



macmillan  
education



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of Glorious Publishing

1892-2017

**125**  
years

Few publishing companies in history have made as enduring a contribution towards India's educational objectives as Macmillan Education has fewer still have sustained the value of its contribution for over a hundred years.



“We have commenced in a small way. If a large tree grows from this small seed we shall be grateful. We are determined that it shall not fail through indolence or extravagance.

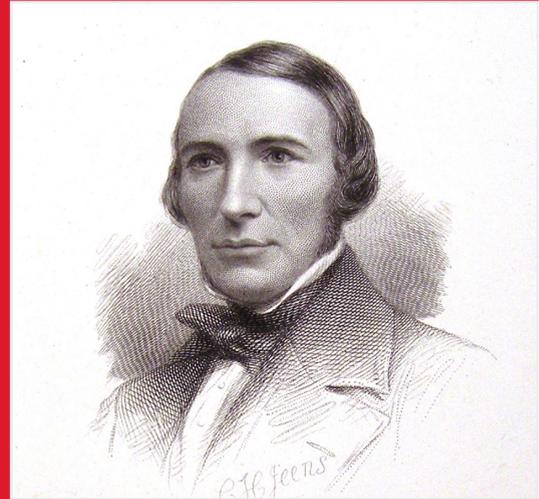
.....in the meantime, we shall strive to do the work that lies nearest us in the best manner we can”.

Daniel Macmillan in a letter to a friend, shortly after founding the business in 1843.

Daniel would be very proud to see the large global “tree” that has sprung up from the work that he started.



Alexander Macmillan (1818–1896)



Daniel Macmillan (1813–1857)



## **Founders of Macmillan Publishers**

Daniel and Alexander Macmillan were only 30 & 25 years old when they started the business in 1843. They had the same enquiring minds and passion for education, for changing lives, for the natural world around them and for discovery that we are passionate about today.

## **First Books to be Published**

First ever books to be published under the Macmillan banner were  
The Philosophy of Training by A R Craig and

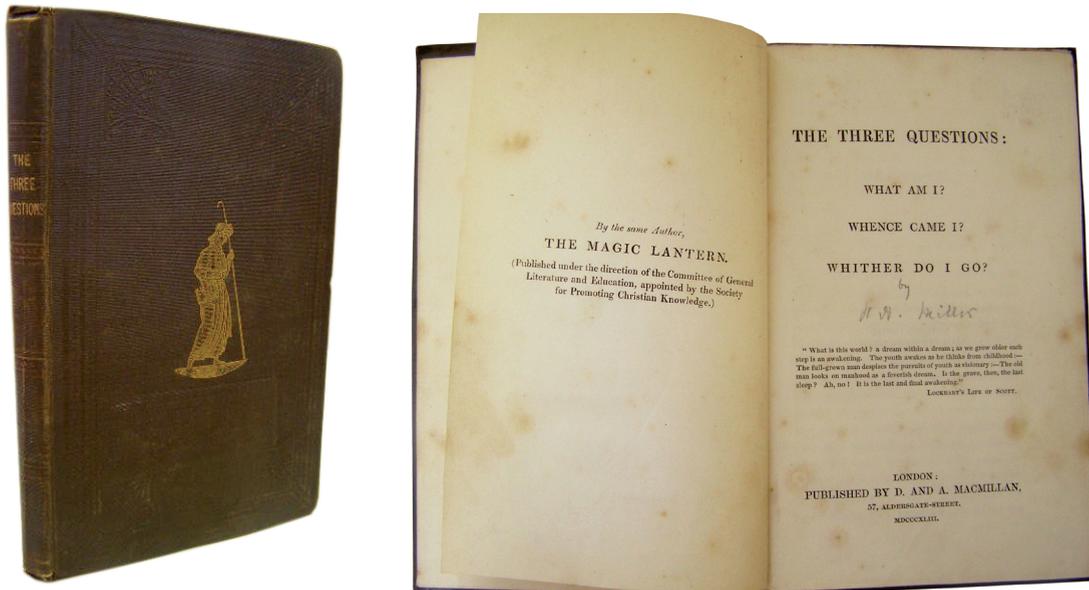
The three questions: What am I?

Whence Came I?

Whither do I Go?

by William Haig Miller.

They were both bound in bound in brown cloth and bore  
D & A Macmillan imprint.



First books to be published by Macmillan under the imprint D & A Macmillan

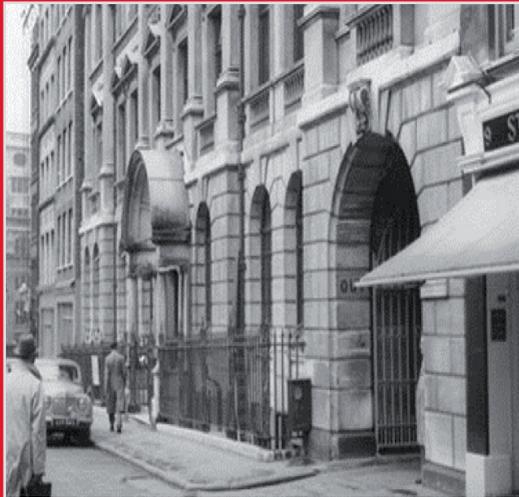




The Macmillan brothers established their business as booksellers and publishers at 17 Trinity St, Cambridge and then a prime corner shop location at 1 Trinity St. It was here that they gathered around them literary, scientific and other friends, particularly from the University, who they went on to publish and who became key authors on the Macmillan list.



Basingstoke (1964 onwards)



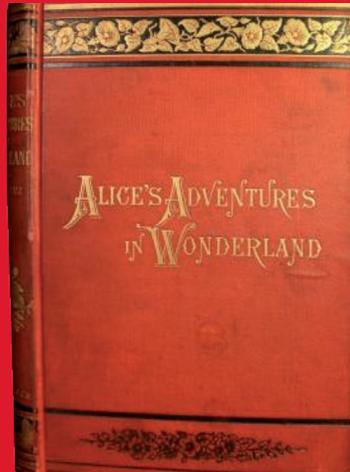
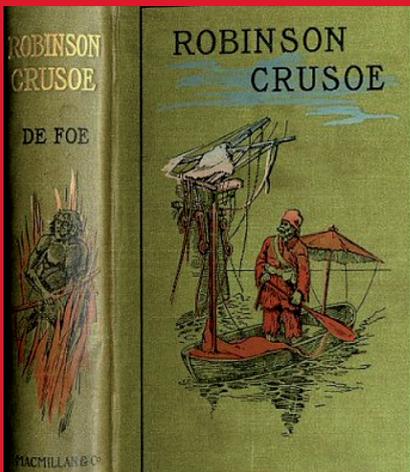
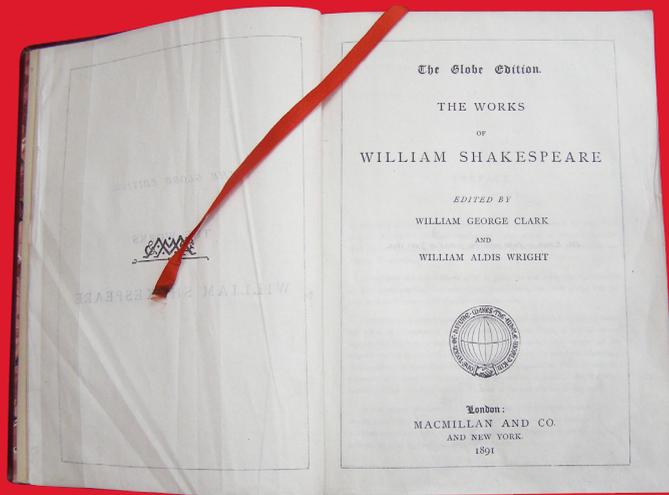
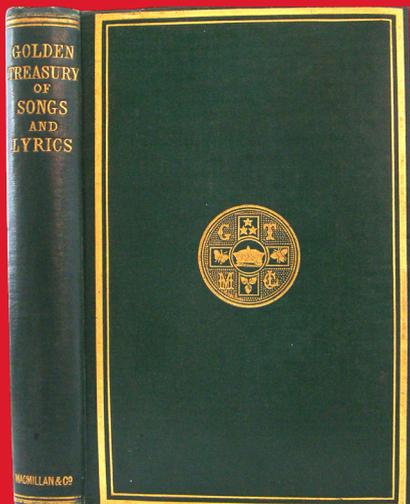
St. Martin's St, London (1897 to 1964)



## **1863**

1863 - Six years after Daniel's death and twenty years after the business was founded, Alexander fulfilled their ambitions to move the headquarters of the business back from Cambridge to London. Based initially in Covent Garden, the company moved into their own building in St Martin's St near Piccadilly Circus in 1897.

They remained here until 1964 when the warehouse and offices moved to Basingstoke, Hampshire. Offices were retained in London in Little Essex St.



Top selling titles between 1861-1871



## **1861 - 1871**

The decade from 1861 to 1871 was a time of building for the company when Alexander branched out into new areas of publishing and laid the foundations for future success. During this time he was tirelessly active in building up the business and publishing a number of renowned titles. These included:

*The Golden Treasury of the Best Songs and Lyrical Poems in the English Language* edited by F T Palgrave (1861) that led to the *Golden Treasury series*; *The Water Babies* by Charles Kingsley (1863);

*The Statesman's Yearbook* (1864); The Globe Edition of *The Complete Works of William Shakespeare* (1864) that led to the series of Globe Editions and included *Robinson Crusoe* edited by Henry Kingsley (1868);

*Alice's Adventures in Wonderland* (1865); and the scientific journal, *Nature* (1869).



Alice's Adventures in Wonderland, 1865



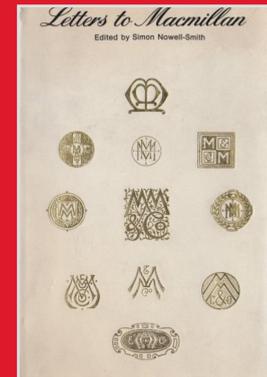
## **Alice's Adventures in Wonderland**

*'Alice's Adventures in Wonderland'* was published on 11 November 1865. On 23 December the London Review appeared saying, "Alice's Adventures in Wonderland is a delightful book for children or, for the matter of that, for grown-up people, provided they have wisdom or sympathy enough to enjoy a piece of downright hearty drollery and fanciful humour..." In 2015 Macmillan celebrated 150 years of publication of this classic story that continues to delight people of all ages around the world.

# Macmillan Colophons & Logos: A Brief History 1843 - 1994



For the first 130 years of its history, unlike many publishers, Macmillan did not have one logo or colophon as an identifying symbol printed on the title pages and bindings of its publications. The company was known by name, found on the spine of books, rather than any of the various devices that were used. It was not until 1974 that the large M was adopted as a corporate colophon and was used by Macmillan Publishers worldwide.



A selection of early logos reproduced on the cover of *Letters to Macmillan* edited by Simon Nowell-Smith, 1967.

## 1843-1974



There were many devices or colophons that were used by Macmillan in the 19th century. These were either monograms of MM (or MM & Co) based on the (sometimes confusing) assumption that the name Macmillan was split

into two words or it may also be that the two 'Ms' originally represented the two founding Macmillan brothers, Daniel and Alexander.



A selection of these logos or devices were printed and used on the cover of Macmillan's Bibliographical Catalogue 1843-1889 – a collected list of all the books published during

this period. Later a sample of devices were printed by the binder onto a presentation green cloth and given to Macmillan.

## James Burn



In about 1851 the firm of James Burn started binding books for the new Macmillan firm, Macmillan & Co. As a result of this partnership the bindings on Macmillan titles developed a distinctive style of their own.

