

NBT Newsletter

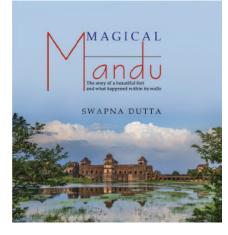
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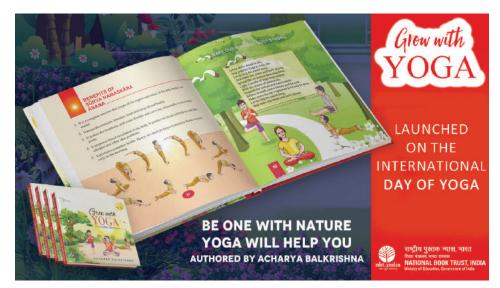
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PICK OF THE MONTH



Magical Mandu Swapna Dutta 978-81-237-9675-8; Rs 150

NBT Launches 'Grow with Yoga' for Kids by Acharya Balkrishna



Coinciding with the International Yoga Day, 21 June 2021, the National Book Trust, India launched an illustrated book for young readers *Grow with Yoga*, authored by renowned Yoga scholar, Acharya Balakrishna.

Expressing his happiness on the occasion of the public announcement and pre-booking of the book, the author, Acharya Balakrishna, in his message, said, "It is a matter of immense pleasure and privilege that National Book Trust, India is working towards associating the lovely children of our country with the ancient knowledge system of Yoga which stems from the great saintly traditions... Surely, this book will create interest among kids to embrace the knowledge of Yoga in their life in a smooth manner." Making an appeal to the parents and schools to actively participate in the pre-booking campaign of the National Book Trust, India, he also

hoped that the schools will be making an effort to 'include the book in their courses of study', so that kids could be yoked to the idea of adopting yoga as a lifestyle in a systematic manner.

Prof. Govind Prasad Sharma, Chairman, NBT, said, "National Book Trust has a variety of reading materials for young readers, and it is a matter of privilege that we are adding a book on Yoga for the kids authored by one of the most respected Yoga Guru Acharya Balakrishna. Yoga is not only about Asanas, but rather it is about whole value-system, and a book like this will go a long way in imparting yogic knowledge and values among the young readers right from the beginning. This book fills an important gap in our children's publications."

Shri Yuvraj Malik, Director, NBT, expressed his gratitude to the author Acharya Balkrishna and the publisher

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Divya Prakashan for giving National Book Trust, India the rights to publish the book in a new format with new editorial and production values. He said, "We plan to publish the translated editions of the book in Hindi and other major Indian languages and will be working with the education departments of all states in order to provide accessibility to the book to the young readers across the country. The book is being launched on occasion of International Yoga Day to draw the attention of the readers who will be getting special discounts on pre-booking."

A fascinating and comprehensive book on Yoga for kids in simple language with colourful illustrations with Do-It-

NBT as Knowledge Partner

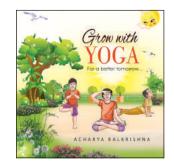
*@*India Education Futures-2021 by Asia Tech

National Book Trust, India was Knowledge Partner for the conclave on 'India Education Futures-2021: Creating a Knowledge Economy' organised by Asia Tech Journal in collaboration with India Education Network on 23-24 June, 2021.

Shri Yuvraj Malik, Director, NBT was the Guest of Honour on the occasion. In his address, Shri Malik talked about the holistic approach being brought in the Indian education eco-system with the implementation of the New Education Policy 2020. Calling NEP-2020 a vision document, he observed that while the policy is aligned with an international outlook, its foundation is primarily Indian. He further added that while the policy may have been framed by the government, the responsibility of its execution and successful implementation lies on the citizens, especially those who are stakeholders in the education system.

Dr. Achyuta Samanta, MP, Lok Sabha and Shri Sujeet Kumar, MP, Rajya

Buy NBT Books Online Save 10% www.nbtindia.gov.in



Yourself exercises explained in a step-wise manner!

Acharya Balkrishna - Founder Secretary of Patanjali Trust, is a flag bearer of the ancient healing and lifestyle traditions of India and has made Ayurveda fashionable in the modern world. He is a great scholar of Ayurveda, Sanskrit language and the Vedas. He is presently working on the multi-volume, 'World Herbal Encyclopaedia' that contains the description of 60,000 medicinal plant species with the world's largest collection of medicinal plants' paintings. He has published more than 130 research articles in various national and international journals. He has authored more than 120 books on Yoga and Ayurveda and edited more than 20 unpublished ancient Ayurveda manuscripts. He has received prestigious awards including 'Ayurveda Expert', 'Manav Ratan', 'Indian of the Year', and 'Transformational Business Leader'.



