

# ANNUAL REPORT

2010-2011



NATIONAL BOOK TRUST, INDIA

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## INTRODUCTION

Established in 1957, the National Book Trust, India, an autonomous organisation under the Ministry of Human Resource Development, Government of India is a highly professional multilingual publishing house working towards the promotion of books and developing reading habit among the masses.

Publishing forms a major activity of the Trust. It publishes a wide variety of reasonably priced quality books ranging from works of fiction to books on Medical Sciences and cutting edge technology for all segments of the society and for all age groups, including a wide variety of illustrated books for children. Over the years, the Trust's determined efforts in developing a strong and inclusive policy towards publishing is also apparent in the variety of books published for visually handicapped and the neo-literates.

The Trust publishes books in 18 major Indian languages, which includes Asamiya, Bangla, English, Gujarati, Hindi, Kannada, Kashmiri, Malayalam, Manipuri, Maithili, Marathi, Nepali, Odiya, Punjabi, Sindhi, Tamil, Telugu and Urdu. In addition to this, the Trust has also published books in Bhojpuri, Himachali, Kokborok, Khasi, Garo, Lepcha, Bhutia, Mising Limboo, Mizo, Newari, Bodo, among others.

During the period under review 2314 titles were published by the Trust. These included 148 originals, 168 translations, 1996 reprints and 2 revised edition. Besides, 240 Braille editions were published in Hindi, English, Marathi, Malayalam, Kannada, Tamil and Gujarati.

Over the years, the Trust's publications have earned a distinctive name both for their content and quality of production. This is reflected in the number of awards and distinctions, which the Trust receives from time to time. This year too, two of its

publications were awarded the best in their respective categories at an Award Ceremony for Best Publications organised by the Federation of Indian Publishers at Pragati Maidan. These included *Learning Science – III* in Hindi (Second prize in College Textbooks category) and *Catalogue: Golden Jubilee Anthologies* (Second prize in Price List, Catalogue & Brochure category).

The Trust organises book fairs/exhibitions throughout the country at regional, national and international levels. NBT has so far organised 19 World Book Fairs, 38 National Book Fairs and around 220 Regional Books Fairs.

During the period from April 2010 to March 2011, the Trust organised Amritsar Book Fair (3-11 April 2010); Solan Book Fair (8-16 May 2010); Mysore Book Fair (29 May to 6 June 2010); Indore Book Fair (18-26 September 2010); Bilaspur Book Fair (25 September-3 October 2010); National Children's Book & Activity Fair (14-20 November 2010); Khammam Book Fair (14-21 November 2010); Rajkot Book Fair (1-9 January 2011); Bathinda Book Fair (1- January 2011); 36<sup>th</sup> National Book Fair, Ranchi (15-23 January 2011); Digboi Book Festival (22-30 January 2011); 37<sup>th</sup> National Book Fair, Lucknow (5-13 February 2011); Sivasagar Book Festival (6-14 February 2011), Itanagar Book Festival (19-27 February 2011); Cuttack Book Fair (5-13 March 2011); Dimapur Book Fair (14-20 March 2011); Ambassa Book Festival (14-20 March 2011); 38<sup>th</sup> National Book Fair, Patna (21-29 March 2011) and Delhi Weekend Book Bazaar (25-27 March 2011).

The Trust also stepped-up its book promotional activities in the North-east through a number of book fairs, literary activities and special sales drive. During the year under review the Trust organised

5 book fairs and participated actively in 7 book fairs held in the region. Besides, the Trust also organised special exhibits of the Trust's publications at various colleges and universities in the region. Among the significant literary events organised during the period include quiz and sit & draw competitions, meet-the-author programmes, seminar on *Children's Literature and Reading Habit* at Aizawl and discussions on *Writings of Rabindranath Tagore, Essential Elements in the Literature of the North-East* at Itanagar.

In order to promote Indian publishing abroad, the Trust participates in various International books fairs by displaying a cross section of representative Indian publications brought out by various Indian publishers. Since 1970, the Trust has participated in about 317 International book fairs. During the period under review the Trust participated in 7 such International Book Fairs, including the prestigious 14<sup>th</sup> Nepal Education & Book Fair (6-14 August 2010); Beijing International Book Fair (30 August-3 September 2010); Sharjah International Book Fair (26 October-6 November 2010); Dhaka International Book Fair (1-16 December 2010) Cairo International Book Fair (26 January-6 February 2011); Jerusalem International Book Fair (20-25 February 2011); and Bologna Children's Book Fair (28-31 March 2011).

One of the significant international events, which the Trust organised, was the Presentation of India as the *Country of Honour* at the Beijing International Book Fair, held during 30 August to 3 September 2010 in Beijing. The presentation included a special exhibit of over 3500 titles published by more than 26 publishers, as well as panel discussions and cultural programmes. The special exhibit included books on Buddhism, books on and by Rabindranath Tagore, and books on and by Jawaharlal Nehru. In all, nearly 100 member, strong delegation from India comprising some of the major publishers, eminent creative writers from different Indian languages, authors, editors, publishing professionals etc participated in the special presentation by India at BIBF.

The Trust has been trying to make the books available to the people at their doorsteps through mobile exhibitions. So far it has organised more than 11,000 mobile exhibitions throughout the country including the North-eastern states. During the period under report, the Trust organised mobile book exhibitions at about 1662 places in and around Delhi, Haryana, Uttarakhand, Karnataka, Uttar Pradesh, Maharashtra, Gujarat, Orissa, Himachal Pradesh, Madhya Pradesh, Kerala, Assam, Rajasthan, Goa, Punjab, Tamil Nadu, Andhra Pradesh, Bihar, and Tripura.

The Trust provides assistance to authors and publishers for the publication of reasonably priced university level text and reference books and for books on Medical Science under its Subsidy Scheme. During the year under review, one title was published under this scheme.

The Ministry of Human Resource Development had entrusted the scheme of Financial Assistance to Voluntary/Private organisations for organising Seminars/Training Courses/Workshops/Annual Conventions/Book Fairs related to the Book Promotional Activities to the Trust. A number of organisations had applied for financial assistance for organising various Book Promotional Activities. Grants were released to 226 organisations during 2010-11 by the Trust to meet 75% of the approved expenditure of such Book Fairs, Seminars, etc.

The Trust organises several book-related activities for the development of the publishing industry of the country. It organises workshops and seminars for those involved in the development, production and distribution of books. It also organises author's meet and other literary activities such as book release functions from time to time. During the period under review, around 50 such activities were organised by the Trust.

The Trust also has a National Centre for Children's Literature (NCCL), which is the nodal agency to monitor, coordinate, plan and aid the publication of Children's Literature in various Indian languages. The NCCL has developed a library-

cum-documentation centre of children's literature. It organises workshops, seminars and exhibitions to develop the children's literature of the country. With a view to promote and develop the reading habit of the children at the school level, the NCCL encourages setting up of Reader's Clubs at the schools throughout the country and also conducts surveys and takes up research work relating to Children's Literature. So far, over 35,000 Readers Clubs have been set up across the country. During the period under review, the NCCL established over 1100 Readers Clubs, besides organising Meet-the-Author programmes, story telling sessions, workshops seminars Readers Club Orientation programmes and other children's activities in various parts of the country. In addition, 12 monthly issues of Readers' Club Bulletin, a bilingual magazine for promotion of reading habit among children were also brought out.

Besides the Northern Regional Office at its headquarters, the Trust also has three Regional Offices at Bengaluru, Mumbai and Kolkata. The regional offices are primarily responsible for the marketing and sales of NBT publications. The regional offices also participate in various book fairs organised both by the Trust and other agencies throughout the country. The regional offices also organise NBT book Exhibitions at various places in their respective regions. The regional offices are also responsible for enlisting distributors and agents for the sale of NBT publications. During the period under report, 139 new agents/distributors were enrolled. It also enrolled 3,299 new Book Club members. The Trust also has a book counter each at the HQs, Vasant Kunj, CCIC, Janpath, Darayaganj in New Delhi and at regional offices.

Every year during the National Book Week from 14-20 November, the Trust organises a number of Book promotional activities throughout the country to promote book mindedness among the masses. This year too, a weeklong programme for children was held at the amphitheatre of Nehru Bhawan, NBT. Based on the theme, *My Children My Literature*, the Festival saw participation of a large number of children from various schools and NGOs in and around Delhi. During the Week, children interacted with well known children's authors like Shri Gagan Chandra Adhikari, Smt Surekha Panandiker and Shri Prakash Manu and gave dramatic performances based on stories by renowned authors like Rabindra Nath Tagore and Ruskin Bond. Besides, a number of book promotional activities, which included seminars, book review sessions, meet the author programmes, poet's meet and book release functions were held all over the country.

The Trust also organises short term Training Courses in Book Publishing in various parts of the country with the objective to create a talent pool of trained professionals for the publishing industry. While a four-week Training Course in Book Publishing at Delhi has become an annual feature, it also conducts short-term training courses of one-to-two week duration in other parts of the country. During the period under report, four short-term publishing courses were held in Agartala, Pune, Silchar and Vijayawada.

During the year beginning April 2010 to March 2011, the Trust achieved net sales of ₹ 2956.70 lakh. The revenue earned during this period was to the tune of ₹ 2799.76 lakh.

Financial performance for the year 2010-2011 is as follows:

	<i>Non Plan</i>	<i>Plan</i>	<i>North-East</i>
Expenditure	4,062.62	1,006.93	113.89
Revenue generated from own sources	2,852.39	78.91	5.15
Balance met from Gran-in-aid	1210.23	928.02	108.74

(₹ In Lakhs)

## PUBLISHING

The NBT provides a wide variety of books for all age groups on all subjects keeping in view the needs of its readers and demands of a fluctuating market. A brief note on the various series and on the number of books published under each series during 2010-2011 is as follows:

### **India — The Land and the People**

Books in this series introduce the varied physical environment, the diverse cultural traditions and the flora and fauna have enriched the composite and colourful character of India. These books, written in a non-technical, lucid style by subject experts, provide authentic and up-to-date information on the subject.

One hundred and fifteen titles were published during the year comprising 3 originals, 3 translations and 109 reprints. These include 14 in Asamiya, 6 in Bangla, 22 in English, 56 in Hindi, 3 in Kannada, 8 in Tamil, 2 in Urdu and 1 each in Telugu, Odiya, Marathi and Malayalam. Significant titles published include *India's Changing Population Profile*, *Bharat ke Sanrakshit Van Kshetra* and *Ladakh*.

### **Popular Science**

This series aims at enabling the average educated reader to understand the world around him/her appreciate the progress of science, and learn about the role science and technology play in everyday life, emphasizing, wherever possible, India's contribution to the field. The books in this series are written in a lucid, easy-to-understand, simple style and illustrated with anecdotes and analogies from daily life. Diagrams, sketches and photographs elucidate the text.

One hundred and thirty-nine titles were published

during the year, including 7 originals, 5 translations, 126 reprints and 1 revised edition. The language-wise editions include 26 in Asamiya, 13 in Bangla, 25 in English, 52 in Hindi, 5 in Kannada, 4 in Marathi, 11 in Tamil, and 1 each in Odiya, Telugu and Urdu. New titles published were *Random Curiosity*, *Petroleum: An Introduction*, *Characterising Biodiversity: Trans-disciplinary Dimensions*, and *Challenge of AIDS*.

### **Young India Library**

The main objective of publishing books under the *Young India Library* series for young readers of the 18 ± age-group is to introduce the social, economic and political concepts, issues and choices which will control them in the years to come. Stories of adventure and travel, and books on career opportunities are also included in this series.

Fifty-two titles were published during the year, including 4 originals, 2 translations, 45 reprints and 1 revised edition. Language-wise break-up of the titles is as follows: 9 in Asamiya, 15 in Bangla, 11 in English, 10 in Hindi, 4 in Tamil, and 1 each in Kannada, Marathi and Telugu. Significant titles among these are *The Contribution of Revolutionaries in India's Freedom Struggle*, *The Planet Earth*, *Dak Ticketon Mein Bharat Darshan* and *Jungle Bolte Hain*.

### **Aadan Pradan**

*Aadan Pradan* is a series of particular importance because of its unique potential for forging national integration through the exchange of creative literature of the different regions. It presents well-known literary works, mainly novels, short stories, anthologies of popular poetry and reminiscences,



of a particular language, to people of other Indian languages.

A total of 174 titles were published under the series during the year including 25 originals, 20 translations and 129 reprints. Of these, 8 were in Asamiya, 13 in Bangla, 6 in English, 99 in Hindi, 2 in Bhojpuri, 1 in Kannada, 6 in Marathi, 1 in Konkani, 21 in Punjabi, 4 in Odiya, 7 in Tamil, 4 in Telugu and 2 in Urdu. Significant titles include *Bhojpuri Natak*, *Ek Antheen Talash*, *Namwar Singh: Sankalit Nibandh* and *Firaq Gorakhpuri: Select Writings*.

### **Classics**

Since only contemporary works are published under *Aadan Pradan* series, Classical Indian Literature is brought out under this series.

During the year, four titles were reprinted in Hindi, namely *Kabir: Saakhi aur Sabad*, *Kathasaritsagar* and *Upanishadon ki Kahaniyan*.

### **Folklore**

The *Folklore* series enables the readers of one region to get acquainted with folklore which had shaped the cultural identity of those living in other regions of the country. Descriptions of the area, people, myths, mythology, religion, customs, traditions, fairs and festivals, music, dance, drama, art & craft, and folk literature are also included in the books of this series.

Thirty titles were published during the year, including 2 originals and 28 reprints. Of these 1 was in Asamiya, 2 in English, 3 in Bangla, 19 in Hindi, 1 in Sindhi, 1 in Kannada and 3 in Tamil. Significant titles include *Japan ki Lok Kathayen* and *Purvottar: Adivasi Srijan Mithak Evam Lok Kathayen*.

### **National Biography**

The objective of the *National Biography* series is to bring out biographies of Indian women and men who have made outstanding contribution towards the development of Indian society, culture, science,

economy, polity as also of modern Indian sensibility. These provide an authentic, objective, comprehensive and analytic account of the person's life and times.

Under this series, 127 titles were published during the year. These include 9 originals, 9 translations and 109 reprints. The language-wise break-up is as follows, Asamiya: 3, Bangla: 22, English: 15, Hindi: 53, Marathi: 3, Punjabi: 5, Kannada: 8, Odiya: 2, Gujarati: 1, Urdu: 1. Tamil: 7 and Telugu: 7. Significant titles include *Utpal Dutta: Jeevan O Srishti*, *Bagha Jatin*, *Batukeshwar Dutt: Bhagat Singh ke Sehyogi*, and *Durgabai Deshmukh*.

### **Autobiography**

This series comprises autobiographies of distinguished social, political and literary figures of India, whose contributions have made the country proud.

During the year, 13 titles were published, including 3 original and 10 reprints. Of these, 9 were in Hindi, 1 in Odiya and 3 in Bangla. Significant titles include *Dogra Shooting Aur Mera Sangharsh*, and *Fakir Mohan Senapati Atmcharita*.

### **Nehru Bal Pustakalaya**

The *Nehru Bal Pustakalaya* series aims at creating a treasure-house of enjoyable and informative literature which children can read at their own initiative. It also promotes national integration by providing common reading material on a wide range of subjects in their mother tongue to children all over India. Books of this series cater to four age groups: pre-school, 6–8, 9–11 and 12–14. Illustrations material for these books is commissioned separately and all books carry colour and / or black & white illustrations, line drawings and photographs. In the case of books for pre-school children, the text, if any, revolves around multi-coloured pictures which tell a story by themselves.

During the year, 1267 titles were published under the series. These include 44 originals, 97 translations

and 1126 reprints. The language-wise break-up is as follows: Asamiya: 32, Bangla: 106, English: 218, Hindi: 751, Marathi: 4, Odiya: 18, Kokborok: 1, Punjabi: 15, Telugu: 18, Kannada: 3, Tamil: 99 and Urdu: 2. Significant titles include *Jene Kukur Tene Tangon, Mouer Bondura, A Tale of Moustache, Adventure on Clee Island, Deshbhakt Daku, Dadi Ajube, Bolti Dibiya* and *Ghu Ghu Ranee*.

