

Postgraduate Diploma Course in Book Publishing Studies

University of Calcutta
CENTRE FOR STUDIES IN BOOK PUBLISHING
In collaboration with
National Book Trust, India
Publishers & Booksellers Guild

Frequently Asked Questions (FAQs)

IS BOOK PUBLISHING A GOOD CAREER OPTION?

Book publishing is a respectable and financially rewarding career option with a huge demand for skilled and well-trained professionals. India's nearly Rs.8 billion book publishing industry is growing by over 15 percent every year. The 16,000-odd publishers are responsible for nearly 85,000 titles released annually. India is the third largest producer of books in English language. As the book publishing industry grows steadily, the job opportunities are also increasing in leaps and bounds. The demand-supply gap in the job market is more than evident.

With more international houses outsourcing to India, there are more opportunities for editors, proofreaders, typesetters, data operators, designers and, of course, printers.

The PGDBPS prepares you for a variety of different roles in the publishing industry. It provides the best quality training the industry is looking for. It gives each student the unquestionable edge in the job markets. Wide recognition of the course as a reputed professional programme helps the students grab the most lucrative jobs in this field.

The course structure also encourages students to take the challenges of starting their own publishing ventures as well as to update the knowledge of those who are already in this coveted profession.

DO YOU HAVE ANY LINK WITH THE PUBLISHING INDUSTRY?

The CSBP has excellent links with the industry. In fact the diploma course is run in partnership with the National Book Trust, India and the Publishers & Booksellers Guild, Kolkata.

The National Book Trust, India, an autonomous organisation under the Ministry of Human Resource Development, Government of India, is a highly professional multilingual publishing house. It also functions as the nodal body for the promotion of Indian books and for the dissemination of book culture in India.

The Guild is one of the best known platforms of the Indian book publishers, which has been organizing the globally acclaimed International Kolkata Book Fair since 1976.

The Calcutta University – NBT-- Guild combination helps widen the scope of our students. Pro-active placement support is provided to the students in leading publishing concerns.

This trend-setting industry-institute partnership enables us to make sure that our curriculum is appropriate to the current and future needs of the industry.

The leaders of the publishing industry are not just an external source of guidance and support, but an integral part of the CSBP process. They actively take part in running the course, ranging from preparing curricular programme to assessing performance of the students.

Our regular workshops aimed at hands-on training in editing, writing, design and other aspects of publishing introduce our students to the industry leaders in those specialised areas. This not only allows them a thorough training beyond the limitations of classroom lectures, but also a personal level interaction with the well-known publishing professionals who come to conduct these workshops.

The University – NBT-- Guild partnership also means a direct industry interface. Compulsory Internship and Study Tours are arranged in collaboration with major publishing and printing organisations to give our students an idea about the floor-level exercises as well as build their own network within the industry. They also get a chance to prove their mettle before the prospective employers.

IS IT AN APPROVED OR RECOGNISED COURSE?

The University course is recognized by the government as well as the publishing industry.

WHO CONFERS THE DIPLOMA, C U OR NBT OR GUILD?

The University offers this course in collaboration with the NBT, India and the Guild. The diploma is conferred by the University of Calcutta.

IS IT A PROFESSIONAL OR AN ACADEMIC COURSE?

Both. It has an emphasis on both the business and cultural aspects of the industry.

The course will prepare you for a variety of different roles in the publishing industry, and has a very strong vocational base.

HOW DOES THE COURSE EQUIP THE STUDENTS TO FACE THE JOB-MARKET?

Both the business and cultural aspects of book publishing.

Legal aspects of publishing, protecting copyright, contract, checking piracy etc.

Functions of all stakeholders in book publishing and overall management of publishing establishments.

Core skills in topics like Editorial Techniques, Design, Production and Post-Production.

Book Promotion and Marketing of Books.

Basic principles of Financial Management in book publishing.

WHAT KIND OF JOBS DO YOUR ALUMNI GET?

The book publishing course provides the best quality training the industry is looking for. It gives each student the unquestionable edge in the job market. Wide recognition of the course as a reputed professional programme helps the students grab the most lucrative jobs in this field.

Publishing companies have been the first destinations for our students. They are recruited for working in areas like editing, marketing, designing etc.

Graduates of our publishing course also find jobs in other corporate houses and NGOs. Such organisations often look for publishing professionals to manage their content (both web and print), translation, design, B2B magazines and similar other divisions.

Big advertising agencies and even Public Relations firms also need expert content writers and editors, which again becomes a source of employment to the CSBP graduates.

With the help of the National Book Trust, India and the Publishers & Booksellers Guild, the CSBP is pro-active in providing placement support to its students in leading global and domestic organisations.

CAN A PASS-OUT START HIS/HER OWN PUBLISHING VENTURE?

Always you can. In fact, some of students are doing their own business successfully. Our resource persons are always willing to help them by sharing their professional knowledge and experience.

WHEN ARE THE STUDENTS ADMITTED?

Admission Schedule is notified in June-July every year.

WHEN DOES THE COURSE START?

Classes start immediately after the admission process is over.

HOW MANY STUDENTS ARE ADMITTED?

Twenty five (25) in total including 5 sponsored candidates and 1 NRI/ foreign candidate.

