Annexure 3

Interview with Ravi Shankar.

Ravi Shankar. Publisher- Children's Book Trust New Delhi.

1. Name of the concern...... CHILDREN'S BOOK TRUST.
2. Address Nehru House.
   4, Bahadur Shah Zafar Marg
   New Delhi - 110002...
   011-23316970--74............
3. Name of the Proprietor/ Mr. Ravi Shankar.
   Competent Authority General Manager.
4. Present position in the concern

1.(a) How many Children's Books do you Eng. Hindi
     -- approximately publish in a year? 20 15
     (b) How many Children's Books you 421 322
         have published so far?
     (c) How many are:
         New editions 20- 15
         Translations ---- ----
         Reprints  80 105-
3. What is your approximate print run? 5000 5000
4. In how many languages do you publish? 11
5. Are you satisfied with the sales? Yes
6. What categories of books are sold best?
   Please number in order of priority
   (a) Fiction
       Contemporary stories 3
       Folk stories 1
       Historical stories 4
       Mythological stories 2
       Science fiction 5
   (b) Drama ---
(c) Non-fiction

Science books (including inventions and discoveries) 1
Travelogue, adventure and explorations 3
Sport books N A
Reference books N A
Biographies 2

(d) Poetry

7 What are your sales outlet
   [(1)...Retailers-Bookshops...
   (2) Wholesalers]

8 Do you depend on:
   Bulk purchases by
   Govt. Departments
   Libraries Retail
   Both

   What commission do you pay to:
   Dealers or Distributors 40 percent
   Booksellers 25 – 33 1/3 percent

10 Mode of payment to:
   Authors
   Illustrators
   Lump-Sum
   Lump-Sum

11. Do you have Editors for children's books? Yes

12. Do you depend on:
    Only unsolicited manuscripts
    Only commissioned manuscripts
    Both

13. Do you think that the major part of the publishing for children has been taken over by the Govt.? No

14. Do you think co-publishing between Govt. Agencies and Pvt. Publishers can be fruitful? No

15. Can Simultaneous publishing in different Languages or exchange (by way of Translation) of text reduce the cost? Yes

16. Are books published in India, particularly in Indian languages adequately illustrated? Yes

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If no, is high expense involved

17. What percentage of your budget is earmarked for publicity
   none

18. What are your publicity channels?
   none

19. Do Book-fairs & exhibitions help in sales?
   Yes

20. In the last 10 years since exhibitions and book-fairs have become more frequent,
    Do you think that people's attitude towards children's books has become more positive now?
    Yes

21. Do you think that the future of Children's Literature is bright in India as far as private publishers are concerned?
    Yes

22. Do you think that publishing for children in India today is viable
    If No, Why
    Conducting Book Fairs
    yes

23. Do you think that Govt. should subsidize the publication of Children's Books, especially Reference books like Encyclopedias, Books of knowledge etc.?
    Yes

24. Ministry of Education has a proposal to set up a National Center for Children's Books. What do you think about the proposal? Will it help the Children's Publishers?
    Yes

25. Do you think that there should be more Sales Channels i.e. Book shops and stalls to the masses?
    yes
    Stalls at Railway Stations and Shopping Malls-
    If Yes, Please suggest the proper Sales Channels.

26. What are your problems in publishing children's books?
    None-
<table>
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<tr>
<th>Question</th>
<th>Answer</th>
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<tr>
<td>What are your problems in distributing children's books?</td>
<td>High cost of postage and freight.</td>
</tr>
<tr>
<td>Do you think that discount on postal rates will help in distribution?</td>
<td>Yes</td>
</tr>
<tr>
<td>Should Govt. provide special concession for publishing children's books?</td>
<td>Yes</td>
</tr>
<tr>
<td>Should there be a subsidy scheme to encourage Private Publishers in this area?</td>
<td>Yes</td>
</tr>
<tr>
<td>Do you have any other suggestions---</td>
<td>No</td>
</tr>
</tbody>
</table>

Sd/
( Ravi Shankar)
General Manager
Children's Book Trust.,
New Delhi

Date-29-4-2003