



**NATIONAL BOOK TRUST, INDIA**  
(Ministry of Education, Government of India)



*in collaboration with*

**CENTRAL UNIVERSITY OF HARYANA**  
(Established vide Act No.25 (2009) of Parliament &  
Accredited with 'A' Grade by NAAC)

*organises*

## **ONLINE COURSE IN BOOK PUBLISHING**

6 November 2021 - 30 January 2022

### **About the course**

To create a pool of trained professionals for the publishing industry, National Book Trust (NBT) conducts *Online Course in Book Publishing*. It used to be a month-long course in its Delhi office and also short-term courses in other parts of the country. However, in this pandemic situation, we have designed a three-month long online course for the benefit of students/learners across the country.

### **Relaunched course**

We are re-launching the course with more comprehensive and detailed sessions. Previously, there were only 25 sessions of 2 hours duration, but now the course has been changed to 50 sessions of 2 hours each. The selection of the faculty has also been made with care to ensure that the students/learners could get insights from the best of publishing professionals and experts. We have also included international faculty.

### **Collaboration**

The NBT collaborates with the universities to organize publishing courses. This online course is organized in collaboration with Central University of Haryana.

### **Duration, days and timing**

6th November 2021 to 30th January 2022; 09:00 AM to 01:00 PM every Saturday and Sunday. There will be 50 sessions in 25 days.

### **Project and internship**

The successful completion of the course will include project work and an internship at a publishing house by the participant. The results will be based on internal assessment, attendance, project work, and internship.

## The faculty

Eminent professionals from leading publishing houses and experts on publishing in India and abroad will lead the sessions on various aspects of book publishing.

## Who can participate?

The course is open to graduates and above who are directly or indirectly related to the publishing industry and are inclined to learn how to make a career in the field. Admission will be made on a first come, first serve basis.

## Course fee

The course fee would be Rs. 5000/- + Rs. 900/- (18% GST Charge) = Rs. 5,900/- per participant. Demand Draft in favour of the National Book Trust, India, payable at New Delhi or online payment to the following account: Account No.: 3159101000021, Canara Bank, Vasant Kunj branch, New Delhi, IFSC: CNRB0003159

## Application and payment details

Please apply in the format provided below. Applications may be sent to: The Director, National Book Trust, India, Nehru Bhavan, 5 Institutional Area, Vasant Kunj Phase II, New Delhi 1100070. In the application cover, please mention "Application for Publishing Course." The last date for submission of the form duly filled is **31st October 2021**.

*A scanned 'advance copy' of the application with photograph and signature may be sent to [nbtpublishingcourse@gmail.com](mailto:nbtpublishingcourse@gmail.com)*

## Certificate

A certificate of participation shall be given to the participants, who successfully attend all the classes.

## Contact

**Shri Rubin DCruz**, Assistant Editor, Malayalam, **NBT** is officer in charge of the course.

**Dr. Santosh C Hulagabali**, University Librarian & Director, Publication Division, **Central University of Haryana** is Coordinator from the University. [rubindcruznbt@gmail.com](mailto:rubindcruznbt@gmail.com); [santosh@cuh.ac.in](mailto:santosh@cuh.ac.in)

## Course Content/ Coverage

**Note:** (a) Acclaimed experts/ professionals of publishing industry shall deliver lectures on the following topics; (b) There could be slight change in the title/s of the themes however the components listed below shall be covered; (c) You may find some allied/ related topics listed in different places as this Course content is prepared as per the discussions with the experts delivering the lectures; (d) The experts may not deliver lectures as per the order maintained in the list; (e) The Course/content lists/covers the topics of panel discussions and talks as well. (f) Duration of the course: 6th Nov. 2021 to 30th Jan. 2022; 09:00 AM to 01:00 PM every Saturday and Sunday. There will be 50 sessions in 25 days.

