

NBT newsletter

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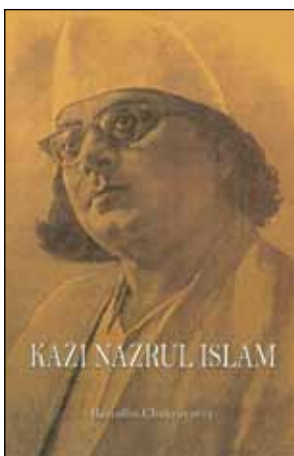


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PICK OF THE MONTH



Kazi Nazrul Islam
Basudha Chakravarty
ISBN 978-81-237-6314-9; Rs 60

ABU DHABI INTERNATIONAL BOOK FAIR



The 22nd Abu Dhabi International Book Fair (ADIBF) took place from 28 March - 2 April 2012. The Fair brought together 904 exhibitors from 54 countries, and showcased nearly 50,000 titles in 33 languages. Nearly 600 exhibitors from the Middle East and North Africa region participated at the Fair. The UK was the country focus of the Fair this year.

The Indian participation included publishers, printers and digital service providers. The Indian Embassy, UAE and CAPEXIL organised a discussion to facilitate interaction of Indian participants with potential foreign participants. According to the Indian participants, the interaction was fruitful and helpful for great business opportunities, especially within the children books segment.

The participation at the Fair was up by 10% as compared to the last year. An exclusive eZone area featured

digital publishers and service providers, which included companies from India as well.

Besides cultural programmes, there were Creativity Corner and Show Kitchen as well as new initiatives like the Signature Corner and an Arab Rights Showcase. The Illustrators' Corner, which was introduced at the Fair last year, saw a stronger participation, especially from Emirati artists this year. The Fair also brought together some of the best Arab and international authors in lively



discussions and book signing sessions. The Professional Programmes included panel discussions, talks, round tables and presentations, offering insights into international publishing and best practices. The annual Sheikh Zayed Book Awards were handed to the winners at a function along the sidelines of the Fair on 29 March 2012.

Shri M.A. Sikandar, Director, National



Book Trust, India, said that the Fair was extremely well organised and a very good example of public-private partnership. Shri Sikandar met the stakeholders of ADIBF and discussed a range of issues towards cooperation and collaboration in India. The Abu Dhabi International Book Fair is a joint venture between the Abu Dhabi Authority for Culture and Heritage and the Frankfurt Book Fair.

BOLOGNA CHILDREN'S BOOK FAIR

Bologna Children's Book Fair, the world's largest event of books for children and young adults took place at Bologna (Italy) from 19-22 March 2012. More than 1,200 exhibitors from 66 countries, undoubtedly the world's top names in traditional and multi-media children's publishing, took part in this mega show.

With Portugal as the Guest of Honour at the Illustrators' Exhibition, this was the children's book industry's largest annual event, making Bologna the international capital of children's publishing. Industry professionals—publishers, authors, illustrators, translators, agents, business developers, licensors/licensees, packagers, printers, distributors etc from throughout the world participated at the Fair. There were 14 participants from India.

This year, in addition to the annual Illustrators' Exhibition, Bologna Ragazzi Award, Literary Agents' Centre, Translators' Centre, Authors' and Illustrators' Cafe; the Fair presented the second edition of TOC Bologna, *Tools of Change for Publishing*, focussing on the extremely interesting sector, the digital and mobile technology of the publishing industry.



Guest of Honour Portugal's Illustrators' Exhibition gave an interesting choice for children's book publishers called *Como as Cerejas* (Like Cherries). It presented a selection of works by well established illustrators of children's books as well as young brigade presenting the finest of contemporary Portuguese illustrations.

The Fair dedicated its main event to



Charles Dickens on the 200th birth anniversary of the great author. Dedicated entirely to children, the Book Fair's homage to Dickens transformed the rooms of Casa Saraceni a place to flip through a comic book, read a wall, listen to a voice, glimpse a ghost, as well as a chance to know and relate to a child of the Victorian times in England.

National Book Trust, India participated at the Fair with a select exhibit of about 100 books brought out by 15 prominent children's books publishers of the country. Among the many visitors at the NBT's stall included Ms. Roberta Chinni, Exhibition Manager, Bologna Children's Book Fair, Lili Hayeri Yazdi, Director, Kia Literary Agency, Gregory Gauden, Director, The Book Institute (Poland), Agnes Vogt, Dutch Foundation for Literature, Elizabeth Page, Executive Director, IBBY, Dr. Chrisane Raabe, Director, International Yourh Library, Munich, Elizabeth D'Angelo Serra, Secretary General, FNLIJ, Linda Tan Lingard, Director and Yusof Gjah Lingard Literary Agency.

