**Jaipur BookMark: South Asia’s Premier Publishing Conclave to Celebrate 12th Year in 2025**

As Jaipur BookMark (JBM) enters its 12th year, it continues to shine as South Asia’s most influential B2B platform for the publishing industry. Running concurrently with the Jaipur Literature Festival from January 30 to February 3, 2025, JBM brings together publishers, literary agents, writers, editors, translators, booksellers, and industry professionals to explore opportunities, foster collaborations, and discuss the evolving landscape of publishing.

Over the years, JBM has established itself as a hub for discussions on the business of books, various facets of the book trade, and shared narratives. This edition promises an engaging lineup of sessions, roundtables, and networking opportunities, with a strong emphasis on emerging trends and innovations shaping the publishing industry.

**Namita Gokhale, writer, Director, Jaipur BookMark said,** “Amidst the hustle and bustle of the vibrant Jaipur Literature Festival is an island of intense professional conversations around the pivotal subject that is at the very heart of the Festival – the business of books and shared narratives. The Jaipur BookMark, now in its 12th year, is the focused annual forum for the book trade. Our 2025 edition will feature eminent speakers from India and around the world addressing key themes and crucial concerns of the dynamically evolving publishing industry. A not-to-be-missed event. Registration is open!”

**Sanjoy K. Roy, Managing Director of Teamwork Arts, remarked,**“Jaipur BookMark has continually grown as a platform for the publishing industry to deliberate on opportunities, challenges, and collaborations. With the Royal Norwegian Embassy as our Country Partner, JBM 2025 will continue its legacy as a hub for thought-provoking conversations and meaningful exchanges in the literary and publishing world.

**Sharing her views, Manisha Chaudhry, Director, Jaipur BookMark, said,**“JBM 2025 has wide participation from international and Indian publishers, editors, retailers, rights managers, literary agents who will come together to network and discuss issues that are pertinent to the industry as a whole. The JBM 2025 Catalogue has titles from 30 publishers and 10 languages. The programme offers much food for thought. Topics such as the entry of AI in publishing, the emergence of new narratives through games, unpacking inclusivity in children's publishing, the role of literary magazines in bringing in new authors, opening a window to the buzzing world Tamil publishing, the role of editors and retailers are just some of the discussions on the anvil. With speakers such as Esther Duflo, Brian Murray, Anand Gandhi, AR Venkatachalapathy, Kannan Sundaram, Nora Mercurio, Meru Gokhale, Ashok Maheshwari, Jon Pederson, Roger Highfield, Tiffany Gassouk to name just a few, it promises to be a JBM to remember.”

**Programme Highlights:**

Jaipur BookMark 2025 will delve into significant themes and issues through a thoughtfully curated programme of sessions, roundtables, and discussions, including:

• Tamil Publishing: Stalwarts and Fresh Voices – Exploring the rich tapestry of Tamil literature, from established icons to emerging authors.

• Translation and Inclusivity in Children’s Literature – A deep dive into the importance of translation and diverse narratives for young readers.

• AI and Its Impact on the Publishing Industry – Examining how artificial intelligence is reshaping content creation, distribution, and reader engagement.

• The Many Trajectories of Hindi – Discussions on the evolution and future of Hindi literature in a multilingual world

• New Narrative Forms in Publishing – Highlighting innovative storytelling techniques and formats

• Publishing Thrillers: Trends and Innovations – Insights into the world of gripping narratives and their market potential

• The Evolving Role of Rights Managers in Publishing – Understanding the growing significance of rights management in a globalized publishing landscape

• Passion Projects and Celebrating Milestones in Publishing – Showcasing impactful publishing endeavours

• Interviews with Industry Leaders – Thought-provoking conversations with leading voices in publishing

• Roundtables – International Publishers, Indian Language Publishers, Editors, and Booksellers coming together to shape the future of the industry

Key events include the International Publishing Roundtable, Editors’ Roundtable, Retailers’ Roundtable, and the Festival Directors’ Roundtable, providing unparalleled opportunities for collaboration and exchange within the global publishing community.

**Partnerships and Fellowships**

**Country Partner: The Royal Norwegian Embassy**

JBM announced the Royal Norwegian Embassy as its Country Partner. **Ambassador HE May-Elin Stener shared,**“Norway has been the Country Partner at Jaipur BookMark since its inception more than a decade ago. As founding partners of the event, we are proud of the way the publishers’ forum has developed and its integration into the Jaipur Literature Festival. JBM’s focus on the publishing industry and on translations is an important aspect of literature. We wish JBM all the best and look forward to the event in 2025.”

