

# THE BOUND PUBLISHING COURSE

6 SEP TO 7 DEC 2025



3-MONTH CERTIFIED COURSE

TAUGHT BY 40+ INDUSTRY EXPERTS

100 HOURS OF LIVE SESSIONS

INTERVIEWS WITH TOP CREATIVE COMPANIES

# CORE FACULTY



**TARA KHANDELWAL**  
**FOUNDER AND DIRECTOR**

- Tara has been one of the leading book editors in India for the last **14 years**. She has worked with multinational publishers like **Penguin, Bloomsbury, and HarperCollins** on bestselling and impactful books. She curates the literary section of the Kala Ghoda Arts Festival in Mumbai.
- She specialises in research-driven non-fiction, business books and biographies.
- She has previously worked at **SheThePeople TV, BloombergQuint, and Writers' Side** and is an alumna of **Columbia University, the Columbia Publishing Course, and Imperial College**.
- Her writing has appeared in **CondéNast Traveller, Scroll, Midday, and Outlook**, among others. Her podcast, **Books and Beyond With Bound**, is in the top 1.5 % of all global podcasts.



**AISHWARYA JAVALGEKAR**  
**VP - OPERATIONS & CREATIVE**

- Aishwarya is a book editor, educator, and strategic storyteller with over **13 years** of experience at the intersections of media, gender, and culture.
- She oversees all operations at Bound and directs creative projects across domains such as arts and culture, lifestyle, branding, business, and mental health.
- She has worked at **Zubaan Books, Feminism in India, and Simon and Schuster Canada** and is an alumna of **FLAME University, Trent University** and the **Humber Publishing Course**.
- She has moderated panels and curated events and workshops for **ET Now, Teach For India, Kala Ghoda Arts Festival, Trent University, and NABARD**.
- She decodes India's publishing industry with her podcast and newsletter, '**The Book People**'.

# GUEST FACULTY

Ananth Padmanabhan

Chief Executive Officer



Naveen Valsakumar

Chief Executive Officer



Hemali Sodhi

Founder



Disha Naik

Former Senior Manager -  
Marketing & Partnerships



Ankur Warikoo

Author & Entrepreneur



Sayantan Ghosh

Executive Editor



Teesta Guha Sarkar

Editor



Jayapriya Vasudevan

Partner



Arcopol Chaudhuri

Executive Editor -  
Rights & New Media



Chitranshu Tewari

Director - Product & Revenue



Arunava Sinha

Translator & Associate Professor of  
Creative Writing



Salil Deshpande

Head of Editorial Content  
**CONDÉ NAST**



# GUEST FACULTY

**Sangeetha Menon**

**Rights Manager**



**Atika Gupta**

**PR & Brand Communication  
Consultant**



**Rupal Vyas**

**Freelance Editor**

**Ajay Jain**

**Founder**

**kunzum**

**Sukriti YJ**

**Founder**

**UNIBROW  
STORIES**

**Neil Chitnis**

**Senior Creative  
Director**

**DEADANT**

**Almas Jani**

**Former Art Director**

**AD** ARCHITECTURAL DIGEST

**Toonika Guha**

**Associate Director: Content**

**TATA  
DIGITAL**

**Ria Chopra**

**Influencer and  
Independent  
Journalist**

**Piyushi Sharma**

**Assistant Manager,  
Chief Growth Office**

**Deloitte.**

**Sahil Sharma**

**Founder**



**Michelle D'costa**

**Author, Westland**



**4 Phases | Weekdays- 6:30 pm to 8:30 pm | Weekends- 10 am to 12 pm**

**1**

## **FOUNDATION**

### **WEEK 1 TO 9**

Top industry professionals will provide insights into all aspects of publishing

**2**

## **SPECIALIZATIONS**

### **WEEK 10 & 11**

Participants will choose between 2 tracks:

- Book Editing
- Marketing & PR

**3**

## **RECRUITMENT DRIVE**

### **WEEK 12 & 13**

Interviews will be arranged with our recruitment partners for jobs and internships

**4**

## **CAPSTONE SIMULATION**

### **WEEK 14**

Participants will work in groups to simulate the operations of a creative company

# Phase 1 : Foundation

WEEK 1 TO 9 | Sep 6 - Nov 6

*A holistic overview on  
all aspects of publishing with in-class  
exercises and practical assignments*

