

THE
BOUND
PUBLISHING
COURSE

5 SEPTEMBER - 20 DECEMBER 2026

100 HOURS OF LIVE SESSIONS
TAUGHT BY 40+ INDUSTRY EXPERTS
CAREER GUIDANCE AND PLACEMENT
ASSISTANCE
LIMITED COHORT OF 50 PARTICIPANTS

The Course Is Designed & Taught By



TARA KHANDELWAL

FOUNDER AND DIRECTOR, **BOUND**

Tara has been one of the leading book editors in India for the last 14 years and the Literature Curator of the *Kala Ghoda Arts Festival*.

- She has worked with multinational publishers like Penguin, Bloomsbury, and Pan Macmillan on bestselling and impactful books.
- She was one of the 3 shortlisted applicants for the international PublishHer Emerging Leader Award 2026.
- Previously worked at SheThePeople TV, BloombergQuint, and Writers' Side, Asia's largest literary agency.
- She 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.



AISHWARYA JAVALGEKAR

VP - OPERATIONS & CREATIVE, **BOUND**

Aishwarya is a book editor, educator, and strategic storyteller with over 13 years of experience at the intersections of media, gender, and culture.

- She leads creative and operational strategy across Bound's publishing services, educational programs, and original IPs.
- She works on book and storytelling projects across domains such as *art and culture*, *lifestyle*, *branding*, *business*, and *mental health*.
- She has conducted workshops at Christ University, Teach For India, Kala Ghoda Arts Festival, and Trent University and is the Assistant Literature Curator for the Kala Ghoda Arts Festival.
- 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 Book Publishing Course.
- She decodes India's publishing industry with her podcast and newsletter, '*The Book People*'.

Learn From the Best in the Industry: Guest Faculty

Sayantana Ghosh

Editorial Director



Naveen Valsakumar

Chief Executive Officer



Chitranshu Tewari

Former Director - Product & Revenue



Disha Naik

**Former Senior Manager -
Advisory & Partnerships**



Ankur Warikoo

Author & Entrepreneur



Sangeetha Menon

Rights Manager



Hemali Sodhi

Founder



Arcopol Chaudhuri

**Managing Editor -
Rights & New Media**



Toonika Guha

Marketing Consultant



Salil Deshpande

Head of Editorial Content

CONDÉ NAST

Arunava Sinha

**Co-Director, Ashoka Centre for
Translation**



Vaishnavi Singh

Head, Community Growth, APAC



Learn From the Best in the Industry: Guest Faculty

Pranika Sharma

Founder



THE BOMBAY
CIRCLE PRESS

Atika Gupta

PR & Brand Communication
Consultant



PR & BRAND
COMMUNICATION

Rupal Vyas

Independent Editor
and Proofreader

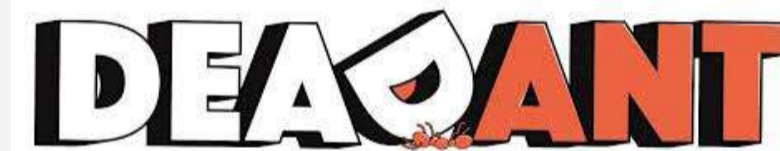
Sukriti YJ

Founder



Neil Chitnis

Senior Creative Director



Shreya Ahlawat

Assistant Commissioning
Editor

Antra K

Former Senior Designer



Swetha Nisthala

Quality Control Reviewer



Ria Chopra

Writer, Creator

Piyushi Sharma

Assistant Manager: Chief Growth
Office (CGO), Audit & Assurance

Deloitte.

Sahil Sharma

Founder,
Clueless Literary Consultants

Michelle D'costa

Author & Editor

Who Is the Course For?

Anyone who wants to understand and work in India's book, magazine, and digital publishing industries!

Students and recent graduates looking to enter the industry and build meaningful careers

Early-Career Professionals working in publishing and looking to deepen their knowledge and skills

Aspiring Entrepreneurs who want to build creative brands and businesses

Professionals looking to switch careers and find ways to utilize their skills and strengths in these industries

The final cohort of 50 participants is chosen based on a rigorous application process.

