

THE REGIONAL FLAVOUR

New trends are palpable in Indian Regional Language publishing housed in Hall No. 10. There has been a renewed interest on the writings of literary stalwarts of yore among young and old alike. Regional publishers are trying innovative ways of advertisement to reach out to the readers. Conventional mailing, e-mailing, social networking sites, database of socio-cultural organizations beyond the states' border—they are trying every possible means to connect to the people. Most



importantly, there has been more intense exchange of translation rights among them.

Readers are showing equal interest for non-fiction books along with their favourite fiction writers. In Urdu language stalls, books on history and monuments of Delhi, Sufism and traditional knowledge are on demand. "But I am not very happy with the



number of visitors. I am waiting for the weekends," said Md. Shafiq of Areeb Publications. Marathi stalls are getting more institutional buying than the individual buying. The Gujarati Stand is also doing good business.

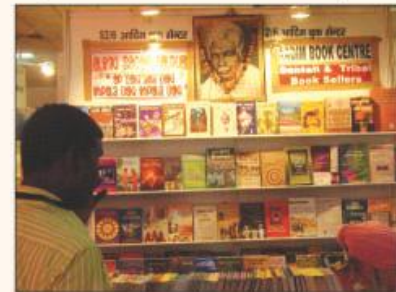
All the southern languages, Tamil, Malayalam, Kannada and Telugu seem to have very good response. This time they have roped in their respective associations in Delhi to publicise their participation at the Fair.

Writers Forum, Imphal, with their Manipuri books, is participating for the first time. "The most significant reward for us is the important feedback we received from the Manipuri readers in Delhi," said B.S. Rajkumar of the Forum. The Stall of Tripura Publishing Guild has many interesting books of anthropological importance. Also the stand selling Santhali books is happy with the response at this Fair.

Asamiya stalls using the database of Assam Association for informing

readers in Delhi are waiting for the weekend rush. However, they seem to be happy with the current response.

According to Sivacharan Barik of Orissa Publishers and Booksellers Association, "Although the response is lukewarm, interest in great Oriya writers is still unabated." Same is the experience of Bangla stalls. The great literary stalwarts of Bengal continue to catch the readers' attention. "Many Bangla readers in Delhi are buying expensive books" said Shyamal



Ghosh of Publishers and Booksellers Association of Bengal.

Singh Brothers, Amritsar is very happy with the tremendous response it received for its 4-volume *Let us Learn Gurmukhi-An Easy Primer for Gurmukhi*. Books on Sindhi folktales and Standard Trilingual Dictionary of Sindhi Hindi and English are selling well.



SEMINAR ON E-PUBLISHING

E-publishing or Electronic publishing or digital publishing is a reality with us today. And it is changing the way we read and produce books. Increasing number of publishers particularly scientific publishers, are exploiting its advantage and in some cases they do only e-publishing. E-publishing, thus, is an alternate form of publication, especially attractive to new visitors.

In an attempt to understand the phenomenon of e-publishing and some of the issues involving its business and marketing, as well as digitization of libraries, a seminar on 'E-publishing and Need for Digitization of Collections in Libraries' was held during the Fair. The seminar was organised by Afro-Asian Book Council, Indian Library Association and the National Book Trust, India. Inaugurating the seminar, Shri Muchkund Dubey said, "India has been very active in south-south cooperation. As part of this cooperation this forum is working in a crucial area



of making it intellectually self-reliant." Earlier Shri M.A. Sikandar, Director, NBT India also spoke on the occasion.

Speakers at the sessions included Sanjiv Goswami, Springer India on 'E-Publishing: An Overview'; Kailash Balani, Aditya Books on 'E-publishing: Sales and Marketing'; Jonathan Andress, Director, Konark International on 'E-publishing: Business in USA'; P.R. Goswami,

Director, Central Secretariat Library on 'Need for Digitization of Collections in Library'; K.K. Banerjee, Director, Raja Ram Mohan Roy Library Foundation on the 'Need for Digitization of Collections in the Public Libraries and Present Status in India'; Robert Fletcher, CEO, Global Exhibition Marketing on the 'Globalization of the Digital Library and the Chinese Library Market'.

