

Publishing of Urdu books in Pakistan: An analytical study from 1947 to 2007

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Abstract

Publishing of books is a highly important function in any society because without publishing, there can be little dissemination and diffusion of knowledge. It is a part of a system of knowledge disseminations.

The social structure, educational system, language problems and in general, the economies and political realities of the country constitute the context of any consideration of the publishing enterprise. This study represents a general perspective about publishing and especially in Urdu in Pakistan. After this study it is revealed that an average of 1312 (one thousand three hundred twelve) books were published annually during the period of sixty years from 1947 to 2007 in which 598 books were published in Urdu language per annum.

Most of the books were consist on Literature, Islam, History and Social Sciences. The books published in Science, Health Sciences, Engineering and Technology are below the level of research. While the Humanities including philosophy, psychology and arts is almost ignored area in publishing.

Total publishing comprises as 45.58%in Urdu, 26.04% in English and 28.40%in regional and other languages.

Key words: Book publishing in Pakistan. Publishing of Urdu books. Publishing scenario in Pakistan.

Purpose and Scope

This study aims **to** bring into light the extent of the Urdu language publications from Pakistan and **provide** awareness to the librarians, researchers or those interested in tracking down the records of publication in Urdu in Pakistan from 1947 to 2007.

The study is limited to only those works which are produced within the geographical areas of the country (Pakistan) and in national language, Urdu. The coverage period of publication is from August 1947 to December 2007.

Literature Review

The National Book Council of Pakistan (former National Book Center) was established in 1962, has compiled a large number of useful bibliographies on various subjects mostly in Urdu. Among these publications, “Urdu mein Hawaly ki Kitaben”by Fatima (1965) is most prominent ~~and~~ bibliography of reference work published in Urdu. Different bibliographical sources are also published on different subjects from time to time by aforesaid organizations and other learned organizations like Urdu

Development Board, Majlis-e-Taraqi-e-Adab, MarkaziTarraqi-e-Urdu Board, Writer's Guild of Pakistan, All-Pakistan Educational Conference. The Pakistan Museum Association, Iqbal Academy, Bazm-e-Iqbal, Sindhi Adabi Board, Punjab Academy, Urdu Academy Sind, Pashto Academy, Library Promotion Bureau, and Academy of Letters etc. in Pakistan.

Hanif, A. (1983) discussed the details of bibliographical activities in both the languages of Urdu and English. Bibliographies, catalogues, indexes and abstracts could be traced but encyclopedias, dictionaries, yearbooks or any other sources are not included.

Hanif (1989) also examined the trends of Book Production in Pakistan in the same journal in which he provided a detailed analysis of our book production.

Muhammad ally, R. (1989) "Book Publishing in Pakistan" and Sheikh, R.A. (1984) "Bibliographic Control in Pakistan", both detailed articles are comprehensive studies of Pakistani Book Publishing Scenario and identified different publishing organizations, their activities and the sources published by them. Most recent work is Bibliographical Heritage of Pakistan (Fatima, N. 2012). In this work, Fatima found out 725(seven hundred twenty-five) bibliographical sources including 226(two hundred twenty-six) sources in Urdu language.

Methodology

The only authentic source to know about books published in the country is the Pakistan National Bibliography. Except it, there was no any authentic source which could prove the accurate record of the national publishing in Pakistan. Usually National Bibliography works as a mirror of any country's publications. Unfortunately, the time lag of this publication is disappointing in Pakistan and total of 42 National Bibliographies have been published from 1947 to 2007.

To be familiar with the books published in Urdu language in Pakistan every sincere effort has been made to include all record in this study. For this purpose, various existing sources were consulted especially the National Bibliography (retrospective and current both from 1947 to 2007) publisher's catalogues, trade bibliographies and other available sources were consulted.

The researcher has made every possible effort to collect complete record of the Urdu work. A number of important libraries and learning institutes and publishing houses were visited from time to time. These include National Book Council/National Book Foundation, Muqtadrah Qaumi Zaban, Anjuman Tarriqi-e-Urdu, Copyright office of Pakistan, Liaquat Memorial Library and other institutions and libraries. The researcher also visited National Library of Pakistan, Islamabad several times. Various sources have been obtained through personal contact with scholars and library personalities.

Introduction

Books are sole yardstick for measuring the standard of a nation's civilization, culture and development. According to Khalid (1994) "Books are the most necessary and the most effective means of educating and training the upcoming generation. They deepen the understanding of the new social upsurges' and provide an opportunity to new sections of population to become active participant in the development process".