Course Structure

The Course Is Divided Into Three Phases

1. FOUNDATION

10 Weeks / 70 Hours

A comprehensive overview designed to help you develop a foundational understanding of the publishing ecosystem.



3. CAPSTONE SIMULATION

2 Days / 8 Hours of Presentations

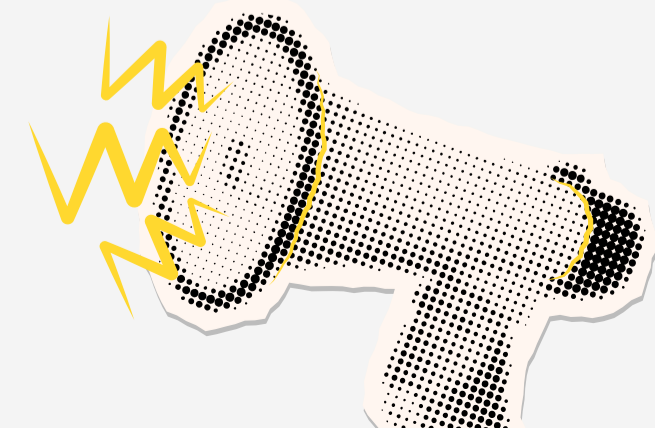
Test your skills in teams and simulate the workings of a creative company.



2. SPECIALIZATIONS

2 Weeks / 10 Hours

Choose one specialization to gain advanced knowledge based on your desired career track.



Phase 1 : Foundation

10 weeks / 70 hours of teaching time /

13 graded assignments

5 September – 17 November 2026

Through a diverse range of sessions, you develop a foundational understanding of the creative, editorial, commercial, and strategic aspects of the industry. You also understand the different roles and opportunities in the industry and start charting your career trajectory.

How Commissioning Works

Feature Writing

Evaluating Manuscripts

Art Direction in Digital Publishing

Book Launches & Marketing

Designing Book Covers

Introduction to Book PR

Developing Editorial Instinct

Decoding Rights & Contracts

Magazine Publishing

Audiobooks: Promo & Production

Tech & AI in Creative Industries

Children's Publishing

Building a Literary Agency

The Publishing Process & Roles

Style Guides and Copy Editing

Business of News Media

Feminist Publishing in India

Writing Across Formats

Book to Screen Adaptations

Running an Indie Magazine

Test Your New Skills With Assignments

The assignments are based on the work you would take on as professionals and help you build a portfolio.

Evaluate Manuscripts

Learn to assess manuscripts with an editor's eye, identifying opportunities to strengthen structure, narrative flow, pacing, and language.

Reader & Market Analysis

Study the Indian reading market, explore what readers choose, why they choose it, and how these insights shape publishing decisions.

How to Market an IP

Analyse how a brand uses its IP to drive long-term engagement, foster customer loyalty, and extend its value beyond the product itself.

Economics of Publishing

Calculate royalties, advances, and commissions to understand the commercials for every stakeholder in the process.

Edit Longform Articles

Master the art of editing longform articles for structure, clarity, flow, and adherence to editorial guidelines.

Develop a Screen Pitch

Build a compelling pitch bible that communicates your film or series concept to producers, studios, and decision-makers.

Phase 2 : Specializations

2 weeks / 10 hours of teaching time / 1 assignment each
19 November – 6 December 2026

Choose ONE specialization to gain focused knowledge aligned with your desired career track.
You'll also have the option to audit other specializations.

BOOK EDITING

What you learn:

- Copy, Line, and Developmental Editing
- Commissioning and Building Lists
- Managing Editorial Teams

Careers: Acquisitions, book editing, and multi-platform content creation roles.

MARKETING & PR

What you learn:

- Designing Comprehensive Marketing and PR Plans
- Branded Content
- Subscription Model
- Writing for Marketing

Careers: Marketing and publicity roles in creative industries.