### **Books for the Neo-literates**

Most books published under the series are the outcome of workshops organised in rural areas with the participation of local people. To make these relevant to the needs of the neo-literates, the books are written in an idiom familiar to them and are field-tested. Short stories, biographies, novelettes, folktales, presentations of contemporary issues and functionally useful information are brought out in a style which attracts neo-literates to read at their own initiative.

Under this series, 150 titles were published during the year, comprising 24 originals, 4 translations and 122 reprints. These include: 13 in Bangla, 2 in Kannada, 1 in Gujarati, 124 in Hindi, 3 in Punjabi, and 7 in Tamil. Significant titles include *Hai Pakwaan, Adiyal Ghodi, Jangal, Santu Gappi* and *Kate Pankhon Wali Pari*.

### **Creative Learning Series**

The objective of this series is to bring out books on new educational concepts and tools that are now being actively implemented in the pre-primary and primary sectors of education. With an orientation towards a practical mode of approach, these books are specially designed keeping in view the needs of teachers and others working in the field of education.

During the year, 57 titles were published under the series. These include 1 original, 3 translations and 53 reprints. Language-wise break-up is: 2 in Asamiya, 8 in Bangla, 15 in English, 1 in Gujarati, 27 in Hindi, 2 in Marathi, and 2 in Kannada. Significant titles include *Bal Pothi*, and *The Child's Language and the Teacher*.

### **Popular Social Science**

The books under this series introduce popular concepts and ideas of social sciences to the general reader. A variety of emerging subject areas like gender studies, tribal studies, peace and conflict studies, development economics, social formation, etc. are the major focus of the series.

Fifty-four titles were published under this series. These included 6 originals, 16 translations and 32 reprints, of which 3 in Asamiya, 6 in Bangla, 17 in English, 15 in Hindi, 4 in Odiya, 2 in Punjabi, 1 in Gujarati, 3 in Kannada and 3 in Urdu. Significant titles include *Freedom Movement and Indian Muslims, India's Quest for Population Stabilisation*, and *India's Glorious Freedom Struggle and the Post-Independence Era*.

### **Indian Diaspora Studies**

The books under this series seek to bring out the salient features of the impact of cross-cultural interaction, alienation and exile, displacement, immigration, etc. on various knowledge systems like literature, sociology, culture, philosophy, etc. Emerging as a significant field of study, NBT's foray into this area of publishing is a pioneering effort.

During the year under review, two titles were published in the series, which included one translation and one reprint, both in Hindi. The titles were namely *Surinam* and *On the Other Side of the Midnight*.

### **Afro-Asian Countries**

The books under this series focus on the problems and prospects of sustainable development, globalization and interdependence in the fields of science and technology, trade, agricultural infrastructure, education, health, strategic alliances etc. in these geopolitical regions.

During the year, 2 titles were reprinted in English, namely *Saudi Arabia* and *Japan*.

### **General Series**

Significant titles which cannot be covered under

the above series are published as *General* titles. Books published under this series provide an in-depth study of the subject and also serve as authentic reference material.

During the year, 69 titles were published, including 16 originals, 4 translations and 49 reprints. Language-wise break-up of the titles is as follows: 2 in Asamiya, 18 in English, 28 in Hindi, 2 in Marathi, 5 in Bangla, 1 in Kannada, 3 in Tamil, 1 in Odiya, and 9 in Punjabi. Among the significant titles published include *Hindi-Urdu Sanjhi Sanskriti*, *Gandhi-Nehru Correspondence*, and *Gandhi-Patel Correspondence*.

#### **Continuing Education Series**

The objective of this series is to bring out books for the participants of Continuing Education Programme in all major languages of India. Books in this series include collection of freedom songs, books on Indian culture, polity, industry, agriculture etc. Besides, the series also comprises biographies and major novels of Indian literature abridged for target readership.

Under this series, 34 titles were published this year, of which 2 were originals, 3 translations and 29 were reprints. Language-wise break-up is: 1 in Asamiya, 12 in Bangla, 12 in Hindi, 1 in Marathi, 1 in Kannada and 7 in Tamil. Significant titles include *Amar Shaheed Khudiram Bose*, *Bakht Khan*, *Mother Teresa* and *Vipinchandra Pal: Jagruk Rashtravadi*.

#### **Asian / Pacific Co-publication Programme**

This is a novel attempt under the aegis of UNESCO, at developing books for Asian children by Asian authors. To have children in Korea share their fantasies with their counterparts in Sri Lanka is probably no mean achievement. And when Indian and Pakistani editors work as part of a team to build a list of children in the 20 odd countries of the continent we inhabit, it is a great new beginning. The many worlds from Tehran to Tokyo intermingle to give colour to words that children across the

continent, if not the world, would love to read. These books are steps for bridging minds and creating a common heritage for this vast continent and are the very best of Asia today.

During the year, 13 titles were published under the series of which 1 was translation and 12 were reprints. These included 2 in English, 4 in Hindi, and 3 in Bangla, 1 in Punjabi and 3 in Tamil. Significant titles include *Together in Dramaland*, *Trees* and *The Last Ticket*.

#### **World Literature Series**

Select novels and anthologies of contemporary writings from the Asian, African and Latin American countries are included in this series.

Under this series, 7 titles were published this year, of which 1 was translations and 6 were reprints. These included 3 in Hindi and 1 each in Asamiya, Bangla, Gujarati and Tamil. Significant titles included, *Bridging Connections* and *Not Just Milk and Honey*.

#### **Golden Jubilee series**

During the Golden Jubilee Year of the Trust in 2007, a series of special anthologies of Post Independence writings in various Indian languages were initiated.

During the year under review, five anthologies of poetry, short story and drama were published one each in Asamiya, Gujarati, and Hindi and 2 in Bangla. These included 1 original and 4 reprints. Significant titles include *Rang Che*, *Asamiya Galpo Chayan*, and *Desh Kaal: Kabita*.

#### **Braille Books**

In order to cater to the reading needs of the visually impaired, the NBT in collaboration with the All India Confederation of the Blind has been bringing out select titles in Braille editions. During the year under review, 240 Braille editions were published in Hindi, English, Marathi, Malayalam, Kannada, Tamil and Gujarati.

## SALES & MARKETING

The Trust publishes moderately priced books for all segments of the society and for all age groups in Hindi, English and all major Indian languages. The Trust organises various book exhibitions, book fairs and mobile book exhibitions through specially designed mobile exhibition vans to ensure the availability of the Trust's publications across the country, especially in remote areas, and small & medium towns. The NBT books are also being sold from its bookshops located at HQs, Vasant Kunj, CCIC, Janpath, Darayaganj in New Delhi and at regional offices.

The Trust has developed an excellent network of its authorized book sellers as Agents and Distributors throughout the country and during the year it has added 139 new book sellers.

Our Book Club Scheme is also playing a major role in promotion of the books and reading habit. 3,299 new Book Club members have been enrolled during the year 2010-11.

The Mobile Book Exhibition programme is another important mode for the promotion of books and reading habit. The Trust has conducted 31 such Pustak Parikaramas thereby covering 1662 Exhibition points. The gross sale generated is

₹ 78.76 lakh as against ₹ 69.13 lakh during the previous year.

It is indeed our great pleasure that our sales have maintained its persistent upward trend this year also. The Trust has generated highest ever gross sale of ₹ 4714.52 lakh as compared to ₹ 1506.42 lakh during the previous year 2009-10. The Revenue generated from the sale of books has been ₹ 2702.97 lakh as compared to ₹ 913.86 lakh during the previous year 2009-10. The Trust has also recorded highest ever Sales as well as Revenue during the year 2010-11.

The region wise sales are as follows:

	<i>Gross Sale</i> (₹ Lakh)	<i>Net Sale</i> (₹ Lakh)	<i>Revenue</i> <i>Generated</i> (₹ Lakh)
N.R.O., Delhi	3155.30	1845.07	1766.51
E.R.O., Kolkata	474.43	301.01	270.09
W.R.O., Mumbai	55.65	40.83	137.91
S.R.O., Bengaluru	950.38	710.84	457.90
Pustak Parikarama	78.76	70.56	70.56
<b>Total</b>	<b>4714.52</b>	<b>2968.33</b>	<b>2702.97</b>

# BOOK FAIRS

## BOOK FAIRS ORGANISED BY THE TRUST DURING 2010-11

With the objective of promoting book culture in the country, National Book Trust, India organises book fairs/exhibitions throughout the country at regional and national level.

During the period from April 2010 to March 2011, the Trust organised the following book fairs in different parts of the country:

### 1. Amritsar Book Fair (3 to 11 April 2010)

The Trust organised the Amritsar Book Fair at Khalsa College from 3 to 11 April 2010. The Fair was inaugurated by Prof. Gurdial Singh, eminent Punjabi writer and the recipient of Jnanpith award. Several literary programmes like book release functions, seminars, Meet-the-Author programmes, Kavi Darbar, Sufi musical programme, environment related discussions, social play and reading sessions etc were organised in collaboration with various literary institutions. Ten Punjabi titles published by NBT released during the Fair include *Gandhi Patel Khat Ate Takreran*, *Shaheed Bhagat Singh*, *Sanjhi Kandh*, *Masi da Munda*, *Amru di Kahani*, *Keshar di Mehak*, *Janamdin*, *Phir Ki Hoya*, *Nonak Singh Dian Chonviyan Kahaniyan* and *Sampradayikta ek Jaan-Pichaan*. 60 publishers, distributors and book sellers from different parts of the country participated in the Fair.

### 2. Solan Book Fair (8 to 16 May 2010)

The Trust organised the nine-day long Solan Book Fair at Thodo Maidan, Solan from 8 to 16 May 2010. The Fair was organised in collaboration with the Himanchal Bhasha Evam Sanskriti Vibhag,

Solan. The Fair was inaugurated by Ms Rakhil Kahlon, Additional Deputy Commissioner, Solan. More than 50 publishers, distributors and booksellers from all over the country participated in the fair exhibiting over 70,000 books.

### 3. Mysore Book Fair (29 May to 6 June 2010)

The Trust organised the Mysore Book Fair at Doddakar Maidan, Mysore from 29 May to 6 June 2010. The Fair was organised in collaboration with Karnataka Book Fair Authority, Bengaluru. The Fair was inaugurated by Prof. V.G. Talawar, Vice Chancellor, University of Mysore. 58 publishers, distributors and booksellers from all over the country participated in the fair.

### 4. Indore Book Fair (18 to 26 September 2010)

The Trust organised the Indore Book Fair from 18 to 26 September 2010. The Fair was organised in collaboration with Madhya Bharat Hindi Sahitya Samiti, Indore. The Fair was inaugurated by Shri Krishan Murari Moge, Hon'ble Mayor of Indore. Various literary activities and programmes were organised during the Fair which drew attention of a large number of book readers. In the Meet-the-Author programme, Shri Liladhar and Shri Aabid Surti interacted with the people. In the Poet's Meet, Shri Mohan Joshi, Shri Pirulal Badal, Shri Ramesh Anjana and many others rendered poetry in Malvi dialect. A seminar on *Sports Journalism* was held where Shri Sushil Doshi, Shri Vasant Pratap Singh and Shri Suryaprakash presented their views. A reading session on a play by Shri Inder Rajkumar titled *Librarian* was organised. The reading was

rendered by Shri G.D. Agarwal and Shri Hareram Vajpayei.

**5. Bilaspur Book Fair  
(25 September to 3 October 2010)**

The Trust organised the Bilaspur Book Fair at the Lal Bahadur Shastri Municipal School, Bilaspur from 25 September to 3 October 2010. The Fair was organised in collaboration with the District Administration, Bilaspur, Chhattisgarh. The Fair was inaugurated by Shri Amar Agarwal, Hon'ble Minister, Health & Family Welfare, Chhattisgarh Government. 41 publishers, distributors and booksellers from all over the country participated in the Fair.

**6. National Children's Book & Activity Fair,  
New Delhi (14 to 20 November 2010)**

The Trust organised the National Children's Book & Activity Fair at New Delhi from 14 to 20 November 2010. The Fair was inaugurated by Shri Dinesh Mishra, renowned author and activist. The theme of the Fair was *My Children My Literature*. Children from various schools and NGOs participated in the Fair. Several programmes for children like sit and draw competition, interactive sessions with renowned authors like Shri Gagan Chandra Adhikari, Smt Surekha Panandiker and Shri Prakash Manu, dramatic performances on folktales, stories and workshops etc were organised during the Fair.

**7. Khammam Book Fair  
(14 to 21 November 2010)**

The Trust organised the Khammam Book Fair at Pavilion Ground, Khammam, Andhra Pradesh from 14 to 21 November 2010. The Fair was organised in collaboration with District Administration, Khammam and Vijayawada Book Festival Society. The Fair was inaugurated by Dr. Nanduri Nageshwar Rao, District Collector and Magistrate, Khammam. Shri Ravulapati Sitarana Rao, eminent writer and critic was the Guest of Honour at the

function. Several book related activities like book release functions, essay writing, painting competition for children and cultural programmes were also organised. 50 publishers participated in the Fair.

**8. Rajkot Book Fair (1 to 9 January 2011)**

The Trust organised the Rajkot Book Fair at Bal Bhawan, Race Course, Rajkot, Gujarat from 1 to 9 January, 2011. The Fair was organised in collaboration with Bal Bhawan and District Administration, Rajkot. The Fair was inaugurated by Shri Kunwarjibhai Bavuliya, Member of Parliament. Shri Balvantha Jain, Chairman, Gujarat Bhawan, Saurashtra University and Shri Ashwinbhai Mehta, M.D., Citizen Co-operative Bank and Trustee of Bal Bhawan, Rajkot were the Guests of Honour. 65 publishers, booksellers and distributors participated in the Fair.

**9. Bathinda Book Fair (1 to 9 January 2011)**

The Trust organised the Bathinda Book Fair at the Government Rajendra College, Bathinda, Punjab from 1 to 9 January 2011. The Fair was inaugurated by Shri Jaswant Singh Kanwal, Sahitya Akademi award winner. Dr. Atanjeet, recipient of Sahitya Akademi and Sangeet Natak Akademi award was the Chief Guest at the inaugural function. During the inauguration, seven Punjabi titles published by NBT were released. These were *Jhansi di Rani Lakshmibai*, *Mahinder Singh Sarna Diyan Chauviyan Kahaniyan*, *Kamtanath Diyan Chauviyan Kahaniyan*, *Rajendra Yadav Diyan Chaunviyan Kahaniyan*, *Myth Khilaaf Manukh*, *Mohan Rakesh Diyan Chaunviyan Kahaniyan* and *Rajkamal Chaudhary Diyan Chaunviyan Kahaniyan*. In the Meet-the-Author session, Dr. Atanjeet, Dr. Manjeet Indira, Shri Mitarsen Meet, Shri Atarjeet, Prof. Ajmer Singh Aulakh, Dr. Naresh, Shri Om Prakesh Gasso, Shri Amardeep Gill and Prof. Lok Nath interacted with the visitors. Two seminars on the topics *Declining Reading Culture: Problems and Solutions* and *The Present*

*Scenario of the Children's Literature* were organised. In Kavi Darbar, presided over by Prof. Gurbhajan Gill, well known poets like Prof. Sukhan Meet, Shri Bhagwan Singh Deepak, Shri Amar Sufi, Shri Ranjeet Gaurav, Ms. Bhupinder Kaur Preet, Shri Darshan Butar, Shri Satish Gulati and others rendered their poems. A number of literary activities including book release functions, plays, street theatre and cultural programmes were also organised at the Fair. Well known Sufi singers, Ali Brothers also performed at the Fair and enthralled the audience. 50 publishers, book sellers and book distributors participated in the Fair.

