

## **Scheme for the Subsidized publication of books**

The broad objective of the Scheme for the Subsidized Publication of Books is to provide assistance to authors and publishers for producing books of an acceptable standard at reasonable prices for students and teachers of Indian universities and technical institutes. The books may be in English, Hindi or in any other language listed in the 8th Schedule of the Constitution, and may serve as textbooks, discipline-oriented supplementary reading material and reference books.

Only such books are subsidized under the Scheme for which a definite need is felt and which relate to subject areas where books of an acceptable standard are either not available or are so highly priced to be beyond the means of students.

Some salient features of the Scheme, which are recently been revised to remove bottlenecks and make it more attractive for authors and publishers, are given below:

- the author receives royalty @ 20 per cent of the published price of the subsidized edition of the book, directly from the Trust, on publication of the book;
- the publisher is paid 50% of the total cost of production of the book, as subsidy; the selling price of the book is fixed at four times the unit cost of production.

The Trust invites publishers to submit proposals for consideration under the Scheme according to the procedure described below:

1. Applications are accepted by the Trust in the prescribed application form (Annexure II), accompanied by the complete manuscript/book (including the rough artwork/transparenties) and a letter of recommendation from a person who is either a Dean of Faculty or a professor in a university in the subject to which the manuscript/book relates or, in the case of Diploma level books, the Head of the Department of the concerned discipline, certifying that the book/manuscript is of an acceptable standard and would be useful to students studying at the Diploma or Degree level.
2. Each proposal should be accompanied by a brief description of the book, in about 1000 words, explaining what the book is about; in what way it is different from other books available on the subject; the purpose that it serves, etc.
3. Manuscripts/books received for consideration are sent for evaluation to experts in the relevant fields. If the reviewers suggest major modifications or revisions, the publisher is asked to submit a revised manuscript for re-assessment; however, if no major changes are involved, the author is expected to carry out the suggestions of the reviewer and submit a certificate in token thereof.
4. Once the proposal for assistance of subsidy is accepted in principle, the Trust calls for provisional cost estimates from the publisher, on the prescribed proforma (Annexure III), together with the complete (revised) manuscript and photocopies of the final artwork and cover design with the colour layout.
5. While submitting the provisional cost estimates, the publisher has to ensure that these are close to the actual cost of production, subject to 10 per cent variation which may occur due to increase or decrease in the number of pages.
6. The Trust then calculates the probable or likely cost of production, subject to 10 per cent variation, based on the most cost-effective method of printing and on its approved schedule of

rates, and works out the amount of subsidy and royalty payable to the publisher and author, respectively, and the tentative price of the book.

7. After fixing the tentative selling price and working out the amount of subsidy and royalty, the Trust enters into an agreement with the publisher for inclusion of the book in the Scheme and permits the publisher to go ahead with the production of the book. The proposal is not considered as finally approved unless the agreement is signed by both the parties.

8. Once the book is printed, a physical verification by the NBT officials is conducted and, if the Trust is satisfied that all specifications have been complied with, it authorizes the publisher to release the book for sale.

9. After the book is released for sale, the publisher submits a certificate of audit, based on which payment of subsidy and royalty is released by the Trust.

Proposals for Financial Assistance may be sent to any of the following

**Director/Joint Director (Production)**  
**NATIONAL BOOK TRUST, INDIA**  
**5-Institutional Area, Nehru Bhawan,**  
**Phase - II, Vasant Kunj,**  
**New Delhi : 110070**  
**Telephone : 011-26707700**  
**E-mail: nbtindia@nbtindia.org.in**

**Application Form is enclosed.**

**Guidelines for Reviews is enclosed.**

**Provisional Cost Estimates is enclosed.**

**NATIONAL BOOK TRUST, INDIA**

**Scheme for the Subsidied Publication of Books**

**APPLICATION FORM**

**(To be submitted by the publisher)**

Review fee : Rs. 500.00

Demand Draft no. ....

Date .....

