

National Book Trust, India
Online Course in Book Publishing
11 January to 04 May 2025.
Saturday and Sunday 10.00 am to 01.00 pm. Two classes a day.
29 Days. 58 sessions.

Module One: Inauguration and Introduction to Publishing

Day 1. Saturday 11 January 2025

10.00-10.30: Inauguration. Inaugural Address- **Prof. Milind Sudhakar Marathe, Chairman, NBT.**

10:30-11.45: **Skill Development for Indian Publishing Industry- Shri Yuvraj Malik, Director, NBT.**

11:45-13.00: The World of Books- 10.00 -11.15 am: The Multilingual Fabric of Indian Publishing.

Day 2. Sunday 12 January 2025

10.00-11.15: Indian Publishing a Nationalistic Perspective-

11:45-13.00: Book publishing as a Career.

Day 3. Saturday 18 January 2025

10.00-11.15: History of the Book- From Tablets to Tablet: The Journey of Written Communication.

11:45-13.00: Book Publishing in India: A Historical View.

Day 4. Sunday 19 January 2025

10.00-11.15: Publishing across the World- Major Publishing Houses, Industries in different countries.

11:45-13.00: An Introduction to Publishing in India Today - Problems and Prospects, Major Publishing Houses, Trends.

Day 5. Saturday 25 January 2025

10.00-11.15: Publishing in Hindi: Challenges and Future.

11:45-13.00: Publishing in Indian Languages, the case of Malayalam.

No session on 26 January for Republic Day.

No sessions on 1, 2, 8 and 9 February for New Delhi World Book Fair.

Day 6. Saturday 15 February 2025

10.00-11.15: Sectors of Publishing: Academic publishing.

11:45-13.00: Sectors of Publishing: Text Books and educational publishing.

Day 7. Sunday 16 February 2025

10.00-11.15: Sectors of Publishing: Trade Books publishing.

11:45-13.00: Sectors of Publishing: Children's publishing.

Day 8. Saturday 22 February 2025

10.00-11.15: Book Diplomacy, Promotion of Indian Books Abroad, Scope of Translation into Foreign Languages. Buying rights from abroad. Translation grants. Major international Book Fairs and Literature Festivals. Book Awards.

11:45-13.00: Role of the Government in Promotion of Books. Book Promotion Policy. NBT, National Library, Raja Rammohun Roy Library Foundation. CAPEXIL. New Delhi World Book Fair, Book Fairs in India. Role of industry associations - IPA, FIP, FPBAI, Publishers & Booksellers Guild, Association of Publishers in India, IPDA, etc. ISBN.

Day 9. Sunday 23 February 2025

10.00-11.15: How does Self-Publishing work?

11:45-13.00: Structure and business of an Independent Publishing House.

Module Two: Editorial

Day10. Saturday 01 March 2025

10.00-11.15: Structure of a Publishing House - Editorial. Art and Design. Production. Marketing. Sales. Administration and Finance. - Their interaction and interdependence. Various stakeholders in the publishing industry: Authors, Publishers, Printers, Distributors, Retailers, Consumers, and Stakeholders from other industries.

11:45-13.00: An introduction to the Editorial. Various functions in the Editorial and its relationship with other departments.

Day11. Sunday 02 March 2025

10.00-11.15: Commissioning of Books- An introduction.: 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 & Medical Books, books of various niche markets, Pedagogy, etc.). Consideration of geographical location and target age group. Role of a Commissioning editor.

11:45-13.00: Role of literary agents/agencies.

Day12. Saturday 8 March 2025

10.00-13.00: Intellectual Property Rights and Copyright. Piracy - definition and anti-piracy measures. Plagiarism - definition and measures to prevent plagiarism. Open publishing. (2 Sessions).

Day13. Sunday 9 March 2025

10.00-13.00: Contract with author/editor: Meaning and scope, types, explanation. Royalty: Relevant sections, meaning, scope, case studies. Copy Rights, Subsidiary Rights, Translation Rights, Co-Publishing, and Foreign Rights. Co-edition etc.

Day14. Saturday 15 March 2025

10.00-13.00: 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. (2 sessions)

Day15. Sunday 16 March 2025

10:00-13.00: Line/Copyediting: Fact-checking, condensation, rewriting, fixing grammatical mistakes, taking care of jargon/unfamiliar words and expressions, authenticity, formatting, headings levels, etc. (2 Sessions)

Day16 Saturday 22 March 2025

10.00-11.15: 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].

11:45-13.00: Parts of a book: Front matter, back matter, charts, tables, illustrations/images, maps; placement of each part. The Art of Writing a Book Blurb—importance and style. Foreword: purpose and relevance. Reprints: Changes in Prelims and ISBN.

Day 17. Sunday 23 March 2025

10.00-13.00: Proofreading.

Module Three: Design and Production

Day 18. Saturday 29 March 2025

10.00-11.15: The Art of Book Cover Design: Techniques, Scanning, Colour, Font, etc.

11:45-13.00: 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, and factors of readability.

Day 19. Sunday 30 March 2025

10.00-13.00: The A to Z of Book Printing. (2 Sessions)

Day 20. Saturday 05 April 2025

10.00-11.15: The Art of Book Production an introduction.

11:45-13.00: The Art of Book Production an introduction.

Day 21. Sunday 06 April 2025

10.00 -11.15: Book Printing: Pre-press. Dummy preparation, Plate making, different types. CTC. Various printing Processes.

11:45-13.00: Imposition—definition, and methods. Method of Printing, sheet-fed, and web-fed printing.

Day 22 Saturday 12 April 2025

10.00-11.15: Post press: Binding (hardback and paperback), sewing and finishing Lamination of covers and book jackets (uses of foils, UV, embossing, special substrates). Packaging.

11:45-13.00: Paper: quality, size, types (white printing, map litho, newsprint, art paper, cards, and Art cards), weight, and grammage.

Day 23. Sunday 13 April 2025

10.00-11.15: Costing and Estimating Break-Even Point.

11:45-13.00: Generation of ISBN, Barcode etc. Library Catalogues.

Day 24. Saturday 19 April 2025

10.00-11.15: Basics of ePublishing. Preparing Source Files and Production in Digital Publishing. Various software.

11:45-13.00: Distribution, Marketing, and promotion of Digital Books. Rights and Permissions in Digital Publishing, Digital Rights Management.

Day25. Sunday 20 April 2025

10.00-11.15: Basics of audiobooks.

11:45-13.00: Rights and Permissions in audiobooks, Digital Rights. Management. Preparing Source Files and Production in Audiobooks. Distribution, Marketing, and promotion of audiobooks.

Module Four: Marketing and Sales

Day 26. Saturday 26 April 2025

10.00-11.15: Role of marketing across publishing. Book Promotions: Direct and indirect methods- Tools and techniques of book promotion.

11:45-13.00: 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 are important. Book fairs and book exhibitions - Book Clubs, Book Malls, and bulletins– book catalogues, and book lists.

Day 27. Sunday 27 April 2025

10.00-11.15- Size of general trade Publishing market, market trends and insights, different categories, genre analysis, price points, bestselling titles etc

11.45-13.00- Sales strategy, supply chain in India, sales by channels, split of sales by region, market for Indian books outside India, sales split by format, challenges ahead for publishing industry.

Day 28. Saturday 03 May 2025

10.00-11.15: 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-

11.45-13.00: 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 concerning the publishing industry, Cost management in the publishing industry.

Day 29. Sunday 04 May 2025

10.00-13.00: Closing Day.