CREATIVE ENTREPRENEURSHIP

What you learn:

- Starting a Creative Business
- Hiring and Building Teams
- Creating Community-led Businesses

Careers: Creative business owners, consultants, community & growth roles.

Phase 3: Capstone Simulation

19 December and 20 December 2026

The final, hands-on project of the programme where you'll apply all your learning by working in teams to simulate the operations of a real publishing or creative company, taking a project from idea to execution.

- You will be divided into groups of *7-8 participants*.
- You will be given *2 weeks* to work on your capstone project.
- Your team will create a *fictional company* and assign roles and responsibilities among yourselves.
- Together, you will develop a *sustainable business plan*, conceptualise creative products, and design a marketing strategy for your company.
- At the end of the two weeks, your team will have *45 minutes* to present your company, business plan, products, and marketing approach to the jury.
- The jury will provide *detailed feedback* on your presentation and *recognise the teams* that demonstrate exceptional creativity, strategy, and execution.



One of the stand out capstone projects from our last cohort titled “GuruKool”

Recruitment Drive

During the course, we equip you with the skills to apply for and secure jobs and internships.

Career Assistance Before the Drive:

- Hear from industry professionals about their career journeys and experiences.
- Learn about different roles, salaries, career tracks, and opportunities.
- Improve your resume, cover letter, and portfolio with expert guidance.
- Get access to interview opportunities for jobs and internships through our recruitment partners!

Placement Support During the Drive:



We share job openings from India's leading companies: our Recruitment Partners



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



We share the most promising and relevant applications with companies and schedule interviews



We handle the recruitment process till the end!

Our Alumni Are Working Across **40+** Leading Companies!

Copy Editor



Digital Editor



Publishing Consultant



Editor



Editor



Assistant Copy Editor



Junior Editor



Assistant Editor and
Rights & Licensing
Executive



Assistant Editor



Assistant Editor



Senior Writer, Pocket FM



Editorial & Marketing



Our Alumni Are Working Across **40+** Leading Companies!

Senior Executive
Digital Marketing



RUPA

Content Marketing Specialist



Brand Strategist



Content Manager



Brand Research,
Communication & Strategy
Consultant



Media Performance Analyst



Senior Associate - Content



Associate Analyst



Content Analyst (Content
Operations Editor)



Knowledge Management Associate



Digital Content Executive



Website Copywriter



Your Career In Publishing Starts Here!

-  **100 Hours of Live Sessions**
-  **Direct Learning From 40+ Industry Experts**
-  **15 Graded Assignments, Reading Material, Exercise Sheets**
-  **Career Panels, Resume and Interview Assistance**
-  **Chance to Secure Jobs and Internships Through the Recruitment Drive**
-  **Bound's Graduation Certificate and Lifetime Access to our Alumni Network!**



**Course Fee:
Rs. 72,000/-**

+ GST (Payable in instalments before the course begins)

