



EXCEL EDIT

Global Services for the Publishing Industry

Come to Exceedit in India for your editorial and publishing needs. We offer Higher Quality, Lower Costs and Faster Turnaround Time.

Risk Free Offer

We are sure so sure that you will be satisfied with our services that we will do your first project for free to show you what we can do.



Our Service

We offer copy editing and proof reading services to publishers of books and journals as well as authors. A detailed explanation of the copy editing and proof reading services are provided below. For more details on our other services such as design, content management and production of technical manuals, please send us an e-mail at: enquiry@exceledit.net.

Other Services

Our main business is editing but we also offer other associated services if our client requires them. Some of the other services we can provide to you, either through our own or through associated companies, include the following:

- Transcription of Conference Proceedings or Interviews
- Writing of Manuals
- Typesetting and Design

Copy editing

At all levels of copy editing— light, medium and heavy — the copy editor corrects errors, queries the author about conflicting statements, requests advice when the means of resolving a problem is unclear and prepares a style sheet. The copy editor may also incorporate the author's replies to queries; this work is known as clean-up editing.

Light Copy editing (baseline editing)

- Correcting faulty spelling, grammar and punctuation.
- Correcting incorrect usage (such as can for may).
- Checking specific cross-references (for example, "As Table 14-6 shows...").
- Ensuring consistency in spelling, hyphenation, numerals, fonts and capitalization.
- Checking for proper sequencing (such as alphabetical order) in lists and other displayed material.
- Recording the first references to figures, tables and other display elements.

The editor checks content only to detect spots where copy is missing. A light copy edit may include type marking.

Medium Copy editing

- Performing all tasks for light copy editing.
- Changing text and headings to achieve parallel structure.
- Flagging inappropriate figures of speech.
- Ensuring that key terms are handled consistently and that vocabulary lists and the index contain all the terms that meet criteria specified by the publisher.
- Ensuring that previews, summaries and end-of-chapter questions reflect content.
- Tracking the continuity of plot, setting, character traits and querying the discrepancies in fiction manuscripts.
- Enforcing consistent style and tone in a multi-author manuscript.
- Type marking the manuscript.

Heavy Copy editing (substantive editing)

- Performing all tasks for medium copy editing.
- Eliminating wordiness, triteness and inappropriate jargon.
- Smoothing transitions and moving sentences to improve readability.
- Assigning new levels to heads to achieve logical structure.
- Suggesting—and sometimes implementing—additions and deletions, noting them at the sentence and paragraph levels.

The key differences between heavy and medium copy edits are the levels of judgment and rewriting involved. In a heavy copy edit, the editor improves the flow of text rather than simply ensuring correct usage and grammar; he may suggest recasts rather than simply flagging problems and may enforce a uniform level, tone and focus as specified by the publisher or developmental editor.

Source: **Bay Area Editors Forum**

Proofreading

A **proofreader** marks typeset copy word for word against a manuscript, identifies deviations for correction and queries editorial errors. Proofreaders may also check copy for conformity with type specifications, create a style sheet and ensure attractive typography by checking kerning, margins, word spacing, repetitive word breaks and the like.

An **editorial proofreader** combines proofreading with some copy editing tasks, if they are needed late in the production process. Editorial proofreading may also involve type marking and making marginal notes to show the first citation of illustrations, tables and other display elements. When the manuscript consists of typeset text, the proofreader checks for incorrect word breaks.

Publishers often request editorial proofreading when previously published material is to be reprinted, or when there are concerns about possible input errors in material that has been heavily edited or drastically reformatted.

Why come to us?

We operate from India, which is the third largest publisher of books and journals in English, just behind the US and the UK. But the cost of employing publishing professionals in India is lower than in the developed countries. What we offer you is not just lower costs but also higher quality.

We operate from South India in the city of Chennai. South India has emerged as the hub of knowledge industries in India, particularly for pharmaceuticals and IT. South India is also now emerging as the centre for the offshore publishing industry and we are one of the most innovative and committed companies in this industry.

We are a specialist company run by professionals with long experience in publishing. We can therefore understand your needs better and serve you better than any other IT services company trying to serve you through a “publishing services division”.