Strength, simplicity and dignity were the main considerations and this was reflected in the choice of smooth cloth (usually green), plain gold frame and sometimes a device on the front cover. The devices were created by a binder's brass, a plate of brass engraved (etched and/or routed) with the image in reverse and in relief for stamping. Many different designs were developed by Burns in the 19th century. The brasses were to be kept by them and instructions were given as to which brass was to be used.

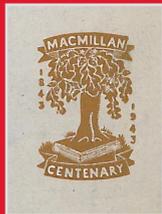
# The Logos

This was the earliest company colophon to be used by Macmillan. It featured, a double "M", stars, acorns, bee, & a butterfly reflecting Alexander Macmillan's vision for the company. This colophon did not feature much on the front cover of books and was used mainly facing the title page in books published up to the end of the 19th century, and as a company mark.

"The stars for heavenly glory and light, the acorns for earthly growth and strength, the bee for useful industry, the butterfly for beauty pure and aimless." Alexander Macmillan



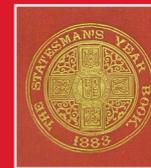
Earlier representations show that this logo probably developed over time. On the left is the form that appears opposite the title page in the 1869 French translation of Alice, Aventures D'Alice au Pays des Merveilles. It was later used as a seal on a title page in the 1880s.



It featured in this form on the cover of the *The House of Macmillan* by Charles Morgan published in 1943 to celebrate the centenary of the firm during second world war. A new centenary logo reflecting the growth of the acorn since 1843 was developed and appeared on catalogues and in books.



A similar but more stylized roundel was developed in 1864 for the logo on the *Statesman's Year book* (right) – but without the M&M in the centre. On the left is the brass for this logo, updated annually with the date until the 1964 when the brass ceased to be used.



This was widely used in the international branches and offices, although once the Macmillan Company of New York was established in 1896 it developed a variant form.



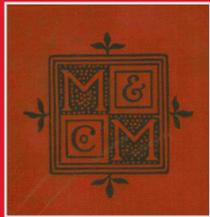
**Golden Treasury Series logo** This logo also formed the basis for other roundel designs such as that for Golden Treasury (GT) series which started in 1863 with *The Golden Treasury of Songs & Lyrics* ed F T Palgrave. Again the stars, butterflies, acorns and bees are featured.

## Other Logos

Other logos used on Books Covers again incorporated the theme of MM&Co in various designs.



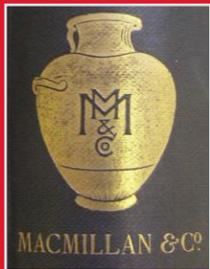
An early logo – possibly representative of the 2 Macmillan brothers, Daniel & Alexander who founded the company.



This logo was used around 1882 & 1883. It appears decoratively on the back cover of an edition of the popular book, Tom Brown's Schooldays and Charles Dickens Jnr Dictionary of Paris 1882



A different logo appears on the front cover of the same edition of Tom Brown's Schooldays!



Macmillan's Classical Series Macmillan published a number of books at the end of the 19th century and beginning of the 20th on Classical subjects and from 1890 onwards developed Macmillan's Classical Series again using a variation of the MM&Co theme. Titles included Aristotle's The Constitution of Athens 1912

## Series Logos

Many other marks and logos were influenced by the art movements of the time.



Art At Home Macmillan was influenced by the Art and Craft movement of William Morris and others. This design was incorporated into a series of books published at the end of the 19th century called Art at Home and incorporates an intricate MM & Co into the vase based on the design on the left.



The English Theological Library series.

## Art Deco

There were other marks that were used more widely than either series or genre and for a time were used fairly generally on literary and scholarly works.



This beautiful arts deco design incorporates the letters MM & Co and was regularly used on dustjackets, spine and covers of books from about 1911 to 1937. The designer is unknown it may have been the Art Director of James Burn who created many of

the colophons or it may possibly have been by another artist. Titles that bore this colophon include Immanuel Kant's Critique of Pure Reason edited by Norman Kemp Smith, Letters of Travel by Rudyard Kipling 1920 (Uniform edition); The Interpreters by "AE" (George Russell) 1922 and the jackets of the Statesman's Yearbook from 1932 to 1937.



Macmillan was committed to publishing and developing good quality Educational books. Used as the logo for English Literature for Secondary Schools Series, it features a lamp entwined with MM & Co – a symbol of the illuminating light of education.

## Global Publishing

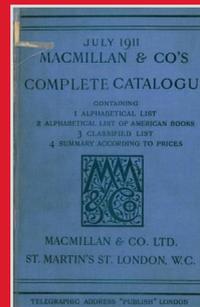


This mark reflects the global nature of Macmillan's publishing business. Used in the 19th century when Macmillan opened branches in India, Australia and North America.



In 1865 Macmillan also launched imprint called "Globe" with a one volume edition of Shakespeare's works known as the Globe Shakespeare.

## 20th Century



A common design found on the front cover of catalogues during the early twentieth century from about 1900 to 1915.



## 1960s Logo



Used widely in the mid twentieth century on catalogues and headed paper, and publicity materials in the 1960s and on early Papermacs.



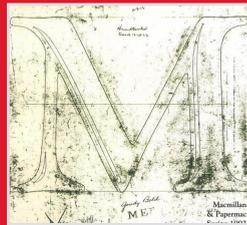
The first Papermac, *The Structure of Politics at the Accession of George III* by Lewis Namier was published in 1961. At that time there was grave

concern because the price of hard cover text books had broken the £2 barrier and students could no longer afford them. The term “egg-head paperback” was coined to mark this innovative departure by publishers into paper-backing books that were not designed for the mass market. “Papermac” proved a very catchy title, partly because Harold Macmillan (“Supermac”) was Prime Minister at the time.

## The Large M



The re-organisation of the company in the 1970s called for a strong and recognisable colophon to represent the growing international company. At the same time the name of the company had changed from Macmillan & Co Ltd to Macmillan Publishers Ltd.

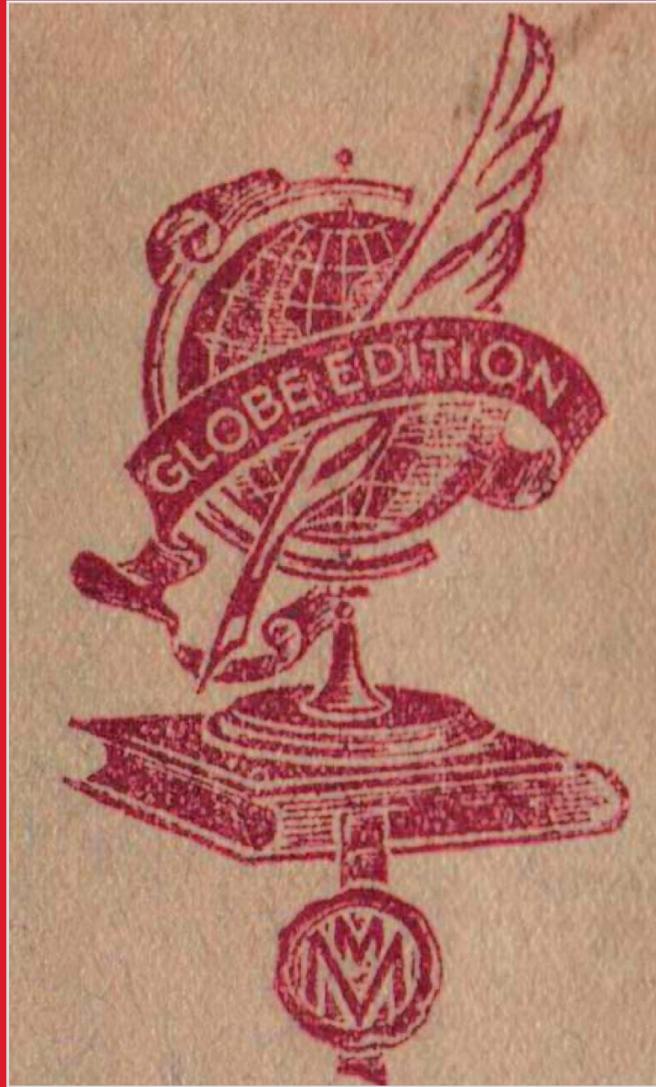


The first truly corporate was based on the Goudy Old Style bold capital M designed by the American type designer Frederick W Goudy (1865-1947). An image of a tracing dated 27th September 1916 was used on the cover of the Macmillan & Papermac Spring 1992 new books list. It was simple but effective.

## 1994



In 1994 a more contemporary visual identity was developed, turning the double M into a flag or standard to reflect the aspirations of the organisation.

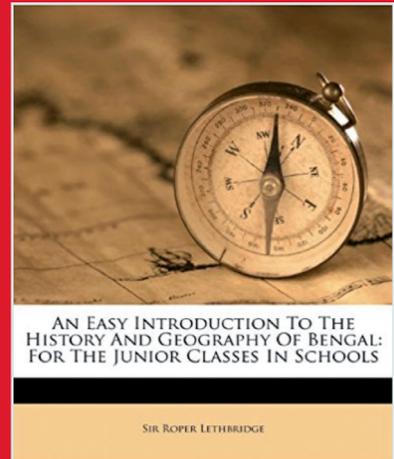
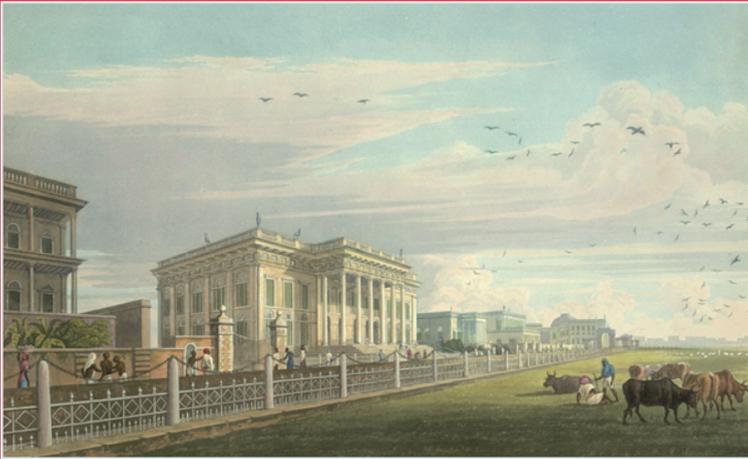


Macmillan's Globe Edition, 1864-1904

## 1864 - 1904

Macmillan's Globe Edition (also called the Globe Library and Globe Series and New Globe Poets) contained lofty literary contents with bindings and paper of a significantly higher quality than the typical reprint series. The series aimed to publish complete or nearly complete collections of the works of select authors, scrupulously edited. The series origins can be traced to the publication of The Globe Edition of the Works of William Shakespeare (dated 1864).

- *The Works of William Shakespeare (1864)*
- *The Poetical Works of Sir Walter Scott (1866)*
- *An Atlas of the European States (1867)*
- *Poems, Songs, and Letters, Being the Complete Works of Robert Burns (1868)*
- *Robinson Crusoe (1868)*
- *Morte d'Arthur (1868)*
- *The Miscellaneous Works of Oliver Goldsmith (1869)*
- *The Poetical Works of Alexander Pope (1869)*
- *The Complete Works of Edmund Spenser (1869)*
- *The Poetical Works of William Cowper (1870)*
- *The Poetical Works of John Dryden (1870)*
- *The Works of Virgil Rendered into English Prose (1871)*
- *The Works of Horace Rendered into English Prose (1873)*
- *The Poetical Works of John Milton (1877)*
- *The Globe Edition Complete Works of Edmund Spenser (1879)*
- *The Poetical Works of Percy Shelley (1891)*
- *The Illiad of Homer (1892)*
- *Boswell's Life of Johnson (1893)*
- *The Poetical Works of Samuel Taylor Coleridge (1893)*
- *The Chronicles of Froissart (1895)*
- *The Works of Geoffrey Chaucer (1898)*
- *Complete Poetical Works of Wordsworth (1898)*
- *Poetical Works of Alfred Lord Tennyson (1899)*



Textbooks for Indian students in partnership with Sir Roper Lethbridge, 1873-1876



## **1873 - 1876**

**1873** - Macmillan entered into a partnership with Sir Roper Lethbridge of Presidency College, Calcutta to produce textbooks for Indian schools. Lethbridge became editor of the series and an unofficial agent. This started Macmillan's official connection with India. He wrote a number of works on Indian education and made a particular study of Imperial Preference as it directly affected India.

