



Orange Books International

(a unit of OBI Publishers 'n' Distributors (P) Ltd.)

113 A, Prakasha Scout, Ansari Road, Daryaganj, New Delhi—110002 INDIA.

Ph. : +91-11-23247777, +91-11-43522777

Email : Editorial@obipd.com

BOOK PROPOSAL FORM

Dear Author,

This form has been designed to enable us to study your proposal in greater detail. It will help us immensely in considering your proposal for publication. Kindly provide the information requested to the best of your Knowledge.

Date : _____

1. AUTHOR INFORMATION

Full Name

Present Position

Current Address

Office:

Phone:

(Please check
the address for
correspondence)

Residence:

Phone:

Academic Qualifications (Starting from the latest achievement)

(Please specify the names of the Institutions where the Degrees have been obtained)

Teaching Experience

Professional Experience

Membership of Associations/Societies

Books Published (Title, Publisher and Year)

2. MANUSCRIPT DETAILS

(a) Title:

(b) Length of Manuscript:
Approximate No. of Pages- No. of Chapters-
Handwritten / Typed (Doubled Spaced)- Word Processed-
Would it be possible for you to provide us the manuscript on a word-processed
Disc? Yes/No

(c) Number of Illustrations

Line: Halftones: Colour:

(d) Status:

(Conceived/Synopsis and Chapter Contents Ready/Some Chapters
Ready/Complete Manuscript Ready)

(Please Highlight)

- If manuscript is not complete, No. of chapters ready:
 - Expected Date of Completion of the Entire Manuscript:
-

(e) Synopsis (Please attach a separate sheet, if required)

(f) Salient Features

(g) Chapter Contents

(Please attach a separate sheet giving the detailed contents including Subheadings and Topics
Covered, if required)

3. COMPETITION

(a) Please list the major books (both Indian and Foreign) which will compete with your Proposal:

| Author | Title | Publisher | Place of Publication | Year of Publication | No. of Pages | Price |
|--------|-------|-----------|----------------------|---------------------|--------------|-------|
| | | | | | | |
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(b) Please give below the major strengths and weaknesses of the above titles viz-a-via your Proposal:

| Author/Title | Strengths | Weaknesses |
|--------------|-----------|------------|
| | | |
| | | |
| | | |
| | | |

4. MARKET INFORMATION (DOMESTIC)

Please give below the Readership/Market for which you have designed your book, specifying what the Primary and Secondary Markets would be.

(a) TEXTBOOK

Level: School/Polytechnic/Undergraduate/Postgraduate

Course(s) offered

| Course Name | Length of Course | Year/Semester | Institutions where Taught |
|-------------|------------------|---------------|---------------------------|
| | | | |
| | | | |
| | | | |
| | | | |

Please specify the Syllabi referred to while designing the Manuscript.

What are the Courses/Markets for which your book could serve as a reference?

Would the availability of supplementary material like a Solutions Manual or Teacher's Manual add value to the book. If yes, are you planning to develop one?

(b) **PROFESSIONAL/REFERENCE BOOK**

In the table below indicate the Academic/Professional Course for which your book would serve as a reference:

| Name of Course | Level (UG/PG/Executive Programmes) | Institution where Taught |
|-----------------------|---|-------------------------------------|
| | | |
| | | |
| | | |
| | | |

(c) **GENERAL BOOK**

What are the markets for which your book could serve as a reference?

5. MARKET INFORMATION (EXPORT)

In which Country, besides India, will the Book have a particular sales appeal and Why?

Can you list Specific Universities and/or Persons who may be receptive to the Book?

6. MARKETING STRATEGY

What would be your Marketing Strategy for a book as yours?

7. REVIEWER INFORMATION

The Publisher may sometimes experience difficulty in locating an appropriate reviewer. Please list below the Names and Address of Two Competent Persons who, in your opinion, can give a meaningful evaluation of the Manuscript.

8. PRICE AND SALES

What in your opinion would be the ideal price for your book?

What is your estimate of annual sales at this price?

9. ACCOMPANYING MATERIAL

Please provide us with the following:

Synopsis:

The synopsis is an outline describing the book; approach and its aims. A listing of chapter headings and subheadings is insufficient. Please detail the topics covered and describe how you approach the subject, providing a clear impression of the overall structure and level of the proposed book. Include any outstanding features and pedagogical features, e.g. summaries, examples, cases, problems, etc.

Table of Contents:

Please provide a detailed Table of Contents (Chapter Head, Section and Sub-section).

Sample Chapters:

We will review a complete manuscript if available. If not, we would need at least 3–5 representative chapters for review. This will enable reviewers to evaluate the style, pedagogy and technical accuracy.

It is recommended that any particularly innovative material should be submitted at this stage. The time taken to write the sample chapters will allow you to gauge the time it will take to complete the book. Please note that introductory chapters are not suitable as sample chapters.

If appropriate, you should begin at this early stage to think in terms of a supplement package, e.g. a teacher’s manual, student’s guide or software supplement.

Curriculum Vitae:

Curriculum Vitae should contain details of all relevant teachings, research, industrial and professional experience, and list of all previous publications (Title and Publisher).

UNDERTAKING

I,, do hereby declare that I have the right and power to enter into an agreement for writing the proposed book mentioned above and there is NO Previous/Subsisting Agreement, entered into by me, with any Individual/Organization that prohibits me from doing so or taking up the present assignment as mentioned above. I further declare that my proposed book will not violate any Copyright.

Signature of the Author(s):

Date :

Place :