



Sultan Chand & Sons

Educational Publishers

PROJECT PROPOSAL

M/s SULTAN CHAND & SONS

23, Ansari Road, Daryaganj

New Delhi-110002

Phones: 23247051, 23243183, 23266105, 23277843, 23281876; Fax : 011-2326-6357

E-mail: sultanchand74@yahoo.com, info@sultanchandandsons.com

Web Site: www.sultanchandandsons.com

Date _____

From:

(A) AUTHOR'S SHEET

1. Name with initials expanded : _____
(Author/Editor/Compiler)
2. Date of Birth : _____
3. Place of Birth : _____
4. Present Position & Postal Address : _____

5. Address (Permanent) : _____

6. Telephones : Office : _____
Residence : _____
Fax : _____
e-mail : _____
7. Academic qualifications : _____
(Mention name of Universities/
Institution and year of qualifications _____

8. Professional records: appointments held/
teaching experience : _____

9. Previous Publications with Publishers: : _____
Name, Year of Publication, Pages, _____
Prices, etc. _____
10. Societies, Associations to which you belong : _____

11. Honours and Awards received, if any : _____

12. A brief about the Author : _____
 (Use separate sheet) _____

13. Latest photograph of your goodself : _____

(B) ABOUT THE BOOK

1. Title and Sub-title : _____

2. Other 3–4 suggestive titles depending : _____
 upon its saleability (in order of preference) _____
3. Whether the manuscript is original/ : _____
 translation/reprint/edited/compiled/Ph.D. thesis?
4. Length (approximate number of words) : _____
5. Total number of typescript pages : _____
 (i) typed : _____
 (ii) handwritten : _____
6. Number and nature of figures, : _____
 diagrams, illustration, plates, charts
 (line, photographs, coloured, transparencies,
 etc.) if any
7. Number of maps : _____
8. Number of tables : _____
9. Subject covered in your work : _____
10. Recommended price range : _____
11. Table of contents : _____
12. Please provide separately a synopsis : _____
 in 250-300 words emphasising special features
 in relation to competing books on the subject _____
13. Have you used any international : _____
 boundary maps in your work? If
 so, have you taken permission for the
 same from the authorities _____
14. Is there any possibility of getting publication : _____
 assistance from any Govt./Private agency?
15. The number of Copies you can buy-back : _____
16. What is the market potential for your : _____
 work in India and abroad _____
17. Are there any competitive titles already : _____
 available in the market? If so do you think
 your titles will find sufficient market? _____

- 18. Has the work or its part been published already in any shape? If so, name of title, publisher, year of publication and market potential. : _____
- 19. When will the Manuscripts be ready for submission in all respects including bibliography, index, maps, charts, figures, etc.? : _____
- 20. Will it be possible to increase/decrease text, maps, plates, illustrations, tables, etc. before it is finally sent for press? : _____
- 21. Does the manuscripts contain any Foreword/Perface/Introduction (not written by the author himself)? If so, mention the name and position of the contributor. : _____
: _____
: _____
- 22. Is there any scope of bulk purchase of this book? If so, give name and addresses of the prospective buyers. : _____
: _____
: _____
- 23. Can your work be used as Text Book? If so, indicate grade/level. : _____
: _____
- 24. How many names and addresses of potential buyers of your book you can provide to us? : _____
- 25. Is the book a new edition, kindly furnish the following details.
 - (i) What text material have you added and why? : _____
 - (ii) What text material have you written and why? : _____

(C) MARKET POTENTIAL

- 1. For which circles of readership your book intended? : _____
- 2. What other books, Indian and foreign, are available on the same subject? Please evaluate them critically in the light of your own book. : _____
: _____
: _____

(i) PRIMARY MARKET (Textbooks)

If it is meant to be a textbook, please give the following information

- 1. For what course(s) or examination(s) is the book designed? : _____
- 2. Will it serve a class-room text or will it be recommended only for supplementary reading? : _____
- 3. How widely is/are the above course(s)/examinations/taught? : _____
: _____

Name of other universities/colleges/
institutions where the same course(s)
or examination exists. Mention figures
of enrolment wherever possible.

4. How many students at your own :
university/colleges/institution are
taking this/these course(s) or examination(s)?

5. Is/are the course(s) or exams(s)?
(i) Compulsory?
(ii) A popular option?
(iii) An unpopular option

: _____
: _____
: _____

6. Is your university/college/institute
typical in the way, it teaches this subject
compared with other institutions?

: _____

7. What books, Indian or foreign is/
are currently being used in this/
these course(s) or examination(s)?
Please list the books that competes
with or are similar to yours.

: _____

8. Please evaluate the book mentioned
earlier critically in the light of
your own book.

: _____

(ii) SECONDARY MARKET (textbook):

The book may appeal to students
taking other courses or examination,
please list these courses.

: _____

(D) OTHER COMMENTS
(Attach a separate sheet for details)

Signature

Name in Block Letters

Address: _____