**1876** -Thacker, Spink & Co. of Calcutta was taken on as agents for the distribution of Macmillan's books in India.

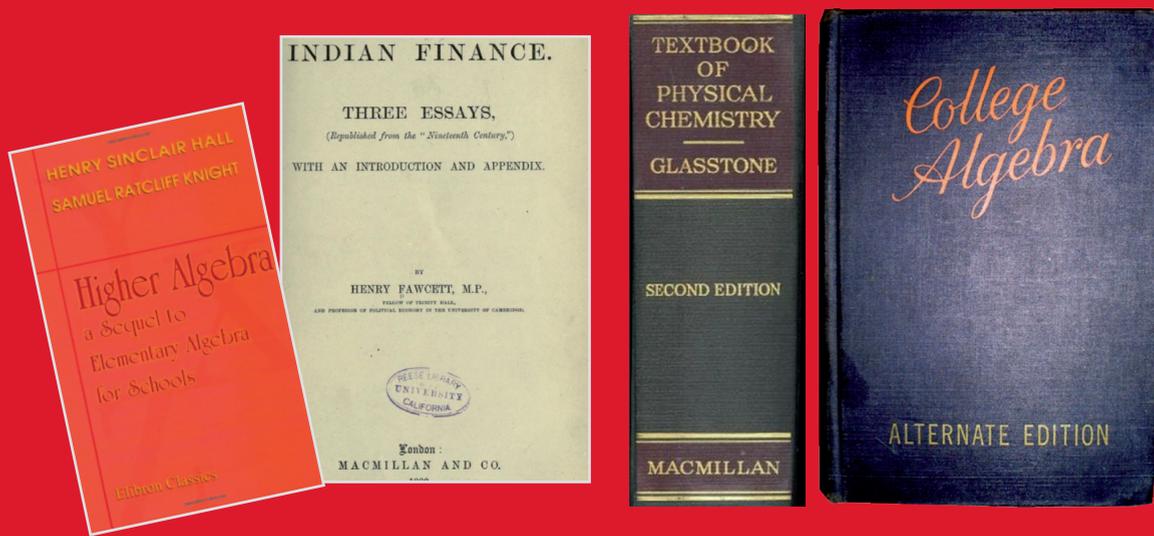


Maurice Crawford Macmillan, 1853–1936



## **1884 - 85**

Maurice Crawford Macmillan (1853–1936), younger son of Daniel, spent six years as a schoolmaster before becoming a partner in Macmillan in 1883. In 1884–85 he toured India, Australia and New Zealand, where he initiated the development of the business. A direct result of this tour was the establishment of the Colonial Library, the most successful such venture by any British publisher.



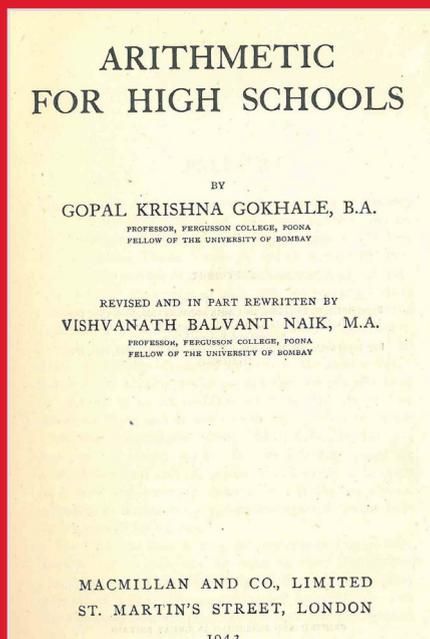
Macmillan's Mathematics Textbooks adopted by Calcutta University



## **1885-86**

Combining a marriage tour with a business inspection of Australia and India, Maurice met many influential men in education departments throughout the region. In 1885, he pulled off a minor coup in signing up H. S. Hall and his various partners to prepare mathematics textbooks for Macmillan, which enjoyed a successful run upon being adopted by Calcutta University.

# Authorship



*Gokhale Arithmetic for High Schools*

| Edition.     | Date.      | Printed or Received. | P. From Type<br>P.P. - Plates<br>S.P. - Standing<br>M. - Metals<br>R. - Reprinted<br>K. - Reprinted |       | Quantity |    | Size. | Printer. | Price. | Remarks.                  |
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|              | Oct. 1897  | 5000                 | P.P.  |       |          |    |       |          |        | Contents added            |
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|              | Feb. 1911  | 5000                 | "   |       |          |    |       |          |        |                           |
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|              | Sept. 1916 | 3000                 | "   |       |          |    |       |          |        |                           |

*To Below*

Arithmetic for High Schools for use in Indian schools was first published by Macmillan in 1896. It was reprinted numerous times and by 1943 it had sold over a quarter of a million copies. Arithmetic for Lower Secondary Schools was published in 1906 and also sold well.



The Indian business, mainly of educational books, expanded under Maurice's stewardship, fulfilling his father's passionate vision of making educational material widely available.

# Macmillan's Colonial Library.

This Edition is intended for circulation only in India and the British Colonies.

Macmillan's Colonial Library.

## THE SQUATTER'S DREAM

A Story of Australian Life

BY  
ROLF BOLDRWOOD

NEW EDITION

LONDON  
MACMILLAN AND CO.  
AND NEW YORK  
1890

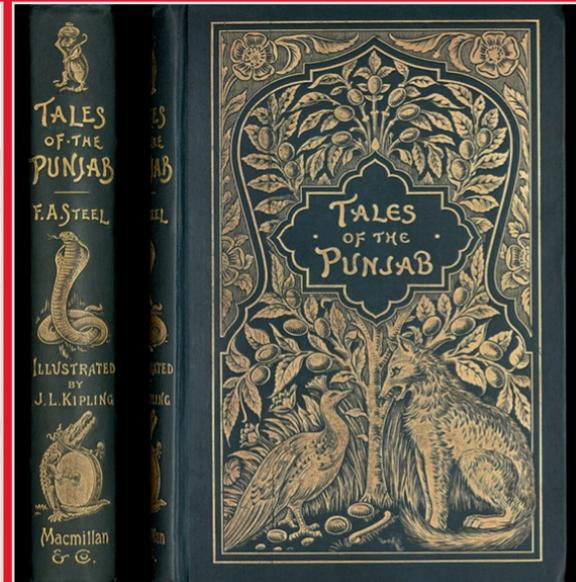
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Macmillan's Colonial Library.

1. *Broken, Lady*—Evelyn Ellis in New Zealand.
2. *A Year of Adversity*—Robert Aldrich.
3. *Dr. Ross's Mission*—A. J. Murray.
4. *Cherryton, F. Mason*—Mr. Mason.
5. *—*—A. J. Murray.
6. *A Day of a Lady's Faith*.
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100. *—*—A. J. Murray.

Other Volumes to follow.

Macmillan's Colonial Library-1886



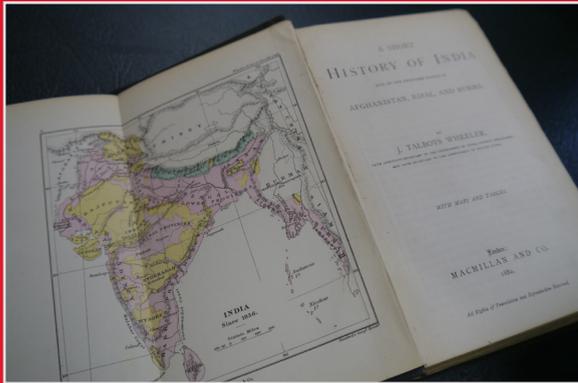
Tales from Punjab  
by Flora Annie Steel  
Published by Macmillan & Co., London-1894



## **Pioneer in Introducing English Literature in India**

**1886** – To further the cause of education in colonial markets, Macmillan announced with considerable fanfare in the periodical and trade press, the launch of the Colonial Library at the personal instigation of Maurice Macmillan. The venture was a bold experiment in publishing cheap annotated editions of the English classics for use in Indian schools and deliberately avoiding India-specific notes, but with careful explanations of those words and concepts which would be unfamiliar to Indian children.

**1894** – Macmillan published *Tales from Punjab*, *Tales from Deccan* and others by Flora Annie Steel with a special Indian edition in 1910. It was illustrated by John Lockwood Kipling, Principal of the Mayo School of Art, Lahore and father of Rudyard Kipling whose classic works were published by Macmillan and included in the Colonial Library.



A Short History of India  
by J. Talboys Wheeler  
Published by Macmillan & Co., London 1880

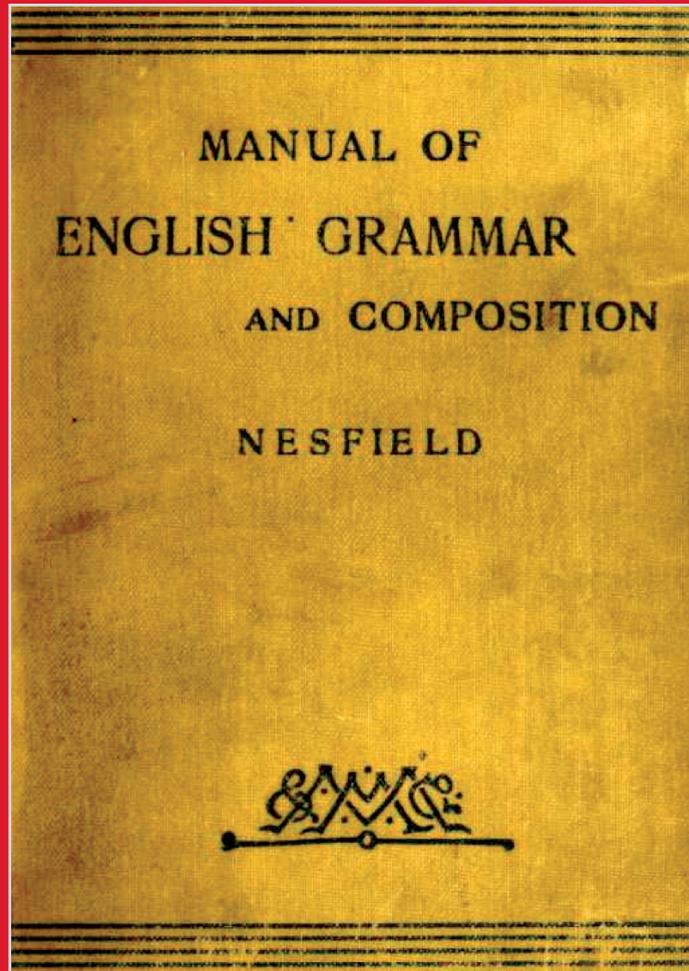


Cawnpore  
by Sir George Otto Trevelyan  
Published by Macmillan & Co., London-1886



## **1880-1886**

Between 1880-86, Macmillan published two celebrated titles on India - *A Short History of India* by J. Talboys Wheeler–1880 and *Cawnpore* by Sir George Otto Trevelyan.



