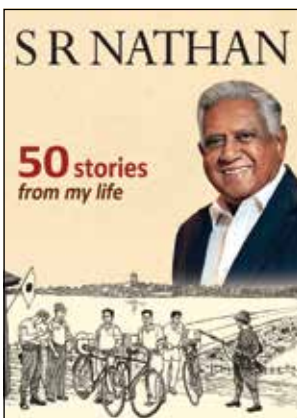


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PICK OF THE MONTH



50 Stories from My Life
S.R. Nathan
978-81-237-7378-0; Rs 255

New Delhi World Book Fair Inaugurated



It was a glorious winter sun, warm and cheerful that welcomed the hundreds of students, visitors and other dignitaries to the inauguration of the New Delhi World Book Fair 2015.

The Fair was organised by National Book Trust, India, from 14-22 February 2015 at Pragati Maidan New Delhi. The India Trade Promotion Organisation (ITPO) was the coorganiser of the Fair.

Inaugurating the celebration of books, Ms Smriti Zubin Irani, Hon'ble Minister for HRD, Government of India, expressed her extreme happiness and said, "Government changes but not a nation's culture or civilization. India is the civilization that gave the world the concept

of 'Vasudaiva Kutumbakam'." Passionate about books and reading, Ms Irani emphasised that we should encourage as many new writers as possible in all Indian languages and thus support good writing.

Extending her heartiest greetings to the Guest of Honour Country, Singapore, she said, "The honour awarded to Singapore also celebrates the 50 years of bilateral relationship and friendship between India and Singapore." And with Republic of Korea as the Focus Country, she expressed hope that this beginning would further encourage trade and cooperation between the countries.

Addressing the hundreds of students who had gathered there, the minister





encouraged them to travel widely and announced her Ministry's plans to launch an initiative called 'Shodh Yatri' under which a five-member team of youngsters, a writer and a historian would be set up for travelling to trace their roots, and their findings would be published by the government in the form of a book.

Later, Ms. Irani also inaugurated the Theme Pavilion, Singapore Pavilion and the Korean Pavilion. She also visited the Children's Pavilion.

Shri Narendra Kohli, eminent author and Guest of Honour at the inaugural session, said, "I am not worried about the people who do not read because God did not create all people to read, but am worried for people who want to read but have no access to books." In this context, he said that NBT's efforts were noteworthy in particular to know that it has opened bookshops at Metro stations in Delhi. But he said, "There are hundreds of railway stations where bookshops could be opened and books could be made available to readers." Even at airports, he observed, that only English and foreign books are showcased but there are no books in Indian languages. The minister in her address took note of Kohli's suggestion and assured him that her ministry will approach the Railway and the Civil Aviation ministries to set up such book stalls.

In his brief address, H.E. Lim Thuan Kuan, High Commissioner of Singapore in India, said that Singapore is proud and honoured to be the Guest Country. With both the countries celebrating 50 years of diplomatic relations, it is an appropriate time to strengthen people-to-people linkages between the countries. Speaking on the presentation at the fair, he said, "Though Singapore is a small country and a young nation, there are diverse cultures and very distinct literatures. This is what we are trying to showcase at the Singapore Pavilion."

"South Korea is known for Samsung, LG and Hyundai, but we also have a 1400-year-old connection when a young princess from India came to Korea and married a Korean king," said H.E. Lee Joon-Gyu, Ambassador of Republic of Korea "My dream and objective is to make the peoples of two countries the best of friends," he added. Mr Lee Joon-Gyu observed that "Even though we have had economic and trade relations, but now with Korea as the Focus Country at this fair, the relationship will be more through books and culture."

Describing the present edition of the fair as the biggest, Shri J.S. Deepak, C&MD, ITPO, said that the Fair act as a gateway for new ideas and knowledge.

In his observations, Shri Satyanarayan

Mohanty, Secretary, Higher Education, Ministry of HRD, Government of India, said that the New Delhi World Book Fair is the meeting place of great minds and as well as an opportunity to browse and buy books. He was also happy to note that NBT, India has driven the NDWBF for over four decades making it a major international event today.