#### **10. 36<sup>th</sup> National Book Fair, Ranchi (15 to 23 January 2011)**

The Trust organised the 36<sup>th</sup> National Book Fair at Jaipal Singh Stadium, Ranchi from 15 to 23 January 2011. The Fair was inaugurated by Dr. A.K. Singh, Chief Secretary, Govt. of Jharkhand. Dr. Rita Shukla, eminent Hindi author, Shri Hari Narain Singh, Editor, News 11 and Shri L.R. Saini, Director, DAV School, Jharkhand were the Guests of Honour. During the Fair numerous activities for children and youth were organised. These include creative writing and illustration workshop, quiz on books and authors, workshop on preparing children's magazine and workshop on book review. Two seminars on the topics, *Role of Media in Promotion of Reading Habit and The Status of Santhali and Maithili Languages* were also organised. 65 publishers, distributors and book sellers participated in the Fair.

#### **11. Digboi Book Festival (22 to 30 January 2011)**

The Trust organised the Digboi Book Festival at Refinery Ground, Digboi from 22 to 30 January. The Fair was organised in association with Digboi Sahitya Sewa Samiti, Margherita Sub Division Administration and All Assam Publishers & Book Sellers Association. The Fair was inaugurated by Dr. Nagen Saikia, eminent writer and former Rajya

Sabha member. The Guests of Honour at the inauguration were Shri Subroto Ghosh, Executive Director, Assam Oil Division of Indian Oil Corporation Ltd; Shri Punya Saikia, President, Digboi Sahitya Sewa Samiti and Shri Jaykanta Gandhi, President, Tinsukia Zila Sahitya Parishad. Several programmes for children like sit and draw, storytelling, recitation, spelling bee and amusing patching up of blanks were organised at the Fair. A Peets' Meet and discussion on the topic *The Future of Assamese Language* was also organised. 50 Publishers and booksellers from different parts of the country participated in the Fair.

#### **12. 37<sup>th</sup> National Book Fair, Lucknow (5 to 13 February 2011)**

The Trust organised the 37<sup>th</sup> National Book Fair at Lucknow University, Lucknow from 5 to 13 February 2011. The Fair was organised in collaboration with Lucknow University, U.P. Bhasha Sansthan and District Administration. The Fair was inaugurated by Shri Gopal Chaturvedi, Chairman, U.P. Bhasha Sansthan, Dr. Baidyanath Singh, Dr. D.P. Tiwari, Dr. Rakesh Chandra, Dean, Student Welfare Association were the Guests of Honour. Many children's activities were also held during the Fair which include story writing, story telling, book quiz, poster making and meet-the-author programmes. The Fair saw a record sale of books with a large number of visitors thronging the fair ground. 115 publishers, booksellers and distributors from across the country participated in the Fair.

#### **13. Sivasagar Book Festival (6 to 14 February 2011)**

The Trust organised the Sivasagar Book Festival at Boarding Field, Sivasagar from 6 to 14 February 2011. The Fair was organised in association with Sampritee, a leading socio-cultural organisation, Sivasagar District Administration and All Assam Publishers & Booksellers Association. The Fair was inaugurated by Shri Homen Bargohain, eminent writer. Shri Jatindra Lahkar, Deputy

Commissioner, Sivasagar, Shri Satish Kalsekar, eminent Marathi poet, Prof. Imran Shah, eminent story writer and critic, and Shri Mrigen Sharma, President, Sampritee were also present on the occasion. During the Fair, a poets' meet and a number of activities for children like letter writing, essay, recitation, drawing, quiz and spelling bee etc. were organised. Six panel discussions were also organised. These include *History in the Mirror of Imagination: Asamiya Historical Novels*, *Grandchildren of Kripabar Barbaruah: An Appraisal of Assamese Satirical Writings*, *Rise of the Media and Repositioning of Language Equation*, *Reflection of Changing Social Mores in the Contemporary Assamese Short Stories*, *Reason and Imagination: Science Literature and Asamiya Science Literature* and *Assamese Drama: Yesterday, Today and Tomorrow*. 65 publishers and book sellers participated in the book Fair.

**14. Itanagar Book Festival  
(19 to 27 February 2011)**

The Trust organised the Itanagar Book Festival at Indira Gandhi Park, Itanagar, Arunachal Pradesh from 19 to 27 February 2011. The Fair was inaugurated by Gen. J.J. Singh, Hon'ble Governor of Arunachal Pradesh. Dr. S.B. Deepak Kumar, Deputy Commissioner, Itanagar, Shri Y.D. Thongchi and Ms Mamang Dai, eminent author were also present on the occasion. Literary activities in the festival included discussion on the *Writings of Rabindranath Tagore*, symposium on *Folk as an Essential Element in the Literature of the North-East*, a book review workshop for children and a reading festival. 29 publishers from Arunachal Pradesh, Assam, West Bengal and Delhi participated in the Festival.

**15. Cuttack Book Fair (5 to 13 March 2011)**

The Trust organised the Cuttack Book Fair from 5 to 13 March 2011 at Baliyatra Ground, Cuttack. The Fair was inaugurated by Shri Ramakant Rath, eminent author. 90 publishers/distributors participated in the Fair.

**16. Dimapur Book Festival  
(14 to 20 March 2011)**

The Trust organised the Dimapur Book Fair from 14 to 20 March 2011 at the North-East Zone Cultural Centre (NEZCC) ground, Dimapur. The Fair was organised in collaboration with NEZCC and District Administration, Dimapur. The Fair was inaugurated by Dr. Temsula Ao, Dean and former Professor of English at North-East Hill University. Others who spoke on the occasion were Shri Maong Wati Aier, Deputy Commissioner of Dimapur, Shri Som Kamei, Director, NEZCC. Several activities for children including recitation competition, creative writing and sit & draw competition was organised during the Fair. During the Fair, four panel discussions were also organised. These were *Role of Media in Promoting Books and Reading*, *The Essence of Writing Poetry: Its Importance with Special Reference to Nagaland*, *Publishing in Nagaland: Challenges and Prospects* and *Oral Literature: Tradition and Modernity*. The Dimapur Book Fair showed the participation of hundreds of school children, scholars and writers. 50 publishers and booksellers participated in the Fair.

**17. Ambassa Book Festival  
(14 to 20 March 2011)**

The Trust organised the Ambassa Book Festival at Chandraipara Higher Secondary School Ground, Ambassa, Tripura from 14 to 20 March 2011. The Festival was organised in collaboration with Dhalai District Administration and Tripura Publishers Guild. Smt. Pranati Das, Sabhadhipati, Dhalai Zila Parishad inaugurated the Festival. Shri Abhishek Singh, IAS, ADM Dhalai, Shri Bijoy Kumar Hrang Khawl, MLA, Shri Suphal Shuklabaidya, Headmaster, Chandraipara H.S. School and Shri Subhabrata Deb, Secretary, Tripura Publishers Guild were the Guests of Honour on the occasion. Shri Adhir Pal, Chairman, Ambassa Nagar Panchayat presided over the function. During the Festival, discussions on the topics *Children's*



*Literature of North East, Contemporary Short Stories from Tripura and 150<sup>th</sup> year celebrations of Rabindranath Tagore, Acharya Prafulla Chandra Roy and Swami Vivekananda* were organised. Kavi Sammelan, short story reading and various other literary programmes were also organised. 65 publishers, distributors and booksellers participated in the Fair.

#### **18. 38<sup>th</sup> National Book Fair, Patna (21 to 29 March 2011)**

The Trust organised the 38<sup>th</sup> National Book Fair, Patna at Gandhi Maidan, Patna from 21 to 29 March 2011. The Fair was organised in collaboration with Bihar Government. The Fair was inaugurated by Shri Nitish Kumar, Hon'ble Chief Minister, Bihar. During the Fair a seminar on the topic, *Vartman Samay aur Yuja Rachnadharmita* was held. In the Meet-the-Author programme, Shri Arun Kamal, Prof. Surinder Sinigh and Shri Prem Kumar interacted with the people. Seven titles in Hindi were also released in the Fair. These were *Aggey: Sanklit Kavitaen, Nagarjun: Chayanit Kavitaeyin, Kedarnath Agarwal: Sankalit Kavitaeyin, Shamsheer Bahadur Singh: Sankalit Kavitaeyin, Bhojpuri Natak, Nagarjun: Chayanit Nibandh* and *Akkhar Khamba*. 154 publishers and distributors participated in the fair.

#### **19. Delhi Weekend Book Bazaar (25 to 27 March 2011)**

National Book Trust, India has brought out an innovative and unique concept of Delhi Weekend Book Bazaars with an objective to give book lovers a special weekend devoted to books and reading in the capital. The Delhi Weekend Book Bazaar is a part of NBT's year long celebrations related to the centenary (2011) of Delhi becoming the Capital of Modern India, which were kicked off by Smt. Sheila Dikshit, Chief Minister of Delhi

in January this year with the launch of NBT's Wall Calendar.

First in the series of such book bazaars to be organized in various parts of Delhi, this bazaar was held at the Faculty of Arts, North Campus, University of Delhi from 25 to 27 March 2011. Shri Dina Nath Malhotra, Emeritus President, Federation of Indian Publishers inaugurated the Delhi Weekend Book Bazaar by releasing balloons symbolizing urge for freedom and empowerment that knowledge imparts to mankind.

To connect the book culture with the popular culture, several literary and cultural programmes were organized during the book bazaar including a *Session of Satire Texts* by some of the eminent Hindi satirists like Prem Janmejy, Pradeep Pant, Ramashankar Shrivastav, Harish Nawal and others in association with Delhi Hindi Academy. Shri Sher Jung Garg presided over the function. *Sham-e-Ghazal* with Shri Shahab Khan of Delhi Gharana was organised in association with Delhi Urdu Academy and *Presentation of Folk Dances* representing various states of India in association with Sahitya Kala Parishad, Government of Delhi was organised during all three days of the book bazaar.

A wide variety of books including thematic ones on art, culture, medicine, general books were displayed and sold in the three day extravaganza. For the first time, in tune with the concept of weekly book bazaars, publishers were free to offer maximum discount and also sold their old, rare and antique books. Nearly 100 publishers participated in the book bazaar.

Specially designed pagoda shaped stalls and many other informal elements like hammocks, reclining chairs, garden bench etc were introduced in the bazaar to make the reader feel at home. This bazaar was major hit among the people, particularly youth.

***Regionwise List of Participation of the Trust in various Book Fairs/Exhibitions***

**NORTHERN REGIONAL OFFICE, NEW DELHI**

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
1.	Amritsar Book Fair	03.04.2010 to 01.04.2010
2.	Jodhpur Book Exhibition	23.04.2010 to 27.04.2010
3.	Solan Book Fair	08.05.2010 to 16.05.2010
4.	Nepal Book Fair	06.08.2010 to 14.08.2010
5.	Indore Book Fair	18.09.2010 to 26.09.2010
6.	Jaipur Book Fair	24.09.2010 to 03.10.2010
7.	Bilaspur Book Fair	25.09.2010 to 03.10.2010
8.	Faizabad Book Fair	25.09.2010 to 03.10.2010
9.	National Book Week, Battukeshwar, Lucknow	18.11.2010 to 19.10.2010
10.	SKV, Vikas Puri	22.11.2010 to 26.11.2010
11.	SKV No. 2, Madi Pur	22.11.2010 to 26.11.2010
12.	SBV, West Patel Nagar	22.11.2010 to 26.11.2010
13.	SCAN GSBV No. 2, Janakpuri	22.11.2010 to 26.11.2010
14.	Sarvodaya Co-Ed SSS, B-4, Paschim Vihar	22.11.2010 to 26.11.2010
15.	SKV, Ramesh Nagar	22.11.2010 to 26.11.2010
16.	SKV, Mundka	22.11.2010 to 26.11.2010
17.	SKV, H-Block, Ashok Vihar	22.11.2010 to 26.11.2010
18.	SV, Sector-9, Rohini	22.11.2010 to 26.11.2010
19.	Rajkiya Pratibha Vikas Vidhyalaya, Sec-11, Rohini	22.11.2010 to 26.11.2010
20.	Sarvodaya Kanya Vidyalaya, D-Block, Mangolpuri	22.11.2010 to 26.11.2010
21.	RR Geeta S.Sec. School No.2, Sultanpuri	22.11.2010 to 26.11.2010
22.	Govt. Co.Ed Vidhayala, New Delhi Line	22.11.2010 to 26.11.2010
23.	SKV, BL Block, Shalimar Bagh	22.11.2010 to 26.11.2010
24.	RPVV, Raj Niwas	22.11.2010 to 26.11.2010
25.	SKV No. 1, Shakti Nagar	22.11.2010 to 26.11.2010
26.	S.V. Lancer's Road, Lucknow Road	22.11.2010 to 26.11.2010

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
27.	Sar. Co. Ed. Sr. Sec. School, Pratap Nagar	22.11.2010 to 26.11.2010
28.	Ishani SKV, G-Block, Saket	22.11.2010 to 26.11.2010
29.	Veer Sawarkar, SKV No.1, Kalkaji	22.11.2010 to 26.11.2010
30.	Govt. Co.Ed Sr. Sec. School, Lajpat Nagar	22.11.2010 to 26.11.2010
31.	SNSKV, A-Block, Defence Colony	22.11.2010 to 26.11.2010
32.	SKV No.1, Sarojini Nagar	22.11.2010 to 26.11.2010
33.	JMSV, Sector-12, R K Puram	22.11.2010 to 26.11.2010
34.	SKV, Naraina	22.11.2010 to 26.11.2010
35.	SBV, Delhi Cantt.	22.11.2010 to 26.11.2010
36.	SKV No. 1, Palam Enclave	22.11.2010 to 26.11.2010
37.	GGSSS No.2, Najafgarh	22.11.2010 to 26.11.2010
38.	Pragati Public School, Sector-13, Dwarka	22.11.2010 to 26.11.2010
39.	SKV, Shahdara	22.11.2010 to 26.11.2010
40.	SKV E-Block, Nand Nagari	22.11.2010 to 26.11.2010
41.	Govt. Girls Sr. Sec. School, B-1, Yamuna Vihar	22.11.2010 to 26.11.2010
42.	Govt. Girls Se. Sec. School, Rani Garden	22.11.2010 to 26.11.2010
43.	Govt. Girls Sr. Sec. School, Jhilmil Colony	22.11.2010 to 26.11.2010
44.	SV, Anand Vihar	22.11.2010 to 26.11.2010
45.	RPVV, Surajmal Vihar	22.11.2010 to 26.11.2010
46.	CCA School, Sec.4, Gurgaon	22.11.2010 to 26.11.2010
47.	Rishi Public School, Sec-31, Gurgaon	22.11.2010 to 26.11.2010
48.	Jivan Jyoti Public School, Sector-IV, Gurgaon	22.11.2010 to 26.11.2010
49.	DAV School, Sec. No. 14, Faridabad	22.11.2010 to 26.11.2010
50.	Sharada Mandir High Bharat Colony, Old Faridabad	22.11.2010 to 26.11.2010
51.	SBV, Rouse Avenue	22.11.2010 to 26.11.2010
52.	SKV, No. 2, Jama Masjid	22.11.2010 to 26.11.2010
53.	RPVV, Link Road	22.11.2010 to 26.11.2010
54.	SV(RP), Rajender Nagar	22.11.2010 to 26.11.2010
55.	Delhi Book Fair	25.12.2010 to 02.01.2011
56.	Bhathinda Book Fair	01.01.2011 to 09.01.2011
57.	Deoghar Book Fair	05.01.2011 to 13.01.2011
58.	Ranchi Book Fair	15.01.2011 to 23.01.2011

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
59.	Lucknow Book Fair	05.02.2011 to 13.02.2011
60.	Azamgarh Book Parikarama	01.02.2011 to 15.03.2011
61.	Jhunjhunu Book Exhibition	23.02.2011 to 01.03.2011
62.	Patna Book Fair	21.03.2011 to 29.03.2011
63.	Delhi Book Bazaar	25.03.2011 to 27.03.2011

