

# NBT newsletter

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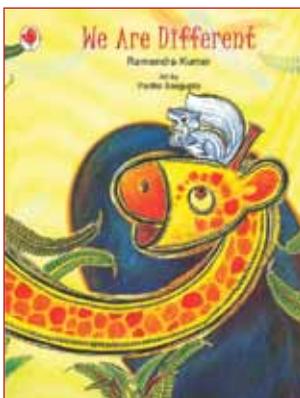


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## Contents

BOOK ART AT THE NDWBF	2
FOLKLORE: A HISTORY OF SENSIBILITY	3
INDIA'S INDIGENOUS VOICES	3
FOLK & TRIBAL ART FORMS: WORKSHOPS	4
CEOSPEAK	5
AUTHOR'S CORNERS	5
WRITING SCIENCE FOR THE YOUTH	6
YOUNG WRITERS' MEET	6
ILLUSTRATOR'S CORNER	6
VIVEKANANDA PAVILION	7
MADHUBANI PAINTING	7
DIGNITARIES AT THE FAIR	8

## PICK OF THE MONTH



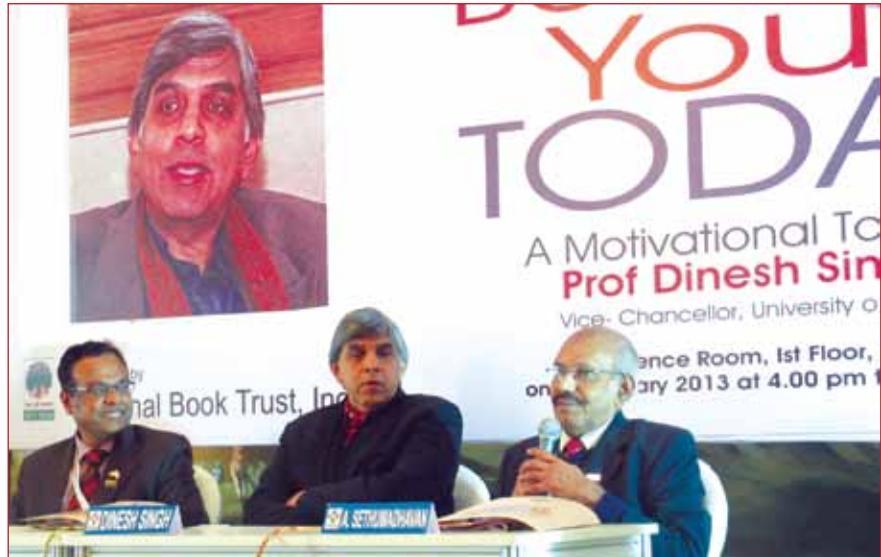
**We are Different**

Ramendra Kumar

(Art by Partha Sengupta)

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## Read for a Better Tomorrow



“I’m a lover of books and no book lover will be away from such an event like New Delhi World Book Fair 2013,” said Prof Dinesh Singh, Vice Chancellor, Delhi University. He was speaking at the second World Book Fair lecture series on ‘Books & Youth Today’.

In his address Prof Dinesh Singh cited the example of great men like Swami Vivekanand, Mahatma Gandhi, Srinivas Ramanujan, Michael Faraday among others. He said, “I am a mathematician and have mostly read books on mathematics. But I have read a lot including accounts of great personalities. All of them point to the fact that nothing comes to us unless we put in our efforts.” For him, the youth of today have a lot of idealism and energy and was sure that these qualities will lead them to success and achievement in life.

Expressing his delight to be at the New Delhi World Book Fair, Prof Dinesh Singh said that NBT is doing a yeoman service for the promotion of books and reading in the country. Earlier, Shri A

Sethumadhavan, chairman, NBT in his address said that books and youth is a subject close to his heart. But I think the right person to talk about this is Prof Dinesh Singh, as an educationist.

Organised as a motivational talk to inspire young students and readers, the lecture series invites important public personalities to speak on the importance of books and reading. The first lecture was delivered by Dr APJ Abdul Kalam, former president of India in the 2012 edition of the Fair.

Earlier, Shri M.A. Sikandar, Director, NBT, welcomed the guests and said that this motivational talk was initiated last year to bring the youth and books together.



## Book Art at the New Delhi World Book Fair

“As texts have become readily available through different media, contemporary artists have been increasingly exploring the interplay between the function, structure, and format of books, thus expanding book’s legacy as a carrier of ideas and communication,” says Paul Sloman in his book *Book Art: Iconic Sculptures and Installations made from Books*.