Earlier in his address Shri Sethumadhavan, eminent writer and Chairman, NBT, India, said, "NDWBF today attracts participation from across the world. The fair's strength, diversity and its vibrant nature is a contribution of publishers and those associated with the book trade."

Dr M.A. Sikandar, Director, NBT, India, thanked the minister for being with the booklovers despite her busy schedule. He also thanked all the dignitaries and the publishers, stakeholders and media and urged the visitors to make best use of the opportunity.



Guest of Honour Country: Singapore

As part of celebrating 50 years of close and cordial bilateral diplomatic relations, Singapore was the Guest of Honour Country at New Delhi World Book Fair. Supported by the National Arts Council (NAC) and the Media Development Authority (MDA), Singapore, the Guest of Honour status aimed to raise the profile of Singapore in India, and to bring it closer to Indian readers the authors, illustrators, publishers and other key players involved in Singapore's publishing industry.

The Singapore delegates to the fair participated in various forums, panel discussions, school visits, bookstore events and other literary programmes.

Syed Ali Semait, Executive Committee member, Singapore Book Publishers Association, explained about his organization and said, "The SBPA is the only association in Singapore that represents the book publishing industry. Book publishing in Singapore has grown in strength as a vibrant industry taking on the challenges and opportunities of the era of e-books, digital publishing and new media. At SBPA, we aim to provide its members with information and advice to help them succeed in business both locally and overseas."

"I feel Singapore market is slightly different from Indian market. So books, which we are selling in Singapore might not be equally good for this market. So, I am here to learn more about India and bring customized books for this market," he added.



NG Kah Gay, Project Manager, Ethos Books, said, "I feel New Delhi is like Singapore in many ways in terms of urban literature. The kind of literature that we have produced recently, will appeal to young urban Indian population as well. And we have also brought poetry with us, as I feel poetry has a universal appeal."

While, Anjana Sapru, Publishing Manager (Acquisitions), Marshall Cavendish, Education said that she was happy interacting with Indian readers/students for the time and shared, "We are happy to see our books being read in India, they are available at Teksons Book Shop, New Delhi. It's our first time, but we are going to come back again."

Catherine Khoo, MD, Janus Education Services Pte Ltd, said "I just love to work with children and the best way to understand about children of any country is to be with them, feel one amongst them and I am doing all this...a lot."

Ernest Tan of Jopaz Academy was happy to introduce his book - *Raising Financially Savvy Kids*, and shared, "Three Big 'S': Spending, Saving, Sharing are the

gist of my book. Other books in the market on how to raise money smart children talks about the two big 'S' – saving and spending. What makes my book stand out is that it talks about one more 'S', which is sharing. Besides giving real life stories and money lessons, the book also mentions the importance of sharing money. Bill Gates, Warren Buffet and many other millionaires give back their earning to society. It is important for us to teach

our children to be generous, and cultivate an attitude of giving. Through my book, I hope parents will be able to take away invaluable money lessons and be the role models they wish for their children, because children learn through their parents, whether indirectly, or directly."

Phoon Kok Hwa, Director Projects and Associate Director, Candid Creation Publishing, who is the publisher of the book, shared how money mismanagement can lead to dire consequences.

Philip Tatham, publisher, Mansoon Books, added, "It's fascination to be here. I am here to learn more about Indian book trade. I met with many publishers, distributors, literary agents in just two days, I am excited to be here."

Sunita Bhamray, author, was happy to read her stories to Indian children, "Children are same world over, I just need to change names and story remains the same," she said.

The Singapore delegation, which included publishers and writers in Malay, Chinese, Tamil and English, were upbeat about their participation at the NDWBF.



Showcasing Northeast at the NDWBF

The Northeast is not a single entity as is generally portrayed in the popular imagination. It is a land that as much defines diversity as it is in turn defined by it. A diversity that speaks through its people, languages, cultures, cuisine, vibrant traditions of music, art and performances, both oral and written. And today, the emergence of a host of writers and scholars are creating a vivid, exciting and diverse literary landscape.