We are a specialist company and our core competence matches your needs. We will therefore make ideal partners.



EXCEL EDIT

Global Services for the Publishing Industry

Exceedit guarantee

We provide one-stop quality services for the following pre-press needs of the publishing industry

- Copy editing and proofreading of STM (Scientific / Technical / Medical) journals & Law books
- Designs
- Content Management
- Illustrations and Technical Manuals
- Formatting and other related services

We do not provide printing services but can refer you to quality printers.

Because we operate from India, where quality is high and costs are low, we can guarantee high quality at low cost.

You can test us before paying. All our orders are processed only after we have done a test page for our customers. So you can see our quality in advance before confirming the order.

Improve your quality and lower your costs.



Samples of our Work

- The samples below provide concrete evidence of how our editing helps improve the original copy submitted
- The original text uses arcane and difficult language
- We have simplified the language and made it more interesting and easier to read while scrupulously retaining the meaning contained in the original.

UNEDITED DOCUMENT	AFTER BEING EDITED BY OUR TEAM
Medical Document Sample : I	
<p>The cells were digested by 0.02%EDTA from culture dishes. Added cells in coverslips cautiously. Added 30 uL of 4% Paraformaldehyde to fix the dried cells for 30 min at room-temperature, then washed them with dH 2 O for 5 min; added 30 uL of primary antibody(rabbit anti-human K-ras, Boshide Co.) in a 1:100 dilution with PBS to the cells, incubated them in a humidified chamber for 90 min at room temperature, then washed three times with PBS for 5 min, added 30 uL of second antibody with FITC(goat anti-rabbit IgM, Proteintech Group Inc. USA) in a 1:100 dilution with PBS then incubated them in a humidified chamber for 2 h at room temperature; washed with PBS for 5 min again, observed the cells through fluorescence microscope and recorded them.</p>	<p>The cells were digested by 0.02% EDTA from culture dishes and- Addedcells were added in coverslips with cautiously. Thirty microliters Added-30 uL of 4% pParaformaldehyde werewas added to fix the dried cells for 30 min at room- temperature, and then washed themwith dH₂O for 5 min; added30 uL of primary antibody werewas added (rabbit anti-human K-ras, Boshide Co.) in a 1:100 dilution with PBS to the cells, incubated themin a humidified chamber for 90 min at room temperature, and then washed three timesthrice with PBS for 5 min; added 30 uL of second antibody werewas added with FITC (goat anti-rabbit IgM, Proteintech Group Inc., USA) in a 1:100 dilution with PBS, then incubated themin a humidified chamber for 2 h at room temperature; again washed with PBS for 5 min again, and observed the cells were observed and recorded using through fluorescence microscope and recorded them.</p>



Medical Document Sample : II

As the figure 2, shown, the K1/siRNA and K2/siRNA just made expression of K-ras mRNA and protein decreased but not disappear, the siRNAs could be provided effective if they made expression decreased over 50 percent [12] . The reasons they could not inhibit expression completely may be as follow: (1) Intracellular expression of the transfected PCR products had the problem about transfection efficiency; (2) Cells are in the process of persistent division and siRNA could not transfect into new born cells. K3/siRNA had no effect on expression of K-ras and cells. It administrated that some siRNA sequences designed with the exact principle were not effective. It may be associated with genome position siRNA located, which be influenced by genome secondary structure interacted with protein [7] ; on the other hand, efficient RNAi requires a perfect match of 21 bases between the interfering RNA and its target sequence

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Legal Document Sample : I

In an arbitration case concerning the freight disputes arising from a charterparty, the Arbitration Commission sent the arbitration notices on date of 29 May 1998 to the both parties to request that each of them should choose an arbitrator, and the two parties should jointly choose a presiding arbitrator within 20 days from the date they receive the notices. The claimant chose an arbitrator within the limited time, while the respondent failed until the thirtieth of June 1998 . The chairman of the Commission thus appointed an arbitrator for the respondent in accordance with the regulations of the Rules. Then the chairman of the Commission appointed a presiding arbitrator for the two parties according to the Rules. Thus the 3 arbitrators formed a tribunal to start reviewing the case. The respondent' waiving its right to select arbitrator couldn't delay the time of tribunal composition.

