

THE
BOUND
PUBLISHING
COURSE

15 SEP TO 17 DEC 2023



3-MONTH CERTIFIED COURSE
TAUGHT BY TOP INDUSTRY EXPERTS
100 HOURS OF LIVE SESSIONS
PLACEMENT ASSISTANCE

CORE FACULTY

B



TARA KHANDELWAL

Founder and Director

- Well-known editor for 12+ years and has edited over 150 books
- Host of Books and Beyond, India's No. 1 Book Podcast with 2.5 million listens
- **Alumna of Columbia University's Publishing Course & Imperial College**
- Worked with Penguin India, Writer's Side Literary Agency, SheThePeople.TV, and BloombergQuint
- Member of WICCI - Print Media



AISHWARYA JAVALGEKAR

Head of Originals

- Writer, book editor, podcast producer and the driving force behind all of Bound's original IPs
- Creator of The Book People - a video podcast and newsletter that decodes the publishing industry
- **Alumna of Trent University & Humber College Canada**
- Founder & Editor-in-chief of ang(st), a feminist zine
- Worked with Zubaan Books and Simon & Schuster, and member of WICCI - Print Media



MICHELLE D'COSTA

Head of Learning & Editing

- 10+ years of experience in the literary industry
- Host of Books and Beyond, India's No. 1 Book Podcast with 2.5 million listens
- Editor, Books and Literary Magazines
- Beloved instructor and mentor across platforms like Teach For India, Unacademy, Pepper Content, and more
- Author of the poetry chapbook, 'Gulf', and published in over 70+ literary journals
- **Alumna of Seagull School of Publishing and Kolam Writer's Workshop**

GUEST FACULTY

Hemali Sodhi

Founder
A Suitable Agency

Trisha de Niyogi

Director
Niyogi Books

Sidharth Jain

Founder
The Story Ink

Disha Naik

Marketing & Digital Manager
Penguin Random House
India

Sayantan Ghosh

Executive Editor
Simon and Schuster India

Naveen Vaslakumar

Founder
Notion Press

Amit Kumar

Sr. Commissioning Editor
Taylor and Francis India

Shloka Shankar

Founding Editor
Yavanika Press

Dibyajyoti Sarma

Founder
Red River

Sahil Sharma

Founder
Clueless Literary
Consultants

Hemant Divate

Founder
Paperwall Publishing

Arcopol Chaudhuri

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HarperCollins India

Swetha Nisthala

Technical Editor
Cactus Communications

Jayapriya Vasudevan

Partner
Jacaranda
Literary Agency

Somak Ghoshal

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Head of Editorial Content
Condé Nast Traveller India

Subodh Sankar

Founder
Atta Galatta

Rahul Soni

Executive Editor
HarperCollins India

Chitranshu Tewari

Director - Product & Revenue
Newslaundry

Almas Jani

Ex-Art Director
Architectural Digest India

4 phases | 6pm to 8pm - Weekdays | 10am to 12 pm - Weekends

1

FOUNDATION

WEEK 1 TO 8

Top industry professionals will provide insights into all aspects of publishing

2

SPECIALIZATIONS

WEEK 9 & 10

Participants will choose between 3 tracks:

- Book Editing
- PR and Marketing
- Digital Publishing

3

RECRUITMENT DRIVE

WEEK 11 & 12

Interviews will be arranged with our recruitment partners for jobs and internships

4

CAPSTONE PRESENTATION

WEEK 13

Students will apply what they have learned by simulating the operations of a publishing house

Phase 1 : Foundation

WEEK 1 TO 8 | Sep 15 - Nov 17

*A holistic overview on
all aspects of publishing with in-class
exercises and practical assignments*

- Read Like A Writer

- Structural Editing (Non-fiction)

- Structural Editing (Fiction)

- Copy And Line Editing (Non-fiction)

- Copy And Line Editing (Fiction)

- Editing (Magazine Articles)

- Technical Editing (Academic Books)

- Proofreading

- Commissioning Books

- Where Do Book Ideas Come From

- How To Evaluate Manuscripts

- Non-fiction Writing

- Copywriting

- Publishing: Ecosystem And Roles

- Editorial Mandate: Building A Digital Publishing Platform

- Managing Editorial And Production Teams

- Managing Budgets And Schedules

- Creating And Executing Marketing Campaigns

- How Literary Agents Represent Authors
- The Literary Agency Business Model
- Rights And Contracts
- Creating Regional Stories
- Pitching To Magazines
- Literary Magazines
- Book-to-Screen
- Subsidiary And Ancillary Rights
- Book Cover Design
- Book Production
- How Publicity Sells Books

- Career Panels
- Self-publishing
- Children's Books
- Academic Publishing
- Small Poetry Presses
- Independent Publishers
- Translations
- Audiobooks
- Business Of Bookstores
- Selling Books
- Creating Book Marketing Campaigns

Phase 2 : Specializations

WEEK 9 AND 10 | Nov 18 - Nov 30

Participants will choose one of the 3 tracks, and each track will be conducted simultaneously

BOOK EDITING

Best for those who want to work in acquisitions, editing and content creation across platforms.

