

## Frontline Publishers of Punjabi Language Books: A Bibliometric Study

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### ABSTRACT

Publishing industry plays a vital role to spread knowledge. In modern days many local publishers are making knowledge available to the society through their native languages. Punjabi is one of the most popular languages of North Indian states. Many publishers from Punjab, Chandigarh, and Delhi are publishing books in Punjabi. The present study is attempted to provide the overview and analyse the growth and contribution of publishing books in Punjabi by various types of publishers for the decade 2004-2013. The study presents different categories of publishers with the number of books, major publishers of Punjabi books, the contribution of literary, government and academic institutions as publishers and geographical distribution of Punjabi books from Northern parts of India. The study reveals that most of the books have been published in Punjabi by commercial publishers. Punjab is the leading region to publish maximum books in Punjabi as compared to other states and 'Lokgeet Prakashan' is the top publisher among them all. This is the first study assessing book publishers of Punjabi books and a useful source of information for practitioners and academics interested in Punjabi language publications.

**Keywords:** Punjabi language; North India; Books publishing; Bibliometrics; Publishers; Punjab.

### 1. INTRODUCTION

Book publishing refers to the technique of book creation. There is optimism about the development of Indian publishing (particularly in urban India) which is additionally isolated between the local and global players, the English language and the publishers of local languages<sup>1</sup>. Printing in its advanced sense was presented in our nation in 1557. An incredible piece of our culture that has been written and recorded in the books created in several languages in our country<sup>2</sup>. India is the world's seventh-largest book publishing country and there are more than 16,000 publishers in the country including many small enterprises and family-owned units. India is also the world's third-largest book market and more than 80,000 new titles in 24 different languages are published every year in the country<sup>3</sup>.

Being a linguistically plural country of the world there is a distinct gap from the past to the present time has been seen between the Sanskrit, Persian, and English and the vernacular Indian languages. The reorganisation of the states and territorial distribution of languages has been used as a major criterion. However, a significant number of linguistic minorities enjoys the privilege to primary education in their mother tongues and the local language of the region as the official language for educational and governmental purposes<sup>4</sup>. Punjabi is the language of Indo-Aryan family, written in 'Gurmukhi' script. There are 33,124,726 Punjabi speakers in

India, which constitute 2.97 per cent of the total population<sup>5</sup>. It is the official language of Punjab state of India and second language in the neighbouring states like Haryana, Himachal Pradesh and Delhi. The Delhi official language Act, 2000 was enacted on 3 July 2003 declaring Punjabi as the second official language of the capital<sup>6</sup>.

The Christian Mission of Ludhiana in 1835 started publication of religious literature in Punjabi to spread Christianity. S.C. Starkey's published a dictionary entitled 'A Dictionary, English and Punjabee, Outlines of Grammar, also Dialogues, English and Punjabee, with Grammar and Explanatory Notes' consisting of 256 pages which prepared with help of Bussawa Singh in 1849<sup>7</sup>. The first Punjabi dictionary was published by Reverend J. Newton in 1854 entitled 'A Dictionary of Punjabi Language' printed in 'Gurmukhi' and the Roman script was the pioneer in the Punjabi publishing<sup>8</sup>. The present research seeks to describe and analyse the publishers of Punjabi books in Northern India. There is a considerable amount of books are publishing in the Punjabi language however so far there is not such exertion have been done to assess the publishing pattern of books. The study covers the period from 2004-2013 including all Punjabi books of various subjects published in 'Gurmukhi' script.

### 2. LITERATURE REVIEW

Several studies on book publishers have been carried out in the past all over the world. In India, few works in this area have been done also. Toledo, Rodriguez, and Artigas<sup>9</sup> have

comprehensively reviewed the academic book publishers in the diverse European countries. The evaluation of book publishers of journalism carried out by Neville and Henry<sup>10</sup> and they found ‘Routledge’ as major publisher with most titles 9743. Lapon-Kandelshien and Prebor<sup>11</sup> reckoned the Hebrew printing during 1976-2006 and analysed 1621 publications. Al-khail<sup>12</sup> carried out a bibliometric study of books published by King Saud University, Saudi Arabia during the period 1969 to 2008, with the purpose to trace the quantitative and qualitative development of book production. Buringh and Zanden<sup>13</sup> analysed the printed books and manuscripts in Western Europe over the thirteenth century. Smith<sup>14</sup> inspected the key books in management studies. Roy<sup>15</sup> reported the trends, types and number of publications of ‘Tagoreana’ which explored that 81 per cent books published in the year 2002.

