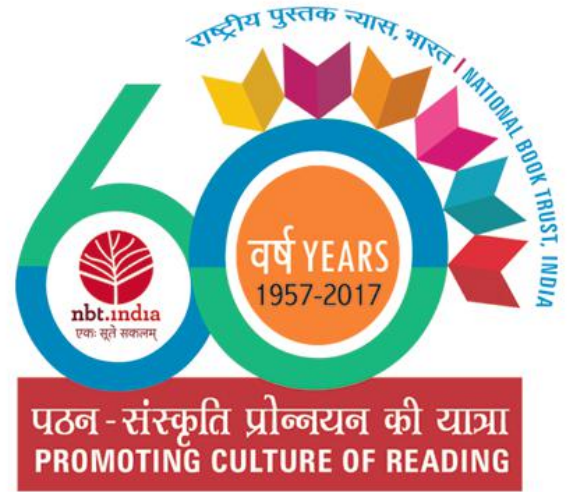


60 Years of NBT



Contents

60 Years of NBT	1-6
Publishing	1-2
Publicity & Social Media	3
Research & Surveys	3
India-China Translation Programme	3
Grants & Subsidy	4
Promotion of Books & Reading	4
New Delhi World Book Fair	4
Participation at International Book Fairs	5
Literary Festivals	5
Training Courses	5
National Centre for Children's Literature	6
Foundation Day Celebrations	6
Books on Freedom Movement & Independence	7

On 1 August 2017, National Book Trust, India will be celebrating the 60 years of its Foundation. On this day in August 1957, National Book Trust, India was established by the Government of India to promote books and reading as well as to publish quality books for the general readers.

Publishing

NBT publishes a wide range of books across different genres including children's books, fiction, social science, medical science and cutting edge technology, biographies, autobiographies, books on pedagogy and books for neo-literates under well-defined series in English, Hindi and all major Indian languages like Asamiya,





Bangla, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Rajasthani, Sindhi, Telugu, Tamil and Urdu.

In its endeavour to encourage reading habit in remote areas of the country, NBT publishes books in minor languages and regional dialects as well. Over the years, the Trust has brought out a number of books in Bhili, Bhatia, Halbi, Himachali and some in north-eastern languages like Ao Naga, Bhutia, Boro, Garo, Khasi, Kokborok, Lepcha, Limboo, Mising, Mizo and Newari. Recently, the Trust has brought out eight books in dialects used in the Bastar region of Chhattisgarh in Devanagari script. Besides, the Trust has brought out books on Mahatma Gandhi and on children's themes in Maithili, Magahi and Bhojpuri— all spoken in Bihar — in Devnagri script. In the process of developing books in minor languages, the Trust also organizes workshops in which writers and translators participate to bring out these books.

NBT gives special focus on children's literature and publishes a large number of books for children under its Nehru Bal Pustakalaya series in English, Hindi and all Indian languages. These books are published to cater to the needs of children and develop reading habit amongst them. Besides, NBT publishes select titles from its various series in Braille for the visually impaired readers.

Over the years, NBT has widened its reach among the general readers across the country by providing innovative content to its publishing profile. Some of the recently launched series of the books include, Veergatha series, Women Pioneers, Navlekhanmala and Mahila Lekhan Protsahan Yojana.

Veergatha Series is new series of illustrated books for children.



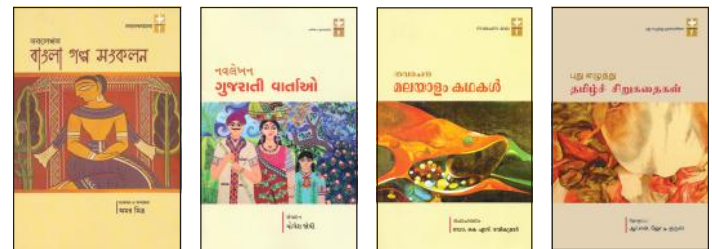
The series seeks to introduce the great acts of bravery of the Param Veer Chakra awardees to instill a sense of inspiration and patriotism in children at an early age. The books published under the series include *Major Somnath Sharma* (1947 war), *Major Shaitan Singh* (1962 war), *CQMH Abdul Hamid* (1965 war), *Second Lieutenant Arun Khetarpal* (1971 war) and *Lieutenant Manoj Kumar Pandey* (1999 Kargil war).