Books are the important instrument of change and development. These are not only an effective medium of education and communication but also a source of recreation and mental relaxation.

Books are the most effective and economical tool for achieving educational growth, for imparting information and for recording,

preserving and disseminating the nation's cultural heritage.
(Altbach&Rathgeber,1980, p.34)

In the present period of information explosion and technological revolution, books remain the most effective medium of communication.

Publishing in Pakistan

Pakistan is inherited with the rich tradition of knowledge and learning but today books are the lowest priority in our daily life, due to fast changing values and available easy, speedy and interesting sources of communication. We have lost our special love of knowledge and books which is the landmark of our ancestors.

Publishing is not recognized as a separate industry in Pakistan and is usually linked together with printing; proper attention has never been paid to this field.

Since independence the publishing industry has not been so active and not bound with any particular law but today laws are imposed on publishing industry.

Publishing technology and publishing environment are the two main factors to affect the book production of any country and Pakistan lacks in both of them. There is acute dearth of technology in the trade. There is no system to prepare trained and skilled manpower for book production such as designer, illustrator, translator, typesetter, printer and binder etc.

Author and editor have no incentive either monetary or scholastic on one side while low literacy rate, poor reading habits and weak economic conditions on the other side are the major obstacles in the field of book production.

In pre-independence days a large component of book industry was in hand of non-Muslims like Athar Chand Kapur, Munshi Gulab Singh, Sardar Sant Singh, Thakur Dev Anand, Atma Ram & Sons, Rama Kirshna and Sons, etc. (NDFC, 1987, p. 3)

Printing came to India as a byproduct of religion in the middle of the 16th century. The first printing press appeared in India in 1556 as a gift from Portuguese Government to Emperor Akbar and first proper book published in India (Goa) in 1557 was the Portuguese Catechism *Doctrina Christa*. (Abul Hassan, 1994, p.138)

From its root in Goa and religion, printing spread gradually to other centers and began to cover secular themes. In 18th century literary and cultural books started appearing in all parts of Indo-Pak. (Abul Hassan, 1994, p.138.)

During the years of the decline of the Mughal Empire, patronage of book production was transferred gradually from the kings and nobles to a much wider circle of the elite, until the introduction of the printing press in northern Indo-Pakistan in the last quarter of the 18th century which brought books for the first time within the reach of the common man. Charles Wilkins designed and cut the first type and printed the first books in Urdu and Persian in the Sub-continent. (Ali, 1967, p. 7)

19th Century is the century of change in political, cultural and historical situation of the world. Every field of life was rapidly changed during that time and due to the changes in science, technology, trade, business and agriculture the structure of social values and standards of society were completely changed. So, it's natural that there was emergence of new direction and dimension in the research and literature of this century.

During the hold of East India Company, it was thought by them that an institution is required to develop strong relationship with

the native people with the help of their language; the *Fort William College* was established to teach and train newly Britain workers for easy interaction and awareness of native culture in 1800 in Calcutta. Dr. William Gilchrist is definitely a courteous for Urdu language by establishing this college.

Fort William College not only had to teach in Indian Languages but to do the work of publishing and compiling or translating of books at large scale in Indo Pak. The work of writing, publishing and compiling of books was done in all Indian Languages but special focus of college was Urdu language.

College proved itself a Centre of renaissance for Urdu prose development. College played a significant role to familiarize the Urdu language and literature to general public.

Delhi College-The second phase of compilation and publishing Urdu Prose was started from Delhi College which was founded in 1825 by the approval of the British parliament for the purpose to familiarize with the eastern and western knowledge, English language and literature to the Indian youth.

Delhi College was the second greatest educational publishing and literature producing institute of the India which promote all Indian languages especially Urdu language (Sami.1988p.413)

An unforgettable role of **Nawal Kishore** cannot be ignored in the history of Urdu printing. Kishore made arrangements for translation of numerous Arabic, Persian and Sanskrit works into Urdu.

He also published a number of Urdu books in original particularly poetical work of classical poets. He also made authoritative dictionaries (Aqeel. 2014, p. 35).

Scientific Society, Aligarh- The scientific society was established in Gazipur in 1864, later shifted to Aligarh when Sir Syed was transferred to Aligarh.

The main purpose of this society was to translate the useful scientific and technical books of English and European languages in Indian and Urdu language.

Darul Musannifin, Azamgarh-DarulMusannefin (Shibli Academy) was conceived by MaulanaShibliNaumani and established by his disciples, headed by Moulana Hamid uddin Farati in 1914.