Sabha & Member, Standing Committee on Rural Development and Consultative Committee for the Ministry of External Affairs were Chief Guests at the session and shared their views on the digitization of education and the importance of making digital modes of education accessible to every demographic group. Shri Kumar added that NEP-2020 is the finest example of policy making as it comprehensively integrates the ancient Indian knowledge ethos with modern science.

Shri Rahul Kapur, Partner, Grant Thornton Bharat commended the seamless migration of education into the online mode despite the last 15 months being the most challenging in recent history.

The inaugural session was followed by panel discussions that saw participation of eminent speakers like Shri Vikram Gupta, Ms. Arunima Sinha, Shri Vikas Singh, Dr. Anupam Chouksey, Ms. Aastha Grover, among others.

The two-day event featured a strong mix of Policy Makers, Education Industry Stakeholders, Entrepreneurs, and Professionals from the Education Sector who took part in live discussions on the future of education, policy making that improves education and practices improving the learning curve in various parts of India.

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NBT Bookshop in New Delhi Inaugurated





N BT's newly designed and relocated Bookshop at Kashmere Gate Metro Station (New Delhi) was inaugurated by Prof. Govind Prasad Sharma, Chairman and Shri Yuvraj Malik, Director on 17 June 2021. The Inauguration ceremony was simple. All Covid-19 related protocols were followed by the attendees. 250sq.m. bookshop houses over 4000 books allowing readers to select from a wide range of books, including NBT's New Arrivals, Bestselling fiction/nonfiction, books on Health and Self Help, Science, Technology & Management as well as books for children and young adults. Apart from this, under the *Ek Bharat Shreshtha Bharat* category, the Bookshop also makes available books from across India encompassing original titles and translations in over 51 Indian languages.

The Bookshop is prominently located on the first floor of the Kashmere Gate Metro Station and is easily accessible to metro commuters, travelers and tourists arriving at ISBT Kashmere Gate from the neighboring states and the general public.

Beautifully designed, the approx

Online Interaction on PM's Mentoring YUVA Scheme

National Book Trust, India organized an online interation with students and members of various literary clubs of colleges, schools, universities and other educational institutions to discuss in the detail the Hon'ble Prime Minister's Mentoring YUVA Scheme for which NBT is the Implementing Agency.

During the session Shri Yuvraj Malik, Director, NBT had an invigorating discussion with Prof. Khwaja Md. Ekramuddin, Center for Indian



Languages, School of Language Literature & Culture Studies, JNU about the need to harness the literary potential of the youth of the country in various Indian languages along with English and Hindi. Prof. Govind Prasad Sharma, Chairman, NBT also shared his views on promoting young writers.

The PM's YUVA Scheme focuses on training 75 young authors from across India to prepare them as ambassadors of Indian literature and publish their works. The young writers are encouraged to express their ideas in any of their preferred Indian languages as prescribed under Schedule 8 of the Constitution of India or in English.

NBT to Launch a New Publishing Series 'India @75'

India will be celebrating 75 years of its independence in 2022. To commemorate this historic event, National Book Trust, India is going to launch a new publishing series 'India @ 75' for young and general readers.

The books under this series will reflect the momentous, yet wonderful journey of India. They will focus on various aspects of India, which has made it a matured, independent and self-reliant nation post-1947 taking forward its ancient wisdom and culture with a progressive and modern vision.

The series will include the biographies of renowned freedom fighters as well as unsung heroes of pre-independence era; biographies of noted personalities from all walks of life who made their mark in their respective fields and contributed towards the development of India; books on dynamic cities of India; major historic events of India; and significant sociocultural, political and economic ideas and themes that have shaped the destiny of the nation.

The series also intends to connect with the young generation and orient them towards positive value-system and an integrated vision of life.

Excerpts: Grow with Yoga

NBT has recently brought out the book 'Grow with Yoga' for kids by Acharya Balakrishna. With the help of pictures, the children can learn simple and useful postures. Herein we reproduce an excerpt from the chapter 'Hand Configurations (Hastamudra)'.