A Manual of English Grammar and Composition  
by J. C. Nesfield,  
Published by Macmillan & Co., London-1886



## 1890s

**1895** - Macmillan published a series of *Readers and Experimental Grammars* by J. C. Nesfield, whose books continue to sell even today. Maurice was keen to publish textbooks for younger students but was also mindful that the profits of a successful book in India could be undermined by piracy. He therefore ensured that the books were registered with the Government Book Depot.

*A Manual of English Grammar and Composition* was first published by Macmillan in 1898 and was very successful in India and other countries including Britain. It formed the basis of other grammar and composition primers.

Memorandum of Agreement dated the fifteenth day of June 1892 between J. A. Stagg, Esq. of the one part and Messrs. Macmillan & Co. of the other part.

The said Macmillan & Co. agree to engage the said J. A. Stagg as their representative in India and such places in the East as they may direct and the said J. A. Stagg agrees to devote himself exclusively to the business and interests of the said Macmillan & Co. during the period of his engagement.

The said Macmillan & Co. agree to pay the said J. A. Stagg the sum of £200 (two hundred pounds) towards the expenses of his journey to India and of his settlement in Bombay.

The said Macmillan & Co. agree to pay the said J. A. Stagg a salary of 500 (five hundred) rupees per month from the date of his arrival in Bombay and so long as he remains the representative in India of the said Macmillan & Co.

It is agreed that the said Macmillan & Co. are to pay the said J. A. Stagg one half the said salary from the day he sails from England till he reaches Bombay.

The said Macmillan & Co. agree to allow the said J. A. Stagg when he is journeying for the said Macmillan & Co. the sum of 10 (ten) rupees per day for travelling allowance exclusive of travelling expenses which are to be charged to the said Macmillan & Co. it being however agreed that in the case of journeys in which the cost of living is included in the fare the said 10 (ten) rupees per day is not to be charged to them.

The said Macmillan & Co. agree to pay the said J. A. Stagg from the first day of January 1892 a commission of one per cent on the nett receipts from their sales of books or other goods to customers in India and the East and in the Indian and Eastern export houses in the United Kingdom.

It is agreed that the engagement shall be for five years from the first day of October 1892 but shall be terminable by the said Macmillan & Co. at any time on giving the said J. A. Stagg six months notice in writing (such notice to date from the date of the said Macmillan & Co's notice in writing) or by a payment down of six months salary to the said J. A. Stagg.

In the event of the said Macmillan & Co. terminating the engagement or at the expiration of five years from the first day of October 1892 the said Macmillan & Co. agree to provide for the said J. A. Stagg a second class passage to England and to pay him half salary for one month from the time he sails from Bombay but in the event of the re-engagement of the said J. A. Stagg by the said Macmillan & Co. or of his remaining in India of his own accord after the termination of this engagement the said Macmillan & Co. shall not be liable for the said expenses of passage and the said half salary.

The said Macmillan & Co. also agree that in the event of a Civil Surgeon or Assistant Civil Surgeon certifying that the said J. A. Stagg is suffering from illness and unable to attend to his duties the said J. A. Stagg shall be allowed his salary in full during the continuance of his illness or until the termination of the engagement.

*John Anthony Stagg  
Macmillan & Co.*

### Memorandum of Agreement

Dated 15<sup>th</sup> June 1892

between

J. A. Stagg Esq.  
and  
Macmillan & Co.

*At the end of the 5<sup>th</sup> year of the engagement and in the event of J. A. Stagg being employed as a representative of the said Macmillan & Co. in India or elsewhere in the East or in the United Kingdom or in any other part of the world the said J. A. Stagg shall be entitled to receive from the said Macmillan & Co. at any time on giving the said J. A. Stagg six months notice in writing (such notice to date from the date of the said Macmillan & Co's notice in writing) or by a payment down of six months salary to the said J. A. Stagg the sum of 10 (ten) rupees per day for travelling allowance exclusive of travelling expenses which are to be charged to the said Macmillan & Co. it being however agreed that in the case of journeys in which the cost of living is included in the fare the said 10 (ten) rupees per day is not to be charged to them.*

**JOHN DICKINSON  
& CO., LTD.**

PAPER MAKERS FOR  
OVER 100 YEARS

**OLD BAILEY · LONDON**

MILLS in HERTFORDSHIRE

Contract with John Dickinson & Co. Ltd.



## **1892–First Employed Representative of Macmillan –J. A. Stagg**

Macmillan’s first full-time agent, appointed in June 1892, was John A. Stagg. He was paid 500 rupees per month and given one percent commission on all sales. In 1892 Stagg was able to negotiate, on Macmillan’s behalf, a ten-year contract with the paper manufacturer and stationer, John Dickinson & Co., who already had depots in Calcutta and Bombay for the distribution of their wide range of school equipment. He also negotiated the agency with E. J. Arnold of Leeds, for distribution of test cards, class charts, workbooks and maps, as well as the Bright Story Readers and stationery. When Stagg retired in 1903, Edmund Marsden accordingly took over.

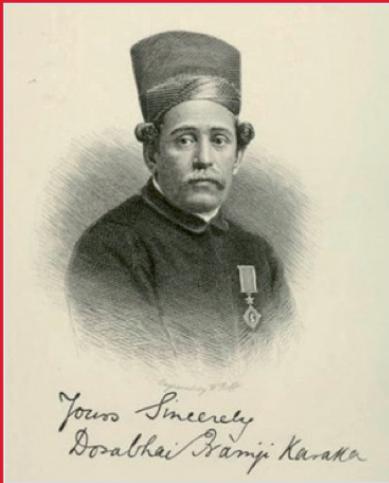




## **The Golden Book of India**

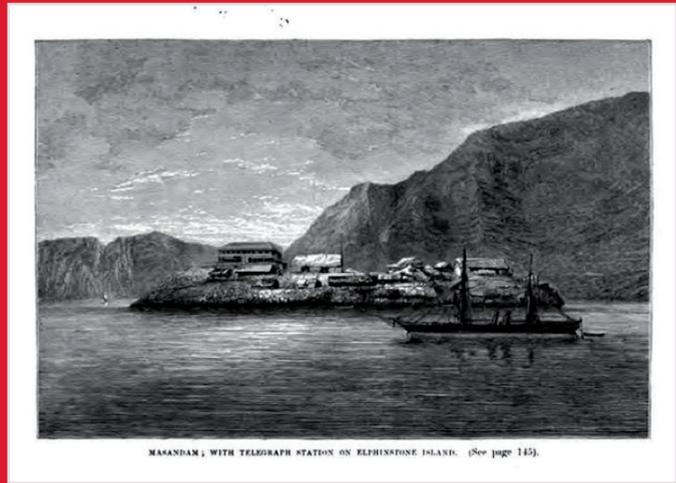
A genealogical and biographical dictionary of the ruling princes, chiefs, nobles, and other personages, titled or decorated, of the Indian empire by Sir Roper Lethbridge (1840-1919). Published by Macmillan, London - 1893.

## Authorship



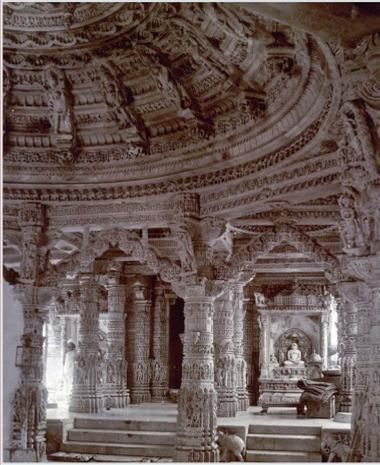
### History of the Parsis

Including their manners, customs, religion and present position. by Dosabhai Framjee Karaka published by Macmillan & Co., London - 1884.



### Telegraph and Travel

A narrative of the formation and development of telegraphic communication between England and India, under the Orders of Her Majesty's Government, with incidental notices of countries traversed by lines. by Sir Frederic John Goldsmid. Published by Macmillan & Co., London - 1874



Rhymes of Rajputana  
by Col. G. H. Trevor Published by  
Macmillan and Co.,  
London - 1894



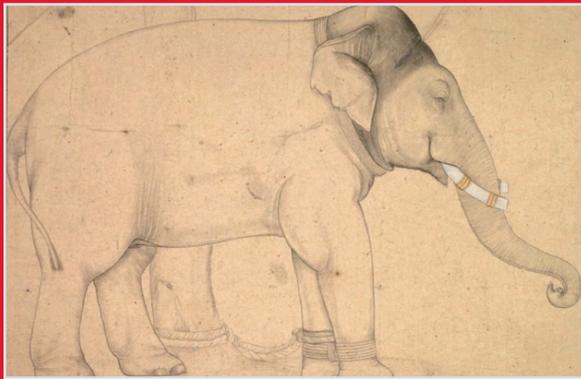
India under British rule from the Foundation of the East  
India Company  
by James Talboys Wheeler (1824-1897) Published by Macmillan  
and Co., London - 1886



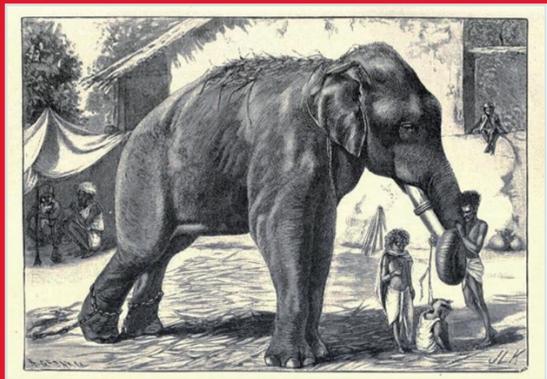
Travels in India  
by Jean Baptiste Tavernier - Baron of Aubonne  
Published by Macmillan & Co., London - 1899



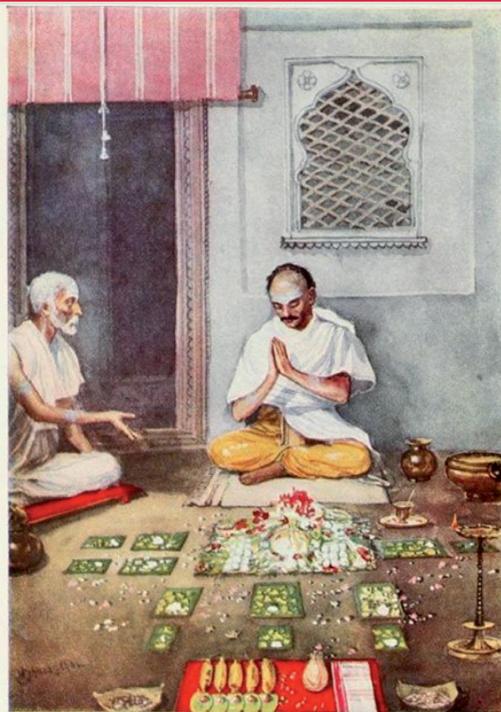
A practical guide to the climates and weather of India, Ceylon and Burmah and the storms of Indian seas, based chiefly on the publications of the Indian Meteorological Department by Henry Francis Branford (1834-1893)  
Published by Macmillan & Co., London - 1889



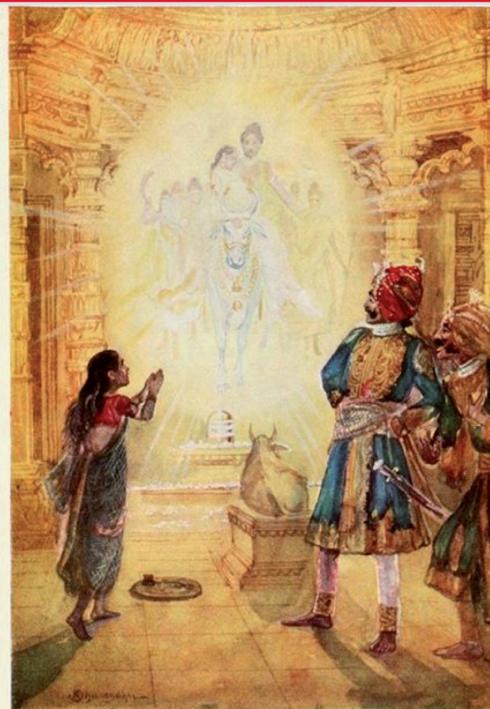
Anatomy of the Indian Elephant  
by Louis Compton Miall and F. Greenwood  
Published by Macmillan & Co.,  
London - 1878



Beast and Man in India  
A popular sketch of Indian animals in their  
relations with the people  
by John Lockwood Kipling, C. I. E.  
Published by Macmillan and Co.,  
London - 1904



"GAVE MEMORIAL HONOURS TO HIS DEAD FATHER." . . . p. 108



"THE GOD REVEALED HIMSELF TO THE KING AND HIS COMPANIONS IN ALL HIS GLORY AND SPLENDOUR."