Women Pioneers aims to bring to light as well as project the work and contribution of eminent Indian women in different walks of life like art, culture, literature, science, socio-religious reforms, freedom movement, etc. Some of the books published under the series include *Kanaklata Barua*, *Rani Chennamma*, *Rani Rudrama Devi* and *Sister Nivedita*.



NBT has also come up with a new scheme, *Mahila Lekhan Protsahan Yojana* to encourage young women writers. As per the scheme, NBT has invited proposals from young women writers below 40 years from across the country in English, Hindi and any of the 22 Indian languages recognized by the Constitution. The submitted manuscript should be an original writing and unpublished and may include novel, travelogue, memoirs, diary, short stories, plays and satire; the manuscripts selected by the jury will be published by NBT.

Under the *Navlekhanmala* series of books, the original and unpublished writings of young authors below forty across different languages of India are published. So far volumes in Asamiya, Bangla, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Tamil and Telugu have since been brought out.



As part of its special efforts to promote Sanskrit language, the Trust also publishes books in Sanskrit. The first book is *Gandhi Tatva Shatkam* authored by Dr M V Nadkarni. The book describes the life of Mahatma Gandhi in 108 *shlokas*. Besides, the Trust organizes special seminars on Sanskrit languages and literature to explore the possibilities of bringing out more books in the language.

As part of its new initiatives, NBT has recently published a bilingual book. The book *Thirukkural* by Thiruvalluvar originally written in Tamil, containing 1330 couplets of *Thirukkural* as well as the transliteration and translation of the couplets in Hindi.

National Book Trust, India has ventured into e-book publishing, with its best-selling titles available in the e-format,

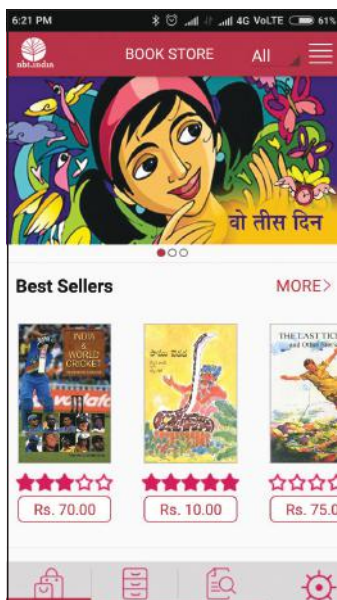
mainly intended to cater to the demands of Indian Diaspora and tech-savvy youth. The e-books are available in English, Hindi as well as in other Indian languages.

Publicity & Social Media

To enlighten readers about the literary and publishing events being organized by NBT across the country and connect them with the rich tradition of writings, NBT brings out monthly *Newsletter* in English as well as a quarterly magazine in Hindi titled *Pustak Sanskriti*. Besides the activities of NBT, the magazine carries the unpublished, original writings (short story, essays, poems, travelogues, etc.) of authors, book reviews, among others.

Readers can also get catalogues of NBT publications in English, Hindi and Indian languages in print format from its stalls and in e-format from its website.

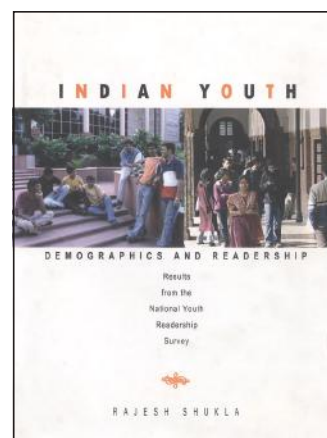
The readers can also connect with NBT through social networking websites like *Facebook* and *Twitter*. Facebook page carries information about forthcoming programmes, new publications and events conducted. Taking into account the spread of smartphones and internet connectivity, NBT has developed an app which is available for download in Google Play Store for Android phones. The app works as an information provider of NBT's publications as well as a sales platform where one can place orders for books.