**UK-India Publishing Fellowship 2025**

In continuation of its strong partnership with the British Council, Jaipur BookMark reaffirms its commitment to nurturing independent voices in publishing through the UK-India Publishing Fellowship 2025. This year, we are proud to announce the recipients:

• Vasudhendra (writer & Publisher, Chanda Pustaka, Bengaluru, India)

• Isabelle Kenyon (Managing Director, Fly on the Wall Press, Manchester, UK; writer & poet)

The Fellowship offers recipients a unique opportunity to engage with the global publishing community at both Jaipur BookMark and the London BookFair, fostering invaluable cross-cultural dialogues and collaborations.

**A Stellar Lineup of Speakers**

This year’s event features a remarkable lineup of speakers, including: A.R. Venkatachalapathy, Aditi Maheshwari, Akhil Katyal, Anand Gandhi, Andrew O'Hagan, Arunava Sinha, Charlotte Wood, Kannan Sundaram, Karthika VK, Mélody Enjoubault, Michael Hofmann, M.K. Ranjitsinh, Mridula Koshy, Nivedita Louis, Radha Chakravarty, Ravi Mantri, Ravi Singh, Roger Highfield, Satyanand Nirupam, Sohini Mitra, and Vinay Shukla.

 Jaipur BookMark 2025 offers a unique opportunity to engage with the dynamic world of publishing, share ideas, and forge meaningful connections.

**NOTES TO MEDIA PERSONS**

For media enquiries on the Jaipur Literature Festival, please contact Edelman India and Teamwork Arts: [IndiaJLF@edelman.com](mailto:IndiaJLF@edelman.com) and [apeksha@teamworkarts@gmail.com](mailto:apeksha@teamworkarts@gmail.com)

**About Jaipur Literature Festival:**

Described as the ‘greatest literary show on Earth’, the Jaipur Literature Festival is a sumptuous feast of ideas.

The past 16 years have seen it transform into a global literary phenomenon, having hosted nearly 2000 speakers and welcoming over a million book lovers from across India and the globe.

As the years pass and the Festival grows, our core values remain unchanged: to serve as a democratic platform offering access to all. Every year, the Festival brings together a diverse mix of the world’s greatest writers, thinkers, humanitarians, politicians, business leaders, sports people and entertainers on one stage to champion the freedom to express and engage in thoughtful debate and dialogue.

Writers and Festival Directors Namita Gokhale and William Dalrymple, alongside Festival Producer Teamwork Arts, invite speakers to take part in the five-day programme set in the historic and dynamic state capital Jaipur.

Past speakers have ranged from Nobel Laureates J.M. Coetzee, Orhan Pamuk and Muhammad Yunus, Man Booker Prize winners Ben Okri, Margaret Atwood and Paul Beatty, Sahitya Akademi winners Girish Karnad, Gulzar, Javed Akhtar, M.T. Vasudevan Nair as well as the late Mahasweta Devi and U.R. Ananthamurthy along with literary superstars including Amish Tripathi, Chimamanda Ngozi Adichie and Vikram Seth. An annual event that goes beyond literature, the Festival has also hosted Amartya Sen, Amitabh Bachchan, the late A.P.J. Abdul Kalam, His Holiness the 14th Dalai Lama, Oprah Winfrey, Stephen Fry, Thomas Piketty and former president of Afghanistan, Hamid Karzai.

**Website:** [www.jaipurliteraturefestival.org](http://www.jaipurliteraturefestival.org)

**About Teamwork Arts:**

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers, change makers and visual artistes in the knowledge and arts space in India and abroad. Every year, we produce over 33 festivals in 72 cities and 26 countries in the fields of performing & visual arts and literature. We produce the world's largest literary gathering: the annual Jaipur Literature Festival; JLF international now travels to the US, UK, Canada, Australia, the Maldives, and Europe.

Even amidst the upheaval and unsettling times of 2020 and through 2021, Teamwork Arts successfully launched the digital series, JLF Brave New World and Words Are Bridges, which were viewed by over 4.8 million people in their first season. Through its digital avatar, the Jaipur Literature Festival reached over 27 million viewers in January 2021. Art Matters empowers artistes across India to collaborate by commissioning them to create new works. The digital series Be Inspired was launched in 2021 – a series that crystal gazes into the future with conversations on science, technology, innovation, environment and more. The first on-ground edition of ‘Be Inspired - Festival of Ideas’ was held in April 2023.

**Website:** [www.teamworkarts.com](http://www.teamworkarts.com)