Introduction To The  
Content Industry

How Books Become  
Bestsellers

Where Do Book Ideas  
Come From

Publishing Careers

Developmental Editing

Copyediting & Proofreading

Read Like A Writer

Business Of News Media

Book Launches & Marketing

How To Build A Brand

Rights & Contracts

Secrets Of Publishing

Art Of Translations

Non-Fiction Writing

Technical Editing

Designing Book Covers

Pitching Articles

Audio & Screen Adaptions

Business Of Bookstores

Literary Magazines

How Publicity Sells Books

# Phase 2 : Specializations

WEEK 10 AND 11 | Nov 8 - Dec 22

*Choose your career track with  
advanced sessions from our  
specializations*

## BOOK EDITING

For roles in acquisitions, book editing, and content creation across platforms

Sessions Include:

How to Identify a Bestseller

Developmental Editing Workshop

Business of Book Editing

## MARKETING & PR

For roles in marketing and publicity in any kind of creative company

Sessions Include:

Book Marketing via Amazon

Building a Paid Subscription Model

Writing for Marketing - Workshop



# Phase 3 : Recruitment Drive

WEEK 12 AND 13 | Nov 24 - Dec 5

We help you get job-ready from day 1!

## Career assistance during Phases 1 & 2:



Hear from industry professionals about their career journeys



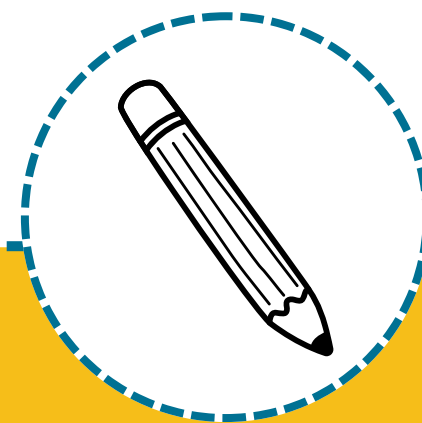
Learn about different roles, salaries, career tracks, and opportunities



Polish your resume, cover letter, and portfolio



We share job openings  
from India's leading  
companies



You apply for your desired  
roles with a strong CV and  
cover letter



We shortlist promising  
applicants and schedule  
interviews



The outcome is  
upto you!

# Phase 4 : Capstone Simulation

For the grand finale, work in teams to simulate the workings of a creative company

- Participants will be divided into groups and will have 2 weeks to prepare
- Each participant will play a role: editor, marketer, etc.
- Each group will present their business model and innovative products (books, magazines, etc.) in front of a special panel of judges.

**10 AM TO 02 PM**

**SAT**

**6**

**DEC**

**&**

**SUN**

**7**

**DEC**

# Our Alumni Are Working At



One of India's leading publishing houses for English language books



RUPA

One of India's oldest publishing houses, known for bringing accessible English-language books



A fast-growing self-publishing platform to publish, distribute, and market books globally



Orient BlackSwan

A publisher known for academic, educational, and scholarly books



pratilipi

India's biggest digital platform for stories, offering content in multiple languages.



India's premier business school, known for its management education, research, and publishing through IIMA Books.



Asia's oldest stock exchange and a key player in India's financial ecosystem.

CACTUS®

International company specializing in scientific research and publishing



An Indian trade publisher known for popular fiction, non-fiction, and self-help titles.



# Our Alumni Are Working At



India's first comedy-focused media company, covering stand-up news, reviews, and live events.



A platform helping writers and creators pitch, publish, and monetize original content across formats.



A pioneering children's publishing house known for audiobooks, picture books, and Indian storytelling.



One of Asia's biggest multicultural festivals, celebrating art, literature, performance, and culture in Mumbai.



A storytelling studio creating original content for films, books, webcomics, and series.



Bigfoot Publications

A global self-publishing company offering end-to-end services and worldwide distribution, empowering authors with creative control.



A legal tech company streamlining litigation, contracts, and compliance.



A global leader in audience measurement and consumer insights. It helps businesses understand what people watch, listen to, and buy.



A global marketing and communications firm combining creativity, data, and tech to grow brands.

# Assessments & Assignments

**EACH PARTICIPANT IS  
GRADED ON  
FOUR PARAMETERS**

ATTENDANCE

CLASS PARTICIPATION

ASSIGNMENTS

GROUP WORK

## ASSIGNMENTS TO TEST YOUR NEW SKILLS

BOOK EDITING

COPYWRITING

THINKING BEYOND  
FORMATS

WRITING ARTICLE  
PITCHES

MARKETING CAMPAIGN ANALYSIS

SALES MATH

READERS' REPORT

SWOT ANALYSIS

BOOK COVER BRIEFS

## HEAR FROM OUR ALUMNI

### Madhav Mehrotra

EDITOR  
CACTUS®



“I would definitely recommend this course. If you want to get into the publishing industry, The Bound Publishing Course is the way to go!”