“We have been inspired by the diversity that the region offers and we have tried as far as possible to reflect this diversity by trying to depict its quintessential aspects,” said Deep Saikia, the Project-in-charge and curator of the Theme Pavilion. ‘Suryodaya:



area, communities and religions. Over 220 languages are spoken in the Northeast and they basically belong to three language families—Tibeto Burman, Indo-Aryan and Austro Asiatic. The details of the languages and their families were a part of a panel on Languages of the Northeast. The Northeast has a very rich heritage of folk and oral traditions. An essential part of the culture, the folklore is also an alternative source of history. Four panels depicting

folklore and oral tradition, folk music, folk dance as well as classical dance forms like Manipuri dance and Sattaria dance were also on display.

One of the most common festivals celebrated in the region is The Harvest



and debates on various aspects of its literature and writers, the insider-outsider debate, the history of the region, women’s voices, children’s literature and cinematic voices of the region. Besides, traditional performances and screening of select movies from the Northeast as well as conversations with some eminent film makers of the region were also a part of the programme.

Some of the personalities hosted by the Pavilion include Sanjoy Hazarika, Hemanta Jamatia, Sandeep Phukan, Joy Pachuau, Pankaj Thapa, Sanjeeb Kakoty, Nimmi Kurian,



Emerging Voices from Northeast’, the Theme of New Delhi World Book Fair was an earnest attempt to showcase not only the tradition and culture but also the new writings. The Pavilion was inaugurated by Ms Smriti Zubin Irani, Hon’ble Minister of HRD, Govt. of India. Earlier, Bihu dance performance welcomed the dignitaries to the Pavilion.

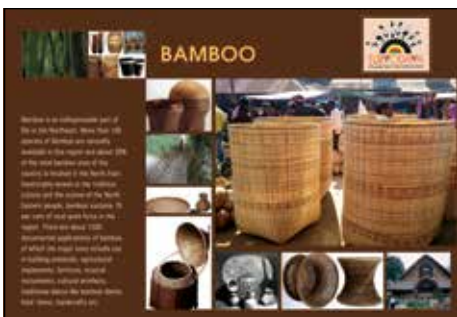
The Theme presentation brought together some interesting discussions

Tilottama Mishra, Preeti Gill, Janice Pariat, Mitra Phukan, Aruni Kashyap, Nirmal Kanti Bhattacharjee, Amrit Jyoti Mahanta, Mamang Dai, Avinuo Kire, Cherrie Chhangte, Arup Kumar Dutta and Santanoo Tamuly.

To give a basic picture of the region the Pavilion put up over 25 illustrated panels. Eight panels informed the basic facts and figures of all the eight states of the region and included details of population,

Festival. Known by various names, the Harvest Festival is an occasion when communities come together to celebrate it with dance and music. Some of the performers who showcased their folk and the region’s performance traditions include Pabitra Rabha’s Dapon Theatre Group, Chokri songs by Testeo sisters, Mangka and her team Laihui, Rida Gatphoh’s The Musical Folks and Sattria dance by Guru Bhabananda Barbayan.





Other panels were on Textiles and weaving traditions, handicrafts and bamboo. The weaving tradition of Northeast is unique in that the attire of each community may seem to have similar weaving patterns but the finished product is a symbolic identity of the respective community. Bamboo is an indispensable part of life in northeast. Inextricably woven in the tradition, culture and cuisine in the Northeast, bamboo sustains 70 per cent of rural workforce of the region.

Among the other aspects of the Northeast that was depicted in the panels were the Sacred Forests and The Living Root Bridges of Meghalaya, Tea from



Northeast, Orchids and the Greenest Village in Asia.

Another panel that caught the attention of the visitors was the one on Cinema and Literature. Not much is known or written about films in the Northeast. But films have been made in Gurkhali, Nagamese, Mizo, Bodo, Garo, Jaintia, Khasi, Kokborok, Monpa among others. Some of these films were screened everyday at the Pavilion. The film makers who interacted with the audience included Jahnu Barua, Ahsan Muzid, Santwana Bordoloi, Joseph Pulinthanath, Wanphrang Diengdoh, Prasant Rasaily and Utpal Borpujari.

The Pavilion also showcased about 300 titles written by writers from Northeast as well as books on the region. An annotated catalogue of the books displayed helped the visitors to know more about the writings. Often written in English these are distinct voices that not only echo the tranquility of hills, but also history, conflicts and contemporary issues facing the communities in general. The writers who participated in discussions included



some of the established names but also a host of young and emerging writers.

