

COMMENCING 17 MAY 2010

Training Course In Book Publishing, Vijayawada

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

Did you know

- that India is considered as one of the leading countries in world publishing, with a dynamic vibrant publishing industry
 - this industry is expanding rapidly offering many employment opportunities
- Why not then become a publishing professional?

The phenomenal growth in communication has spruced up the publishing industry like never before in India and elsewhere. The number of publishing houses are growing rapidly; new and different areas of publishing are being explored; and publishers are realising the need to produce and market books professionally. No longer is this just a profession that anyone can step into. Today, there is a clear need for trained professionals in the different areas of publishing, editing, production and design, sales and marketing.

In order to meet this demand, National Book Trust, India (NBT) has been organising courses in publishing. Set-up in 1957 under the auspices of the Department of Secondary and Higher Education, Ministry of Human Resource Development, Government of India, NBT incorporates a range of activities related to the book trade, publishing in English and the major Indian languages, organising the World Book Fair every two years, holding mobile exhibitions, reaching books to rural readers, to name only a few.

The 2-week training course in Book Publishing being organised by the Trust in collaboration with the Vijayawada Book Festival Society, Vijayawada, aims to give students an overview of publishing. Hands-on experience and interactive sessions in publishing houses 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 has been designed to cater to the needs of the Indian Publishing Industry with an eye on the local needs. The course would provide an opportunity to come in contact with key people of the Publishing Industry in India. Many of our participants are now holding responsible positions in renowned publishing houses of the country.

Faculty

Eminent academicians from renowned specialised institutions/universities and members of the faculty drawn from leading publishing houses in India will provide insight into various aspects of book publishing. Effective and participatory interaction is ensured through case studies, group discussions, project work and visits to publishing houses.

Sessions

Sessions will be held at the Auditorium of the Vijayawada Book Festival Society, Anjanam Buildings, C V R G M H School Campus, Gopalareddy Road, Governorpet, Vijayawada - 520 002 from 9.30 am to 5.00 pm, Monday to Saturday for two weeks from 17 May 2010. 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 office of Vijayawada Book Festival Society, Anjanam Buildings, C V R G M H School Campus, Gopalareddy Road, Governorpet, Vijayawada - 520 002 and duly filled-in forms can be deposited at the same place on or before 12 May 2010 by 12.00 noon.

**Last date for submitting applications:
12 May 2010**

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