Deccan Nursery Tales/Fairy Tales from the South  
by Charles Augustus Kincaid  
Illustrations by M.V. Dhurandhar  
Published by Macmillan & Co. Ltd., London - 1914



*Macmillan Building*

*Bombay*

Macmillan India's First Office  
44 Hornby Road, Bombay-1901



## **1901 - 04 – Bombay**

To establish themselves in India, Macmillan built their first office in Bombay, at 44 Hornby Road. The Bombay Branch opened in 1901 with E. S. Gaspar as its first Branch Manager.

Macmillan won a contract with the Bombay government for the exclusive publication of Education Department's vernacular readers.

These were published in four languages – Marathi, Gujarati, Kannada and Sindhi – and were compulsory in all district government schools, with total sales of half a million copies.



Madras office, 1907



## 1907

It was decided that Marsden's last task before his retirement would be to set up an office in Madras.

In 1907 Macmillan secured the Indian agency for Cambridge University Press.

This was an important development at a time when the Senior Cambridge Board Examinations had just been extended to India: school-leavers in most of British India now had to follow the Cambridge syllabus, with significant implications for the sale of Cambridge's set texts.



294 Bow Bazar Street, Calcutta

Calcutta Branch, 1907



## **1910**

### **Calcutta**

Macmillan established the Calcutta branch in 1907 and F. E. Francis took charge as its first Branch Manager. In 1910 Macmillan acquired the Calcutta School Book Society from the government.

This was a venerable institution, formed at the beginning of the nineteenth century by a group of prominent Calcutta citizens, both native and European, for providing India with school books.



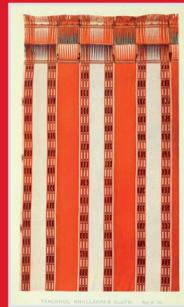
The Orient Pearls  
Indian Folklore  
by Shovona Devi Tagore  
Published by Macmillan  
& Co., London - 1915



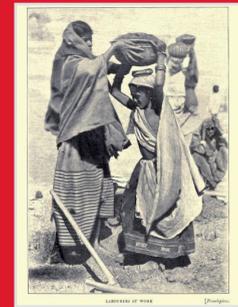
Narrative of the visit to India of their Majesties, King George V. and  
Queen Mary, and of the Coronation Durbar held at Delhi - 12th  
December, 1911  
by Sir John Fortescue  
Published by Macmillan & Co., London - 1912



The Sacred Rivers of India  
by Edward Washburn Hopkins,  
Yale University from the book  
'Studies in the History of Religions'  
Published by The Macmillan Co.,  
London - 1912



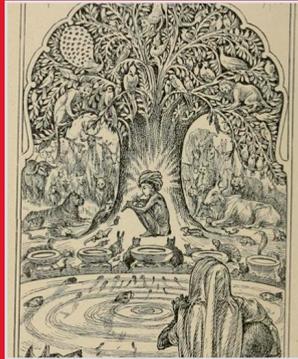
The Naga Tribes  
of Manipur  
by Thomas  
Callan Hodson  
Published by  
MacMillan & Co.,  
London - 1911



Notes on the Famine Tour  
by His Highness the  
Maharaja Gaekwar  
published by Macmillan,  
London - 1901  
Copy inscribed by HH  
Maharaja



Gitanjali and Fruit gathering  
by Rabindranath Tagore with  
Illustrations by Nandalal  
Bose, Surendranath Kar,  
Abanindranath Tagore and  
Nobendranath Tagore  
Published Macmillan & Co. Ltd.,  
London 1919



Tales of the Punjab told  
by the People by Flora  
Annie Steel Published by  
Macmillan, London - 1894



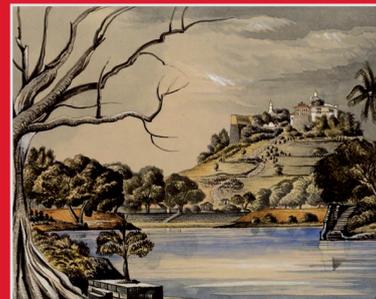
The Todas  
by William Halse Rivers  
Published by Macmillan & Co.,  
London - 1906



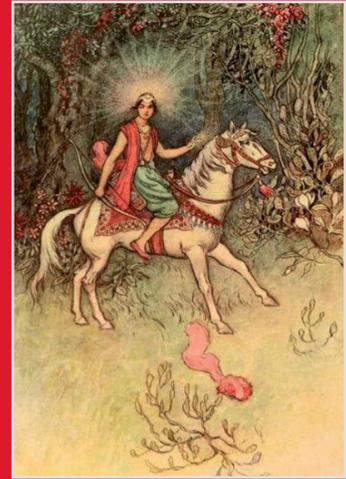
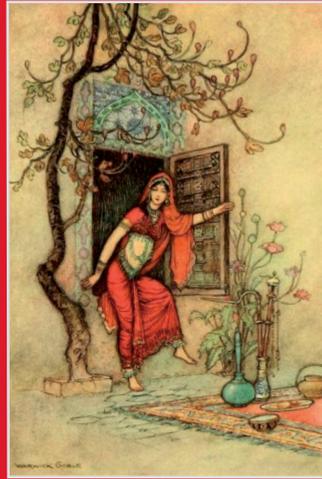
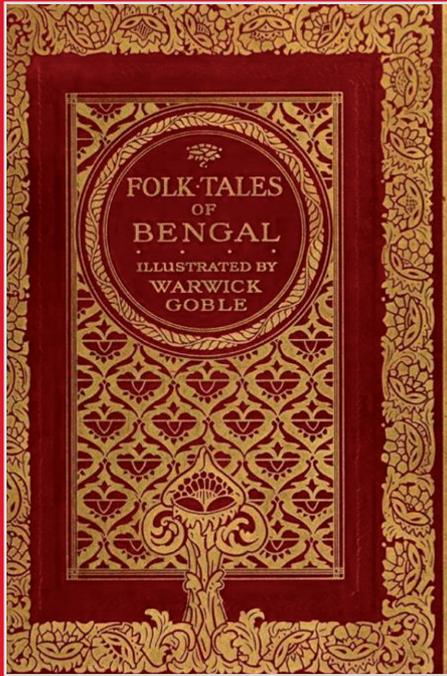
100 Poems of a Kabir  
Translated by  
Rabindranath Tagore  
Published by Macmillan & Co.  
Ltd., - 1915



Asoka  
by Radhakumud Mookerji  
Published by Macmillan &  
Co., London - 1928



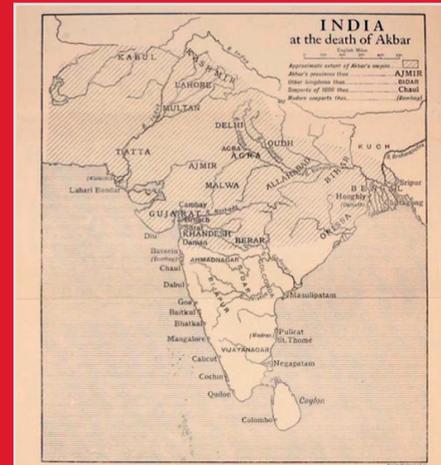
A Local History of Poona and its  
Battlefields  
by Col. L. W. Shakespear  
Published by Macmillan & Co.,  
London - 1916



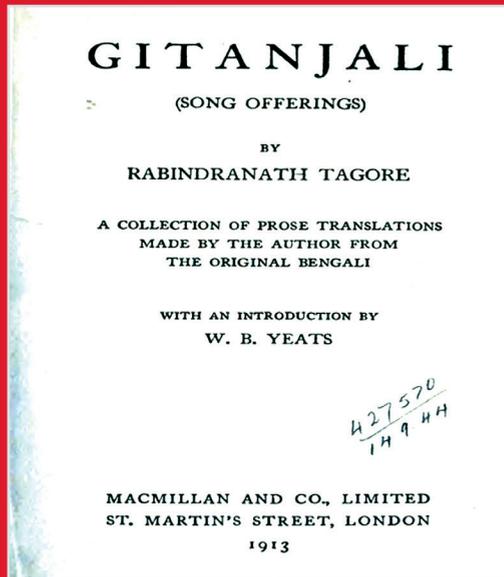
Folk-Tales of Bengal  
by Rev. Lal Bihari Day  
Illustrated by Warwick Goble  
Published by Macmillan and Co., London - 1912



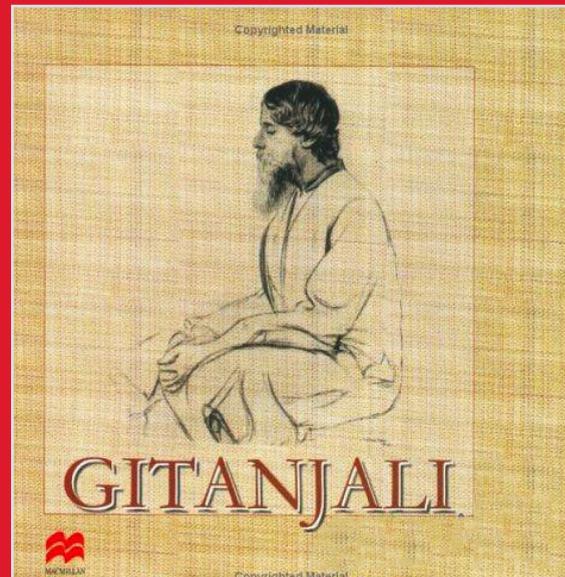
Folk-Tales of the Khasis  
 by K.U.Rafy  
 Published by Macmillan and Co.,  
 London - 1920



India at the Death of Akbar  
 –an Economic Study  
 by William Harrison Moreland  
 Published by Macmillan and Co.,  
 London - 1920



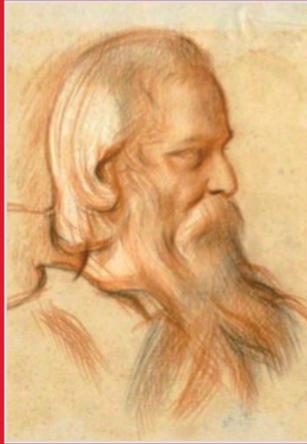
Gitanjali - a Collection of Prose translations  
made by the author from the original Bengali  
by Rabindranath Tagore  
With an introduction by W.B. Yeats  
Published by Macmillan, London - 1913



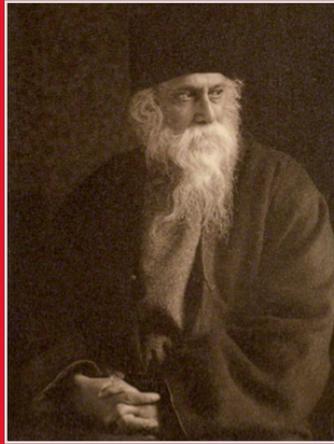
Shantiniketan  
The Bolpur School of Rabindranath Tagore  
by W.W. Pearson  
Published by The Macmillan Company - 1916



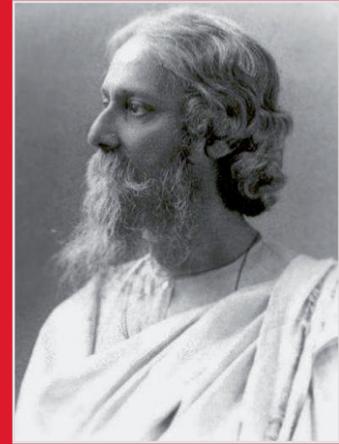
Macmillan was the first company to publish the writings of Rabindranath Tagore, the famous Bengali poet, in Britain (translated into English by Tagore himself). Macmillan also negotiated terms for translation of his works elsewhere. In 1913, following the publication of *Gitanjali/Song Offerings*, Tagore was awarded the Nobel Prize for Literature.