A special exhibit of works by artists from Northeast curated by Lalit Kala Akademi was also part of the Theme presentation. The artists included Smita Saikia, Shampa Paul, Wahida Ahamed, Mangsatabam Samson, Ruben Tamang, Asha Deb Barma, Hem Khawas, Ramphel Warzari, Thonaojam Robindro Meetai and R.L. Kharnaioir.

Hundreds of visitors flocked the Theme Pavilion for the intellectual spread of literary works, performances, workshops and discussions that bring a glimpse of Northeast part of India.



Focus Country: Korea

As the Focus Country, South Korea organised special programmes to promote a better awareness of the Korean publishing industry and to introduce Korean culture to Indian visitors and international publishers, with the cooperation of Korean Cultural Centre in India and Literature Translation Institute of Korea.

With the main focus on children's

book and manhwa (comics), the Korean Pavilion had around 200 books on various genres like History & Art, Korean Language, Literature, and How-to & General Books. Besides there were curated panels on Korea's ten well-known authors and their works which were a major attraction at the Pavilion. The authors included Kim Young-ha, Shin Kyung-sook, Eun Heekyung, Yi Mun-yol, Lee

Seung-U, Kyung-raN, Jo Jung-Rae, Hen Kang, Hwang Son-yong and Hwang Sun-mi.

There was a section on books which won the internationally acclaimed Bologna Ragazzi Award for Illustration. An artist of Korean calligraphy demonstrated the nuances of Hangul calligraphy every day which included writing the names of visitors.



Children's Pavilion at the NDWBF

“I’m delighted to see children, their presence always give me happiness and remind me of my childhood. Spending time with children is the best moment for me. Children rejuvenate my spirits,” said Shri Upendra Kushwaha, Hon’ble Minister of State for Human Resource Development, while inaugurating the Children’s Pavilion at Hall No. 7, Pragati Maidan, New Delhi. He urged children present on the occasion to read more and more books.

Shri Upendra Kushwaha who spent a while watching performances of the children from various schools of Delhi & NCR appreciated their presentations and also had a photo-session with children present on the occasion.

On this occasion, The NBT Publications, *Rahul and His Dream Bat* and *SR Nathan: 50 Stories of My Life*, a memoir of the former two-term president of Singapore, were released. Mr Lim Thuan Kuan, High Commissioner of Singapore, Shri A Sethumadhavan, Chairman, and Dr M A Sikandar, Director, NBT were also present. Later, Shri Kushwaha also visited the the Theme Pavilion and Foreign Pavilion.

Children have hidden talents and they need to be explored by adopting various techniques/tools and methods like inculcating reading habit among them and encourage them to participate in collective book reading, workshops on creative writing and illustrating, book reviews, interactive sessions and



meet-the-author sessions etc.

The participation of grown-ups especially the professionals in the field of children’s literature is important to learn the psychology of children and other aspects associated with children.

With this objective, National Book Trust, India through its dedicated wing especially for children the National Centre for Children’s Literature (NCCL), put up a Children’s Pavilion at the New Delhi World Book Fair and hosted a number of activities for children.

Thousands of school children

participated with great enthusiasm and gusto in the various activities at the Pavilion. Among the activities include workshops on cartoon & comics, mask making, illustrations; interface with Indian and Iranian illustrators; book launches, plays and skits; puppet shows, storytelling and story writing sessions; interactions with authors; folk music and dance performances as well as panel discussions.

The Children’s Pavilion paid tribute to Shri R.K. Laxman, well-known cartoonist, at the Cartoon & Comics Corner. His works on ‘Common Man’ and illustrations from the famous book *Swami and Friends*, written by his brother and noted writer R.K. Narayan, were on display.

At the Cartoon and Comics Corner, a series of ‘Grassroot Comics’ were also displayed. These comic strips were developed in a 3-day workshop organised in different parts of the country by an NGO World Comics India in which people belonging to different strata of the

society participated including homeless people, students, teachers, villagers, women among others. Through comics, people express their views and bring to light their social issues and challenges they face. These comics strips are tools of communication for common people and help raise issues that are usually ignored by mainstream media. It is a non-threatening media and the concept has spread to many countries like Sri Lanka, Pakistan, Nepal, etc.





