PUBLISHING NEXT

INDUSTRY AWARDS 2019

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THE PUBLISHING NEXT INDUSTRY AWARDS 2019

Since its inception in 2014, the annual Publishing Next Industry Awards (PNIA) recognise and reward talent, initiative, entrepreneurship and quality in book publishing, across publishers of all sizes, and in all Indian languages. Established under the aegis of the Publishing Next conference, a platform facilitating discussion, dialogue and networking within the book publishing industry, the Publishing Next Industry Awards seek to celebrate innovation and leadership in the Indian book trade.

The Publishing Next Industry Awards 2019 will be presented in the following fourteen categories:

Printed Book of the Year   see page 5
1. Book of the Year (English)
2. Book of the Year (Indian Languages)
3. Children's Book of the Year (For ages upto 8 years)
4. Children's Book of the Year (For ages 8 and above)
5. Illustrated Book of the Year (Coffee Table Books)
6. Graphic Book of the Year

Book Cover of the Year   see page 9
7. Book Cover of the Year (English)
8. Book Cover of the Year (Indian Languages)
9. Book Cover of the Year (Children's Books)

10. Book Illustrator of the Year   see page 12
11. Editor of the Year   see page 14

12. Bookstore of the Year   see page 16
13. Publishing House of the Year (General)   see page 18
14. Publishing House of the Year (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 that category altogether, or evaluate the received submissions within another, related, category. Valid submissions are those submissions that meet all criteria for submission and have provided all information that was requested.

An applicant can apply for more than one category (or sub-category).

Key dates to remember:
Open for submission of entries: 1st February 2019
Entry deadline: 30th April 2019
Shortlist announcement: 15th August 2019

Evaluation Procedure:

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

The final selection of shortlisted applicants will be based solely on information furnished by the applicant. Applicants are requested to be as clear and concise as possible, while at the same ensuring that all pertinent information is provided.

Completing the application form:
   a. Fill the application form for each category and email it to us at 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, the information required in the case of each category has been communicated. All such information must be provided.
   c. Every application (except those for categories 10 and 11 i.e. Book Illustrator of the Year and Editor of the Year) must be accompanied by a logo of the publishing house / imprint / bookstore. An entry submitted without a logo will be considered incomplete.

Printed Copies:

In the case of the Printed Book categories (Categories 1-6), 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 reserves the right to retain all material that accompany or form part of an entry. No submissions (including printed copies) will be returned to the applicants. We will ensure that these submissions are retained safely.

Communication:

All communication will be made by email, to the email address submitted in the application form. Applicants must ensure that an appropriate email address is submitted. In addition, a phone number may also be provided. Similarly, you can communicate with us by emailing us at contactus@publishingnext.in

Entry Fees:

There are no entry fees charged. However, in the case of the Printed Books categories alone (categories 1-6), a fee of Rs. 300 per title 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 runner-up in each category will be presented with a certificate of merit.

There is no monetary award.

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. Trophies and certificates will not be posted or couriered.

For more details, email us at 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.

This award will be presented in the following 6 sub-categories:

- Book of the Year (English): Most books will fall under this category, including trade and academic books

- Book of the Year (Indian Languages): Under this sub-category, one can submit books published in any Indian language except in English. The application, however, must be submitted in English

- Children's Book of the Year (0-8): Books submitted under this sub-category must be suitable for children up to 8 years in age. The books may be in English or in other Indian languages

- Children's Book of the Year (8+): Books submitted under this sub-category must be suitable for children above 8 years in age. Books generally categorized under the 'Young Adult' label can also be submitted. The books may be in English or in other Indian languages

- Illustrated Book of the Year (otherwise known as Coffee Table Books)

- Graphic Books: Fiction, non-fiction, and anthologized work, presented in the style of comics

Criteria for Evaluation:

- First impression: Is it a book that captures one's attention, especially when placed on a bookshelf? Does the cover and the text on it invite the reader 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), choice of paper stock, binding and finish, and the quality of the overall design)
- Editorial aspects: Aspects of the language employed in the text, that makes, for instance, the evaluator want to continue reading the book. In case of books for

children, the suitability of the text keeping in mind the target audience will be evaluated. An assessment of the book's literary merit, or the marketability thereof, will not be made.

