an S. Chand group company (one of India's oldest and largest publishing & education services provider) envisions of understanding the dynamics of modern day learning requirements and developing solutions. Which helps us to empower both teachers and learners alike while redefining the domain of classroom management system.



Digital Classroom



Tablet Solution



Science Lab



English Lab



Teacher Training



Content Demos

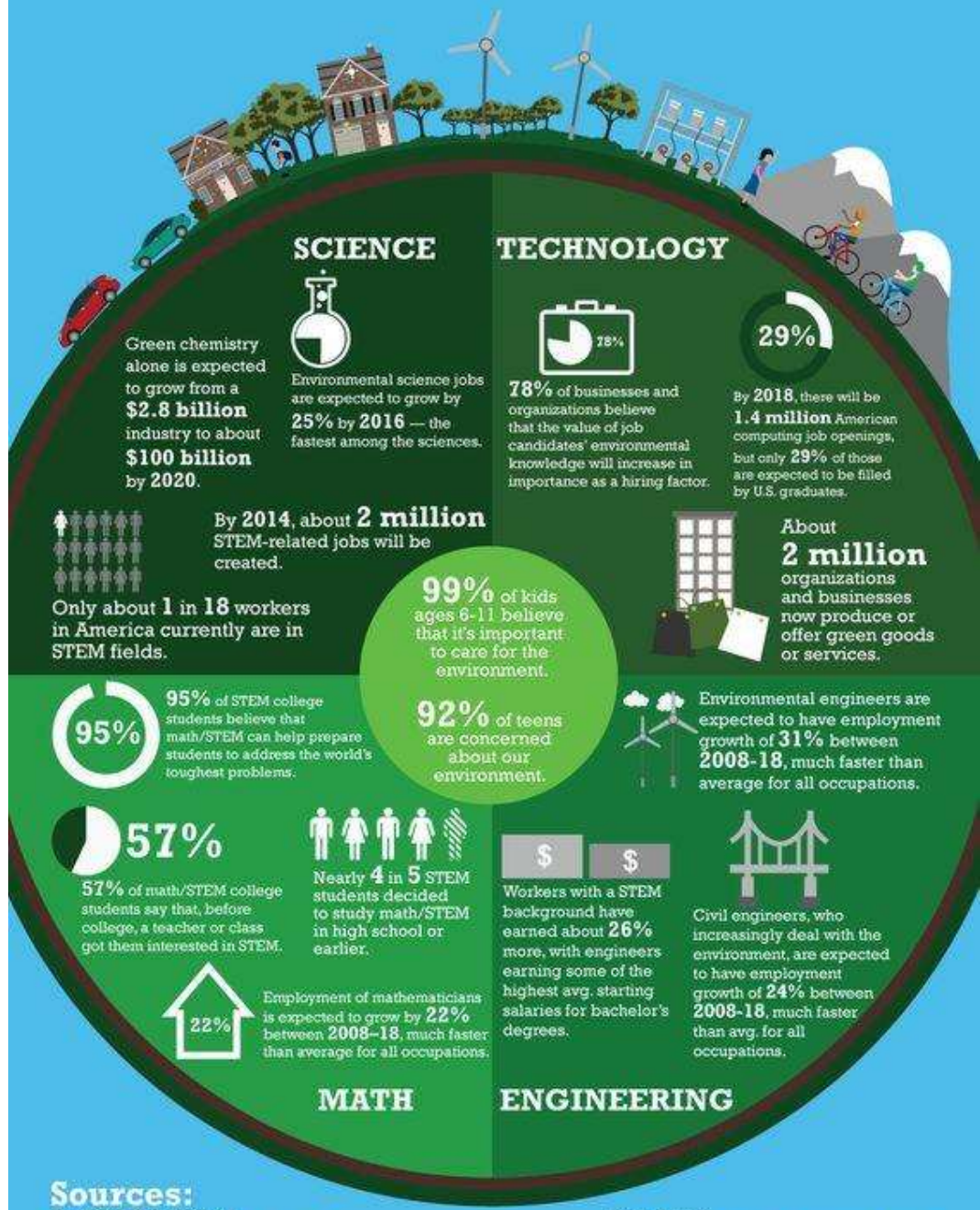
“Intellitab Educational Tablet” is an anywhere-anytime tablet solution with robust collection of interactive video modules, eBooks, practice tests and question bank for learners. It requires low cost infrastructure requirement for the schools to take advantage of this education tablet solution.

The students can access the same content in the tablet which is taught in digital class boards at school. It will provide engagement with self-paced learning to the students. They can access their modules anytime and anywhere. Besides learning it also help the students to monitor and drive progress with statistics features.

