**Streamlining and Improving the Activities of the**

**Product Development Cell: A Proposal**

1. Categorization and Coding of Materials
2. In order to facilitate easy and effective management, the materials may be broadly categorized according to their type and a unique product code may be assigned to each material. The following categories are suggested:
3. Public Education Materials
4. Professional Learning Materials
5. Test/Therapy Materials

A unique 5-part alphanumeric code derived as given below is suggested.

Part 1: Category

PE = Public Education Materials

PL = Professional Learning Materials

TT = Test/Therapy Materials

Part 2: Serial no. of the Material Category

1,2,3….

Part 3: Language

En= English; Kn= Kannada; Hn= Hindi; Ml= Malayalam; Tl= Tamil; Tg= Telugu; Mt= Marathi; Bg= Bengali; Am= Assamese; Or=Oriya etc.

Part 4: Format

D= Digital; P=Print

Part 5: Priced /Free

P= Priced; F= Free

Example 1

PE-05-Kn-P-P represents the fifth public education material which is prepared in Kannada language in print format and is priced.

Example 2

TT-21-Hn-D-F represents the twenty first test/therapy material which is prepared in Hindi language in digital format and is free.

1. The pamphlets/brochures/posters/flyers/notices and similar promotion materials may be accounted and managed separately by assigning a different code. The suggested code is given below.

Part 1: Category (Common for all)

OM (*which stands for Other Materials*)

Part 2: Serial Number (*Common to all*)

01, 02, 03 etc.

Part 3: Department/Section

AU= Audiology; CS= Clinical Services; CP= Clinical Psychology; EL= Electronics; OT = ENT; MD= Material Development; PC= POCD; TC= TCPD; SL= SLS; SP= SLP; AC= Academic; PD= Product Development Cell etc.

Part 4: Year of Publication

15/16 = 2015-16; 16/17 = 2016-17 etc.

Example: OM-01-AU-15/16

1. Incorporation of Standard Bibliographic Elements

The following common bibliographic components may be incorporated in all the materials that are being publish. A template of this will be designed and uploaded onto the website.

1. Front Cover Page

* Name of the institute (Publisher) without address
* Full title with Acronym
* Edition statement (in case second and latest editions)
* Names of the author (s)/ Editor(s)

1. Inner side of the Front Cover Page

* A brief note about AIISH (Publisher) with a few images. Also, an account of TCPD in case of the materials prepared at TCPD

1. Title Page (*The page that immediately follows the cover page*)

* All the bibliographic elements given on cover page, i.e. Title with acronym, Author(s), Edition Statement and the Publisher statement

1. The Inner side of the title page

* Copyright statement
* Publisher information
* Year of Publication
* Product Code
* ISBN
* Editorial Board
* Statement of Contributors other than Author(s)

1. Contents Page
2. Preface by the Chief Editor in 2-3 paragraphs with a general introduction of the AIISH Publications followed by a brief description of the current title
3. Back Cover Page

* Title of the material followed by a brief note about it on the top
* Name(s) of the author(s) with a brief bio-data
* A text box with barcoded link to the website information about the book, title, author, price, no. of pages, year of publication, product code and ISBN

1. Inner Page of Back Cover Page

* Thumbnail images and ordering information on related titles

1. Revision of Existing Materials
2. The already published print materials which are still on demand may be reprinted by incorporating the standard bibliographic elements mentioned above and by re-organizing the contents wherever required.
3. A list of materials identified for revision is enclosed as Appendix-I with the details of the portions needed re-organization.
4. In addition, it is suggested to revise a few materials as per the plagiarism checking reports. These are given in Appendix-II.
5. Constitution of Editorial Board

In order to ensure quality in content, an Editorial Board may be formed with the following constitution.

1. The Director of the Institute as the Chief Editor
2. Subject expert members of the Product Development Cell as the Assistant Editors
3. A panel of Professors/Readers in the field of Communication Disorders and allied areas working in the Institute as Associate Editors for reviewing the manuscripts.
4. Proposal for Publication
5. Materials may be accepted for publication through a proposal in prescribed format as given in Appendix-III.
6. Also, guidelines may be set for the preparation of the materials as given in Appendix- IV
7. Design and Development of Publication Web Portal
8. A Publication Web Portalmay bedeveloped for the Institute which can serve as a gateway to both our serial and non-serial publications.
9. In this regard, a model web portal has been designed and developed using the open source monograph / book publication system, Open Monograph Press, published by the Public Knowledge Project, Simon Fraser University, Canada.
10. Considering the future up-gradation of the Product Development Cell as the Publication Division of the Institute, the portal has been named as **All India Institute of Speech and Hearing Press**. (It may please be noted that the publication divisions of the higher educational institutions all over the world have been named as ‘Press’).
11. A domain name may be registered for the portal in the name of the Publication Division. The suggested domain name is [www.aiishpress.org](http://www.aiishpress.org). Subdomains may be created for the Institute serials namely, The Journal of All India Institute of Speech and Hearing and the Student Research at AIISH publications. For e.g. the sub domain for JAIISH can be [www.jaiish.aiishpress.org](http://www.jaiish.aiishpress.org)
12. A workflow designed for the publication of materials has been incorporated onto the proposed system as given in Appendix-V and the system has been customized to carry out online submission and processing of the materials, and their publication in e-pub (online) and print format with online catalogue facility.
13. Informed consent
14. Informed consent may be taken from the persons concerned in the prescribed format