Academy was established; to structure and sustain a body of scholarly author, to provide a congenial environment for scholars to create, compile and translate literary work of high scholastic and historical value and to undertake printing and publishing of the literary work of academy. Academy has published more than 250 (two hundred fifty) books including such significant works on Sirat-un-Nabi and Al Farooq. It has published 100 volumes of edited and compiled work by its fellows.

Besides these organizations there were many other publishing educational organizations that played a strong role to contribute the Urdu language publishing and some require special to mention here;

Delhi Society 1865, Delhi College 1829, University Oriental College, Lahore 1870., DarulTarjumaJamiaUsmania 1917, JamiaMilliaIslamia 1920, Indian Academy Illahabad 1927, Jama-e-Urdu, Aligarh, Nidwat-ul-Musannafin, Sindh Madars-tul-Islam Karachi, MuhammadanEducaitonal Conference (Aligarh) AnjumanHimayat-e- Islam Karachi, Muhammadan Literary Society, Culcutta, DarulUloom Nidwat-ul-Ulma etc-

All these literary organizations enrich the Urdu language. In the Beginning they published books on language, grammar, dictionary,

Epic or stories but after about 7th decade Science, Biographies, Urdu essay and critical writing Novel, satire and humor and other serious topics have been published.

Among the non-Muslim publishers and printers, a number of established Muslim publishers established some famous publishing houses, Dar –ul-Ishaat, Feeroz Sons, Shaikh Ghulam Ali & Sons, Malik Fazal Din, Haji Chiragh Din Siraj Din, Malik Din Muhammad, Sheikh Mubarak Ali. M. Sanallah Khan, Shaikh Muhammad Ashraf. Taj Company, Sheikh Barkat Ali etc.

After Independence; When Pakistan came into existence on 14th August 1947, it had very poorly developed industry and literacy rate was not more than 17 percent. In pre independence days, Lahore was the biggest center of book publishing activities in the sub-continent and at the time of independence, Lahore inherited a well-knit infrastructure of publishing businesses. Dar ul Isha'at Punjab, Feroz sons, Punjab Book Depot, Qumi Kutub Khana, Urdu Markaz, Chaudhry Barkat Ali were in forefront.

Karachi was second to Lahore in publishing activities. After being declared the capital of the country, the city grew immensely and became the center of all trade activities including publishing trade. Today Karachi leads the country in English publishing. After shifting of the capital from Karachi to Islamabad, the twin cities Islamabad and Rawalpindi became a new publishing center. Apart from these three centers, there is no prominent Urdu and English language publishing activity in the country. A sizeable publishing activity in regional language publishing is mostly done by regional language boards and academies, mostly financed by provincial or federal government.

Some publishers having very sound position in their respective fields and they are trying to maintain their name and standard by publishing high standard quality books of scholars and serious

writers, but few among them regulate their work just for the business point of view.

Publishing of text books has its own season and these seasonal booksellers or publishers ply other trades and take opportunities to publishing or selling books in the text book season. These businessmen also make our outdated and poor educational system beneficial in their own interest by printing guidebooks, keys, guess papers, and solved papers at the time of examinations.

Another form of publishing is known as **translation**. When the acute dearth of good writers is felt, the publishers try to publish popular foreign titled books in our national language so numbers of translated books are available in the local market.

Major Organization Concerning with Book Publishing

Government has established a number of institutions to develop policies and plan to encourage and support publishing. Government has also created task-oriented institutions which have undertaken the assignment of publication on a large scale of books of a specialized nature not particularly attractive to the private publishers.

Universities, Learned Bodies and Research Organizations are also very important branches of publishing. Apart from the commercial publishing, a number of learned societies and aided institutions that have been established as a result of keen desire in Pakistan to preserve and promote cultural and literary heritage of the nation in the form of books. They have been undertaking publishing programs but unfortunately their activities in Pakistan are quantitatively among the lowest in the world.

Text books are produced by the **Text Book Boards**; they are the large book producer in Pakistan. The provincial text book boards came into existence in 1960.

By 1962 the publishing of Text books was placed entirely under public supervision, prior to this, private publishers used to produce textbooks which were duly approved by the concerned agencies in education department. In 1962 the two Text Book Boards have been established with the names **East Pakistan Text Book Board** and **West Pakistan Textbook Board**. At present the four provinces of Pakistan have provincially operated text book boards which produce books for students in grade 1 to 12. (Barnett, 1994, p.40)

National Book Council of Pakistan was founded in 1960 with the name of National Book Center of Pakistan. In 1975 it was designated as the National Book Council of Pakistan. (Sheikh, 1989, P.1). It has the responsibility for book promotion throughout the country.

