
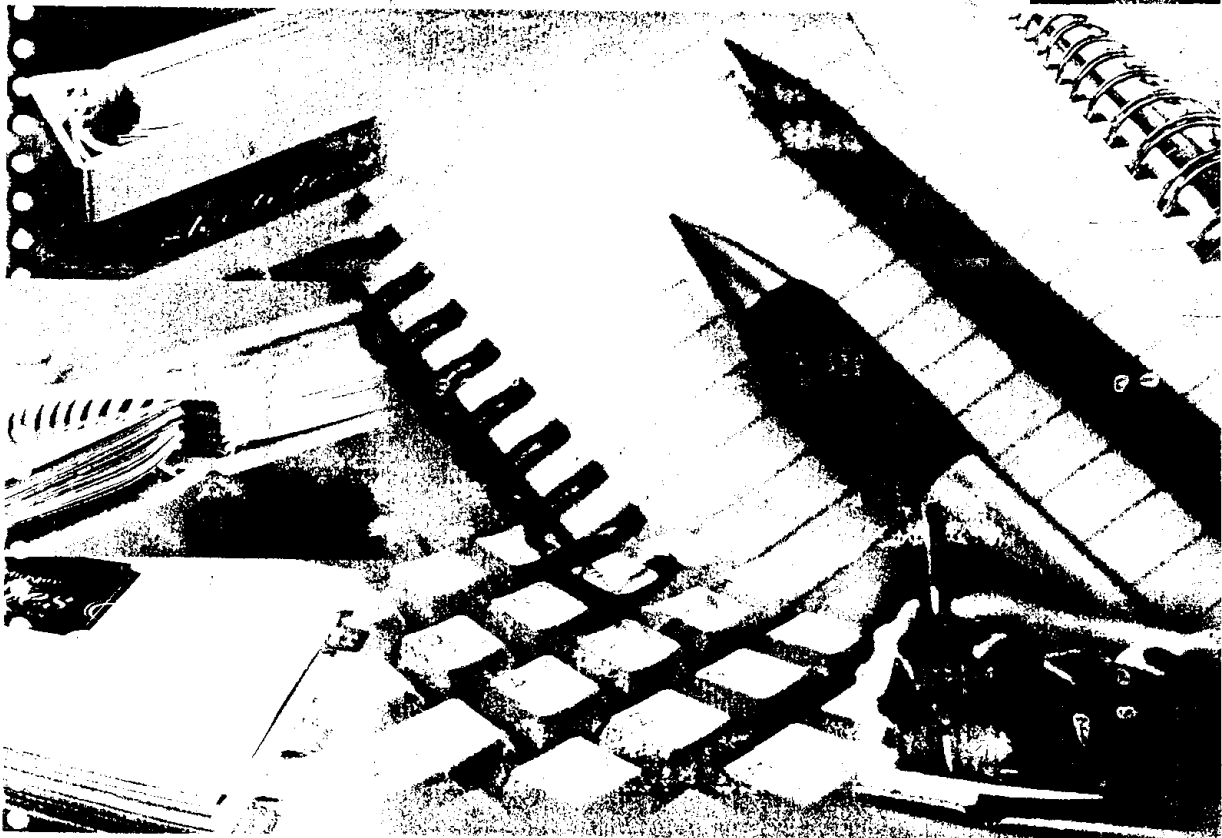
 Indira Gandhi National Open University
School of Humanities

 The Federation of Indian Publishers

MBP - 008

Training Manual



P.G.DIPLOMA IN BOOK PUBLISHING

"Education is a liberating force, and in our age it is also a democratising force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances."