Research & Surveys

As part of its endeavours to assess the readership patterns as well as the reading needs of the youth, NBT organised a survey amongst the rural and urban youth across the country. The survey was carried out in association with National Council for Applied Economic Research (NCAER) under the National Action Plan

for Readership Development Among the Youth (NAPRDY). The first such survey has been brought out as *National Youth Readership Survey*. The follow-up study in the form of a second Report on the *Youth of North-East India: Demographics and Readership* which presented an analytical and detailed account of the reading habits of the literate youth in the north-eastern states and their exposure to different forms of media has also been published by the Trust.



India-China Translation Programme



In a significant initiative in cultural diplomacy, the Government of India and the Government of People's Republic of China have put forward an ambitious translation programme that includes translation of select 25 classical and contemporary literary works from Chinese into Hindi and Indian literary works into Chinese. The project of taking forward the programme was given to National Book Trust, India. To implement this project the External Publicity and Public Diplomacy Division of Ministry of External Affairs, Government of India and the National Book Trust, India signed an MoU, to translate the 25 Chinese works into Hindi. About 15 Chinese works have since been assigned for translation into Hindi.

Grants & Subsidy

To promote Indian writings abroad, NBT has initiated *Financial Assistance Programme for Translation* under which financial assistance is provided to the publishers from abroad for translation of original Indian writings published by Indian publishers in English, Hindi and other Indian languages into foreign languages.

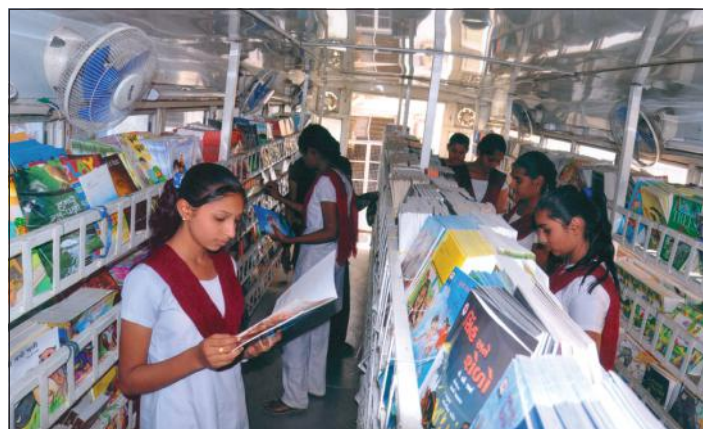
To promote the publication of reasonably priced books for higher education, NBT gives financial assistance to authors and publishers of textbooks and reference material. So far, NBT has subsidized the publication of more than a thousand titles.

The Trust also runs a Grant-in-Aid Scheme under which it gives financial assistance to select voluntary and literary bodies for organizing book fairs and book promotional activities.

Promotion of Books and Reading



Promotion of books is another major objective of NBT. In furthering this objective, NBT continues to organize a number of book exhibitions, book fairs, book festivals and literary programmes throughout the country. NBT has organized nearly 300 Regional Book Fairs, over 40 National Book Fairs and 26 New Delhi World Book Fairs. Besides, NBT operates an innovative scheme of exhibition of books through mobile exhibition vans. Crisscrossing the different states of the country, these vans help make books accessible to people living in rural and remote areas of the states.



The Trust has a scheme of NBT Book Club. The members of this Club can avail a special discount on purchase of NBT books and also a discount on postal charges on the receipt of books through VPP. Now book lovers can also buy books online through NBT website.



New Delhi World Book Fair

The annual New Delhi World Book Fair is one of the most prominent events of global importance which is organized by NBT. The first New Delhi World Book Fair was held at Windsor Place, New Delhi in the year 1972 in which 200 publishers participated. Over the years, it has become the largest and prestigious book publishing event in the Afro-Asian region.



Thousands of prominent publishers, booksellers and distributors from across the globe participate in the Fair. Authors Corners, CEOspeak and Rights Table have become regular features of this Fair. Supplemented with literary and publishing programmes, NDWBF provides an opportunity to authors, book lovers and publishers to interact with each other, promote titles, make co-publication arrangements and enhance trade contacts. The next edition of NDWBF will be held at Pragati Maidan, New Delhi from 6 to 14 January 2018.



