

The publishing industry of India is one of the largest in the world. An industry that is at once strong and vibrant, both in English and other Indian languages. The phenomenal growth of publishing in the last few decades, the coming up of new publishing houses, and the increasing global visibility of Indian writings have created a need to produce and market books more professionally, offering a wide array of lucrative employment opportunities. Today there is a clear need for trained professionals in different areas of publishing, editing, production, design, sales and marketing.

In order to meet this demand, National Book Trust, India has been organising book publishing courses throughout the country. An apex body under the Ministry of Human Resources Development, NBT India was established in 1957 with the objective to promote books and the habit of reading in the country. Besides publishing, which forms its major activity, the NBT is involved in a number of book promotional activities, like organising book exhibitions, both in India and abroad. NBT also organises the annual New Delhi World Book Fair, one of the largest Book Fair in Afro-Asian region.

The 4 week Certificate Programme in book publishing aims to provide the participants an overview of publishing. Hands-on experience and interactive sessions form an important segment of the course. Effective and participatory interaction is ensured through case studies, group discussions, project work and visits to publishing houses. The course is designed suitably, keeping in view the needs of the industry in the Indian context. Besides strengthening the knowledge in different aspects of publishing, the course also helps the participants to take up publishing as a career.

- ▶ If you have an aptitude for quiet work and a flair for writing then the editorial desk is the place to head for
- ▶ If hard sell be your line then marketing is your forte
- ▶ And if you have a bit of both, you would do well to function as a promoter of ideas for books, a sponsoring editor
- ▶ If it's machines, paper, computers and design that fascinate you, you'll feel comfortable in the production department

## COURSE CONTENT

The course includes:

- ✍ History of publishing
- ✍ Electronic publishing (e-books)
- ✍ Business and financial aspects of publishing
- ✍ Organisation and structure of a publishing house
- ✍ Editorial processes
- ✍ Copyright issues
- ✍ Book production and design
- ✍ Warehousing and inventory
- ✍ Book promotion and publicity
- ✍ Book distribution
- ✍ Sales and marketing (including online sales)
- ✍ Visits to publishing house and print production unit

The course would provide an opportunity to come in contact with key people in the publishing industry today. We also hope a sizeable absorption of students in the industry, as many publishers are keen to recruit people. Many of our participants are now holding responsible positions in renowned publishing houses of the country. Therefore the opportunities are immense.

## FACULTY

Members of the Faculty are drawn from leading publishing houses in India, specialised institutions, universities and experts from NBT. They will provide insight into various aspects of book publishing.

## SESSIONS

Sessions will be held in the Conference Room of the National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase II, Vasant Kunj, New Delhi - 110 070 from 9.30 am to 5.00 pm, Monday to Saturday for four weeks commencing from 4th Aug 2014. Background materials for the lectures and further reading lists would also be provided to the students.

## ENROLMENT & FEE

The course is open to graduates who are directly or indirectly associated with the trade and are inclined to learn more about it; and to new entrants in publishing who may wish to gain an overall view of the profession. The applicants would be short-listed on the basis of a questionnaire and a writeup on the topic, as given in the Application Form, and thereafter would be called for an interview for the final selection. The decision of the Selection Committee will be final and binding. No enquiries in this regard would be entertained.

The application fee is Rs 100/- and the course fee is Rs 7000/- to be paid at the time of enrolment by the Demand Draft drawn in favour of **National Book Trust, India, payable at New Delhi**. To be considered, just fill in the Application Form and send it to us at the address given below. Further information can be had from Assistant Director (PR), National Book Trust, India

Lunch and Tea/Snacks will be provided to the participants during the course of the certificate programme.

Last date of submitting applications : 10th July 2014



राष्ट्रीय पुस्तक न्यास, भारत

मानव संसाधन विकास मंत्रालय, भारत सरकार

**NATIONAL BOOK TRUST, INDIA**

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## P u b l i s h i n g

NEW DELHI



4-30 AUGUST 2014