

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 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 promotion 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 4-week training course in Book Publishing aims to give the participants an overview of publishing. Hands-on experience and interactive sessions form an important segment of the course. This 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.

### **Course Content**

- The history of publishing
- Editorial processes
- Production and printing processes
- Design and layout
- Business and financial aspects of publishing
- Warehousing and inventory
- Book promotion and publicity
- Sales, marketing and distribution
- Copyright issues
- Electronic publishing

### **Faculty**

The faculty comprises professionals from renowned specialised institutions and leading publishing houses. Effective and participatory interaction is ensured through case studies, group discussions, project work and visits to publishing houses and printing press.

## **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-110070, from 10.00 a.m. to 5.00 p.m., Monday through Saturday for four weeks from **02-27 February 2009**.

## **Enrolment & Fee**

The course is open to graduates in any field, interested in a career in publishing. Selection will be through an interview which will be conducted by a Selection Committee. The decision of the Selection Committee will be final and binding. No enquiries in this regard would be entertained. To apply, fill in the application form and send it to us at the address given below:

**Chief Editor & Joint Director**  
**NATIONAL BOOK TRUST, INDIA**  
Nehru Bhawan  
5, Institutional Area, Phase-II  
Vasant Kunj, New Delhi 110 070  
Tel: 24526150

The application fee is Rs.100/-. The course fee is Rs.4000/- to be paid at the time of enrolment by Demand Draft drawn in favour of National Book Trust, India, payable at New Delhi. Further information can be had from Dr. Baldev Singh, Chief Editor & Joint Director, National Book Trust, India.

The folder and application form can also be downloaded from our website [www.nbtindia.org.in](http://www.nbtindia.org.in) and sent to us with a bank draft of Rs.100/- before the due date.

Last date for receipt of applications: **15 January 2009**