In view of its importance as a major component of contemporary art, and to add a new dimension to the New Delhi World Book fair, the Research and Innovation Cell of NBT, India approached the College of Art, New Delhi to create book art installations at the Fair. These installations were an expression of the idea of reading, permeating all nooks and corners of human life.

### The Evergreen Pond

White lotus is a symbol of realised learning. The flower has its roots in the mud and grows upward in the direction of light, depicting the aspiration to rise above the web of ignorance and superstitions. It also represents the journey from darkness to the light of wisdom.



### The Wisdom Mine

Our universe is full of wonders. It is amazing to know the never-ending facts and mysteries it carries. We have gained a lot from this universe and a lot more is yet to be known. Let us discover this mine of wisdom.



### Light of Life

Knowledge may be a simple word but it has great depth. It is like a torchbearer for every human being and whenever the dark patch comes in the way of success, it makes the way clear and bright. It helps us through darkness, empowers the weak and becomes a source of enlightenment. One can very well refer to it as ‘light of life’.

### The Night School

Governments with other NGOs have initiated and stepped in with night schools as an answer to the needs of people who work to support themselves during the day. This installation is an artistic interpretation of this longing for learning.

### The Imaginative School Bag

Children carry their bags with knowledge stuffed in it in the form of books and learning tools. However, knowledge needs imagination. Children can imagine books



turning into fireflies and glowworms taking them into a fairyland of uninhibited learning.

### The Idea Bulb

Edison was the inspiration of the symbol which is now the universal iconography for germination of an ‘idea’. A great idea is the result of a thorough knowledge and inspired thinking. This installation represents the power of books over the human brains to make it innovate and ideate.

### Eiffel Tower

Since France was the Guest of Honour Country at the New Delhi World Book Fair 2013, this installation is a tribute from the artists to honour the Guest country.



### The Guardian Nest

Books are the keeper of our growth. They become an integral part of our growth and their wisdom protects us emotionally and psychologically. They are like nests nurturing the egg-like young minds.

### The Artists Team

Sugandha Gaur, co-ordinator, Master of Fine Arts; Saroj Kumar Das, Daljeet Singh, Rinku Chauhan, Rahul Gautam and Abhijit Saikia—all pursuing Masters in Art from Delhi College of Art.



## Folklore : A History of Sensibility

A panel discussion on “Inventing Traditions: Orality Folk Literature and Performance” was organized at the Theme Pavilion, at the New Delhi World Book Fair. Folklore is flexible. Folklore is also evolving and changes according to the need of the times. Emphasizing on the fact that tradition is not something old or static but rather dynamic, living and continuous, the panelists observed that there is an accepted understanding that while modernity is progressive, rational and scientific, tradition is progressive, irrational and superstitious. This mindset has to change. Folklore or folk tradition continues to reinvent itself. It is just not aesthetic alone but performs certain social and cultural functions. Thus tradition and invention are two sides of a coin.

It is also interesting to note that many of our so-called classical traditions trace their origins to folk traditions. Classical music ragas to classical performances all trace their beginnings to folk. According to the panelists, these were appropriated from the common people's culture by

the upper castes, and thus recasted with codified rigid forms.

Citing the example of oral epics, the panelists observed that we must need to enlarge our concept and understanding of oral epics. There are thousands of epics existing in many languages which the folk singers still continue to sing today. How does an oral poet remember the long epic? Most of us may think that the folk singer repeats himself or herself. It is not so. There is no repetition. The singer has certain formulae which he adapts according to the situation. He draws his inspiration from the environment or some issues currently topical in the village or even a movie he has seen. These strands are weaved into the rendition. It is not only an aesthetic performance but a dramatic performance. It also brings together a community cohesiveness.

People's memory is a major source of history. And this is the authentic history.



Today many researchers are going to the people and creating history. A new history. Folklore is just not a history of events but a history of sensibility. Thus, educating our children on folklore assumes an importance. They should be made proud of their tradition.

Today, when our folk tradition is under assault from globalization, it is important to retrieve it and bring out some of the finest aspects of India's culture, art and literature. We need to save our folk tradition from further marginalization.

