

National Book Promotion Policy – 2012

‘Books for All Improving availability, accessibility, quality and readership

(dated 26.6.2012)

Part I

Introduction

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

1.2 Recognizing the importance of meeting the reading needs of all categories of readers, the successive Five- Year Plans had envisaged several measures for the promotion of books and the habit of book reading. The first Five – Year Plan envisaged the production of graded text books for the purpose of creating an understanding of democratic citizenship. The National Book Trust (NBT), India was established by the Government of India in the year 1957 for promotion of books and the habit of reading and to publish a wide variety of books for all segments of society and age groups keeping, in mind the diversities of language, culture and tastes of readers.

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

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

1.5 The National Policy on Education 1968 / 1992 recognized that “the availability of books at low prices is indispensable for people’s education”. It stated that “efforts will be made to secure easy accessibility to books for all segments of the population. Measures will be taken to improve the quality of books, promote the reading habit and encourage creative writing. Authors’ interest will be protected. Good translations of foreign books into Indian languages will be supported. Special attention will be paid to the production of quality books for children including text books and work books (para 8.8)”. It also states that, “together with the development of books, a nation – wide movement for improvement of existing libraries and the establishment of new ones will be taken up. Provision will be made in all educational institutions for library facilities and the status of libraries improved (Para 8.9)”. Further, the Comprehensive programme of post –literacy and continuing education [Para 4.13 (c)] envisaged for neo-literates includes wider promotion of books, libraries and reading rooms.

1.6 A National Book Development Board (NBDB) was set up in 1967 to lay down guidelines for the development of the book sector in the context of over – all requirements of the country. A new body, called the National Book Development Council (NBDC), was formed in September, 1983. In September, 2008, the National Book Development Council was renamed as National Book Promotion Council (NBPC) which was tasked to facilitate exchange of views on all major aspects of book promotion, inter – alia, covering writing / authorship of books, production, publication and distribution of books, pricing, copyright, promotion of book reading, availability and reach of books for different segments of the society and for various age groups and the quality and content of Indian books in general, Though a series of measures were initiated under the Five – Year Plans to improve the availability, accessibility and quality of books, it was widely felt that there was need for a coherent and comprehensive policy framework to address issues relating to different aspects of book promotion in a holistic manner. The NBPC in September, 2009 observed that the government should take necessary steps for prompting reading habit, encouraging quality publishing, guiding the book trade and revitalizing the Library Movement in the country, with special emphasis on rural areas. Subsequently, a Task Force was constituted in February, 2010, to draft a comprehensive National Book Promotion Policy (NBPP) to meet the challenges of the 21st century.

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

Part II

Objective of the NBPP

2.1 The National Book Promotion Policy (NBPP) envisions a knowledge society imbued with an awareness that comes from reading of books and the positive ideas embedded in them. It also envisions a reading and learning society in which books will be available and accessible to everyone.

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

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

Part III

Increasing the availability of books

Writings of books

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

3.2 **Motivating writers:** To have more books written on various subjects, appropriate measures will be initiated to encourage and motivate writers to come out with quality manuscripts. Improved facilities and proper recognition will be accorded to genuine and capable writers. An appropriate mechanism will be put in place to ensure that writers get their dues and their rights are protected. Healthy author-publisher relation will be encouraged so that an equitable and transparent relationship is established between these two important segments of the book publishing sector. Guidelines will be formulated to ensure that each published book will be the outcome of an agreement between the author and the publisher. Norms will also be laid

down for procedures relating to the submission of a manuscript, its acceptance or return, and the proposed time of publication. A mechanism will also be put in place to ensure adequate copyright protection for authors and publishers. Awareness programmes on the importance and necessity of copyright will be initiated. Measures will be taken to eliminate plagiarism of any kind. To locate good writers, a website will be created for providing a platform to them to convey their interests in subjects or topics on which they would like to write books.

3.3 Encouraging young writers: School will be provided guidance to encourage children to write creative works like poems, stories, plays etc. Expert guidance will also be provided to students in schools and universities and young writers of books to enable them to master the skills of writing different categories of books. Publishing of books for children as well as books for higher education in all Indian languages will be encouraged.

3.4. Assistance to authors and publishers: Assistance will be provided to authors and publishers for producing books of high standard, especially books meant for students and teachers. Commissioning of books on special subjects will be encouraged.