CONTENT MARKETING SPECIALIST



### Parvathi Ajith

“As someone who has been entertaining ideas of starting a magazine and publishing house, the capstone project was the need of the hour. It gave me an insight into what it takes to start a company and keep it going. I couldn't have asked for anything better.”



## HEAR FROM OUR ALUMNI

# Krishita Kandoi

COPYEDITOR

 HarperCollins *Publishers*

“Thank you from the bottom of my heart. The mentorship I got and the friends I made are truly special. It was the best decision I made in 2024. I can’t explain how emotional I am right now.”



JUNIOR EDITOR



# Dhvani Shah



“The Bound Publishing course has been an incredible experience. I registered for it hoping to be introduced to the workings of the publishing industry in India, and that is exactly what I attained. Specialising in Book Editing, I am now well-versed in the various types of editing and the intricacies of editing a book. Bound India has, through its publishing course, created a unique space for interaction between newcomers to the industry and its veterans.”



## HEAR FROM OUR ALUMNI

### Ananya Endow

ASSISTANT COPY EDITOR



“The course was incredibly informative and insightful but one thing I love is that through the assignments and the presentations I think I’ve become much more confident in my own ideas and I’m very grateful for that! I couldn’t have hoped/imagined a better preparation for entering the publishing industry. I still refer to my TBPC notes almost every day.”



MARKETING SPECIALIST



Booknerds



### Zalak Shah

“My experience of the Bound Publishing Course has been nothing short of amazing. As someone who had absolutely no idea about the publishing industry, I now feel equipped with so much knowledge and clarity that I can confidently start my professional journey in that direction.”



## HEAR FROM OUR ALUMNI

# Aishwarya Aji Mattammel

EDITORIAL ASSISTANT



“A childhood dream come true! From being curious about the publishing industry to learning about its workings from insiders and professionals has been truly enlightening and fulfilling. My heart is full. The faculty and the guest faculty have been so kind, so welcoming and so honest that I can’t believe I got a chance to actually be a part of this course!

The biggest takeaway from this course has been the friends I made along the way: my support group. I am so glad I found a lovely (and incredibly funny) community when all I expected was to learn more about publishing. This course helped me with both. I am going to miss everything about the classes.”





## HEAR FROM OUR ALUMNI

# Radheye Thakker

FORMER SOCIAL  
MEDIA INTERN  
**B**OUND

“Upon discovering Bound’s Publishing Course, I recognized it as the perfect opportunity to dive back into a classroom setting and acquire in-depth knowledge of the industry. Guided by the incredible team at Bound and their guest faculty, I learned the foundations and gained hands-on experience in various facets of the publishing process. Specializing in marketing and PR, I had the opportunity to create marketing campaigns for various intellectual properties from scratch.

The encouragement and support I received throughout the program were exceptional, making this an invaluable experience. I am excited to find my role within this dynamic industry and continue to learn and grow!”



## HEAR FROM OUR ALUMNI

# Veni Khare

CONTENT RESEARCHER  
AND SCRIPTWRITER  
FLOYDIAN COOKERY

“The course was consistently worth the commitment and the money spent. The curriculum of this course was unmatched in comparison to the other options available in this field, and the topics covered have been relevant, realistically useful, and promising for various kinds of professionals and students seeking a breakthrough in the publishing world.

Overall, the quality of the guest speakers and the sessions conducted by the team at Bound was invaluable. I'm thankful to Bound for having facilitated a platform like that for me!”





# LOVE FROM OUR ALUMNI



**Krishita TBPC**

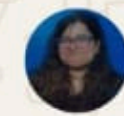
With the bottom of my heart, *thank you* for this course, the assignments, the mentorships, the friendships I have made. Signing up for this was easily one of the **best** decisions I have made in 2024. And I can't put in words how emotional I am right now. Just, thank you.

S

**~ Sara Bushra**

Thank you TEAM BOUND for such an amazing course and for bringing in such beautiful people with brilliant minds!!   
Truly an amazing experience!!

14:22



**~ Manvi**

What will I do 6 to 8 on weekdays and 10 to 12 on weekends now

14:18



**~ Ishita**

This course has been such a rollercoaster of emotions and learnings! I came here for industry insights and leaving with a bonus hamper of cute and heart warming friendships. Thank you for curating this course Bound team!

14:20



**~ Sanket Mishra**

Thank you, Bound. This was just so enriching. Also, a side note: I saw so many cats in these sessions, and honestly, nothing beats cats!

14:26



**~ Kalgee**

Dear TEAM BOUND

I am glad for this course as I met few of the coolest people here who share similar passion and interest as I do. And most importantly not denigrating me with my choice of genre. Grateful for everything!!!

