

# THE BOUNDED 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**

**Chitranshu Tewari**

**Director - Product & Revenue**  
**NewsLaundry**

**Sidharth Jain**

**Founder**  
**The Story Ink**

**Disha Naik**

**Marketing & Digital Manager**  
**Penguin Random House**  
**India**

**Sayantana Ghosh**

**Executive Editor**  
**Simon and Schuster India**

**Naveen Valsakumar**

**Founder**  
**Notion Press**

**Amit Kumar**

**Sr. Commissioning Editor**  
**Taylor and Francis India**

**Radhika Raje**

**Marketing Manager**  
**Pan Macmillan**

**Rochelle Pinto**

**Founding Editor**  
**Tweak India**

**Sahil Sharma**

**Founder**  
**Clueless Literary**  
**Consultants**

**Vaishnavi Singh**

**Community**  
**Segments Lead, India**  
**LinkedIn**

**Arcopol Chaudhuri**

**Executive Editor**  
**HarperCollins India**

**Swetha Nisthala**

**Technical Editor**  
**Cactus Communications**

**Jayapriya Vasudevan**

**Partner**  
**Jacaranda**  
**Literary Agency**

**Somak Ghoshal**

**Head of Learning**  
**Harrappa**

**Anantha Padmanabhan**

**CEO**  
**HarperCollins India**

**Sumaiyya**

**Bookstagrammer**  
**@sumaiyya.books**

**Lauren Rosemary Hook**

**Editorial Director**  
**The Feminist Press**

**Rakesh Khanna**

**Cofounder &**  
**Editor-in-Chief**  
**Blaft Publications**

**Vidushi Gaur**

**Branded Content**  
**Professional,**  
**Brut Media, India**

**Salil Deshpande**

**Head of Editorial Content**  
**Condé Nast Traveller India**

**Subodh Sankar**

**Founder**  
**Atta Galatta**

**Rahul Soni**

**Associate Publisher**  
**HarperCollins India**

**Trisha de Niyogi**

**Director**  
**Niyogi Books**

**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*



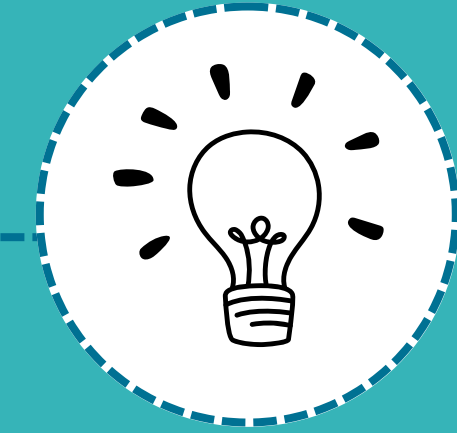
APPLY FOR YOUR  
DESIRED JOBS



WE SHORTLIST  
PROMISING APPLICANTS



WE SCHEDULE  
INTERVIEWS



YOU HEAR BACK  
FROM THEM

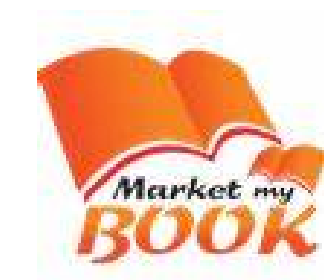
## RECRUITMENT PARTNERS



CACTUS



BOUND





# 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**

Batch 2 acceptance will be sent by July 30

**COURSE FEE**

**Rs. 58,000/-**

**+GST**

**(EMI AVAILABLE)**