HAND CONFIGURATIONS (HASTAMUDRĀ)

In Yoga, hand configurations are known to be important. Different hand configurations that are formed using the hands during meditation are known as 'Hastamudräs'. The word 'Hastamudrä' is made up of two

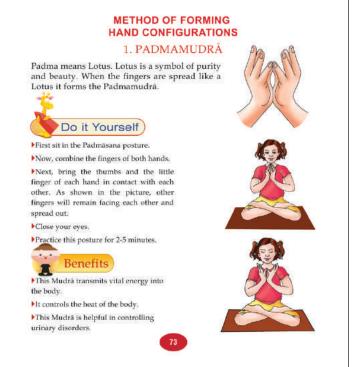
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words: 'Hasta' and 'Mudra'. Here, 'Hasta' means hand and 'Mudra' means sign or configuration. In this session, you will be taught about two types of hand configurations, Padmanudra and Jānamudrā. These configurations are related to the five elements. Before making the hand configurations. let us understand the significance of our five fingers and the five elements.

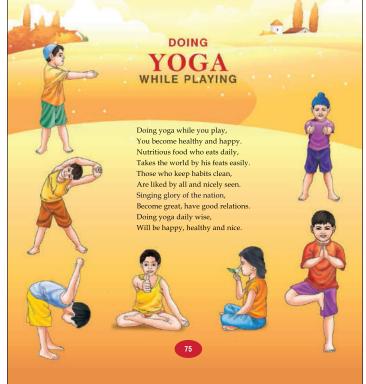


OUR FIVE FINGERS :

Children! This whole world is made up of five elements - Fire, Air, Elher, Earth and Water. Our body also consists of these five elements. The five fingers of our hand balance these five elements. The thumb is related to fire, the index finger is related to air, the middle finger is related to ether or sky, the fourth ring finger is related to earth and the little finger is related to water.







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Excerpts: Sugar

NBT has recently published a book titled *Sugar*, written by A.K. Shrivastava. Herein we reproduce an excerpt from the book.

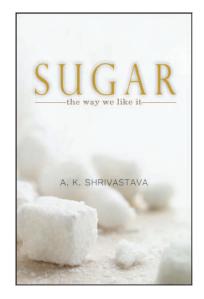
Sugar is any sweet or sweetish carbohydrate which is either a ketonic or an aldehydic derivative of higher alcohols. At the cellular level, sugar (and their polymers-the polysaccharides) is used as:

Structural component of cell walls (as cellulose), cell membranes (as glycolipids and glycoproteins); source of energy for various cell functions in organisms mediated by glycolysis and tricarboxylic acid pathway; storage of energy in organisms as glycogen in animal cells and starch, sucrose, etc., in plants; integral structural constituent of nucleic acids like ribose sugar in RNA and deoxyribose sugar in DNA; hormone-like signaling, controlling gene expression, developmental processes as well as stress response in plants and molecular transformations for producing numerous complex organic molecules (COMs)/ compounds in living cells to fulfil various biochemical and physiological needs.

The discovery of *Glycoaldehyde* – the simplest monosaccharide, in Comet C/2014 Q2 (*Lovejoy*) by Nicholas Bivera and his associates has added a new dimension that sugar along with other complex organic molecules might be involved in origin of life in some way or the other.

Because of being sweet, the taste of *sugar* is perhaps dear to most of us and the word sugar has virtually become a popular expression for endearment. In literature, we find its use since thirteenth century and more so from 1930. Some of the commonly used metamorphic expressions are: "As sweet as sugar," "A grain of sugar in eye," etc.

Quest of sweetness, in human beings, perhaps primarily developed as a pleasing sensation but its nutritive value and other uses were indeed a secondary realization. Still in many parts of the world, in many religious rituals sweet-tasting articles are



Sugar: The Way We Like It A K Shrivastava 978-81-237-9712-0; Rs 360

used which are not calorie giving items. We prefer to eat sweet fruits without much of a hue and cry/processing, etc., but not the sour or neutral-tasting things/ commodities. Most of the children like variety of chocolates, cold drinks, ice creams, ice candy and other sweet preparations. Most of us like misthanna (sweetmeat) much more than anna (cereals, like wheat and rice). One may relish mishti dahi (sweetened yoghurt) than plain dahi (yoghurt). Take another analogy, cheap quality ice candy (made up of saccharin and not sugar as a sweetener) are relished equally for sweetness and not for the calorific value. Even the prehistoric man had as much of a sweet tooth as we have it even today.

Sugar is much more than a sweetening agent. 'In times of stress sweeten the tea' proclaims a Chinese proverb and it has long been recognized as a mood lifter, so much so that even a cup of tea or chocolate may lift our mood. It creates a feeling of well-being, not because of its taste but also due to its chemical effect on brain. When we consume a sweet food and sugar enters the system, in the release of *serotonin*, a brain metabolite which is known for its calming effect.