Chaired by Prof. Satchidanandan, the panelists included Dr. Muthukumaraswamy, Prof. C. Rajagopalan, Dr. Anup Ranjan Pandey, Dr. Prakash Khandge, Dr. Arjun Dev Charan, Dr. Sanjay Kumar, Dr. Badrinarayan Tiwari and Dr. Koyamkoya.

## India's Indigenous Voices

“We need to preserve our indigenous knowledge... our traditional wisdom’, this was the common refrain that was echoed at a Panel Discussion in the Theme Pavilion on 7 February 2012.

Recollecting the times her father overcame struggles to become the first medical professional of the Santal community, Dr Ivy Hansdak, Asst. Professor, Department of English, Jamia Milia Islamia, talked about her forefathers, the community's conversion to Christianity and the loss of their traditional culture.

Sharing her thoughts on the topic, Prof. Temsula Ao, Retired Professor of English from North-Eastern Hill University and well known ethnographer and writer said that when Christianity came to north-east in 1842, though it brought education and better lifestyle to the community, but in the process rejected everything that was tribal. As a result, she added, that we lost our traditional heritage and indigenous knowledge. However,

she was happy that steps are gradually being taken to realize our legacy and bring it back.

Dr Esther Syiem, English Professor at North-Eastern Hill University, Shillong and a prominent writer was of the opinion that we need to search for our real cultural identity in the milieu of different regions, religions and knowledge.

Shri Narayan, recipient of the prestigious Kerala Sahitya Akademi Award and a popular writer talked in detail about his childhood and the difficulties he went through. He narrated an incident which changed his life. He recalled a novel which portrayed tribals in a derogatory manner and mocked their customs and traditions. He decided to react to this unethical depiction through his writing and be the voice of his community against the mainstream writing. He also talked about his much acclaimed novel Kochareti,



which he said is the expression of his community's cultural and social identity.

Moderating the session, Prof. G N. Devy, Director and Founder of Bhasha Research & Publication Centre, Vadodara and Adivasi Academy, Tejgarh shared valuable information with the audience. He said that most languages were oral till the printing came on the scene, which divided it all. “This caused severe marginalization to tribal languages”, he added. To a question from the audience on the importance of scripts for the growth of a language he said, “English has no script of its own. It survives on a borrowed script. The growth of a language is not dependent on the script but on the speaker.”

## Folk & Tribal Art Form: Workshops

### Doli Pattu

The Islamic religious practices and rituals have had a great influence on the folk art forms of Lakshadweep islands.

In a workshop at Theme Pavilion, Dr. Koyamkoya discussed some of the art forms, particularly, Doli Pattu, which was demonstrated for the audience.

“Every community in Lakshwadeep have their own ritualistic art forms, they are all part of their everyday activities.”

The Doli Pattu traces its origin in the Sufi tradition, sometime in the 16th century. It is believed that the famous Sufi saint Mohammed Quasim from Angole, Karnataka, first propagated Sufism in Lakshadweep. The Doli Pattu keeps the feeling of togetherness of the islands alive. Lines from the Thauheed Mala are sung in the main. The Doli Pattu comes from the tradition of the Thareekhath movement.



In Lakshadweep musical instruments are very rare. The two instruments doli and kaimani are the only accompaniments that go with Doli Pattu. “If we ask the members of the troupe about the style, metre or taal, they may not be able to explain. They are unaware whether the song follows the music, or the music follows the song,” said Dr. Koyam Koya.

The members of the group were from the Rajiv Memorial Arts and Sports Promotional Club, Kadmat, Lakshadweep.

### Warli Art Form

Shri Jivya Soma Mashe, one of India's greatest exponents of Warli art forms and his grandson Kishore Soma Mashe, an upcoming Warli painter demonstrated the creative process involved in painting the traditional Warli art. At 82, Jivya Mashe is a well honoured and internationally acclaimed artist. He has travelled extensively across the world, demonstrating



his works before international audience, including Queen Elizabeth of England.

Warli tribal art form is traditionally practiced by the women of Warli, an indigenous community of western India. Simple and linear, this two-dimensional art form has no particular perspective or proportion, and uses a very basic graphic vocabulary of triangle, circle and square, characterised by abstraction. It may be mentioned that the logo of the Theme Presentation had been adapted from this traditional art form. Traditionally practised by the women, Jivya Soma Mashe is the first male artist to practice this art form.

Today some of the Warli artists are moving away from traditional themes. But the expressions and the structure still remain the same.