- Editor-Agent Relationship
- Making Money As A Freelance Editor
- Technical Editing

DIGITAL PUBLISHING

Best for those who want to work in digital publications and magazines across roles like marketing, sales, revenue generation and growth.

- Editorial Mandate
- Multi-format Publications
- Building A Subscription Model

PR & MARKETING

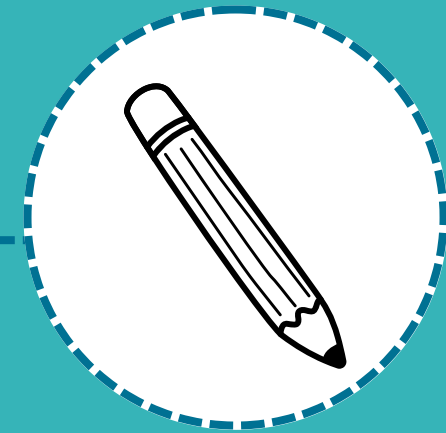
Best for those who want to pursue marketing and publicity roles in any kind of creative organization or content company.

- Creating A Holistic Marketing Campaign
- Book Marketing Agencies
- Building Audiences

Phase 3 : Recruitment Drive

WEEK 10 AND 11 | Dec 1 to Dec 15

Shortlisted participants will get a chance to interview for their dream jobs and companies



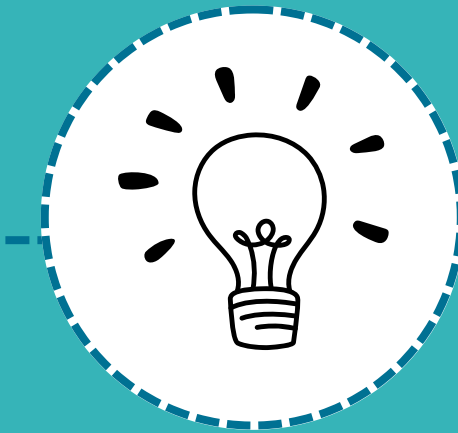
APPLY FOR YOUR
DESIRED JOBS



WE SHORTLIST
PROMISING APPLICANTS



WE SCHEDULE
INTERVIEWS



YOU HEAR BACK
FROM THEM

RECRUITMENT PARTNERS



CACTUS

BOUND



The
Story
Ink

 **Atta Galatta**



Phase 4 : Capstone Presentation

For the grand finale, simulate the workings of a publishing house by creating your own!

- Students will be divided into groups and will have 2 weeks to prepare.
- Each group will function as a publishing house and each student will play a role: editor, marketer, etc.
- Each group will present their business model and innovative book ideas in front of a special panel of judges.

10 AM TO 02 PM

SAT

16

DEC

&

SUN

17

DEC

You Will Leave With



A certificate that gives you credibility in the publishing industry



10% off on all Bound Academy offerings



Lifetime access to Bound's network and community

JOIN OUR COMMUNITY OF SUCCESSFUL ALUMNI

Natasha Malpani Oswal



Worked on films like 'Uunchai' and 'Awasthi Versus Awasthi'

Published 2 poetry collections and currently publishing a children's book

Abhilash Jayachandra



Copyeditor and Contributor at Galavante, New York

Sangeetha Menon



Kickstarted her career as Rights Manager at Tulika Publishers

Started her own podcast, 'The Closet Writer Chronicles'

Ashaani Taneja



Won the Ruskin Bond Young Literary Talent Award, 2018

Published 2 books

Divjot Kaur



Completed her M.A Publishing (Media) from Oxford Brookes University

Working as an Editorial Assistant at Berghahn Books, UK

Priyanka Pradhan



Her debut book won the Ruskin Bond Promising Writer Award, 2019

Ritika Bali



Got admission into the MFA program at Miami University, USA

Subuhi Jiwani



Published 3 children's books

GET JOB READY BEFORE DAY 1

**CLICK HERE
TO APPLY**



ROLLING APPLICATIONS

COURSE FEE

**Rs. 58,000/-
+GST**