

7TH EDITION OF PUBLICON, ON DECEMBER 1, 2017 AT FICCI, NEW DELHI.

Date - December 1, 2017

Time - 0900 - 1730 hrs

Venue- FICCI, Federation House, Tansen Marg, New Delhi

Purpose of visit- Invited as a Special Invitee

Over the years PubliCon has emerged as powerful platform to ponder over and churn out futuristic solutions through debates and ideation amongst various publishing stakeholders including Publishers, Author, and illustrators.

FICCI organized PubliCon 2017 on December 1, 2017 at FICCI, New Delhi. The programme was dedicated to enable publishing sector by facilitating effective dialogue and debate over policy issues, copyright issues, strategies for content monetization across platforms, international business tie ups, emerging marketing trends through content and digital marketing, and engaging upcoming talent with publishers to build career in publishing.

Dependra Pathak, special commissioner (Traffic), Delhi Police while delivering his keynote address highlighted the role of publishers in engaging young minds for maintaining social orderliness. He urged FICCI to collaborate with Delhi Police in engaging publishers to create material in form of cartoon and comics to educate people on road safety, traffic rules and also on safety of women, senior citizens and children. He suggested that FICCI could consider formation of a working group on devising possible measures towards curbing crime and making our society a much better place to live in.

Baldeo Bhai Sharma, chairman, NBT, Govt. of India in his Keynote Address said that knowledge economy is beneficial for development and societal change at large as it could change the mindset of the people. He emphasized on the role of publishers, as a medium of awareness, for a crime free society. He further urged FICCI to create similar platform for Hindi language publishing so that the message could reach to larger population and could be adopted by common people.

Panel discussions...

The programme had various panel discussions engaging distinguished speakers to discuss possibilities for the publishing sector. Apart from panel discussion renowned authors Surender Mohan Pathak and Christopher C Doyle delivered the keynote addresses.

Surender Mohan Pathak outlined the role of pulp paper publishing played in 50's & 60's in popularising Indian literary work, especially Hindi language books, among masses. He said that Hindi language publication could reach to common man and became a part of all strata of the society because of the economics of scale provided by pulp. While talking about the bright future of the English language pulp fiction, he shared his concerns towards diminishing Hindi language publishing due to decreasing readership and number of publishers and authors.

In his theme address Ratnesh Jha, co-chair, FICCI Publishing Committee and MD, Cambridge University Press briefed the audience about the progress made by the FICCI publishing Committee in terms of its contribution in creation of Knowledge economy. He stressed on Copyright playing an important role in knowledge economy. He expressed his concerns towards impact of changed Tax regime after implementation of GST on publishing value chain. He urged all the stakeholders to come forward and create value for publishing industry and society at large under the aegis of FICCI.



The programme was designed to address the policy and copyright concerns and bringing partnership opportunities for the industry. On the sidelines of B-2-B sessions for industry, there were workshops organized for mass communication scholars on building the career in publishing sector.

The session on copyright was chaired by Rajiv Aggarwal, joint secretary, DIPP, Ministry of Commerce and Industry, Government of India, where various aspects of copyright including the strategies to increase copyright awareness was discussed.

The session on content monetization included panelists from creative and media industry, where panelists discussed changing content consumption patterns and ways to monetize the content through TV, web, films, animation, games and L&M.

While, session on Marketing beyond Picturesque Cover & Catchy Blurb witnessed marketing heads of top publishing companies, where they discussed evolving marketing trends, customer engagement strategies, and power of data analytics.

The event was attended by over 300 delegates from various Government agencies, CEOs from publishing, authors, illustrators, publishing service providers, marketing managers, and aspiring publishing professionals from top educational institutes.

ShubhShree Mathur

Shubh
10/1/18





PubliCon 2017: *Enabling Publishing*

December 1, 2017; FICCI, New Delhi

(Draft Agenda)

TRACK - 1		TRACK - 2	
Session	Business Sessions (Commission Hall, 3 rd Floor)	Session	Workshops
0900 – 1000 hrs	Registration		
1000 – 1115 hrs	Inaugural Session		
1115- 1145 hrs	Tea / Coffee Break		
1145- 1215 hrs	Plenary Keynote Address : <i>Role of Publishing Sector in Social, Political & Economic Growth of New India</i>	1200- 1230 hrs	Registration
1215 – 1315 hrs	<p>Session 1 : Strategies for Content Monetization Across Platforms</p> <ul style="list-style-type: none"> • What more can be done with books? • What is the kind of content that is being sought for leveraging Audio, Video, and digital platforms • Evolving patterns of content consumption • Future of content consumption in ever-changing technological environment • Challenges faced by publishers & authors while entering into contract with films makers / TV series producers 	1230- 1330 hrs	Emerging Trends and Careers in Publishing