Shri D. Sarkar, Dy. Director (Arts) and Shri Manas Ranjan Mahapatra, Editor (NCCL), represented Trust at the Fair.



REMEMBERING A STATESMAN: R. VENKATARAMAN

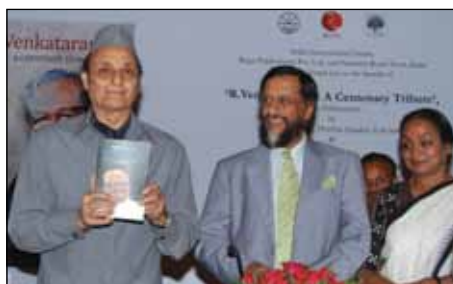
“In this collection of his writings, R.Venkataraman pays homage to a modern India, its democracy, politics, development, economics and society,” said Dr. Karan Singh, President, ICCR and Chairman, Rajya Sabha Ethics Committee. He was releasing the book *Reflections of a Statesman: Selected Post-Presidential Speeches of R. Venkataraman*, published



by NBT, India. Describing him as a remarkable individual Dr. Karan Singh said that “I admire his intellect. It was always a pleasure to speak to him.”

Releasing the other book *R. Venkataraman: A Centenary Tribute* published by Rupa Publications, Ms. Meira Kumar, Speaker, Lok Sabha said, “Whenever I meet speakers from developing and developed countries, all of them without exception are impressed that despite having a large population and complexities, India’s democracy has

strengthened. A great contribution to strengthen our country’s democracy goes to R. Venkataraman.” Ms Meira Kumar commended both NBT, India and Rupa for



two timely publications.

Speaking on the occasion Shri Gopal Krishna Gandhi, former Governor of West Bengal, said that RV took part in the unfolding of Indian Constitution from a parchment to a living document. He covered four action packed decades from being a member of the provincial parliament 1950-52 and then as President of India from 1987 to

1992.

In his address Shri Soli Sorabjee, former Attorney General, said that “RV was very thorough in every field of his work. I pay him a well deserved tribute.”

Others who spoke on the occasion included Dr. R.K. Pachauri, Director-General, TERI, and Ms. Lakshmi Venkataraman, daughter of RV.

The release function of the two books was organised at India International Centre, New Delhi, as part of the Centenary Celebrations of R. Venkataraman.

SEMINAR AND HASYA KAVI SAMMELAN

A book fair was organised by Disha foundation in association with the NBT, India at Dilli Haat, Pitampura in New Delhi from 16 to 19 March 2012. A seminar on “Electronic Media and Books” was held on 18 March 2012 which was followed by a Hasya Kavi Sammelan.

Shri M.A. Sikandar, Director, NBT, India was the chief guest at the seminar besides Dr Sanjay Dube, Vigyan Prasar, and Dr Vimlesh Kant Verma, senior linguist. The speakers at the programme included Ravikant, Star News; Alok Srivastava, Aaj Tak; Akanksha Pare Kashiv, Outlook; and Atul Singhal, News Express. The Hasya Kavi Sammelan was inaugurated by Shri Surendra Sharma, popular Hindi poet and humorist and was attended by Vinay Vishvas, Ved Prakash Ved, Bagi Chacha, Anju Jain, Deepak Saini, Vinay Vinamr, Alok Srivastava, among others.

It may be mentioned that Disha foundation has been organising this book fair in collaboration with the National Book Trust, India at Dilli Haat, Pitampura, New Delhi since the last five years.



SEMINAR ON DIASPORIC WRITINGS

A two-day international seminar on “Hindi Diasporic Writings: Achievements and Expectations” was organised at Mumbai by the Hindi Department of SIES College, Mumbai in association with Maharashtra Rajya Hindi Sahitya Academy and Katha UK on 27 and 28 January 2012.

The seminar was inaugurated by Dr Damodar Khadse, Chairman, Maharashtra Rajya Hindi Sahitya Academy. Shri Asgar Wajahat, eminent litterateur was the chief guest at the function.

The programme was attended by many distinguished writers including Ramji Tiwari, Shyam Manohar Pandey, Umesh Agnihotri, Anjana Sandhir, among others. From the Trust, Dr Lalit Kishore Mandora, Hindi editor attended the programme.

The programme ended with a cultural programme where visually handicapped children performed a Kawwali.



