



**PUBLISHING NEXT**

**INDUSTRY AWARDS 2018**

[www.publishingnext.in](http://www.publishingnext.in)

## THE PUBLISHING NEXT INDUSTRY AWARDS 2018

The Publishing Next Industry Awards were instituted in 2014 to reward the talent, initiative, entrepreneurial zeal and untiring efforts of publishers – big, small, independent – that create books. Now in its 5th year, the Awards are established under the aegis of the neutral platform of the Publishing Next conference, and seek to recognize the innovation and leadership of publishing professionals and others in the book trade.

The Publishing Next Industry Awards 2018 will be presented in the following twelve categories:

- |  |             |
|--|-------------|
| 1. Book of the Year (English)  | see page 5  |
| 2. Book of the Year (Indian Languages)                                       |             |
| 3. Children's Book of the Year (English)                                     |             |
| 4. Children's Book of the Year (Indian Languages)                            |             |
| 5. Illustrated Book of the Year (Coffee Table Books)                         |             |
| 6. Book Cover of the Year (English)  | see page 8  |
| 7. Book Cover of the Year (Indian Languages)                                 |             |
| 8. Book Illustrator of the Year  | see page 11 |
| 9. Editor of the Year  | see page 13 |
| 10. Bookstore of the Year  | see page 15 |
| 11. Publisher of the Year (English, Indian Languages, General)               | see page 17 |
| 12. Publisher of the Year (English, Indian Languages, Children's Literature) |             |

*Please note: If there are less than 5 valid submissions for any of the above categories, the organizers reserve the right to either cancel evaluation of that category, or evaluate the received submissions within another, related, category.*

*Valid submissions are those submissions that meet all criteria for submission.*

An applicant can apply for more than one category.

### **Key Dates to remember:**

**Open for submission of entries: 15th February 2018**

**Entry deadline: 15th May 2018**

**Shortlist announcement: 15th August 2018**

### **Judging Procedure:**

A specialist jury, comprising of experienced industry professionals, will select the winner and runner-up in each category. The decision of the jury and Publishing Next Advisory Board as regards winners in each category will be final and binding. Information related to evaluation (such as scoresheets, information exchanged between organizers and members of jury, etc.) will not be shared with the participants.

The final selection of shortlisted applicants will be based solely on information furnished by the applicant. Applicants are requested to be as clear, concise and straight-to-the-point as possible, at the same providing all information relevant to the category.

Completing the application form:

- a. **You can apply by filling the application form for each category and emailing it to us at [contactus@publishingnext.in](mailto:contactus@publishingnext.in).** Applications must be completed in English alone. **Please do not send hard copies of the application.**
- b. There is no fixed format for the application. However, all information requested for the category must be provided. A separate application must be provided for each entry in PDF format. Combined applications will be summarily rejected.
- c. Every application (except those for categories 8 and 9 i.e. Book Illustrator of the Year and Editor of the Year) must be accompanied by a logo of the publishing house / imprint / bookstore.

In the case of the Printed Book categories (Book, Children's Book, and Illustrated Book, of the Year), 3 physical copies of each title must be sent to the address given below:

Publishing Next  
S-2, II Floor,  
Adolfo Mansion,  
Near Menezes Maternity Home (Above Asian Paints Store),  
Rua Bernardo da Costa,  
Margao GOA 403601  
Tel: 98503 98530

Publishing Next organisers reserve the right to retain all materials that accompany or form part of an entry. No submissions will be returned to the applicants. Publishing Next will ensure that these materials will be retained safely.



### **Communication:**

All communication will be provided by email to the email address provided in the application form. Applicants must ensure that the appropriate email address is submitted.

### **Entry Fees:**

There are no entry fees charged. However, in the case of the Printed Books categories, a fee of Rs. 300 is charged. This amount will be used to ship the books to the judges. There are no other charges applicable.

