
ABSTRACT

TITLE OF THE THESIS

'A STUDY OF ADMINSTRATIVE PROBLEMS FACED BY THE PUBLICATION INDUSTRY IN THANE, DOMBIVLI AND KALYAN'
(With special reference to books publishing Marathi Literature and Novels)

The Thesis is organised in seven different chapters. The contents in each chapter were explained in brief.

Chapter No. 1 The first chapter consists of twelve sub segment which are explained as follows:

1. In the context of fast moving and the competitive world today, among all the available resources, 'Knowledge' has become predominantly pivotal factor in assuming power. A close analytical review and comparative study of past three centuries reveal that the 19th Century was dominated by the manpower that is human resource which being the most important basis for at most power. Obviously those having more manpower became the power centers and ruled the world. In the 20th Century however, the scenario changed and money replaced manpower. Those having more money enjoyed the commanding position in governing the universe. It is quite interesting to note that towards the fag end of the 20th Century and the beginning of the 21st Century there has been an abrupt shift of progressive knowledge and information upsurge as trump-cards in capturing the attention of the entire world. Obviously in the 21st Century the power seems to be towards knowledge and information. It implies that persons having more knowledge have greater impact and influence in every sphere of human life. With the above references, the research study wants to prove that the knowledge of different subjects can empower human beings to achieve an astronomical success in every field.
2. Knowledge and information are required to be stored and preserved so that the same can be retrieved and referred to, as and when required. When the paper was invented, people began writing on it. But again, the written

manuscript not only had the limitation in preservation due to its deteriorating quality but also in its circulation among the people as only a few people could have an access to the original manuscript. Subsequently, it became necessary to create some machinery to present knowledge and information in printed form with multiple prints in order that the same could be circulated to the society at large.

3. Ancient *Vedas* and *Puranas* are the scriptures of great value as they expound enormous knowledge logically and methodically. These scriptures and their conclusions still assist us to make accurate and bold decisions in our day to day life. After the invention of printing machine, the enlightening contents of *Vedas* and *Puranas* were transformed into printed forms and number of copies could be made available to the society at large.
4. The study may be treated incomplete if the in-depth meaning of various concept related to publication is not known. Hence the definitions of closely associated factors of publication such as Book, Printing, Publishing and Publication have been derived from various sources. These definitions are enumerated by the researcher together with their interpretations.
5. Prior to 15th Century, China tried to print its material by using wooden blocks. However, printing as a machine and as a technology was introduced only in the middle of 15th Century by John Gutenberg. European Missionaries installed the first printing machine in India in the 16th Century. Thereafter the printing technology started getting momentum in India.
6. The emergence of a concept of a book was on account of flickerence of thought to transmit the knowledge and information to others. With an onset of writing skills, the number of scriptures and ancient literature were written. However, the lack of knowledge of paper making hindered copying of the materials. Egyptians discovered making of paper from the stalks of a tree around five thousand years ago. The form of a book was invented by Chinese more than two thousand years ago and in the eighteenth and nineteenth century paper making industry got established all over the world. Thus, with the revolutionary invention of paper, knowledge could be transmitted to writing on paper and could be preserved in the form of a book. This is how the book came into existence.

-
7. **Review of Literature** : The books and magazines which are directly related to research are taken into consideration and are reviewed in this segment to create research base.
 8. Presentation of knowledge is a foundation on which the entire structure of the publication industry is built. So it is essential that the knowledge should be spread over to all. This transmission is possible only with the help of publication firms.
 9. Publication is an integrated part of everyone's life. Each and everyone in some or other way come across different forms of publication. Forms may vary according to the nature of requirement of an individual. Some of these forms are explained with its origin and development.
 10. Book publishing is one of the easiest industry for an individual to setup. There is no need to secure License, Permit, A few requirements to enter this industry include finance to publish at least the first book, keen interest in literature and most essentially a good amount of confidence. This industry is too near to knowledge, information and literature. In respect of the above mentioned facts some important aspects of this industry should not be ignored. These are internal and external factors that affect the industry.
 11. There are quite a few definitions of the word administration. The study has enumerated definitions together with their interpretations.
 12. In publication industry administration function is required
 1. To coordinate various activities like financial, production, personnel, marketing, printing etc.
 2. To face competition.
 3. To meet challenges.
 4. To ensure smooth conduct and survival of publication.
 5. To face challenges of globalisation.