National Book Foundation of Pakistan was created by the government in 1972 through the Act passed by the National Assembly. The aims of this foundation are to encourage writers and book traders to produce books and make them available to students and public at nominal cost. Foundation has played an active and strong role in book promotion. Since its inception, 226(two hundred twenty-six) books have been published by NBF. At present both of above-mentioned organizations NBC & NBF have been merged.

UNESCO Regional Office for Culture and Book Development in Asia was setup in 1958 in Karachi by the UNESCO as a result of its project for reading materials for South Asia launched in 1955. (Sheikh. 1989, p.2)

The Center has published several sources of information for Asian Countries and provides valuable information about book development and promotion in Pakistan. Despite an unfavorable and not well-supported environment, some publishers are playing their best role in publishing industry.

West Pakistan Urdu academy Lahore was established in 1955 for the purpose of enrichment of Urdu language by publishing of books. Academy's publications are about 188(one hundred eighty-eight) on the different subjects such as science, psychology, philosophy, sociology, finance, Iqabliyat and literature.

Majlis Tarraqi-e-Adab Lahore, credited 278(two hundred seventy-eight) books and reprints of classics in its list of publications, 2014.

Central Urdu Board now Urdu Science Board is a prominent name in Urdu publishing about Science and History. The Board has published about 800(eight hundred) books since its establishment.

Anjuman Tarraqi-e-Urdu is one of the oldest learned societies of Indo-Pakistan and after independence; it has contributed a lot in Urdu publishing. The Anjuman has about 650(six hundred fifty) books in its credit.

Muqtadirah Qaumi Zaban (National Language Authority) has always contributed a large number of Urdu books especially bibliographical sources. About 450(four hundred fifty) books have been published by The Muqtadirah.

National Academy of Letters Islamabad is the largest and most prestigious learned society in Pakistan. It focuses attention and provides assistance to Pakistani author; helps to develop indigenous literature since its establishment in 1976. Till now 203(two hundred three) books have been contributed by the Academy.

Institute of Islamic culture was established in 1951 at Lahore to promote research and publication of books on Islamic ideology and culture. According to its list of publications more than 250(two hundred fifty) books have been published on varied topics by the institute.

Iqbal academy Pakistan Lahore was established in 1962 to promote and disseminate the study and understanding of the works and teaching of Allama Iqbal. Academy mentioned 115(one hundred fifteen) books in English language and 187(one hundred eighty-seven) in Urdu language as its publications on their website (www.allamaiqbal.com)

Bazam-e-Iqbal Lahore is formed in 1950 for the promotion of research and publication on philosophy and teaching of Iqbal. Nearly 60(sixty) works have been published by the bazam.

Quaid-e-Azam Academy Karachi was established in 1976. It is a research and publishing organization for promoting the publishing of books on Quaid i Azam, his associates and Pakistan movement. Since its inception the academy has published more than 72 (seventy-two) books in English, Urdu and other regional languages.

Urdu Dictionary Board (formerly Urdu development board) was established in 1958 to compile and publish a comprehensive dictionary on historical principles. The first volume of this came out in 1977 and after 33 years of that the dictionary is completed with volume 22, being its last volume out of press in 2010. Now the board is engaging in compiling and preparing the shorter version, a concise dictionary and other smaller and specialized dictionaries. (Hasanat, 2010)

Islamic Research Institute was established in 1960 to pursue and promote a profound and insight study of Islam both national and international level. The institute has published more than 150 (one hundred fifty) books on various Islamic subjects mostly with Islamic law, history, philosophy, education, culture and other areas.

Pakistan Bibliographical Working Group established in 1950 with the assistance of UNESCO. Besides the other worthy

contributions, publishing of two out of three parts of Retrospective Bibliography of Pakistan 1947 to 1961 is its marvelous contribution.

Pakistan Bibliographical Unit was formed by the Government of Pakistan for publishing National Bibliography. As a unit of National Library of Pakistan, Islamabad, the publishing of National Bibliography on regular basis is its prime responsibility.

Library Promotion Bureau has contributed 69 (sixty-nine) books, and reference work especially in Urdu language.

Almost all the public sector universities of Pakistan usually have a separate Bureau which compiles, translates and edits publications.

Oxford University Press, Pakistan.

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

The Pakistan Branch of Oxford University Press (OUP) started its operations in 1952. The head office of OUP Pakistan is in Karachi with regional offices in Lahore and Islamabad.