### **Winning Trophy:**

Each winner will receive:

- The Publishing Next Industry Award trophy.
- A certificate of merit
- The right to use the Publishing Next Industry Award logo

The runner-up in each category will be presented with a certificate of merit.

There are no monetary awards.

The winners and runners up are requested to attend the Awards ceremony to receive their awards (at a date to be announced subsequently). If they are unable to do so, they are requested to collect the trophy/certificate from the Publishing Next office in Goa.

For more details, email us at [contactus@publishingnext.in](mailto:contactus@publishingnext.in)



## Printed Book of the Year

This award seeks to recognize the efforts of publishers to develop a book that pushes the boundaries of editorial, design and technical excellence within the domain of printed books, making use of available technology to create a book that enriches its genre.

Please note: **This Award does not evaluate the literary merit of the book.** Instead it looks at aspects that have gone into the making of the book. Publishers are therefore advised to choose the books they submit for this category, and provide all relevant information, keeping this caveat in mind. Please see the evaluation criteria for a better understanding of this category.

This award will be awarded in 5 sub-categories:

- Book of the Year (English)
- Book of the Year (Indian Languages)
- Children's Book of the Year (English)
- Children's Book of the Year (Indian Languages)
- Illustrated Book of the Year (or Coffee Table Books)

### Criteria for Evaluation:

- **First impression:** Is it a book that captures one's attention, especially when it is placed on a bookshelf? Does the cover make one want to look inside?
- **Quality of production:** The applied craftsmanship, and experimentation, with respect to design and production values keeping in mind the nature of the book and its intended audience (including choices made with respect to layout and typesetting, illustrations employed (if any, especially in the case of children's books), choice of paper stock, binding and finish, and the quality of the overall design)
- **Relevance of the book in the present context:** Rationale behind the author/publisher to invest in the book. Is it a "fresh" book or is it one that has been overdone, a "me-too" book?
- **Contribution of the book towards the enrichment of its genre:** Is the book or any of its features worth emulating? Has a standard been set?

### Who can apply:

Publishing companies based in India (or branches of foreign publishers based in India) or self-published authors. Indian reprints or licensed editions of titles originating outside India are not eligible for this category. However, translations of foreign-language titles into Indian languages including English (by an Indian translator) are

eligible. Entries should pertain only to those books published on 1st January 2017 or thereafter. **Books previously submitted for this category should not be submitted again this year.**

Each publisher can submit only 3 (three) titles for each sub-category. Submissions for the Indian language sub-categories can be in any Indian language. **However, the application must be submitted in English alone.**

### Your submission

In a pdf file of not more than 3 pages, and not exceeding 1500 words:

- a. Indicate the sub-category for which you are applying. A publisher can submit only 3 (three) titles for each sub-category.
- b. Tell us about the book - why you chose to publish it, how it came to be acquired (commissioned), what were the design considerations, how was it marketed and sold. Tell us about the book itself, if there were any significant decisions made with regard to its production, the story behind its cover, and any illustrations that were used. Tell us the story behind the book, and why you think it should be awarded the best book in the category. You could also comment on its critical and commercial success, or if there was something special in the way it was marketed. Tell us everything about the book. Don't hold back.

In addition, please include within your application:

- c. Information about the book: Title, ISBN, Publishing Imprint, Publishing House
- d. Contact details of the applicant: Name, telephone number and email address
- e. Date of publication of the book (Month and Year)

Your email, containing the application, should also include a high resolution image of the logo of your publishing house.

There must be separate entries for each title (e.g, 3 pdf files for 3 titles, not one for all three).

Separately, please send by post:

- a. 3 physical copies of each title
- b. A cheque of Rs. 300 per title made to "Publishing Next".