- Indira Gandhi



"शिक्षा मानव को बन्धनों से मुक्त करती है और आज के युग में तो वह लोकतंत्र की भावना का आधार भी है। जन्म तथा अन्य कारणों से उत्पन्न जाति एवं वर्णगत विषमताओं को दूर करते हुए मनुष्य का इन सबसे ऊपर उठती है।"

- इन्दिरा गाँधी

MBP-008
APPRENTICESHIP
CUM TRAINING

Course

8

1. Introduction to Course 8	3
2. Objectives of Training	3
3. Duration of Training	3
4. Details of Training	3
5. Evaluation Criteria	5
6. Components Evaluated	5
• Supervisor's Report and Workbook (Daily Diary)	
• Project Report	
• Viva Voce	
Annexures	
1. Format of Supervisor's Report	6
2. Format of Workbook (Daily Diary)	7
3. Guidelines for Preparation of Project Report	11
4. Specimen Bona Fide Certificate	13

EXPERTS COMMITTEE

Prof. V. N. Rajasekharan Pillai (the then) Vice-Chancellor, Indira Gandhi National Open University, New Delhi

External Experts

1. Prof. Subbaiah Arunachalam, Distinguished Fellow, MS Swaminathan Research Foundation, Chennai
2. Dr. Balasubramanian, Consultant, Pearson Education, Chennai
3. Dr. S. N. Bera, Coordinator of PGDBP, University of Calcutta
4. Mr. S.K. Ghai, Chairman cum Managing Director, Sterling Publishers Pvt. Ltd. and member, Executive Committee, Federation of Indian Publishers, India
5. Prof. G.S. Jolly, Faculty, PG Diploma in Book Publishing, University of Delhi
6. Mr. Yateendra Joshi, Senior Fellow, World Institute of Sustainable Energy, Pune
7. Mr. Joseph Mathai, Saral Services, Secunderabad, Andhra Pradesh
8. Prof. Kalidas Mishra, Professor of English, Sambalpur University, Orissa
9. (Late) Prof. Niranjan Mohanty, Professor of English, Viswa Bharti University, West Bengal
10. Prof. Himanshu Shekhar Mohapatra, Professor of English, Utkal University, Orissa
11. Prof. Mohit K. Ray, (Retd.), Bardhaman University, West Bengal

IGNOU Faculty

1. Prof. Parvin Sinclair, Director, School of Sciences, IGNOU (the then) Pro-Vice-Chancellor
2. Dr. Nandini Sahu, Associate Prof., Faculty of English
3. Dr. Malathy A, Asst. Prof., Faculty of English
4. Mr. Tata Ramakrishna, Asst. Prof., STRIDE, IGNOU (Special Invitee)
5. Prof. Sunaina Kumar (Programme Coordinator)

COURSE COORDINATION, COURSE DESIGN & PREPARATION

IGNOU

Prof. Sunaina Kumar (Programme Coordinator and Course Coordinator for MBP – 001; 002; 003; 004 & 008)

Dr. Nandini Sahu, Associate Prof. (Coordinator, Course MBP -005)

Dr. Pramod Kumar, Reader (Coordinator, Course MBP -007)

Dr. Malathy A, Asst. Prof. (Coordinator, Course MBP -006)

Federation of Indian Publishers

(Late) Mr. Shakti Malik

Dr. Ashok Gupta

Mr. S.K. Ghai

Mr. P.K. Arora

Mr. R.C. Govil

PRODUCTION

Shri C N Pandey, Section Officer (Publication)

June, 2016

© *Indira Gandhi National Open University*

All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means, without permission in writing from the Indira Gandhi National Open University.

Further information about the Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110068.

Printed and Published on behalf of Indira Gandhi National Open University by Prof. Sunaina Kumar, Director, School of Humanities.

Printed Inhouse

INTRODUCTION TO COURSE 8: APPRENTICESHIP/TRAINING

Extract From MoU with Federation of Indian Publishers

“Internship Period: It is required to complete internship of minimum 3 weeks/ in the first year of study. In case a student fails to complete internship in the first year, she/he has to re-register for internship in the 2nd/3rd/4th year by paying an additional Rs.1400

After internship, every student is required to submit a **Project Report/ Workbook** which records the performance and the same shall be authenticated with remarks by the Supervisor. A separate **Confidential Report** in a prescribed format shall be submitted by the Supervisor about the performance of the student during the internship.