Teachers can provide differentiated learning by providing extra material to bright students. It will also help teachers to create assessments from the incorporated question bank. Intellitab is a tool which helps to generate reports and analytics which will ease the administrative load of the teachers.

STEM & Our Planet

The environment is a compelling context for teaching and engaging today's students in science, technology, engineering and math (STEM).



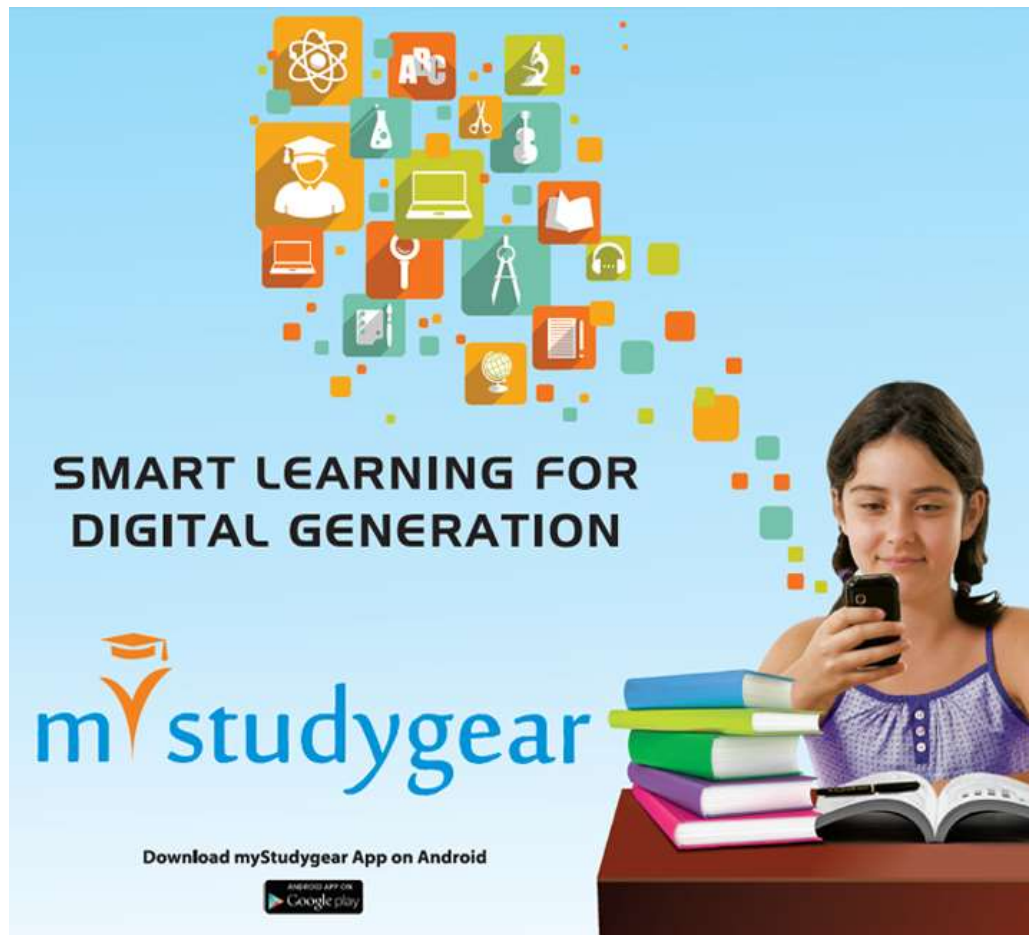
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Harris Interactive

Kelton Research
National Center for Women & Information Technology
NC STEM Community Collaborative
Pike Research
Rutgers, The State University of New Jersey

Find out more: www.eeweek.org

MYSTUDYGEAR



The advertisement features a young woman with dark hair, wearing a purple patterned top, sitting at a desk. She is holding a black smartphone in her right hand and looking at it. On the desk in front of her is a stack of four books in blue, green, purple, and pink, with an open book on top. The background is a light blue gradient. In the upper left, there is a cluster of colorful icons representing various subjects: a red atom, a blue 'ABC' sign, a green microscope, a white graduation cap, a blue laptop, a red book, a green pair of scissors, a white stethoscope, a blue laptop, a red key, a green compass, a blue globe, and a red document. Below the icons, the text 'SMART LEARNING FOR DIGITAL GENERATION' is written in bold, black, uppercase letters. The 'myStudygear' logo is prominently displayed in the lower left, with 'my' in blue and 'Studygear' in a larger blue font. Below the logo, the text 'Download myStudygear App on Android' is written in a smaller font, followed by the Google Play logo.

myStudygear is an innovative initiative by - S.Chand Group. myStudygear is an application which helps to makes the education and guidance available to you at your fingertips. With vivid range of educational content accessible through QR Codes published in many books from publishers like S.Chand, Madhubun and New Saraswati House, it gives digital learning a whole new landscape.



