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India Guest of Honour Country at ADIBF



India was the Guest of Honour at the 29th edition of Abu Dhabi International Book Fair 2019. National Book Trust, India (under the Ministry of HRD, Govt. of India) is the nodal agency which coordinates the Guest Country Presentation at the international book fairs. A strong delegation of nearly 100 members comprising of authors, children writers, science communicators, artists,

CMDs, Directors, senior publishing professionals of 21 publishing houses led by Prof. Govind Prasad Sharma, Chairman, National Book Trust, India participated on behalf of India at the Fair.

On the opening day, H.E. Saif Gobash, Under Secretary, DCT Abu Dhabi, along with Ambassador Shri Navdeep Suri, Prof. Govind Prasad Sharma, Chairman, NBT and Dr. Rita Chowdhury, Director, NBT,





inaugurated the India Pavilion.

The ceremony was followed by the release of ten children's titles translated into Arabic and published by the National Book Trust, India. The titles launched in Arabic translation included: *Stories from Bapu's Life* (Anecdotes about Mahatma Gandhi), *Rabindranath Tagore's Chhutti* (Holidays have Come), *Goa-A Story of Wonderland*, *This is My Story*, *The Rainbow*, *Name That Animal*, *Sheela and Leela*, *The Whole Wide World*, *One Day...* and *My Umma's Sari*.

Later, HH Saif bin Zayed Al Nhyan, Deputy Prime Minister and Minister of Interior, UAE; and HH Sheikh Nahyan bin Mubarak Al Nahyan, Minister for Tolerance visited the India Pavilion. The Pavilion was designed by National Institute of Design, Ahmedabad.

With the slogan "LET OUR LIVES BE OPEN BOOKS" taken from Mahatma Gandhi's quotation, the India Guest Country Presentation had lots to offer. The INDIA PAVILION housed 21 Indian publishers from across the country, in addition to Illustrator's and Author's



Corner, Children's activity area, Literary programmes and Cultural events stage, Mahatma Gandhi installation, Indian Books Rights' Exchange Corner and Reading spaces display, Indian Banyan Tree installation highlighting the plurality and diversity of Indian languages. Also housed in the INDIA PAVILION were the Indian Food Corner, and the Business Lounge.

The Guest Country Presentation had various literary events, children's activities and other programmes being held throughout the duration of the book fair, including various business sessions like India and Arab/Emirati Round Table conferences. There was a special exhibit of

Indian books in English, Hindi and Arabic languages from different publishers across the country. The book fair saw huge sales of Indian books.

Some of the important delegates included eminent authors, artists and publishers such as Pandit Birju Maharaj; Prof. Manoj Das; Shri Madhav Kaushik, Vice-President, Sahitya Akademi; Shri Birad Rajaram Yagnik; Ms Preeti Shenoy; Shri Divik Ramesh; Shri Sarjoo Katkar, Ms P Sivakami, Ms Rakshanda Jalil; Ms Indu Menon; Prof. Zikurur Rahman; Ms S. Saradakutty; Shri Surjit Patar; Shri Amish Tripathi; Shri Lalit Behari Goswami; Dr Anjana Chattopadhyay, Shri Nand Kishore Pandey, Director, Kendriya Hindi Sansthan, Agra; Shri Aquil Ahmad, Director, NCPUL; Ms Viky Arya; Shri Ramesh Mittal, Chairman, CAPEXIL and President, FIP; Shri A K Sinha, Director, IGNCA; Shri Arvind C Ranade of Vigyan Prasar; Shri Rajendra Bhatt, Director, Publications Division; Prof. M Siraj Anwar of NCERT; Shri Harpreet Singh; Shri Jasbeer Jassi and Shri Kutle Khan.





Programme Highlights

- A panel discussion titled 'People and Places: Cultural Communication to Children through Translations' was organized in which the speakers discussed about the ten Indian books translated into Arabic. The speakers included Prof. Govind Prasad Sharma, Dr Rita Chowdhury, Prof. Zikrur-Rahman, Ms Viky Arya and Shri Divik Ramesh.
- An innovative storytelling session with Indian puppets and masks. This creative session was organised by National Book Trust, India and moderated by Pavithra Ramanujan of NID. Students of Emirates Future International Academy, Abu Dhabi, enjoyed an interactive session learning intricacies of storytelling through puppets and masks.
- Launch of the Arabic edition of *Peace, Truth, Ahimsa: A Photo Biography of Mahatma Gandhi*, authored by Shri Birad Rajaram Yajnik, in presence of Ambassador Navdeep Suri. The release was followed by a panel discussion on 'Gandhi and the Arab World,' with Prof. Govind Prasad Sharma, Prof. Zikrur Rahman, Shri Birad Yajnik and Shri S Gopalakrishnan as the panelists.
- A round table with Indian – Emirati publishers was organised by National Book Trust, India and UAE Publishers' Association.
- Hindi learning workshop by Shri Divik Ramesh and Dr Nand Kishore Pandey.
- Ambassador Navdeep Suri discussed his latest book titled *Khooni Vaisakhi*.