### **EASTERN REGIONAL OFFICE, KOLKATA**

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
1.	Guwahati Book Fair	03.04.2010 to 12.04.2010
2.	Spring Book Fair, Gangtok	17.04.2010 to 20.04.2010
3.	Angul Book Fair	23.04.2010 to 29.04.2010
4.	Nandan Book Bazaar	23.04.2010 to 02.05.2010
5.	Purulia Kendubona Book Exh.	30.06.2010
6.	K. V. Kachaparara-II Book Exh.	13.07.2010 to 15.07.2010
7.	K. V. Kachaparara-I Book Exh.	02.08.2010 to 05.08.2010
8.	K. V. Patla Book Exhibition	06.08.2010 to 07.08.2010
9.	K. V. Saltlake-II Book Exh.	04.09.2010
10.	Nagaon Book Fair	05.11.2010 to 14.11.2010
11.	Curchura Book Fair	20.11.2010 to 28.11.2010
12.	K V Bamangachi Book Fair	24.11.2010 to 25.11.2010
13.	Sonarpur Book Fair	26.11.2010 to 05.12.2010
14.	Rajdhani Book Fair	01.12.2010 to 12.12.2010
15.	Singur Book Fair	04.12.2010 to 12.12.2010
16.	North East Book Fair	10.12.2010 to 21.12.2010
17.	Ultadanga Book Fair	16.12.2010 to 26.12.2010
18.	Axom Book Festival, Jorhat	27.12.2010 to 05.01.2011
19.	International Trade Fair, Guwahati	29.12.2010 to 10.01.2011
20.	Sunderban Gramin Mela	03.01.2011 to 12.01.2011
21.	Candernagar Book Fair	11.01.2011 to 20.01.2011
22.	Digboi Book Exhibition	22.01.2011 to 30.01.2011
23.	Shibsagar Book Exhibition	06.02.2011 to 14.02.2011

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
24.	Itanagar Book Fair	19.02.2011 to 27.02.2011
25.	Bhubneswar Book Fair	11.02.2011 to 22.02.2011
26.	Kolkata Book Fair	26.01.2011 to 06.02.2011
27.	Cuttack Book Fair	05.03.2011 to 13.03.2011
28.	Agartala Book Fair	01.03.2011 to 12.03.2011
29.	Ambassa Book Fair	14.03.2011 to 20.03.2011
30.	Dimapur Book Fair	14.03.2011 to 20.03.2011

#### **Mobile Exhibitions**

31.	Murshidabad Mobile Book Exh. Van-I	19.04.2010 to 13.05.2010
32.	Murshidabad Mobile Book Exh. Van-II	19.04.2010 to 13.05.2010
33.	Kolkata & 24 Praganas, Mobile Book Exhibition	03.06.2010 to 14.06.2010
34.	Durgapur Mobile Book Exh. Van-II	16.06.2010 to 25.06.2010
35.	Puruliya Mobile Book Exh.	12.07.2010 to 05.08.2010
36.	Kolkata Street Mobile Book Exh	16.08.2010 to 28.08.2010
37.	Burdhwan Mobile Book Exh.	27.09.2010 to 06.10.2010
38.	Bankura Mobile Van Exh.	01.11.2010 to 01.12.2010
39.	Hoogly Mobile Van Exh.	03.02.2011 to 03.03.2011

### **WESTERN REGIONAL OFFICE, MUMBAI**

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>
1.	Panvel Exhibition, New Panvel	30.07.2010 to 03.08.2010
2.	Sunflower Nursery School Exh., Malabar Hill, Mumbai	09.08.2010 to 09.08.2010
3.	Nehru Science Centre Exh., Mumbai	15.12.2010 to 18.12.2010
4.	Marathi Sahitya Sammelan, Thane	24.12.2010 to 27.12.2010
5.	Rajkot Book Fair, Rajkot	01.01.2011 to 09.01.2011
6.	Nagpur Book Fair, Nagpur	01.01.2011 to 09.01.2011
7.	Mobile Exhibition, Mumbai	07.02.2011 to 28.02.2011
8.	Saptarang Exhibition	27.02.2011

## SOUTHERN REGIONAL OFFICE, BENGALURU

S.No.	Event	Dates
1.	Nagercoil Book Fair, Nagercoil	05.05.2010 to 10.05.2010
2.	Kannada Sangha, Shimoga	17.05.2010 to 23.05.2010
3.	Mysore Book Fair	29.05.2010 to 06.06.2010
4.	Kovai Special Book Fair, Coimbatore	23.06.2010 to 04.07.2010
5.	Neyveli Book Fair, Neyveli	09.07.2010 to 18.07.2010
6.	Erode Book Festival, Erode	30.07.2010 to 10.08.2010
7.	Vellore Book Fair	28.08.2010 to 06.09.2010
8.	Madurai Book Festival	02.09.2010 to 12.09.2010
9.	Kadapa Book Fair	03.09.2010 to 13.09.2010
10.	Kriti Book Exh., Hyderabad	06.09.2010 to 08.09.2010
11.	Gandhi Bhawan Exhibition	02.10.2010 to 04.10.2010
12.	Visakapatnam Book Festival	22.10.2010 to 01.11.2010
13.	Kannada Pustraka Pradikara, Mangalore	24.10.2010 to 31.10.2010
14.	Sherwood School Exh.	30.10.2010
15.	NCERT Book Fair	03.11.2010 to 07.11.2010
16.	Shishya School, Hosur	11.11.2010 to 12.11.2010
17.	Bangalore Book Fair	12.11.2010 to 21.11.2010
18.	Book Release Function – <i>1857 Rebellion Panchayat Raj</i> , Mandya	20.11.2010
19.	NBT's Khammam Book Fair	14.11.2010 to 21.11.2010
20.	Kochi International Book Fair	27.11.2010 to 06.12.2010
21.	Hyderabad Book Fair	16.12.2010 to 26.12.2010
22.	14 <sup>th</sup> Puducherry Book Fair	17.12.2010 to 26.12.2010
23.	Trivandrum Book Fair	18.12.2010 to 26.12.2010
24.	Vijayawada Book Festival	01.01.2011 to 11.01.2011
25.	34 <sup>th</sup> Chennai Book Fair	04.01.2011 to 17.01.2011
26.	Tiruppur Book Fair, Tiruppur	28.01.2011 to 06.02.2011
27.	Kannada Sahitya Sammelana, Bengaluru	04.02.2011 to 08.02.2011
28.	Book Release Function of <i>Latin America: An Introduction</i> , Bengaluru	07.02.2011
29.	Book Exh. SSA, Davanagere	25.02.2011 to 27.02.11
30.	Book Exh. SSA, Mangalore	24.03.2011 to 26.03.2011

## PROMOTION OF INDIAN BOOKS ABROAD

With a view to promote Indian books abroad, National Book Trust, India participates in international book fairs by displaying a cross-section of representative Indian publications brought out by various Indian publishers. NBT participates regularly in some of the leading book fairs which include Bologna Children's Book Fair, Colombo International Book Fair, Dhaka International Book Fair, Sharjah International Book Fair etc.

During the year 2010-2011, NBT participated in the following international book fairs:

### **1. 14<sup>th</sup> Nepal Education & Book Fair (6 to 14 August 2010)**

National Book Trust, India participated in the 14<sup>th</sup> Nepal Education & Book Fair held at Bhrikuti Mandap, Kathmandu, Nepal from 6 to 14 August 2010. Besides NBT, around 20 well-known publishers from India like Penguin, Hachette, Cambridge University Press, Oxford University, Tata McGraw-Hill, Taylor & Francis, Orient Blackswan participated in the Fair.

Despite continuous rainfall during all days, many visitors visited the Fair and purchased books. During the Fair, the sale of National Book Trust, India was ₹ 1,96,095.00/- Biographies, books on social science, Mahatma Gandhi, collection of stories by different authors in Hindi, children's books in English were in good demand during the Fair. But at the same time children's story books in Hindi and particularly books on different states of India didn't get much attention.

Shri Rajeev Choudhry, Assistant Director (NRO) and Shri Dinesh Kumar, ME represented NBT at the Fair.

### **2. Beijing International Book Fair (30 August to 3 September 2011)**

The Beijing International Book Fair (BIBF) was organized from 30 August to 3 September 2011 at the China International Exhibition Centre, Beijing where India was the **Country of Honour**. The National Book Trust, India was the Nodal Agency for coordinating various events organized at the BIBF.

'India and China have had sustained relationship since the ancient times and we need to further build the bridge through books', said Prof. Bipan Chandra, eminent Indian historian and Chairman, National Book Trust, India at the Opening Ceremony of the 17<sup>th</sup> Beijing International Book Fair on 30 August 2010 at the China International Exhibition Centre, Beijing as the Chief Guest from India on the occasion of India being the **Country of Honour** at the BIBF. While recalling the support received from each other country during their respective freedom movements, Prof. Chandra also underlined that 'India is a multi-lingual and multi-cultural country.' At the Opening Ceremony, Mr. Liu Binjie, Minister, General Administration of Press and Publications (GAPP), welcomed India as the Country of Honour and hoped that India would have a meaningful participation at the Fair.

Earlier, Prof. Chandra had a meeting with Mr. Lu Yongxiang, Vice-Chairman, Standing Committee of National Peoples' Congress. Later Mr. Binjie and Mr. Yongxiang visited the India Pavilion and appreciated the presentation. Mr. Yongxiang also released the Chinese translation of nine books for children published by NBT, India during the visit while remarking that 'these would be great gifts for his grandchildren.'

Following the Opening of BIBF, Prof. Bipan Chandra formally inaugurated the India Pavilion in presence of Mr. Liu Binije and Mr. Wu Shulin, Vice-Minister, GAPP and Mr. Rahul Chhabra, Deputy Chief of Mission, Embassy of India, Beijing, where the dignitaries discussed about the long tradition of cultural and intellectual discourse between India and China. The visit of the VIPs from the Chinese government had its climax when Mr. Li Changchung, Member, Standing Committee of the China Peoples' Republic and the Government's fourth ranking dignitary visited the India Pavilion.

### **Slogan and India Pavilion**

The slogan of the presentation was *Exploring the Middle Path* and a special India Pavilion spread over an area of nearly 1000 square meters at the China International Exhibition Centre was set up by NBT with special focus on books on Buddhism to underline the common thread that runs through the culture and history of the two countries, books on and by Rabindranath Tagore to commemorate the great poet's 150<sup>th</sup> birth centenary year and books on and by Jawaharlal Nehru to commemorate the 60 years of the establishment of the diplomatic relations between the two countries.

The Pavilion with stalls of 26 Indian publishers who had availed the subsidy granted by NBT and displaying more than 3500 titles, was designed in the form of a village courtyard titled *A Courtyard of Possibilities*. The Pavilion had traditional bamboo barricading at the front and the stalls of Indian publishers on the left and right sides of the Pavilion with their hut shaped roofs created a mirror image.

At the main entrance, an artists' impression in fibre glass of the famous sculpture from Nagarjunkonda, 2<sup>nd</sup> century AD, supposed to be the earliest available pictorial record of the art of writing in India (original kept at National Museum, India) set the tone of the exhibition as it linked up with the Buddhist tradition of writing and translating—a cultural thread common with India and China. This

sculpture as well as the sculptures of Buddha, Tagore and Nehru was created by Mr. Purnendu Dey, eminent sculptor from Kolkata, India. The Nehru corner tried to create an ambience of the Nehru's study room as existed at the Nehru Memorial Museum and Library, New Delhi. The digital print of the actual large size book shelf of the study room with a near resemblance of Nehru's study table kept for the effect were a big draw and the visitors, could be seen getting them photographed at the corner to, as it were, get a feel of the actual study room of the visionary leader.

### **Programmes by National Book Trust, India**

In the evening on 30<sup>th</sup> August, a panel discussion was organised on the topic *Publishing Pictorial and Illustrated Books for Children: An India-China Dialogue*, where wide ranging issues related to illustrations, content and copyright were discussed. From the Indian side, the panel consisted of Shri S K Ghai, MD, Sterling Publishing House, who was also moderator of the discussion and Shri Satish Kumar, Director, NBT, India. From the Chinese side the panel consisted of children's writer Yang Hongying, illustrator Wu Daisheng and MD of the Tomorrow Publishing House specializing in children's literature, Fu Dawei. Li Yongchun, Director, International Copyright Co-operation Department, CNPIEC.

### **India-China Publishers' Roundtable**

The India-China Publishers' Roundtable was organised by NBT on 1 September 2010 in association with China National Publications Import and Export (Group) Corporation (CNPIEC), the organisers of BIBF. Presented as the theme conference of the *Country of Honour Presentation*, the Roundtable saw a gathering of MDs, CEOs, International Rights Manager, International Marketing Managers of nearly 20 publishers from India and 14 from China. This was also in the series of 10+10 Publishers' Roundtable organised by the CNPIEC at the annual BIBF with the respective Country of Honour each year.



The Roundtable was co-moderated by Mr. Asoke Ghosh, CMD, PHI Learning from Indian side and Mr. Liu Yongchun, Director, CNPIEC from the Chinese side. The Conference was inaugurated by Prof. Bipan Chandra, Chairman, National Book Trust, India, who expressed immense pleasure at the large gathering of the publishers from two biggest countries of the world, and hoped that the coming together of the publishers would help start a new chapter in the exchange of books and reading materials from each others' countries. Described by the publishers as something 'unprecedented' and 'historic', the idea of starting a permanent India-China Publishers' Forum was also discussed at the first such get together of more than 60 leading publishing professionals representing 34 publishing houses.

### **Seminar with Youth Readers at Peking University**

'We need to know about contemporary India, its society, the cultural and literary scene. We would like to get information about India through its books as we get information only through media', this was the general refrain of the students and faculty of Peking University at a seminar on the topic *Understanding the Needs of the Youth Readers: An India-China Dialogue*. The seminar was organised in close co-operation with the Centre for India Studies, Peking University and the Embassy of India, Beijing on 3 September 2010.

Earlier, in the inaugural session, Prof. Jiang Jingkui of the Centre for India Studies welcomed the Indian guests, students and faculty members numbering nearly 75 and belonging to the Hindi, Urdu, Bangla, English, Sinhala programmes and the Institute of World Literature, Institute of Chinese Literature of the University. Prof. Jinkui underlined the significance of the seminar by stressing that it is the youth of the two countries upon whose shoulders the future direction of India-China relationship rest. In his introductory remarks, Prof. Li Yangson, Vice-President of Peking University

informed that the University has been supporting the publication of many India related books. Mr. Rahul Chhabra, Deputy Chief of the Mission, Embassy of India, Beijing underscored the changes brought about by technology in the aspects of reading culture and emphasized the needs of the readers of e-generation. Making a reference to the National Youth Readership Survey recently got conducted by the National Book Trust, India across the length and breadth of India through National Council of Applied Economic Research, New Delhi, he expressed the hope that the publishers and writers would keep the interest of the youth readers in mind.

In his inaugural address, Prof. Bipan Chandra, Chairman, NBT, India emphasized that the Survey has shown us that youth read but they want to read in their own mother tongue. He found that the readership of social sciences has increased a lot. Prof. Wang Bangwei Director, Centre for India Studies, underlined that India and China have had the longest cultural and literary exchanges running uninterruptedly for nearly 2000 years. However, he opined that in the contemporary context, more literary exchanges in all genres are needed.

Others who participated in the Open Dialogue session, include Prof. Aditya Mukherjee, Prof. Mridula Mukherjee, Mr. Binod Singh of Centre for India Studies.

### **Programmes by other Organisations**

The BIBF Authority organised an International Publishers' Forum, on 29<sup>th</sup> August 2010 at Hotel Radisson on the occasion of the BIBF. The Forum was inaugurated by Liu Binjie, Minister, GAPP. Shri Satish Kumar, Director, NBT, who spoke on the occasion underlined the work being done by NBT on international publishing co-operation and drew a picture of the vast publishing co-operation opportunities that existed in India.

The Book Division of CAPEXIL organised a Buyers'-Sellers' Meet on 31<sup>st</sup> August at the Writers' Corner involving some Indian and Chinese

publishers to discuss the possibilities of import-export of relevant books from India and China. Sahitya Akademi had taken an authors' delegation from different Indian languages led by its Vice-President Satinder Singh Noor also organised authors' reading sessions and seminars including one on, Tagore and China. Some of the authors who formed part of the delegation included Himanshu Joshi, Vishwanath Tiwari, Paul Zacharia, Salma etc.

