



PROMISING TRENDS OF PUBLISHING IN PAKISTAN

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Abstract:

Publishing houses can play vital role in the mindset of readers of any society. Lahore, Rawalpindi, Faisalabad and Karachi became the hubs of the publishing industry after partition. These cities of Pakistan have rich history of publishing houses. These publishing houses played very important part in the state of mind of Pakistani readers. The objective of this research study was to make an appraisal of the trends of publishing in the field of Urdu Language in two decades of 21st century in Pakistan. To achieve these goals a mixed mode of research was used. Result reveals that the ratio of male writers recorded high in all subject areas i.e Poetry, Novel, Short story. The ratio of publications from Lahore city is high, followed by Karachi. Results shows that Al-Quresh Publishers, Lahore is at top of the list. Sang-e-Meel, Lahore is at second position followed by Oxford University Press. High ratio published material belong to Urdu poetry. There is a dire need to improve the Book trade and Publishing culture in Pakistan. Government should encourage publishers for reprint of classical Urdu publications.

Key words: Publishing Trends; Publishing Culture; Pakistan; Urdu Language & Literature;

1. INTRODUCTION

After the independence in 1947, Lahore and Karachi became hubs of the publishing industry. Publishing houses play incredibly vital role in the mindset of readers. At present, the total number of publishers in Pakistan is not small but big publishing houses are few. The aim of this study was to make an appraisal of the trends of publishing in the field of Urdu literature (Novel, Short Story & Poetry) of 21st century (2000-2015) in Pakistan. There had been no previous study done on this particular topic, so there was need to explore the trends of Urdu publishing since 2000 in Pakistan. Being the first study of its kind in Pakistan, it is anticipated that the research will provide a baseline for further research in this area and will contribute to the literature on the trends of publishing.

Key Words: Publishing Trends, Pakistan,

2. RESEARCH OBJECTIVES

The core objectives of the study are:

- I. To find out the publication trends of Urdu literature
- II. To highlight the key subject area of published urdu literature
- III. To identify the major contribution of publishers

IV. To suggest recommendations for improvement in collection development procedures

3. DELIMITATION OF THE STUDY

The study only covers the monographs; other published materials i.e newspapers, journal material, pamphlets etc. were not being included in this study.

4. REVIEW OF RELEVANT LITERATURE

‘At the time of the 1947 partition, most of the publishing houses run by non-Muslims moved to India. The numbers of Muslim-owned publishing houses of textbooks and religious books were too small to fill the gap; consequently, many new publishers and booksellers entered the field to meet the growing needs of the new nation.’¹ UNESCO’s 1980 report indicated that the ‘total number of booksellers equaled 3,000, including seasonal ones. Although a network of publishing houses and distribution outlets for Urdu books exists all over Pakistan, most publishing occurs in Lahore and Karachi. The total number of publishers is not small but big publishing houses are few. The majority of publishers do not publish more than ten titles per year. Besides, quite a number of books are printed by authors.’²

All over the world the number of publishing houses increased. According to Harlan & Johnson ‘In 1859 there were just over 400; by 1900 they totaled 1000, and by 1915 more than 1500 publishers were active in the United State.’³

‘Reading books continues to be one of the most popular leisure-time occupations around the world, notwithstanding the increasing use and significance of the Internet in our daily lives.’⁴

According to a report by Punjab Government ‘The various presses of Lahore, published reprints of books on the Islamic and Hindu faiths and Islamic medicine, along with elementary school textbooks, folk tales and popular ballads. ‘History, science, and travel found little or no sale.’⁵

According to Kaiser ‘Average Print Run in Pakistan is 1,000 to 2,000 copies with Average Book Price is US\$1 to \$3 and the Popular Book Categories are Textbooks, poetry, cookbooks, religion, politics, children’s books.’⁶

5. RESEARCH METHODOLOGY

The aim of this study was to make an appraisal of the trends of publication in Urdu literature during 2000-2015 in Pakistan and to highlight the core subject area and top publishers as well as the contribution of publication on the basis of geographical distribution.