1. Name of the author(s)/publisher
2. Complete postal address of applicant  
(Any change in the address to be communicated to the Trust)
3. Name(s), profession(s)  
designation(s) and present address(es)  
of the author(s)
4. Nationality of the author(s)
5. Title of manuscript/book
6. Language
7. Whether the manuscript contains any illustrations. If so, indicate the nature/type and number of illustrations
8. Copyright position of the work  
(please furnish an attested copy of the agreement in support)

Note: Copyright clearance must be obtained for the textual matter, illustrations and maps, etc., obtained from other sources and included in the work.

9. Present status of the work  
(whether manuscript/book and edition/reprint for which application has been made.  
indicate specifically the number of editions, reprints or impressions of the book under each edition)
10. a) Discipline, sub-discipline and a short note about the subject matter of the work  
b) Level of students for whom the work would be useful (Diploma/under-graduate/postgraduate/researchers/teachers)

11. Name and designation of an educationist of atleast the rank of Professor or Dean of Faculty (for university level books) and Head of Department of the college/institution for Diploma level books) in the concerned subject, recommending the work for subsidy. (Recommendation certificate in original should be attached)
12.
  - a) Has the book/manuscript been submitted earlier for consideration under the Scheme?
  - b) If the work has approved earlier, quote:
    - i) Trust's last letter of approval
    - ii) The print-run
    - iii) Number of copies lying unsold with the publisher
    - iv) Date of release of the book for sale
  - c) If the book has been published earlier, without subsidy from the Trust, state:
    - i) The date of publication of the last edition
    - ii) The print-run
    - iii) Number of copies lying unsold with the publisher
13. Number of copies proposed to be published
14. Approximate time required for publication of the work after it is approved under the Scheme
15. I/We certify that the unit cost of the work will be more than Rs. 20/- (rupees twenty) on the basis of the Trust's schedule of rates.
16. It is hereby certified that no grant-in-aid has been received from the Central/State Government or any other source for this publication and that no application has been made for such assistance.

Or

It is certified that an application/applications for subsidy for the publication of this work was/were made to the Central/State Government or any other source but was/were not approved.

17. Once the proposal for subsidy has been submitted to the Trust, I/we will not bring out any reprint or revised edition of the book without permission of the Trust. In case of violation of this condition, the Trust may cancel the proposal under consideration and I/we will also not be entitled for subsidy for future editions/reprints of this book.
18. If the proposal is approved and the work is published under the Scheme, I/we undertake that, unless the earlier subsidised edition/non-subsidised edition is completely sold out, new subsidised edition or reprint will not be released for sale without the written permission of the Trust.
19. I/We have studied the rules and regulations of the Scheme for the Subsidised Publication of Books, being operated by the National Book Trust for the benefit of the students, and hereby agree to abide by the terms and conditions stipulated therein.

Signature

Address:

Name (in block letters)

(Seal of the Company)

Date.....

## GUIDELINES FOR REVIEWERS

1. Three copies of the evaluation proforma are enclosed. Two copies, duly completed, may be returned to us and one may be retained by you..
2. Please feel free to supplement the information contained in the proforma with any other information that you may consider relevant.
3. Suggestions for improvement even in the case of works which you may recommend for acceptance without qualification would also be welcome.

## EVALUATION PROFORMA

1. Title:
2. Subject:
3. Level for which it is meant :  
Undergraduate/Postgraduate/  
Diploma :
4. Is any other title on the same or a related subject available in the market? Kindly indicate the name (s) of such title(s), together with name(s) of the author(s) and publisher(s), and, if possible, the selling price(s).
5. Does the book relate to a subject area where books of an acceptable standard or, wherever relevant, of Indian perspective, are either not available or are so highly priced to be beyond the means of the majority of students?
6. Does it serve a felt need as
  - a text book?
  - discipline-oriented supplementary reading material?
  - a reference book?
  - an introduction to a new research/emerging area?
7. Is the book purely examination-oriented, i.e. is it a guide book?
8. Is it informative?
9. If it is a textbook, does it cover the subject adequately for the level it is meant for?