The aim of leveraging emerging mobile & touchscreen technology in Education. Incubated out of RTBI in IIT Madras, we are one of the leading Ed Tech companies emerging out of India.

We have been assiduously working to transform the education landscape in the country. Our core offering IGNITOR has enabled several institutions to move to the future of learning effectively with robust on-site implementation. We have strong relationships with all the leading publishing company - we work on addressing some of technology needs and expand their digital business.

Our key strength is our technology team – cutting edge engineering talent with expertise in emerging technologies, creativity and design.

CHAPTER – 6

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Product: A text book, Series – Science, Category – Biology by Lakhmir Singh & Manjit Kaur

Class – 0 to K12.

Time: 6 Months

Sampling procedure: Simple random sampling technique will be used.

Sample design: Focus is to interview the people from the publishing industry, distributors and doing in-house research.

Sample size:

For Books & Digital Contents.

Number of School – 270, Total Enrollment – 30000, Segment – 6-12, Board – CBSE, Place – Bihar & Jharkhand.

For Sample (Specimen) copy of Books.

Number of School - 150, Segment – K12, Board – CBSE
Location – Bihar & Jharkhand.

For Books Order Processing & Distribution system.

Number of Dealer - 25, Segment – K12, Board – CBSE
Location – Bihar & Jharkhand.

RESEARCH INSTRUMENT

Publishing related reports and data, being published by various School, publishers & bookstore associations and independent researchers worldwide. It includes the collection of Secondary data from the sources like Annual sales reports, Gazette of India, Marketing white books and various other reports published on website. The source of Primary data will be collected through typical questionnaires, personal interviews, open- ended questions, motivation research and various other observation tools & techniques.

ANALYSIS OF DATA:

The data was analyzed through different statistical tools like percentage, charts using Microsoft Excel.

The collected data was tabulated and analyzed using Percentage analysis.

Percentage Analysis:

We have used percentage analysis refers to a special kind of ratio. Percentages are used in making comparison between two or more series of data percentages are used to describe the relationships.

RESEARCH DESIGN:

Research design has been adopted is Descriptive.

For primary data collection has been used Quantitative approach.

Secondary data collected from publishers.

LIMITATIONS

- The survey was restricted to a sample size.
- Some of the respondent was reluctant to answer due to their busy schedule.
- This was conducted only for the customers who came to the company that we selected
- There is a possibility of bias information from the respondents

CHAPTER – 6
DATA ANALYSIS AND
INTERRETATION

Analysis and Interpretation of Collected Data through Questionnaire

A broad analysis of the collected data through the questionnaire survey is shown below-

Determination of Appropriate Respondent (Question about the VR Device Knowledge of Appendix-A)

VR Device knowledge based on Age Group & Gender.

Age Group	Gender	Maybe	No	Yes
18 to 25	Female			1
26 to 35	Female	1	6	2
26 to 35	Male			3
36 to 45	Male		1	3
46 to 55	Female			1
46 to 55	Male			1
Grand Total		1	7	11

Findings – In the opinion of respondents about VR device

Experience Level respondent with VR System (Question of Appendix)

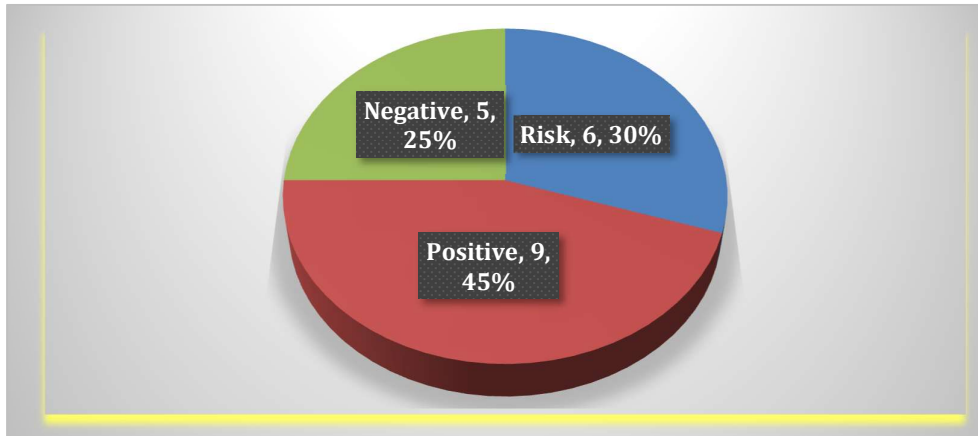
Age	Gender	Education	Your are .?	Count
18 to 25	Female	Post graduate	Students	1
26 to 35	Female	Graduate	Parents	1
26 to 35	Female	Graduate	Students	2
26 to 35	Female	Post graduate	Parents	2
26 to 35	Female	Post graduate	Students	2
26 to 35	Female	Post graduate	Teachers	2
26 to 35	Male	Graduate	Parents	2
26 to 35	Male	Graduate	Students	1
36 to 45	Male	Graduate	Parents	1
36 to 45	Male	Graduate	Students	1
36 to 45	Male	Post graduate	Parents	2
46 to 55	Female	Post graduate	Parents	1
46 to 55	Male	Post graduate	Parents	1
Grand Total				19