- ⬛ 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 houses 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 2018 or thereafter (forthcoming books are not allowed – books have to be released to be submitted). Only books published in India will be considered. Books previously submitted for this category should not be submitted again this year. Such entries will be automatically considered invalid.

Each publisher can submit only 3 (three) titles for each sub-category. Submissions for the Indian language sub-category (#2) can be in any Indian language. However, the application must be submitted in English alone.

Note: As the criteria suggest, books, besides being evaluated for their literary merit, are also evaluated for their production values, and their leadership within the genre. Care must be therefore taken to submit such books for evaluation. Your best selling book might not be the one to submit here, nor might one that has won literary awards. Choose wisely.

Your submission

In a pdf file of not more than 4 pages:

a. Indicate the category for which you are applying. A publisher can submit only 3 (three) titles in each category.

b. Tell us about the book - why you chose to publish it, how it came to be acquired (or commissioned), what were the editorial and 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. Language of publication
e. Names of authors and other contributors (such as illustrators)
f. Date of publication of the book (Month and Year)
g. Contact details of the applicant: Name, telephone number and email address
h. the front cover image of the book, in jpg format, not exceeding 200KB (ideally 400px x 600px or more)

Send us your application by email. The application for each book you submit, therefore, will contain:

a. The PDF application (one PDF per book). Please send us a PDF generated out of the original file you type in. Do not scan the original file and convert the scanned image into a PDF. If you wish to clarify this point, kindly email us.

b. The front cover image

c. The logo of your publishing house (excluded for self-published authors). If you are submitting in more than one (sub)category, submitting the logo just once will be enough.

You can submit an email containing more than one application. However, let your PDF file not contain multiple applications (i.e. let there be 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 with "Submission - Book of the Year – [Sub-category Type]" in the subject line. Applications must be submitted in English alone. Please do not send hard copies of the application.
b. Please send one PDF application per book. All applications for each sub-category can, however, be sent together in one email.
c. In your email, please list the books submitted through that email. This will help us cross check your applications with the list you have emailed us.

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INDUSTRY AWARDS 2019

d. 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

Combine all books (for all entries, if more than one title is being submitted) in one shipment. It would be nice if you could send us details of the shipment so we can track it at our end.

A crossed cheque of Rs. 300 per title submitted, made to "Publishing Next", must be sent to the above address, preferably along with the books. This amount will be used to ship the books to the judges. If more than 1 title is being submitted, a cheque for the total amount may be submitted.

If you wish to transfer the amount electronically, our bank details are as follows:
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.

e. The last date for submission of entries is 30th April 2019.
f. Besides the actual copies of the book and the application (consisting of a PDF file and the front image cover), no other material will be considered. Please do not send us any additional material.
g. For more details, email us at contactus@publishingnext.in

Book Cover of the Year

This award, presented to the book cover designer, 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 3 sub-categories:
- Book Cover of the Year (for books in English)
- Book Cover of the Year (for books in Indian Languages)
- Book Cover of the Year (for Children's Books, in English or in any Indian language)

Criteria For Evaluation:
- Appropriateness for the subject/plot/genre 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 style, 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. Has the designer used new systems, materials, processes and/or technology in a clever, imaginative and original way?

Who can apply:
Book cover designers, or publishing houses or self-published authors on their behalf. The publishing houses 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 2018 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 (please apply for the appropriate sub-category). 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 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). Do not paste your cover into the application file.

b. The size of the cover file should not exceed 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:

Your PDF application, 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 a separate link is provided for each cover. Do not submit a link for a set of covers zipped together. Make sure your link is "shared". The email address to share it with is contactus@publishingnext.in

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 (please refer to the evaluation criteria). Tell us something about the book too, so we can understand your choices for the cover design, and the elements you employed in it. Tell us everything you think can help your application.

c. Please send us a PDF generated out of the original file you type in. Do not scan the original file and convert the scanned image into a PDF. If you wish to clarify this point, kindly email us.

In addition, please include, within your application:

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

Further details:

a. Please email your application to 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 (one PDF file) per cover. All applications in one sub-category can be sent together in one email.
c. The last date for submission is 30th April 2019.
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. Unless already submitted as part of another application, your email should also include a high resolution image of the publishing house.

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 houses can also nominate an illustrator they have worked with. In the case of a nomination, the nominating publishing house may itself provide the reference letter.