Nehru Memorial Museum and Library organised a discussion at the India Pavilion on the *Relevance of Nehru in Today's World Order*. Participated by many Indian and Chinese scholars, the discussion, which was presided over by Prof. Bipan Chandra, had Prof. Mridula Mukherjee, Director, NMML and Prof. Aditya Mukherjee, Professor of History, JNU as the panelists.

On this occasion the Trust had specially commissioned the translation and publication of nine children's books under NBP series into Chinese. These books were distributed to the visitors at India Pavilion.

In all, nearly 100 member strong delegation from India comprising some of the major publishers, eminent creative writers from different Indian languages, authors, editors, publishing professionals etc participated in the special presentation by India at BIBF.

NBT's delegation comprised of Prof. Bipan Chandra, Chairman, Shri Satish Kumar, Director, Smt. Farida M Naik, Joint Director (Admn. & Finance), Shri Debbrat Sarkar, Deputy Director (Art), Shri Anil Kumar Khanna, Assistant Director (Exhibition) and Shri Kumar Vikram, Assistant Editor (English).

### **3. Sharjah International Book Fair (26 October to 6 November 2010)**

National Book Trust, India participated in the Sharjah International Book Fair from 26 October to 6 November 2010. Apart from NBT, publishers

like DC Books and Thejas Publications from Kerala displayed their volumes.

Indian books are very much in demand in UAE and the thirst for books published exclusively in India is increasing day by day. The demand was restricted not only to Indians and Arabs but Westerners also made a beeline for the NBT stall which showcased more than 300 titles in English and Malayalam. Books from 41 publishing houses covering subjects like arts, history, biography, languages, science, children's and reference books were put up for display only and were not for sale at the Fair.

NBT was represented by Mohammed Imranul Haque, Deputy Director (NRO) and Shri Anil Khanna, Assistant Director (Exhibition) on reciprocal basis by availing the facility of free stall and hotel accommodation for two officers.

### **4. Dhaka International Book Fair (1 to 16 December 2010)**

National Book Trust, India participated in the Dhaka International Book Fair held from 1 to 16 December 2010 at the Dhaka University playground, Dhaka, Bangladesh. The Fair was inaugurated by Md. Abul Kalam Azad, Hon'ble Deputy Minister of Culture People's Republic of Bangladesh. The theme of the Fair was *Books for Achieving Vision 2021*.

The Fair featured 169 stalls from various publishers and book sellers. Two publication houses from overseas, National Book Trust, India and local office of Cultural Embassy from Iran participated in the Fair. NBT displayed 150 titles in English and Bangla and there was a consistent demand of these titles in the Fair. Internationally acclaimed writers and scholars of Bangladesh, Prof. Muntashir Mamun, Rashid Haider, Selina Hossain and several others visited NBT stall.

NBT was provided free stall and hotel accommodation to one officer on reciprocal basis. Shri Bratin Dey, Assistant Editor (Bangla) represented NBT at the Fair.

**5. Cairo International Book Fair  
(26 January to 6 February 2011)**

Shri H M Rizvi, Manager (S&M) was deputed to represent National Book Trust, India at the Cairo International Book Fair which was scheduled to be held from 26 January to 6 February 2011 at Cairo. Approximately 200 books of 21 Indian publishers were sent by the NBT for display. Due to political crises the Fair could not be organised and Shri Rizvi came back to India within 3 days.

**6. Jerusalem International Book Fair  
(20 to 25 February 2011)**

One of the major International Book Fairs in the world, the Jerusalem International Book Fair was organised from 20 to 25 February 2011 at The Binyanei Hauma Convention Centre, Jerusalem. The Fair was inaugurated by Mr. Shimon Peres, President of Israel.

Over 200 publishers including 70 from 21 foreign countries participated in the Fair. The Indian participation was represented by the National Book Trust, India and Goodword Books. The Trust participated with a collective exhibit of over 300 books from publishers all over the country. Visiting the stall, Mr. Navtej Sarna, Indian Ambassador to Israel, was happy to see the Indian participation at

the Fair. He said that there was a growing interest in books from India in Israel. While many of the visitors were familiar with the new writings that have emerged from India, the perennial interest still remains for books on Yoga, alternative medicine and religion and philosophy.

Shri Binny Kurian, Assistant Editor (English) represented NBT at the Fair.

**7. Bologna Children's Book Fair  
(28 to 31 March 2011)**

The internationally acclaimed Bologna Children's Book Fair was held from 28 to 31 March 2011 in Italy. Over 1000 publishers, booksellers, illustrators etc had put up their stalls to showcase latest publications at the Fair. National Book Trust, India had put up a collective exhibit of around 100 children's books from 15 publishers. A number of Indian publishers were also there who had put up their stalls individually. The NBT stall also became a meeting point for various Indian publishers who did not have their stalls there and utilized the space for trade negotiations with other publishers.

NBT availed the facility of rent free stand and hospitality for one officer. Shri Yogesh Anand Giri, Assistant Director (Production) was deputed to represent NBT at the Fair.

## LITERARY ACTIVITIES DURING 2010-11

- A book release function and book discussion on the NBT title *Mulk Raj Anand: Role and Achievement* was organised at IIC on 5 April 2010. Dr. Kapila Vatsyayan released the book. Dr. Kavita Singh, Associate Professor, School of Arts & Aesthetics, JNU also spoke on the occasion.
- National Book Trust, India in association with Madhya Bharat Hindi Sahitya Samiti organised a book release function and short story reading session at NBT's Book Shop in Indore on 23 April 2010. Three Hindi and one Sindhi title published by the NBT were released by Dr. Chitra Mudgal. These include *Sindh ki Lok Kathayen* (both in Sindhi and Hindi), *Chingariyan* and *Ravan* (for children). In a reading session organised on the occasion, noted Hindi writers Shri Suryakant Nagar, Chaitanya Trivedi, Yogendra Nath Shukla, Dr. Meenakshi Swami, Rashmi Ramani, Shriram Deve and Ved Himanshu read their short stories.
- National Book Trust, India in association with Maad-dhara Sahitya Sanskriti Sansthan organised a book release function and book discussion at Jodhpur on 23 April 2010. Seven Hindi books published by NBT were released by Dr. Banwari Lal Gaud, Chancellor, Ayurveda University, Jodhpur. These include *Bharatiya Sanskritik Virasat: Ek Paridrishya*, *Shreshtha Hindi Bal Natak*, *Chitra Mudgal ki Sankalit Kahaniya*, *Mithileshwar ki Sankalit Kahaniyan*, *Chalaka Chuha*, *Budhiman Gauraiya*, *Naya Saveri* and *Ghiyana: Pahadi Ekanki*.
- On the occasion of World Book Day on 23 April 2010, *Pustak Parv* was organised by NBT in association with Amity School, Bharuch, Gujarat. Three discussions on the topics, *Pustak Bole Chhe-Sambhloji*, *Pustak Etle Kalpvriksh* and *Pustak Na Hot To* were held. The discussions were presided over by Dr. Kumarpal Desai, recipient of Padma Shri Award. Ms. Meenal Dave, Dr. Meenakshi Thakar, Shri Harshad Trivedi, Shri Ranchod Shah, Dr. Himanshi Shelat, Shri Krishnakant and Dr. Niranjan Rajyaguru participated in the discussions.
- Three Kashmiri titles and one Urdu title published by NBT were released at Srinagar on 24 April 2010. The titles released were *Buddhiman Gauraiya*, *Chalaka Chuha*, *India by Al-Baruni* and *Lal Ded* (Urdu).
- A book release function was organised at Lucknow on 9 May 2010 to mark the 1857 Mutiny. Three titles in Hindi published by NBT were released namely *France ki Kranti*, *Nadi Kinare Wali Chidiya* and *Ganna*.
- A book release function was organised at Navanshahar in Punjab on 14 June 2010. Punjabi title *Phir ki Hoya* was released by Ms. Shruti Singh, Deputy Commissioner of Navanshahar.
- Shri Kapil Sibal, Hon'ble Minister of Human Resource Development released NBT title *India's Glorious Freedom Struggle and the Post Independence Era* by Dr. Mohan Dharia at IIC, New Delhi on 7 July 2010. Dr. Montek Singh Ahluwalia presided over the function.
- One day Literary Programme organised by NBT in association with the Punjabi Hasya Vyanga

Akademi, Punjab was held at Moga on 18 July 2010. Three Punjabi books published by NBT were released at the function, namely, *Pyara Singh Data da Chaunvan Hasya-Vyangya*; *Sultan Bahu Di Chonvi Punjabi Kavita* and *Vishnu Prabhakar diyan Chaunviyan Kahaniyan*.

- A book release function was organised in Kolkata on 21-22 August 2010. Four Bangla books published by NBT were released. These were biographies of *Utpal Dutta* and *Sombhu Mitra* as well as the Bangla translations of *Rebellion: 1857* and *Medieval India*.
- NBT title *The Planet Earth*, by S.M. Mathur was released by Shri Harish Karmachandani at Rajasthan Hindi Granth Academy, Jaipur on 23 August 2010.
- To mark the Centenary Year of the noted poet and novelist, Nagarjuna, a National Seminar on the topic *Works of Nagarjuna and the Contemporary Society* was organised by NBT in association with Khuda Baksh Oriental Public Library at Patna on 26 August 2010. Dr. Namwar Singh, Dr. Baidyanath Mishra Yatri, Dr. Manager Pandey, Shri Khagendra Thakur, Dr. Shreedharam, Prof. Ramvachan Rai, Prof. Arun Kamal and Dr. Suken Paswan participated in the discussion. A collection of Nagarjuna's poems published by NBT was also released on the occasion.
- A book release function was organised by NBT at Chhapra on 27 August 2010. Published by the NBT, this first Bhojpuri book by the Trust was released by Dr. Namwar Singh. Titled *Purvi ke Dhah* by Jauhar Safiavadi, this novel is based on the life of the acclaimed writer and freedom fighter Mahendra Mishra.
- National Book Trust observed the annual Hindi Pakhwada from 1 to 15 September 2010 at Nehru Bhawan, Vasant Kunj, New Delhi. The Trust celebrated 15 September as Hindi Diwas. On the day, various competitions to popularize working in Hindi were held for the employees of the Trust. These include an essay writing competition in Hindi on the topic *Hindi Rajbhasha ke Prati Hamara Dayitva*; a Hindi handwriting competition; and writing official notings in Hindi.
- Dr. B.B. Bhattacharya, Vice Chancellor, JNU released the title *India's Quest for Population Stabilisation* at ICC on 9 September 2010. Prof. Sudesh Nangia and Ms. Pushpanjali Swain presented their views on the book.
- A book release function was organised at Nalgonda, Andhra Pradesh in collaboration with All India Radio, Hyderabad on 19 September 2010. Twelve Telugu books published by NBT were released by Shri G. Balaramaiah, IAS, Secretary, Board of Intermediate Education and Director, Telugu Academy. The release function was followed by short story reading session. Dr. Mudiganti Sujata Reddy, Dr. Kalva Mallaiah, Smt. Jajula Gawri, Shri Sannapureddy Venkatrami Reddy, Dr. Vedagiri Rambabu etc. participated in the reading session.
- NBT, India organised one day Literary Programme in collaboration with 18<sup>th</sup> Akhil Bhartiya Hindi Sammelan on 23 October 2010 at Ghaziabad. Hindi book *Hindi-Urdu: Sanjha Sanskriti* published by NBT was released by Shri Bhisham Narain Singh and Shri S.V.G. Krishnamurti.
- *Latin America: An Introduction* published by NBT was released by Shri T.S. Devare on 28 October 2010 at IIC New Delhi. Shri L.L. Mehrotra, Prof. Susnidha Dey and Dr. Ash Narayan Roy participated in the discussions on the book.
- As a part of National Book Week celebrations a book release function was organised by NBT on 14 November 2010 at Nehru Bhawan, New Delhi. Shri Dinesh Mishra released the two English translations of Kashmiri titles for

children *Clever Mouse* and *Sprrow's Wisdom*. The books were brought out in collaboration with Rajiv Gandhi Foundation.

- A book release function was organised by NBT on the occasion of the birth centenary of Comrade Batukeshwar Dutt in collaboration with Shaheed Smarak Swatantrata Sangram Shodh Kendra, Lucknow on 19 November 2010. The books released include *Batukeshwar Dutt: Bhagat Singh Ke Sehyogi*, *Bharat Ke Sanrakshit Van Shetra* and *Chanda Ginti Bhool Gaya*. They were released by Prof. Bharati Dutt Bagchi.
- As a part of National Book Week celebration, a book release function was organised by NBT in collaboration with Orissa Sahitya Academy at Bhubaneswar on 19 November 2010. Eighteen titles in Oriya published by NBT were released by Dr. Sitakant Mahapatra. Dr. Rama Chandra Behera, Prof. Sanghamitra Mishra, Prof. Dipti Ranjan Patnaik, Prof. Amal Kumar Misra, Prof. Baishnab Samal and Shri Debendra Kumar Dash presented their views on the books. A book exhibition was also organised jointly by NBT and Orissa Sahitya Academy.
- On 20 November 2010, two Kannada books *Rebellion 1857* and *Panchayati Raj in India* (both translation) were released by Shri Lingadevaru Halemane, eminent Kannada author, at a function organised by NBT in collaboration with Aniketana Samskritika Sanghatane, Mandya. Prof. G.T. Veerappa, Dr. S. Sivaramu, Prof. Suresh, Prof. Hullukera Mahadeva participated in the discussion.
- A one day Literary Programme was organised by the NBT at Nojge Public School, Ganganagar on 9 January 2011 in collaboration with the Srijan Sahityik Sansthan, Ganganagar. Two books in Hindi, published by the NBT, namely, *Dobu aur Rajkumar* and *Guleabbas* were released by school children. Shri Pankaj Bist, Dr. Vidya Sagar Sharma, Shri Surendra Sundaram, Dr. Satyavrat, Shri Arvind Kumar Singh, Shri Govind Sharma and Shri Mohan Alok participated in the discussion.
- Two NBT books in English, *Amritlal Sheth*, authored by Dr. Varsha Das and *History of Khadi*, authored by Ms. Geetanjali Parikh were released at IIC, New Delhi on the occasion of the death anniversary of Mahatma Gandhi. The biography on *Amritlal Sheth* was released by Shri Om Thanvi, Editor, Jansatta and *History of Khadi* was released by Shri P.M. Tripathi, President, Association of Voluntary Agencies for Rural Development.
- A one-day literay programme was held by the National Book Trust, India in association with the Ojaswi Sansthan, Barmer on 26 February 2011 at The Modern School, Barmer. The programme included a book release function as well as a seminar. Ten books published by the National Book Trust, India under its Nehru Bal Pustakalaya and Neo-Literate series were released. They were: *Do Hasya Ekanki*, *Vayuyaan ki Kahani*, *Chutkara*, *Naya Savera*, *Bolti Dibiya*, *Paanch Dost*, *Padh Gayi Paalo*, *Santu Goppi*, *Choti-Choti Baatein* and *Moonch ka Baal*. The books were released by Dr. Aaydaan Singh Bhati, eminent Rajasthani writer and Sahitya Akademi awardee and by Shri Khushal Nath Dheer, distinguished litterateur. In the second session of the programme, a seminar titled *Progressive Book Culture in the Society* was organised.
- A one-day Literary Programme was organised by the NBT, India at Sultanpur Lodhi (Punjab) in collaboration with Guru Nanak Khalsa College, Sultanpur Lodhi on 20 March 2011. Seven Punjabi titles published by the NBT were released by Dr. Kuldip Singh Dhir, Dr. Satish Kumar Verma, Dr. Sukhwinder Singh Randhawa and Shri Swaran Singh. A seminar on *Book Reading Habit: Present Situation and its Future* was held which was presided over by Dr. Kuldip Singh Dhir and the Chief Guest

was Dr. Satish Kumar Verma. A Kavi Darbar was also held which was presided over by Shri Harbhajan Singh Hundal. The poets who rendered their pieces at the function included

Siriram Arsh, Surjit Artist, Bhagwan Singh Deepak, Sulakhan Sarhadi, Surjit Judge, Manjit Indira, Beeba Balwant, Harvinder Bhandal and Amar Sufi among others.

