

For immediate release

#AVIDWORKSHOPS kicks off its exciting new writing series brought with Juggernaut Books to present the first in the series on how to get published

After the word 'The End', written by any author on a manuscript, begins a whole other chapter in the life of a book before it ends up in the hands of any reader. That is the indispensable intermediary process of Publishing.

The description of the workshop is as below:

Avid Learning in association with **Juggernaut books** presents an opportunity to meet the forces that give shape and form to the ideas of the Author and translate them into bestsellers which are ready for the bookstore. Join *Publisher and Founder of Juggernaut Books*, **Chiki Sarkar**, and *Literary Agent* **Urmila Dasgupta** to better understand processes like editing, copywriting, cataloguing and marketing bestsellers.

Whether you are an aspiring author, a budding editor or publisher in the making, this workshop will equip you with must-know insider knowledge of these essential steps towards achieving a successfully published title.

Highlights

- Short Introduction to publishing & publishing history in India
- Traditional v/s Self Publishing
- Preparing a manuscript for presentation to a literary agent or editor
- Marketing
- Publishing across different platforms

This is the first in our new series of writing workshops in collaboration with **Juggernaut Books**, to help bring out the inner author in you. These workshops are lead by some of the most well-regarded authors and experts, and aim to explore and demystify every aspect, technique and convention of writing for and publishing in popular genres. Coming up, *Author, Journalist and Columnist*, **Bachi Karkaria** will school participants on writing creative non-fiction and *Author and Blogger*, **Kiran Manral** will conduct a workshop on writing across different platforms.

Where: Essar House- Podium, [11 KK Marg, Mahalaxmi, Mumbai 400034](#)

When: Saturday, 10th March, 2018; 10:00 AM – 4:00 PM

Fee: Rs. 1000 (including lunch) | Rs 750 for students with valid Student ID

RSVP: avidlearning@essarservices.co.in / www.avidlearning.in/ +919769937710 (prior registration required)


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#AVIDWORKSHOPS

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#PublishedAuthor




Publishing 101:
How To Get Published

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- Pitching your book to publishers
- Publishing across different platforms

Date : Saturday, 10th March, 2018
Time : 10:00 AM to 10:30 AM - Registrations and Refreshments | 10:30AM to 4:00 PM - Sessions
Venue : Essar House - Podium, 11 KK Marg, Mahalaxmi, Mumbai - 400034
Fee : Rs. 1000 (including lunch) | Rs 750 for students with valid Student ID
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About the Instructors

Chiki Sarkar is the founder and publisher at Juggernaut Books, a digital-first publishing house that publishes authors like Twinkle Khanna, Rajdeep Sardesai, William Dalrymple among others. She started her career in London with Bloomsbury Publishing and worked there for seven years. In 2006, she moved to Delhi and joined Random House. Chiki was the publisher at Penguin India for 3 years before she founded Juggernaut Books.

Urmila Dasgupta has worked for Rupa, Katha, Penguin Books India, Pearson India and Oxford University Press as an editor for over a decade. Having commissioned and edited commercially and critically successful books, she has a deep understanding of the business of publishing. Teaching new authors the nitty gritty of publishing and writing is what led to the making of her agency, Purple Folio. She has been working as a literary agent for the last eight years and has worked on a wide variety of genres from thrillers, romances, self-help to cookbooks and narrative non-fiction. Her agency has always focused on charting out paths for new writers and has hand held many on their way to publication. Based in Bombay now, she is also reading film scripts and ideating about how to adapt books into more visual formats.

About Partners

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 750 programs and connected with more than 85,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery

Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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Juggernaut Books- Focused on the growing mobile usage in India, Juggernaut Books aims to give authors both a digital and a physical platform. Its mobile technology and list obsessively engage both a serious reading audience and the new mobile audience. Juggernaut's authors include Arundhati Roy, William Dalrymple, Prashant Kishor, Twinkle Khanna, Sunny Leone, Rujuta Diwekar, Husain Haqqani, Svetlana Alexievich, Rajdeep Sardesai, Rajat Gupta, Kanhaiya Kumar and Sourav Ganguly. Juggernaut launched its physical list in June 2016. The Juggernaut App has been live on Android and iOS since April 2016 and the website since November 2016. It has recently launched a writing platform as well as Hindi content. More information on www.juggernaut.in