TRANSLATION AND LITERATURE

“The idea of Indian literature is inescapably linked to the idea of translation as the former cannot come into being in the absence of translations,” said Prof. K. Satchidanandan, eminent poet, critic and former Secretary, Sahitya Akademi. He was delivering the keynote address at the 2-day National Seminar on ‘Indian Translation or the Tower of Babel: Cross Translations among Indian Languages’. The Seminar, organised in association with Dept. of Modern Indian Languages & Literary Studies, Delhi University, was held from 1-2 February 2012 during the World Book Fair.



In his address, Satchidanandan identified seven major challenges facing inter-language translations in India and said that there was a “need to understand translation as an attempt to retrieve people’s histories, to resituate their past and reassess their present and to grasp their modes of imagination.”

Inaugurating the Seminar, Prof. Sudish Pachauri, eminent writer and critic, said that there was a need for more translators and translations.

Shri M.A. Sikandar, Director, NBT, welcomed the gathering and said that

The recently concluded 20th New Delhi World Book Fair was a very successful book event. The *Fair News*, a daily bulletin, was brought out covering everyday events and highlights at the fair. Herein we reproduce some of the pieces from the *Fair News*.

the proceedings of the Seminar will later be brought out as a book. Prof. A. Mariappan, HOD, Dept. of MIL & LS, Delhi University proposed a vote of thanks.

In the session on ‘Theorising Translation: Polyphony of Voices’, Shri Nirmal Kanti Bhattacharjee, Director, K.K. Birla Foundation, said “So far as India is concerned, we never evolved a conscious theory of translation, although it is well known that India has a translation consciousness and we keep translating every moment of our active life.” In his discussion,

Dr. Amitabh Chakravarty said that “we should as far as possible avoid using a link language and rather go for more direct translations.” Chairing the session Dr. T.S. Satyanath, Associate Professor, Dept.



of MIL & LS, Delhi University gave a comprehensive survey of translations among south Indian languages.

In the session on ‘Translator as Interpreter’ Prof. Swapan Chakraborty, Director-General, National Library of India, Kolkata, emphasised on translation of Tagore’s songs and music; “translating song lyric meant to be set to music shaped by cultural practices is the most difficult, if not, foolhardy task”. However, Chakraborty added, “Tagore himself had invited the Scottish musician Arthur Geddes to help him translate many of the lyrics and were set to staff notation.” Prof.



Asaduddin, Dept. of English, Jamia Millia Islamia University in his discussion gave a historical account of translation of Indian regional literature into English. The session was chaired by Prof. Shirshendu Chakrabarti, Dept. of English, Delhi University.

The topic for the third session was ‘State Patronage in Translation: Hindi as the Clearing House’. Prof. Avadesh Kumar Singh, Director, School of Translation Studies and Training, IGNOU, looked at the changing nature of state and forms of patronage. He also discussed some of the



changing paradigms and practices in our understanding of the art of translation. Dr. Anamika, Associate Professor, Dept. of Punjabi, Satyawati Collge, in her discussion gave an interesting account of some significant translations from and into Hindi. Dr. P.C. Tandon, Associate Professor, Dept. of Hindi, Delhi University chaired the session.

The second day of the seminar on 'Translation among Indian Languages' witnessed some brain-storming sessions yesterday. "Over the years we have learnt a great deal about the art, practice and politics of translation," said Urvashi Butalia, the speaker of the session on 'Translating Gender'.

Sharing her experience of translating Vaidehi's short stories into English, Tejaswini Niranjana said, "Characters live in translation. A successful translator is one who can identify the character, the ambience and the silence in between."



Dr Vanita, who chaired the session, said, "Reading anything gender specific used to be a taboo in my orthodox family. But I never gave up. In the process I learnt that linguistic and cultural approaches of translation are very important in translating gender."

Speaking on 'Translating Caste', Shri Damodar Mauzo said, "Dalit literature emerged for the first time in Marathi which took many connoisseurs of literature by shock and surprise." Responding to Mauzo's observation, Prof Maya Pandit Narkar said, "The dalit texts bring alive a world that is constituted by differences in location physically and metaphorically." Chairing the session, Prof N.D. Mirajkar said, "The politics of caste and difficulty of nomenclature are the major handicaps in translating caste. That is why classed conflict is often missed in translation."

"Translation may be a third or new language to the translator who is well versed in the nuances and niceties of theoretical positions." That was the position taken by Prof Pradip Acharya, the speaker of the session on 'Is Translation a Third Language'. Taking a slightly opposite view, Smt Rakhshanda Jalil said, "There is not a clear answer to the question

whether translation is a third language or not. I would rather call it an instrument which helps you make bridge." Prof Sumanyu Satpathy chaired the session.