The Oxford English-Urdu Dictionary by ShanulHaqHaqee has become the standard reference work for academics, journalists, teachers, and general readers.

At present, other than above stated organizations the leading publishers such as Sang-e-meel, Nigarishaat, ,Aiana-e-Adab, Maktaba-e-Danyal, NayalDarrah, Feroz Sons, Gosha-e-Adab, Shaherzad ,Rang-e-Adab, Tariq Academy, Porab Academy, Jamia Talim-e-Milli Nazamia, Hamdard Foundation, Al Faisal, Urdu Academy Sindh, Taj Company, KutubKhana Shan-e-Islam, Becon Books, Dar-ul -Salam, Welcome Book Port, Khazana e ilm o Adab, Islamic Publications, Royal Books, Islami Nazaryati

Council, Pakistan Study Center: Universities of Karachi, Peshawar and Punjab, and others are having some notable contribution in publishing in Pakistan especially in Urdu language.

Finding & Discussion

The purpose of this study was to bring in light the publishing of books in Urdu language in Pakistan. After the thorough analysis of all available data the following facts have been found which are presented in tabulated form below;

Table 1: Decade wise Book Production in Pakistan.

Years	Urdu	English	Another lang.	Total	Ave/Year
Aug1947-Dec57	3180	993	9436	13609	1237.2
1958-67	5683	3256	8199	17138	1713.8
1968-77	4628	3620	1595	9843	984.3
1978-87	7599	3092	1167	11858	1185.8
1988-97	6587	6414	1284	14285	1428.5
1998-07	8213	3104	683	12000	1200.0
Total	35890	20479	22364	78733	
Ave/Year	597.7	341.3	372.7	1312.2	

Table 1 shows the sixty years publishing scenario of books in Urdu, English and other languages decade wise. The publication of only 78733(seventy-eight thousand seven hundred thirty-three) books in sixty years is an alarming situation that present a very deprived picture of Pakistan's literary status and book industry as well. Absence of reading habits, scrawny and age-old education system, shortage of libraries, lighthearted social structure of society, lack of distribution channels, scarcity for raw material and machinery, lack of technical know-how, high prices of books, are

the main reasons by those the book industry of Pakistan don't reflect any pleasing scenario.

English and Urdu both are the official languages of Pakistan. English has gradually been replaced by Urdu in the institutions. At present 60% of radio, television transmissions are in Urdu. In this scenario the publications in Urdu should have also been increased. The publishing of Urdu books has increased year by year while the publishing in regional languages are decreased gradually. In 1st decade Urdu books were least in number which is 3180(three thousand one hundred eighty) whereas the books in regional language were 9436(nine thousand four hundred thirty-six). In last decade the publishing of books in Urdu were 8213(eight thousand two hundred thirteen) and only 683(six hundred eighty-three) books were in regional languages. In early days of independence of Pakistan, the most of the publications were in Bengali language and till the year 1971 more than fifteen thousand books have been published. The separation of East Pakistan (later Bangladesh) created a vacuum in the book publishing industry of Pakistan. After the separation of East Pakistan, the publishers of West Pakistan focused on publication in Urdu language and as a result the publishing in Urdu language was started to get rising where as in the same time the publication of the books in regional languages were decreased.

Table 2: Year and Subject wise Production of Urdu Books.

Year s	Gene ral	Phil.	Relig ion	Soc. Sci	Lang.	Sci	Tech.	The Arts	Liter ature	His/ Geog.	Total	Aver age
1947	1	3	22	12	7	4	11	2	75	23	160	16
1948	1	1	23	9	6	8	8	3	59	26	144	14.4
1949	3	5	75	16	13	44	35	3	103	47	344	34.4
1950	1	5	77	25	16	31	34	1	126	69	385	38.5
1951	3	4	82	29	26	35	33	2	89	88	391	39.1
1952	6	10	98	32	18	20	30	0	139	58	411	41.1
1953	1	2	60	15	13	17	15	2	95	48	268	26.8
1954	22	4	82	26	9	20	7	2	106	33	311	31.1
1955	8	14	72	25	13	22	21	4	7	49	235	23.5
1956	1	13	92	12	6	14	10	1	107	76	332	33.2
1957	2	7	45	6	5	4	25	0	76	29	199	19.9
1958	2	8	90	32	5	13	24	5	165	69	413	41.3
1959	2	9	85	21	9	12	24	1	164	50	377	37.7
1960	0	6	36	7	6	2	3	1	49	21	131	13.1
1961	2	4	34	8	3	2	4	1	35	23	116	11.6