Though there are government policies to encourage and promote Warli art and artists, but they actually do not reach them. Besides, the basic structure of the Warli art form is now increasingly being adapted into new technologies like animation, cartoons etc. But this does not translate into any real benefits for the traditional artists as the technology is simply inaccessible to them.

### Bamboo Music

The Bamboo Symphony music is a unique ensemble of traditional music with all the instruments made of bamboo. They include Maram, Edakka, Tom, Nombi, Munge Nombi, Amba, rain maker, violin and flute. Some of these instruments have been developed by the team and named accordingly.



In an interactive workshop, the members of the Bamboo Symphony explained the source and origin of the music and various musical instruments used. Bamboo is our golden grass. Grass is so musical, so romantic. It is from this humble grass that they create this heavenly music. They listen to the rivers and take the musical notes from the flow of the river. As the river flows and the wind dances its way through the bamboo groves, they play along with nature creating the music. Long after the sounds ceased the music of the Bamboo Symphony could still be heard at the Theme Pavilion.

### Chhau Mask Making

Masks have a major role in performance traditions across the world. An integral part of any performance, they communicate a



variety of expressions and emotions. Today, they are also part of an actor's repository as an enabling tool to learn the art of acting.

The workshop on Chhau Mask Making was conducted by renowned artist Shri Shashidhar Acharya. While introducing the art of making masks, he said that Chhau Mask making art is a world heritage.

There are no artificial products used in this art form, only natural resources are used for making masks. These include paper, clay, mud and cloth.

In a demonstration, the mask makers created the masks of Lord Shiva and his consort Parvati. According to Shashidhar, the eyebrow, mouth and eyes are painted to give the moods and expressions needed to be portrayed. The Chhau masks are used in the traditional Chhau dance performances. It is a tribal martial dance popular in the states of Odisha, Jharkhand and West Bengal.

## CEOSpeak

The need for research books and papers, accent on e-publishing and tax policies which incentivize quality publishing was underlined by eminent speakers at the 'CEOSpeak over Chairman's Breakfast' Forum.

The Forum organized by FICCI and National Book Trust, India during the New Delhi World Book Fair 2013, was the first-of-its-kind where the CEOs and Senior Executives of the publishing sector came under one roof to discuss the opportunities and challenges faced by the sector. The aim was to discuss and share issues and concerns to evolve a composite agenda of Indian publishing. Besides a congregation of leading CEOs from Indian publishing sector, the Forum witnessed the participation of foreign publishing houses.

Addressing the Forum, Dr. Shashi Tharoor, Minister of State for HRD, said, "Many publishers are coming to India first to publish their books. With the rising



level of literacy, the publishing sector is set to grow significantly from its current level of US\$2 billion. The industry needs healthy competition to flourish. We need intellectual discussions and policies which can help the sector to develop comprehensively," said Dr. Tharoor.

Mr. A Sethumadhavan, Chairman, National Book Trust, Ministry of Human Resource Development, said publishing is not a one-stop activity. All the stakeholders in the business should share their ideas and must formulate policies that are beneficial to the sector.

Mr. Sidharth Birla, Senior Vice President, FICCI and Chairman Xpro India Limited, stated, "With an output of over 35-40,000 titles in English annually, India exceeds the individual output of Australia, South Africa, New Zealand and Canada.

He pointed out, "This vital sector which contributes to the economy but is still not fully corporatized. It is saddening that such a literary sector that contributes to the social cause of education, generates employment, creates cultural stance has not been given the industry status. The much needed industry status, if granted, will make the sector eligible for funding from financial institutions.

Mr. Kailash Balani, Managing Director, Balani Infotech Pvt. Ltd, remarked, "There is scope of joint ventures in the sector. There is also need for developing infrastructure and publishing institutions." The Forum was also addressed by Dr. Judith Oriol, Book Attachée, French Embassy in India; Mr. Eric Yang, Executive Director, Korean Publishers' Association and Dr. A Didar Singh, Secretary General, FICCI.

## Author's Corners

For the first time in the New Delhi World Book Fair history, NBT, India organised Author's Corners at various halls of the Pragati Maidan. These Corners served as platform for authors and writers to interact with their readers, to read out from their works, to share their views, to discuss some issues, to launch books, to introduce their e-books.