Based on Quantitative method of research this research study is exploratory in nature. According to Creswell ‘Qualitative research is best suited to address a research problem in which you do not know the variables and need to explore. The literature might yield little information about the phenomenon of study, and you need to learn more from participants through exploration.’⁷ To explore the current trends of Urdu publishing from 2000 to 2015 in Pakistan; Annual Bibliography published from National Library of Pakistan was used as data gathering tool. The collected data was analyzed in statistical software available for social sciences (SPSS) Tables were recreated in MS word and MS Excel in order to provide the empirical basis for descriptive statement in the text. The

findings presented through charts and tables according to the nature of data followed by the analysis and discussion. The references are given at the end of the research study.

6. DISCUSSION AND FINDINGS

6.1. Trends Analysis of Publishing in 21st Century(2000-2015)

The present study intended to explore the current scenario and map out the real picture of the of book publishing in the field of Urdu literature. This part encompasses the analysis of data collected through the detail analysis of the National Bibliography of Pakistan for the details of published material relevant to Urdu literature during 2000 to 2015.

6.2. Demographic information of Authors

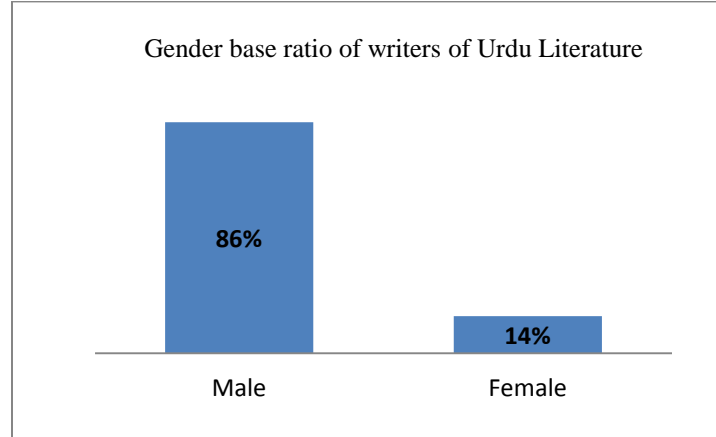
Collected Data shows (Table 1) that the ratio of male writers was high as compare to the female writers.

Table 1

Frequency of Gender (N=2204)

Sr.No	Gender	Frequency	Percentage
1.	Male	1899	86.16%
2.	Female	305	13.84%

The ratio of male writers of Urdu Literature in Pakistan recorded high during data collection. (Figure 1) shows that 86% of writers are male and rest of 14% are female.



* Percentage is round figure

Figure 1 Gender base comparisons of ratio of Urdu writers

Distribution of subjects on the basis of gender(N=2204)

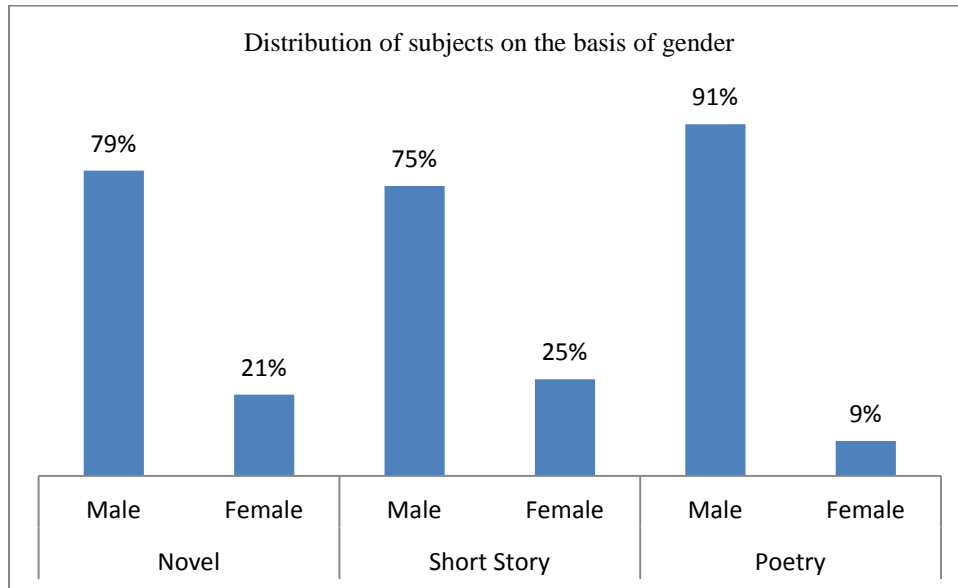
Table 2 shows the complete analysis (2000-2015) of distribution of subjects on the basis of gender, the finding reveals that the ratio of male writers in all subject categories is high.