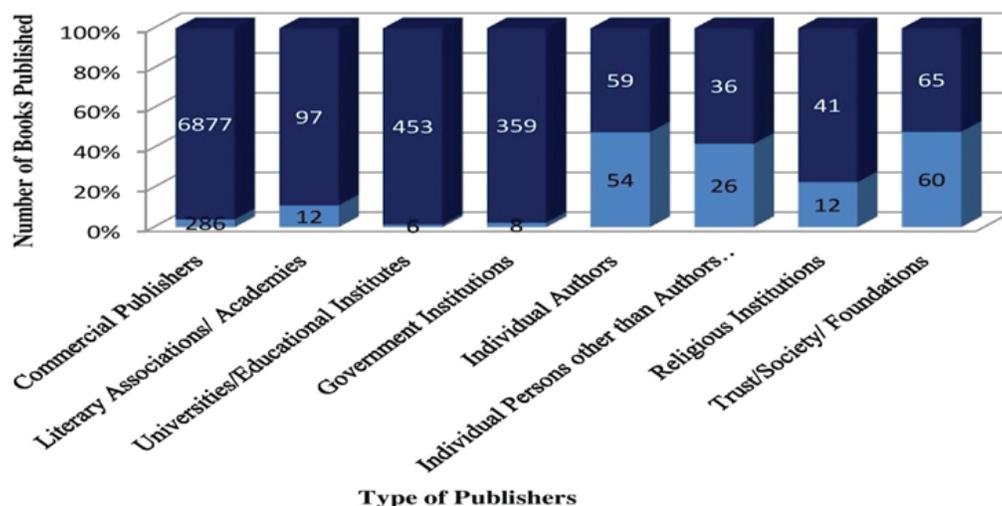
Orsini<sup>16</sup> examined book importers such as Trübner & Co. during the 19<sup>th</sup> century in the Europe, and circulation of Indian

**Table 2. Major publishers of Punjabi books**

Name of Publishers	Number of Books	Rank
Lokgeet Prakashan, Chandigarh	1693	1
Chetna Prakashan, Ludhiana	674	2
Punjabi University, Patiala	404	3
Raghubir Rachna Prakashan, Chandigarh	285	4
Waris Shah Foundation, Amritsar	278	5
Tarak Bharti Prakashan, Barnala	277	6
Sangam Publications, Samana	273	7
Udaan Prakashan, Mansa	266	8
Ravi Sahit Prakashan, Amritsar	244	9
Chatar Singh Jivan Singh, Amritsar	237	10
Lahore Book Shop, Ludhiana	231	11
National Book Shop, Delhi	199	12
National Book Trust, Delhi	171	13
Manpreet Prakashan, Delhi	127	14
Tarlochan Publishers, Chandigarh	119	15
Singh Brothers, Amritsar	112	16
Nanak Singh Pustak Mala, Amritsar	89	17
Gracious Books, Patiala	89	17
Arsi Publishers, Delhi	83	18
Shilalekh, Delhi	64	19
Unistar Books, Chandigarh	62	20
Bhasha Vibhag, Patiala	62	20
Deepak Publishers, Jalandhar	62	20

**Table 1. Category wise publishers**

Categories of Publishers	Numbers of Publishers (%)	Number of Books (%)
Commercial Publishers	286 (60.85)	6877 (85.99)
Literary Associations/ Academies	12 (2.55)	97 (1.22)
Universities/Educational Institutes	06 (1.07)	453 (5.67)
Government Institutions	08 (1.70)	359 (4.49)
Individual Authors	54 (10.49)	59 (0.74)
Individual Persons other than Authors (Authors’ Relatives, Friends etc.)	26 (5.53)	36 (0.45)
Religious Institutions	12 (2.55)	41 (0.51)
Private Institutes	06 (1.28)	10 (0.12)
Trust/Society/ Foundations	60(12.98)	65 (0.82)
Total	470 (100)	7997 (100)