There were poets, novelists, historians, poets and management gurus. Some of the writers who interacted included: Namwar Singh, Siroj Singh 'Bechein', Anita Bharati, Bajrang Bihari Tiwari, Rahul Bhattacharya, Sudhir Kekre, Mariam Karim, Nandita Bose, Hindol Sengupta, Anjum Hasan, Noor Zaheer, Abdulla Khan, Mridula Garg, Vasudev Murthy, Priyanka Bhardwaj, Monika Pant, Amithabh Bagchi, Akash Banerje, M.K. Kaw, Savita Singh, Anamika, Lalitya Lalit,



Shiva Aslam Fahim, Dr Ganga Sahai Mina Tekchandra, Abdul Bismillah, Ashutosh Kumar, Sanjiv Kumar, Alpana Mishra, Amitava Sinha.



## Writing Science for the Youth

Science is a deeply spiritual discipline”, said Prof. Yash Pal, eminent science communicator, in a Panel Discussion on the topic ‘Science Writing for the Youth’ that was held at the Children & Youth Pavilion on 6 February 2013 at the New Delhi World Book Fair 2013.

While posing questions like “Why does tickling make us smile?” and “How does clapping produce sound”? Prof.

Yash Pal encouraged children to ask questions and keep their eyes and ears open to things around them. He said that the best knowledge that a child can gain is from his surroundings and keeping his inquisitiveness alive.

Addressing a packed audience of children and adults alike, the Panel discussion had Dr S.V. Ishwaran, Dr Madhu Pant, Shri Pramod Joshi and



Ms Sangeeta Sethi present their views on the topic of science writing for children.

## Young Writers’ Meet

“Keep writing, don’t lose patience”, said Dr Pratibha Ray, Jnanpith award winner to the young writers. She was the Chief Guest at the Young Writers’ Meet, which was organized by the NBT at the Children & Youth Pavilion.

Encouraging the budding authors, she gave tips on how to develop writing skills and not be disheartened by a few rejections by the publishers. She said that nobody is perfect, nor should they be, otherwise the learning process and improving one’s writing ends then and there.

Dr Judith Oriel, Book Attaché with the Embassy of France and the Special Guest at the function congratulated NBT for encouraging young writers. Earlier Shri A. Sethumadhavan, Chairman, NBT said that the Children & Youth Pavilion is the most visited pavilion in the New Delhi World Book Fair 2013. He added that as an author he feels young at heart whenever he visits the pavilion.

Later, Shri A. Sethumadhavan, Dr Judith Oriel and Dr Pratibha Ray



distributed certificates to young authors under the categories: published scripts, unpublished scripts and children’s fiction.

## Illustrator’s Corner

Set up for the first time, the New Delhi World Book Fair hosted an Illustrator’s Corner in the Children & Youth Pavilion at Hall 7D.

It is generally seen that the illustrator’s contribution is not given its proper due that a children’s writer is usually proud of. In order to recognize the contributions and efforts of an illustrator in equally making a children’s book popular as the author, the NBT’s Illustrator Corner had on display the original works of all leading artists of India.

“It is the first time that the artists and authors have been placed on the same platform”, said Viky Arya, popular children’s illustrator. She was happy that NBT has dedicated a special place where the original work of all artists had been put up on display for people to understand how the illustrations shape up a book in its totality.

Atanu Roy, prominent illustrator, said that tremendous efforts and research go into each book before a visual is prepared,



but it is sad that most publishers do not give the illustrator their due. “We should be referred to as co-authors in all children’s books”, he added explaining that the author’s thought and the artist’s illustrations together make a complete book.

Lauding the efforts of NBT in setting up the ‘Illustrator’s Corner’, Durlabh Bhattacharjee, well known children’s illustrator was happy that the original illustrations of all artists had been put up along with the printed books of popular children’s writers.

An attraction at this Corner was the on-the-spot portrait sketches of visitors made by an artist.

## Living a Character

Cosplay or costume play was a special activity for young children organized by NBT, India at the Children’s Activity Corner at Hall No. 18.

The young participants came and chose costumes of their favourite story book characters and played out the character in their own way. The children who re-live the character best were adjudged winners. The favourite characters of children ranged from Hatter, Van Winkle, to characters from Ramayana and Mahabharata.

This activity was a unique method to develop interest in children towards books and encourage them to develop the habit of reading.



## Vivekananda Pavilion

To commemorate the 150th birth anniversary of Swami Vivekananda, the National Book Trust, India in association with the Advaita Ashram, Kolkata, organised a special exhibition of original photos and books on Swami Vivekananda at the Fair.