Rabindranath Tagore  
A biographical study  
by Ernest Rhys  
Published by Macmillan &  
Co. Ltd., London – 1915



The Philosophy of  
Rabindranath Tagore  
by Sarvepalli Radhakrishnan  
Published by Macmillan & Co.  
Ltd., London - 1918



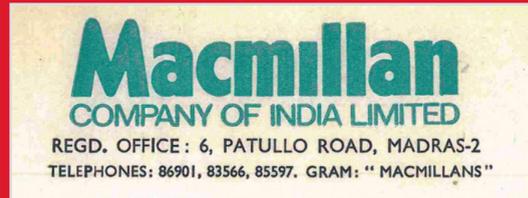
Glimpses of Bengal  
Selected from the Letters  
of Sir Rabindranath Tagore,  
1885 to 1895.  
Published by Macmillan &  
Co. Ltd., London - 1921



The Message of India to Japan  
A Lecture by Rabindranath Tagore  
Published by The Macmillan & Co. Ltd., 1916



Office in Madras opened in India Bank Buildings on the First Line Beach, George Town.  
1929 office moved to Patullos Road, Madras





## **1913**

The Madras branch of Macmillan was inaugurated in 1913 at Office in Madras opened in India Bank Buildings on the First Line Beach, George Town. *C. A. Parkhurst* was sent there as its Branch Manager. In 1929 office moved to Patullos Road, Madras

*T. C. Hyslop* took over as traveller-in-chief for Macmillan in India.

## THE INDIAN COPYRIGHT ACT, 1914.

(ACT No. III OF 1914)

## CONTENTS.

## CHAPTER I.

## PRELIMINARY.

## SECTIONS.

1. Short title and extent.
2. Definitions.

## CHAPTER II.

## COMMENCEMENT AND MODIFICATION OF THE COPYRIGHT ACT.

3. Application of Copyright Act to British India with adaptations.
4. Modification of copyright as regards translation of works first published in British India.
5. Musical works made by resident of, or first published in, British India.
6. Importation of copies.

## CHAPTER III.

## PENALTIES.

7. Offences in respect of infringing copies.
8. Possession of plates for purpose of making infringing copies.
9. Punishment on second conviction.
10. Power of Court to dispose of infringing copies or plates for purpose of making infringing copies.
11. Cognizance of offences.
12. Saving in case of infringement by construction of building.

## CHAPTER IV.

## MISCELLANEOUS.

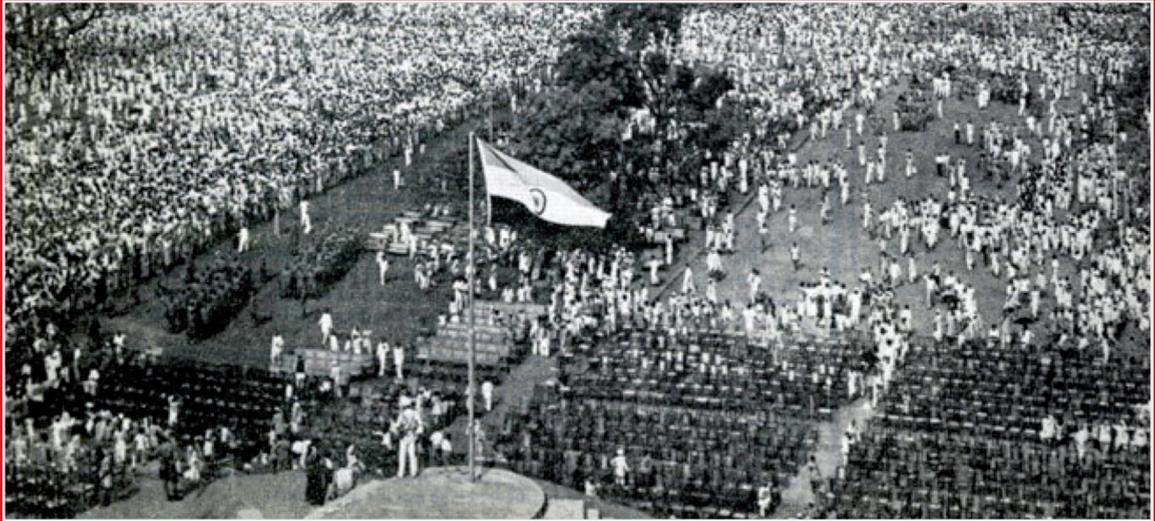
13. Courts having civil jurisdiction regarding infringement of copyright.

14. Effect



## **1914 – Crusade for Copyright**

During the early 1900s, many Indian publishers were translating books without copyright permissions. Macmillan took a legal stand and gained support from other major publishers such as OUP and CUP. After much 'shuttlecocking' various bills were passed but to no satisfactory conclusion. Macmillan was concerned not only with the rights of British authors in India, but also with those of Indian authors in India and beyond. Macmillan used the example of Tagore to protest against the abbreviated translation right that was being proposed. After much persuasion the Select Committee modified the Bill of 1913 under which a full translation right was recognized for all works published in the British Empire for ten years after the date of production. Macmillan did not demand any further alterations and the 1914 Act was passed accordingly.

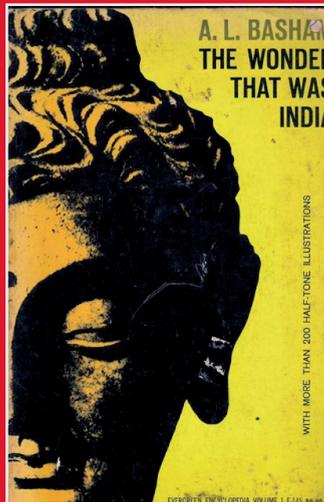




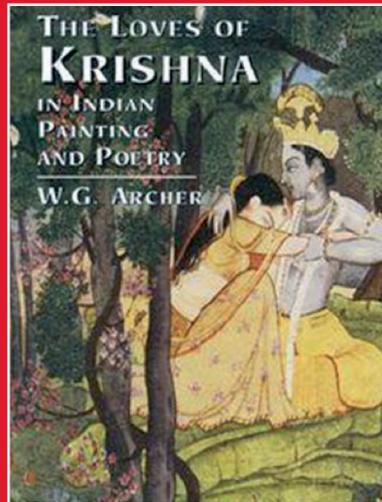
## **1947–Independence**

At the time of Independence, Macmillan had 3 branches in India –Bombay, Madras and Calcutta.

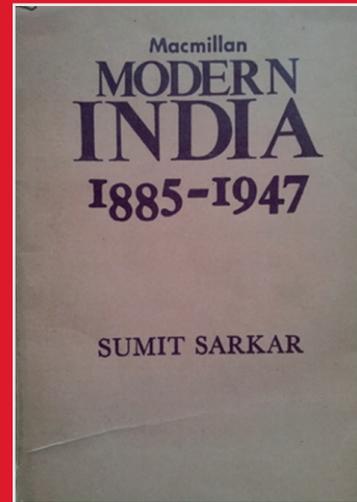




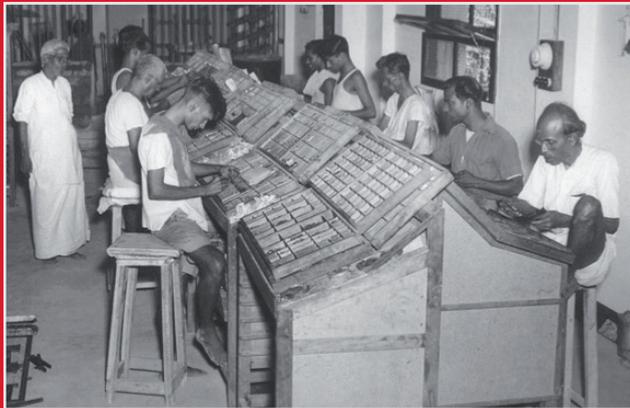
The Wonder that was India  
by Arthur Llewellyn Basham  
Published by  
Pan Macmillan India.  
First published in 1954 by  
Sidgwick & Jackson,  
London (now part of  
Pan Macmillan)



The Loves of Krishna in  
Indian Painting and Poetry  
by W.G. Archer  
Published by Macmillan & Co.,  
London - 1957



Modern India, 1885-1947  
by Sumit Sarkar  
Published by  
Macmillan & Co., London



Chennai Press-1953



## **1953 – Chennai Press**

Macmillan established Chennai Press in 1953. The press printed around 1 Crore books per annum.

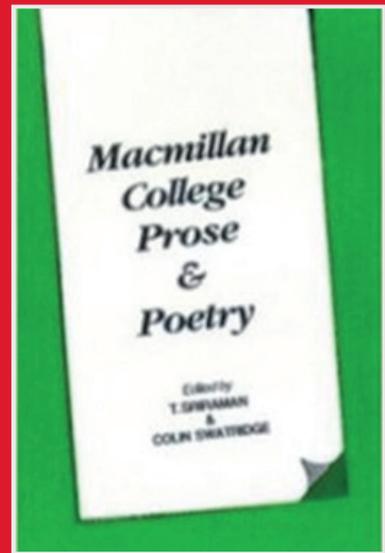
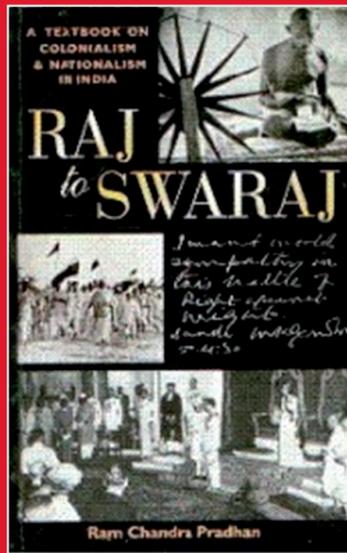
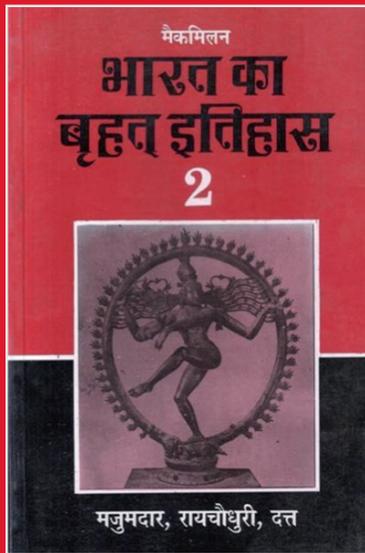


Harold Macmillan, who became the Prime Minister of U.K. and visited India. Seen here in talks with Pt. Jawahar Lal Nehru, Prime Minister of India



## **1957**

*Harold Macmillan*, Prime Minister of U. K. and Chairman of Macmillan & Co., London visited India in 1957 and met the Prime Minister *Pt. Jawahar Lal Nehru* to explore new opportunities and strengthen ties.