Table. 2

Y.A.P*	Novel		Short Story		Poetry	
	Male	Female	Male	Female	Male	Female
2000	52	0	11	2	81	7
2001	79	0	7	7	111	15

2002	47	4	16	3	92	10
2003	32	4	6	1	65	3
2004	17	2	3	4	71	8
2005	10	4	8	1	112	5
2006	21	6	13	1	122	9
2007	28	12	13	1	74	5
2008	20	11	19	4	70	5
2009	14	5	21	6	90	5
2010	15	13	20	7	78	4
2011	10	4	17	5	65	12
2012	21	18	19	11	82	11
2013	2	1	23	6	42	5
2014	17	5	15	8	41	7
2015	12	16	19	8	76	14
Total	397	105	230	75	1272	125

*Year of Publication



* Percentage is round figure figure 2

Figure 2 shows that In the Subject area of Novel the ratio of male writers is 79% while the ratio of female writers is recorded 21% which is quiet low as compared to male writers.

In the subject of short story the situation is same which recorded contribution of 75% of male writers and 25% female writers.

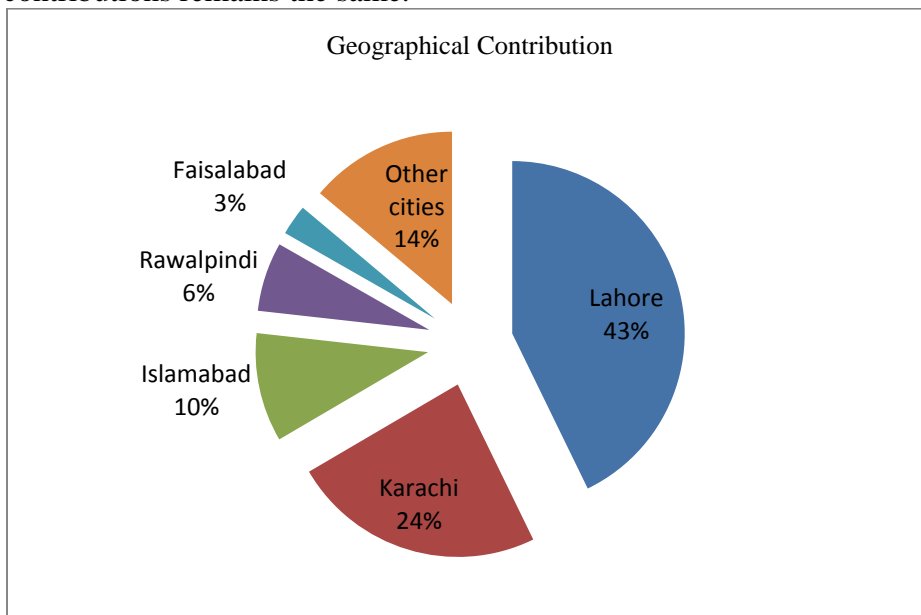
In the subject area of poetry the ratio of male poets is recorded comparatively very high 91% and the contribution female poets are only 9%.