3.5. Writing of books for children: Measure will be taken to expand the programmes on writing of books for children and young readers. Expert guidance will be made available to writers of children's books to enable them to master the skill of writing and editing of books for children. Schools will be encouraged to support children to write poems, stories, plays and other creative literature and they will be provided guidance by experts. The National Council of Children's Literature (NCCL) will be strengthened to perform the challenging task of producing, promoting and propagating books for children in all Indian languages. Emphasis will also be placed on the production of books to promote national integration and develop interest in science and social sciences among children. Private publishers will also be encouraged to publish children's literature in all Indian languages.

3.6. Books for differently-abled persons: Steps will be taken to ensure that differently abled persons have access to books and reading materials in formats that they can use. All school and public libraries will be equipped with assistive devices to facilitate access for differently-abled persons to reading materials. Programmes will be initiated to promote the preparation of appropriate books and reading materials for persons with print disabilities and other categories of differently-abled persons. Special cells will be set up in selected specialized institutions for the preparation and publication of books suitable to differently-abled persons. All government agencies and private publishers involved in the production/publication and promotion of books will be encouraged to publish books and other reading materials in the form of Braille, 'speaking/talking books' and in other formats according to the needs and preferences of the differently-abled readers.

Translation of books

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

3.8. ***Institutional support to promote translation of books:*** The National Translation Mission will be actively involved in the promotion and publication of knowledge text translations in all major disciplines taught in schools, colleges and universities. Creation of a pool of qualified and competent translators in different languages will be given priority. Universities and other institutions of higher learning will be supported for conducting Degree/Diploma courses on translation, for undertaking preparation of translation manuals between pairs of languages and research and development activities relating to preparation of software for translation, publication of journals on translation and for publishing translation-related texts and analysis etc. in Indian languages. Support will be provided to projects designed to promote translation of books. The Central Institute of Indian Languages and the National Book Trust will be supported to expand their activities relating to translation of literature into all Indian languages and making them available to readers at affordable prices. Translation of award winning books into all Indian languages will be supported. All book publishers will be encouraged to publish translations of popular books into Indian languages by making use of Section 32 of the Copyright act 1957.

Comments of M/o Culture.

With reference to part-III of NBPP which relates to increasing the availability of books, it would be useful to include the translation of manuscripts or publishing their edited text in the form of books. More attention may be given to this aspect, so that interest in the traditional knowledge and sciences is also revived among the younger generation. Some form of coordination with the National Mission for Manuscripts may be considered.

Publishing of books

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

3.10. ***Collection of authentic statistics about books and publishing:*** Steps will be initiated to collect authentic statistics about books and publishers of books. A website for Indian books in all Indian languages will be created and all organizations active in the book publishing sector will be approached for their collaboration. In order to create a database on publishers and books, the registration of publishers through ISBN will be encouraged. On-line registration facility will be provided to assign ISBN numbers to authors and publishers.

Comments of D/o Commerce.

3.11. Recognizing book publishing as a priority sector: It is very important that Book Publishing is treated as a priority sector since it is: (1) associated with the educational development of the country which in turn involves the overall national development (2) a labour intensive industry which provides employment to people from all walks of the society and that too in abundant manner.

Comments of D/o Financial Services in consultation with RBI.

RBI has confirmed that book publishing activities are categorized under the service sector under MSMED Act, 2006. Further in terms of RBI's extant guidelines on lending to priority sector, bank loans upto an aggregate credit limit of Rs. 5 crore per unit to micro and small enterprises engaged in providing or rendering of services and defined in terms of investment in equipment under MSMED act, 2006 are eligible to be classified under the priority sector.

Comments of MSME

MSME has stated that unit engaged in publishing with upto 2 crore are classified as micro and small enterprises in the service sector as per provisions of MSMED Act 2006. As per MSME the units up to 5 crore are micro and small enterprises (MSEs) in manufacturing sector, whereas the units engaged in Publishing with investment upto Rs. 2 crore are micro and small enterprises(MSEs) in service sector. MSME has further submitted that lending to MSEs by banks is already considered as priority sector lending by RBI.

3.12. Publishing of Textbooks: The Capacity of institutions/agencies involved in text book production will be strengthened to ensure timely production and publication of text books and to ensure that prescribed text books are made available to students before the commencement of new academic session in schools and universities. Steps will be taken to train writers, editors, illustrators and graphic designers and translators of textbooks.