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.

PLEASE NOTE: Winners of the award in this category during the past two years (2017-) are ineligible to apply again this year.

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 requested below), submit the following requirements. Any supporting visuals should be included in the PDF:

a. A brief bio of the illustrator (in not more than one page)

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.

While applicants are invited to feature their best work in their applications, they are also requested to emphasise work done since January 2018.

In addition, a letter of recommendation from a publishing house or an author you have worked with 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 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. If the size of the application is too big, you can share it via Dropbox or Google Docs. Please include the link to the application in your email. Also ensure that the link does not expire and can be accessed throughout. The email address to share it with is contactus@publishingnext.in

c. The last date for submission is 30th April 2019.

d. Only the PDF submission (application + recommendation) will be considered for evaluation. No other material will be considered.

e. Please send us a PDF generated out of the original file you type in. Do not scan the original file and convert the scanned image into a PDF. If you wish to clarify this point, kindly email us.

Editor of the Year

This Award will be presented to a managing/commissioning/book editor who goes that extra mile for her/his authors, for the lists she/he manages and for 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. We are looking for editors who will take chances on authors, on the kinds of books chosen for publication, and one who is able to dig in and find creative solutions to help their books succeed in a competitive marketplace.

Who can apply:

Anyone working as an editor/publisher in an India-based publishing house (including Indian branches of foreign publishing businesses). Publishing houses can also nominate an editor they have worked with. In the case of a nomination, the nominating publishing house may itself provide the reference letter.

PLEASE NOTE: Winners of the award in this category during the past two years (2017-) are ineligible to apply again this year.

Criteria For Evaluation:

- Author management, development and support: Instances when the editor has worked with the author to increase the scope of the book, or to develop a particular narrative, or to push forth a different point of view.
- List development and curation: Evidence of the editor developing a strong list, and of pushing the definition of such a list to include more diverse works.
- Ability to work with other departments in the publishing house: Whether with design or with marketing professionals to position a book differently.
- Sales and awards success (of books commissioned, or edited).

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 2018.

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 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 30th April 2019.
c. Only the PDF submission (application + recommendation) will be considered for evaluation. No other material will be considered.
d. Please send us a PDF generated out of the original file you type in. Do not scan the original file and convert the scanned image into a PDF. If you wish to clarify this point, kindly email us.

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. In case the bookshop also has an attached library, your application should focus on the operations related to the bookshop alone.

PLEASE NOTE: Winners of the award in this category during the past two years (2017-) are ineligible to apply again this year.

Your submission:

In a PDF document of not more than 10 pages 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 2018.

b. Evidence of book stocking practices that reflect community tastes, and/or introduction of 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. If the size of the application is too big, you can share it via Dropbox or Google Docs. Please include the link to the application in your email. Also ensure that the link does not expire and can be accessed throughout. The email address to share it with is contactus@publishingnext.in

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

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 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 30th April 2019.

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.

Publishing House of the Year:

This award will recognise an outstanding publishing house 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 after 1st January 2018. 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)
- 🟧 Children's books

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 sub-category.

Who can apply:
Any publishing house 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.

PLEASE NOTE: Winners of the award in this category during the past two years (2017-) are ineligible to apply again this year.

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.

- 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, 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 2018

b. Please email your application to 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 30ᵗʰ April 2019.

d. Only the PDF submission will be considered for evaluation. No other material will be considered.

e. Please send us a PDF generated out of the original file you type in. Do not scan the original file and convert the scanned image into a PDF. If you wish to clarify this point, kindly email us.

f. Unless already submitted as part of another application, your email should also include a high resolution image of the publishing house.

One final word on things to keep in mind with applying:

1. Make sure your application adheres to all requirements. Similarly ensure that all "questions" are answered.

2. Each entry should be submitted in a separate PDF file. You can send multiple entries (multiple PDF files) within the same email. However, we prefer to receive one email per category (or sub-category)

3. Choose your submissions carefully, especially for the printed book and cover categories. The evaluation criteria should guide you on this. We are looking for production values in addition to editorial content, so choose a book, or cover, that embodies such values.

4. Ensure that previously submitted entries are not submitted again.

Thank you! Your participation is what makes these Awards sustain, so thank you for applying.