

Routledge / Asian Studies Association of Australia (ASAA) South Asian Series

Editor: *Rahul K. Gairola, Murdoch University, Australia*

This Routledge series is published in cooperation with the ASAA to promote outstanding work and innovative scholarship in the humanities, arts, and social sciences on South Asia, here understood to be work emerging from or dealing with Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka, the Maldives, and the Indian Ocean region. The series publishes excellent research on the countries, peoples, and cultures of South Asia across a wide range of disciplines including history, politics and political economy, anthropology, geography, literature, sociology and the fields of cultural studies, communication studies, studies of religion and ethnicity, and women, gender, and sexuality studies. Interdisciplinary and comparative research is encouraged, and the Editor is also interested in work that stretches the interstices of area studies, identity studies, and technology studies in/ of South Asia into the 21st century.

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The series welcomes new submissions! We are able to offer:

- **Global Reach:** As the world's largest academic publisher in the Humanities and Social Sciences, with offices in the UK, Europe, US, Australia, and Asia – including editors, printers, sales teams, and distributors – we have a strong international presence, allowing our editorial, marketing, foreign

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- **South Asian edition:** For this series, all books with relevance to the South Asian market will be published simultaneously as a South Asian paperback edition.
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- **Quality Design and Production Values:** Using the latest technology, our books are produced efficiently, quickly, and attractively, with in-house production and design teams alongside key partnerships with external partners.
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The proposal you submit will be the basis on which we judge the book's suitability for publication. Therefore it needs to be organized in a way that provides the right information to us and to referees.

The following notes are designed to help you prepare your proposal; your cooperation in following our recommendations will allow the evaluation process to proceed smoothly. We emphasize that these are intended as guidelines: some of the sections may be inappropriate to your particular project so don't worry if you feel unable to provide information on all the points.

A proposal should generally be three to six pages, although it may be supplemented by other documents as noted herein. If you've completed a draft manuscript, please indicate this in your proposal. After reviewing your proposal, we will determine whether you should submit a full manuscript. If possible, please send your proposal and any accompanying material by email.

Structure of the proposal

Your proposal should address five main areas:

1. A Statement of Aims

- Briefly and concisely state the main themes and objectives of the proposed book. Please give a one or two paragraph summary of the content of the book.
- What are its main themes and objectives?
- What are you doing differently, in a more innovative way, or better than existing books?
- Please also provide a concise (150-200 word) and compelling abstract for the book.

2. A Detailed Synopsis, Including Chapter Summaries

- Please include a proposed table of contents with chapter titles and subheads.
- Please list chapter headings and provide at least one paragraph of explanation on what you intend to cover in each chapter.

- Indicate the basic structure and features of each chapter (e.g., introduction, argument summary, case studies, etc.).
- If the book is an edited collection, please also provide a tentative list of the expected authors and their affiliations and indicate whether they have agreed to contribute.

3. A Description of the Target Market

- Please discuss the intended audience for your book. Is it written primarily for scholars (if so, what disciplines), professionals (if so, which fields), or students (if so, what level)? Please be as specific and realistic as possible and remember that few, if any, books appeal to all of the above simultaneously.
- List a few specific journals, publications, and/or relevant organizations and societies, to which you think this book would appeal most.
- Will this book have international appeal? If so, where?
- Is the subject area of the proposal widely taught or researched?
- List any courses (including the level) for which this book would be relevant.

4. A Review of the Main Competing Titles

- List the main competing titles (3-5) and provide a few sentences of explanation on each. These could be books covering the same subject matter or books that are related in terms of field of research or cutting-edge argument. What are their strengths and weaknesses? What distinguishes your book from the existing competition?

5. Format and Timeline

- Please provide a realistic date for when you intend to submit the final manuscript. If this is an edited collection, remember to allow time for revisions to individual chapters once contributors have delivered them.
- Roughly how many thousand words in length will your book be? Does this include references and footnotes? Please note that our usual monographs are 80,000 to 100,000 words in length, inclusive of all notes, references and auxiliary material.
- How many diagrams, illustrations, or tables will there be (approximately)?
- Third party material: Please give a clear indication of content to be included in the book that will come from another source (i.e., previously published material or illustrations).

Additional Questions for Edited Collections

- We only publish edited collections if it can be clearly demonstrated that the book is of a consistent academic quality and that the chapters are integrated around a coherent central theme. We will NOT publish poorly prepared conference volumes.
- Are the chapters structured logically and integrated around a coherent central theme?
- Will you be providing a detailed introductory chapter and a conclusion?
- Is there a balance between theoretical/methodological and empirical chapters?
- What percentage of the material has been published before?
- Please supply details of each contributor's title and affiliation and indicate if they have already agreed to contribute to the project.

Other Relevant Information

- Please provide three sample chapters, or draft manuscript, if available.

Additional Information for Authors Submitting Dissertations

- When submitting your dissertation for review, we prefer to see at least three revised thesis chapters, as well as a proposal.
- We need to know: Which parts will you cut or modify? How will you draw out and expand the main findings and conclusions? What specifically are the aspects of the work as it stands that are designed to satisfy your examiners, but you think are not suitable for a book and that you plan to

change? How will you be adapting the language and style, as well as annotation and references? Is the thesis in an area of increasing academic and research interest?

Please also include:

A Curriculum Vitae

Please list the academic and relevant professional posts that you have held and your main academic qualifications and publications. If there is more than one author, please supply a curriculum vitae for each author. Please list any books or chapters of books you have written for us and other publishers.

Details of Academic Referees

List three to five people who would make qualified reviewers for the manuscript. Be sure to include affiliations and email. Though we do not always use these suggestions, they help give us an idea of where you think your ideas fit into current debates.

How We Evaluate Your Proposal, Or Manuscript

Evaluation by commissioning editor

Your proposal is scrutinized closely by the commissioning editor. The editor will consider several questions: Is the content of this book of a high academic standard? Is there a market for a high quality book on this subject? What evidence is there for this market? If there is a gap in the market, is this the right book to fill it? If the editor is satisfied at this stage, then the proposal will then be evaluated by academic experts.

Evaluation by the series editor and independent referees

The series editor will suggest a number of respected academic specialists in the field who will be able to give us independent advice on the content, quality and potential market for a finished book based on your proposal or manuscript. We normally solicit 2 or 3 reports from academics. This process should take 6-8 weeks but may take longer depending on individual circumstances.

Editorial Board Meeting

Once the editor has received the reviews they confer with the series editor, and they may decide to recommend that Routledge offer a contract for the book. The editor puts together a written publishing plan and strategy, which includes your proposal, the referees' reports, projected costs and revenues, and market analyses. These circulate to all members of the Editorial Board in advance of a regular meeting, where each proposal is discussed and either approved, declined, or provisionally passed, subject to certain revisions. The Editorial Board consists of editors, a publisher (who manages a team of editors), and a team of marketers who will establish a preliminary plan for the book.

Please send all proposals with ASAA South Asia series in the subject line to:

Dorothea Schaefer, Senior Editor, Routledge: Dorothea.Schaefer@tandf.co.uk
with a copy to the series editor Rahul K. Gairola: Rahul.Gairola@murdoch.edu.edu.