URDU AND INDIAN CINEMA

Two titles in Urdu titled *Jauhar-E-Adakari*, authored by Latafat Hussain Kazi and *Urdu aur Bollywood*, authored by Suhail Akhtar Warsi were released by Shri Javed Akhtar, renowned lyricist and screenwriter, and Shri Amol Palekar, eminent actor and film-maker in a book-release function held at the Theme Pavilion. Talking about the status of Urdu language, Shri Akhtar said, "From Alam Ara, the first talkie

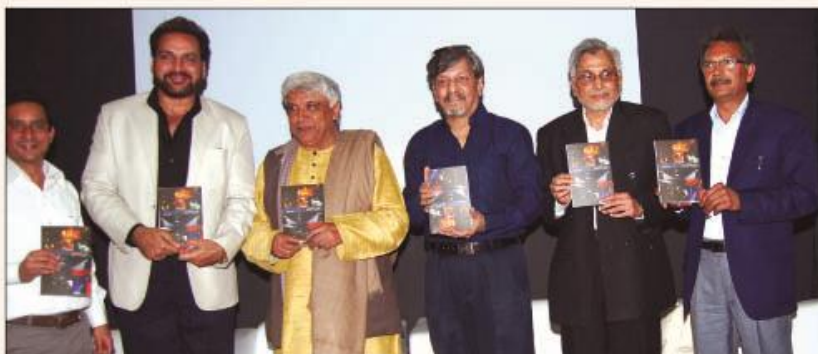
in Indian cinema, till today the Indian Cinema is incomplete without Urdu. The tragedy with Urdu is that when we understand the language we feel that it is Hindi and when it is difficult to understand we feel it is Urdu."

Akhtar said that while the usage of Urdu script is shrinking, the usage of Urdu as a spoken language is increasing. Urdu is the language of the common people and the writers of Hindi and

Urdu languages should think over reviving the language, he added.

Shri Amol Palekar said that the people of Maharashtra have an obsession for drama and reading as well. He said that a few days back, a book in Marathi was released in a literary function held at Maharashtra and one lakh copies of the book were sold, the same day. He expressed his happiness to be a part of this fair and congratulated NBT for bringing out these books and for the display of many books on Indian Cinema.

Shri Shahbaaz Khan, noted actor mesmerized the audience while delivering the dialogues of the play Amir Khusro to bring into light the significance of the language to convey emotions of a character in a play or cinema. Shri Aneez Azmi, eminent theatre personality and the authors of the book also spoke on the occasion.



1 March 2012

Just Read

Fair News

AT CHILDREN'S PAVILION

A talk by popular actor Nandita Das on 'Bal Katha se Cinema Tak' was organized by NBT and Bachpan Society at the Children's Pavilion. Nandita Das, currently Chairperson, Children's Film society of India, said that she would like to promote more of children's films that are free from violence where the actors and target audience both are children.



Dr B.K. Tyagi and his team from Vigyan Prasara, New Delhi organized a programme 'Science and Magic' at the Children's Pavilion. The young kids were amazed to see that every magic trick had a scientific explanation behind it. The Vigyan Prasara team also told children not to believe in superstitions.



Shri M.A. Sikandar, Director, NBT also spoke on the occasion.

The children's pavilion witnessed an interesting mime show by the Raktarabi Social & Cultural Society by Swapan Kumar Sarkar and his troupe of young children. He and his troupe have been performing in India and abroad regularly. "Mime is a language understood by one and all", he says.



RIGHTS TALKS CONTINUES



Continuing their discussion on the many issues and challenges facing exchange of Rights, particularly in the context of digital publishing, the two-day

seminar organized by Rights Table, deliberated on issues of Translation, Multilinguality as well as Participation at World Book Fairs.

Speakers at the sessions on Day 2 of the seminar included Anke Simon, German Publishers Association; Judit Oriol, French Book Office; and Nermin Mollaoglu, Kalem Agency on 'The World of Translation and Grants'; Namita Gokhale, Ashok Vajpeyi and Urvashi Butalia from Indian Literature Abroad on 'Presenting ILA: The Challenges of Multilinguality'; Claudia Kaiser, Frankfurt Book Fair on 'The World of Book Fairs—Frankfurt Book Fair and Abu Dhabi Book Fair'; Jean-Guy Boin, Beijing International Book Fair on 'Leveraging Book Fairs, Seminars and other Mediums for Effective Rights Exchange'; and Shri M.A. Sikandar, Director, NBT on 'The World of Book Fairs—New Delhi World Book Fair, and Rights Marketplace'.