6.3. Geographical Contribution(N=2204)

Years	Lahore	Karachi	Islamabad	Rawalpindi	Faisalabad
2000	59	46	26	2	2
2001	104	49	15	20	3
2002	91	34	10	20	2
2003	48	26	11	12	1
2004	39	26	5	12	5
2005	39	24	11	17	11
2006	49	37	14	12	4
2007	60	44	7	11	3
2008	45	42	16	6	8
2009	59	34	18	5	6
2010	70	30	15	4	3
2011	49	31	9	7	3
2012	90	30	20	3	5
2013	37	20	11	2	
2014	40	16	19	2	2
2015	64	35	18	8	5
Total	943	524	225	143	63

Table 3

Table 3 presents the comprehensive data 2000-2015 regarding the geographical contribution of publications. Result reveals that from 2000 onwards the ratio of publications from Lahore is high every year, followed by Karachi and Islamabad. Rawalpindi took fourth place and Faisalabad at fifth number in term of publications. It is interesting to mention that throughout the years the situation of these geographical contributions remains the same.



* Percentage is round figure Figure 3

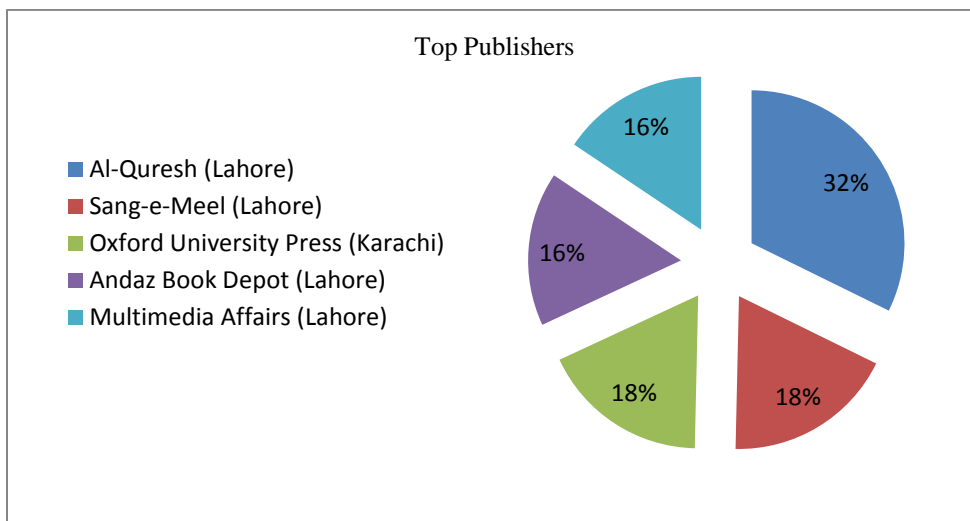
Figure 3 shows that Lahore holds 43% of publications, followed by Karachi 24%, Islamabad 10%, Rawalpindi 6% and Faisalabad 3% .

6.4.Major Publishers

Sr.#	Name of Publisher	Publications since 2000
1.	Al-Quresh (Lahore)	91
2.	Sang-e-Meel (Lahore)	51
3.	Oxford University Press (Karachi)	50
4.	Andaz Book Depot (Lahore)	46
5.	Multimedia Affairs (Lahore)	44
6.	Dost Publications (Islamabad)	42
7.	Mishal Publishers (Faisalabad)	39
8.	Ilmo irfan Publishers (Lahore)	39
9.	Sherzad Publishers (Karachi)	34
10.	Maqbool Academy (Lahore)	34
11.	Book Home (Lahore)	31

*including those publishers having more than 30 publications since 2000
Table 4

Results shows in table 4 that Al-Quresh Publishers, Lahore is at top of the list with 91 publications of Urdu literature since 2000. Sang-e-Meel, Lahore is at second position with 51 publications, Oxford University Press with a little bit difference having 50 publications at number three.