Chapter No. 2 Deals with research methodology adopted for the study. Which consists of the following :

2.1. Selection of subject:

The reasons for selecting the subject "A study of Administrative problems faced by Publication Industry in Thane, Kalyan and Dombivli" are stated as follows:

-
1. The sale of Marathi books has been endangered due to increasing impact of T.V., Internet, Website etc which necessitates a research on this subject.
 2. It has been predominantly stated by some of the experts in the field of publication that the fact that demand for Marathi books is declining is partially true. The selection of this subject was made in order to verify both the arguments and to study the real picture of publication business.
 3. As a result of Globalisation and increasing popularity of English books, many Maharashtrian have started reading English and Hindi books. Hence the researcher has decided to undertake a comparative study of Marathi books with English and Hindi books through this subject.
 4. Apart from all the above stated reasons, the researcher is a voracious reader and hence, interested in knowing all aspects of books right from the preparation of the manuscript to the printing and publication of the books.

2.2. Period of Research The period selected is of eleven years i.e. 1995-2005 which is a period of Liberalisation, Globalisation and Privatisation of business and industry in our country. Entry of foreign books has created competition for Marathi books sold in Maharashtra. In order to note the impact of Globalisation the researcher has selected the period i.e. 1995-2005 for research work.

2.3 Jurisdiction of Research: The jurisdiction of research is Thane, Kalyan and Dombivli area. The reasons for selecting this jurisdiction are as follows:

1. Thane, Kalyan and Dombivli is an urban area with a literacy rate, Thane 75% and Kalyan and Dombivli 79.6 % respectively (Census of India 2001)
2. The scale of Marathi population in this area is highest as compared to other cities in Maharashtra .
3. The number of publication firms are sufficient for the purpose of research.

2.3 (a) Identification of research problem: In the smooth conduct of administration of publication firms various hurdles are noted and observed which are faced by the firms. These are classified and enumerated in the process of research.

2.4. Objectives of Research: The main objectives of doing research of this subject are as follows

- (1) To study the importance of publication industry in human life.
- (2) To observe the competition in the field of Publication .
- (3) To study the problems in the administration of publication Firms.
- (4) To suggest the solutions to the administrative problems of Publication Firms.
- (5) To study the challenges created by T.V. and other media.
- (6) To make SWOT analysis of the performance of various publication firms
- (7) To observe the style of functioning of various publication firms.
- (8) To study the impact of globalisation on publication firms.

2.5. Hypothesis of the Research The following are the different points which indicate the hypothesis of the research:

H 1: Survival of Publication industry is in danger since there is a keen competition in this field.

H 2: Turnover of publication Industry is greatly affected by E-Mail, Websites Internet and use of new technology.

H 3: Publication industry is facing difficulties due to lack of professionalism.

By keeping in mind the set hypothesis explained here and above, the host of null hypothesis emerged that were incorporated and tuned to the statistical analysis. It gets reported in chapter No.7 of this report.

2.6. Sources of Data Collection The data for collecting relevant and necessary information required for research work. For the purpose of study Primary and secondary sources for data collection are used.

1. Primary Sources

(a) Questionnaire Method The researcher has adopted the questionnaire technique for collecting primary data. The researcher has made use of both closed ended and open ended questions.

(b) Interview Method The researcher has made use of both Telephonic interviews and personal interviews.

(i) Telephonic Interview Out of 30 publishers, the researcher has collected information of 10 publishers through telephonic interviews.

(ii) Personal Interview In order to avoid the limitations of telephonic interview and to utilise the benefits of personal interview, the researcher collected valuable, reliable and elaborate information through personal interviews. Out of 30 publishers, the researcher has collected information of 20 publisher through personal interviews.

2. Secondary data

(a) Library and reading material The researcher has gone through various books, periodicals, magazines and newspapers. The researcher has visited well-known libraries for collecting information. The list of books magazines, newspapers and the names of libraries is given in the bibliography.

(b) Internet-Websites The researcher has also visited various websites related to publications and books. The list of websites is given in the bibliography.

(c) Unpublished data from different sources relevant to the study.

2.7. Sampling methods and Techniques The Researcher has gone through a list of Publication firms in Thane, Kalyan and Dombivli which consists of 60 publication firms.

(a) The 50% simple random sampling for the purpose of research was selected. This means 30 publication firms will be studied in detail for the purpose of research.