15 December 2024

N

**~ Nandini S**

dear bound team

Thank you so much for bringing this course to us. I can proudly say I am in a better place than three months ago. I definitely understand my strengths and weaknesses and which direction to take. I am grateful to be a part of such an amazing cohort. Cheers to the upcoming year! :)

14:27





## LOVE FROM OUR FACULTY



Bound is offering a one-of-a-kind opportunity. It was amazing to see how passionate all the students were. No one else in the country is doing something like this and I'm proud to be a part of it.

**DISHA NAIK**

FORMER MARKETING &  
DIGITAL MANAGER



Courses like this will help the industry attract a larger talent pool and advance the quality of the media ecosystem in the long run.  
Thanks for having me as a part of the course curriculum.

**CHITRANSHU TEWARI**

DIRECTOR -  
PRODUCT & REVENUE

newslaundry.com 





# Our Partners

Outreach Partner



Gifting Partner



Gifting Partner



Gifting Partner

*Odd Giraffe*

Career Training Partner



# NGO Partner



The Akanksha Foundation is a **non-profit organization** in India, which works with children from low-income communities.

We reserve **2-4 scholarship seats** annually for students from the Akanksha Foundation.



When BOUND approached us with a unique course on publishing, we knew it would be a very niche opportunity for our students to explore a new field and gain industry access.

On hearing their feedback, it felt like the course provided ample support and knowledge for first timers who weren't yet well versed with the industry requirements. It also created an ecosystem of peers who were passionate about the world of books which is commendable given that it was completely online. I applaud the team who nurtured our budding publicists and opened up a new world of creativity for them!

# The Bound Publishing Course in Press



## Bound announces course on book and digital publishing

Bound India has announced its latest offering for the publishing industry, the Bound Publishing Course — a comprehensive course on book and digital publishing.

21 Jun 2023 | 11550 Views | By [Rahul Kumar](#)



Starting in September 2023, the three-month certification course will offer an in-depth understanding of book publishing, including the entire publishing chain from manuscript acquisition, editing, design, rights management and printing, to marketing, sales and distribution.

The course will be led by core faculty members at Bound: Tara Khandelwal (founder and director), Aishwarya Javalgekar (head of originals), and Michelle D'costa (head of learning and editing). It will also feature 70 distinguished guest faculty members who will share insights into the latest trends and technologies in book and digital publishing.





# PREMIUM PERSONALIZED TEACHING FOR INDIA'S CREATIVE COMMUNITY



500+ live classes conducted | 5000+ students

## MENTORSHIP PROGRAMS

One of India's first mentorship programs: We pair writers with expert authors and editors. Each mentee gets a personalized roadmap and curriculum where they can set their own goals and pace. Perfect for those who need structure and guidance during the writing process!

## CREATIVE WORKSHOPS & COURSES

We conduct live, interactive online and offline workshops for creatives and brands on a variety of topics: fiction, nonfiction, editing, publishing, etc.



TEACHFORINDIA





# THE BOUND WRITERS' RETREAT

12 handpicked writers, 5 days in Goa,  
A lifechanging creative experience

Stay in picturesque heritage properties and enjoy authentic local culture and cuisine

Learn from advanced workshops that decode the craft of writing

Get personalized and real-time feedback from experts

Ignite your imagination with curated experiences to spark your creativity

Build life-long relationships with fellow writers





# OUR ALUMNI HAVE ACHIEVED GREAT THINGS



**Natasha Malpani Oswal**

Founder  
**Boundless Media**

Published A Poetry Collection  
**Bloomsbury Publishing**



**Madhulika Agarwal**

Marketing & Publicity  
Associate  
**Hachette India**



**Sangeetha Menon**

Rights  
Manager  
**Tulika**



**Usha Venkatraman**

Author & TedEx Speaker  
Founder  
**Mumbai Storytellers Society**



**Subuhi Jiwani**

M.A Media & Cultural Studies,  
**Tata Institute of Social Sciences**  
Researcher and Video Producer,  
**Jio Institute**



**Priyanka Pradhan**

Travel & Lifestyle Journalist  
Published A Book  
**Rupa Publishers**



**Ritika Bali**

Knowledge Management  
Analyst  
**Deloitte**  
Writing Consultant  
**Miami University, USA**



**Lavanya Lakshminarayan**

Author of 2  
International Bestsellers  
Game Designer



**Ashdin Doctor**

Director  
**Ormax Consultants**  
The Habit Coach  
Podcast With **IVM Podcasts**  
Book With **Westland Publishers**



# GET JOB READY BEFORE DAY 1



A certificate that gives you credibility in the industry



10% off on all Bound Academy offerings



Lifetime access to Bound's network and community

**Rs. 72,000/- +GST**

**APPLY NOW**



**ONLY 50 SEATS AVAILABLE**