IGNOU will prepare Guidelines and Proforma of the Project Report, the Workbook and Sponsor Report (Confidential Report) pertaining to Course 8. There shall be a Project Proposal (to be approved by faculty at Headquarters), a Project Report (to be submitted along with Work Book) to be submitted by the student at the end of the training and a viva voce to be held at Headquarters/(Regional Centres)RCs/(Programme Centres) PCs with 1/3 weightage for each component–Supervisor Report, Project evaluation and Viva.

Stipend during Internship : “**FIP**” to offer a CONSOLIDATED stipend of minimum Rs.2500 during the period of internship.”

This is the last Course of the PG Diploma in Book Publishing. As you know, it is a compulsory course and has to be completed successfully in order for you to get the Diploma. We would advise you to take this training seriously as it will open many doors for you in your professional life.

We have divided the training period of four weeks into four parts or weeks. In each week you will cover one of the first four courses in sequence. You will recall of course, that the first four courses cover the basic aspects of book publishing. As regards the nature of the training, you will have been attached to a Supervisor or mentor who will guide you through the entire training period and you would need to report to him/her to get your **Workbook** duly signed. (The format of the Workbook is given as ANNEXURE 2.)

The Supervisor’s Report should be sent to us confidentially along with the Project Report:

1. OBJECTIVES

To give hands-on training in a publishing house to learners enrolled for the PG Diploma in Book Publishing

3. DURATION

The Training shall be for a period of four weeks at a publishing house which has identified by IGNOU and the FIP in mutual consultation. Learners shall be posted to each of the four sections of the publishing houses where each of the four Compulsory courses 1-4 shall be covered in sequence in the four weeks.

4. DETAILS OF TRAINING

The four week training is meant to familiarize the student with the four main aspects of publishing with a view to helping him or her choose the particular aspect of publishing he/she would like to specialize in later.

- **WEEK 1: Course 1: Introduction to Publishing & Its Legal Aspects**

This book publishing training workshop is designed to give learners practical exposure to the world of publishing. Learners will be introduced to the world of book publishing and see for them what the structure of a publishing house is. They will see how books are acquired—commissioned, received from aspiring authors or developed through mutual consultations. They will see what are the various processes taking place in the publishing house and be able to begin to make up their minds as to what aspect of publishing they would like to be involved in or take up as a career.

They will realize how important it is to preserve the rights of both author and publisher and what is copyright. Self-publishers will learn how to successfully publish their books. Individuals will learn how to break into the publishing market, how to market books, how to prepare a manuscript for publishing, and much more.

- **WEEK 2**

This week will cover the issues discussed in Course 2: Editing & Pre-Press.

As they continue their training, in the second week learners will get an overview of the interaction between authors, publishers and editors and see for themselves the various kinds of activities that go on at the pre-press stage. They would look at the kinds of editors, the kinds of editing; take a look at the in-house style manual used by editors and copy editors (or a standard style manual adopted by the publishing house). As they work along with the editorial section professionals, they may begin to realise the importance of editing, copy editing and how a book is visualized by the layout and design section.

- **WEEK 3**

This week will cover the issues discussed in Course 3: Production & Emerging Technologies

After a book has been worked on by editors and copy editors, the next stage is the production of the book. Learners would look at the functioning of the production department which includes designing, calculation of costs, selection of paper (and what issues influence the choice of paper for text and covers, the binding process and the kinds of materials used for binding. Having seen the traditional book production process, which should involve a visit to a printing press, learners would be exposed to the world of printing and the emerging technologies in book production and the various incarnations of the book—particularly e-books. S/he may look at print-on-demand or at least be able to discuss the emerging production processes.

- **WEEK 4**

This week will cover the issues discussed in Course 4: Marketing, Promoting & Distribution of Books

In the fourth week, learners would look at the processes of sales, distribution, marketing strategies, online selling, export marketing and other methods of content delivery; the success of the efforts of the entire chain of author-editor-publisher depend on successful sales, after all. The calculations that go into deciding paper, print-run, schedule of publishing etc would be helpful in helping the learner decide which aspect of the book publishing process interests him or her.

