Appendix 1

This section contains the questionnaire that was handed out or mailed to select publishers before the actual interview. During the interview, some questions were modified according to the publishing priorities of each publisher and some new questions emerged on the basis of my dialogue with publishers.

1. What has been the effect of liberalisation post 1991 in the publishing industry?
2. Who are the major players in the Indian publishing industry?
3. What is the pattern of distribution in India? What are the margins at various levels?
4. Do you import books published by your principals and distribute them in India? Similarly, does your principal distribute books published by you in India?
5. What are the patterns of consumption? Where is your market located — small towns/metropolises, individuals/institutions?
6. There has been a significant rise in English-language publishing in the last decade or so. Are there any specific government policies you attribute this to?
7. Which other factors seem responsible to you for this increase in English-language books?
8. In recent times English-language books have received a lot of coverage in book promoting journals. Has this affecting your sales in any significant way?
9. Approximately how many books do you publish annually?
10. What percentage of your output consists of texts in translation?
11. When did you first publish a translated work in India? Title
12. Which languages have you published these texts from and what are your criteria for selection?
13 What are your mechanisms for testing quality translations?

14 Is publishing Indian literature in English translation an economically viable business for you?

15 What are the rates of payment as far as translators are concerned? Do they have copyrights?

16 How does the hierarchy in the tripartite scheme of publisher-writer-translator operate?

17 What percentage or units of books are exported abroad and to whom? Is there a market abroad for translated texts?