1315 – 1330 hrs	Luncheon Keynote Address : <i>Role of Publishing Sector in Strengthening the Public Library System in India</i>		
1330 – 1430 hrs	Networking Lunch	1330 – 1430 hrs	Lunch
1430 - 1530	Session 2 : Copyright, Piracy & Publishing – <i>On Bumpy Road, One Step Forward, Two Steps Backward</i> <ul style="list-style-type: none"> • Current issues pertaining to copyright & piracy • To what extent copyright can protect publishers and authors in digital age • Ideate roadmap to create more awareness about IP 	1430 – 1530 hrs	Leverage creative writing skills in publishing to build lucrative career as author or editor
1530 – 1600 hrs	Session 3 : International Business tie ups – <i>Opportunities for Publishers</i>	1530 – 1630 Hrs	<u>Pitching Session</u>
1600 – 1730 hrs	PubliCon Marketing Summit 2017 <p>Marketing Beyond Picturesque Cover & Catchy Blurb</p> <ul style="list-style-type: none"> • Inclusive Content Marketing • Who is the brand – Book or Author • Value of diversity in book marketing • Increase engagement with interactive content • Exploring the value of data (online and offline) analytics • Effective data-driven marketing using personalization and targeting • Marketing of short-lived content • The future of social media; live streaming and online chat • E-Commerce as media platforms • How to sell book through video storytelling 		
1730 hrs	Closing and Hi Tea		



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Symbiosis International University

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Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

SID/2017-18/

24th November, 2017

To,
Mr. Anand Deshpande
Chief – Finance, Symbiosis Society
Pune-411004

Sub: Approval for airfare for attending the "PubliCon 2017" by FICCI (Federation of Indian Chambers of Commerce and Industry) on 1st December 2017 at New Delhi.

Dear Sir,

This is regarding the approval for airfare for attending the "PubliCon 2017" by FICCI (Federation of Indian Chambers of Commerce and Industry) on 1st December 2017 at New Delhi by one of our faculty members, Ms. Shubhshree Mathur.

The approximate amount of the airfare as well as the budget head are included below.

Event: "PubliCon 2017" by FICCI (Federation of Indian Chambers of Commerce and Industry) Date: 1st December 2017

Venue: FICCI, Federation House, Tansen Marg, New Delhi

Participant: Ms. Shubhshree Mathur

Travel: Airfare Pune – Delhi – Pune

Amount: Approximately Rs. 15,000/-

We look forward to your approval of the above expenses as per the details given above.

Yours sincerely,

Sanjeevani Ayachit
Officiating Director

cc Finance Officer



Shubhshree Mathur
<shubhshree.mathur@sid.edu.in>

Invitation FICCI PubliCon 2017 | December 1, 2017 | FICCI, New Delhi

Jigyasa Narula <jigyasa.narula@ficci.com> Fri, Nov 24, 2017 at 3:04 PM
To: "shubhshree.mathur@sid.edu.in" <shubhshree.mathur@sid.edu.in>

Dear Ms. Mathur,

Greetings from FICCI !

I am pleased to inform you that FICCI is organizing **7th edition** of **PubliCon**, on **December 1, 2017** at **FICCI, New Delhi**.

Over the years **PubliCon** has emerged as powerful platform to ponder over and churn out futuristic solutions through debates and ideation amongst various publishing stakeholders including Publishers, Author, and illustrators.