KEEPING RECORDS

We would expect the trainee to keep a record of his/her daily experience and the learning acquired (in the format Annexure 2). **Remember, this Workbook would be evaluated along with the Trainer's Report and the Viva voce and therefore must be carefully maintained.**

5. EVALUATION CRITERIA

EVALUATION CHART (as per IGNOU norms)

A: Excellent

B: Very Good

C: Good

D: Fair

E: Poor

F: Fail

Final interview This will be conducted by internal and external examiners in the subject. Students are required to score an overall grade of C to be declared successful.

There is **no term end examination** for this course.

Weightage: The Training component (Course 8) shall have the weightage of a full course.

6. COMPONENTS EVALUATED

The evaluation shall have the following three components: each shall carry equal weightage.

a) **Report of Supervisor (Annexure 1) and Daily Diary** – to be submitted as per specifications, duly initialed by Supervisor (**Annexure 2**);

b) **Project Report (Annexure 3);**

The Project carries the weight age of a full course, (4 credits) and you must get a minimum C grade for your project. If you get a D, you would be required to revise the report,

Please submit a typed and bound copy of the Project Report. Use A4 size paper. Use one side only.

c) **Face to face interview**

This would be conducted after the training and when the Project Report, Workbook and Supervisor's (Confidential) Report have reached us. This may be at Headquarters, at Regional Centres or at places identified by the University for the purpose.

The PROJECT REPORT (clearly mentioning PGDBP on cover) must be submitted along with **Workbook/Daily Diary and Supervisor's Report** through proper channel within 4 weeks of completion of training to:

**The Registrar,
Students Evaluation Division (SED),
IGNOU
Maidan Garhi
New Delhi - 110068**

Annexure 1 : Format of Supervisor's Report

1. Name of Supervisor/Mentor
2. Designation of Supervisor/Mentor
3. Name of Publishing House
4. Name of Student
5. Enrolment number
6. Regional Centre and Study Centre attached to
7. Nature of Training undertaken
8. Report in 100 words to
 - Indicate if student has satisfactorily completed the task assigned
 - Indicate the capability of student to perform chosen/assigned task
 - Indicate attendance and regularity
 - Indicate whether he/she can be suitably employed or what further training is required
 - Assigned GRADE as per list below:
 - i) A : Excellent
 - ii) B : Very Good
 - iii) C : Good
 - iv) D : Average
 - v) E : Poor
 - vi) F : Fail

(IF OUTSTANDING, PLEASE INDICATE WHY)

Annexure 2: Format of Workbook (Daily Diary)

This would be carrying details of supervised and self activities during training. One page per day may be maintained in given format on paper of A4 size. Handwritten entries required. In all, each week to have five reports. There must be a total of 20 reports.

We have indicated some of the activities you may like to perform. However, the Supervisor and you should plan the activities as per the publisher's own schedules. These are only indicative and may be suitably modified.

WEEK 1: (Covering Course 1)

30 Hours per Week (6 hours x 5 Days)

TABLE OF ACTIVITIES

Types of Activities	Hours (from to)	Remarks/Suggestions if any by Supervisor
Supervised Activities (work allocated by Supervisor)		
Self Activities Reading, checking references, writing report		
Practical Studying contracts, etc as in use by publishing house		

OVERALL GRADE (to be given at the end of the week):

WEEK 2: (Covering Course 2)
30 Hours per Week (6 hours x 5 Days)

TABLE OF ACTIVITIES

Types of Activities	Hours (from to)	Remarks/Suggestions if any by Supervisor
Supervised Activities Editing or proof reading or working with designer		
Self Activities Reading, practice of above		
Practical		

OVERALL GRADE: (to be given at the end of the week)

WEEK 3: (Covering Course 3)