Table :2 Continued

19 62	7	25	202	70	39	41	51	11	232	79	757	75.7
19 63	10	21	195	72	69	22	30	1	418	76	914	91.4
19 64	25	4	201	185	0	0	12	0	198	2	627	62.7
19 65	18	3	198	192	0	0	14	0	410	4	839	83.9
19 66	22	7	180	215	0	5	42	12	421	41	945	94.5
19 67	9	9	135	87	16	10	23	3	232	40	564	56.4
19 68	5	1	33	35	18	7	11	2	71	38	221	22.1
19 69	8	6	126	52	23	21	21	7	160	78	502	50.2
19 70	5	7	101	46	59	9	26	5	128	106	492	49.2
19 71	5	8	103	45	58	10	25	4	127	107	492	49.2
19 72	1	6	50	52	15	16	19	0	86	33	278	27.8
19 73	4	13	168	55	17	12	30	0	149	72	520	52
19 74	4	13	124	50	56	7	25	8	162	50	499	49.9
19 75	7	11	79	31	70	6	31	10	69	29	343	34.3
19	1	12	123	50	112	6	38	2	160	111	625	62.5

76	1												
1977	10	110	38	160	2	29	8	165	124	656	65.6		
1978	4	229	57	14	7	75	7	470	111	987	98.7		

1979	10	11	377	54	15	7	53	5	258	121	911	91.1	
1980	18	13	345	15	18	13	5	5	121	112	665	66.5	
1981	11	9	304	53	24	28	32	4	275	87	827	82.7	
1982	13	22	179	44	12	17	51	19	249	119	725	72.5	
1983	15	9	405	52	5	11	28	5	230	108	868	86.8	
1984	8	11	408	40	3	16	5	9	108	89	697	69.7	
1985	19	12	309	73	10	11	57	10	175	57	733	73.3	
1986	13	8	105	67	26	8	21	11	214	93	566	56.6	
1987	16	10	242	29	26	6	22	2	183	84	620	62	
1988	18	12	180	60	32	12	13	3	63	5	398	39.8	
1989	9	12	130	55	82	12	20	8	123	95	546	54.6	
1990	3	8	235	68	58	22	20	6	105	102	627	62.7	
1991	10	8	130	62	24	35	10	5	55	68	407	40.7	
1992	10	8	148	65	62	11	14	6	123	81	528	52.8	
1993	20	7	215	80	59	26	19	6	122	160	714	71.4	
1994	8	10	202	152	103	40	31	3	212	212	973	97.3	
1995	14	12	340	193	95	35	23	7	214	280	1213	121.3	
1996	2	11	260	124	72	26	32	4	224	42	797	79.7	
1997	13	9	94	48	14	14	18	2	102	70	384	38.4	
1998	7	7	213	60	15	13	20	1	255	102	693	69.3	
1999	11	13	237	43	10	15	42	2	254	128	755	75.5	
2000	21	12	225	50	8	11	22	3	287	128	767	76.7	
2001	9	7	444	92	22	25	61	2	432	165	1259	125.9	
2002	19	7	405	76	19	21	23	5	388	183	1146	114.6	
2003	7	12	239	30	12	5	19	5	191	103	623	62.3	
2004	18	0	293	38	39	13	17	2	233	129	782	78.2	
2005	7	7	287	75	21	5	12	2	221	140	777	77.7	

2006	7	3	31	284	8	16	170	7	14	54	594	59.4
2007	38	16	184	74	46	22	45	5	220	167	817	81.7
Total	593	541	10496	3763	1821	925	1691	262	10704	5094	35890	35.89
Percentage	1.652270828	1.5073837	29.244915	10.484815	5.0738367	2.5773196	4.7116188	0.7300084	29.824464	14.193369		

Table 2 shows that total number of 35890 (Thirty-five thousand eight hundred ninety) books were published in Urdu from 1947 to 2007. The highest rate of publication of books in Urdu was 1259 (One thousand two hundred fifty-nine) in the year 2001 is representing 3.50 percent of total production while 131 (One hundred thirty-one) was the lowest number of Urdu books production in 1960 which were the 0.365 percent of the total.

Table further reveals the subjects of the books and according to this Urdu Literature publications is on the top with 10704 (Ten thousand seven hundred four) books, Religious books are second to it with the publication of 10496 (Ten thousand four hundred ninety-six) books. History, Geography and Biography is also prominent with 5094 (Five thousand ninety-four) books.