The Children's Pavilion also had an exclusive desk of NCCL Library to inform visitors on one of the largest research and reference library on children's literature in the country. The NCCL library, a part

of NBT India, has a collection of about 15,000 books on children's literature in about 45 languages including 28 foreign languages. The Library is connected with 5000 libraries of DELNET and the database can be accessed online at NBT website www.nbtindia.gov.in. The Library also holds events for children and organise group visits for school children.

Among the major writers and illustrators who took part in the activities in the Pavilion include Manoj Das, Subhadra Sengupta, Madhu Pant, Aabid Surti, Sharad Sharma, Tanmaya Tyagi, Manisha Chaudhry, Usha Venkataraman,



Tapas Guha, Lt. Gen. Dr. B.S. Malik and Brig. T.P.S. Chaudhry.

In short, Children's Pavilion at the Fair was not only for children, but also for parents, teachers, writers and publishers.

CEOSpeak

CEOs from the world of publishing and communication held out the view that while digital publishing is a great opportunity, print will not perish. In fact, the print medium will continue to grow and both will co-exist. This was expressed at the programme CEOSpeak - Over Chairman's Breakfast 2015, organized by the National Book Trust, India with FICCI. Over 130 CEOs from the publishing community participated at the programme held at Hotel Ashok, New Delhi on the sidelines of the New Delhi World Book Fair.

The Indian publishing market is estimated between Rs 12,000 - 15,000 crore; India ranks 3rd in the world in English language publishing after USA and UK, the market is growing at 20% CAGR and over 100,000 titles are published per year.

The way forward suggested was implementation of the National Book Promotion Policy, which aims at promoting books to all segments of the society even in the remotest corners, creation of National IP Policy, a robust framework for protection of digital assets (DRM), creation/rejuvenation of libraries, grant "Industry Status" to the publishing sector, establish institutes to



impart management & technical courses in publishing studies and leverage technology to reach out to readers in remote areas, while retaining the time tested strengths of publishing and distribution of books.

It was noted that the converged digital domain and Intellectual Property is characterized by passive online consumers becoming active 'prosumers' (producer-consumers) driven by convergence; social media is driving new disruptive business models but it also raises complex questions in the context of IP protection.

It was also contemplated to bring Indian language publishers to mainstream publishing. Speakers expressed their concerns about the absence of even ISBN by some small Indian language publishers. The representatives from the Government said that they are working towards creation

of a conducive policy framework for the publishing sector to flourish.

The CEOs who shared their perspectives and made industry presentations at the CEOSpeak included Mr. A Sethumadhavan, Chairman, NBT India; Mr. Virat Bhatia, President - IEA, South Asia, AT&T Communication Services India Pvt. Ltd. & Chair, FICCI Committee on Communication and Digital Economy; Mr. Ameet Datta, partner, Saikrishna & Associates; Mr. Kim Kum-pyoung, Director, Korean Cultural Centre, New Delhi; Ms. Kathy Lal, CEO, National Arts Council, Singapore; Dr. M.A. Sikandar, Director, NBT, India; Mr. Rohit Kumar, Advisor, Reed Elsevier Pvt. Ltd; Ms. Karthika V.K., Chief Editor, HarperCollins Publishers, India; and Mr. Bhanu Potta, advisor, World Reader.



Cultural Evenings @ NDWBF

Evenings at the New Delhi World Book Fair came alive with cultural performances from various states of India. Organized by Sahitya Kala Parishad and NBT, India at the Lal Chowk and Hamsadhwani, these programmes enthralled the audience. Performances included: Kathak Dance by Ms Richa Jain and group; Manipuri Folk Dance by Shyam Arts; Contemporary Dancy by Smt. Sangeeta Sharma and group; Rajasthani Folk Dance by Avishka Lok Kala Manch; Qawwali by Shadab Sabri and group; Bhangra and Gidda by Sabrang Group Services; 'Beti Bachao' Drama by Smt. Rekha Mehra and group; Folk Dance of Mathura/Brij by Brij Lok Kala Manch; Magic Show by Shri Ashok Bhandari and group; and Musical Group performance by Korean Cultural Centre.



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