for taking photos as well as collecting data as given in Appendix-VI

1. Preparation of Materials
2. A graphic designer having experience in printing presses must be appointed as a consultant on per page payment basis for developing the materials in Camera-Ready Copy (CRC). This will ensure professional look for our publications.
3. Till the posting of Consultant Graphic Designer, the Camera-Ready Copy (CRC) may be prepared from the Department of Material Development. Posting the staff of the Department in PDC may also be considered in this regard which will reduce the time lag.
4. Material Format
5. The format in which a material has to be published may be decided based on the type of material.
6. It is suggested to produce the Public Education Materials in print and electronic formats, and the Professional Learning Materials and Test/Therapy Materials in electronic only formats, wherever possible.
7. Cover Design
8. The Author(s) may be encouraged for providing cover illustration and design. However, the final decision must be taken by the PDC with the approval of the Director.
9. If the author wishes to recommend an artwork or photograph for the cover, he or she should obtain necessary permission/copyright clearance for the image.
10. Printing
11. Printing of the materials other than pamphlets may be carried out by inviting a single quotation/tender annually.
12. Quotations may be accepted only from reputed firms having sufficient printing infrastructure, good yearly turnover and located in Mysore City.
13. Wherever possible, the materials may be printed in A4 size paper with attractive graphics and colors. Also, the inner pages may be on 90 gsm glossy sheet and cover page on 330 GSM art paper card.
14. Electronic Copy
15. Wherever possible, the material may be published in electronic format, both in CD-ROM and e-pub formats.
16. The flip e-book software purchased by the Library & Information Centre can also be used in appropriate cases.
17. Formulation of Pricing Policy
18. A pricing policy may be formulated for the materials. The public education materials may be distributed free of cost or with a minimum pricing cost.
19. Royalty for Authors
20. The authors may be provided with royalty for their contribution.
21. Specific Course Materials
22. The printing and distribution of materials pertaining to the academic programmes conducted by the Institute such as DHLS and C4D2 may be assigned to the Academic Section.
23. However, the contents of such materials may be considered publishing as textbooks in the category ‘Professional Learning’ by with necessary modification by PDC.
24. New Publications

In line with the ‘Parent and Child’ series, new publications may be planned. In this regard publishing materials under the following three series may be considered.

1. *FAQ Series on Communication Disorders*, based on various practical questions and answers in simple terms on various topics in Communication Disorders useful for general public.
2. *Textbooks on Speech and Hearing* supporting the academic programmes on Communication Disorders offered by various Universities/organizations across the country. It may please be noted that Indian published textbooks are very rare in the field of Communication Disorders.
3. Learning Disability Series (*The Series already exists and one book was published under it in the year 2005*)
4. Translation of Public Education Materials
5. Popular public education materials may be translated into as many Indian languages as possible. In this regard, skilled translators in other languages may be identified.
6. Selling of Materials
7. Selling of the materials may be made through prescribed Material Order form. This may be made mandatory both for direct, postal and online selling. A Material Order Form designed in this regard is given in Appendix VII. An invoice in the prescribed format may be generated against each order as given in Appendix VIII
8. Advance payment may be made mandatory for purchase of materials by the Individuals and private organizations/Institutions. For this, a proforma invoice may be made available based on the purchase request.
9. Until the invoice is paid the materials may not be dispatched.
10. In case of government organizations/establishments, the materials may be issued on credit basis with the condition of making payment within 15 days of invoice. A reminder may be send after three weeks in this regard.
11. It may be made mandatory for taking the materials for selling at the camps organized by the Institute in various localities.
12. In case of print materials, for orders below five copies, a postal charge of Rs. 20/- may be collected.
13. Postal charges for dispatching materials may be made free of cost for orders with more than five copies.
14. Also, postage of public education materials may be made free for the parents of children with communication disorders upon producing proof*.*
15. In case of CD-ROMs, irrespective of the no. of titles/copies, the postal charge may be fixed as Rs. 20/-
16. Discount may be given on bulk purchase of materials. In this regard, the following rates may be considered.

5- 9 copies - 10% off

10- 19 copies - 15% off

20- 49 copies - 20% off

50 and above - 30% off

1. Maintaining Registers and Formats

It is suggested to keep an inventory of the materials using the following registers.

1. Separate Stock Registers for three categories of materials: Public Education, Test/Therapy, Professional Learning
2. Bin Card for each material published
3. Selling Register

The formats for the Registers have been given in Appendix-IX

1. Promotion of the Materials
2. The materials that are being published may be promoted using various methods.
3. Appropriate learned or professional bodies in the field of communication disorders and allied fields may be used to increase the exposure of the materials.
4. Also, flyers and catalogues may be prepared both in electronic and print formats with Q code, and these may be distributed among the organizations and establishments pertaining to the disability.
5. In addition, free pamphlets on various aspects of the communication disorders may be distributed among these organizations.
6. Permission for Reprinting
7. Permission may be given to reproduce/ re-use the material in whole or in part in another publication/ research project for scholarly puposes, upon receiving request to the Director in prescribed format as given in Appendix-X.
8. A Right Permission Fee of Rs. 1000/- or above may be collected in this regard.
9. However, the fee may be waved off for the AIISH staff and students as well for the graduate/ postgraduate student research at outside.
10. Return Policy

A return policy may be formulated and printed on the order form and invoice as given below.

1. The materials once sold will not be taken back.
2. However, defective items are returnable within 10 days of purchase.
3. Up-gradation of the Product Development Cell
4. In future, the functioning of the Product Development Cell may be combined with the Department of Material Development and a Publication Division may be formed.
5. Also, the Library and Information Centre and the Publication Division may be amalgamated and developed as a National Information Centre on Communication Disorders.