**Figure 1. Distribution of publishers of Punjabi books.**

language books such as Sanskrit, Hindi, Bengali, Gujarati, Telugu, and Marathi. Murphy<sup>17</sup> explored the literary production in Punjab through some vernacular records. Gangadhar & Vikas<sup>18</sup> evaluated book publishers in Maharashtra and noticed book publishing industry affected due to small number of buyers. Roy and Bose<sup>19</sup> examined ‘Punascha’ a leading publisher of Bengali non-textbooks based in Kolkata. Niyogi and Chaurasia<sup>20</sup> discussed that how ‘Niyogi Books’ became an independent publishing house of trade books. Moeran<sup>21</sup>

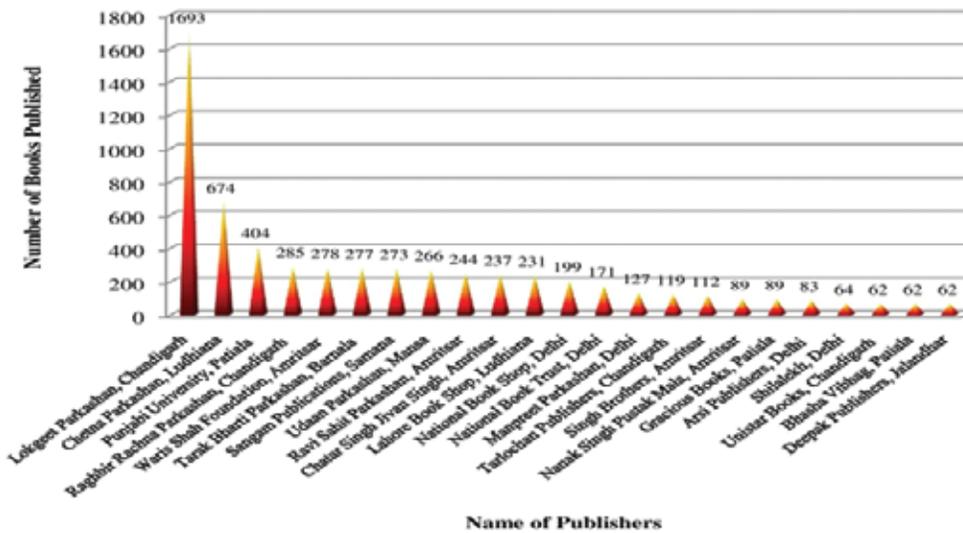


Figure 2. Major publishers of Punjabi books.

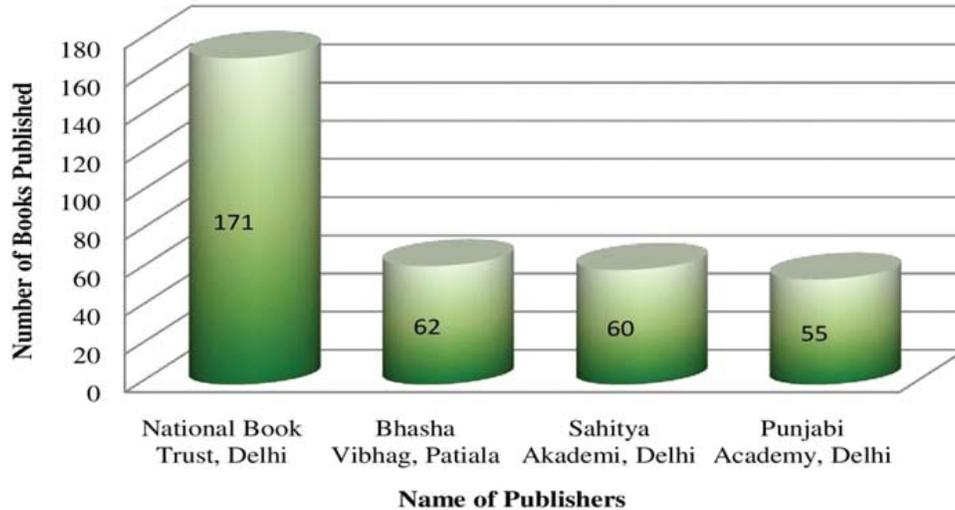


Figure 3. Contribution of Government institutions.

