

COMMENCING 19 NOVEMBER 2012

Training Course In Book Publishing

A 2-week Course for new entrants to the world of publishing

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 more and more new publishing houses catering to specialised areas and the increasing global visibility of Indian writings have combined to create 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 (NBT) has been organising courses in publishing throughout the country. An autonomous organisation under the Ministry of Human Resource Development, NBT was established in 1957 by the Government of India, with the objective to promote books and the habit of reading in the country. Besides publishing, which forms its major activity, the NBT is also involved in a number of book promotional activities, like organising book exhibitions, both in India and abroad. NBT also organises the biennial New Delhi World Book Fair, considered to be the largest book fair in the Afro-Asian region.

The 2-week training course in Book Publishing being organised by the Trust in collaboration with the **Bangalore Booksellers & Publishers Association, Karnataka Rajya Vignana Parishat** and **Kannada Sahitya Parishat at Bengaluru**, aims to give students an overview of publishing. Hands-on experience and interactive sessions form an important segment of the course. The course will not only hone the skills of aspiring young publishing professionals but enable them to carve a niche for themselves in the industry as well.

■ 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 and computers and design that fascinate you, you'll feel comfortable in the production department

### **Course Content**

The course includes

- the history of publishing
- electronic publishing
- business and financial aspects of publishing
- the 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

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 and universities. They will provide insight into various aspects of book publishing.

### **Sessions**

Sessions will be held at **Karnataka Rajya Vignana Parishat**, Vignana Bhawan, 24/2, 21st Main Road, Banashankari IInd Stage, Bengaluru - 560 070, from 9.30 am to 5.00 pm, Monday to Saturday for two weeks from 19 November 2012. Background materials for the lectures and further reading lists would be provided to the students.

### **Enrolment & Fee**

The course is open to young graduates who are directly or indirectly attached 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 where a bright future awaits them. Selection will be through the shortlisting by screening of the application forms based on the qualification and experience and interview if required. The decision of the screening committee will be final and binding. No enquiries in this regard would be entertained. The cost of the application form is Rs. 50.00 and the course fee payable at the time of enrolment is Rs. 1000.00.

The application forms can be collected from the offices of **Regional Manager**, Southern Regional Office, **National Book Trust, India**, Hall No. I, BDA Shopping Complex, Banashankari II Stage, Bangalore - 560 070 and duly filled-in forms can be deposited at the same place on or before 10 November 2012 by 12.00 noon. The Application Forms can also be downloaded from the NBT website [www.nbtindia.gov.in](http://www.nbtindia.gov.in).

**Last date for submitting applications:  
10 November 2012**

For any further information  
**National Book Trust, India**  
Nehru House  
5, Institutional Area, Phase II  
Vasant Kunj  
New Delhi - 110 070  
Phone : 011-26707700, 26707825  
Website : [www.nbtindia.gov.in](http://www.nbtindia.gov.in)