The original poem was written in Punjabi by the author's grandfather Nanak Singh who is considered the father of Punjabi literature and is probably the only survivor of Jallianwala Bagh massacre. The session started with rendition of original poem by Shri Harpreet Singh, setting the tone for an interesting discussion, moderated by Shri Shajahan Madampat.

- Literary Programme by Sahitya Akademi, India's national academy of letters.
- Dance Performances by Odissi dance group, Bharatnatyam, and Gurukul Group - organised by the Embassy of India. Spreading the magic of classical Indian dance, Kalashree Rashika Ojha Abrol, began the cultural evening of Day 2 with *Ardhanareeshwara Ashtakam* of Bharatnatyam.
- A discussion titled 'Women Scientists of India' was organised by Dr Anjana Chattopadhyay & Friends of KSSP, Abu Dhabi Unit. The panelists included Shri Cini Atchuthan, Shri K P Unnikrishnan, and Shri Nishad Hussain Kaippally.
- From the maestro himself! Visitors at the Fair had an opportunity to interact with one of the finest Indian classical dancers of all times - Pandit Birju Maharaj.
- Of Art and Budding Artists! A group of curious students gathered for an Illustrator's Workshop by Ms Viky Arya, well-known illustrator and author. The session was organised by NBT.
- Literature is the building block for

the younger generation! Importance of Children's Literature in Indian languages and its scope was discussed in an interesting session with Prof. Govind Prasad Sharma, Prof. Manoj Das, Dr. Rita Chowdhury and Shri Divik Ramesh.

- With new ideas of motivation and self-help, one of India's bestselling authors Ms Preeti Shenoy's recent book *Wake Up, Life Is Calling* is a complete package in itself. The launch session was moderated by Shri Ravi Menon and the book was unveiled by Ambassador Navdeep Suri.
- Storytelling Session for Children was organized by National Book Trust, India. The session was conducted by Ms Viky Arya.
- A session titled 'Promoting Authorship among the Indian Diaspora' was organised by Lifi publications.
- India-Arab Publishers' Forum. The roundtable conference was organised by NBT India and Arab Publishers' Association. Moderated by Shri Ramesh Mittal, Chairman, CAPEXIL and President, FIP, and addressed by Prof. Govind Prasad Sharma, Chairman, NBT in the presence of Dr. Rita Chowdhury, Director, NBT. Nearly 35 publishers from Egypt, Jordan, Lebanon, Syria, and Arab countries participated in the discussions. All 21 participating Indian publishers attended the interactions with the Arab publishers for copyright exchange and translations programmes. Prof. Zikrur Rahman moderated the discussions.
- Exploring the Life of the Mahatma.



A session by Shri Birad Rajaram Yajnik especially tailored for the young audience, talked about the ideals espoused by Mahatma Gandhi, emphasizing on Peace, Truth and Ahimsa.

- A session titled 'My Little India,' saw Prof. Manoj Das the famous English & Odia writer and Shri S Gopalakrishnan, a UAE-based Malayalam writer and journalist, explore the Indian values in the changing milieu.
- 'Hindi-Urdu-Punjabi Saajhi Virasat' - a panel discussion was organised with panellists including Shri Surjit Patar, Shri Aquil Ahmad, Shri Lalit Behari Goswami and Shri Shridhar Paradaka.
- Making of the *Collected Works of Mahatma Gandhi*. This presentation was made by Shri Rajendra Bhatt, Director of Publications Division.
- Ms S Saradakutty and Ms Indu Menon interacted with Indian diaspora Malayalam writers including Ms Sonia Rafeek, Shri Anil Devassy, Shri Manikandan Puzhikkadavath, Shri K M Abbas, and Shri Shemi Fazlu.