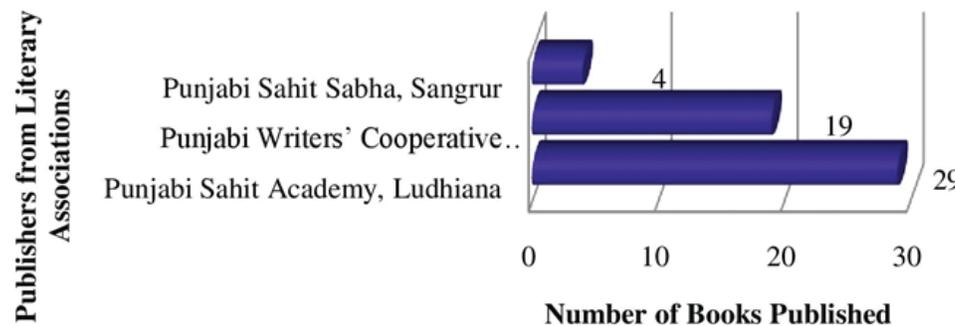


Figure 4. Contibution of literary associations.

provided detailed descriptions of Japanese publishing industry with focus on publishers. Mas-Bleda & Thelwall<sup>22</sup> evaluated the 27 Spanish scholarly publishers based on their 15,117 books mentioned in online scholarly syllabi.

### 3. OBJECTIVES OF THE STUDY

The study examines the publishers of Punjabi language books. The main objectives are as follows:

- To know the year-wise distribution of books published by the Punjabi publishers;
- To identify the contribution of different types of publishers and their ranking;
- To find out Punjabi books published from different states of Northern India;
- To find out the contribution of the Government sector, literary associations and academic institutions (universities) in Punjabi publishing;
- To know the district-wise output of Punjabi books from Punjab state.

### 4. METHODOLOGY

The publishing industry of Punjabi is flourishing with the contribution of various dedicated professional publishers. The present study is based on Punjabi books published from 2004-2013 covering all the publishers from North India. The data has been collected by visiting the various publishers, prominent institutions, and universities having a huge collection of Punjabi books. The Internet resources such as websites related to Punjabi books consulted also and personal visits to some renowned authors of the Punjabi language have been made to obtain the required information. For the purpose, different sources have been used for data collection because all publications have not been covered by any single source. The authors have tried to collect the details of all the Punjabi language books published during 2004-2013 by different types of publishers from the states and union territories of Northern India such as Punjab,

Chandigarh, Delhi, Haryana, Uttar Pradesh, Jammu and Kashmir, Uttarakhand, Rajasthan and Himachal Pradesh. All the bibliographic details of books were filled in Excel sheets and analysed as per the requirements of the study. Tables and figures are also used to analyse and interpret the data.

**Table 3. Academic institutions of Punjabi books**

Academic Institutions	Number of Books	Rank
Punjabi University, Patiala	404	1
Guru Nanak Dev University, Amritsar	45	2
Punjab University, Chandigarh	1	3
Guru Nanak Khalsa College for Women, Ludhiana	1	3
Guru Kashi College, Damdama Sahib (Bathinda)	1	3
Sri Harkrishan Public School, Tarn Taran	1	3

**Table 4. State-wise analysis of Punjabi books**

Name of state	Number of books	Percentage	Cumulative percentage
Delhi	1102	13.78	13.78
Punjab	4565	57.10	70.88
Chandigarh	2284	28.56	99.44
Haryana	16	0.20	99.64
Jammu & Kashmir	05	0.08	99.72
Rajasthan	12	0.15	99.73
Uttar Pradesh	04	0.07	99.81
Uttarakhand	06	0.10	99.92
Himachal Pradesh	03	0.06	100
Total	7997	100	100

## 5. RESULTS AND ANALYSIS

### 5.1 Categorisation of Publishers

Table 1 indicates that out of a total of 470 publishers produced 7997 books. Out of the total, 286 (60.85 %) are commercial publishers who have published the highest amount of 6877 (85.99 %) books in Punjabi. The 453 (5.67 %) books have been published by 06 universities/educational institutions, followed by the 08 government institutions which have contributed 359 (4.49 %) books in Punjabi. The 54 (10.49 %) authors have published their own 59 books, and 26 (5.53 %) individual persons other than authors e.g. author's friends, relatives etc. published 36 books and 65 (0.82 %) books have been contributed by trust/societies/foundations. (Fig. 1). It is found that during the decade (2004-2013), maximum books are published by commercial publishers in Punjabi language.