"The sensitivity is missing in many recent English translations of Tagore. I see a lot of Dante in those translations," said Prof Ranjit Kumar Dev Goswami, speaking on 'Culture Specific Transfer: Waterloo of a Translator'. Dr Sayantan Dasgupta observed that cultural affinity makes translation easier, "This is all the more important in a country like India where polyphony of voices are evident even within a state". Dwelling at length the need to understand the nuances of culture specific terms of the source language, Shri S. Krishnamurthy said that for a translator the most important thing is the proper understanding of the cultural significance of the proverbs of the source language.

Interaction between the speakers and audience followed after each session.



FIRSTS IN THE FAIR

Two interesting initiatives by NBT at the World Book Fair attracted the curiosity of visitors.

There were many interactive Kiosks stationed at various spots in all the halls at the Pragati Maidan. Curious visitors were happy to get any information about any publisher, Hall and Stall Numbers, food court, auditorium, exit gates, etc. on the touchscreen by pressing the right option.



The Souvenir Shops had many interesting memorabilia for visitors. With the copy *Just Read* inscribed on coffee mugs, T-shirts, badges, fridge magnets and caps; the products were a big hit among the visitors particularly students and children. So, everytime you drink coffee or sport the T-shirt or wear the cap you remember to *Just Read*.

OBITUARY



Shri Puttu Lal, Packer, died on 5 March 2012. He joined NBT as Peon in 1968 and got promoted as Packer, Store Attendant and Gestetner Operator.

He served in various sections like Administration, Sales Store and Editorial.

Shri Nepal Singh, who joined the Trust in 1980 and was working as UDC, died on 25 February 2012. He has worked in Editorial, Dispatch, Accounts and Production sections.

We convey our condolence to the bereaved families.



BOOKS FROM ABROAD

With about thirty countries including organisations like UNESCO, World Bank and WHO, the Foreign Pavilion at the 20th World Book Fair was business for publishers, importers, exporters and distributors for negotiating trade. For students and general readers it was a virtual databank on what is being published internationally, the trends, new writings and new authors.

First time participant Ms. Aida, Marketing Executive with Universe Digital Library, Malaysia, said, "India is very receptive to books on education publishing, engineering and science". They had a huge digital library containing technical resources and books on all branches of engineering, science, medicine and business, and provide customized information to students and professionals.

So was Global Exhibition Marketing (a division of Publish on Demand Global, USA) representing Beijing International Book Fair. With the objective of inviting publishers to participate at the BIBF, Harsh Bhardwaj, Director of Marketing-India, said the Chinese are keen on buying Indian contents particularly science and technology, which they repackage and sell. China, according to Bhardwaj, was the largest journal publishers in the world, edging out US and UK. BIBF, one of the major international book fairs, is the happening place for Indian publishers. And the response from India was good.

Representing about 80 publishers from France, Ms. Christine from the International Book Fair Dept. of BIEF said that they were at the Fair after about six years. BIEF is a body supported by the French Government to promote French



interesting books on display including *Under the Sky of Saudi Arabia* and the *Handicrafts of Saudi Arabia*. They had books both in Arabic and English.

Representation from SAARC countries included Sri Lanka, Nepal, Bangladesh and Pakistan. "We have on display books from over 25 publishers," said Darshana at the Sri Lanka stall. Personally on his first visit to the book fair, Darshana said that he had sold many titles at the stall, particularly coffee table books.

Publishers from Pakistan attracted the largest number of visitors at the Pavilion. Seven publishers from Pakistan: Royal Book Company, National Book Foundation, Iqbal Academy, Children Publications, Manshurat and Sheikh Mubarak Ali Publishers and Distributors participated at the Fair.

Irshad-ul-Mujeeb of Iqbal Academy, Pakistan, said that "Given the response we received during the last Fair, this year we have got some more new books on Iqbal. And I would like to appreciate the efforts of NBT in organising such a world class event."

The German Stall with representations from major German Publishers and the international agencies were a major attraction. Ms Apoorva Jain of the British Council said, "We have over 34,000 books and 5,000 DVDs in our library. We are here to enroll new members to our library."

Besides, delegations from Poland, South Korea, and Belarus participated for the first time with a select display of books. They were here to explore areas of cooperation particularly on each other's book fair participation and trade agreements.

books and French publishing industry. "The response for French books from the Indian publishers is encouraging and particularly for children's books," said Ms. Christine.