The books have been published in Urdu language relating to the different subjects of Social Sciences are recoded 3763 (Three thousand seven hundred sixty-three). The sequence wise comparison shows that the Language is on the top with the score of 1821 (One thousand eight hundred twenty-one) books than the Technology with 1691 (One thousand six hundred ninety-one), Science 925 (Nine hundred twenty-five), General work 593 (Five hundred ninety-three) and the philosophy has a score of 541 (Five hundred forty-one). The Art is probably a weakest field, only 262 (Two hundred sixty-two) books are identified.

By viewing Table 2 it comes to know that the highest number of 8363 books was published in 6th decade and the lowest figure 3159 in 1st decade. Literature is the top of the list with 10688 books; other subjects are according the sequence as religion 10496, history, geography and biography 4750, social science 3764,

language and technology found out more than 1500, while rest of the subjects were not exceeded the figure of 1000.

It further shows that total number of 35890 (Thirty-five thousand eight hundred ninety) books were published in Urdu from 1947 to 2007. In the year 2001 the highest rate of publication of books in Urdu was 1259 (One thousand two hundred fifty-nine) is representing 3.50 percent of total production while 116 (One hundred and sixteen) was the lowest number of Urdu books production in 1961 which were the 0.323 percent of the total, with the average of 598 (five hundred ninety-eight) books per year. Table further reveals that Urdu Literature publications is on the top with 10704 (Ten thousand seven hundred four) books. It is 29.82% of total Urdu publications. Urdu fiction and poetry both are the favorite topics of Pakistani people, not only literate but neo literate and people having low education are equally interested in fiction specially novels and short stories. Simple and romantic poetry also has attraction for Youngsters. Whilst the serious fiction, classical literature, books on Ghalib and Iqbal and classical poetry have very fascinating theme for researchers and scholars. Sang -e- meel publications, Maktaba- e-Bazyafat, Gosha- e-Adab, Nigarishaat, Majlis Tarraqi-e-Adab, Sheharzad, Alfaisal, Urdu academy, Porab Academy, Beacon books, Alfaisal and Oxford University Press, are the publishers which deserve special mention in Urdu publishing.

Religious books are second to it with the publication of 10496 (Ten thousand four hundred ninety-six) books. There is 29.24% of Urdu books are about religion, specially on Islam. It is the most favorite category of Pakistani authors and public as well. Demand of Islamic topics has highly established in all over the country. Idarah-e-Saqafat-e-Islamia, Taj Company, Islami Nazaryati Council, Kutubkhana Shan -e- Islam, Al-Faisal and Maktaba- e-Shahkar are at the top of the list to publish these types of books.

History, Geography and Biography is also prominent with 5094 (Five thousand ninety-four) books representing 14.19% of total publishing. Having low literacy people do not have interest in world affairs, world history and world geography. Common readers have interest in biographies, travels and internal current affairs. The main subjects of this category such as foreign affairs, Politics and government, Law, Legislation and justice, Pakistan's economy, Kashmir, Pakistan and the Freedom Movement, Foreign policy and relations with other countries, Human Rights and Pakistani women etc. are the topics which attract literary class. Due to lack of research facilities and resources the contents of these books have no scholastic and research value and could not catch the attention of the foreign scholars. Social sciences have a variety in its subject themes but since the year 1947 only 3763 (three thousand seven hundred sixty-three) books in this category were published in Pakistan which is 10.48% of entire Urdu publications. Books on economics, sociology, law, education, political science, international relations and other aspects of social science published in Pakistan are completely for educational purpose not for society or social issues.

The Urdu language as the subject of linguistic stands on fifth with the score of 1821 (One thousand eight hundred twenty-one) books representing 5.07% of publishing.

In this category the most of the books are related to elementary and secondary schools' level. Besides those the general and the subject dictionaries or glossaries are published time to time by Feroz Sons, Oxford University Press, AjumanTarraqi-e-Urdu, Urdu Science Board and MuqtadrahQuamiZaban which are the famous dictionary producers in Pakistan.

The books in the field of Technology having 4.71% only with the number of 1691 (One thousand six hundred ninety-one) are published in national language in sixty years but it is also anxiously noted that these are not for researchers but only for the students of school and colleges.