### 5.2 Major Publishers of Punjabi Books

The analysis presented in Table 2 highlights that Lokgeet Prakashan, Chandigarh with maximum numbers of 1693 books attained the first rank among other publishers. The second rank secured by Chetna Prakashan, Ludhiana with 674 books and third rank accomplished by Punjabi University, Patiala with the publication of 404 books in Punjabi. The fourth and fifth rank obtained by Raghbir Rachna Prakashan, Chandigarh and Waris Shah Foundation, Amritsar with 285 and 278 books respectively (Fig. 2). So, the Lokgeet Prakashan, Chandigarh and Chetna Prakashan, Ludhiana identified as top two publishers among others. It is possible due to their effective marketing techniques which support the findings of the study of Roy and Bose<sup>19</sup>.

### 5.3 Contribution of Government Institutions/ Agencies

Some government institutions have published books in the Punjabi language. Figure 3 displays that National Book Trust, Delhi has published 171 books in Punjabi and ranks first among others. The Bhasha Vibhag Punjab, Patiala obtained the second rank with 62 books. The Sahitya Akademi, Delhi published 60 and Punjabi Academy, Delhi contributed 55 books and found third and fourth rank respectively. It was noticed from the analysis of government publishers that National Book Trust, Delhi has emerged as major contributor in the Punjabi language books.

### 5.4 Contribution of Literary Associations/ Academies

In Punjab, some literary associations formed for the promotion of culture and Punjabi language. It is evident from Fig. 4 that Punjabi Sahit Academy, Ludhiana has published the highest numbers of 29 books and attained the first rank. The Punjabi Writers' Cooperative Society, Ludhiana published 19 books and got the second rank whereas Punjabi Sahit Sabha, Sangrur found the third rank with 4 publications.

### 5.5 Contribution of Academic Institutions

The major universities of Punjab have also contributed to the Punjabi publications. The data in Table 3 shows that Punjabi University, Patiala has published the highest number of 404 books in Punjabi and obtained the first rank. The Guru Nanak Dev University, Amritsar with the second rank published 45 books in Punjabi and so on. So, it is noteworthy to mention that Punjabi University, Patiala contributed maximum in publishing Punjabi books than other universities.

### 5.6 Geographical Distribution of Punjabi Books

Geographical location plays a significant role in cultural and language and literacy development. Table 4 describes that out of the total 7997 publications the significant numbers of 4565 (57.10 %) books are published from Punjab, followed by Chandigarh with 2284 (28.56 %) books and Delhi has published 1102 (13.78 %) books in Punjabi. The publications of Haryana are 16 and Rajasthan contributed 12 books in Punjabi. There are 6 publications from Uttarakhand, 5 from Jammu & Kashmir, 4 from Uttar Pradesh and only 3 books published from Himachal Pradesh also. It is observed from the data that the trio of Punjab, Delhi and Chandigarh produced approximately 99 per cent books in Punjabi language (Annexure 1). It is found that highest numbers of publishers of Punjabi books are from Punjab, Chandigarh and Delhi regions.