3.13. Setting up of National Board of School Textbooks: A National Board of School Text-Books will be set up to coordinate the programmes of book production at the Central and State levels. The Board will prepare a comprehensive plan for the production and publication of text books in collaboration with all agencies such as NCERT. State Text Book Publishing Corporations and other publishers involved in the production and publication of textbooks.

3.14. Public Private Partnership for book promotion: In order to augment the capacity for publishing textbooks to meet the ever growing demand for textbooks and timely supply of textbooks, public-private partnership (PPP) will be fostered to produce and publish textbooks for school students.

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

Comments of Department of Commerce

The policy of course has to be designed in a manner that the interests of Indian authors are also appropriately safeguarded.

3.16 Promotion of academic writing and publishing: Academic writing and publishing is a significant part of knowledge dissemination. Universities and other institutes of higher learning will be encouraged to publish academic journals and books. The facilities for the publication of academic and scholarly publications by the universities will be strengthened to ensure improved availability and accessibility of these publications for wider public and the research community. All universities will be encouraged to set up their own publishing facilities and promote academic publishing.

3.17 Enhancing availability of rare and used books: Reprinting of rare and out –of- print books will be encouraged to enhance their availability in the book market. In addition, book fairs of used books will be encouraged. The sale of used books at these books fairs will be encouraged to help bibliophiles find books to their interest at affordable price, promote books of famous authors and to develop and sustain reading habits among people.

3.18 FDI in book publishing: There has been differing views on the role of FDI in book sector in India. A systematic study of the role and impact of FDI in book sector has been conducted. The results of the study will be discussed with various stakeholders to make an appropriate decision relating to FDI in the book sector.

3.19 **Setting up of Book Publishing and Promotion Hubs:** Steps will be initiated with the support of the State Governments and Union Territory Administrations to set up 'Book Publishing and Promotion Hubs' with adequate infrastructural facilities for publishing books in all Indian languages and help to create a 'culture of publishing'. These hubs will have a number of book shops, facility for book exhibitions and fairs, facilities for training in book publishing, production and marketing etc. All these Hubs will be linked to each other to share information related to book publishing and promotion in the States / UTs.

Part IV

Improving the accessibility of books

Library movement

4.1 **Strengthening library movement:** The library movement will be supported to enable the public libraries to act as local nodal agencies for book promotion and propagation of book reading habit among people by making the widest possible range of books available to them. Libraries will be encouraged play two distinct roles – to serve as a local entre of information and knowledge, and be a local gateway to national and global knowledge. All academic and public libraries will be strengthened and modernized to improve their collection of books and services. The network of academic and public libraries state, district block and village levels will be further strengthened. Steps will be taken to enhance online accessibility of library books to the readers.

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

4.3 **Promoting collaboration between libraries and educational institutions :** Libraries will be encouraged to collaborate with educational institutions, agencies and NGOs involved in book promotion activities in order to develop a community – based information –sharing / seeking system.

4.4 **Enhancing connectivity among libraries :** the role of Information Library Network (INFLIBNET) Centre which is an autonomous Inter-University Centre (IUC) of UGC along with Developing Library Network (DELNET) will be strengthened to further improve connectivity of

university libraries with all information centres through a nation – wide high speed data network using the state-of-art technologies for the optimum utilization of information. Inter-Library loans which facilitate borrowing books available in one library by another library will be popularized. Digitization of library collections, digital cataloguing and cloud – computing will be encouraged.

Comments of Ministry of Culture

The part-IV of the draft relates to improving the accessibility of books and the Library Movements. It would be desirable to include the role of National Mission on Libraries and the objective of implementation of Library Act in the states where it has not yet been implemented.

4.5 **Open access:** All research articles published by Indian authors receiving any government or public funding will be made available under Open Access. A national academic OA portal will be developed and these OA research articles will be made available through this portal.

4.6 **Application of new technologies for enhancing access to books:** Appropriate programmes will be formulated to spread the awareness of technological advances in the field of book publishing such as e- books and digital libraries which are becoming increasingly important in today's world. Application of information and communication technologies to reach out to readers in all parts of the country will be an important aspect of the book promotion endeavors. The book sector will be encouraged to keep themselves abreast of the latest developments in regard to application of technology for promotion of books. The book sector will be encouraged to explore the potential of easier –to –read and inexpensive e-Readers to meet the needs of diverse groups of readers. Initiatives will also be taken to explore the potential of digital libraries for the promotion of books and book reading habit among people in rural areas.