- **Book publishing as a career** (A talk)
- **History of the book:** From Tablets to Tablet, The journey of written communication
- **Book publishing in India:** A historical view
- **Publishing in Indian languages:** The case of Malayalam
- **Publishing in Hindi:** Challenges and future
- **Fundamentals of a book:** Definition of a book, categories of book by binding, size and content
- **Various stakeholders in the publishing industry:** Authors, publishers, printers, distributors, retailers, consumers, stake holders from other industries
- **Structure of a publishing department:** Editorial department, production department, marketing department, administration department: Their interaction and interdependence
- **Acquiring a manuscript:** Commissioned or unsolicited manuscripts, vetting a manuscript, rejecting/accepting a manuscript. Fiction, Non-fiction (academic and general books/ school and college texts/ art and reference books/ children's books/ science and medical books, books of various niche markets, pedagogy, etc). Consideration of geographical location and target age group. Role of a Commissioning editor. Role of literary agents/agencies.
- **Contract with author/editor:** Meaning and scope, types, explanation. Royalty: Relevant sections, meaning and scope, case studies. Intellectual Property Right: Copy Rights, Subsidiary Rights, Translation Rights, Co-Publishing, Foreign Rights. Co-Edition etc.
- **Types of books:** genres and categories. Parts of a book: Front matter, back matter, charts, tables, illustrations/images, maps; placement of each part.
- **Developmental/structural/substantive editing:** Assessment of word count, reworking discrepancies in the plot/structure of the book, filling in gaps in the narrative in consultation with the author, checking for plagiarism.

- **Line/Copyediting:** Fact checking, condensation, rewriting, fixing grammatical mistakes, taking care of jargons/ unfamiliar words and expressions, authenticity, formatting, headings levels, etc.
- **Proofreading:** Standardisation according to house style, rectifying typos, checking for bleed, widow or orphan lines, spacing and pagination, proofreading marks
- **Style guides** across the world. House style: Importance and practice, Spelling and Punctuation [Quotation marks (double quote/ single quote)/ Abbreviations/ Contractions/Acronyms/ Capitalisation/ Italicisation/Figures and Numerals/ Diacritical Marks/ Notes and Bibliography/Author's checklist].
- **The art of writing a book blurb:** Importance and style. Foreword: purpose and relevance. Reprints: Changes in prelims and ISBN.
- **The art of book design:** An introduction. Design: technical terms- bleed, gutter, margin, pagination, folio, etc.). Basic principles of page layout and designing, page size and print area, factors of readability. Software used for layout InDesign
- **Book cover design:** Techniques, scanning, colour, etc. Various software: Adobe Creative Cloud, Photoshop, Illustrator and InDesign
- **The A to Z of book printing**
- **Book production:** An introduction. Various printing processes. dummy preparation, plate making, different types, imposition—definition and methods. method of printing, sheet fed, web fed printing, digital printing / workflows (RIPs, Colour management, Standards for book specs) etc. Print on Demand work flow.
- **Paper:** quality, size, types (white printing, maplitho, newsprint, art paper, cards, art cards), weight and grammage. Typesetting: introduction to various software- Pagemaker, InDesign. Fonts: size and variety, deciding factors. Printing of different illustrations and photos
- **Costing** and estimating break-even point: Binding (hardback and paperback), sewing and finishing Lamination of covers and book jacket (uses of foils, UV, embossing, special substrates). Packaging. Generating ISBN and Barcode. Basics of book cataloguing
- **Brand management** of a publishing house
- **Book sales and marketing:** An overview of changing trends over the years. Understanding of key concepts in sales and marketing. Difference between sales and marketing: Marketing tools.
- **Sales strategy:** Supply chain, channels of distributions, selection of distribution channels, distributors, wholesalers, retailers, mail-ordering, logistics and transportation
- **Export of books,** custom duty, GST. Indian books in the international market. Relevant provisions of import and export policies