The regional offices of NBT in Bengaluru, Kolkata, Mumbai and New Delhi play a crucial role in the promotion and sale of books in different parts of the country. NBT has also set up Book Promotion Centres in different states/UTs including Agartala, Chennai, Cuttack, Guwahati, Hyderabad, Kochi and



Patna. These centres have designated areas for organizing literary events, programmes for children and book release functions. These centres also organize mobile van exhibitions across their respective states.

Participation at International Book Fairs



As a nodal agency to promote Indian books abroad, NBT participates in various international book fairs and put up exhibitions to display select titles brought out by various Indian publishers. Since 1970, NBT has participated in several international book fairs including Abu Dhabi, Beijing, Bologna, Colombo, Frankfurt, Indonesia, Seoul, Sharjah, Tehran among others. India's Guest of Honour Presentations at Frankfurt (2006), Moscow (2009), Beijing (2010), Seoul (2013) and Asian Festival of Children's Content (2014) were organised by NBT.

Literary Festivals

Literary festivals are forums where authors candidly interact with the booklovers and share their views on current issues. In an attempt to make the author-reader relationship lively and interactive, NBT organized the Brahmaputra Literary Festival in association with the Government of Assam at Srimanta Sankaradeva Kalakshetra Guwahati, Assam from 28 to 30 January 2017. It brought together authors of different languages from different regions of India and abroad. Shri Prakash Javadekar, Hon'ble Union Minister for



Human Resource Development inaugurated the Festival. The three-day gala event saw a number of discussions, conversations and reading sessions being organized on various important issues of contemporary times like media, democracy, children's writings, literature from Northeast, Bangla literature, Hindi literature, oral literature and writings on wildlife among others. Well-known authors from India and abroad like Rajiva Wijesinha, Sanjoy Hazarika, Narendra Kohli, Subhash Kashyap, Kula Saikia, Yuvan Chandrasekhar, Subramani, Baldeo Bhai Sharma, Prem Janmejaya, Francois Gautier, Rita Chowdhury, Giampaolo Simi, Jahnvi Barua, Jeyanthi Manokaran, Kaizad Gustad, Linda Christanty, Marika Johansson, Neal Hall, participated in these programmes. Celebrity authors from Bollywood including Asha



Parekh, Shatrughan Sinha, Rakeysh Omprakash Mehra and Shafi Ahmad also participated in the festival.

National Centre for Children's Literature

NBT has a dedicated wing for the creation, promotion and dissemination of children's literature, National Centre for Children's Literature (NCCL). Established in the year 1993, NCCL is the nodal agency in the country to promote, monitor, coordinate, plan and aid children's literature in various languages. NCCL organises workshops, discussions, seminars and exhibitions for children and professionals to explore new avenues in children's literature and creative skills in children



and participates in international book fairs to promote Indian children's literature abroad. Besides NCCL runs the Readers' Club Movement to promote the habit of reading at school level. The Movement, arguably, is considered to be one of the largest reading movements in the world. Till date over 35,000 Readers' Clubs have been established in the country. A bilingual magazine *Readers' Club Bulletin* is also published to foster the Movement. NCCL has a Library-cum-Documentation Centre with a collection of over 15,000 books on children's literature covering wide range of subjects in 44 languages of the world (18 Indian and 26 foreign languages).

Training Courses



To create a pool of trained professionals for the publishing industry, NBT conducts a month-long Training Course in Book Publishing in Delhi. Besides, NBT organizes short-term training courses in publishing in other parts of the country. In addition,



NBT has collaborated with select universities to offer one year postgraduate diploma in publishing. With this course, NBT has been able to create more skilled human resource for publishing industry.

Foundation Day Celebrations

To mark its Foundation Day on 1 August, NBT organises a number of literary programmes every year, significant among them is the Annual Lecture series, initiated in the year 2012. NBT Foundation Day Lecture series aims to focus on the importance of Books and Reading in Today's India and bring in critical thinking by inviting an eminent personality from among women and men of letters, scholars, intellectuals and others who have made significant contributions to the world of publishing. The lectures have so far been delivered by Dr Shashi Tharoor, Prof. Andre Beteille, Ms. Shashi Deshpande, Prof. Kapil Kapoor and Dr. N K Singh.