Findings – Experience of respondents about VR device

Opinion Level of respondent towards VR System (Question of Appendix-A)

(positive, negative, uses, risks, etc.)

Findings – Opinion of respondents about VR device

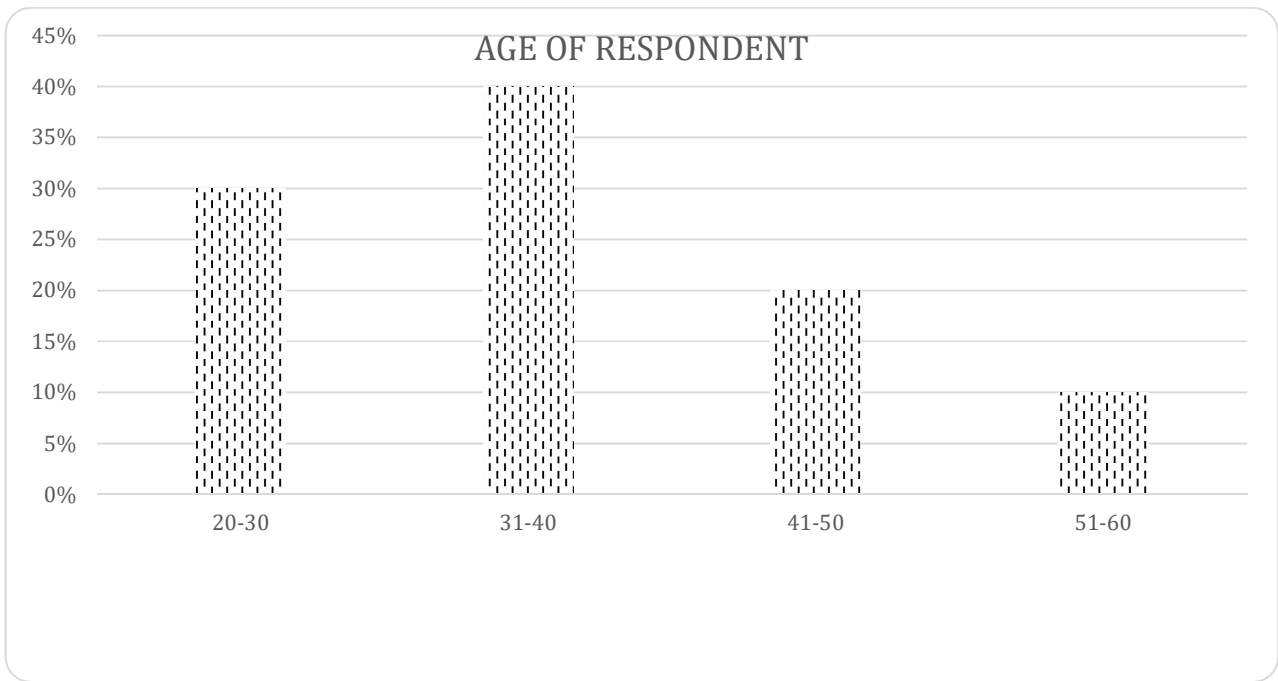


Interpretation: A unanimous satisfaction level indicates that respondents are comfortable and well familiar with the present VR system. This also indicates that future of VR System in School Education is Positive.

