

NEW CENTRAL BOOK AGENCY (P) LTD

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## *Authors' Proposal Form*

NCBA, the largest vertically integrated STM publisher of Eastern India with the fastest growing marketing network throughout Afro-Asian countries, invites well worked out manuscripts in different subjects for the undergraduate and postgraduate level students. The manuscripts need to be original and conforming to the best ones of the international standard. However, it may require some time for the refereeing decision to come out after thorough examination of the minutest details of the manuscript/typescript by the board of readers. Subsequently if any revision, addition, alteration or editorial emendation is required in the text, that has to be done by the concerned authors or editors following official communication from the publisher.

This proposal form, however, does not contain any commitment of the publisher to publish the manuscript/typescript in question. It rather depicts an assurance of the proposed manuscript/typescript being seriously considered for publication in due course. Prior to the making of c.r.c. a formal agreement shall be entered into at a later date, if the publishing decision comes out in the affirmative with mutual consent of author and publisher.

This proposal form needs to be filled in with as much details as possible, so that the publisher gets a clear view of the prospect of the proposed book. In many cases separate annexures are to be attached herewith to furnish maximum amount of information. The detailed syllabus of the subject in all major Universities is mandatory to be sent with this form.

Part - I

**THE BOOK**

Title of the proposed book (Block Letters)	
Subject area	
List of contents (in detail)	
List of illustrations	
Approach of the book (Reader friendliness and other salient features)	
Exclusivities in treatment of the subject by the Author	
Spelling rules (UK/US)	

**CASTING - OFF**

Nature of the copy	MS (Manuscript)/TS (Typescript)
Extent of the copy	pp.
Measurement of pages	(Length) x (Width)
Average No. of lines per page	
Average No. of words per line	

**GRAPHS & ILLUSTRATIONS**

No. of line illustrations	
No. of halftone illustrations	
No. of coloured illustrations	
No. of graphs	
No. of tables	

**EDITORIAL CONSIDERATIONS (Yes/No)**

Diacritical marks	
Bibliography	
Index	

**PRESSWORTHINESS**

No. of Chapters ready	
as on	
No. of remaining chapters	
Expected date of completion	

Part - II

**TECHNICAL ASSISTANCE FROM AUTHORS**

In case of softcopy being submitted, mention the software of the text, graphs, illustrations etc.	
As regards softcopy of photographs, get them ready in .tif mode with minimum 300 dpi resolutions	

**EDITORIAL ASSISTANCE FROM AUTHORS (Yes/No)**

To provide soft copy of the text	
To provide illustrations	
To provide graphs	
To prepare bibliography	
To prepare index	
To prepare blurb	
To check proof*	

\*Authors are hereby requested not to make any revision, addition, alteration etc. at the proofing-out stage, unless it is a distress situation (i.e. abrupt change in syllabus, availability of updated information etc.). These are to be done at MS/TS level only. Hence, before offering proposal for a book, authors are to make sure, there shall be no room for subsequent change in the text – barring a few cutting the ‘t’s and dotting the ‘i’s.

**Part – III****MARKETABILITY AND BRAND POSITIONING**

Marketing niche	
Conception of the domestic market	
Conception of the international market (exploring export potentialities)	
Prospect of institutional purchase (Corporate and institutions under Author’s influence)	
Suggested promotional measures	
Author’s involvement in promotion	
List of faculty members of other Universities in this subject	

**PRICING STRATEGY**

The ideal price of the book	
Estimated annual sales at this price	

**Part – IV****SUBJECT**

Syllabus in detail	
Prospect of the subject	
Acceptance of the subject in major Universities across the world	

**BENCHMARKING**

Competition (Title, Price, Author, Publisher and Edition of a few other books on the same subject which could compete with this book)	
Comparison (Compare this book with that of other authors on the same subject)	

## SWOT ANALYSIS

Strength of the book (In Author's view)	
Weakness of the book ( " )	
Opportunities of the book ( " )	
Threat of the book ( " )	

## Part - V

## THE AUTHOR

Presently associated with	
Office address and position held	
Contact number	
Residential address and contact number	
Mobile telephone number	
e-mail	
Curriculum vitae	
Career record	
Field of specialization	
Membership of associations, societies etc.	
Contribution in major journals	
List of published works	
Name (Block Letters)	