(b) The strata's are defined as firms in Thane, Kalyan and Dombivli.

2.8. Analysis of data The researcher has systematically analysed the collected information by following process :

(a) Classification of data:

(b) Coding & decoding:

(c) Tabulation-Preparation of Statistical tables:

(d) Statistical analysis of data, various methods used :

(e) Use of Table and Chart:

2.9. Interpretation of data The interpretation of data revealed various conclusions on the basis of which researcher made viable recommendations for solving the administrative problems faced by the publication firms.

2.10 Consideration of various alternatives After making analysis of information, the researcher has arrived at certain conclusions. After considering the conclusions the researcher was in a position to frame alternative solutions which can be applied for solving the administrative problems faced by the firms.

2.11 Limitations of the Study The research study is also having some limitations. The researcher has undertaken the study within these limitations. These limitations are mentioned as follows:-

- (1) This research work covers a limited span of time that is from 1995-2005.
- (2) This research work is the geographical limitation that is research work undertaken in the area of Thane-Kalyan and Dombivli only.
- (3) The research has considered publication firms with reference to Marathi books and Novels publication only and publications of magazines and newspapers etc. are not taken into consideration.

Chapter No. 03 The research study collected data of all sample firms by a questionnaire method and by Interview method. The study made a detailed profile of each firm in a systematic manner, which includes following contents:

1. **Establishment and background of the Publication firm** Every firm started its business with some certain, specific object. The detail regarding establishment year and background has been mentioned in this area.
2. **Highlights of the firms** Each firm has its own distinguished identity that is well explained by way of various forms, total books, number of copies published by the firms, percentage of profit and turnover earned by the firms.
3. **Structure of the firms** Every firm does not have uniform structure in the researcher's jurisdiction. The Researcher has given detailed information of structure of each firm by collecting information from respondents.
4. **Nature of publication** Firms are publishing various forms and nature of books. Firms have specialised themselves in publication of specific subject or nature of books.
5. **Financial status and profitability** Financial status of the firm is a backbone of its survival and growth. The data collected is properly compiled and explained accordingly.
6. **Future plans** Every firm has some plans for their firms which may include growth, expansion, more publications etc. The information for the same is collected and explained .
7. **SWOT analysis of the firm** After collecting the data found that every firm has its own strengths, weakness, opportunities, and threats. These are compiled, studied and presented.

Chapter No. 04 Deals with process and problems faced by the publication during the conduct of business activities :

- I. **Process of publication** Every firm follows uniform steps so that the complex activities of publication are performed smoothly. The standard process of administration which every publisher follows is explained, in the beginning of

this chapter. By knowing the process it is possible to study problems faced by the firms in each process. This problems are :

- 4.1. **Problems in Financial Administration**
- 4.2. **Problems in Administration of production**
- 4.3. **Problems of sales and marketing of books**
- 4.4. **Problems in Administration of Advertising**
- 4.5. **Administration Problems in collection of Credit**
- 4.6. **Administrative Problems in manpower planning**

On the basis of identified problems as stated above, the Major findings are explained in the report of this study. The findings are based on the data collected from there respondents.

Chapter No. 5 The chapter consist of various factors of environment which affect working of the publication firms .The chapter also deals with the globalisation and its impact for this the research has divided this study of globalistion into three segments. In the first segment the term globalistion is defined and meaning is interpreted on the basis of various definitions. Globalisation has an effect on all businesses and on publication business too. The researcher has found that globalisation has both a positive and a negative impact on publication. In the second segment the research has tried to know the impact of the globalisation on the entire publication industry. In the third segment the researcher has studied the impact of globalisation on the jurisdiction of research. For getting this impact the chi-square test is used and association between the annual turnover and the response of the respondents are taken into consideration.

Chapter No. 06 To study the future trends of publication, the modern techniques and forthcoming changes and challenges are introduced and the profile of all publication firms was compiled on the basis of this the SWOT analysis, is made which consists of the following structure.

Strengths : Weakness: Opportunities: Threats :

On the basis of above analysis the researcher has concluded that firms of the researcher's jurisdiction have promising future if professionalism and registration aspects are fulfilled.

Chapter No. 07 This chapter deals with findings recommendation and suggestions. The findings based on the hypothesis testing highlighted the areas which requires immediate attention of the firms. The suggestion given are based on hypothesis testing as well as specific suggestion for solving administrative problem of publication firms. The study includes the suggestion for overall development of the firm on the basis of observation made during the process of the study.