In an arbitration case concerning the freight freight disputes arising from a charter party, the Arbitration Commission sent the arbitration notices on ~~date of~~ 29 May 1998 to~~the~~ both the parties to request that each of them should choose an arbitrator, and that they~~e~~ ~~two parties~~ should jointly choose a presiding arbitrator within 20 days from the date of~~they~~ receipt~~ve~~ of the notices. The claimant chose an arbitrator within the ~~limited~~ stipulated time, while the respondent did not,~~failed~~ until~~the~~ 30~~thirtieth of~~ June 1998. The chairman of the ~~c~~Commission thus appointed an arbitrator for the respondent in accordance with the ~~regulations of the r~~Rules. Then the chairman of the ~~c~~Commission appointed a presiding arbitrator for the two parties according to the ~~r~~Rules. Thus the three~~3~~ arbitrators formed a tribunal to start reviewing the case. The respondent' waiving its right to select an arbitrator could no't delay the ~~time of~~tribunal formation~~composition~~.



Legal Document Sample : II

In a case of dispute over damage to cargo and discharge fee on M/V "No1 An Ping", the shipowner (claimant) submitted the arbitration application to C MAC in light of the arbitration clause in the charterparty on 26 January 2000 . The ship owner claimed amount of US Dollars 219514 over cargo damages and discharge fee and the interest. The charterer (respondent) neither chose the arbitrator nor submitted its defense in writing within the limit time in accordance with the Arbitration Rules. Moreover, the respondent even refused to receive the arbitration documents. The Arbitration Commission requested the ship owner's permission, and then sent the arbitration documents to the charterer's last address supplied by the shipowner by the service way. Therefore the collegial tribunal was formed on 5 April 2000 and the tribunal held the oral hearing in Shanghai on June 14 2000 . The charterer did not attend the hearing. The tribunal had an oral haring and noticed the information to the charter after the hearing, offering enough time to the charterer for commenting the hearing. But the charterer still had no reply. The tribunal issued an award by default according to the written materials and the statements at the oral hearing after discussion on 5 September 2000 . The final award decided that the charterer should pay the ship owner Belgium France 2.2 million over the cargo damage under the 4 B/ L, and U.K. Pound 20 thousand over the discharge fee under the 4 B/L, plus the damage

In a case of dispute over damage to cargo and discharge fee on M/V "No1 An Ping", the ~~shipownership~~ owner (claimant) submitted the arbitration application to CMAC in light of the arbitration clause in the charter party on 26 January 2000. The ship owner claimed an amount of US ~~\$Dollars~~ 219,514 ~~overtowards~~ cargo damages, ~~and~~ discharge fees and ~~the~~ interest. The charterer ~~er~~ (respondent) neither chose the arbitrator nor submitted its defense in writing within the limited time in accordance with the Arbitration Rules. Moreover, the respondent even refused to receive the arbitration documents. The Arbitration Commission requested the ship owner's permission, and then sent the arbitration documents to the charterer's last address supplied by the ship owner by ~~way~~ ~~the~~ of service ~~way~~. Therefore the collegial tribunal was formed on 5 April 2000 and the tribunal held the oral hearing in Shanghai on ~~14~~ June ~~14~~2000. The charterer did not attend the hearing. The tribunal ~~held~~ ~~ad~~ an oral hearing and ~~notified~~ the information to the charterer after the hearing, offering enough time to ~~the charterer for~~ comment on ~~ing~~ the hearing. ~~T~~ ~~But~~ the charterer still ~~did~~ ~~had~~ not reply. The tribunal ~~after discussion~~ issued an award by default according to the written materials and the statements at the oral hearing ~~after-discussion~~ on 5 September 2000. The final award decided ~~was~~ that the charterer should pay the ship owner ~~Belgianum France~~ ~~F~~-2.2 million ~~overtowardsthe~~ cargo damages under the 4



over the two items interest at the rate of 7percent annul. The charterer should pay 60 % of the arbitration fee. The award was inforced by the court at last.