WHAT ARE THE ENTRY REQUIREMENTS?

A candidate with Bachelor's Degree in Arts / Science/ Commerce (Honours/ General/ Vocational / Engineering and Technology/ Medical Sciences/ or its equivalent) is eligible to apply.

A candidate appeared at the final examination for graduation is also eligible to apply. However, if selected, such a candidate has to submit the proof (pass certificate, mark sheet etc) of his/her graduation before admission to this course.

IS THERE ANY AGE BAR FOR THE APPLICANTS?

No. There is no upper age limit for admission.

HOW MUCH DOES IT COST?

This is the best for you!

Course Fee: Rs.10, 000 for non-sponsored candidates/ Rs.11, 000 for sponsored candidates/ Rs.25, 000 for NRI/ Foreign candidates. Library Fee and Examination Fee are separate. Course Fee is received in full at the time of admission.

HOW ARE THE STUDENTS SELECTED FOR ADMISSION?

Candidates seeking admission to the course shall have to qualify in a Written Test by securing at least 25% of the marks and final selection will be made on the basis of cumulative score of the Written Test and the Interview.

DO YOU WELCOME APPLICATIONS FROM PEOPLE WORKING IN PUBLISHING?

Yes, we do. Five seats are reserved for the candidates sponsored by publishing and printing organisations.

IS IT AN EVENING COURSE?

Yes. Classes are normally held on Monday, Wednesday and Friday from 4-30pm to 7-45pm.

However, in some cases workshops, seminars and study tours are arranged on other days including Saturdays and Sundays. Such programmes are notified in advance.

HOW LONG IS THE COURSE?

It is a one-year course.

WHAT IS THE MEDIUM OF INSTRUCTIONS?

English. However, students are also free to answer in Bengali in the final examination if not otherwise instructed.

WHERE IS THE COURSE TAUGHT?

Classes are held at the historic College Street Campus (Asutosh Siksha Prangan). The venue is in the midst of the country's premier publishing hub. With excellent transport links it can be reached by public transport from all parts of the metropolis and its periphery.

IS INTERNSHIP COMPULSORY?

Yes. Internship is a compulsory curricular task for each student. We take special care to arrange it at major publishing and printing organisations all over the country. Students use this assignment as the stepping stone to a publishing career.

Access is key and the internship provides our students an exclusive access to the domain of hard-core professionals. During internship students are required to follow the working hours of the publishing/ printing organization concerned.

IS IT ALL LECTURES AND EXAMS?

No. Our thrust is to provide practical hands-on training.

Here learning doesn't end in the classroom. We always look for fresh and innovative methods to help our students learn. The course offers theoretical and practical inputs of the highest standard and ensures unparalleled exposure to floor-level experience for each student. Much of the course is devoted to the practical work. Regular workshops on all major aspects of book publishing are aimed at providing hands-on experience. Internship is a compulsory. We regularly arrange Study Tours to reputed publishing and printing concerns.

DO YOU HAVE ANY LAB?

Our students get unique opportunity of hands-on training at the DATA GENERATION & EDITING CENTRE (Third Floor, Central Library, College Street Campus), a fully equipped computer lab. It's run jointly by the CSBP and CU Central Library in collaboration with Publishers & Booksellers Guild, Kolkata and National Book Trust, India.

WHO TEACHES ON THE COURSE?

A range of eminent and experienced teachers from various academic institutions, professionals from major Indian and international publishing organizations and various academic institutions. They are the leading lights in the field -- copy editors, creative writers, designers, marketing experts, illustrators and academics – each offering insights into their own specialist area.

CAN I CONTACT THE COURSE OFFICE?

You are always welcome in the office of the Centre for Studies in Book Publishing, University of Calcutta, Asutosh Building, First Floor, College Street Campus, 87/1 College Street, Kolkata 700 073, West Bengal, India

[Visiting Hours: 2 pm – 6:30 pm / Monday –Friday]

Joint Coordinators of the Course:

Prof. Biplab Chakrabarti / Email: bclis@caluniv.ac.in

Prof. Dhruva Ranjan Dandapat / Email: dhrubacal@yahoo.co.in

You may contact: Prof. Saumendranath Bera, Director, CSBP

Mobile-09830469974/ Landline- 91(033) 2241 0071-4 [Extension: 338]

Email: snbmc@caluniv.ac.in / csbpcu@caluniv.ac.in

You can also talk to the office staff at the CSBP Office.

CAN I CONTACT THE NBT, INDIA?

You are always welcome.

Director

National Book Trust, India

C-5, Nehru Bhawan, Institutional Area,

Vasant Kunj, New Delhi -110070

Phone No: +91-11-26707738/ +91-11-26707700

Email (Director): director@nbtindia.org.in, masikandar.nbt@nic.in

Email: nbtindia@nbtindia.org.in

Website: www.nbtindia.gov.in

Contact in Kolkata:

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Telefax: +91-033-2241 3899

Email: ero@nbtindia.org.in

CAN I CONTACT THE PUBLISHERS & BOOKSELLERS GUILD?

Always.

Hony. General Secretary

Publishers & Booksellers Guild

Guild House, 2B Jhamapukur Lane, Kolkata 700 009, West Bengal, India

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