Swami Vivekananda, a key figure in introducing Indian philosophy of Vedanta and Yoga to the western world was indeed man of wisdom. It was worth



a visit to Swami Vivekananda Pavilion to experience his grandeur. Swami Atmalokananda of Advaita Ashrama, explained "Advaita Ashrama is a branch of the Ramakrishna Math, which is entrusted with the publication of the original

writings of Swami Vivekananda. As an ashram it is dedicated to the study and practice of Advaita Vedanta, no images or idols are worshipped here, not even of Sri Ramakrishna." The Pavilion witnessed a steady stream of young visitors.

## Madhubani Painting

For Smt. Shanti Devi, one of India's most well-known and internationally recognised Madhubani style of painting, "An artist is not paid for his labour, but his vision." A national awardee, Smt. Shanti Devi was at the Theme Pavilion demonstrating her Madhubani style of painting.

Smt. Shanti Devi created a piece of art every day. She is in a way, a pioneer, who too, gradually took to painting contemporary themes moving away from

the traditional ones. During the duration of the fair, she had been painting themes following the news of the day, from the protests held on the gruesome rape in Delhi to Chief Minister Sheila Dixit's statement on women's safety in Delhi as well as scenes from the New Delhi World Book Fair.

In a way, Shanti Devi's Madhubani style of paintings attains a new meaning, keeping the basic style and structure



intact. She started selling her work for Rs. 4 at the age of 12. Today, in her 50s, she sells her works at all fairs both in India and abroad for more than Rs. 4000 depending on the intricacy of the work.

## Tribal Life through the Lens

The colours, vibrancy and beauty of the tribal culture captured by M.C. Shekhar was displayed at the photo gallery at the World Book Fair. Organised by

NBT, India, the photo exhibition showed around 60 photographs of Indian tribes.

Shekhar is a professional photographer who has participated in many national and

international exhibitions. The exhibit had photographs on various tribes of India like the Araku tribes, Bondas, Mathura Banjara among others.



## A Poetic Evening

NBT, India organised Sham-e-Shayari programme on 5 February 2013 during the New Delhi World Book Fair. As many as 20 eminent Urdu poets participated in the programme which was well attended and appreciated. Some of the well-known poets included Zubair Razvi, Manzar Gopali, Popular Meeruti, GR Kamal, Shakil Azmi, Surender Shajar, Ahmed Mafooz, Shehepar Rasool. The programme was coordinated by NCPUL and Urdu Academy.

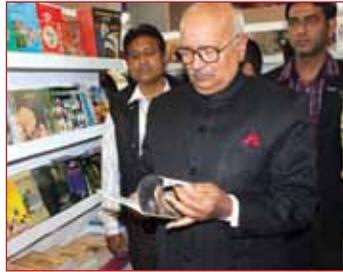


## Dignitaries at the Fair

Pragati Maidan witnessed a stream of VIP visitors including ministers, politicians, foreign dignitaries and academicians during the New Delhi World Book Fair...



Film personality Shri Farooq Sheikh with Shri M.A. Sikandar, Director, and Ms. Farida M. Naik, Jt Director, NBT at the Theme Pavilion



H.E. B.P. Singh, Governor of Sikkim, browsing books at the stall of National Book Trust, India at the New Delhi World Book Fair



Mr. Ahmed AlAmri, Director, Sharjah International Book Fair met Shri M.A. Sikandar, Director, NBT



H.E. Mohamed Sultan Abdalla Al-Owais, the Ambassador of UAE to India at the Theme Pavilion

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Prof. K.V. Thomas, Hon'ble Minister of State for Consumer Affairs, Food & Public Distribution at the Illustrator's Corner



Prof. Mool Chand Sharma, VC, Haryana Central University with Shri A. Sethumadhavan, Chairman, NBT, at the Fair



Shri Jagdish Tytler, Congress Party leader, browsing books at the Fair



Swami Agnivesh releasing a Santali book at the Theme Pavilion

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**Editor:** Binny Kurian

**Editorial Associate:** Kanchan Wanchoo Sharma

**Production:** Narender Kumar



**NATIONAL BOOK TRUST, INDIA**

Nehru Bhawan, 5 Institutional Area,  
Vasant Kunj, Phase-II New Delhi-110 070

E-mail: [nbtindia@nbtindia.org.in](mailto:nbtindia@nbtindia.org.in)

**Website:** [www.nbtindia.gov.in](http://www.nbtindia.gov.in)

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