## NATIONAL ACTION PLAN FOR THE READERSHIP DEVELOPMENT AMONG THE YOUTH (NAPRDY)

### National Youth Readership Survey

On the occasion of its Golden Jubilee Celebrations (2007), National Book Trust, India mooted a National Action Plan for the Readership Development among the Youth (NAPRDY) to formulate a national book publishing and promotion programme focussing on the largest and the most energetic segment of the society. The slogan of NAPRDY is *Bringing Youth and Books Closer* and a special logo has been designed for the same. As a part of the NAPRDY and with a special grant received from the Ministry of HRD, Govt. of India, NBT entrusted a study titled *National Youth Readership Survey* (NYRS) in March 2009 to the National Council of Applied Economic Research (NCAER), New Delhi.

The Advisory Board of the NYRS, which had Prof. Bipan Chandra, Chairman, NBT and Shri Suman Bery, Director-General, NCAER as its co-chairmen, had, besides senior officers of the NBT and NCAER, eminent statisticians, educationists, publishers, authors as its members including Dr. N S Sastry, Former DG, NSSO & CSO, Prof. Palle Rama Rao ISRO, Dr. Brahm, Distinguished Professor, ARCI, Hyderabad, Mr. Ramdas Bhatkal, CMD, Popular Prakashan, Mumbai, Prof. J B G Tilak, Professor, NEUPA, New Delhi, Dr. Navsharan Singh, Sr. Programme Officer, IDRC, New Delhi, Mr. Gauhar Raza, Sr. Scientist, NISTADS, Dr. P S Pandey, Principal Scientist, IARI, New Delhi, Ms. Ratna M Sudarshan, Director, ISST, New Delhi, Dr. Anil Rai, Principal Scientist, IASRI, New Delhi and representatives of NCERT on behalf of its Director.

The study has now been brought out by the Trust in association with NCAER in the book form. Titled *Indian Youth: Demographics and Readership* (Results from the National Youth Readership Survey), the study covers 207 districts, 432 villages and 200 towns, spread over 35 states and union territories of the country. The study breaks fresh grounds and is perhaps first of its kind undertaken on this scale and magnitude in this part of the world. It was released by Shri Harsh Mander, Member, National Advisory Council, Govt. of India on 11<sup>th</sup> November 2010 at Auditorium, NMML on the occasion of National Education Day celebrated to commemorate the birth anniversary of Maulana Abul Kalam Azad, the first Education Minister of independent India. Shri Gauhar Raza, Shri M.K. Venu, Dr. Rajesh Shukla and Prof. Bipan Chandra also participated in the function.

Considering the significance of the Study and the Government of India's special focus to develop various programmes for the North-Eastern states, the NCAER has been asked to prepare a full-fledged and detailed follow-up report in the context of the readership status and pattern among the youth of the north-eastern states of India based on the data generated under the said survey.

Further, following the special inclination of the literate youth shown towards biographies and autobiographies as per the results of the NYRS, the Trust has requested eminent women personalities of the post-independence era to write on the general theme of *When I was Young*, which will be brought out as part of pilot publishing programme under the NAPRDY.



## NCCL ACTIVITIES

### NCCL Activities

The National Centre for Children's Literature (NCCL) was established in 1993 by the Trust to monitor, coordinate, plan and aid the publication of children's literature in various Indian languages. Besides developing a library-cum-documentation centre of children's literature, the Centre is engaged in organising seminars, workshops and exhibitions, and also, is actively promoting the habit of reading at the school level by encouraging the setting up of Readers' Clubs.

During the financial year 2010-11, the activities undertaken by NCCL were as follows:

### Seminars, Workshops, Orientations etc. to promote Children's Literature

1. A function to release the April issue of *Readers' Club Bulletin* jointly developed by NCCL and Children's Resource Centre, Nehru Memorial Museum and Library on the occasion of World Book and Copyright Day on 23 April 2010 along with Monthly Meeting
2. A release function of two Hindi translations of original Kashmiri titles for children developed by NCCL and Rajiv Gandhi Foundation in Srinagar on 24 April 2010
3. An interactive session of children with author Shri Suryanath Singh at Ferozabad on 30 May 2010
4. A creative writing workshop for school children at Ferozabad on 31 May 2010
5. Readers' Club Orientation programme at Dumka, Jharkhand on 2 June 2010
6. A monthly meeting on *Promotion of Children's Literature through Magazines* on 2 July 2010 in NBT conference room
7. A monthly meeting on *Translation of Contemporary Children's Literature in Indian Languages* in NBT conference room on 6 September 2010
8. An interactive session of children's author Ms Sangeeta P. Menon Malhan with primary school children in Dehradun on 25 September 2010 at Dehradun Children's Festival organised by UNESCO
9. A meeting of NGOs working for promotion of children's literature, authors, activists, school teachers and librarians to discuss theme and activities for the National Children's Book and Activity Fair, 2010 in October 2010
10. A 2-day workshop on storytelling titled *Kathakar 2010 - Storytelling in Teaching* in NBT conference room on 18-19 October 2010 in association with Bookaroo
11. A 2-day Creative Writing and Illustration workshop at Rourkela (Odisha) in collaboration with Youth Hostel Association of India on 30-31 October 2010
12. Inaugural function of National Book Week on 14 November 2010 in which two English translations of original Kashmiri titles for children entitled *Wise Sparrow* and *Clever Mouse* were released by the Chief Guest, Shri Dinesh Mishra
13. Presentation of nationalistic songs and songs for promotion of reading by children from Ahlcon International School and Gyanprabha School for Performing Arts on the inaugural day of the National Book Week on 14 November 2010
14. A Sit & Draw event for children on the theme *Costumes of India* on 14 November 2010

15. Dramatic performance of a story from the NBP book *A Bride inside a Casket* by children on 15 November 2010
16. *Laughing Together*, a programme on humour for children on 15 November 2010
17. Dramatic performance of a story from Rabindra Nath Tagore's writings by children followed by a quiz on *Life and Works of Tagore* on 16 November 2010
18. An interactive session with Asamiya children's author, Shri Gagan Chandra Adhikari on 16 November 2010
19. An interactive session with Marathi children's author, Smt Surekha Panandiker on 16 November 2010
20. Dramatic presentation of *Adventures of Rusty* by children on 18 November 2010
21. An interactive session with children's author in Hindi, Shri Prakash Manu on 18 November 2010 in association with Bookaroo
22. Dramatic presentation of a story/folktale from Telugu by children on 19 November 2010
23. Presentation of Shri M T Vasudevan Nair's story in Malayalam by Ms Sangeeta P. Menon Malhan on 19 November 2010
24. A National Seminar on the topic *My Children, My Literature* focusing on the recent trends in children's literature in Indian languages and the inter-language translations on 19 November 2010. Shri Sirshendu Mukhopadhyay, eminent author in Bangla was the chief guest
25. An interactive session between Shri Prayag Shukla, eminent author in Hindi and children on 28 November 2010 at Bookaroo Festival, New Delhi
26. A monthly meeting on *Books for the Early Readers: Contents and Visuals* on 16 December 2010 in NBT conference room
27. A 2-day workshop on *Book Making* in collaboration with French Embassy in NBT conference room on 16-17 December 2010
28. A meeting with Sarva Siksha Abhiyan authorities at Alwar on 20 December 2010 on Readers' Club Movement
29. An interactive session of children with children's author Shri Devendra Mewari at Alwar on 21 December 2010
30. An orientation of school teachers on Readers' Club at Giridih, Jharkhand on 11 January 2011
31. A creative writing and illustration workshop for children and a quiz on books and authors for school and college students at National Book Fair, Ranchi on 17 January 2011
32. A workshop for children on preparing a children's magazine on 18 January 2011 at National Book Fair, Ranchi
33. Seminars on *Role of Media in Promotion of Reading Habit* and *Status of Maithili and Santhali Languages* on 18 January 2011 at National Book Fair, Ranchi
34. A workshop on *How to Review a Book for Children* on 19 January 2011 at National Book Fair, Ranchi
35. A workshop on *Writing a Story on a Given Picture for Children* and *Just one Minute* and a book quiz for school and college students at National Book Fair, Lucknow on 9 February 2011
36. A Storytelling Festival and Recitation of Poems by children, and Poster Making competition for school and college students on 10 February 2011 at National Book Fair, Lucknow
37. A programme on *Role Play* at National Book Fair, Lucknow on 11 February 2011
38. An interactive session between children's authors Shri Devendra Mewari and Shri Sanjeev Jaiswal 'Sanjay' and children and a talk on *Publishing as a Career* by Shri Bikram K Das for school and college students on 11 February 2011 at National Book Fair, Lucknow
39. A creative writing and illustration workshop for children at Kiriburu/Meghahatuburu in

- Jharkhand on 11-12 February 2011 to develop April 2011 issue of Readers' Club Bulletin
40. A monthly meeting on *Books for the Young Adults* in NBT conference room on 28 February 2011
  41. A 2-day National Seminar on *21<sup>st</sup> Century Children's Literature in Hindi* in Varanasi on 5-6 March 2011
  42. A seminar on *Pleasure Reading for Children* in collaboration with Department of Social Work, Delhi University on 23 March 2011
  43. A seminar on *Children's Literature of the North East: The Changing Scenario of Reading Habit* at Aizawl on 29-30 March 2011
  44. Reders' Clubs established by March 2011: 1105

#### **Publication**

1. 12 issues of monthly bilingual magazine for children *Readers' Club Bulletin*
2. Publication of catalogue for Bologna Children's Book Fair, March 2011

3. New brochure for NCCL library in English and Hindi

#### **Library and Documentation**

1. 771 new books for children including reference books have been added to the NCCL Library
2. 20 members have been enrolled from Delhi NCR
3. NCCL Library data is now available online at (<http://59.177.81.15>). 1000 books have also been partially digitized for the users. An annotated catalogue of 13,500 children's books is now available online (24 × 7)
4. Regular visit of research scholars and students from various universities, eminent authors, illustrators, publishers, teachers and activities in the field of children's literature including Dr. Hari Krishna Devsare, Prof. Manoj Das and Shri Jagdish Joshi to NCCL Library
5. Book reviews, reading lists, news clippings, e-news letters of other organisation etc. have been sent to the library members by e-mail throughout the year

## TRAINING COURSE IN BOOK PUBLISHING

National Book Trust, India organises Training Course in Book Publishing across the country to help participants take up publishing as a career. The Training Course focuses on various aspects of publishing like developing manuscripts, editorial process, production and marketing of books, techniques of translation, export of books, Copyright and other legal issues of publishing, sale of Rights, export of books etc. Members of the faculty drawn from leading universities, institutions and publishing houses give an insight into publishing industry to the participants through interactive sessions.

During the Financial Year 2010-11, five publishing courses were organised by the Trust in various parts of the country, which are as follows:

### **1. Training Course in Book Publishing, Vijayawada ( 17 to 29 May 2010)**

The Trust organised a Training Course in Book Publishing at Vemuri Anil Kumar Sahitya Vedika, Vijayawada from 17 to 29 May 2010. The Course was organised in association with Vijayawada Book Festival Society. The two-week long course was inaugurated by Shri Phani Kumar, Commissioner, Andhra Pradesh Academy of Rural Development. Shri Sridhar Balan of Ratna Sagar Publishers, Delhi, was the Guest of Honour and Shri Andavalli Satyanarayana, eminent writer and journalist presided over the function. Around 50 participants were enrolled for the course. Shri Peeyush Kumar, District Collector, Vijayawada, was the Chief Guest for the valedictory function and Shri G Ravi Babu, Municipal Commissioner, Vijayawada, presided over the function and gave away certificates to the participants.

### **2. Training Course in Book Publishing, Delhi (5 to 31 July 2010)**

The Book Publishing Course was held at the Conference Room of the Trust, New Delhi from 5 to 31 July 2010. The four-week long course was inaugurated by Shri Asoke Ghosh, Managing Director, PHI Learning. Shri Satish Kumar, Director, NBT, presided over the function. 45 eminent professionals from the publishing trade shared their experiences with about 42 participants enrolled for this Course. 15 participants were sent for a two-month internship to various publishing houses after the end of the Course from 1 August to 30 September 2010 and around 10 participants were absorbed by the publishers in various capacities in their respective organisations. Thus, the Course has now become a job-oriented Course. The valedictory function was organised on 1 October 2010. Ms. Farida M Naik, Jt. Director (Admn. & Finance), NBT, distributed the certificates to the participants.

### **3. Training Course in Book Publishing, Agartala (13 to 25 September 2010)**

The Training Course in Book Publishing was organised by the Trust at the State Institute of Public Administration and Rural Development (SIPARD), Agartala from 13 to 25 September 2010. The Course was organised in collaboration with the Tripura Publishers' Guild. Shri Jitendra Choudhury, Hon'ble Minister for Industries & Commerce, Rural Development and Forest, Govt. of Tripura, inaugurated the Course. About 36 participants were enrolled for the Course. During the two-week long Course eminent professionals from major publishing houses from all over the country shared their experience in publishing industry. Shri Anil

Sarkar, Hon'ble Minister for Higher Education was the Chief Guest for the valedictory function, who gave away the certificates to the participants.

#### **4. Training Course in Book Publishing, Pune (6 to 18 December 2010)**

The Trust organised the Training Course in Book Publishing at Pune University from 6 to 18 December 2010. The Course was organised in collaboration with the Marathi Prakashak Parishad, Pune and Department of Marathi, University of Pune. Former Judge of Mumbai High Court and presently the Chairman of the Bhasha Vibhag, Govt. of Maharashtra, Justice Narendra Chapalgaonkar inaugurated the Course. About 45 participants were benefitted by this Course. Shri Ganesh Devi, well-known writer and activist was the Chief Guest for the valedictory function who

distributed the certificates to the participants.

#### **5. Training Course in Book Publishing, Silchar (24 February to 9 March 2011)**

Under the project DPNER, a Training Course was organised at Hotel Borail View, Silchar from 24 February to 9 March 2011. This programme was organised in association with Department of English, Assam University. Prof. Tapodhir Bhattacharjee, Vice Chancellor of the Assam University inaugurated the Course. About 28 participants were enrolled for the Course and were benefitted by the deliberations made by eminent professionals of the trade. Shri Nirmal Kanti Bhattacharjee, well-known writer, translator and critic, was the Chief Guest for the valedictory function who gave away the certificates to the participants after the end of the course.

## ACTIVITIES IN NORTH-EAST

National Book Trust, India, under its Development Project for North Eastern Region, a special scheme for Northeast, organised several book promotional activities in the year 2010-11. Like the past few years, the year 2010-2011 has been an eventful and successful year for NBT as far as setting new trends in book promotional activities in the Northeast is concerned. Publishers, booksellers, authors, NGOs, and the booklovers extended their help in NBT's effort of bringing all the stakeholders under one roof thereby giving a new impetus to the ever-growing reading movement in Northeast. In the process, the Trust has largely been successful in widening its readership in Northeast.

### **Book Fairs and Book Exhibitions**

In the year 2010-11, NBT organised five (5) book fairs at Digboi (22-30 January 2011), Sivasagar (6-14 February 2011), Itanagar (19-27 February, 2011), Dimapur (14-20 March, 2011), and Ambassa (14-20 March, 2011). Besides, NBT participated in the seven (7) other book fairs organised by other organisations viz., Guwahati Book Fair (3-12 April 2010), Spring Book Fair, Gangtok (17-20 April 2010), Nagaon Book Fair (5-14 November 2010), North East Book Fair, Guwahati (10-21 December 2010), Axom Book Festival, Jorhat (27 December 2010 - 5 January 2011), International Trade Fair, Guwahati (29 December 2010 - 10 January 2011) and Agartala Book Fair (1-12 March 2011).

