

## APPLICATIONS INVITED : FROM LEADING PUBLISHERS OF EDUCATIONAL BOOKS

### **Subject: Applications are invited from reputed publishers of educational books for publishing Technology Management courseware comprising 5 books**

Recognizing the important need for formal training in Technology Management in India the Technology Management Programme Division has developed the following 5 course modules:

1. Capstone course on Technology Management
2. Management of Technology Transfer and Acquisition
3. Strategic Management of Technology
4. Intellectual Property Rights and Commercialization of Technology
5. Management of Innovation

Each module consists of 20 chapters, each containing an average of 40 double spaced pages, thus a total of approximately 800 double spaced pages per module. Each chapter has been contributed to by an expert on the subject drawn from industry, academic institutes, consultants, research organizations and Government Departments.

These modules are required to be published as 5 separate books. They are primarily targeted to address the requirements of post graduate level management students although they are also expected to find widespread use amongst industry practitioners, consultants, academicians and researchers.

**Leading publishers of educational books in India**, who are willing to undertake work related to the publishing (printing, publicity, sales and distribution) of these 5 books, are invited to send their letters of interest to the Department giving details in respect of the points listed below. Formal offers should reach us **no later than December 15th 2008**.

#### **List of points on which specific response is sought:**

1. Consent to publish all 5 modules under separate titles as 5 books
2. Acceptance of author as DSIR
3. Marketing: responsibility for publicity, sales, distribution
4. Royalty to be paid to DSIR: amount, rate, when payable
5. Time required for release of books in market
6. Number of free copies that would be made available to DSIR
7. Pricing: estimated price of each book
8. Copyright: rights sought
9. Future revisions: rights sought
10. Branding
11. Copy of Draft Agreement to be signed

REPLIES (marked URGENT: TECHNOLOGY MANAGEMENT PUBLICATION - LAST DATE: 15 December 2008) MAY  
BE SENT TO:

**Head, Technology Management Programme Division**  
**Department of Scientific & Industrial Research**  
**Ministry of Science & Technology**  
**Government of India**  
**Technology Bhawan, New Mehrauli Road**  
**New Delhi 110 016**