

COURSE ORGANISER

S.K. Ghai, Chairman, Institute of Book Publishing, has been associated with the Institute since its inception in 1985. He is the Director, Sterling Publishers (P) Ltd. He has served as the Chairman of the Books, Publications and Printing Panel of CAPEXIL, Ministry of Commerce, Govt. of India (2008–2011). A senior member of the book trade bodies in India, he is the Vice President (North) of the Federation of Publishers & Booksellers Associations in India. He has been actively involved with the world of publishing since 1965 and has visited and participated in many international book fairs. He is on the course faculty of National Book Trust, India. He has been on the editorial board of Publishing Research Quarterly, New York, since 2007.



COURSE DIRECTOR

Sanjiv Sarin is a post graduate from the Indian Institute of Technology (IIT) and an MBA. He has over 40 years of experience in the corporate sector and in the publishing industry. For the last 12 years he has been working as a freelance editor and associated with the Institute.



PANEL OF COURSE FACULTY

Dr. Sunaina Kumar	Retd. Prof. English, Coordinator PGDBP, IGNOU
Dr. Dinesh Sinha	Editor, Byword Books
Naresh Khanna	Editor, IPP Group
Sridhar Balan	Consultant, Ratna Sagar
Kanishka Gupta	Founder, Writer's Side
Vikas Gupta	Managing Director, Wiley India
Madurai Sridhar	Founder, Smart Solutions
Pranshant Pathak	Publisher, Wonder House Books
Manish Arora	Director, Universal Law Publishing House

INSTITUTE OF BOOK PUBLISHING

The importance of books in the intellectual, cultural, and educational development of a country has long been recognised, but it is only in recent years that book publishing has acquired its rightful place as an industry.



Responding to the growing need for professionally trained and skilled personnel to feed this rapidly expanding industry, the Institute of Book Publishing was founded in 1985 at the initiative of Late Shri O.P. Ghai, who was a pioneer in Indian book publishing as well as a visionary who understood the significance of specialised training and research in the different aspects of book publishing.

The Institute has been organising an annual Condensed Course for Publishing Professionals since 1986. The course attracts participants from neighbouring countries, South-east Asia, Africa, and other parts of the world.

The Institute's faculty includes academicians, professionals, and editors from major publishing houses. The Institute's alumni hold senior positions in their respective organisations.

The Institute has also established a library containing books on various aspects of book publishing.



27th

CONDENSED COURSE

for

PUBLISHING PROFESSIONALS:

Are you ready for the

TRANSFORMATION

IN PUBLISHING?

September 13–16, 2023



Institute of Book Publishing

www.ibpsterling.org • Email: ibpindia1986@gmail.com

COURSE OVERVIEW

The Covid pandemic, digital technology and the growth of Artificial Intelligence has brought about major changes in the working of the publishing industry. The transformation is expected to be dramatic in the coming years. All those who are a part of this industry need to understand these changes and prepare their strategy to face the challenges that the future will bring.

Who should attend this course?

This course is for authors, editors and managers working in small as well as large publications, NGOs, government departments producing several publications, and fiction and non-fiction publishers including magazine publishers, educational publishers and children's book publishers.

What can you expect from this course?

This course will give you an overview of the major issues faced by the publishing industry in the 21st-century due to digital technologies. It will provide you with knowledge about the critical issues and enable you to look for answers to tackle them. This foundation will help to demystify the issues and resolve the misconceptions related to digital marketing and Artificial Intelligence. This course will also help you in your journey to become a knowledgeable and confident publishing professional in this digital era.

What is special about this course?

The course is designed and conducted by leading publishing professionals who will share their practical experience with you.



COURSE CONTENTS

Wednesday 13.09.2023

10.30 A.M.	Registration
11.00 A.M.	Course Inauguration
11.30 A.M.	Publishing in the 21 st Century Dr. Sunaina Kumar
1.00 P.M.	Lunch
2.00 P.M.	Chat GPT & Bard Dr. Dinesh Sinha
3.30 P.M.	Tea
4.00 P.M.	Content Creation through Chat GPT & Bard Dr. Dinesh Sinha

Thursday 14.09.2023

11.00 A.M.	Transformation in Publishing Naresh Khanna
1.00 P.M.	Lunch
2.00 P.M.	Self Publishing: An Increasing Phenomenon Sridhar Balan
3.30 P.M.	Tea
4.00 P.M.	The Role of Ghost Writers Kanishka Gupta

Friday 15.09.2023

11.00 A.M.	Technology in Content Development Vikas Gupta
1.00 P.M.	Lunch
2.00 P.M.	Printed Books, E-Books & Audio Books Madurai Shridhar
3.30 P.M.	Tea
4.00 P.M.	Session to continue

Saturday 16.09.2023

11.00 A.M.	Transformation in Marketing Books and Translation Rights including Role of Publishing Conferences Prashant Pathak
1.00 P.M.	Lunch
2.00 P.M.	Copyright Permission & Plagiarism Manish Arora
4.00 P.M.	Session to continue

COURSE FORMAT

The course comprises lectures, group discussions, hands-on exercises, and Q&A sessions, designed to give the participants a well-rounded exposure to all the aspects of the topic. Formal sessions will be held every day from 11.00 a.m. to 5.30 p.m. with a 60-minute break for lunch. After attending lectures on Chat GPT and Bard, the participants will work individually and in groups to apply what they have learnt.

Admission standards

The course is open to in-service personnel (including freelancers) and to those who have completed their graduation/postgraduation and are looking for a career in publishing.

Admission deadline

Enrolment is limited and the applications must reach the Institute by 31st August, 2023.

Tuition fee

Tuition fee for the course is ₹15,000 (US\$ 200 for foreign participants). It includes study material, stationery, working lunch, and tea/coffee. The participants will have to make their own arrangements for boarding/lodging and transportation. However, the Institute can try to help the participants in arranging accommodation near the venue of the programme, according to their budget.

Online participation

The course will also be available online, especially for outstation and International participants.

Course venue

The Federation of Publishers' & Booksellers' Associations in India
84, Second Floor, Daryaganj, New Delhi
Nearest Metro station: Delhi Gate (1 km from the venue)

CONTACT

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Payment:

Bank transfer:
Company Name: Institute of Book Publishing
Bank Name: AXIS BANK
Account Number 923020009866522
IFSC code of the bank: UTIB0005140

Please email a copy of the payment confirmation along with your details (name, address, email, mobile number, organisation name, working experience)