Hear From Our Alumni

Krishita Kandoi

COPYEDITOR

 **HarperCollins** *Publishers*

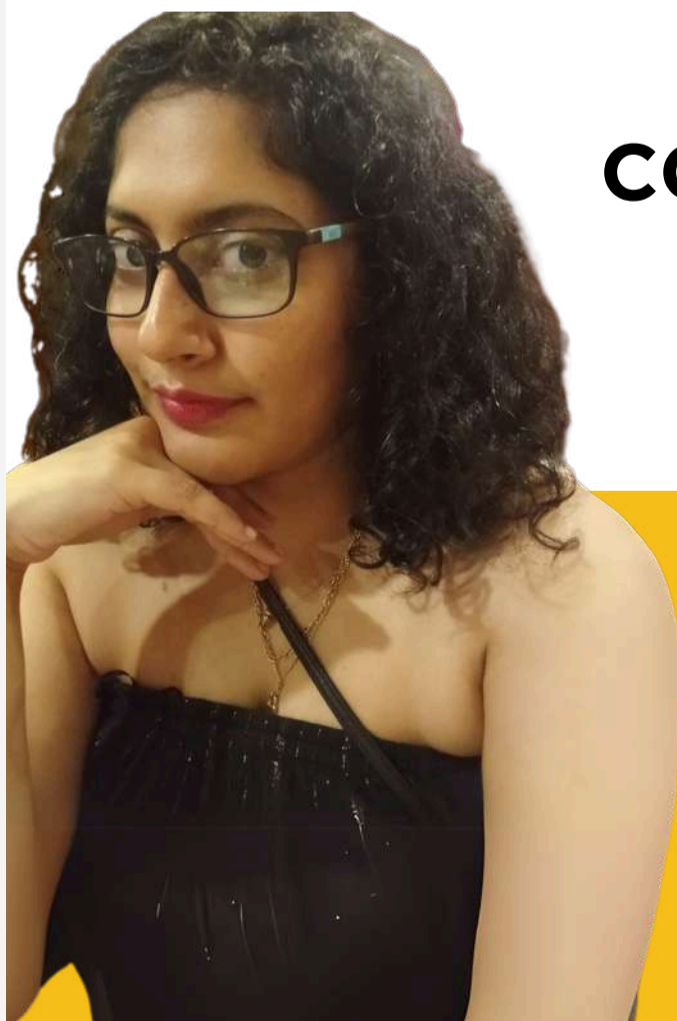
“Thank you for this course, the assignments, the mentorships, and the friendships I have made. Signing up for this was easily one of the best decisions I have made in 2024.”



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

Meghna Srikanth

PUBLISHING CONSULTANT



“After hearing from professionals who work in different types of creative ventures and roles, I’ve begun thinking about the art and business of creative products differently - not just as an established industry I need to fit into, but an industry that is constantly evolving, and I could help to build and grow.”



ASSISTANT EDITOR
SPRINGER NATURE

Tanvi Datey



“There’s no doubt such care and devotion comes from a lot of passion for the field and the work. I struggled quite a bit to find a substantial, thorough publishing course in India, and you’ve done for more than just fit the bill.”