Determination of Appropriate Respondent (for Digital Initiative – My study gear, Ignitor, DS Digital)

AGE OF RESPONDENTS:

AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
20-30	15	30%
31-40	20	40%
41-50	10	20%
51-60	5	10%
TOTAL	50	100%

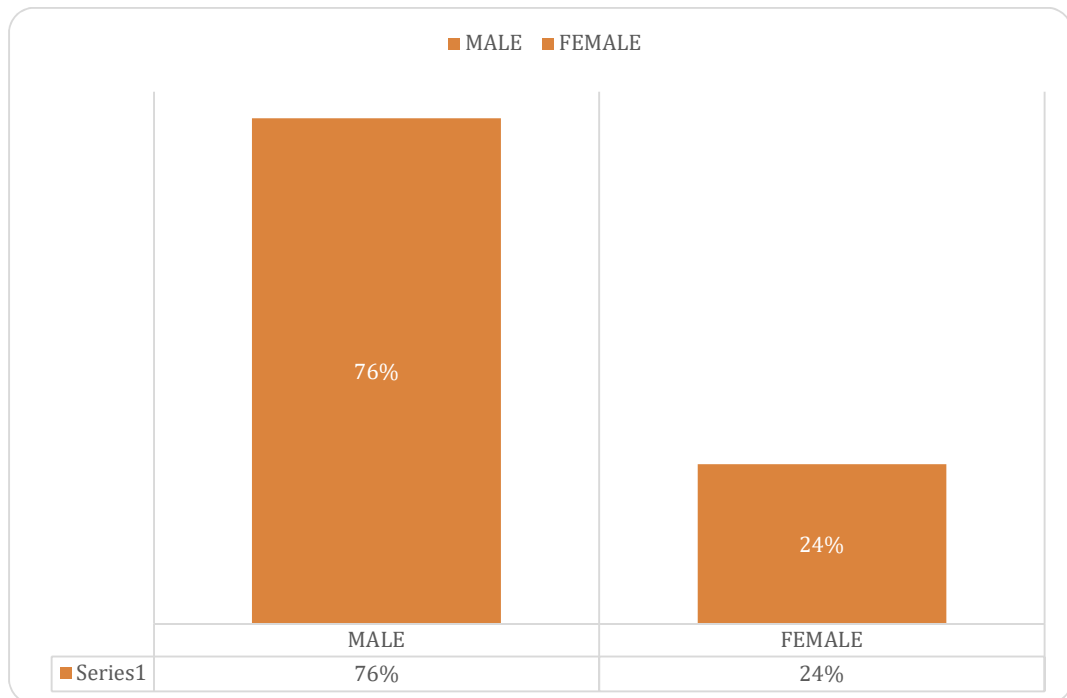


INFERENCE:

From the above tables shows that 30% respondents were below the age of 30, 40% were below age of 40 and 10% were below the age of 50 and 20% were below the age of 60.

GENDER OF RESPONDENTS:

GENDER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MALE	38	76%
FEMALE	12	24%
TOTAL	50	100%

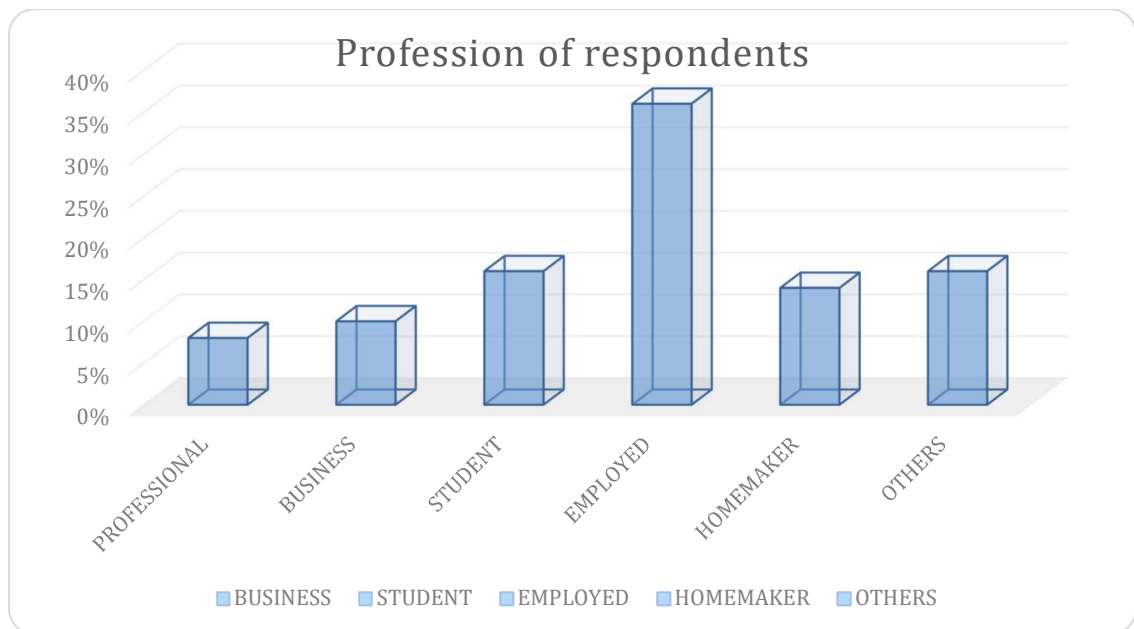


INFERENCE:

From the above table shows 76% of respondents were male and 24% were female.