CINEMA AND LITERARY SENSIBILITY



Cinema and literature influence each other at various levels. While cinema has drawn considerably from literature yet does the medium of cinema in any way create and influence literary sensibility or taste. In a discussion on 'Cinematic Imagination and Literary Sensibility' at the theme pavilion, Shri Vishnu Khare and Shri Zubair Razvi were in conversation. The session was moderated by Shri Ajay Kumar.

"Where a society does not read literature there cannot be a good cinema," said Shri Vishnu Khare setting the tone for the discussion. He however added that a film need not be dependent on literature, and if such a film is successful, in Europe the film is turned into a book.

Shri Zubair Razvi observed that there are many similarities between literature and cinema and one of them is a good story. But the difference is that while a film is collective effort the book is a writer's forte alone.

CULTURAL PROGRAMME



Jugani folk singing and Bhangra, Gidha, Jindwa and Sammi dances from Punjab were the attractions of the Cultural Evening yesterday at the Lal Chowk, Pragati Maidan.



Devendra Satyarthi: *Ek Safamama*, a book published by the Publications Division on the legendary folk litterateur Devendra Satyarthi and authored by Prakash Manu, was released at a function organized at the Fair.

TODAY'S EVENTS : Thursday, 1 March 2012

Date/ Time	Event	Organiser
Theme Pavilion Hall No. 7E		
11:30 - 13:30 hrs	Style and Techniques of Adaptations: Discussion with Santosh Pathare	National Book Trust, India
16:00 - 17:00 hrs	The Act of Reading: Farooq Sheikh Discusses with Avinash Pandey	National Book Trust, India
17:30 - 20:00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Halodhiya Choraye Baodhan Khai</i> (Asamiya film by Jahnu Barua)	National Book Trust, India & NFAI
Children's Pavilion Hall No. 14		
10:30 - 13:00 hrs	Interactive Session with Children's Authors	AWIC
	Reporting an Event	National Book Trust, India
15:30 - 17:30 hrs	Interaction between Authors and Publishers of Children's Books	All About Book Publishing
18:00 - 19:00 hrs	Tumble Books	Consortium Octet & DSIPA

Date/ Time	Event	Venue	Organiser
10:00 - 16:30 hrs	National Seminar on Indian Literature or Tower of Babel : Cross Translation among Indian Languages	Seminar Hall, Hall No. 8	National Book Trust, India
11:00 - 13:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Ratnasagar
	Book Release Function	Conference Room 3 Hall No. 14	Qbend Digital Content India
13:00 - 15:00 hrs	Presentation	Conference Room 1 Hall No. 6	Indian Society of Authors
	Book Release Function	Conference Room 2 Hall No. 6	Hind Pocket Books
	Book Presentation	Conference Room 3, Hall No. 14	The Nielsen Company
15:00 - 17:00 hrs	Discussion	Conference Room 1 Hall No. 6	Unique Publishers
	Literary Programme	Conference Room 2 Hall No. 6	Flipcart.com
	Workshop for Librarians	Conference Room 3 Hall No. 14	Springtime Software
17:00 - 19:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Diamond Pocket Books
	Book Release Function	Conference Room 2 Hall No. 6	General Book Depot
	Speech on Books published by IRH Press	Conference Room 3, Hall No. 14	IRH Press Co., Tokyo, Japan

18:00 - 20:00 hrs **Cultural Programmes at Lal Chowk** organised by **Sahitya Kala Parishad**:
Puppet Show by Sh Puran Bhatt; Music Band – popular Sufi Songs

Visit NBT Stalls at :
Hall No. 1 Stall Nos. 168 to 183 : English Publications
Hall No. 11 Stall Nos. 256 to 271 : Language Publications
Hall No. 14 Stall Nos. 70 to 79 : Children's Publications

Editorial Team : Binny Kurian, Deep Saikia
Kanchan Wanchoo Sharma

Layout & Design : R. Shahjahan
Production : G. Rengarajan

The views expressed in the signed articles do not necessarily reflect the official views of the NBT.



Published by M.A. Sikandar, Director, National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi - 110 070 and printed at Pushpak Press Pvt. Ltd., New Delhi