The world sugar scenario and India

In 2019-20, the world's sugar production was 205.734 million tons and out of this –81 % was contributed by sugarcane and 18.63% from sugar beet (grown in 23 countries) and rest from sugar maple. Sugar is grown in 101 countries world over in diverse agro-climatic conditions, stretched between 30°N and 30°S with optimal performance observed around 20° latitude. The acreage of sugarcane in the world is around 28 Mha with a total sugar production of around 2054 million tons with an average world cane productivity of 73 tons/ha.

The top ten sugarcane-sugar producing countries are Brazil (25.92 %), India (19.73 %), China (9.01%), Thailand (7.38 %), Mexico (4.71 %), Pakistan (3.37 %), Australia (3.33%), USA (2.36%), , Guatemala (2.02%) and Indonesia (1.81%), amounting produced to 85 % of the total sugarcane-sugar production. In 2019-20, Brazil produced 29.93 million tons of sugar, but in 2017-18, it produced 38.78 million tons of sugar.

average per capita sugar The consumption is 24 kg (65.75 g/day) but the recommended maximum intake of sugar for human beings recommended maximum intake of sugar for human beings recommended by the WHO is 25 g/day (9.125 kg/year). However, the top ten per capita sugar consuming (in kg) countries are: USA (46.41), Ireland (35.30), Australia (34.89), Belgium (34.68), UK (34.02), Mexico (33.76), Finland (33.40) and Canada (32.52). In India, we have a per capita sugar consumption of 20 kg. The lowest per capita sugar consumption is in China (5.84 kg).

Among the major sugar exporting countries Brazil (44.23%), Thailand (15.84%), Australia (6.52%) and Gautemala (3.63%) amount to 70.77% sugar export in the world...

In 2019-20, India was the world's 2nd largest grower of sugarcane (4.87 million ha, 17.39%), million tons producer of sugarcane (377.76 million tons, 18.30%) and sugar (27.00 million tons, 11.76%) next to Brazil.

Books on Freedom Struggle

A Tale with Seven Answers

G P Pradhan

Rs. 380.00

First published in Marathi in 1981 it depicts primarily the course of life of seven friends who represent different discourses in the Nationalist freedom movement in India and postindependence dvelopments.



BAGHA JATIN

BHAGAT SINGH

Rindle B. M. OCPT

ISBN 978-81-237-6252-4

Bagha Jatin

Prithwindra Mukherjee Rs 135.00

Bagha Jatin was one of the 21 revolutionaries associated with 'Yugantar' group operating in Bengal for Indian independence. Jatin's life was a saga of struggle to overthrow foreign rule. This biography throws light on his life and times. ISBN 978-81-237-5961-6

Bhagat Singh: Select Speeches & Writings

D N Gupta (Ed.)

Rs 90.00

Bhagat Singh was not only a great patriot and revolutionary socialist, but also one of India's early Marxist thinkers and ideologues. A voracious reader right from his boyhood, he brought upon his thinking and writings the tremendous

influence of his varied reading. His several statements before courts, his passionate letters to his father and other comrades, his insights on revolution and communalism and his atheistic faith, all reveal a mind that is at once original and mature in understanding.

ISBN 978-81-237-4940-2

Birsa Munda

K S Singh Rs 60.00

The book tells the life story of Birsa Munda, who led an armed struggle against the British to establish Munda Raj in the tribal region of Chhota-nagpur, Jharkhand, formerly in Bihar. ISBN 81-237-3796-3

Blood and Soil

Sant Singh Sekhon Rs. 220.00

Set in rural Punjab of the first quarter of the 20th century, the novel unravels the cultural ethos through social, political and religious intricacies. The narrative begins in 1901. A newly-wed couple, Baij Singh and Daya Kaur, migrate from

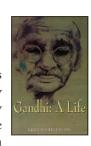
their village in the eastern Punjab to the western Punjab (now part of Pakistan after the partition of 1947) and try to make a

new living. The story revolves around complex emotions of the protagonists, who faced with a difficult life of peasantry, painfully attempt to secure the future of their children. ISBN 978-87-237-7109-0

Gandhi: A Life

Krishna Kripalani Rs 90.00

Mahatma Gandhi lived, suffered and died for his people. Yet it is not in relation to this country alone that his life has significance. Nor is it only as a patriot or revolutionary reformer that he will be remembered by future generations. An



interesting and absorbing account of the life and achievements of Mahatma Gandhi.