10. Is the treatment of the subject systematic, authoritative and technically correct?
11. Please comment on the style and presentation of the book:
12. Is there anything distinctive or new in the approach or in the method of treatment of the subject?
13. Is there a clarity of thought and expression?
14. Is the information contained in the book up..to..date?
15. In your opinion, are there passages or statements which may have been lifted from other copy-righted material, for which proper acknowledgement has not been made by the author? If so, please indicate the passages/statements, together with their page numbers.
16. If there are reading lists, are these adequate? Should there be a bibliography and an index?
17. If there are diagrams /photographs/tables, are these adequate, relevant, functional and of an acceptable quality?
18. If there are exercises/worked examples, are these well graded and is their sequence helpful?
19. Is there any complicated legal aspect in the material?
20. How would you rate this book?
21. If you were teaching a course on the subject, would you recommend this, either exclusively or along with others?

22. Do you recommend the work for subsidy?
23. Is your recommendation subject to certain modifications/additions/deletions/revision of certain chapters/paragraphs? (Please give specific comments/suggestions for improvement, page-wise, separately)
24. General suggestions for improvement, if any:
25. Comments, if any, on the synopsis of the book:

(Signature)

Name (in block letters):

Designation and address:

Date:

**PROVISIONAL COST ESTIMATES**  
**Details of Specifications**

1. Title:
2. Author:
3. Publisher:
4. Language:
5. Print-run:
6. Size
  - a) Sheet:
  - b) Trimmed
7. Print area:
8. No. of pages
  - a) Test:
  - b) Prelims:
  - c) Blurb:
  
9. No. and size of plates
  - a) Monochrome
  - b) Colour
  
10. Process of composing:
  
11. Process of printing:
  - a) Text:                      No. of colours:              Size:
  - b) Illustrations              No. of colours:              Size
  - c) Cover:                      No. of colours              Size:
  
12. Type of binding:
  
13. Paper (indicating size, weight with gsm, and quality)
  - a) Fore text:
  - b) For illustrations:
  - c) For cover:
  - d) For endleaves:
  - e) For charts, maps etc.:

**COST ESTIMATES PROFORMA**

1. COMPOSING
  - a) Text  
    @ Rs              per page              x              pp
  
  - b) Tables  
    @ Rs              per page              x              pp
  
  - c) Captions for illustrations/cover and spine  
    @ Rs              per page              x              pp
  
2. PROCESSING
  - a) Text:
  - b) Illustrations:
  - c) Cover:

### 3. PLATEMAKING

- a) Text  
@ Rs                    x        plates
- b) Cover  
@ Rs                    x        plates
- c) Captions for illustrations / cover and spine  
@ Rs                    x        plates

### 4. PAPER

- a) For text:                    Rm.    sheets @ Rs                    per ream
- b) For illustrations:        Rm.    sheets @ Rs                    per ream
- c) For endleaves:           Rm,    sheets @ Rs                    per ream
- d) For cover:                Rm,    sheets @ Rs                    per ream

### 5. PRINTING

- a) Text  
16 pp forme @ Rs        per forme x    formes x    cols
- 8 pp forme @ Rs.        per forme x    formes x    cols
- b) Illustrations (Monochrome/Multicolour)  
8 pp forme @ Rs        per forme x    formes x    cols
- 4 pp forme @ Rs        per forme x    formes x    cols
- c) Cover @Rs        per colour    x    cols

### 6. PROOF READING

### 7. BLOCKMAKING

- a) Illustrations:    Total area:    sq.cm. @ Rs
- b) Cover :            Total area:    sq.cm @ Rs

8. BINDING @ Rs.                    per copy

9. LAMINATION/VARNISHING @ Rs                    per copy

10. PACKING & FORWARDING @ Rs

Total Rs.....

Cost per copy:            Rs

Tentative Sale Price: Rs