### 5.7 Punjabi Books from the Different States

Table 5 depicts that highest numbers of 570 (12.49 %) Punjabi books published from Punjab in the year 2011, followed by the year 2012 with 518 (11.35 %) books and so on. The least

Table 5. North Indian states of Punjabi books

Years	Name of State									Total No. of Books
	Delhi (%)	Punjab (%)	Chandigarh (%)	Haryana (%)	Jammu & Kashmir (%)	Rajasthan (%)	Uttar Pradesh (%)	Uttarakhand (%)	Himachal Pradesh (%)	
2004	134 (12.16)	491 (10.76)	104 (4.55)	2 (12.5)	1 (20)	-	-	-	-	732
2005	111 (10.07)	413 (9.04)	170 (7.44)	5 (31.25)	1 (20)	-	1 (25)	2 (33.33)	-	703
2006	107 (9.71)	414 (9.06)	183 (8.01)	2 (12.5)	-	4 (33.33)	-	-	-	710
2007	130 (11.80)	388 (8.50)	220 (9.63)	1 (6.25)	1 (20)	4 (33.33)	-	-	-	744
2008	76 (6.90)	396 (8.67)	239 (10.46)	-	1 (20)	2 (16.66)	-	-	2 (66.66)	716
2009	108 (9.80)	431 (9.44)	270 (11.82)	3 (18.75)	-	2 (16.66)	2 (50)	3 (50)	-	819
2010	107 (9.71)	482 (10.56)	252 (11.03)	1 (6.25)	-	-	1 (25)	-	1 (33.33)	844
2011	120 (10.89)	570 (12.49)	247 (10.82)	1 (6.25)	-	-	-	-	-	938
2012	76 (6.90)	518 (11.35)	247 (10.82)	1 (6.25)	1 (20)	-	-	1 (16.67)	-	844
2013	133 (12.06)	462 (10.12)	352 (15.41)	-	-	-	-	-	-	947
Total (%)	1102 (13.78)	4565 (57.10)	2284 (28.56)	16 (0.20)	5 (0.08)	12 (0.15)	4 (0.07)	6 (0.10)	3 (0.06)	7997 (100)

amount of 388 (8.50 %) books published from Punjab during the year 2007. The majority of 352 (15.41 %) books from Chandigarh published during the year 2013 and a considerable number of 134 (12.16 %) books published from Delhi during the year 2004. The rest of the North Indian states have a very small contribution towards Punjabi publications. Overall, it is observed that the maximum numbers of 947 Punjabi books published during the year 2013 and least amount of books i.e. 703 produced in the year 2005.

### 5.8 Districts wise Publications from Punjab

There are 22 districts in Punjab and out of the total 7997 Punjabi books 4565 (57.10 %) books have been published from Punjab region. Table 6 exhibits that a significant number of 1336 (29.27 %) books are published from Amritsar, followed by Patiala with 1137 (24.90 %) books, and from Ludhiana 1078 (23.62 %) books were contributed in the Punjabi language. The district Barnala published 332 (7.27 %) books, followed by Jalandhar with 273 (5.98 %) books and Mansa with 268 (5.87 %) books (Annexure 11). So, it is obvious from the analysis that Amritsar, Patiala and Ludhiana are top three districts with maximum publications of Punjabi books.

## 6. DISCUSSION AND CONCLUSIONS

Publishing industry considered a major revolution for making a channel of communication. Publisher plays a very vital role in the publication and dissemination of printed documents. The study has investigated the contributions of various publishers in terms of a number of books published from Northern India, contribution of government and private institutions, literary associations, universities etc. In India, there are large numbers of book publishers of different local languages. Punjabi publications have been seen in the states like Delhi, Punjab and Chandigarh majorly from North India. The maximum numbers of Punjabi books have been published from Punjab. Commercial publishers such as 'Lokgeet Prakashan' and 'Chetna Prakashan' have contributed maximum and obtained top positions among others. The most publication houses of Punjabi books are small in size and lack of readership affected the publishing industry. The similar results have been observed by Gangadhar & Vikas<sup>18</sup> who studied book publishers of Maharashtra. The role of government and academic institutions are very less in terms of publishing in the local language. It is noticed while research that Amritsar city has olden publishing house of Punjabi books, migrated