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Religious Document Sample : I

Since time immorial, there exists a conflict among the forces of truth and evil. Human beings are often caught between the goodness of judge, and true and the evils of ignorant, cruelty and falsehood. In this ever existing struggle, every one tries to catch power by wealths, material goods, possessions and lands. Thus, evil try to capture the world.

From time and time, God send prophets to free humans from the claws of evil and oppress. Qur'an talks about how these prophets, guided people to true, brotherhood and justice. The prophets - Nuh, Hud, Salih, Ibrahim, Shu'ayb, Musa, 'Isa, Muhammad and others were simple, humble men who struggle against social evils.

This books discusses the life, struggles, sacrifices and achievements of prophets who appeared in past times to guide human beings towards God.

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Talent Pool in India

We can offer higher quality because we employ highly trained people in India and often more than one person to look at your project. For example, we can employ a person trained in electronics and a person trained in English to look at the manual of an electronics product, so that we get both the technical specifications as well as the style and grammar of the language right.

To get two professionals to look at a project and pay them for it would be prohibitively expensive in many countries. We can do that in India because its talent pool is large and reasonably priced.

- Second largest English-speaking population in the world, just after the US and ahead of Britain, Australia or Canada.
- 255 of the Fortune 500 corporations outsourcing their services to India.
- India has been rated as the most attractive destination for offshore business processing by global consultancy A T Kearney.
- Abundant, high-quality, cost-effective, competitive manpower. Over 100,000 IT professionals added each year.
- India's IT Industry is now worth \$14 billion and growing at the rate of 50% p.a.
- Exports \$12 billion; exports target for 2008 - \$60 billion, to be 35% of India's total exports.

Notes on Indian Economy

- India is the 4th largest economy in the world, in terms of purchasing power parity (PPP). India is also the tenth most industrialized economy in the world.
- India has political stability and there is broad consensus on reforms. Liberal and transparent foreign investment regime.
- India has a strong and independent judicial system.
- India offers among the highest rates of returns on investment. Profitability of US investments in India: 19.33% in 2000 (according to US Department of Commerce)

Our Team

A well-qualified and experienced, efficient and competent team that delivers to the customer's satisfaction on a timely basis. We always honor our commitment when it comes to quality and deadlines.

Apart from the full-team, we also have a network of professionals who work in the nearby universities and research institutes, who can be called upon to render specialized services as and when required.

We are located in Chennai, South India, which has the longest tradition of learning, and is filled with professionals and intellectuals from many disciplines.

We also have representatives in the developed countries who would be able to meet customers and handle their initial queries on projects as well as guide them through the various stages of the projects that are being implemented. You can therefore embark on your "offshore" project with confidence knowing that our team will guide you along at every stage.

Senior Members of our Team

N. Balakrishnan, Chairman
MSc (Columbia University, NYC – USA)



N. Balakrishnan

Balakrishnan has worked in the financial and media industries in East Asia for more than twenty years.

His media experience includes five years of specialist writing for the prestigious *The Far Eastern Economic Review* published at Hong Kong by the US media giant Dow Jones. He has also written for a number of other major publications including *The Journal of Commerce* (New York), *The New York Times*, *The Washington Post*, *The South China Morning Post*, *The Asian Wall Street Journal* and *The International Herald Tribune*.

In the financial sector, he has worked for Bankers Trust in Singapore and the Hong Kong-based fund management firm Value Partners.

He has a MSc in Journalism from the Graduate School of Journalism, Columbia University, New York, which is regarded as the best journalism school in the USA and an undergraduate degree from Amherst College, Massachusetts, USA. Amherst is rated by the popular survey of colleges by the magazine US News & World Report as the best Liberal Arts College in the USA. For the past fifteen years, he has been living in Hong Kong but earlier he had lived and worked in Singapore and the USA. He has traveled extensively and has visited most countries in Asia and Europe.

Apart from English he speaks Malay and Tamil.

He is married to a Singaporean, Chew Kheng Suan, who teaches English at a University in Hong Kong and they have a son Surya Balakrishnan.

His hobbies are traveling, reading and watching movies.



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N. Rajagopal, Managing Director
Master of Commerce, MKU, Madurai, India



N. Rajagopal

A prominent businessman from Madurai region of Tamil Nadu, Rajagopal has founded and is currently managing many business houses including a travel agency, cable TV agency and real estate.