**Further details:**

- a. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with “Submission - Book of the Year - [Sub-category Type]” in the subject line. Applications must be completed in English alone. Please do not send hard copies of the application.
- b. Please do not combine applications for different books. Please send one application per book. All applications can, however, be sent together in one email.
- c. The postal address to send the books is:

Publishing Next  
S-2, II Floor,  
Adolfo Mansion,  
Near Menezes Maternity Home (Above Asian Paints Store),  
Rua Bernardo da Costa,  
Margao GOA 403601  
Tel: 98503 98530

Please combine all books (for all entries, if more than one title is being submitted) in one box. Please send a cheque of Rs. 300 per title made to “Publishing Next” to the above address, preferably along with the books. This money will be used to ship the books to the judges. If more than 1 title is being submitted, a cheque for the total amount must be submitted.

If you wish to transfer the money electronically, the details are as follows:

Account Information for payment:

A/c name: Publishing Next

A/c number: 048602 0000 0958

A/c Type: Current Account

Bank Name and Branch: Bank of Baroda, Margao (Goa) Branch

IFSC: BARB0MARGAO (the fifth character is a zero)

MICR Code: 403012026

If the money is transferred electronically, kindly contact us to ensure that the money is received.

- d. The last date for submission of entries is 15th May 2018.
- e. Only the application (in PDF format) will be considered for evaluation. Besides the actual copies of the book and the application, no other material will be considered.
- f. For more details, email us at [contactus@publishingnext.in](mailto:contactus@publishingnext.in)



## Book Cover of the Year

This award seeks to reward good cover design and the ability of the designer to adequately exploit the visual medium to convey the “soul of the book” and push the boundaries on book cover design. It will take into account not just the illustrations and typography employed on the front cover, rather the entire cover including its spine and back.

This award will be awarded in 2 sub-categories:

- Book Cover of the Year (English)
- Book Cover of the Year (Indian Languages)

### Criteria For Evaluation:

- Appropriateness for the subject/plot of the book: Does the cover adequately represent (or point to) the book’s contents? Is it appropriate for the genre of the book?
- Aesthetic appeal of the cover: Choice of images and typography, layout and design. Does the cover engage the reader enough? Is the cover too cluttered in a way that confuses the reader?
- Design of spine, back cover, and flaps (if present)
- Degree of experimentation with art, typography and quality of design: This criteria seeks to establish the degree to which the envelope is pushed in matters relating to the elements of the cover

### Who can apply:

Book cover designers, or publishing companies or self-published authors, on their behalf. The publishing companies must be based in India (or can be branches of foreign publishers based in India).

Indian reprints or licensed editions of titles originating outside India are not eligible. Entries should pertain only to those books published on 1st January 2017 or thereafter. **Covers previously submitted for this category should not be submitted again this year.**

There must be separate entries for each title (e.g, 3 pdf files for 3 covers, not one for all three).

The books (for which the covers are submitted) can be in any Indian language, including English. However, the application must be submitted in English alone.

Please note that each cover designer, or publisher, can submit only 3 (three) entries for each sub-category. The entire cover (including the spine and the back cover) must be submitted to qualify for evaluation. **Partial covers will not be considered for evaluation.**

#### Cover Image Details:

- a. The cover should be provided via a link to a server from which it can be downloaded (preferably Google Docs or Dropbox).
- b. The size of the cover file should be between 500KB and 750 KB.
- c. The entire cover should be provided i.e. the front, back and spine (along with flaps, if any). Partial cover images (e.g. only the front cover image) will not be considered.
- d. The link must be accessible indefinitely (at least till the results are declared). Kindly ensure that the link does not “expire” after a finite period of time. Links not accessible will not be pursued further. Google Docs and Dropbox are good options.

#### Your submission:

In a PDF file, of not more than 3 pages, must include:

- a. A link from which the entire cover file can be downloaded. We will not accept covers dispatched by email or on a CD. Also please ensure that the link is provided for each cover, not for a set of covers zipped together.
- b. An explanation for the choice of the elements you have used for the cover. If there was something unique in the way the cover was conceptualized, designed and produced, let us know about it. Tell us something about the book too, so we can understand your choices for the cover design. Tell us everything you think can help your application.