PROFESSION OF RESPONDENTS:

PROFESSION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
PROFESSIONAL	4	8%
BUSINESS	5	10%
STUDENT	8	16%
EMPLOYED	18	36%
HOMEMAKER	7	14%
OTHERS	8	16%
TOTAL	50	100%

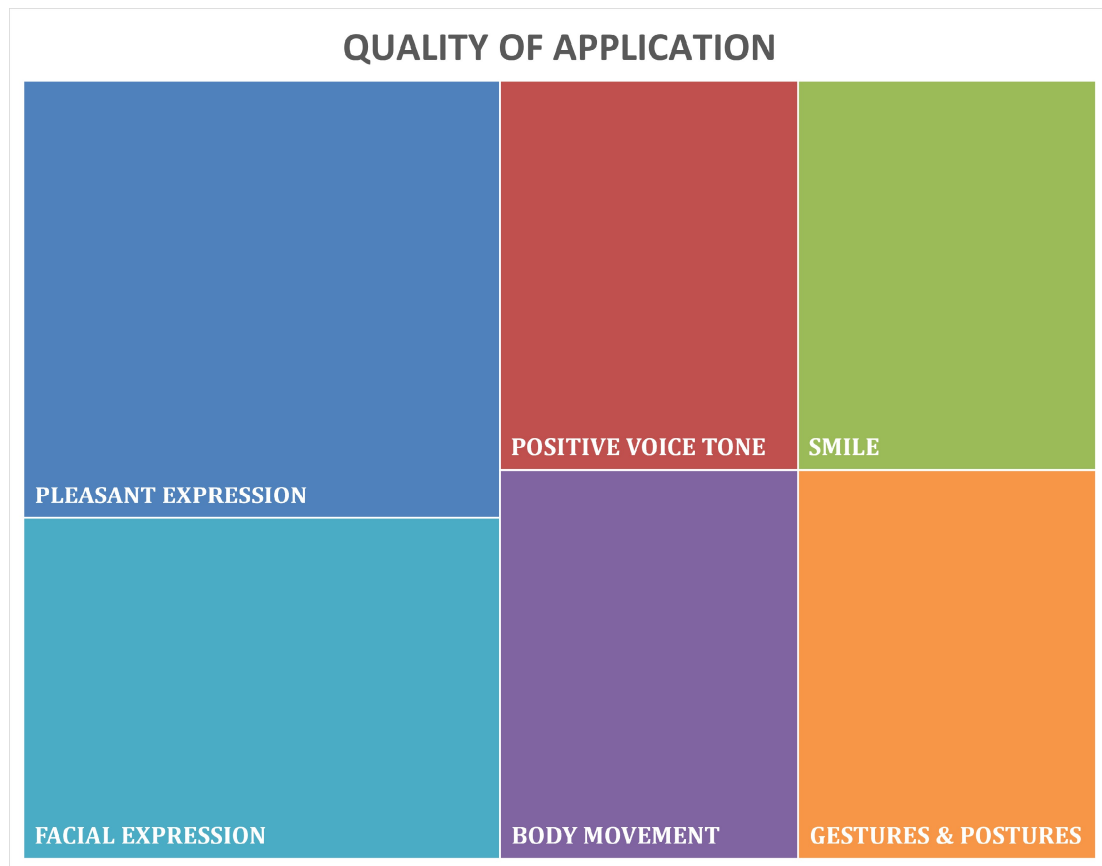


INFERENCE:

From the above table shows 36% of the respondents were self-employed, and 16% were students, 16% were others and 10% were doing business, and 8% of them are home makers and 8% were professionals.