Distribution of books

4.7 **Expanding book selling and distribution network:** Booksellers and distributors play a crucial role in reaching out to readers and in enhancing accessibility of books. A priority task will be to promote the creation of a nation-wide and effective network of booksellers and distributors to ensure availability of books on all subjects of interest and for readers of all categories in all over the country. Especially in rural and remote areas. Book distribution and retailing agencies will be encouraged to set up book stores in rural areas.

4.8 **Online sale / purchase of books:** The availability of books online will be enhanced to bridge the gulf between the publisher and the reader. The publishers and book sellers associations will be encouraged to make use of the expanding digital network and internet connectivity to expand online sale / purchase of books to enable people in different parts of the country to access books and other reading materials.

4.9 **Encouraging the growth of bookshops:** Steps will be taken to encourage the growth of bookshops so that the bookshops culture grows along with the book fair culture and the online search of books. Appropriate advocacy campaigns will be promoted to persuade commercial establishments and shopping malls to allocate space for a Bookshop / Library –cum-Reading Room in their premises. Similarly, residential societies will be urged to allocate space in all new residential / apartment complexes for setting up a Bookshop / Library-cum-Reading Room.

4.10 **Cataloguing in publication:** Publishers Associations will be encouraged to actively participate in projects like Cataloguing in Publication (CIP) with a view to creating catalogue data for books in a centralized manner and promoting distribution of books in India and abroad.

Promotion of Indian books abroad

4.11 As a part of the effort to promote Indian books abroad, publishers /exporters will be urged to facilitate export of books by Indian authors through participation in International Book Fairs. The ICCR and NBT will be encouraged to facilitate Indian writers interaction with foreign writers in India and abroad.

Comments of Ministry of Culture

It is also suggested to allow Central Reference Library, Kolkata to participate in the National as well as International Book Fairs putting more aids for bringing awareness among the institutions and libraries.

Preferential postal rates

4.12 A major difficulty in the promotion of books has been making books available through mail order to individual buyers. reader – members of home libraries or book club movement throughout the country. In order to overcome this, the department of posts will be urged to offer

a most favoured treatment in the matter of postal rates on book packets. Initiatives will be taken to facilitate concessional postal rates to books dispatch by mail order and for VPP packets and to extend the postal concessions provided for periodicals and newspapers that are registered under RNI to books that are procured for distribution to public libraries in rural areas.

Improving the affordability of books

Comments of Ministry of Commerce)

4.13 The availability of books at affordable prices is indispensable for enhancing accessibility of books to all segments of the society. Publishers will be encouraged to publish international and national award winning books at affordable price in order to attract more readerships. To bring down the price of foreign books used by students, particularly by students in higher education institutions, arrangements for getting them printed in India will be explored while ensuring that the interest of Indian writers are safeguarded. The possibility of making available printing paper on a preferential / subsidized rate for publication of books and making them available at affordable price to readers will be examined.

Part V

Upgrading the quality of books

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

5.2 **Creation of professionally qualified personnel for publishing sector:** The universities and technical institutions will be urged to introduce certificate courses, diploma programmes, and post graduate management degrees in book designing and publishing, e- publishing. Online

marketing etc. to expand the pool of professionally qualified personnel in the Publishing Sector. Universities will also be supported to introduce elective courses dealing with editorial skills in order to create a pool of qualified and competent editors, to undertake research studies relating to book publishing, including readership surveys, and to organize short-duration training programmes aimed at producing capable entrepreneurs in the book sector. The publishing houses / agencies will be encouraged to allow students of book publishing courses to work as interns in their organizations in order to enable them to acquire practical knowledge, skills and experience relating to editing, production and publication of books.

Comments of Ministry of Culture

With reference to part-III of NBPP which relates to increasing the availability of books, it would be useful to include the translation of manuscripts or publishing their edited text in the form of books. More attention may be given to this aspect, so that interest in the traditional knowledge and sciences is also revived among the younger generation. Some form of coordination with the National Mission for Manuscripts may be considered.