### **Mobile Book Exhibitions**

With active help from the local administration and intelligentsia, NBT organized two Pustak Parikrama (Mobile Book Exhibition) in Northeast during which, books were made accessible to the readers living in various remote areas of the region:

1. Tripura Pustak Parikrama from 12 July to 3 August 2010
2. Assam Pustak Parikrama from 24 November to 14 December 2010

These two Pustak Parikramas covered altogether 110 exhibition points in Tripura and Assam.

### **Training Course in Book Publishing**

The Trust organized two Training Courses in Book Publishing during the year: one at Agartala (13-25 September 2010) and the other at Silchar (24 February-9 March 2011).

### **Other Literary Activities**

#### **1. Quiz and Sit and Draw Competition**

The Trust sponsored an Interschool Quiz Competition and Drawing Competition on 7 January and 8 January 2011 respectively in the 4<sup>th</sup> International Trade Festival organized by Kaziranga Multipurpose Women Society at Maniram Dewan Trade Centre, Guwahati, Assam. Both the competitions received overwhelming response from school children in and around Guwahati.

#### **2. Meet-the-author Programme at Asam Sahitya Sabha Session**

The Trust facilitated the visit of four eminent writers Rattan Singh (Urdu), Alope Ranjan Dasgupta (Bangla), Satish Kalsekar (Marathi), and Paul Zacharia (Malayalam) from four different corners of the country to interact with writers and book lovers of the Northeast in general and Assam in particular in the first open session of the 71<sup>st</sup> session of the Asam Sahitya Sabha held at Bhasar Ujja Hemchandra Baruah Kshetra, Dergaon, on 3 February 2011. Assam Sahitya Sabha Session, held

biennially, is one of the largest literary festivals organised in the country where more than 2 lakh people participated.

The open session was formally inaugurated by Shri Rattan Singh. Shri Singh noted in his inaugural address, "Good literature is something that highlights the problems of the human society and helps improve the quality of life." In his address as the Chief Guest of the function, eminent Bangla poet and an expert in German, Shri Alope Ranjan Dasgupta said, "Our linguistic diversity actually reflects our hopes and aspirations. The very positioning of 24 languages with respect for each other, reminds us that Christian feast of Pentecost where more than a dozen guests realised that no one understands no one's language." "We must preserve our language by protecting our unique cultural heritage coupled with a strong international outlook," said Shri Dasgupta. Exhorting the writers to save themselves from the dictates of political establishments, eminent Malayalam short story writer, Shri Paul Zacharia in his speech as Guest of Honour, said. "A writer can be religious but his mind should be secular. He should free himself from the narrow confines of castes and classes." Overwhelmed by the sea of people in a literary gathering, eminent Marathi poet and columnist Satish Kalsekar narrated the striking similarities

between Assam and Konkon region of Maharashtra in terms of food habit, language and way of life.

### ***3. Seminar on Children's Literature and Reading Habit at Aizawl***

A two day seminar was organized by the Trust at Aizawl from 29 to 30 March 2011 in which 16 experts from Delhi and the Northeastern states participated. The seminar made an objective analysis of the health of children's literature and reading habit in the Northeastern region. Stressing on the need for bringing out enjoyable books that increase children's attention span, Prof. A K Agarwal, Vice Chancellor, Mizoram University, in his inaugural address expressed concern over the fast declining reading habit among the children. While giving a brief account of the publications for children as well as promotion of children's books especially in the indigenous languages of the region, the experts also discussed about the steps taken by various Government and Non-Government Organizations for promotion of reading in their respective states. In the concluding session, the seminar made a series of recommendations to ensure more interaction and better coordination among the writers for children in the region and easy and regular supply of books in mother tongues in all the schools of Northeast.

## ASSISTANCE FOR THE PUBLICATION OF BOOKS

Assistance for the publication of books is provided by the NBT under Subsidy Scheme.

### **Scheme for the Subsidised Publication of Books**

Through this Scheme, the NBT promotes the publication of reasonably priced books for students and teachers of Indian universities and technical institutes by providing royalty to authors and

financial assistance to publishers for bringing out books which could serve as textbooks, discipline-oriented reference material or reference books.

In the period under review, the total amount of subsidy given was to the tune of ₹ 76,592/-. One title was published under this scheme during the period under report.

### **Details regarding the title published during the year 2010-11 is as under:**

<b>Name of the Title</b>	<b>Author</b>	<b>Publisher</b>
Human Rights in International Relations	Abdulrahim P. Vijapur	Manak Publications Pvt. Ltd., Delhi



**LIST OF GRANTEES UNDER GRANT-IN-AID SCHEME  
FOR BOOK RELATED ACTIVITIES**

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
1.	The Public Library, Bhatinda, Punjab	20,000.00
2.	Surabhi Gramin Vikas Samiti, Nainital, Uttrakhand	25,000.00
3.	Indian Society of Authors, Noida, Uttar Pradesh	1,00,000.00
4.	Ujala Sewa Samiti, Patna, Bihar	25,000.00
5.	Baba Saheb Dr. Bhimrao Ambedkar Samajothan Samiti, Pithoragarh, Uttrakhand	20,000.00
6.	Manav Gaurav Nirman Sanstha, Gangapur, Varanasi, Uttar Pradesh	19,324.00
7.	Akhil Bharatiya Jan Kalyan and Seva Sangh, Mathura, Uttar Pradesh	20,000.00
8.	Ahilya Bahuudeshiya Shikshan Prasarak Mandal, Latur, Maharashtra	55,000.00
9.	All India Human Resources & Environment Development Society, Muzaffarpur, Uttar Pradesh	12,500.00
10.	Pushpanjali Manav Sewa Sansthan, Allahabad, Uttar Pradesh	25,000.00
11.	Gram Vikas Navyuvak Mandal –Sherpur, Karauli, Rajasthan	12,500.00
12.	Ganga Sansthan, Dousa, Rajasthan	25,000.00
13.	Manav Shakti Vikash Samiti, Nagaur, Rajasthan	12,500.00
14.	Sarvodaya Sewa Samiti, Nainital, Uttrakhand	12,500.00
15.	Centre For Rural Artisans, Nagaon, Assam	25,000.00
16.	Kheda Jilla Mahila & Bal Vikas Sangh, Ahmedabad, Gujarat	12,500.00
17.	Gramin Utthan Samiti, Jhajjar, Haryana	20,000.00
18.	I.P. Arts Society, New Delhi	25,000.00
19.	Akhil Progressive & Cultural Society, New Delhi	75,000.00
20.	Shanti Shekshanik Avom Samajik Kalyan Sansthan, Lucknow, Uttar Pradesh	11,125.00
21.	Akhil Progressive & Cultural Society, New Delhi	25,000.00
22.	Prayas Juvenile Aid Centre Society, New Delhi	20,000.00
23.	Book Promotion Society, India, Daryaganj, New Delhi	1,00,000.00
24.	Manav Seva Samaj, Ghaziabad, Uttar Pradesh	80,000.00
25.	Bapu Yuvak Sangh, Dhenkanal, Orissa	37,170.00
26.	Dipika Bahu Udeshiya Mahila Mandal, Taroda Bk. Nanded, Maharashtra	20,380.00
27.	Navyuvak Mandal Chandlai, Jaipur, Rajasthan	20,000.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
28.	R.M.E. Samudai Bal Vikas Society, New Delhi	25,000.00
29.	Sahyog Vikas Samiti, Badarpur, New Delhi	25,000.00
30.	Kai.Ramakant Vishwanath Bejgamwar Shikshan Prasark Mandal, Nanded, Maharashtra	68,256.00
31.	Akhil Bharatiya Jan Kalyan And Seva Sangh, Mathura, Uttar Pradesh	25,000.00
32.	Soni Gramoudyog Sewa Samiti, Mainpuri, Uttar Pradesh	25,000.00
33.	Yuva Vikas Club, Bhiwani, Haryana	20,000.00
34.	Aadarsh Shikshan Avom Samaj Seva Samiti, Ram Nagar, Uttrakhand	50,000.00
35.	Shiv Parvati Bahu Udeshiya Mahila Mandal, Nanded, Maharashtra	20,641.00
36.	Darshan Cultural Society, Kottayam, Kerala	60,000.00
37.	Pushpanjali Manav Sewa Sansthan, Allahabad, Uttar Pradesh	25,000.00
38.	Perna Samajik, Sanskritik Evam Sahityik Samiti, Budaun, Uttar Pradesh	25,000.00
39.	Vijay Vardhan Sansthan, Gwalior, Madhya Pradesh	20,000.00
40.	The Federation of Publishers and Booksellers Association in India, New Delhi	50,000.00
41.	Karpuri Thakur Gramin Vikash Sansthan, Patna, Bihar	20,000.00
42.	Bhartiya Gramin Vikas Samiti, Hardoi, Uttar Pradesh	20,000.00
43.	Parivartan, Jind, Haryana	25,000.00
44.	Disha Foundation, Rohini, New Delhi	40,000.00
45.	Parivartan Safidon, Jind, Haryana	25,000.00
46.	Darpan Music Society of Kairana Gharana (Regd.) India, Delhi	25,000.00
47.	Surbhi Jan Kalyan Samiti, Jhajjar, Haryana	25,000.00
48.	Yug Chetna Prasar Avom Kalyan Samiti, Bhind, Madhya Pradesh	25,000.00
49.	Akhil Bhartiya Manav Kalyan Samiti, Hardoi, Uttar Pradesh	12,500.00
50.	Samaj Vikas Samiti, Hissar, Haryana	12,500.00
51.	Bikalpa Bikash – Orissa, Angul, Orissa	50,000.00
52.	Career Point Educational Organization, Bhiwani, Haryana	12,500.00
53.	Jalagam Samiti Sajgouri, Almora, Uttarakhand	20,000.00
54.	Kamal Khadi Gramodyog Mandal, Safidon, Jind, Haryana	25,000.00
55.	Adarsh Navyuvak Mandal, Mahesh Nagar, Jaipur, Rajasthan	25,000.00
56.	All India Global Society, Dwarka, New Delhi	25,000.00
57.	All India Shiksha Evam Vikas Association, New Delhi	25,000.00
58.	Anjuman Sansthan, Mahesh Nagar, Jaipur, Rajasthan	20,000.00
59.	Sarvodaya Sewa Samiti, Nainital, Uttrakhand	24,950.00
60.	Ganga Tatiya Vikash Sansthan, Saran, Bihar	20,000.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
61.	Dr. Shyam Prasad Mukherji Prabodhini Shivaji Nagar, Parbhani, Maharashtra	37,500.00
62.	Tagore Bal Gramodyog Samiti, Bulandshahar, Uttar Pradesh	74,108.00
63.	Dushyant Kumar Smarak Pandulipi Sangrahalaya, Bhopal, Madhya Pradesh	12,500.00
64.	Servhit Sewa Samiti, Panipat, Haryana	25,000.00
65.	Saraswati Gramin Vikas Samiti, Waiseri, Panipat, Haryana	25,000.00
66.	Association of Writers & Illustrators for Children, New Delhi	75,582.00
67.	Priyanshi Shiksha Evam Samaj Kalyan Samiti, Morar, Gwalior, Madhya Pradesh	24,100.00
68.	ANWESHA, Guwahati, Assam	75,000.00
69.	Baba Saheb Dr. Bhimrao Ambedkar Samajotthan Samiti, Pithoragarh, Uttrakhand	20,000.00
70.	Akhil Bhartiya Gramin Vikas Sansthan, Mahamaya Nagar, Uttar Pradesh	12,500.00
71.	Hari Gramadyog Sansthan, Aligarh, Uttar Pradesh	25,000.00
72.	The Federation of Publishers & Booksellers Association in India, New Delhi	10,00,000.00
73.	Society For Awareness Welfare Education & Rural Advancement (S.W.E.R.A.), Safidon, Jind, Haryana	70,000.00
74.	Akhil Bhartiya Jan Kalyan and Seva Sangh, Mathura, Uttar Pradesh	75,000.00
75.	Ahmedabad Jilla Mahila & Balvikas Sangh, Pladi, Ahmedabad, Gujarat	75,000.00
76.	Manav Seva Samaj, Uttar Pradesh	75,000.00
77.	Servhit Sewa Samiti, Panipat, Haryana	46,500.00
78.	Saraswati Gramin Vikas Samiti, Panitpat, Haryana	45,000.00
79.	Yuva Vikas Club, Mitathal, Bhiwani, Haryana	75,000.00
80.	R.M.E. Samudai Bal Vikas Society, New Delhi	25,000.00
81.	Gramdeep, Gosaitolia, Madhubani, Bihar	75,000.00
82.	Yug Chetana Kalyan Samiti, Bhind, Madhya Pradesh	12,500.00
83.	New Adarsh Education Society, Sonapat, Haryana	50,000.00
84.	Priyanshi Shiksha Evam Samaj Kalyan Samiti, Gwalior, Madhya Pradesh	35,000.00
85.	Success Foundation, Ahmedabad, Gujarat	60,000.00
86.	Association for Global Rural Alert (AGRA), Anantapur, Andhra Pradesh	37,500.00
87.	Parivartan, Jind, Haryana	60,000.00
88.	Gramin Utthan Samiti, Bhaproda, Jhajjar, Haryana	75,000.00
89.	Akhil Progressive & Cultural Society, Paschim Vihar, New Delhi	1,12,500.00
90.	Parashuram Samaj Kalyan Shiksha Samiti, Gwalior, Madhya Pradesh	37,500.00
91.	IP Arts Society, New Delhi	87,500.00
92.	Hari Gramodyog Sansthan, Aligarh, Uttar Pradesh	85,000.00
93.	Kheda Jilla Mahila & Bal Vikas Sangh, Ahmedabad, Gujarat	60,000.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
94.	S R Institute of Development Srinagar- Jammu & Kashmir	37,500.00
95.	People Welfare Forum, Srinagar, Kashmir	50,000.00
96.	Pragya Jyoti, Vasundhra Enclave, Delhi	75,000.00
97.	All India Global Society, Dwarka, New Delhi	50,000.00
98.	Kalyan Yuva Mandal, Bhiwani, Haryana	37,500.00
99.	Nisharg, Jaunpur, Uttar Pradesh	37,500.00
100.	Adarsh Dron Vidya Mandir Sansthan, Dausa, Rajasthan	60,000.00
101.	Shanti Shikshik Evam Samajik Kalyan Sansthan, Lucknow, Uttar Pradesh	62,500.00
102.	All India Shiksha Evam Vikas Association, New Delhi	50,000.00
103.	Prag Sarvodaya Samiti, Jaunpur, Uttar Pradesh	1,10,000.00
104.	Raghvindra Shiksha Prasar Samiti, Ratlam, Madhya Pradesh	37,500.00
105.	Shri LaL Bhadur Shiksha Prasar Samiti, Shivpuri, Madhya Pradesh	37,500.00
106.	Bikalpa Bikash–Orissa, Angul, Orissa	75,000.00
107.	Darpan Music Society of Kairana Gharana (Regd.) India, Delhi	40,000.00
108.	Ashwini Mahila Seva Sangh, Ahmedabad, Gujarat	37,500.00
109.	Parivartan, Jind, Haryana	62,500.00
110.	Kamal Khadi Gramodyog Mandal, Jind, Haryana	37,500.00
111.	Surbhi Jan Kalyan Samiti, Jhajjar, Haryana	40,000.00
112.	Ganga Sansthan, Dausa, Rajasthan	37,500.00
113.	Authors Guild of India, New Delhi	1,00,000.00
114.	Disha Foundation, Delhi	60,000.00
115.	Dr Ambedkar Samiti, Uttar Pradesh	12,500.00
116.	Aadarsh Navyuvak Mandal Toonga, Jaipur, Rajasthan	50,000.00
117.	Sarvodaya Gramin Sewa Sansthan, Mainpuri, Uttar Pradesh	37,500.00
118.	Tamoha, New Delhi	37,500.00
119.	Book Promotion Society, Delhi	1,62,500.00
120.	Sandhya Social and Educational Society, Delhi	37,500.00
121.	Sandhya Social and Educational Society, Delhi	1,50,000.00
122.	Satya Samarpan, Lucknow, Uttar Pradesh	50,000.00
123.	All India Association For Women & Child Development, New Delhi	37,500.00
124.	Samaj Kalyan Vikas Seva Sadan, Uttrakhand	37,500.00
125.	S-Pragya Siksha Mahila Prasar Samiti, Datia, Madhya Pradesh	37,500.00
126.	Ishwar Jyoti Parwatiya Mahila Gramodyog Vikas Sansthan, Bhimtal, Nainital, Uttarakhand	25,000.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
127.	Prerna Samajik, Sanskritik Evam Sahityik Samiti, Budaun, Uttar Pradesh	1,00,000.00
128.	Adarsh Mahila Kalyan Shiksha Sansthan, Allahabad, Uttar Pradesh	37,500.00
129.	Toppers Educational Society, Raipur, Chattisgarh	75,000.00
130.	Deep Vidya Mandir Samiti (DVAS), Dausa, Rajasthan	37,500.00
131.	Akhil Bhartiya Jagrook Nagrik Samiti, Lucknow, Uttar Pradesh	62,500.00
132.	Brij Bhushan Memorial Society, Agra, Uttar Pradesh	1,00,000.00
133.	Mahatma Gandhi Prakritik Chikitsa Samiti, Jind, Haryana	25,000.00
134.	Dr Ambedkar Samiti, Mahamaya Nagar, Uttar Pradesh	65,000.00
135.	Sarv Sukhai Ujjawal Gramodyog Sewa Sansthan, Basti, Uttar Pradesh	37,500.00
136.	Vandana Gramodyog Vikas Sansthan, Gonda, Uttar Pradesh	37,500.00
137.	Pioneer Foundation, Lucknow, Uttar Pradesh	37,500.00
138.	Vishwas Sansthan, Raebareli, Uttar Pradesh	37,500.00
139.	Shiva Audhyogik Vikas Sewa Sansthan, Gorakhpur, Uttar Pradesh	25,000.00
140.	Pragati Pathgamini, Lucknow, Uttar Pradesh	37,500.00
141.	Manav Gramotthan Jan Kalyan Sansthan, Balrampur, Uttar Pradesh	37,500.00
142.	Samaj Kalyan Sansthan, Firozabad, Uttar Pradesh	37,500.00
143.	Matree Shakti Sewa Sansthan, Varanasi, Uttar Pradesh	37,500.00
144.	Pushpanjali Social Welfare Society, Indore, Madhya Pradesh	37,500.00
145.	Centre For Resources Development Studies, Bhopal, Madhya Pradesh	37,500.00
146.	Yuva Kranti Mission, Hisar, Haryana	30,000.00
147.	Ganga Tatiya Vikash Sansthan, Saran, Bihar	37,500.00
148.	Sarvvhom Rishi Sewa Sansthan, New Delhi	25,000.00
149.	Pragati Paryavaran Sanrakshan Samiti, Jaunpur, Uttar Pradesh	50,000.00
150.	Social Development Alternative, Auraiya, Uttar Pradesh	37,500.00
151.	Snehi Mahila Kalyan Avam Utthen Samiti, Kanpur, Uttar Pradesh	37,500.00
152.	Purvanchal Social Development Society, Gazipur, Uttar Pradesh	37,500.00
153.	Pushpanjali Manav Sewa Sansthan, Allahabad, Uttar Pradesh	75,000.00
154.	Kadambni Shiksha Avam Samaj Kalyan Seva Samiti, Bhopal, Madhya Pradesh	37,500.00
155.	Mamta Vikas Samiti, Lucknow, Uttar Pradesh	25,000.00
156.	Rangkhoj Parishad, Sagar, Madhya Pradesh	37,500.00
157.	Saraswati Gramin Vikas Sanshtha, Sharanpur, Uttar Pradesh	37,500.00
158.	Kalpna Mahila Avam Bal Kaliyan Samiti, Mandsaur, Madhya Pradesh	25,000.00
159.	Aman Mahila Vikas Samiti, Ram Pur, Uttar Pradesh	37,500.00
160.	Adarsh Shiksha Evam Samaj Sewa Samiti, Nainital, Uttarakhand	65,000.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
161.	Baba Saheb Dr Bhimrao Ambedkar Samajothan Samiti, Pithoragarh, Uttrakhand	50,000.00
162.	Fatima Basheer Foundation Society, Bhadohi, Uttar Pradesh	50,000.00
163.	Sahyog Samajothan Samiti, Nainital, Uttrakhand	37,500.00
164.	National Development & Welfare Society, Dehradun, Uttrakhand	50,000.00
165.	Shilp Shri Mahila Sewa Samiti, Lucknow, Uttar Pradesh	35,000.00
166.	Ajay Gramudyog Sewa Samiti, Firozabad, Uttar Pradesh	25,000.00
167.	Organization For Social Development, Imphal West, Manipur	37,500.00
168.	Ahmedabad Jilla Mahila & Balvikas Sangh, Ahmedabad, Gujarat	73,335.00
169.	Ashwini Mahila Seva Sangh, Ahmedabad, Gujarat	37,267.00
170.	Shiv Devi Sewa Sansthan, Hathras, Uttar Pradesh	17,815.00
171.	Success Foundation, Ahmedabad, Gujarat	50,400.00
172.	Parivartan, Ahmedabad, Gujarat	46,570.00
173.	Navyuvak Mandal Chandlai, Jaipur, Rajasthan	15,200.00
174.	Kheda Jilla Mahila & Balvikas Sangh, Ahmedabad, Gujarat	60,000.00
175.	Gramdeep Madhubani, Madhubani, Bihar	67,802.00
176.	Kalyain Yuva Mandal, Bhiwani, Haryana	37,500.00
177.	Yova Vikas Club, Bhiwani, Haryana	73,770.00
178.	The Federation of Indian Publishers, New Delhi	10,000,00.00
179.	Shaheed Bhagat Singh Yuva Sangthan, Jind, Haryana	35,000.00
180.	Sri Nath Education and Welfare Society, Ghaziabad, Uttar Pradesh	37,500.00
181.	Mother Teresa Manav Sewa Samiti, Lucknow, Uttar Pradesh	37,500.00
182.	Ganga Sansthan, Dausa, Rajasthan	37,500.00
183.	Indian Society of Authors, Noida, Uttar Pradesh	48,220.00
184.	Society For Awareness Welfare Education & Rural Advancement (S.W.E.R.A.), Safidon, Jind, Haryana	69,387.00
185.	Ku. Gyatri Anusuchit Jaiti/Janjaiti Kalyan Samiti, Sheopur, Madhya Pradesh	37,500.00
186.	Gyansarover Shiksha Evam Jan Kalyan Samiti, Lucknow, Uttar Pradesh	37,500.00
187.	Nav Udai Nari Utthan Samiti, Bhopal, Madhya Pradesh	50,000.00
188.	Shrishti Sewa Sansthan, Lucknow, Uttar Pradesh	37,500.00
189.	Surya Vikas Samiti, Lucknow, Uttar Pradesh	37,500.00
190.	Ansh Vikas Evam Jankalyan Samiti, Dehradun, Uttar Pradesh	37,500.00
191.	Aryaveer Samajik Sewa Sansthan, Aurangabad, Maharashtra	14,443.00
192.	Ram Ugrah Rai Educational and Welfare Society, Patna, Bihar	37,500.00
193.	Udyaniki Krishi Anusandhan Samiti, Lucknow, Uttar Pradesh	25,000.00
194.	Shri Bhola Nath Sewa Sansthan, Gonda, Uttar Pradesh	37,500.00