* Percentage is round figure figure 4

Figure 4 shows the percentage of book publications of top publishers. 32% of these publications published from Al-Quresh, Lahore, Sang-e-Meel, Lahore & Oxford University Press, Karachi with 18% of publications at second number, followed by Andaz Book Depot, Lahore & Multimedia Affairs, Lahore with 16% each.

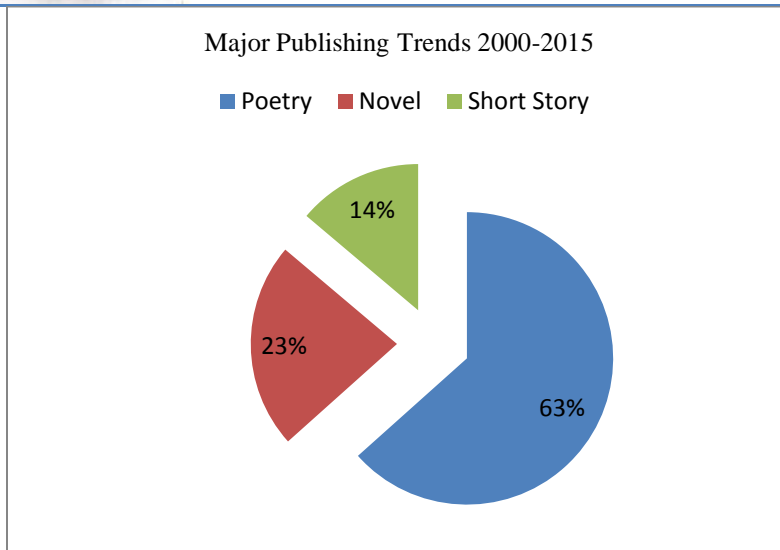
6.5. Major Publishing trends (N=2204)

Year	Poetry	Novel	Short Story	*Total Urdu Publications	Number of Published material
2000	88	52	13	153	
2001	126	79	14	219	
2002	102	51	19	172	
2003	68	36	7	111	
2004	79	19	7	105	
2005	117	14	9	140	
2006	131	27	14	172	
2007	79	40	14	133	1553
2008	75	31	23	129	1856
2009	95	19	27	141	1655
2010	82	28	27	137	2957
2011	77	14	22	113	2482
2012	93	39	30	162	3811
2013	47	3	29	79	2581
2014	48	23	22	93	1320
2015	90	27	28	145	2297
Total	1397	502	305	2204	

*Urdu publications stand for Poetry, Novel and Short stories Table 5

Results shows (table 5) that the ratio of Poetry books in published Urdu literature is very high, followed by the novel and short story.

Figure 5 shows the percentage of subject coverage from published Urdu literature. 63 % of published material in Urdu literature is belong to the portion of poetry which is very high in term of ratio as compared to 23% material is belongs to novel and 14% of this published material is related to short story.



* Percentage is round figure figure 5

Publishing trends during 2000

Table. 6

Total	Poetry		Novels		S.S
	Naat	General	Popular	General	
153	07	81	51	01	13
	Total Poetry: 88		Total Novel: 52		

Results reveal that during the year 2000 153 books published in the subject of Urdu literature. Table 6 shows the high ratio of general poetry 81 books published as compared to naat 07 books and in the subject area of novel popular novels 51 are at top as compared to general only 01. Only 13 books of short stories were published during the year 2000.

Publishing trends during 2001

Table.7

Total	Poetry		Novels		S.S
	Naat	General	Popular	General	
219	34	92	77	02	14
	Total Poetry: 126		Total Novel: 79		

Result shows that during the year 2001, total 219 books were published. Table 7 shows the high ratio of general poetry 92 books published as compared to naat 34 books and in the subject area of novel popular novels 77 are at top as compared to general only 02. Only 14 books of short stories were published during the year 2000.