As a senior member of the Lions Club, he is also well-known for his philanthropic activities in Tamil Nadu. The Lions Club has been engaged in many campaigns such as free vaccinations for the poor and wheel chairs for the disabled. Rajagopal is currently involved in the refurbishment of a century-old temple in his home town.

Ho Chin Beng, South-East Asia Representative
MBA, Harvard Business School, Boston, USA



Ho Chin Beng

Ho Chin Beng has been active in various IT-related businesses in both Singapore and Malaysia for two decades. He also represents Exceledit in the South-East Asian countries.

Ho Chin Beng graduated with an MBA from Harvard Business School, Boston, Massachusetts, USA and has a BA from Kenyon College, Gambier, Ohio, USA.

Ho Chin Beng is currently the Group Advisor to Protégé MSC Sdn Bhd Group of Companies in Malaysia. He is the Director of Picbho Capital Sdn Bhd Group of Companies. He has also worked as a corporate banker in South-East Asia.

In the past, he has worked as a journalist in both the print and television media in Singapore. He lives in Singapore with his wife and two daughters and travels extensively in the region.

Xiaohui Fan, Associate Professor
Department of English, Xi'an Jiaotong University, Xian, China



Xiaohui Fan

Xiaohui Fan is an Associate Professor at the Department of English, Xi'an Jiaotong University. Her research and teaching have centered on biomedical writing, translation and editing.

She has translated and edited a few medical dictionaries and textbooks including the world renowned *Dorland's Illustrated Medical Dictionary* and *Cecil Textbook of Medicine*.

She was enrolled in the Biomedical Writing & Editing Program co-sponsored by the China Medical Board and former Beijing Medical University (1998 to 2000) and did her medical editing internship at the Department of Journalism, Texas A&M University in 1999.

Since then, Xiaohui Fan has been a Copyeditor for two medical journals in China and has helped medical researchers have their papers published in SCI-indexed journals.

Xiaohui is our Consultant based in China.



N.S. Srivatsan

A Science graduate from the University of Madras, Srivatsan has held senior management positions in some well-established multi-national companies.

He served as Branch Manager at various locations in India for Gestetner India Ltd, a UK-based international sales organization.

He was the Zonal Manager (South India) for the Indian Distributors of Fuji Photographic Films, Tokyo.

He initially worked as Regional Manager (South India) and later as Regional Director for Superphone India Ltd - pioneers in the Indian telecom industry.

Srivatsan was the Correspondent of Brilliant Tutorials Ltd, a well-renowned coaching institution with national presence.

He has done extensive editorial work for a NRI Foundation with centers at Chennai and Pittsburgh. He has rendered editorial assistance to a periodical of *The Indian Express*, India's largest selling newspaper. He has contributed articles to newspapers and tabloids.

He is a former Rotarian and Free Mason.

Srivatsan is married and his only son, Vivek Srivatsan, is a Chartered Accountant with a MBA from one of India's premier IIMs.



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Srivatsan is the Chief Editor at Chennai, India.



Dr. Karthikeyan

Dr. Karthikeyan is a post graduate Dental Surgeon specialized in the field of oral and maxillofacial pathology, oral physiology and microbiology. He is working as a lecturer in Saveetha Institute of Medical and Technical Sciences, Chennai.

Dr. Karthikeyan excelled in academics and won two coveted gold medals in Pathology and Microbiology and Community Dentistry.

Dr. Karthikeyan is the co-author of a textbook for undergraduates in the field of Prosthodontics. He has published articles in journals and has presented research papers in several seminars and conferences. He is also a qualified medical transcriptionist.

Dr. Karthikeyan is deeply interested in the field of Computer Applications, Real Time Strategy Games, Automobiles and Astronomy. He is an Audiophile with over 3500 songs as his collection.

Dr. Karthikeyan is the Medical Consultant at our India Office at Chennai.

Editorial Team



P. Christy Anitha

Christy Anitha is a Mathematics graduate from the University of Madras, Chennai, South India.