30 Hours per Week (6 hours x 5 Days)

TABLE OF ACTIVITIES

Types of Activities	Hours (from to)	Remarks/Suggestions if any by Supervisor
Supervised Activities With production department		
Self Activities Studying printing, binding etc processes		
Practical		

OVERALL GRADE: (to be given at the end of the week)

WEEK 4: (Covering Course 4)
30 Hours per Week ((6 hours x 5 Days)

TABLE OF ACTIVITIES

Types of Activities	Hours (from to)	Remarks/Suggestions if any by Supervisor
Supervised Activities With sales and marketing department		
Self Activities Writing report, studying the activities etc		
Practical		

GRADE (to be given at the end of the week)

Overall Grade on Completion of Training:

Signed:

(Name of Supervisor with Designation And Date)

Annexure 3 : Guidelines For Preparation Of Project Report (Weightage 100 Marks)

The Project Report should be in about 2,500 words and should basically cover the following:

1. An introduction covering the details of the publishing house, the process of work allocation and training received;
2. A first-hand account of the training received and the benefits of training as perceived by learner;
3. Expectations before training and whether these were fulfilled;
4. Suggestions as to how the training could be improved, modified or duration altered; and
5. Any other experience the student may like to report on.

a) FORMAT FOR PROJECT REPORT

- **ARRANGEMENT OF CONTENTS**

The sequence in which the project report material should be arranged and bound should be as follows:

1. Cover Page & Title Page
2. Bonafide Certificate from Supervisor
3. Table of Contents
4. Weekly Report in given format
5. Appendices (if any)

- **PAGE DIMENSION AND BINDING SPECIFICATIONS:**

The paper used for of the project report should be A4 size. The project report should be bound using a flexible cover. The cover should be **printed in black letters** and the text for printing should be identical.

- **COVER PAGE & TITLE PAGE** – A specimen copy of the Cover page & Title page of the project report are given in **Appendix 4**.
- **BONAFIDE CERTIFICATE BY SUPERVISOR** – The Bonafide Certificate shall be in double line spacing using Font Style Times New Roman and Font Size 14, as per the format in **Appendix 5**.

The Certificate should carry the Supervisor's signature and should be followed by the Supervisor's name, professional designation (or any other responsibilities of administrative nature), department and full address of the publishing house where the Supervisor has guided the student, preferably on the letterhead of the Publishing House. The term '**SUPERVISOR**' must be typed in capital letters between the Supervisor's name and Professional Designation.

- **Typing Instructions:** The Report should be on A4 Paper, typed in Roman, 12 point and text should be black in colour. One and a half spacing should be used for typing the general text.

b) A Specimen of Cover Page & Title Page

(All in Font Style Times New Roman – Bold; 1.5 line spacing)

TITLE OF PROJECT REPORT

A PROJECT REPORT

Submitted by

NAME OF THE LEARNER

In partial fulfillment of MBP 008

SCHOOL OF HUMANITIES, IGNOU

Annexure 4

SPECIMEN BONA FIDE CERTIFICATE

TRAINING REPORT AT (NAME OF PUBLISHING HOUSE)

A PROJECT REPORT

Submitted by

..... (Name of student)

BONAFIDE CERTIFICATE

**Certified that this project report “.....TITLE OF THE PROJECT.....” is the
bona fide work of “.....NAME OF THE CANDIDATE.....” who carried out
the training under my supervision.**

Signature of the Supervisor

SIGNATURE

Signature of the Publisher

SIGNATURE

Student Satisfaction Survey of IGNOU Students

Enrolment No :

Name :

Programme of Study :

Year of Enrollment :

Year of Completion :

Age Group : Below 30 31 - 40 41 - 50 51 and Above

Gender : Male Female

Regional Centre :

States :

Study Center :

Please indicate if you are satisfied or dissatisfied with the following statements

Serial No	Questions	Very Satisfied	Satisfied	Average	Dissatisfied	Very Dissatisfied
1	Concepts are clearly explained in the printed learning material.					
2	The learning material were received in time.					
3	Academic counselors explain the concepts clearly.					
4	Personnel in the study centers are helpful.					
5	Academic counseling sessions are well organized.					
6	Studying the programme/course provide the knowledge of the subject.					
7	Assignments are returned in time.					
8	Feedback on the assignments helped in clarifying the concepts.					
9	Project proposals are clearly marked and discussed (if applicable).					
10	Overall, I am satisfied with the programme.					