Publishing trends during 2002

Table.8

Total	Poetry	Novels	S.S
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	Naat 20	General 82	Popular 45	General 06	
172	Total Poetry: 102		Total Novel: 51		19

The result of the study shows that during the year 2001, 172 books published in the subject of Urdu literature. Table 8 shows the high ratio of general poetry 82 books published as compared to naat 20 books and in the subject area of novel popular novels 45 are at top as compared to general 06. Only 19 books of short stories were published during the year 2002.

Publishing trends during 2003

Table.9

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 06	General 62	Popular 34	General 02	
111	Total Poetry: 68		Total Novels: 36		07

Results shows that during the year 2003, total number of published books were 111 in the subject area of Urdu literature. Table 9 shows the high ratio of general poetry 62 books published as compared to naat 06 books and in the subject area of novel popular novels 34 are at top as compared to general only 02. Only 07 books of short stories were published during the year 2003.

Publishing trends during 2004

Table.10

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 10	General 69	Popular 19	General Nil	
105	Total Poetry: 79		Total Novel: 19		07

Table 10 shows the high ratio of general poetry 69 books published as compared to naat 10 books and in the subject area of novel popular novels 19 are at top and no novel published in the general category. Only 07 books of short stories were published during the year 2004. The Result of the study shows that during the year 2004 105 books published in the subject of Urdu literature.

Publishing trends during 2005

Table.11

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 20	General 97	Popular 14	General Nil	
140	Total Poetry: 117		Total Novel: 14		09

The Result of the study shows that during the year 2005, only 140 books published in the subject of Urdu literature. Table 11 shows the high ratio of general poetry 97 books published as compared to naat 20 books and in the subject area of novel popular novels 14 are at top and again this year no novel published in the general category. Only 09 books of short stories were published during the year 2005.

Publishing trends during 2006

Table.12

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 23	General 108	Popular 26	General 01	
172	Total Poetry: 131		Total Novel: 27		14

The Result shows that during the year 2006, 172 books published in the subject of Urdu literature. Table 12 shows the high ratio of general poetry 108 books published as compared to naat 23 books and in the subject area of novel popular novels 26 are at top and only 01 novel published in the general category. Only 14 books of short stories were published during the year 2006.

Publishing trends during 2007

Table. 13

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 16	General 63	Popular 36	General 04	
133	Total Poetry: 79		Total Novels: 40		14

Table 13 shows the high ratio of general poetry 63 books published as compared to naat 16 books and in the subject area of novel popular novels 36 are at top and this year 04 novel published in the general category. Only 14 books of short stories were published during the year 2007.

The Result of the study shows that during the year 2007, only 133 books published in the subject of Urdu literature.

Publishing trends during 2008

Table.14

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat 15	General 60	Popular 28	General 03	
129	Total Poetry: 75		Total Novels: 31		23

Table 14 shows the high ratio of general poetry 60 books published as compared to naat 15 books and in the subject area of novel popular novels 28 are at top and this year 03 novel published in the general category. 23 books of short stories were published during the year 2008.

The Result of the study shows that during the year 2008, only 129 books published in the subject of Urdu literature.

Publishing trends during 2009

Table.15

Total	Poetry		Novels		S.S
	Naat 10	General 85	Popular 14	General 05	
141	Total Poetry: 95		Total Novel: 19		27

The Result of the study shows that during the year 2009, 141 books published in the subject of Urdu literature.

Table 15 shows the high ratio of general poetry 85 books published as compared to naat 10 books and in the subject area of novel popular novels 14 are at top and this year 05 novel published in the general category. Only 27 books of short stories were published during the year 2009.

Publishing trends during 2010

Table.16

Total	Poetry		Novels		S.S
	Naat 11	General 71	Popular 21	General 07	
137	Total Poetry: 82		Total Novel: 28		27

The Result of the study shows that during the year 2010, only 137 books published in the subject of Urdu literature.