Indian Vernacular Titles  
Published by Macmillan & Co. Ltd.,  
London-1965



## 1965

Post-independence publishing, saw the growth of local publishing and nationalisation of school textbooks and the opening of showrooms in Bangalore, Hyderabad, Coimbatore, Trichinopoly and Trivandrum. The '*Stories to Remember*' series was started in 1953.

The showroom at Trivandrum was inaugurated in 1965. Macmillan & Co. Ltd. published from 50 – 75 new books and new editions each year in India, the majority being textbooks by Indian authors mainly in Assamese, Bengali, English, Gujarati, Hindi, Kannada, Marathi, Nepali, Oriya, Tamil, Telugu & Urdu. Each year some Six Million textbooks were printed and sold by Macmillan, many of which were printed on its own presses in Madras and Bombay.



Registered Office of Macmillan India Ltd.



The same office is now the registered office of  
Macmillan Publishers India Private Limited



## **1970s – Corporate Entity**

Macmillan was incorporated as a corporate entity, Macmillan India Limited on *19th January 1970* with major shareholders being H. M. Publishers Holdings Limited and its Registered Office at 21, Patullos Road, Chennai.

MIPS Export division was set-up in 1975. *Capexil award winner for 30 years.*

THE  
**Macmillan**  
COMPANY OF INDIA LIMITED

2/10, 4252, ANSARI ROAD, DARYAGANJ, DELHI-110006

TELEPHONES : 276265, 273663, 273624



**THE MACMILLAN CO. OF INDIA LTD**

2/10, 4252, ANSARI ROAD, DARYAGANJ,  
**DELHI-6.**

Tel. No. 279326

Some of us are moving house on August 21st, 1972. We want to be closer to many of our authors, and to make new friends amongst those who might wish to write or buy our books.

From that date you can contact at the above address our National Editorial, Planning and Sales departments under Samuel Israel, Prabir Bhambal and Ramesh Patel, and the offices of the Chief Executive and Management Accountant. During September our showroom and local office will be moving from Netaji Subhash Marg to the same address. Our Registered Office remains in Madras.

We very much look forward to your visits.



In the 70's, Macmillan Company of India operated from *21 locations* including: showrooms, warehouses and 4 subsidiaries; employing 4,000 trained & qualified people.

*National Editorial* was shifted to Delhi in 1972 and the *Corporate office* shifted to Bangalore in 1978.

*Chennai Press* was moved to its new custom-built premises of 35,000 sq. ft. in 1983.

The new *Information Processing Division* was inaugurated in 2000, with the state of the art facilities in its new building of 50,000 sq. ft.

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M. C. Abraham welcoming Lord Harold Macmillan, Prime Minister of UK (1957-63), Earl of Stockton & Chairman of Macmillan Publishers Ltd. at the inauguration of Macmillan Typesetting, Bangalore, India



## **1976 – Typesetting Division**

Macmillan set up its Typesetting Division in Bangalore in 1976. The division was inaugurated by Lord Harold Macmillan, Prime Minister of UK (1957-63), Earl of Stockton & Chairman of Macmillan Publishers Ltd. on 23<sup>rd</sup> February 1976.

*Capexil award winner for 30 years.*

**1980s**



1982 Madras Visit of Maurice V Macmillan Hakim Gardens  
21st November



Launch of G Yezdhani Ancient History of Deccan (Hindi)



N Byam Shaw and Adrian Soar visited Delhi with Indian staff.



Bangalore Showroom



PC-LT and PC-AT Computers assembled by Macmillan Computers Ltd. in collaboration with Madura Coats and HCL



## **Facility in 1985 – Macmillan Computers Limited**

For the production of computers for school children, the company started a Computer Assembling Facility with Sinclair, UK in the early eighties. The unit was started in collaboration with Madura Coats and HCL for assembling desktop computers. The company assembled computers PC-LT and PC-At for a couple years. The initial desktop computers for all the Macmillan offices were from this company.



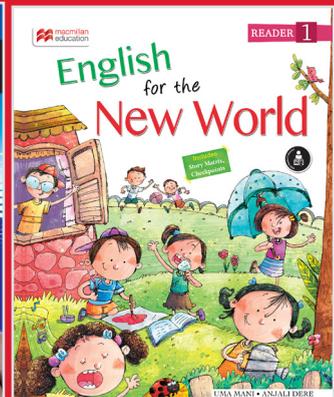
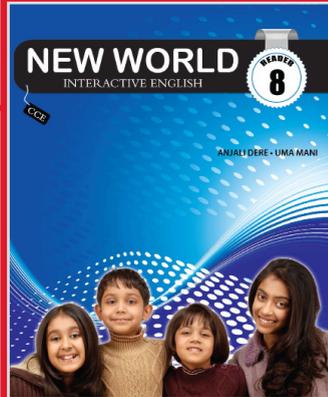
*www.emacmillan.com* – An eBusiness division established by Macmillan



## **1990s**

*Macmillan established its eBusiness division in early 1990. The main business was to host website for its clients and maintain them.*

*The Institute of Company Secretaries was one of the clients. Two web-based portals were launched, one on *English Language Teaching* and the other on *Executive Development Programmes* on important and emerging management areas, in association with premier institutes like IIM Calcutta, MDI Gurgaon and IIT Delhi.*





## **2000s**

*Making strides in school publishing* Interactive English, My Activity series, New Horizons, Great Fun with Grammar and other titles gained popularity, teacher training started via VSAT and Introduction of SAP for data processing in 2001. Launch of the Electronic Publishing division in 2001.

unicef





## **Strategic Partnerships**

**2002** – Macmillan was chosen by *UNICEF* as a critical partner in the publication of the ‘*Meena*’ books – a venture of high social impact aiming at empowering the under privileged girl child. Millions of books were translated in regional languages and delivered to the remotest nooks and corners of the country.

**2009** – Collaborated with *Vidya Bhawan Education Research Centre for Teacher Training* in Rajasthan, Macmillan and VBERC provided resource support to DIET for conducting training of the Education Volunteers. Macmillan was part of the module development process for teachers and their training.

**ICAS**

# UNLOCK THE POTENTIAL OF YOUR STUDENTS & THE POWER OF YOUR TEACHING

**ICAS IS COMING TO THE INDIAN SUBCONTINENT**

**30+**  
YEARS

LEADERSHIP IN  
INTERNATIONAL  
ASSESSMENT

**20**  
PLUS

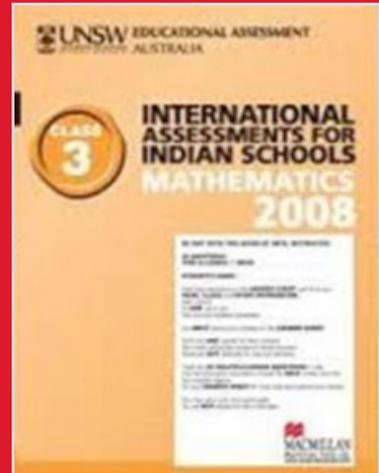
PARTICIPATING  
COUNTRIES

**14.5K**  
PLUS

SCHOOLS HAVE  
PARTICIPATED

**8.9M**  
PLUS

STUDENTS'  
POTENTIAL  
UNLOCKED





## **Launched International Assessments for Indian Schools in 2004**

Launched International Assessments for Indian Schools in partnership with the University of New South Wales, Australia. This was an annual testing and assessment project that offered scientific and structured tests in various subjects for classes three to twelve. Students were provided with highly valuable diagnostic reports based on their strengths and weaknesses. Global diagnostic assessment, ICAS launched in 2017.



Macmillan Publishers India Ltd. (MPIL), inked a deal with Repro, content delivery solutions provider in print and digital media for domestic and international customers, servicing the print requirements of MPIL in India. July 14 2011

Managing Director, Macmillan Publishers India Ltd. Rajiv Beri



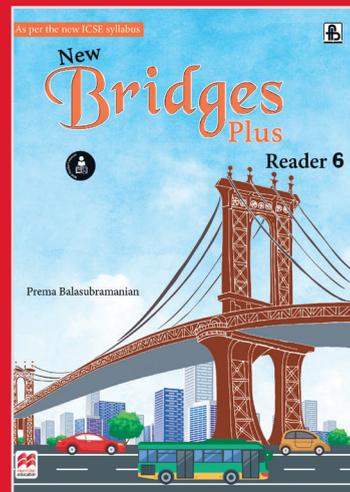
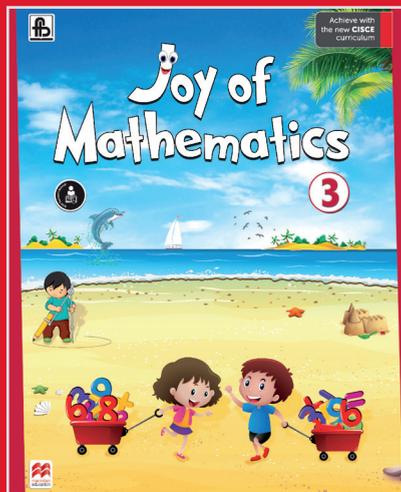
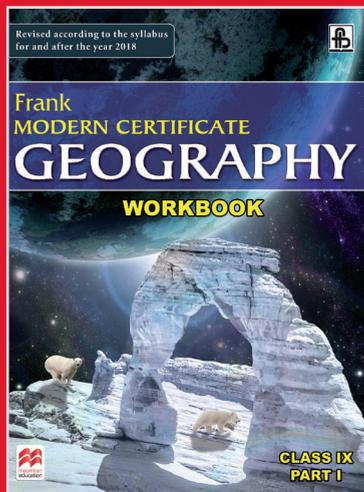
## **ITES Services introduced in 2005**

Macmillan has been a pioneer in the information technology enabled service (ITES) space. Macmillan acquired the Chennai-based Charon Tec Pvt Ltd, a company that provides typesetting services to book publishers in Europe and the US. The company set up a new subsidiary called MPS Technologies, which provided high-end software products for publishers.

“We want to work with scientists and well-known names in biotechnology, pharma companies, scientists and related institutions here. Our aim is to help reach Indian science and its writings to the world,” said Mr Richard Charkin, Chief Executive, Macmillan UK and Chairman, Macmillan India, after opening the company’s new typesetting division.