On its 60th Foundation Day, the Trust has lined up various literary activities to mark the occasion. A two-day National Seminar on 'Bhartiya Sahitya Mein Rashtriyata Ka Bodh' from 1 to 2 August 2017 will be organised at IIC, New Delhi. Shri Prakash Javadekar, Hon'ble Union Minister for HRD will inaugurate the seminar. Dr Krishna Gopalji, renowned author and thinker will be the chief guest and Dr Kuldip Chand Agnihotri, Vice Chancellor, Central University of Himachal Pradesh will be the special guest on the occasion. Smt Mridula Sinha, Hon'ble Governor of Goa would preside over the function.

Eminent writers, scholars and litterateurs including Dr Sonal Mansingh, Shri Krishna Kumar Asthana, Dr Kamal Kishore Goenka, Shri Prakash Manu, Dr Avnijesh Awasthi, Prof. Nandkumar Pande, Ms Malti Joshi, Dr Devendra Deepak, Dr Malini Awasthi among others will participate in the seminar.

The concluding session of the seminar will be organized on 2 August 2017. Prof. Mahendra Nath Pandey, Hon'ble Minister of State for Human Resource Development will be the chief guest; Shri Ranga Hariji; well-known author and scholar and Dr Narendra Kohli, well-known author will be special guests on the occasion.

Besides, the sixth NBT Foundation Day lecture on 'Books and Reading in Today's India' will also be organised. Prof. Makarand R Paranjape, will deliver the lecture.

A number of book exhibitions and other book promotion activities will also be organised across the country.

Books on Freedom Movement & Independence

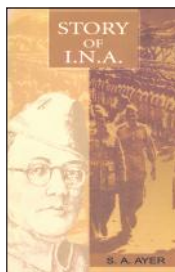
The nation celebrates Independence Day on 15 August 2017. National Book Trust, India has been publishing several books on freedom struggle marking important moments in the history of India's freedom struggle.

Story of I.N.A.

S A Ayer

This book, by a loyal colleague of Netaji Subhas Chandra Bose, presents a concise account of Netaji's role in India's struggle for freedom with the constitution of the Indian National Army. Besides highlighting Netaji's serious nature, his high regard for Swami Vivekananda and his inclination towards social service, the book describes the events that led to his being caught in the vortex of politics and subsequent exile and disappearance.

978-81-237-2122-4; Rs 60.00

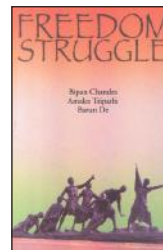


Freedom Struggle

Bipan Chandra and others

A lucidly written account of India's freedom struggle, its history, development and the diverse forces which contributed to it.

81-237-0249-X; Rs 105.00



History of Khadi

Geetanjali Parikh

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.

978-81-237-6042-1; Rs 80.00

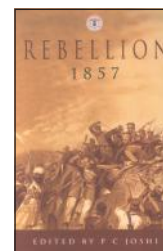
Rebellion 1857

P C Joshi (Ed.)

Foreword by Irfan Habib

Popularly known as the first Indian war of Independence, the Rebellion of 1857 was a significant moment in the political history of modern India. Despite the broad consensus of opinion about the national character of the movement, yet this uprising still remains mired in controversies. Through extensive references to first hand accounts and other historical documents, the essays in this volume while bringing together varied scholarship, analyse the nature, causes, its impact on the national literature of India as well as the interest it generated abroad.

978-81-237-4935-8; Rs 100.00



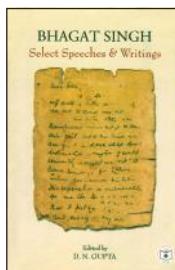
Bhagat Singh: Select Speeches & Writings

D N Gupta (Ed.)

Foreword by Bipan Chandra

A voracious reader right from his boyhood, Bhagat Singh 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.