Table 16 shows the high ratio of general poetry 71 books published as compared to naat 11 books and in the subject area of novel popular novels 21 are at top and this year 07 novel published in the general category. Only 27 books of short stories were published during the year 2010.

Publishing trends during 2011

Table.17

Total	Poetry		Novels		S.S
	Naat 14	General 63	Popular 11	General 03	
113	Total Poetry: 77		Total Novel: 14		22

Table 17 shows the high ratio of general poetry 63 books published as compared to naat 14 books and in the subject area of novel popular novels 11 are at top and this year 03 novel published in the general category. Only 22 books of short stories were published during the year 2011. The Result of the study shows that during the year 2011, only 113 books published in the subject of Urdu literature.

Publishing trends during 2012

Table.18

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat	General	Popular	General	
	15	78	36	03	
162	Total Poetry: 93		Total Novel: 39		30

The Result of the study shows that during the year 2012, 162 books published in the subject of Urdu literature.

Table 18 shows the high ratio of general poetry 78 books published as compared to naat 15 books and in the subject area of novel popular novels 36 are at top and this year 03 novel published in the general category. Only 30 books of short stories were published during the year 2012.

Publishing trends during 2013

Table.19

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat	General	Popular	General	
	16	31	03	Nil	
79	Total Poetry: 47		Total Novel: 03		29

The Result of the study shows that during the year 2013, only 79 books published in the subject of Urdu literature.

Table 19 shows the high ratio of general poetry 31 books published as compared to naat 16 books and in the subject area of novel popular novels only 03 published no novel published in the general category. Only 29 books of short stories were published during the year 2013.

Publishing trends during 2014

Table.20

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat	General	Popular	General	
	05	43	20	03	
93	Total Poetry: 48		Total Novels: 23		22

The Result of the study shows that during the year 2014, only 93 books published in the subject of Urdu literature. This was the lowest published material during the studied period.

Table 20 shows the high ratio of general poetry 43 books published as compared to naat 05 books and in the subject area of novel popular novels 20 are at top and this year 03 novel published in the general category. Only 22 books of short stories were published during the year 2014.

Publishing trends during 2015

Table.21

<i>Total</i>	<i>Poetry</i>		<i>Novels</i>		<i>S.S</i>
	Naat	General	Popular	General	
	08	82	27	Nil	
145	Total Poetry: 90		Total Novel: 27		28

The Result of the study shows that during the year 2015, only 145 books published in the subject of Urdu literature. Table 21 shows the high ratio of general poetry 82 books published as compared to naat 08 books and in the subject area of novel popular novels 27 are at top and this year no novel published in the general category. Only 28 books of short stories were published during the year 2015.

7. CONCLUSION

The aim of this study is to make an appraisal of the trends of publications in Urdu literature. Based on the findings of the study following conclusions drawn:

- The ratio of male writer was high as compare to female writers.
- The ratio of male writers recorded high in all subject areas i.e Poetry, Novel, Short story
- The ratio of publications from Lahore is high 43%, followed by Karachi 24% and Islamabad 10%.
- Results shows that Al-Quresh Publishers, Lahore is at top of the list with 91 (32%) publications of Urdu literature since 2000. Sang-e-Meel, Lahore is at second position with 51 publications (18%), Oxford University Press with a little bit difference having 50 (18%) publications at number three.
- 63 % of published material in Urdu literature is belong to the poetry which is very high in term of ratio as compared to 23% novel and 14% of published material is related to short story.
- The ratio of general poetry is high as compared to naat and hammadia poetry.
- The ratio of popular novels is high as compared to other forms of novels which is approximately less than 5%.
- The year 2014 recorded the lowest publication year in which only 93 books were published in the subject area of Urdu literature.

8. RECOMMENDATIONS

1. There should be implementation of the laws which enforced every publisher to hand over two copies of each title to the National Library.
2. There is a dire need to improve the Book trade and Publishing in Pakistan.
3. Government should encourage publishers for reprint of classical Urdu publications.

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