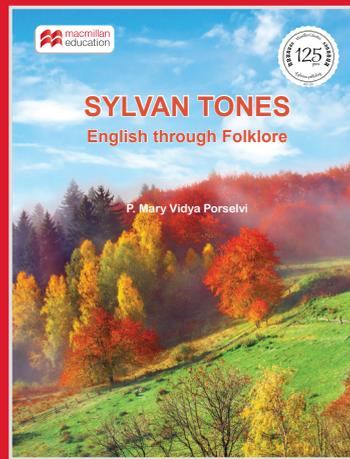
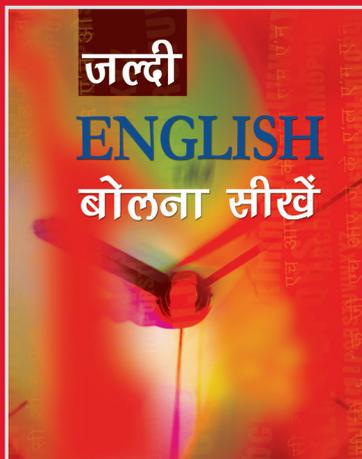
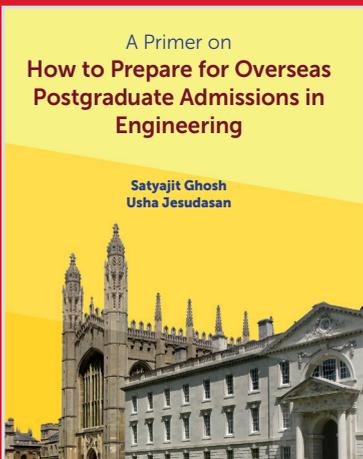
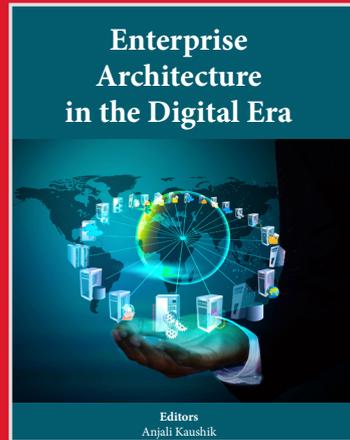
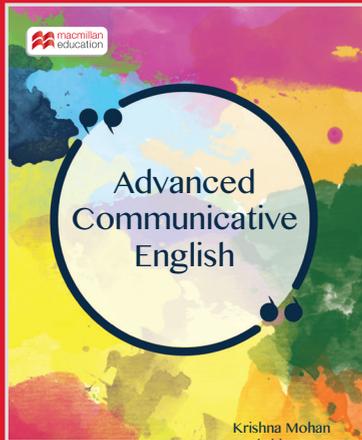
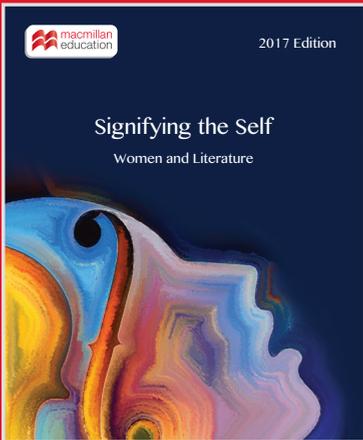
FRANK BROS. & CO.





## **Acquisition of Frank Bros & Co.**

**2007** – Macmillan India acquired Frank Brothers, a local K-12 publisher to expand its footprint in the North Eastern states and the ICSE segment.



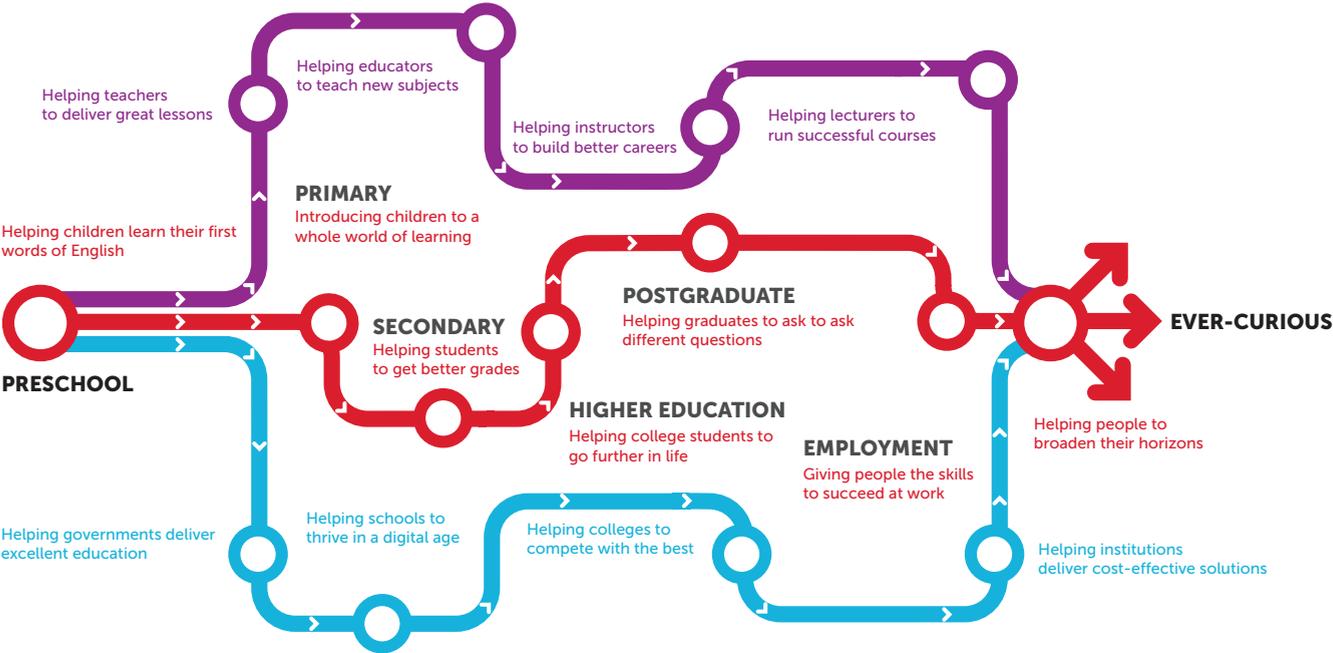
Macmillan India's Authorship in the 21st Century



## **Authorship in the 21st Century**

Macmillan published approximately 300 new titles every year by a large number of renowned and promising Indian authors. Macmillan's author-luminaries list includes Satyajit Ghosh, Usha Jesudasan, Krishna Mohan, Maashri Lal, Shormishtha Panja, Sumanyu Sathpathy Meenakshi Raman, Shubhra Tripathi, P. Mary Vidya Porselvi, Anjali Kaushik, Prageet Aeron and other academics, scientists and teachers.

# The Learning Journey



**LEARNER JOURNEY**

**TEACHER JOURNEY**

**INSTITUTIONAL JOURNEY**



Over the years, Macmillan moved from being solely a publisher to a company providing a holistic range of educational products and services. Today, Macmillan is engaged with over 15,000 educational institutions and 12 million students from Pre to Higher Education, fulfilling the company's stated vision of being "*With Learners for life*".

- Macmillan partnered with Maharashtra Prathamik Shikshan Parishad for development and supply of English Language Kits to over 1000 government schools.
- Macmillan Education entered English language training market in India, accessing the huge language learning space in India with its global repository of English language products.
- In partnership with The British Council, Macmillan education delivered 'Spoken English Project 2018-20' for Department of Education, Delhi and achieved its' goal of improving Spoken English skills for over 50,000 students of Class 11.

# **EtT**

## **Emerging Trends in Teaching**

A Digital Landscape

30 Hours  
15 Modules

# **ELT**

## **English Language Teaching**

A Communicative Approach

25 Hours  
4 Modules  
Case Studies



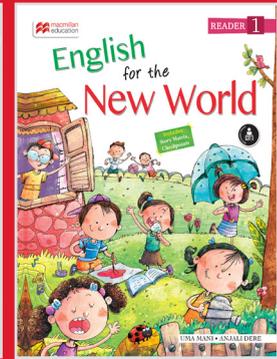
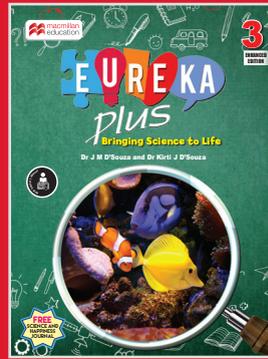
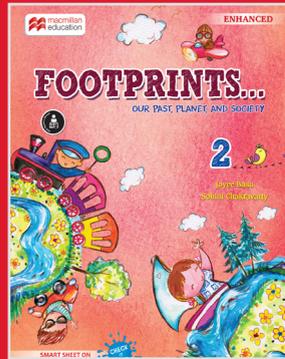
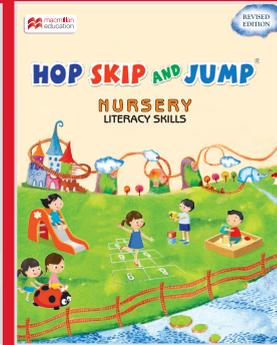
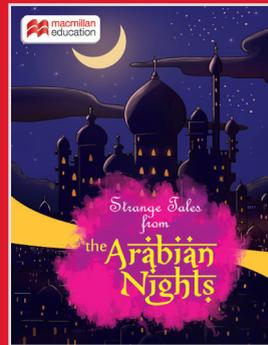
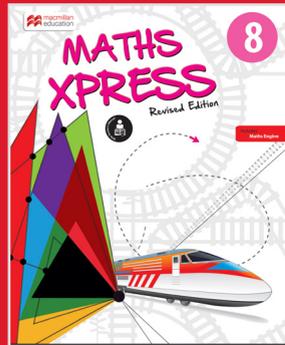
Professional Support to Teachers



## **Teacher Education**

Teachers are at the heart of everything Macmillan does. Macmillan Education India provides professional development both in online and offline mode, to help teachers achieve more through resources, training and author workshops. Macmillan entered into a nationwide teacher training MOU with Rotary India and works with not-for-profit organisations, such as Bharti Foundation, DLF foundation amongst others to train government school teachers.

# Expanding Horizons to move forward



Our resources are developed by education experts, based on extensive research and insight.

|  |  |  |  |  |   |
|--|--|--|--|--|---|
| <br>✓✓ e-book with Audio            | <br>✓✓ Interactive Activities | <br>✓✓ Animations   | <br>✓✓ Watch It!          | <br>✓✓ Listening and Speaking Activities | <br>✓✓ Speak Right                 |
| <br>✓✓ Vocab App                    | <br>✓✓ Vocab Games            | <br>✓✓ Word Pic   | <br>✓✓ Grammar Games      | <br>✓✓ Spell Well                       | <br>✓✓ Grid Games                  |
| <br>✓✓ Phrases, Idioms and Proverbs | <br>✓✓ Writing Tasks          | <br>✓✓ Story Reading  | <br>✓✓ Extra Mile         | <br>✓✓ Teach More                       | <br>✓✓ About the Authors and Poets |
| <br>✓ Lesson Plans                  | <br>✓ Worksheets              | <br>✓ Audio Stories—<br>Assessment of Speaking<br>and Listening (ASL) | <br>✓ Grammar Slide shows | <br>✓ Dual Focus                        | <br>✓ Test Generator               |
| ✓✓ For both teachers and students  |  |  |  |  | ✓ Only for teachers   |

Blended Learning | Gamification | Apps





## **Marking Macmillan's presence in the market**



Awards and Recognition



Awards and Recognition



Macmillan Education India's CSR initiatives



## **Responsible Business Practices**

Macmillan is proud of the difference it makes to local communities through localised educational resources. For decades its learning resources have significantly improved learning outcomes for less privileged students. Macmillan is mindful of its social responsibility and supports *UNESCO* goals and *WASH programmes*.

In 2016, Macmillan Education India launched a Water, Sanitation and Hygiene programme, '*Ek Kadam Swachhata Ki Aur*' across 100 local schools in the Alwar district of Rajasthan. Teacher workshops were conducted on hygiene practices. Customized print resources were used for school children.

Over the years amongst other socially responsible programmes, Macmillan has contributed to education of underprivileged children, provided resources to visually challenged students and worked with UNICEF, FSSAI and others to spread gender equality and awareness on healthy eating respectively.

# The Macmillan Family





## **Macmillan Education India's growth in recent years**

With its commitment to further the cause of education in India, Macmillan has made considerable investments towards the development of enriching content, in both digital & print formats. Education services, such as Teacher Training and Assessment have seen expansion. With a vision of being proactive partners, and pioneers in learning, Macmillan moves ahead with great passion and commitment.





Part of the **SPRINGER NATURE** group

This special volume is based on the contribution of various departments of Macmillan Education. A special thanks to Alysoun Sanders from The Macmillan Archive for collating and preparing archival texts and pictures; Louise Coady for copy editing; Vandana Rellan Juneja for envisioning this and for her tireless efforts in collating materials & designing the layout; and Lalit Sharma for the design.