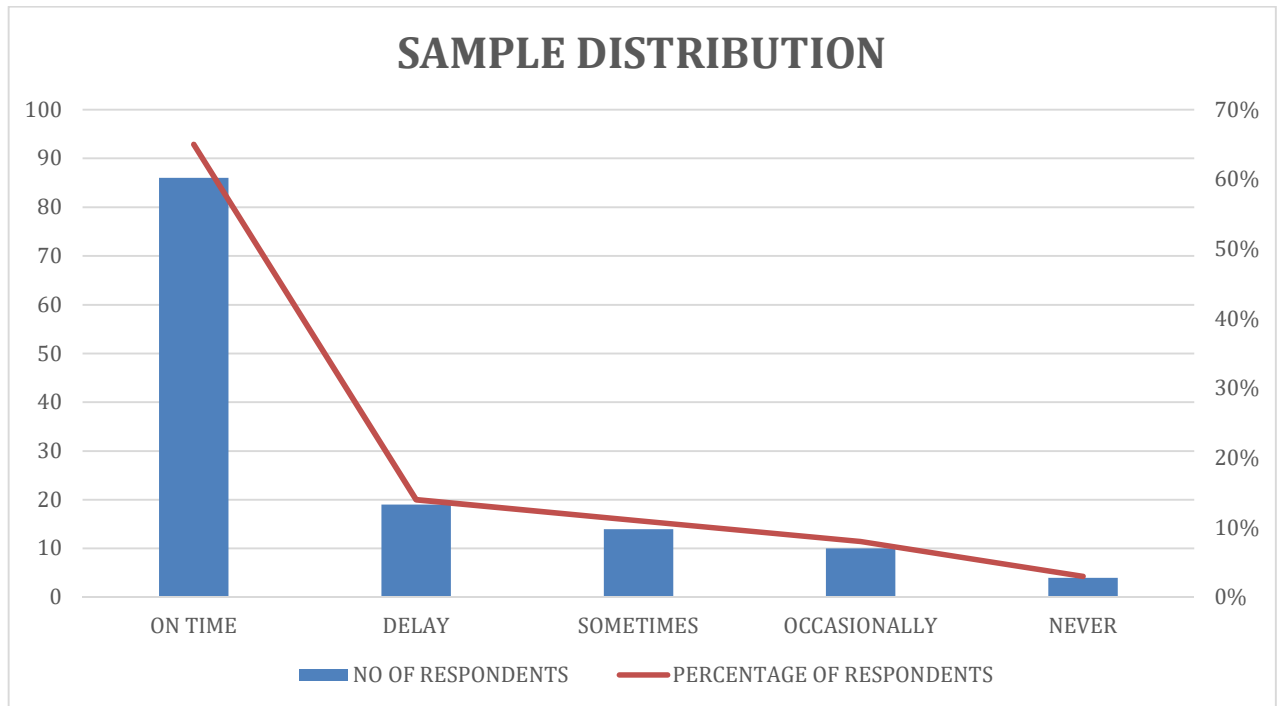
QUALITY OF RESPONDENTS (TEACHERS):

QUALITY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
PLEASANT EXPRESSION	9	18%
POSITIVE VOICE TONE	5	10%
SMILE	5	10%
BODY MOVEMENT	5	10%
FACIAL EXPRESSION	7	14%
GESTURES & POSTURES	5	10%
TOTAL	50	100%



SAMPLE DISTRIBUTION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ON TIME	86	65%
DELAY	19	14%
SOMETIMES	14	11%
OCCASIONALLY	10	8%
NEVER	4	3%
TOTAL	133	100%

SAMPLE DISTRIBUTION RESPONDED BY SCHOOL TEAM MEMBERS.



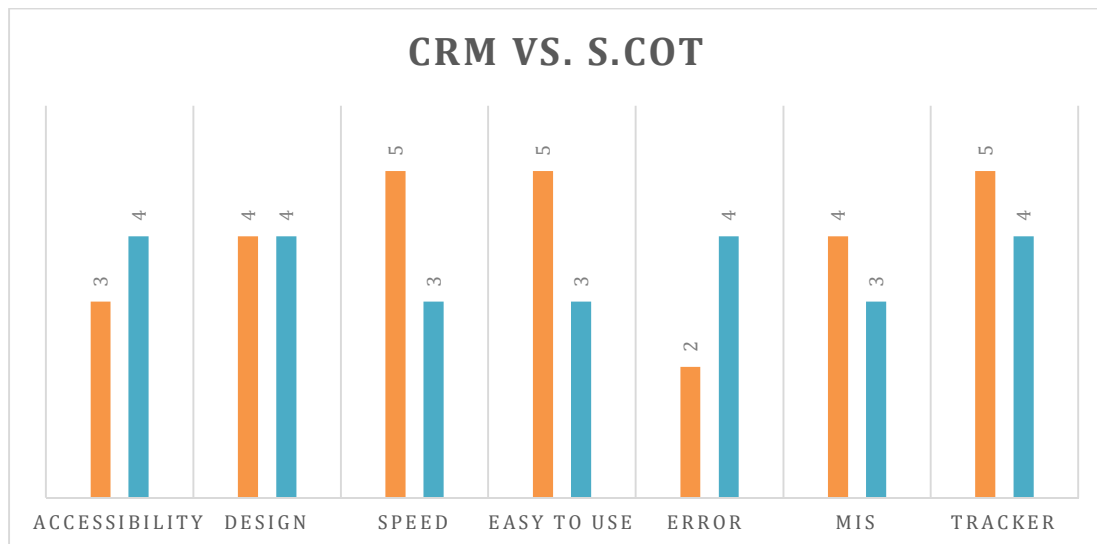
**BOOKS ORDER PROCESSING SYSTEM USING E – PORTAL / MOB-APP
RESPONDED BY DEALERS.**