5.3 **Book review:** All news papers and electronic media, including both audio and television channels, will be encouraged to include book reviews and interviews with authors to attract readership.

Part VI

Readership promotion

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

Reading and book promotion will be introduced as an important component of all Central Government flagship Programmes of Rural Development / Employment / Health/ Education.

6.2 Book fairs and exhibitions: Books fairs and exhibitions will continue to be important components of the programmes designed to promote books and the habit of reading. The scope and coverage of books fairs and exhibitions will be expanded to reach readers in rural areas and all language groups. Publishers of books in Indian languages will be urged to organize books fair in small towns and cluster of villages to create a climate in which a large number of people could buy and read books. In order to streamline the book fairs and exhibitions scene in the country and to bring in professionalism, an appropriate intuitional mechanism will be put in place to coordinate activities relating to the organization of book fairs and exhibitions in all parts of the country. The coverage of Mobile Book Exhibitions and book fairs will be enhanced by operating at least one Mobile Exhibition Van in each district of India in order to promote the concept of Panchayat – level book fairs and exhibitions.

6.3 Enabling libraries to act as nodal points for reading promotion: To promote reading habits and forge the link between people with basic literacy skills and the libraries, all public libraries will be encouraged to reach out to the people in their areas of service. Efforts will be made to make the best use of existing libraries for the purpose of reading promotion and also to put the library movement into a new active phase in which the library would become a nodal point for reading promotion. Seminars and workshops involving various users' groups will be promoted to make public libraries a favoured social destination for people of all age groups. A Library Extension Studies Book Programme will be introduced to encourage each school teacher to introduce some new books in the classroom each week. The Social Networking sites will also be used for reading promotion. Library extension services such as reference and reader's advisory assistance, public access to the Internet, reading incentive programmes for children such as quiz, essay writing, storytelling and elocution competitions for children and showing of children films in library will be popularized in order to bring children to libraries and enhance readership. Schools will be encouraged to take children to public libraries on tour to make them aware of the knowledge stored in the libraries and use of library facilities for educational purposes. Libraries will be urged to organize vacation reading clubs.

6.4 Children's book hubs: Children's Book Hubs will be created in places like the National Bal Bhawan, National Science Centre, Rail Museum and in similar centres for children in all state capitals to support reading promotion initiatives. These hubs will provide a book – friendly environment and organize activities to promote reading habit.

6.5 Scheme of book coupons: Publishers will be urged to introduce a scheme of Book Coupons designed to offer attractive discounts to readers in order to support reading promotion and also to increase the affordability and sale of books. Donation of books by children to libraries by children and giving books and book coupons as gift to children and youth for

birthdays, holidays and special occasions will be encouraged as a part of the efforts for book promotion and for improving reading habit among children.

6.6 Readers' club: As a part of efforts for readership promotion, and foster book mindedness in the country, the Readers' Club Movement will be expanded. All the States and Union Territories will be encouraged to support the efforts of the NBT in establishing Regional Book Promotion Centres. Public libraries and local schools will be encouraged to join hands to set up book clubs in villages.

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

6.8 Promotion of neighborhood library system: The establishment of neighborhood libraries I residential complexes will be encouraged to promote books and the habit of book reading. The schools will be encouraged to open their libraries' for general public after school hours and I week – ends. Such schools will be provided with incentives in maintaining those libraries.

6.9 Library festivals: Library festivals in recent years have become very popular and they attract a lot of authors and young readers who gather every year at a particular place. All necessary support will be given to organize literary festivals in all languages at national, state, district and tehsil levels. These festivals will be encouraged not only as a means of promoting the authors' books and fostering readership among the youth but also as a platform for authors and publishers to discuss the art of writing and publishing.

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

Part VII

Implementation

7.1 Collaboration with partners: The NBPP will be implemented in cooperation and collaboration with several partners, including central and state government departments, autonomous institutions involved in book promotion and private publishers. Some of the partner agencies / departments / institutions that will be involved in the implementation of the Policy will include libraries, schools, universities and other institutes of higher learning, book clubs, NGOs, Resident Associations, Panchayati Raj institutions, Post Offices, Railways, authors' organizations, publishers' organizations, Booksellers' organizations, organizations working for children's welfare, organizations working for women's welfare and for the physically disabled persons.

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

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