- A session titled 'To Remember, I Invented people,' by Shri Deepak Unnikrishnan was organised in which he talked about the role memory played in recalling the people who raised him and influencing him to write a book, titled *Temporary People*.
- Yoga workshop and demonstration by Ms Priyanka, Ms Midori Sato and Shri Philip Evan Cowlishaw. Cultural performance by Ms Ankita Kaushik. This session is organised by Embassy of India.
- Timeless Hindi & Urdu fables, tales and poetic recitals, brightened the evening at ADIBF as narrators and language experts transported the audience into the enigmatic world of storytelling. The well-received session was organized by NCPUL.
- An interactive discussion on the topic 'Arab Vich Nanak' was organised. The distinguished panel including Shri Surjit Patar, Shri S P Singh Oberoi and Shri Sarbjinder Singh explored philosophical, musical and literary journey of Guru Nanak in the Arab region.
- A session on 'World of Women

Writers' was organised with Dr. Rita Chowdhury, Ms. S Saradakutty, Ms. Indu Menon as panellists. The eminent women writers tried to bust the myth that there is a separate world of women writers and all authors operate in the same socio-literary contexts as other contemporary male authors.

- A Kavi Sammelan (poets' meet) was organised wherein poets from the Indian diaspora rendered their poems.
- A workshop on Sanskrit language was organized by Samskrit Bharti, UAE. The participants talked about the intricacies of Sanskrit, one of the oldest surviving languages in the world.
- Bringing the fragrance of Punjab - the prosperous land of five rivers – Shri Jasbir Jassi, the famous Punjabi singer, enthralled and captivated the audience as he performed live! A memorable evening for all his fans and audience, as the fair approached the conclusion of Day 6.
- A Punjabi Poets' Meet was organized at the India Pavilion. Eminent Punjabi



poet Shri Surjit Patar chaired the event. Poets Shri Deepak Sharma, Shri Chanarthal, Shri Lakhvinder Johal, Shri Sarbjit Kaur Sohal, Shri Sukhdev Singh Sirsa and Shri Surjit Singh Judge recited their works during the session.

Held annually, Abu Dhabi International Book Fair is the marketplace for the publishing industry in the Middle East and North Africa. The 29th edition of the Fair was organized at Abu Dhabi National Exhibition Centre, Abu Dhabi from 24 to 30 April 2019. The Fair featured over 1,000 exhibitors from 50 countries, with more than 500,000 titles on display. India featured as this year's Guest of Honour country. The exhibitors from countries like Ukraine, Czech Republic, Estonia,



Malta and Portugal participated for the first time in the Fair.

With a spotlight on the theme of Tolerance, a number of seminars, conferences, talks, workshops, discussions and interactions with the authors engaged the visitors at the Fair. E-zone, Comic Corner and the Entertainment zone were

the special highlights of the Fair.

Besides Prof. Govind Prasad Sharma, Chairman, NBT and Dr Rita Chowdhury, Director, NBT, the other members of the delegation from National Book Trust India included Shri Kumar Vikram, English Editor; Dr Shams Eqbal, Urdu Editor; Shri Rubin D'Cruz, Malayalam Editor; Dr Lalit Kishore Mandora, Hindi Editor; Ms Navjot Kaur, Punjabi Editor; Ms Vasundhara Lal and Ms Carolyn Pao, English Editorial Associates and Shri Samaresh Chatterjee, Senior Artist, Ms Kanchan Wanchoo Sharma, Assistant Director (Exhibition); Shri Amit Kumar, Assistant Director (Sales); Shri Deepankar Sengupta, Assistant (Sales); Shri Yogesh Kumar, Accountant; Shri Munish Kaura, Assistant (Admin), Ms Ravinder Chaddha and Shri Abenesh.

Tehran International Book Fair 2019

The 32nd edition of Tehran International Book Fair was held at Mosalla, Imam Khomeini, Tehran from 24 April to 4 May 2019.

Mr Seyyed Abbas Salehi, Iran's Minister of Culture and Islamic Guidance inaugurated the Fair. He said that "Iran is known all across the world through masterpieces of Persian literature such as Shahnameh, Masnavi-e Manavi, Bustan, Golestan and other books which played a key role in the evolution of our language and literature." He added that, "Books are instrumental for economic prosperity. For instance, in China, which is the Guest of Honour of the 32nd Tehran International Book Fair, 46 million people are working in the print industry which proves the importance of books in job creation."

This year China was the Guest of Honour country at the Fair. Over 90 publishers from China displayed 15,000 titles on diverse themes during the fair. A delegation of 200 members including authors, illustrators, and publishers from China participated in the various literary and cultural activities held during the Fair.

A number of literary and cultural



programmes based on the theme of the Fair, Reading is Ability, including seminars, panel discussions, book review sessions, meet-the author programmes, workshops on creative writing among others were organised during the Fair.



Over 2000 publishers from Iran and 800 foreign publishers from 30 countries including Germany, India, Italy, Japan, South Korea, Russia, Syria, Afghanistan, Switzerland, Oman, etc. participated in the Fair.