**Table 6. Districts of Punjab with Punjabi Books**

Districts	Number of books	Percentage	Cumulative percentage	Rank
Amritsar	1336	29.27	29.27	1
Patiala	1137	24.90	54.17	2
Ludhiana	1078	23.62	77.79	3
Barnala	332	7.27	85.06	4
Jalandhar	273	5.98	91.04	5
Mansa	268	5.87	96.91	6
Mohali	27	0.58	97.49	7
Sangrur	25	0.54	98.03	8
Kapurthala	15	0.33	98.36	9
Bathinda	15	0.33	98.69	9
Muktsar	12	0.26	98.95	10
Hoshiarpur	08	0.19	99.17	11
Rupnagar	07	0.15	99.32	12
Faridkot	07	0.15	99.47	12
Gurdaspur	06	0.13	99.60	13
Fatehgarh Sahib	06	0.13	99.73	13
Sahibzada Ajit Singh Nagar	04	0.09	99.82	14
Fazilka	04	0.08	99.89	14
Firozpur	02	0.05	99.94	15
Tarn Taran	01	0.02	99.96	16
Moga	01	0.02	99.98	16
Pathankot	01	0.02	100	16
Total	4565	100	100	

from Pakistan to India at the time of Independence. The pictorial representation through maps clarifies the distribution of Punjabi books from North India and various districts of Punjab too. It is expected that this research is of value, has its practical implications not only to the Punjabi book industry in the country but also to the government policymakers who set hopes on such studies to discover practical ways to boost the Punjabi book publishing which, no doubt, affects social, economical and cultural development of society.

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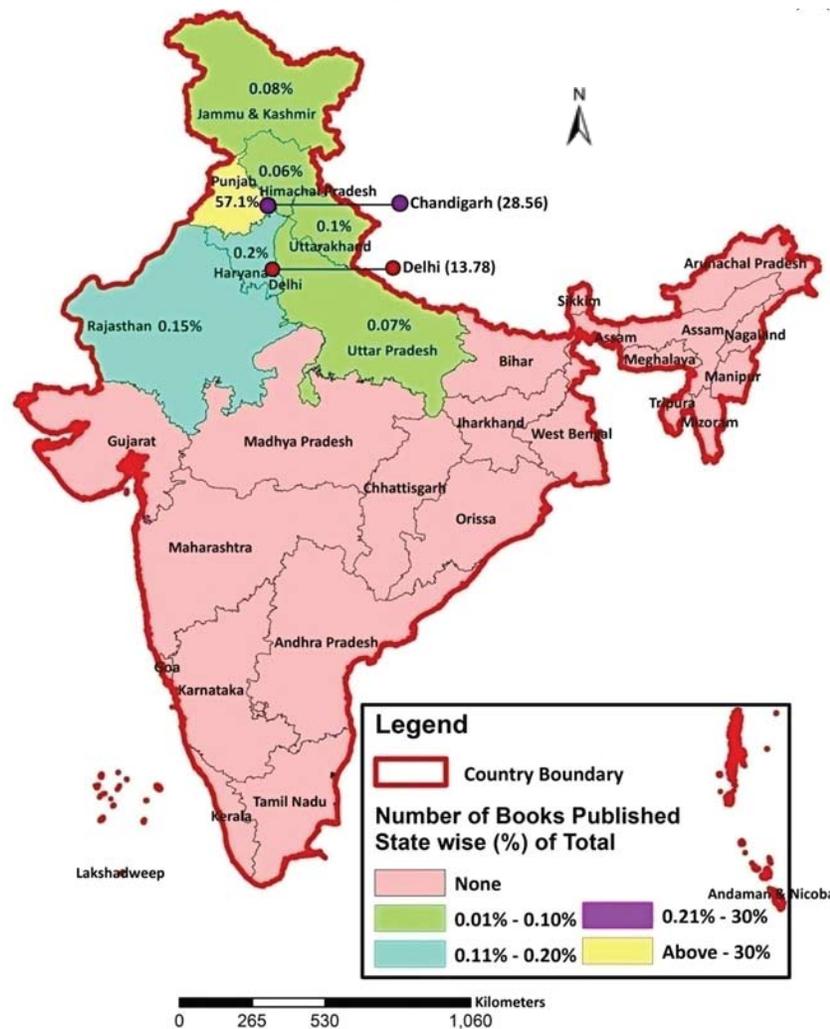
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**Annuxure 1**  
**State wise output of Punjabi books from North India.**



Annexure 11

Books published from various districts of Punjab.

Output of Punjabi books in Districts of Punjab