MAIL TO : sunainak@ignou.ac.in

NOTIFICATION
(APPLICATION FORM FOR OBTAINING PHOTOCOPY OF THE ANSWER SCRIPT)

In order to ensure greater transparency in the evaluation, photocopy of the evaluated answer scripts for the Term End Examination shall be provided to the students who apply for the same. The following rules shall be applicable for this scheme:

- 1) Photocopy of the answer scripts shall be provided to the students from December, 2008 Term End Examination (TEE), onwards.
- 2) The fee for photocopy of the answer script shall be Rs.100/- (Rupees One Hundred only) which may be changed from time to time. Fee shall be paid in the form of a Demand Draft drawn in favour of IGNOU and payable at New Delhi.
- 3) Application form without self attested photocopy of the IGNOU Identity Card of the student will not be entertained.
- 4) Students desiring to apply for photocopy shall submit their application in the prescribed Proforma (copy attached).
- 5) Student's application for photocopy of the answer scripts shall reach the Registrar, Student Evaluation Division (SED) along with the prescribed fee within 45 days from the date of declaration of results. The date of receipt of application in Student Evaluation Division (SED) for June Term End Examination shall be 15 October and for December TEE shall be 15 April or within 45 days from the date of declaration of the result on the University Website whichever is later.
- 6) Registrar, SED shall send the photocopy of the answer scripts to the student within 15 days from the date of receipt of request. While doing so, particulars and signature of evaluator shall not be disclosed.
- 7) The last date for submission of application for the re-evaluation shall remain unchanged i.e. 30 days from the date of declaration of results.
- 8) The students who intend to apply for photocopy of the answer scripts should simultaneously apply for re-evaluation, if they so desire. The last date for submission of application for re-evaluation will not be extended to facilitate students to point out discrepancy in the evaluation.
- 9) Students, who find that any portion of the answer was not evaluated or any totaling error is noticed, may point out the same and submit their representation to Registrar (SED) along with a copy of the answer scripts supplied to them within 15 days. No other query regarding evaluation of answer script shall be entertained.

Registrar (SED)

APPLICATION FORM FOR OBTAINING PHOTOCOPY OF THE ANSWER SCRIPT

(For Rules & regulations mentioned please see IGNOU's Website) Please go through them carefully before filling up the form).

Prescribed dates for submission of form:-1st March to 15th April for June Term-end Exam.
1st September to 15th October for December Term-end Exam.

1. Name

.....

2. Programme:

--

Enrolment No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

3. Address:

.....

Code

..... Pin

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

4. Detail of the course(s), for which photocopy of the answer script(s) is/are required:

(a) Term-end examination: June/December.....

(b) Exam Centre Code:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

(c) Exam Centre Address:

.....

(d) Course(s):

.....

5. Fee details:-

(The fee for this purpose is Rs. 100/- per course, which is to be paid through demand draft drawn in favour of IGNOU & payable at New Delhi)

No. of Course(s): X Rs. 100/- = Total Amount:

Demand Draft No.:

Date:

Issuing Bank:

6. Self attested photocopy of the Identity Card : Attached/Not attached issued by the University

UNDERTAKING

I hereby undertake that the answer script(s), for which photocopy(ies), applied for, belongs to me. For this purpose, I am enclosing self attested photocopy of my Identity Card issued by the University. In case, my statement is found false, the University may take action against me as deemed fit.

Date:

Signature.....

Place:

Name:.....



School of Humanities
Indira Gandhi National Open University

'F' Block, Maidan Garhi, New Delhi 110068 (India) Web: <http://www.ignou.ac.in>