NBT's participation included a collective exhibit of over 100 books, in Persian, Hindi, Urdu and English languages, brought out by publishers across the country. Indian classical fiction like Mahabharata and Ramayana, children's books as well as biographies on Mahatma Gandhi, Buddha, Mahavira, Indian Cinema and textbooks for higher education attracted a large number of visitors to the NBT stall. A number Iranian publishers also discussed about bringing out translations of Indian works into Persian and vice versa. The NBT stall also saw the presence of several dignitaries including Deputy Speaker of Parliament of Iran; Shri Dashdikpal Nandeshwar, IFS, Third Secretary and Shri O D Tyagi, Head of Chancery, Indian Embassy, Tehran; and Shri Yogesh Kumar, Indian Cultural Centre.

Shri Kamaal Ahmad, Hindi Editor and Shri Sunil Sogra, Exhibition officer represented NBT at the Fair.

Dharamshala Book Fair

“Books help in disseminating knowledge from one generation to another,” said Prof. Kuldeep Chand Agnihotri, Vice Chancellor, Himachal Pradesh Central University, while inaugurating the Dharamshala Book Fair held at Police Ground, Dharamshala from 27 April to 5 May 2019.

However, Prof. Kuldeep Chand Agnihotri added that, these days the habit of reading books is diminishing and there is a need to revive the culture of reading. He hoped that the book fair would bring people closer to the books.

In his address, Prof. Baldeo Bhai Sharma, former Chairman, NBT said that the main objective of the book fair is to provide quality books to readers at low price. Speaking of the digitalization of the books, he said that ebooks can complement printed books but cannot take their place.

Dr Gautam Sharma and Dr Pratyush Guleri, noted authors; and Ms Suniti Sharma, Director (Rajbhasha), Ministry of HUMAN Resource Development also spoke on the occasion.

During the Fair, several literary, cultural and children's programme were organized.

On 28th April, a special workshop on environment was organised in which children were asked to collect leaves of native trees, plants and herbs around the fairground. Interestingly, children were able to collect around 100 species of plants. Later, they were asked to recognize



the plants and give their local and scientific names. The session was conducted by Dr Dheeraj Singh Rawat.

On 29th April, a workshop for children was organized in which they were given a task to identify the local artists involved in making traditional crafts living in and around Civil Lines and Depot Bazaar.

On 30th April, a creative writing and illustration workshop was organized. The children from various schools participated in the workshop enthusiastically. Using their creativity, they not only captured in their canvas, the beautiful places of their city like the statue of Buddha at McLeodganj market, but also wrote interesting account of their city. These illustrations were later displayed at a special corner in the Fair. The session was conducted by Shri Rajesh Khar, editor, Pratham Books and Ms

Rama Sharma, illustrator.

Besides, in an interactive session, children were reminded about the various traditional games that have been forgotten and no longer played by the children. A large number of children from various schools, NGOs, and institutes across the region participated in these programmes.

The children's programmes were coordinated by Dr Aditi Guleri, Ms Meenakshi Sharma, and Shri Pankaj Chaturvedi, Hindi Editor, NBT.



Books on Environment

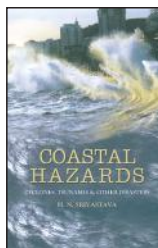
World Environment Day is celebrated every year on 5 June to raise global awareness to take positive environmental action to protect nature and the planet Earth. Established by the United Nations General Assembly in 1972, it is run by the United Nations Environment Programme (UNEP). NBT India has published a number of books on environment and pollution to spread awareness among people belonging to different age-groups. Some of those books are listed below.

Coastal Hazards

H N Srivastava

Written in a simple language, the book not only describes the coastal environment but also the many hazards, as well as the technological advances in forecasting and the early warning systems being used.

978-81-237-5452-9; Rs 70

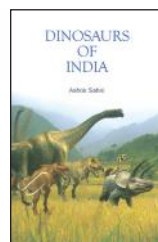


Dinosaurs in India

Ashok Sahni

The book aims to acquaint the reader about the rich natural heritage of Indian dinosaurs about which many of us may be unaware. The recorded story of the discovery of Indian dinosaurs goes back to nearly 190 years ago. Since then, several types of dinosaurs have been scientifically described from several states of India, and many more discoveries are still expected. This revised and updated edition adds a few more interesting details to the story of Indian dinosaurs.