The subjects such as Science, General knowledge, Philosophy and Arts were in very poor/ critical position. The numbers of publication in these subjects are below one thousand in each subject during sixty years. Science 925 (Nine hundred twenty-five-2.57%), General work 593 (Five hundred ninety-three -1.65%) and the philosophy has a score of 541 (Five hundred forty-one-1.50%). The Art is probably a weakest field, only 262 (Two hundred sixty-two-0.73%) books are identified. Books on science are consist of school or college text and their supplementary books about chemistry, botany, biology, zoology and geology etc. very few titles are scholastic and research oriented in scientific topics. On other side there is a severe dearth of books related to the subjects of humanities such as philosophy, psychology and fine arts. The social structure and low economy of Pakistan shape the general taste of public and book industry reflects it. Philosophy, psychology, logic and related topics are technical and serious/ dignified, which require a sound education and understanding levels from readers and writers both. Fine arts and its relevant subjects is relatively expensive field and affordability belongs to only upper class of society. Fiction and history are the sources of entertainment especially for middle class, where higher education does not matter. Science and technology are research-based subjects and due to lack of research supportive environment people depend on foreign books which are easily available in pirated form and in cheap rates as well.

Table 3: Decade wise production of Urdu books

Years	Gen	Phil	Relig	Soc	Lang	Sci.	Tech	Art	Lit	Hist, Geo, Bio	Total	Ave/ Year
Aug 1947- Dec 57	49	68	728	207	132	219	229	20	982	546	3180	318
1958-67	97	96	1356	889	147	107	227	35	2324	405	5683	568.3
1968-77	60	87	1017	454	588	96	255	46	1277	748	4628	462.8

1978-87	13 6	10 9	2903	484	153	124	349	77	228 3	981	7599	749. 9
1988-97	10 7	97	1934	907	601	233	200	50	134 3	1115	6587	658. 7
1998-2007	14 4	84	2558	822	200	146	431	34	249 5	1299	8213	821. 3
Total	59 3	54 1	10496	376 3	1821	925	1691	26 2	107 04	5094	35890	3589
Ave/Year	9.8 8	9.0	174.9 3	62. 71	30.35	15.41	28.18	4.3 6	178 4	84.9	598.16	

By viewing Table 3 above reflects that it comes to know that in Urdu language the highest number of 8213(eight thousand two hundred thirteen) books were published in Urdu language during the 6th decade (1998to 2007, the last decade of this study) and the lowest figure i.e. 3180 (three thousand one hundred eighty) in 1st the decade. It is notable that in first three decades from 1947 to 1977 literature was most popular subject of Urdu publishing and Islam was on second position but surprisingly the position changed vice versa in next three decades. As for as third and fourth ranking is concerned the History and Social Sciences substitute each other in different periods. Excluding these four categories there is no subject, in which publishing figure reached to 500.

Most of the books were published on Literature, Islam, History and Social Sciences. The books published in Science, Health Sciences, Engineering and Technology are below the level of research. While the Humanities including philosophy, psychology and arts were almost overlooked in publishing.

Conclusion &Recommendations:

A summary represents a general perspective about publishing in Pakistan. After this study it is revealed that an average of 1312 (one thousand three hundred twelve) books were published annually during the period of sixty years from 1947 to 2007 in

which 598.16 books published in Urdu language per annum. The ratio rate of total publishing is as into 45.58% in Urdu, 26.04% in English and 28.40% in regional and other languages. The majority of the books produced have not of any scholastic and research value. With few exceptions, books published in Pakistan are mostly read and used within the country as they are generally unable to find an international readership.

The most of books are published in two subject areas, Islam and Urdu literature while rest of the areas is practically barren. In the first three-decade literature was recognized as a most favorite subject and Islam was stood second in publishing. In the last three decades both subjects changed their position. It is also discovered that 77.26% of total Urdu publications comprise on Literature. Islam, History and rest of 22.74% are covering the other branches of knowledge such as social science, science and technology, juvenile and humanities.

Pakistani authors are keenly concerned with the topics of literature and Islam but their ignorance in producing serious writings in the field of science and technology can't be denied. There was a severe deficient of authorship in Humanities such as Philosophy, Psychology and in fine arts as well.

For the betterment of publishing industry and improvement in Urdu publishing, some actions should be taken:

- All encouragement and financial assistance should be provided to authors for producing good information sources in their own language.
- Book culture in the country is the main cause of reader's demand for reading material. So, the reading habits should be encouraged by promoting the book clubs, book weeks and book fairs at governmental level. Book exhibitions be practiced as an annual feature and should be held in different parts of the country on regular basis.

- Book selling or publishing must be recognized as an industry more specifically troubled industry. All breakers should be removed for free-flow of books. The raw materials such as papers and board, ink, lead, zinc plates and allied material as well as printing and binding machinery imports must be subject to the exemption of import duties.
- As per NDFC report's recommendation, a national book development bank should be created to finance book selling and publishing related activities in the country. (NDFC)

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