<b>S.No</b>	<b>Name of the NGO</b>	<b>Amount Paid (₹)</b>
195.	Shanti Sewa Sansthan, Lucknow, Uttar Pradesh	37,500.00
196.	Jalagam Samiti Sajgouri (Regd.), Almora, Uttarakhand	50,000.00
197.	Rural Development Society, Tamenglong, Manipur	37,500.00
198.	Manav Seva Samiti, Jaipur, Rajasthan	25,000.00
199.	Jan Sewa Sansthan, Lucknow, Uttar Pradesh	37,500.00
200.	United Rural Development Organization, Karbi Anglong, Assam	60,000.00
201.	Care India, Lucknow, Uttar Pradesh	37,500.00
202.	Rashtriya Vikas Sansthan (RVS), Lucknow, Uttar Pradesh	37,500.00
203.	Sarvodya Sewa Samiti, Nainital, Uttarakhand	37,500.00
204.	Karpuri Thakur Gramin Vikash Sansthan, Patna, Bihar	75,000.00
205.	M.P. Prakratic Chikitisalaya Tatha Mhavidyallaya Samiti, Gwalior, Madhya Pradesh	37,500.00
206.	Anandi Devi Jan Kalyan Shiksha Samajuthan Samiti, Mahamaya Nagar, Uttar Pradesh	25,000.00
207.	Bhartiya Gramin Vikas Samiti (Regd.), Hardoi, Uttar Pradesh	1,00,000.00
208.	Sadhak Seva Sansthan, Bhilwara, Rajasthan	37,500.00
209.	Dushyant Kumar Smarak Pandulipi Sangrahalaya, Bhopal, Madhya Pradesh	50,000.00
210.	Bal Mandir Samiti, Hanumangarh, Rajasthan	50,000.00
211.	Soni Gramoudyog Sewa Samiti, Mainpuri, Uttar Pradesh	65,000.00
212.	Ziya Islamic School Samiti, Bahraich, Uttar Pradesh	25,000.00
213.	New Vision Creative Society, Karbi Anglong, Assam	55,000.00
214.	Janhit Sanskritik Kala Kendra, Palamu, Jharkhand	20,000.00
215.	Omega Sansthan, Allahabad, Uttar Pradesh	37,500.00
216.	Surabhi Gramin Vikas Samiti, Nainital, Uttarakhand	25,000.00
217.	National Charitable Welfare Society, Pratapgarh, Uttar Pradesh	37,500.00
218.	Prof. Kaula Endowment for Library and Information Science, Tenali, Andhra Pradesh	25,000.00
219.	Jagrothi Shikshan and Prashikshan Sansthan, Hindaun, Karauli, Rajasthan	62,500.00
220.	Jabies Christian and Rural Development Society, Chittoor, Andhra Pradesh	14,133.00
221.	Prayas Foundation, Ahmedabad, Gujarat	75,000.00
222.	Akhil Bhartiya Jan Kalyan & Sewa Sangh, Mathura, Uttar Pradesh	71,700.00
223.	Dr Khursheed Jahan Girl & Boys Inter College Samiti, Lucknow, Uttar Pradesh	37,500.00
224.	Rational Activities Development and Research Centre, Patna, Bihar	73,988.00
225.	Indian Society of Authors, Noida, Uttar Pradesh	50,000.00
226.	Bharatvasi Seva Sansthan, Hathras, Uttar Pradesh	37,500.00

## PROMOTION AND SALE OF BOOKS THROUGH MOBILE EXHIBITION VANS

National Book Trust, India is actively engaged in publishing good quality books in English, Hindi and all major Indian languages, promoting Indian books and disseminating book culture in India. The Trust has launched a movement called *Books on Wheels* under which books are provided at the door steps of the people living in both urban and rural

parts of the country. With the cooperation of various State and Central Government departments, *Pustak Parikramas* (Mobile Book Exhibitions) are organised by putting into gear a fleet of mobile book exhibition vans across the country.

During the year 2010-2011, following mobile book exhibitions were organised throughout the country.

S.No.	Name of the Pustak Parikrama	Period	Gross Sale (₹)	Net Sale (₹)	No. of Exh. points	No. of books sold
1.	Rajasthan Pustak Parikrama	29 March to 19 April 2010	1,55,045.00	1,32,562.00	52	4528
2.	Tamil Nadu Pustak Parikrama	6 April to 17 May 2010	1,16,173.00	1,01,161.00	52	2772
3.	Haryana/NCR Pustak Parikrama	8 April to 7 May 2010	7,79,221.00	6,30,200.00	50	12,534
4.	Jammu Pustak Parikrama	7 to 27 May 2010	2,04,208.00	1,70,924.00	62	2955
5.	Himachal Pustak Parikrama	10 May to 1 June 2010	95,748.00	84,144.00	58	2119
6.	Goa & Karnataka Pustak Parikrama	24 May to 18 June 2010	1,34,068.00	1,16,338.00	59	3068
7.	Uttarakhand Pustak Parikrama	1 to 22 June 2010	1,67,800.00	1,43,740.00	58	3567
8.	Haryana Pustak Parikrama	2 to 23 June 2010	1,87,115.00	1,33,177.00	40	3898
9.	Punjab Pustak Parikrama	28 June to 20 July 2010	1,52,246.00	1,33,712.00	50	3508
10.	Tripura Pustak Parikarma	12 July to 3 Aug. 2010	1,03,977.00	92,326	50	3029
11.	Chattisgarh/Madhya Pradesh Pustak Parikarma	19 July to 8 Aug. 2010	1,63,139.00	1,38,198.00	55	3174
12.	Gujarat Pustak Parikarma	21 July to 14 Aug. 2010	1,70,030.00	1,45,876.00	52	4052
13.	Madhya Pradesh Pustak Parikarma	26 July to 17 Aug. 2010	1,85,083.00	1,62,800.00	50	3869



<i>S.No.</i>	<i>Name of the Pustak Parikrama</i>	<i>Period</i>	<i>Gross Sale (₹)</i>	<i>Net Sale (₹)</i>	<i>No. of Exh. points</i>	<i>No. of books sold</i>
14.	Uttar Pradesh Pustak Parikarma	26 July to 20 Aug. 2010	2,00,393.00	1,70,822.00	50	4223
15.	Kanpur Pustak Parikarma	25 Aug. to 25 Sept. 2010	21,44,290.00	18,78,125.00	52	41,107
16.	Kerala Pustak Parikarma	10 Sept. to 5 Oct. 2010	2,01,039.00	1,75,200.00	45	4389
17.	Orissa Pustak Parikarma	10 Sept. to 4 Oct. 2010	2,44,906.00	2,08,390.00	50	4812
18.	Haryana Pustak Parikarma	15 Sept. to 6 Oct. 2010	1,46,214.00	1,18,745.00	50	3277
19.	West Uttar Pradesh Pustak Parikarma	10 Nov. to 5 Dec. 2010	1,90,358.00	1,60,356.00	45	3524
20.	Rajasthan Pustak Parikarma	10 Nov. to 4 Dec. 2010	1,79,577.00	1,51,185.00	50	3717
21.	Bihar Pustak Parikarma	11 Nov. to 2 Dec. 2010	2,59,521.00	2,16,294.00	50	5091
22.	Assam Pustak Parikarma,	24 Nov. to 14 Dec. 2010	2,04,657.00	1,73,468.00	60	4305
23.	Tamil Nadu Pustak Parikarma	25 Nov. to 16 Dec. 2010	1,79,677.00	1,59,414.00	52	1369
24.	Maharashtra Pustak Parikarma	9 to 29 Dec. 2010	1,80,217.00	1,53,919.00	50	4300
25.	Andhra Pradesh Pustak Parikarma	6 to 29 Jan. 2011	2,67,422.00	2,16,661.00	55	6385
26.	Maharashtra Pustak Parikarma	7 Jan. to 7 Feb. 2011	2,77,755.00	2,38,875.00	50	6531
27.	Orissa Pustak Parikarma	10 to 31 Jan. 2011	2,42,927.00	2,06,911.00	50	5607
28.	Rajasthan Pustak Parikarma	24 Jan. to 14 Feb. 2011	2,96,744.00	2,49,015.00	50	7435
29.	Karnataka Pustak Parikarma	27 Jan. to 25 Feb. 2011	1,62,508.00	1,44,002.00	50	4291
30.	Gujarat Pustak Parikarma	17 Feb. to 9 March 2011	1,70,560.00	1,44,470.00	55	4645
31.	Haryana Pustak Parikarma	21 Feb. to 9 March 2011	1,37,893.00	1,05,000.00	60	3082
<b>TOTAL</b>			<b>78,766,46.00</b>	<b>70,56,010.00</b>	<b>1,662</b>	<b>1,77,124</b>

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