Christy has considerable experience in editing various medical journals for Elsevier, including *Journal of Clinical Pathology*, *British Medical Journal*, *Journal of Medical Genetics*, etc. Christy has also served Jane's Group where her work involved conversion and content management.

Christy is deeply religious and teaches at a Sunday School at a local church. Christy enjoys spending time with her wide circle of friends and her hobbies include listening to music and reading books.

Christy is Managing Editor at Chennai, India.



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Umayal Rajarathinam

Umayal Rajarathinam holds a MA in Social Work and in English Literature.

She has worked as Assistant Director for a Family Welfare Project sponsored by Hewlitt Foundation, USA, run by Stella Maris Corporation, Thanjavur, South India.

Umayal has also worked as an Evaluator for the same project run by the Corporation of Chennai and sponsored by the World Bank.

Her varied interests include craftwork, painting, etc. She has appeared in various popular TV Channels for craft demonstrations.

Umayal is married and her husband is a practising Lawyer at the High Court, Chennai.

Umayal Rajarathinam is Language Editor at Chennai, India.



E. Rajalakshmi

Rajalakshmi has a MSc Biochemistry from the University of Madras, Chennai, South India.

Rajalakshmi has two years experience in proofreading, copy preparation and technical editing.

She is interested in listening to music and reading books.

Rajalakshmi is Copyeditor at Chennai, India.

Administration & Technical Team



R. Mashook Rehman

Mashook Rehman is a graduate in Functional English from Madurai Kamaraj University, Madurai, South India. Rehman is pursuing a postgraduation course in Mass Communication and Journalism at Alagappa University, Karaikudi, South India.

He was district runner-up in badminton. He was Chairman of Junior Jaycees Club in the year 2003. Rehman has held senior ranks in Bharat Scouts & Guides. His leisure activities include reading fiction and playing cricket.

Mashook Rehman is the Project Manager at our India Office in Chennai.



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S. Ramesh

Ramesh has a MA in History from Annamalai University, Chidambaram, South India. Ramesh is pursuing a master's degree in Information Technology.

Ramesh has wide experience as System Administrator at Data Consultants, Chennai and at Trivent Systems Pvt Ltd, Chennai, a US based organization.

He is an avid reader, particularly of fiction and biographies. He is also a keen cricket enthusiast.

Ramesh is the Systems Manager at our India Office in Chennai.



R. Vijayanarayanan

Vijayanarayanan is pursuing a MBA at Alagappa University, Karaikudi, South India. He is the Operations Manager of the company and is in charge of the day-to-day operations.



S. Lakshmanan

Lakshmanan is a graduate in Computer Technology from the University of Madras, Chennai, South India.

He started his career as a Computer Service Engineer in Netcom Systems.

Lakshmanan is particularly interested in Graphics Design and has a diploma in Multimedia.

He has worked at LR Graphics and also at Raj Television, one of the most popular TV channels of South India.

Lakshmanan's hobbies include reading books on a variety of subjects and listening to music.

Lakshmanan is the Coordinator at our India office in Chennai.



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Geetha Srinivasan

Geetha Srinivasan is a graduate in Economics from Madurai Kamaraj University, Madurai, South India.

She has rich and varied experience in general administration and public relations.

Geetha was a district runner-up in Volleyball and has also excelled in several outdoor games.

She is married and has two children.

Geetha is the Front Office Executive at our India office in Chennai.

Press

The Hindu

Now, it's 'Passage to India' for e-publishers

By Anand Parthasarathy - Monday, Apr 12, 2004

BANGALORE, APRIL 11.

Buzzwords such as shoring and outsourcing might conjure images of thousands of young persons in Indian call centers, while American legislators seize on the phenomenon to garner voter sympathy in an election year.

But a quiet electronic revolution is making this country the preferred destination in an industry niche that rarely comes into the spotlight: the publishing business.

Major international book and journal publishers such as Oxford and Cambridge University Press, Prentice Hall, Macmillan, Elsevier and Springer find it makes sound commercial sense (a price advantage like 40 per cent) to get typesetting, page-making and digitization done in this country - either at their own Indian operations or through one of a few dozen specialist electronic publishing agencies that have sprung up.

Some such publishing agencies, have morphed into a one-stop shop, where European and American publishers can outsource a major chunk of their editorial activities - from editing to book design and illustration, to page-proofing.