The data collected by the researcher were analysed by using statistical tools that is by application of Chi- square method .

Hypothesis No. 1

‘Survival of publication industry is in danger since there is a keen competition in this field.’

To test this hypothesis following factors are considered and association between annual turnover and these factors are extracted. By applying chi-square test following result was found.

Factors	Table value	Calculated value	Result
1. Duration of Company	12.6	16.23	Test Rejected
2. No.s of book Published	16.9	21.67	Test Rejected
3. Firms having own setup	7.81	11.08	Test Rejected
4. Rate of commission	7.81	3.72	Test Accepted

Result: “Hypothesis is confirmed”

Hypothesis No. 2

“Turnover of publication Industry is greatly affected by use of new technology E-Mail, Websites Internet.”

Factors	Table value	Calculated value	Result
1. Use of new technology	7.81	3.281	Test Accepted
2. Use of E-mail / Websites/ Internet	7.81	5.529	Test Accepted

Result : It is confronted.

Hypothesis No. 3

'Publication industry is facing difficulty due to lack of professionalism.'

Factors	Table Value	Calculated Value	Result
(1) Type of Company	7.81	1.5	Accepted
(2) Type of Book published	12.6	6.01	Accepted
(3) Registration of Firm	12.6	5.7	Accepted
(4) Qualification of Publisher	7.8	9.1	Rejected
(5) Nos. of Department	16.9	20.6	Rejected
(6) Managerial & Other staff	16.9	24.9	Rejected
(7) Skilled Employees	16.9	22.7	Rejected

Result : It is confirmed

The details regarding findings and suggestions on the basis above mentioned hypothesis is elaborated and some major suggestion are as follows:

General Suggestions for overall Development of the firms:

In the research process various observations were made which leads to some general suggestions on the basis of observation for overall development of the firms.

1. There is a necessity of professionalism .
2. Government has to liberalise the school books Publication sector where there is monopoly of the Government.
3. The firms should take up modern publication methods like E-book etc along with traditional publication method.
4. There should be linkage between Publishers, Authors, Financers and Distributors, so as to have better understanding and strategic efforts to enhance efficacy in Administration of Publication.
5. Publication of utility books should be given priorities.
6. A software of database of all the publishers and their publications should be made and published on the internet. So that it reaches all readers in the world market.

-
7. Publication firms must implement 4P's which should consists of :
- (a) Product: The book with good colour, quality paper, of the legible size, and properly binded should be published.
 - (b) Price: The book should have competitive price and for this government support in the form of subsidy should be given.
 - (c) Place: The distribution should be done by formulating proper distribution policy and by deciding uniform rate of commission of the distributors.
 - (d) Promotion: Publication firms have to follow some innovative sales promotion techniques like Advertisement on Internet, Book review.etc.
- 8 . Publication firms have to take feedback from the Readers after publishing and sales of books.

Conclusion in brief : The main focus of this research is to understand the process of Administration of Publishing firm, problems faced by these firms and to study impact of Globalisation on these firms. These firms have responded with multiple problems due to which they are not able to meet the needs of the readers. In order to know the facts and to suggest the solution to the problems, study of these firms was conducted. This led to revelation of some remarkable facts about publication firms in the preview researcher's jurisdiction.

The researcher found that the problem lies in lack of professional approach, ignoring use of new technology, International market. The researcher found that firms are unable to get state government support in the form of grant in aid which could have helped them to grow. It was studied that all these firms are heavily dependent on service providers and do not have specific policy for releasing books. The study has provided new insight to study that firms are evaluating every new manuscript but are not improving through learning from past mistakes.

This study suggests that all firms should share a common platform and should have a local association.

It will be relevant to state that by adopting proper management of change and administrative reforms, the Marathi Publication can have better days ahead.

Scope for future or further Research No research can be an end in itself. There is always scope for further research. Researcher does not claim that work is ultimate Further research on the subject can be made in future on the following line :

- (1) Survival of E-book Publishing in globalised era.
- (2) Future of Marathi Publication
- (3) Administration of financial aspect of publication.
- (4) Turnover of the firms publishing Marathi Publication .
- (5) Comparative study between Marathi material publishing firms a with other National and International houses.