



PRODUCT PROPOSAL FORM

Dear Author,

This form has been designed to enable us to study your proposal in greater detail. You may therefore provide the information requested as completely as you can. We understand that the information you provide here may undergo some changes as you develop the manuscript.

THE TITLE OF YOUR PROJECT:

ABOUT YOURSELF (Please attach a 100-word write-up about yourself in addition to providing the information requested below).

Full name:

Date of birth:

Affiliation and Address:

Mobile Number:

Email ID:

Qualifications:

Experience in teaching:

Membership of professional bodies:

Other published works:

Contractual Obligation: The author(s) warrant(s) that the author(s) has/have not agreed to give or already given work on a similar topic which will compete with this book, to any other publisher. The author(s) also undertake(s) to indemnify the publishers against any cost, expense, or damages arising from such a breach of contract.

DETAILS OF THE PROPOSED MANUSCRIPT: Please answer the following as comprehensive you can so that we get a good grasp of the manuscript that you are developing.

A. THE MANUSCRIPT

1. Title:

2. Status:

- Synopsis and chapter contents ready/some chapters ready/entire manuscript ready:
- If the entire manuscript is not complete, the number of chapters ready:
- Expected date of completion of the entire manuscript:

3. Length of the Manuscript

Approx. number of pages:

Number of chapters:

Appendices:

4. Word-processing

It would help expedite the editing and production work if you could provide us with the typescript in soft copy. It would also facilitate your own writing and editing.

Software used in preparing the typescript:

For Text _____ For Figures _____

B. AIM AND SCOPE

Please indicate your motivation for writing this manuscript, its objective, intended level, and potential for future development or impact

C. SALIENT FEATURES OF THE PRODUCT

D. CONTENTS

Please share:

- I. A detailed table of contents, including subheadings and topics covered.
- II. One or two sample chapters along with this proposal form, if available.
You may attach additional sheets if necessary.

E. What are the five (5) challenging topics that you think are necessary to be covered by any book on this subject? How does your book propose to cover these topics? How is this approach going to be different from the other books already available in the market?

F. Details of the course you are teaching, for which the proposed book could serve as the textbook

- a. Course Name:
- b. Trend in enrolment, student interests:

G. What are the latest trends in the subject? Does the proposed text cover all these topics?

H. MARKET

Please give below the market for which you have designed your book, specifying what the primary and secondary markets would be.

I. Level of the course:

Relevant course (s) for this product:

Course Name	Length of Course	Year/Semester	Institutions where Taught
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What syllabi have you studied while preparing the manuscript?

To what extent does your manuscript meet the syllabi requirements? Does this meet NEP 2020 requirements?

In the current era, learners are looking for content beyond traditional textbooks. Do you think any additional digital resources- such as simulations, etc., can be offered with this product to enhance the learning and teaching experience? If yes, please suggest the possibilities in the context of this product.

From the list of supplements given below, please tick those that you would be developing to support and add value to your book.

Supplements for Instructors

- PowerPoint slides
- Solution manual
- Instructor's manual
- Additional exercises with solutions (Test Banks)

Supplements for Students

- Chapter-wise self-test quiz
- Links to reference material
- Additional solved examples, practice problems
- Real-life projects/case studies

J. COMPETITION

- (a) Please list the three major books (both Indian and foreign) that will compete with your proposal and provide a comparison of your proposal vis-à-vis each one, highlighting the strengths and weaknesses of the existing books and your proposal. You may use the parameters listed in the table below to provide the comparison.

Feature	Script	Book 1	Book 2	Book 3
Author				
Title				
Publisher				
Place of Publication				
Year of Publication				
No. of Pages				
Price				
Approach to the subject (Theoretical/mathematical/ application-based)...please elaborate				
Topical coverage (Span and Depth)				
Pedagogical features (Solved examples, Theory review questions, practice problems, objective questions, chapter introductions, summary)				
Illustrations (Number and quality)				
Supplements				

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