PubliCon 2017 will focus on **Enabling Publishing Sector** by facilitating effective dialogue and debate over **policy issues**, addressing **copyright issues**, strategies for **content monetization** through various platforms, presenting **International business opportunities for Authors, translators, and illustrators**, emerging marketing trends to empower publishers and authors

Following are the details of PubliCon 2017 –

Date - December 1, 2017

Time – 1000 – 1730 hrs

Venue- FICCI, Federation House, Tansen Marg, New Delhi

Draft Agenda

1000 – 1130 hrs - **Inaugural session** - *Opportunities and Challenges for Publishing Sector Post GST*

1200 – 1230 hrs - **Plenary Keynote Address** - *Role of publishing sector in social, political, economic growth of new India*

1230 – 1330 hrs - **Boost Content Monetization** by leveraging multiple platforms

1430 – 1530 hrs - **Copyright, Piracy & Publishing** – *on bumpy road, one step forward, two steps backward*

1530 - 1600 hrs – **Opportunities for Publishers, Authors, translators, and illustrators with French creative industries**

1600- 1730 hrs - **PubliCon Marketing Summit 2017-** *Marketing beyond picturesque cover and catchy blurbs*

Few of the confirmed speakers are Mr. Rajiv Aggarwal, Joint Secretary, DIPP, Government of India, Ms. Urvashi Butalia, Chair, FICCI, Director & Publisher, Zubaan, Mr. Ratnesh Jha, Co-Chair, FICCI, MD, CUP, Mr. Vikas Gupta, MD, Wiley India, Ms. Monica Malhotra Kandhari, Mg Director, MBD Group, Mr. Rajiv Dhingra, Founder & CEO, Wat Consult, Mr. Ashish Kulkarni, Chair, FICCI Animation and Gaming Forum, Mr. Sharad Devarajan, Co-Founder & CEO, Graphic India, Dr. Nicolas Idier, Head, French Book office, Ms. Shilpi Jha, Senior Legal Counsel for Intellectual Property-South East Asia, USPTO, Ms. Debasri Rakshit, Managing Editor, Westland – Amazon, Mr. Paras Bansal, Business Head, Oxford University India, Mr. Naveen Choudhary, Head of Marketing, Oxford University Press, Mr. Arpit Bhargav, Director, Diamond Comics Digital Studio Pvt. Ltd., Mr.

Pankaj Sikka, Chief Visionary & Brand Strategist, Invision Brand Consulting,
Mr. Anand Singh, Senior Director -South Asia, Turner International

PubliCon brings an amazing opportunity for knowledge sharing and networking amongst the largest gathering of publishing eco-system.

*We would like to invite you as **Special Invitee** at PubliCon 2017. Look forward to receive your confirmation.*

PS: you can visit www.publicon.in



Best Regards



Jigyasa Narula
Assistant Director

Federation of Indian Chambers of Commerce and Industry

Industry's Voice for Policy Change

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3 attachments



PubliCon Agenda Flyer 2.jpg
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Shubhshree Mathur
<shubhshree.mathur@sid.edu.in>

Invitation FICCI PubliCon 2017 | December 1, 2017 | FICCI, New Delhi

Dy. Director <dydirector@sid.edu.in>

Fri, Nov 24, 2017 at 5:22 PM

To: chieffinance@symbiosis.ac.in

Cc: Finance Officer <fo@siu.edu.in>, Avinash Shitole

<adminofficer@sid.edu.in>, shubhshree.mathur@sid.edu.in, pa2director
<pa2director@sid.edu.in>

○ Dear Mr. Deshpande,

Greetings from SID, Pune!

This is with ref to trailing email wherein our faculty member Ms. Shubhshree Mathur has been invited to PubliCon 2017 organized by FICCI, New Delhi as a special invitee. Ms. Shubhshree has been an active part of the network of children's book writers, illustrators and publishers through her work and experience. She is an Asst. Professor in our Fashion Communication dept. and contributes actively to publication design and illustration based subjects.

○ Participating in this event shall enable her to mingle among other writers, illustrators and publishers and also glean an insight in the latest trends in the field.

With this communication, I request you to approve her air travel to New Delhi and back to attend the same. Due to short notice, I am sending this ahead through email; the hard copy follows.

Warm Regards,

Sanjeevani Ayachit

Officiating Director

Symbiosis Institute of Design

A constituent of Symbiosis International University

Accredited by NAAC with "A" Grade

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web: www.sid.edu.in

From: Shubhshree Mathur [mailto:shubhshree.mathur@sid.edu.in]

Sent: Friday, November 24, 2017 4:33 PM

To: Sanjeevani Ayachit; Sanjeevani Ayachit

Subject: Fwd: Invitation FICCI PubliCon 2017 | December 1, 2017 | FICCI, New Delhi

[Quoted text hidden]



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