The Japan Foundation stall came up with a unique concept popular in Japan, called Manga Café, a kind of cafeteria where people can read manga (comics) or browse internet. People pay for the time they stay at the café. According to Ms. Koshi, who is with the Japan Foundation in Tokyo, the concept of Manga Café has caught on in Japan, and has been drawing large crowds. Besides a representative collection of books from over 20 publishers, the stall celebrated the 60th anniversary of diplomatic relations between India and Japan. "The new India-Japan relationship will be built by the creativity and ingenuity of the next generation," said Ms. Koshi.

The west Asia was represented by Israel, Saudi Arabia, Iran, Sharjah and Turkey. "India has been a very good experience for us. The Fair is organised well and we would like to come again," said Mr. Khosravi Najad from Iran. Representing the publications of The Association of Islamic Revolution Publishers and Ahlubyat (AS) World Assembly, Najad brought with him books on Islam, culture, poetry, children's books, history and on Iran revolution.

Mr Aziz of Indialogue Publishing House from Turkey, and for the first time at World Book Fair had some wonderfully illustrated books for children.

The Saudi Arabian stall had some



MANAGEMENT TRAINING FOR NBT OFFICIALS

As part of the Management Development Programme for the officers of the Trust, a two-day workshop on 'Leadership Skills' was organised from 9-10 March 2012 at India International Centre, New Delhi. The Workshop was held in collaboration with the School of Business, Public Policy & Social Entrepreneurship, Ambedkar University, Delhi.

Inaugurating the Workshop Dr. Shyam Menon, Vice-Chancellor, Ambedkar University, said that "Distance is very important to know a perspective. Our perspective is affected when we are in proximate situation." Therefore he added, "Training programmes such as these in a retreat,



helps us to distance ourselves and thus gain a perspective in our own work."

Speaking on the occasion Shri M.A. Sikandar, Director, NBT said that, "In India the public institutions do work well, but they also do need to reinvent

themselves. There is a need to continually upgrade the skills of officers. As part of a new initiative the NBT for the first time in its history is organising a programme of this kind. We propose to hold such programmes in future."

The workshop discussed the role of managers, managers as leaders, leadership and communication, leadership system, leadership and team building. Besides there were specific case discussions.

The two-day workshop was conducted by Prof. Kuriakose Mamkoottam, Dr. Tuhina Mukherjee, both from the faculty of Ambedkar University and Ms. N. Srimati, a freelance management consultant.



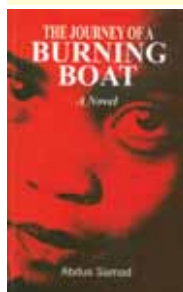
BOOKS RECEIVED

Marathon Baba; Girish Kohli; Fingerprint, 113/A, Darya Ganj, New Delhi-110002; ISBN 978-81-7234-391-0; Rs 150



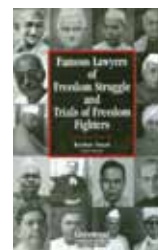
This is a first published work of a young author, who quit his career in the IT industry. A fast-read, this action-packed humorous thriller fiction on bogus-babas, comes up with a new format of storytelling, and in this effort, the author seems to have succeeded. This is different in many respects: language, narration, text and layout, the cover, and its blurbs.

The Journey of a Burning Boat; Abdus Samad; Bibliophile South Asia, C-127 Sarvodaya Enclave, New Delhi-110017; ISBN 978-81-923047-4-8; Rs 250



This novel takes the reader into the depths of Indian society—to the towns, cities and the countryside—where impoverished children without hope are lured and trapped in the flesh trade that is practised with subtle elan. The author induces a stillness in the reader to introspect about the hideous machinations behind urban elegance and to act against it.

Famous Lawyers of Freedom Struggle and Trials of Freedom Fighters; Keshav Dayal; Universal Law Publishing Co., C-FF-1A Dilkhush Industrial Estate, G.T. Karnal Road, New Delhi-110033; ISBN 978-81-7534-869-1; Rs 295.00



The book contains short biographies of 19 famous lawyers including Gandhi, Motilal Nehru, Jawaharlal Nehru, Patel, Rajaji, G.B. Pant, Ambedkar, V.O. Chidambaram Pillai, Krishna Menon, Saifuddin Kitchlew who fought for Indian freedom as well as for the freedom fighters who were tried under the British rule.



Shri Hari Dutt Bhatt, after serving the Trust for 39 years, retired on 30 March 2012. Appointed as Chowkidar in 1972, Shri Dutt got promoted as LDC, UDC and Assistant and served at various sections including

Accounts, Production, Sales and Store.

Shri Vijay Pal, who was appointed in 1981 as Chowkidar, retired as Packer on 30 March 2012. He has rendered 31 years of service in the Trust and has worked in Administration, NRO, NCCL, Sales and Accounts sections.



We at the Trust wish them a happy retired life.

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