BOOKS DISTRIBUTION	NO OF RESPONDENTS
CRM(WEB-BASED)	25
SCOT (MOB- APP)	25

INFERENCE:

From the above table shows 25 numbers of the respondents are selected to respond on e-plat form for placing the orders.

RATE THE PORTAL OUT OF 5	CRM(WEB-BASED)	SCOT (MOB- APP)
ACCESSIBILITY	3	4
DESIGN	4	4
SPEED	5	3
EASY TO USE	5	3
ERROR	2	4
MIS	4	3
TRACKER	5	4



INFERENCE:

From the above table shows 25 numbers of the respondents are selected to respond on e-plat form for placing the orders. On the basis of customer's view point CRM is best for Placing the orders as compare to S.chand Scot Mob- Application. Some of the main reason behind is network issue & catalog (cart) of MOB-app is not user friendly.

CHAPTER – 7

FINDINGS AND SUGGESTIONS

FINDINGS

Information Technology and operational Technology are currently isolated, but rapidly moving towards Digital manufacturing/Industry 4.0 fueled by IoT. Next generation manufacturing environment will use technologies that will improve efficiency, productivity, and production quantity; however, implementation and data security concerns are still large. Publishing Industry using such technology for PLC & Marketing strategies.

The number of the people surveyed for this project was 50 which include the sufficient mix of people from different backgrounds. The survey was done on 40% - students, 20 % - working professionals, 20% - self employed, 20% - others. Half of the respondents said that they prefer Digital platform of learning. Using the VR System , Mystudy Gear App which are mobile based is very likely by the parents. It also helps teacher & parents to know about the subject very well & helps to revised the subjects in quick & easy way.

SUGGESTIONS

Once the principles and analytics are in place, a Publisher should institutionalize smart pricing and promotional planning through internal education and a comprehensive plan. The most effective promotions for each target segment & product category should be communicated across the organization. By combining the strategy, principles & analytics, retailers can build a proper pricing and promotion plan, outlining the promotion tactics (i.e. the type of promotion, depth, frequency and time of season) and communication methods for each category and channel by customer segment. Some Recommendations are as --

- PROPER MARKET RESEARCH
- DELIGENT SEGMENTATION, TARGETING AND POSITIONING
- PRUDENT NEED AND GAP ANALYSIS
- BETTER SYLLABII COVERAGE
- AUTHOR WITH GOOD AFFILIATION
- CONTINUITY BETWEEN CHAPTERS

- ORGANISATION OF TEXT MATERIAL
- NON INCORPORATION OF PERSONAL VIEWS
- ATTRACTIVE COVER
- AGGRESSIVE SALES TEAM
- TIMELY ADOPTIONS
- BETTER QUALITY PROMOTION MATERIALS

CHAPTER – 8

CONCLUSION

CONCLUSION

As part of my project, I had worked on title” Assessment of digital in the Publishing Industry: Success through Content development, Product Life Cycle (PLC) Management and Marketing strategies”. To be more specific through this I concentrated to understand different phases of product development, editorial R & D, costing of the project, sales and marketing strategies. The preparation process of this project gave me immense opportunities to bridge the gap between dealers’ expectations and the services provided by the publishers. I also did sample surveys to understand the story of the publishing industry. The surveys and analysis are based on facts and figures collected from S.chand Group Company Data.

I tried to analyse the facts through which an organization can take a competitive advantage on a particular product. It is really a dynamic situation where we need to understand the real threats and create products with competitive advantage.

Through its huge infrastructure, good research potential and sound financial position, S.Chand. is able to take a competitive advantage in the industry with best of its product line. However, at the same time, Company needs to put more focus on the sales and marketing department for aggressive market penetration setting more benchmarks for the publishing Industry.

CHAPTER – 9

REFERANCES & ANNEXURE

REFERANCES

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