- **Role of marketing across publishing.** Book promotions: Direct and indirect methods: Tools and techniques of book promotion: advertisements, press release, mailing of promotional materials, display boards, etc., book launching – reading sessions, signing sessions, promoting the author, discussions and seminars, overseeing book reviews – book quiz, special offers to distributors and readers, pre-publication and post-publication offer, gift coupons as marketing tools
- **Essentials of marketing vis-à-vis publicity.** Changing trends in marketing across publishing; Target marketing; catering to the niche markets; mobile and internet as marketing tools; Why both pre-sales and post-sales is important in marketing today.; book fairs and book exhibitions – Book Club, Book Malls, bulletins— book catalogue and book list.
- **Financial management:** Capital structure, fixed capital, working capital, sources of finance (bank loan etc.).
- **Pricing of books:** policies and methods – Short-term decision -making technique (Cost-Volume-Profit Analysis) – Inventory Control. Dealing in royalty.
- **Accounting:** Basic principles, accounting process – journal, ledger, cash book, trial balance, preparation of final accounts, cost accounting – concept of cost, elements of cost, classification of cost and cost estimation with reference to publishing industry, cost management in the publishing industry.
- **Intellectual Property Rights** and copyright. Piracy: definition and anti-piracy measures. Plagiarism– definition and measures to prevent plagiarism. Open publishing.
- **Legal aspects of book publishing:** Introduction to book publishing laws and ethics. Freedom of Publishing- importance as a human right
- **Shops and Establishment Act:** relevant provisions, trade licence, labour rules, wages, service conditions etc. Relevant provisions of various taxes. Relevant provisions of Press and Registration of Books Act, 1867.
- Relevant provisions of Delivery of Books and Newspapers (Public Libraries) Act, 1954. Relevant provisions of Indian Postal Act Harmful Publications, Defamation, Seditious Publications, Obscenity, Public Tranquillity, Magic Remedy, etc.
- ePublishing 101, Basics of ePublishing
- **Rights and permissions** in Digital publishing, digital rights management. preparing source files and production in digital publishing. various software. distribution, marketing and promotion of digital books
- **Academic publishing:** Text-books and educational publishing
- Trade Books publishing
- Children’s publishing
- Structure and business of an independent publishing house

- **How does self-publishing work?**
- **An introduction to publishing in India today:** Problems and Prospects, Major Publishing Houses, Trends
- Publishing across the world- A Panoramic view. major publishing houses, industry in different countries.
- Publishing of translations from Indian languages. Translators, promotion of translations, market for translated books/ reader base, translations between Indian languages and to English
- **Promotion of Indian books abroad:** Scope of Translation in foreign Languages. Buying rights from abroad. Translation grants. Major international Book Fairs and Literature Festivals. Book Awards.
- **Role of government in promotion of books.** Book Promotion Policy. ISBN, NBT, National Library, Raja Rammohun Roy Library Foundation. CAPEXIL
- **Book Fairs:** New Delhi World Book Fair, Book Fairs in India. Role of industry associations – IPA, FIP, FPBAI, Publishers and Booksellers Guild, IPDA, etc.
- **Future of the book:** A panel discussion
- UNESCO's role in Book Publishing and Translations (A talk)

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**NATIONAL BOOK TRUST, INDIA**  
5, Institutional Area, Phase-II Vasant Kunj  
New Delhi- 110070  
Phone: 011-26707700, 26707843

**APPLICATION FOR ADMISSION**

**Online Course in Book Publishing**  
6 November 2021 to 30 January 2022

**Name:** \_\_\_\_\_

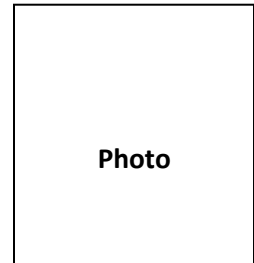
**Address:** \_\_\_\_\_

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**Pin:** -----

**Email ID:** \_\_\_\_\_ **Phone/Mobile:** \_\_\_\_\_

**Date of Birth (DD/MM/YYYY):** \_\_\_\_\_ **Sex:** \_\_\_\_\_

**Parent/Guardian Name:** \_\_\_\_\_



**Education:** (Please start from last qualification)

Institution	Degree/Diploma	Subject	Year	Div./Rank

**Work Experience**

Institution	Department	Designation	Duration	Monthly Salary, Remuneration

Please enclose self-attested photocopies of the certificates in support of educational qualification and work experience. e-mail ID and mobile no./phone no. and payment details are mandatory:

**Amount**

**Transaction No.**

**Date**

**Declaration:** *I have read the course terms and conditions above and agree to abide by them.*

**Date:**

**Place:**

\_\_\_\_\_  
**Signature of the Applicant**