ISBN 978-81-237-0646-7

Ghadar Movement: A Short History

Harish K Puri Rs 90.00

The Ghadar Movement was in many ways a novel struggle for the freedom of India. This book is a short history of the genesis and rise of the movement, its transnational dimensions, romance of patriotism, limitations and illusions,



tremendous sacrifices and its legacy that inspired Bhagat Singh and other revolutionaries.

ISBN 978-81-237-6282-1

Gopal Krishna Gokhale: Select Speeches and Writings Shri Krishan (Ed.)

Rs 305.00

Gopal Krishna Gokhale was one of the social and political leaders during the Indian Independence Movement. He was the founder of the Servants of India Society which was dedicated to inspire nationalistic feelings among his fellow countrymen. The present work includes some of his important speeches and writings.

ISBN 978-81-237-8170-9

Hanged for Their Patriotism

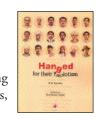
R K Tandon

Illustrator: Arup Kumar Gupta Rs. 170.00 This book is about the famous young revolutionaries of India who went to the gallows, laughing and singing. ISBN 978-81-237-5550-2

History of Khadi

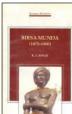
Geetanjali Parikh Rs 80.00

The book attempts to take the readers on a historical journey of Khadi, from being a livery of freedom to green fabric or designer









wear. It aims to provide an insight on the pivotal role Khadi played in the Indian economic planning, giving a roadmap of Khadi from local village to world market.

ISBN 978-81-237-6042-1

Jayaprakash Narayan

Sudhanshu Ranjan Rs 315.00

A biography of the pioneering socio-political leader who made his mark both in preindependence and post-independence phases of the nation.

ISBN 81-237-8254-6

Kanaklata Barua

Shiela Bora

Rs 155.00

Kanaklata was only seventeen when she fell to the bullets of brutal police firing while trying to hoist the tricolour at the Gohpur Police Station. Bringing to light this sacrifice of Kanaklata, the

book looks at the whole hearted participation of women in the freedom movement who broke through the barriers of caste, traditions and customs.

ISBN 978-81-237-7819-8

Kazi Nazrul Islam

Basudha Chakravarty



Rs 95.00

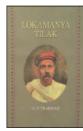
Kazi Nazrul Islam was the rebel poet of Bengal whose contribution to India's freedom struggle is noteworthy. Filled with love for nation, his stories and novels beautifully reflect love and other human emotions.

ISBN 978-81-237-6314-9

Lokamanya Tilak

G P Pradhan Rs 55.00

Tilak was an outstanding leader, an eminent scholar and, above all, a man of rare moral integrity. His was a pioneering role in India's freedom struggle. Both through his writings and active participation he made the people aware that Swarajya was their birthright and helped



kindle the flame of patriotism. This is a brief account of his life. ISBN 81-237-0969-2

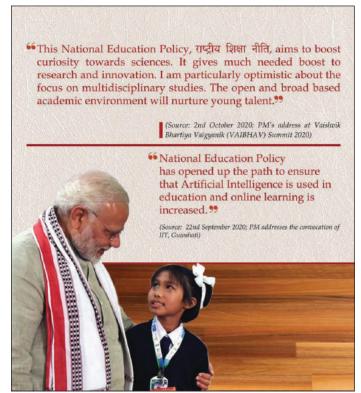
Story of I.N.A.

S A Ayer Rs 60.00

This book, by a loyal colleague of Netaji Subhas Chandra Bose, presents account of Netaji's a concise role India's for freedom in struggle with the constitution of the Indian National Army. The book highlights Netaji's serious



nature, his high regard for Swami Vivekananda and his inclination towards social service. ISBN 978-81-237-2122-4



NBT NEWSLET AUGUST 2021





Mobile Exhibition in New Delhi

As part of its outreach programmes, National Book Trust, India organizes series of mobile exhibitions, to reach books for booklovers across the country.

The mobile exhibition in the month of June 2021 travelled across various parts of the city including Nehru Park, Chanakyapuri; Japani Park, Rohini; Sector 10, 13 and District Court, Dwarka; Subhash Nagar; CRPF Training Center, Najafgarh; Jamia Milia University and Kalkaji. The people showed keen interest in books across genres and availed special discount on books. They also enquired about recently launched YUVA scheme.



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Dear Subscribers,

We would like to invite you to continue receiving your monthly dose of NBT news, now brought to you DIGITALLY! The September 2021 issue shall be the last print edition of the NBT Newsletter. You can continue reading our favourite newsletter in e-form.

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so that the e-Newsletter may be e-mailed to you.

On India Government Service

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