In addition, please include, within your application:

- a. Information about the book: Title, ISBN, Publishing Imprint, Publishing House
- b. Language of publication
- c. **Name of the designer(s): This is absolutely necessary as this award is presented to the designer, not the publisher, of the book**
- d. Contact details of the applicant: Name, telephone number and email address
- e. Date of publication of the book (month and year)

Your email, containing the application, should also include a high resolution image of the logo of your publishing house.

**Further details:**

- a. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with “Submission - Book Cover of the Year - [Sub-category Type]” in the subject line. Applications must be completed in English alone. **Please do not send hard copies of the application.**
- b. Please do not combine applications for different book covers. Please send one application per cover. All applications can be sent together in one email.
- c. The last date for submission is 15th May 2018.
- d. Only the application (in PDF format) will be considered for evaluation. Besides the cover image (provided via a link), and the application, no other material will be considered.
- e. Your email, containing the application, should also include a high resolution image of your publishing house / imprint (if the book is submitted under an name of an imprint)



## Book Illustrator of the Year

This award seeks to acknowledge the role of an illustrator in the publishing industry, especially as publishers endeavour to improve the quality and acceptance of their books through the use of engaging and captivating illustrations.

### Who can enter:

Book illustrators, who have worked with publishing companies based in India (or with branches of foreign publishers based in India). Publishing companies can also apply on behalf of an illustrator they have worked with.

Please note that this award will be presented to an illustrator for a body of work that may span more than one book. While this body of work may include the cover, the illustrator's work developed for the books' interiors will receive more emphasis. The books cited within the application can be in any Indian language, including English. **However, the application must be submitted in English alone.**

### Criteria For Evaluation:

- Enhancement of written content: Do the illustrations further enhance the textual presentation of ideas and facts? Do they provide a better understanding of the narrative?
- Appropriateness for the subject/genre: Does it adequately represent (or point to) the page's contents? Is it appropriate for the genre of the book?
- Aesthetic appeal of illustrations: Choice of image / typography, layout and design. Are design norms adhered to? Is there a degree of experimentation with these norms in a manner that is pleasing to the eye? Does the illustrator have a unique style that sets her/his body of work apart?
- Commercial acceptance: Evidence of acceptance of the illustrator's style, whether in its role in the commercial success of the book, or of the illustrator's engagement with various book types/publishers. Also, mention any awards/commendations that may have been received.

### Your submission:

In a PDF document of not more than 10 pages (including the letter of recommendation mentioned later), in no more than 1500 words, submit the following requirements. Any supporting visuals should be included in the PDF:

- a. A brief bio of the illustrator
- b. Provide not more than 8 instances of illustrations explaining the illustrator's work in each case. These instances should ideally span work done for more than one book. Ensure that the images used are of sufficiently low resolution so that

the total size of your application does not exceed 1 MB, at the same ensuring clarity of detail. In each case, include the whole spread, not just the illustration, so that the jury gets an idea of the context of the illustration (or, if book covers are being submitted, ensure the full cover, including the spine and back cover, is submitted). It is better that a diverse body of work is submitted. Additionally, in each instance, you can provide a small explanatory note.

Please focus on work done since January 2017.

In addition, a letter of recommendation from a publisher under whom you have worked, or an author, must be submitted. This too must be submitted in PDF format and appended to the aforementioned application.

**Further details:**

- a. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with "Submission - Book Illustrator of the Year" in the subject line. Applications must be completed in English alone. Please do not send hard copies of the application.
- b. The last date for submission is 15th May 2018.
- c. Only the PDF submission (application + recommendation) will be considered for evaluation. No other material will be considered.



## Editor of the Year

This Award will be presented to an editor who goes that extra mile for her/his authors, the lists she/he manages and his/her contribution to the overall publishing business. It seeks to reward excellence in all-round publishing, irrespective of the genre or format, allied to sales and awards success.

### Who can apply:

Anyone working as an editor in an India-based publishing house (including Indian branches of foreign publishing businesses).