978-81-237-3109-4; Rs 140.00

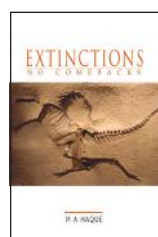


Extinctions: No Comebacks

M A Haque

Earth has witnessed five major mass extinctions. During these extinctions large numbers of species died out simultaneously or within short periods of time. Those extinctions led to the major changes in the biodiversity of Earth. The book explores the history of life on Earth and various factors that resulted in mass extinctions. The book looks into the impact of extinctions on Earth's biodiversity and gives some idea about measures that need to be taken to save Earth from further degeneration.

ISBN 978-81-237-7951-5; Rs 140



Our Environment

Laeq Futehally

Written in an easy and lucid style, the book looks at the varied natural environment of our country in all their contours of utility and aesthetic appeal. The author emphasises, without being averse to the needs of man's dependence on Nature, that most of the damage inflicted on the environment is unwittingly done.

978-81-237-0036-6; Rs 90



Ecology and Sustainable Development

P S Ramakrishnan

Discusses community participation in natural resource management, which is linked to sustainable management of natural and humanmanaged ecosystems, with concern for sustainable livelihood of rural societies in the short-term, and sustainable development of the region as part of a long-term plan.

978-81-237-5257-0; Rs 145

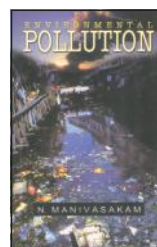


Environmental Pollution

N Manivasakam

This book, while discussing the general nature of pollution, also examines in detail some of the major areas of pollution like air, water and soil, including thermal radiation and noise pollution and their deleterious impact on man and environment alike.

978-81-237-1034-1; Rs 100



Plastics: A Threat to Mankind

Chintan

This book explains the impact of plastics on the environment, human health and economy, and describes what all is being

done to reduce our dependence on the plastics, which will eventually be beneficial to the mankind in the long run.

978-81-237-4629-6; Rs 45

Primer on Characterising Biodiversity

P S Ramakrishnan

Biodiversity is all about understanding Nature and being a part of it. This volume looks at its transdisciplinary dimensions which real-life examples from the rural and tribal traditional ecological knowledge on conserving biodiversity and revering Nature through traditional practices, which the modern world is ignoring or trying to modify.

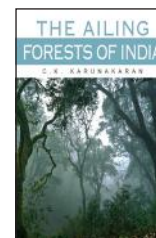
978-81-237-5975-3; Rs 60

The Ailing Forests of India

C K Karunakaran

In pre-historic days, the forests extended over the entire country. The original inhabitants mostly lived as denizens of the forest. Later on, greed and a growing population led to progressive shrinkage of our forest cover and to inevitable consequences in the form of erosion, floods and drought. This book analyses the human interference leading to the highly degraded status of the same today and suggests measures for its eco-restoration.

978-81-237-6568-6; Rs 145

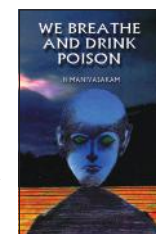


We Breathe and Drink Poison

N Manivasakam

Beginning with the general nature of pollution, the book discusses the major areas of pollution like air, water and soil and how thermal radiation and noise pollution are casting an impact on man and his environment, posing a danger to all living beings.

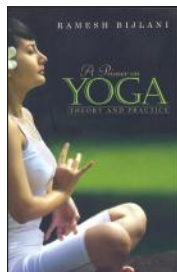
978-81-237-1488-2; Rs 90



International Yoga Day

The International Yoga Day will be observed on 21st June. In his address to the United Nations General Assembly, Prime Minister Shri Narendra Modi urged the international community to celebrate 21st June as Yoga Day. Following his initiative, UN General Assembly on 11th December 2014 unanimously passed a resolution to celebrate 21st June as International Yoga Day.

NBT publications on Yoga and exercise:

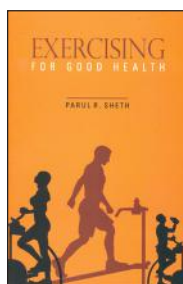


A Primer on Yoga: Theory and Practice

Ramesh Bijlani

978-81-237-4228-1; Rs 130

This book on yoga clarifies what yoga is, explains the distinguishing features of different schools of yoga, and gives a complete guidance on the physical practices of yoga as is possible through a written text and a DVD.



Exercising for Good Health

Parul R Sheth

978-81-237-6364-4; Rs 85

In the present modern world, convenience gadgets have made us cut down on our physical activities. Physical exercise together with a controlled nutritious diet as part of our daily routine can take us a long way in living a healthy life. This book aims to explain the various types of physical and mental exercises and how these exercises can help to control certain diseases and get other benefits.

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