"The rich human resource in India, particularly retired graduates and teachers in every possible subject, that we can tap here, is what makes this our e-publishing hub," the CEO, T-Books, told The Hindu in a telephonic talk from the U.S.

The Indian arms of European publishers such as Elsevier, Springer and Pearson, have also reversed the trend and now send e-edited books to their parent companies for printing rather than the other way around.

The business opportunity - estimated to be worth at least Rs. 1,000 crores annually - has also seen the emergence of smaller players, who are extremely agile in offering e-publishing and data conversion services in a variety of standard formats including QuarkXpress, MS E-Book Reader and PageMaker.

British writer and wit Malcolm Muggeridge once jokingly said the last Englishman would probably be an Indian.

In the global business of electronic publishing, at any rate, it already looks as if the real expertise for licking the English language into printable shape may make its final home in Okhla rather than in Oxford, in Bangalore and Chennai rather than in Birmingham.

The Economic Times

Publishing: India's new BPO frontier

Ishani Duttagupta & Rajeshwari Sharma

Times News Network [Sunday, August 08, 2004]

NEW DELHI: It's the new frontier for outsourcing. After banking, financial institutions, IT support services, legal and medical records, it's now the publishing industry, both print and electronic, which is outsourcing to India in a big way. So what are the advantages.

"To begin with the same as other industries - like an excellent, educated, English speaking workforce at lower cost Add to that writing copy, editing and proof reading for which also Indians have excellent skills. We have a mature publishing and advertising industry so you have a ready pool of talent," says VP & Research Director, Gartner India.

Agrees VP of Nasscom: "Publishers in the developed countries are routinely outsourcing editorial, design and production processes of the publishing workflow, content development coding and composition to countries like India.

Our great resource of highly educated and English speaking professionals provide the US and UK-based publishing community with the best value for sourcing their products globally. The cost advantage is about 40% for the large publishing houses that some of the Indian companies cater to."

While outsourcing of editorial content may have started as early as 30 years ago, most companies have gone into exporting creative and knowledge content since about the last three years. "We export creative work for yellow page ad compositions, catalogue compositions and data conversion for both the print and web medium. We also do electronic versions of journals, encyclopedia etc, " says the head of information processing division, Macmillan India.

Apart from the cost differential, there are other advantages too. "We typically expect our clients to see major reductions, only partly because of any cost savings. It is, over time, about enhanced productivity, better automation and re-engineered processes as much as wage benefits. We expect the consolidated cost savings to range from 30-40%," says Randolph Altschuler, Co-CEO, OT.

In fact, the publishing processes that are being outsourced to India are often high-end and specialized. Says GM, Thomson Digital:"

Outsourcing of content and all the other services around the publishing industry is a huge industry and is already pegged at \$2.5 billion globally.

With traditional markets like the UK and ones like the US emerging, this segment of BPO is definitely on a high. However, Australia and New Zealand could emerge as other big players for a piece of the pie in the coming years.

The Hindustan Times

Reuters puts Bangalore on news map

HT Correspondent, October 09, 2004

In a move decried in the West as 'outsourcing of journalism' to low-wage countries and defended by Reuters as globalization, the London-headquartered financial news and information provider on Thursday formally launched its operations in Bangalore.

Reuters which informally began operations here with a skeletal staff a few months ago has already hired 340 employees consisting mostly of data and technical staff and about 20 journalists and plans to raise the headcount to about 1,500 in a year-and-a-half. Bangalore will thus be the biggest information gathering hub within Reuters which has close to 15,000 workforce worldwide, said Geert Linnebank, editor-in-chief of Reuters.

From its Bangalore base, Reuters will cover, among other things, news and developments of companies other parts of the world including the US.

Answering a question, Reuters' global managing editor David Schlesinger said the cost of setting up such a centre in Bangalore is 40 per cent less than setting it up in a place like New York but refused to call this 'outsourcing'.

"We hire, train, monitor employees with the same standards and they will have the same career path as elsewhere," Schlesinger said, adding: "It's a question of investing in other places."

While some of the positions for which employees have been hired are relocated to Bangalore from elsewhere, the rest are newly created slots.