### Criteria For Evaluation:

- Author management, development and support
- List development and curation
- Ability to work with other departments in the publishing house
- Sales and awards success

### Your submission:

In a PDF document of not more than 6 pages (including the letter of recommendation mentioned later), in no more than 1500 words, submit the following requirements. Any supporting visuals should be included in the PDF:

- a. A brief bio
- b. Information related to author – particularly new – management and support, and of authors being developed creatively and/or commercially
- c. Information related to development and curation of a coherent, consistent and successful list
- d. Instances of working with other departments beyond the boundaries of acquisition and editing, towards development of a successful book.
- e. Evidence of sales and awards success.

Please focus on work done since January 2017.

In addition, a letter of recommendation from a publisher under whom you have worked, or an author, must be submitted. This too must be submitted in PDF format and appended to the aforementioned application.



**Further details:**

- a. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with "Submission - Editor of the Year" in the subject line. Applications must be completed in English alone. Please do not send hard copies of the application.
- b. The last date for submission is 15th May 2018.
- c. Only the PDF submission (application + recommendation) will be considered for evaluation. No other material will be considered.



## Bookshop of the Year

This Award seeks to recognize bookshops that have become an indispensable hub of their local communities, those that have thrived through great service, an in-depth knowledge of their readers' tastes, commitment towards developing a unique experience, and their energy and imagination, while providing a great reader experience.

### Criteria For Evaluation:

- Customer Service: Steps taken to provide customers with the best possible service and attract more readers
- Sustainability: Proof that the enterprise is "growing". Steps that the bookstore has taken to market itself (or make itself known) to ensure that customers keep coming in.
- Operational efficiency: Steps taken to make the store an exciting place to shop in.
- Events and activities organized in-store: Activities planned for customers during the year so that the bookstore becomes known for activities related to literature and culture
- Promotion of the reading culture: This criteria concerns steps taken to promote literature of different types, steps, if any, taken to promote the local literature and language, and measures taken to understand readers' tastes and fulfil them.

### Who can apply:

Any bookshop can apply. If you are part of a chain of bookstores, then a separate entry for each location must be submitted (max of 3). In case the bookshop is selling items other than books, more than 60% of the revenue should come from sale of books.

### Your submission:

In a PDF document of not more than 10 pages, in no more than 3000 words, submit:

- a. Details of initiatives that have enhanced the public experience of your bookshop, such as author visits, book club meetings, children's events, interactions with schools, or other services that reach out to the community around you. These initiatives should have been undertaken after 1st January 2017.
- b. Evidence of book stocking practices that reflect community tastes, and/or introduces new genres and authors to readers.
- c. Details of marketing programmes you have undertaken to get more people to walk into your shop.



- d. Details of year-on-year performance measures such as financial performance (if not confidential), number of books sold, additions to customer loyalty schemes you may have introduced, or to your email newsletter/Whatsapp list. We are looking for measures that indicate the growth of your bookshop within your locality.

Your application can include visuals such as photographs of the interiors and of bookstore events, media clippings, etc. However, take care to ensure that the size of the PDF file does not exceed 1MB.

Your email, containing the application, should also include a high resolution image of the logo of your bookshop.

In addition, let us know:

- a. The name of your bookshop (indicate if it is part of a chain)
- b. The postal address of your bookshop
- c. The year of establishment of your bookshop
- d. An email address and telephone number to contact you at
- e. Your name and designation (indicate if you are owner or manager of the bookshop)

**Further details:**

- a. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with "Submission - Bookshop of the Year" in the subject line. Applications must be completed in English alone. Please do not send hard copies of the application.
- b. The last date for submission is 15th May 2018.
- c. Only the PDF submission will be considered for evaluation. No other material will be considered. Photographs and/or media clippings of events at your bookshop, if you should decide to add any, must be included in the PDF file you submit.



