Go India for E- Publishing

Europe has just started discovering Asia´s second giant, India. The Indian Elephant now turned itself into a full scale service provider, offering complex services like programming or analyst research. India has emerged as the biggest outsourcing destination and E- Publishing has become the key to the progress of Indian publishing offshoring. Outsourcing for E-Publishing means buying editorial performances of an external content provider with greater specialized knowledge and lower production costs. Both applies to service providers in India.
Various competent suppliers of the new technology are found in the IT strongholds of India like Bangalore or Chennai but also in innovative regions like Delhi or Kolkata. Caused by fast and at the same time economical, Internet based communication channels and international job sharing publishing houses can realize different levels of the value chain with Indian partners.

The Indian publishing house industry

The Indian publishing house industry has a surprisingly long tradition originating in Great Britain. British publishing houses like Oxford University Press, Macmillan or Blackie ´s founded their subsidiaries in India around the beginning of the twentieth century. Oxford University Press India was founded in Mumbai in 1912; Macmillan even started in India in 1893 and was one of the first publishing houses to assign typesetting to Bangalore in the seventies. Macmillan India now numbers 2300 employees in the field of Offshoring. Penguin Books India was founded in 1985.

Cooperation with Germany

Also German publishing houses like Springer Science+business Media have been backing India for some time. Springer, as a renowned international science publishing house founded Springer India in Delhi in 2002. In June 2006 Springer presented its e-Book-Programme, enabling both scientists and students to have electronic access to over 10.000 Springer titles; approximately 3.000 titles will follow every year. The rearrangement of its online platform SpringerLink will enable the user to have access to additional millions of articles from scientific professional journals in addition to the e –Books already available - supported by outsourcing services from India.

The 58th International Book Fair in Frankfurt last year with India as the host country demonstrated the strong presence of the Indian publishing industry. 2000 of the 12,000 publishing houses of India were present there, completed by an India ICT (Information and Communication Technology) pavilion with Indian IT companies and offers in the field of E-Publishing. The line of business shows a potential market of 600 Million readers in 24 languages with a turnover of 685 Million U.S. dollars every year.

While large publishing houses are establishing subsidiaries , smaller European enterprises are now engaging service providers like Techbooks, Ninestars, Integra, or 2 QA Media on the spot for services like type-setting, layout, graphic or editing. In the estimation of Hanut Singh, company founder of 2 QA Media in Delhi, publishing houses in the West will increasingly content themselves with the conception of their products and the search for authors, the rest will be taken care of in India. Bhavin Shah of SPI Technologies shares his opinion, stating that almost all science magazines commission Indian service providers for data conversion, layout or typesetting. In these fields, the peak in outsourcing has already been reached. The greatest growth, says Rajiv Beri, head of Macmillan India, can be found for non-fiction book publishing houses and at the upper end of the value chain. The departments editing and project management will increase and new business fields like the designing of advertisements will arise. The total turnover of Indian suppliers of E-Publishing services amounts now to approximately 300 million U.S. dollars. This sum can soon multiply, if one considers the valued growth rate of approximately 30% per annum for the next 2- 3 years.

Why E Publishing in India?

According to statistics of the association Electronics and Computer Software Promotion Council (ESC) enterprises can realise cost savings of 40-50% in India. The subcontinent challenges competitive regions like the Pacific Rim or Eastern Europe through cost- competitiveness and together with a good knowledge of English both the technical and academic know-how of its education elite. 700 000 Indians are at present working in the service sector. The Continent has recognized India's potential later than the English-speaking world. Hence, it is necessary to act now. With India being the third largest market after the USA and Great Britain for English-speaking publications- European publishing houses can profit greatly from its rapid development if they understand the Indian conditions. Competent business partners in India will assist them in the practical carrying out of the projects.