Linnebank said the Bangalore centre would be 'revolutionary' in the sense that it 'separates' the location of a news development from the location of the coverage of that news. "Otherwise, nothing has changed. Reuters has always hired distinguished Indian journalists."

Academic article on outsourcing Editing to India

This paper sets out to represent findings of a case study conducted in a large UK academic publishing and printing house. Accounts of seven interviewees will be presented covering perspectives from senior management, middle management, workers and trade union in relation to outsourcing typesetting and editorial work to the Indian labor market. Special emphasis will be paid to the workers who represent a traditional workforce with requirements of high-skills, graduate level work and creativity, that is under threat of losing their jobs to the Indian labor market.

This paper aims at offering a small insight into the threat outsourcing of higher-skilled work may entail for workers. In the light of the argument that outsourcing work in an increasingly globalized labor market introduces a new form of precariousness, especially for workers in sectors where outsourcing work overseas is more commonly used. This is interlinked with the current shift to relocated higher-skilled tasks within the publishing sector such as editorial work. Up to very recently, relocated functions have been either very technical in their nature, for example software development or fairly low skilled, like customer service or call centre work. Outsourcing of editorial work represents a fairly new scenario as it requires a more diverse and qualified skill set.

Times of India - Oct 10,2004

"Hinglish" will soon become the most commonly spoken form of the language globally

"Already, a third of Indians are speaking the language, a percentage expected to rise in coming years. With the Internet spreading English like no other tool ever, and Indians at the forefront of the IT revolution, Indian English will reach around the globe and take over from British and American forms," said Prof David Crystal, one of the world's leading linguists and author of several books on the English language.

But the professor also sees the future bright for other variations of English spoken as a second language.

"I believe the mother tongue countries have had their day. It is now the turn of countries where English is spoken as a second language to take the lead," he said in his lecture 'The Future of English' at the British Council on Saturday evening.

Some 400 million people, mostly in former British colonies, speak variations of English as their second language, about the same number as those speaking it as their mother tongue.

Unlike the situation earlier, many overseas clients now understand the way we speak, but the idea of it becoming the most widely spoken language worldwide in a few years' time is a little far-fetched," says Aarti Rao, a corporate communications executive with a telecom company.

One of the main reasons for the basis of this prediction is that the Indian populace is spread all over the world.

But travelers are of the opinion that the language cannot sustain itself unless a conscious effort is made to do so. Frequent traveler and entrepreneur Mukesh Raj feels that the language has become popular in India for two main reasons — "As a means of accessing political power and for the power of information, as all media and information is based in English."

Movies like Bend it Like Beckham and now Bride and Prejudice do give the audience an insight as to how Indian English is used, but hearing the world say, "I too am coming," seems a long way off.

Management Guru Peter Drucker on Outsourcing

Peter Drucker is not just a management guru as it is commonly supposed. He is the very inventor of management as a subject. Plus some more: he is an economist, sociologist, historian and visionary. At 94, he still teaches, consults, writes -- and, envisions. Recently he gave an interview to Fortune magazine. In it he blows away a lot of myths. It also has a glimpse of how Drucker's very original mind views the current hysteria over US jobs outsourced to India and other countries.

What follows is a summary of a private mail sent by Ram Narayanan who runs a very influential newsletter on Indo-US relations. The full Drucker interview may be read by following this link, but you need to be a paying subscriber to do so.

Although the early parts of the interview deal with issues that only concern the American economy, there are many insights here about economies in general. Drucker says that it's not true that manufacturing jobs are leaving US shores. Labor costs are such a little part of many advanced products, and US labor is so very skilled and flexible, that the only jobs that are leaving, are the labor intensive --like say, textiles-- and the knowledge oriented ones. Manufacturing in the US has in fact doubled in the last decade. US still has more than enough 'good' jobs on offer and every college graduate finds one. There is a mismatch only with regard to insufficiently trained labor. It is not so much that there aren't jobs; it is just that the unemployed seem untrained for the jobs that there are.



EXCEL EDIT

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Many immigrants arrive on US soil "qualified for yesterday's jobs, which are the kinds of jobs that are going away."



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