## Publisher of the Year:

This award will recognise an outstanding publishing company that has set a benchmark for excellence in publishing. Entries for this award must demonstrate a high level of publishing excellence (whether in content curated for publishing, quality of editing, or quality of design), innovation and marketing success *commensurate with the size of the publishing company*, based on instances that have primarily occurred during the period under consideration i.e. after 1st January 2017. An appetite for risk and commercial acumen must also be suitably demonstrated.

This award is being presented in 2 sub-categories

- General (All genres except children's books, in all Indian languages incl. English)
- Children's books (in all Indian languages incl. English)

The form for both sub-categories remains the same. Please indicate in your submission which category you are applying for. You can apply in more than one category.

### Criteria for Evaluation:

- **Strength of list (s):** This criteria examines the books the publisher has chosen to publish. Are they different from the books that are otherwise published? Does their choice of books demonstrate a willingness to experiment with subjects, themes or concepts? Are their books engaging? Are they books readers should be excited about? Is the publisher one who experiments with new and bold concepts, who will defy market dictates, and challenge the status quo?
- **Marketing measures adopted and success thereof:** Measures the publisher has adopted for itself and how close it is to achieving success by that measure. Has the publisher taken steps to sustain its business? Will it grow?
- **Appetite for risk and innovation:** The publisher's appetite for risk in engaging with, and developing, new authors, will be evaluated here.

Similarly, the innovative steps the publisher has taken - whether in the design and development of their books, or in their promotion and marketing, or even in the printing technologies they have adopted (we are looking for things the publisher did differently, not necessarily bigger), will be considered under this criteria.

### Who can apply:

Any publishing company based in India (or a branch of a foreign publisher, that is based in India). Companies that offer self-publishing services **cannot** apply for this award.



- Industry recognition/awards: Awards and other industry recognition granted to it during the period under consideration. Awards granted to its publications will also be considered.
- Other Information: Additional information that may convince the jury that this publisher is the one to beat. This information could include, for example, any leadership role the publisher has adopted within the publishing industry, or its initiatives to represent the industry, shape its future, whether in policy matters or other key issues affecting it. Or, for example, if the publisher has taken steps towards an environmentally responsible publishing programme, here is where it would score points for such a step.

### Your submission:

In a PDF document of not more than 10 pages, in no more than 3000 words, submit the following information:

- a. Information about the company - official name, year of establishment, name of a contact person, postal address, email address and phone number.
- b. Please indicate if you are a General / Children's publisher. If you have imprints that span these categories, please apply separately in each case. All submissions must be in English.
- c. Information about your list during the evaluation period. Let us know why you published the books you published, the rationale behind choosing the titles you decided to publish. You could give examples about certain books, even let us know how they fared in the market (you could quote sales figures, testimonials, book reviews here).
- d. Author Development: Show us if you have discovered creative and commercially significant debut authors. Similarly, tell us about your investments in retaining the authors you have had, and in developing your back list.
- e. Innovation in Publishing: Show us if you have taken unusual steps - whether in the design and development of your books in all formats, or in their promotion and marketing, or even in the technologies you have adopted. Here, you can also mention if you have contributed to initiatives to improve publishing and distribution in India, or to grow the market, or encourage reading, improve literacy levels, etc.
- f. Evidence of sales and awards success. You can include testimonials and media clippings here.

All additional material must be appended to the main application file so that a single PDF is submitted.



**Further details:**

- a. Evaluations will be judged based on performance after 1st January 2017
- b. Please email your application to [contactus@publishingnext.in](mailto:contactus@publishingnext.in) with "Submission - Publisher of the Year - [Sub-category]" in the subject line. Applications must be completed in English alone. Please do not send hard copies of the application.
- c. The last date for submission is 15th May 2018.
- d. Only the PDF submission will be considered for evaluation. No other material will be considered.

# **PUBLISHING NEXT**

the next chapter in publishing

**JOIN US FOR**

**PUBLISHING NEXT**

**21-22 SEPTEMBER 2018**

**GOA**