Hear From Our Alumni

Ananya Endow

ASSISTANT COPY EDITOR



PRAKASH BOOKS

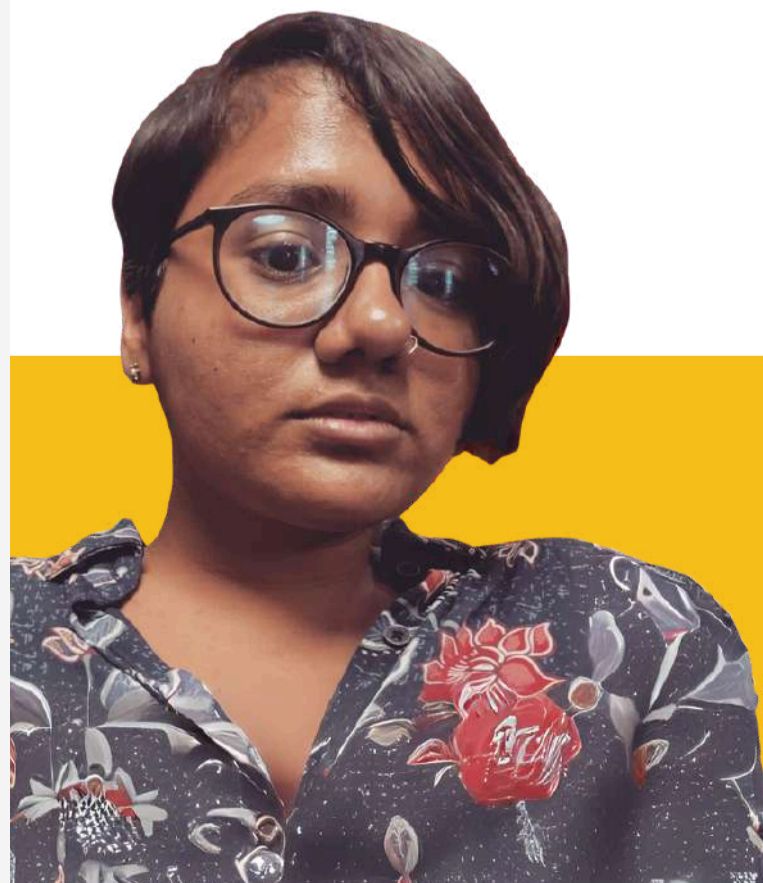


“The course was incredibly insightful, but what I valued most was how the assignments and presentations helped me become more confident in my own ideas. I still refer to my TBPC notes almost every day.”

JUNIOR EDITOR



Dhvani Shah



“The Bound Publishing Course gave me a strong introduction to the publishing industry in India. Specialising in Book Editing, I gained a deeper understanding of different editing styles and the intricacies of working on a book. The course also created a unique space for learning directly from industry veterans.”

Hear From Our Alumni

Aishwarya Aji Mattammel

EDITORIAL & MARKETING

UNIBROW
STORIES

“From being curious about the publishing industry to learning about its workings from insiders and professionals, this course has been truly enlightening and fulfilling. The faculty have been so kind, so welcoming and so honest. I am so glad I found a lovely community when all I expected was to learn more about publishing.”



CONTENT MANAGER, MARKETING

 **WONDERCHEF**

Ananya Bhardwaj



“Thank you for being the non-gatekeeper-y custodians of such knowledge and opportunities! It is a super well-oiled machine that you run and I wish you all great success in your journeys.”

Hear From Our Alumni

Mansha Sharma

EXECUTIVE ASSISTANT,
FOUNDER'S OFFICE
usawa
LITERARY REVIEW



“This course has been a treasure trove of knowledge: teaching me about writing, editing, marketing, and PR. I’ve learned something new every single day.

Beyond the skills, it brought me the sweetest, most genuine friendships with an incredible group of people from my cohort. I’m deeply grateful to the coordinators and the amazing guest lecturers who generously shared their expertise and inspired us throughout. I’m endlessly thankful to Bound for this opportunity.”

FORMER SUPER LOCAVORE
 **THE LOCAVORE**
Doing Good Through Food



Veni Khare

“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. I’m thankful to Bound for having facilitated a platform like that for me!”

Alumni Who Have Joined Our Team

Radheye Thakker

EXECUTIVE ASSISTANT
BOUND



“Switching to a publishing career after earning an economics degree was not without its challenges. I recognized TBPC as the perfect opportunity to dive back into a classroom setting and acquire in-depth knowledge of the industry. The encouragement and support I received throughout the program were exceptional, making this an invaluable experience. A big thank you Bound!”



EDITOR
BOUND

Kashish Mehta

“This course has honestly exceeded every expectation I had. In three months, I learned more about the industry than I thought possible. The guest sessions were incredible, but my absolute favourite part was the workshops with Tara, Aishwarya, and Michelle. Getting your hands dirty, working on real publishing tasks, and seeing how everything comes together was so exciting. The cohort was the cherry on top. I’ve met some truly wonderful people and made friendships I know I’ll carry with me long after the course ends. I’m so grateful for this experience.”

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



~ 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



~ 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



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 SENIOR
MANAGER - ADVISORY
& PARTNERSHIPS



“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

FORMER DIRECTOR -
PRODUCT & REVENUE



“Conducting sessions for Bound’s Publishing Course feels like you are giving back to the community that taught you your subject. A younger me would be definitely proud and beyond grateful.”

RUPAL VYAS

INDEPENDENT EDITOR
AND PROOFREADER



NGO Partner



Aspire. Achieve. Be the Change.

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 Javalkar (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.

Business Standard

THE  HINDU



The Tribune
VOICE OF THE PEOPLE

PrintWeek

THE **WIRE**



PR Newswire
by CISION