978-81-237-4940-2; Rs 90.00



Freedom Movement and Indian Muslims

Santimoy Ray

The book challenges the many prejudices that generate bias and hatred against the Indian Muslims, particularly their contentious role in Indian freedom movement and the rise of the Indian Muslim League.

978-81-237-6139-8; Rs 85.00

The Partition of India

Anita Inder Singh

The Partition of India was one of the most cataclysmic events in world history. This book places it in an international perspective to show how reasons of state, and religious, ethnic or cultural division have been inextricably intertwined in creating the situations that have led to partition in different parts of the world.

81-237-4696-2; Rs 50.00

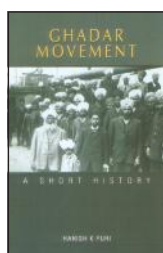


Ghadar Movement: A Short History

Harish K Puri

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.

978-81-237-6282-1; Rs 90.00



Komagata Maru: Not Just a Voyage

Malwinderjit Singh Waraich & Gurdev Singh Sidhu

The present book gives details of the journey of Komagata Maru, a Japanese steamship from Hong Kong to Canada with 376 passengers on board in the backdrop of Ghadar movement.

978-81-237-6997-0; Rs 150.00





"I believe that reading and knowledge should not be limited only to work related aspects. It should help develop habits of social responsibility, service to the nation and service to humanity. It should cure the evils in society and nation. It should spread the idea of peace along with respect for unity and integrity of the nation."

Shri Narendra Modi
Hon'ble Prime Minister of India



On its 60th
FOUNDATION DAY (1st August 2017)
National Book Trust, India
The National Body for
Book Promotion and Publishing
Reaffirms its Commitment
to Create a Culture of Reading

OUR NEW INITIATIVES UNDER THE SPECIAL 60 YEARS PROGRAMMES

- NATIONAL PANCHAYAT BOOK FAIR
- JAMBOREE: FESTIVAL OF READING FOR KIDS AND YOUNG ADULTS
- NATIONAL SANSKRIT BOOK FAIR
- PROMOTION OF INDIAN DIASPORA WRITINGS
- COLLABORATION WITH NATIONAL INSTITUTE OF DESIGN
- PUBLISHING COURSES FOR GIRL STUDENTS
- DIGITAL PUBLISHING WORKSHOPS
- RESEARCH ON READING HABIT & BOOK FAIRS
- BOOKS FOR CHILDREN WITH SPECIAL NEEDS (BRAILLE, TACTILE AND AUDIO BOOKS ETC.)
- COLLABORATION WITH INDIAN PUBLIC LIBRARY MOVEMENT FOR BOOK PROMOTION THROUGH LIBRARIES



RNI-39456/82
Postal Regd. No.
DL-SW-1-4076/2015-17
Licenced to post
without prepayment.
L.No. U(SW)21/2015-17
Mailing date:
5/6 Same Month
Date of Publication:
01/08/2017

#HarHaathEkKitaab



**NBT, INDIA and Snapdeal
launch
DONATE BOOKS
FOR UNDERPRIVILEGED KIDS
Programme**

Donate 20 books for ₹ 500

go to <https://goo.gl/ZUfqXI>

NBT Books are available at its shops in its Headquarters in Delhi; Regional Offices in Bangalore, Kolkata and Mumbai; and Book Promotion Centres in Agartala, Chennai, Cuttack, Guwahati, Hyderabad, Kochi and Patna

NBT Newsletter is the house magazine of the National Book Trust, India — an autonomous organisation of the Ministry of Human Resource Development, Department of Higher Education, Government of India.

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

Editor: Binny Kurian

Editorial Associate: Surekha Sachdeva

Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA

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

E-mail: office.nbt@nic.in

Website: www.nbtindia.gov.in

Readers are requested to write to the editor expressing their views about the NEWSLETTER.

Printed and published by Satish Kumar on behalf of National Book Trust, India and printed at Rakmo Press Pvt. Ltd., C-59 Phase-I, Okhla Industrial Area, New Delhi-110020, and published at National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070.
Editor: Binny Kurian.

Typeset and designed at Capital Creations, Subhram Complex, Munirka, New Delhi-110 067.

On India Government Service

If undelivered please return to:

National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, New Delhi - 110 070