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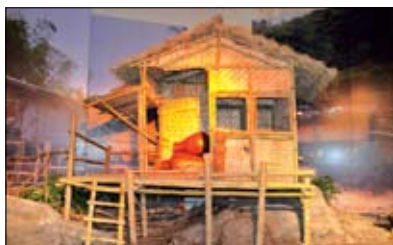
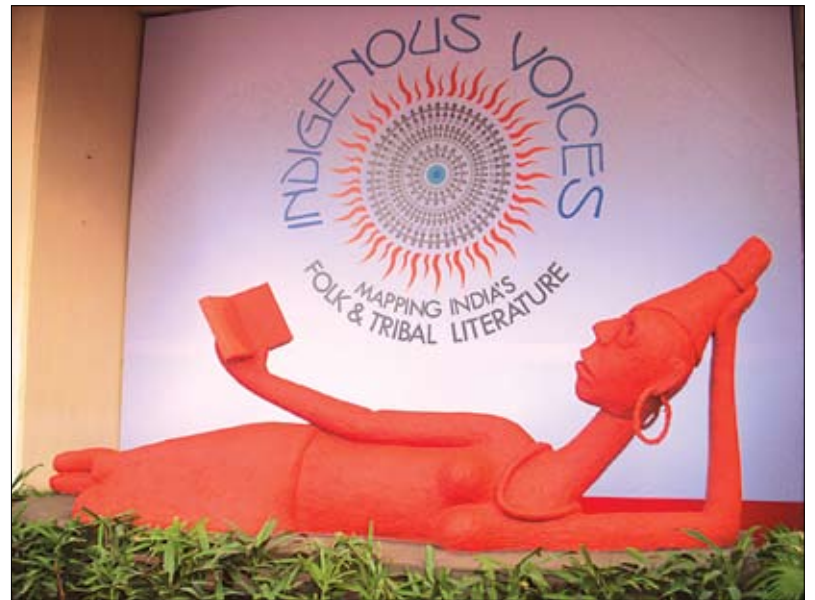
Showcasing Indigenous Expressions

Greeting the visitors at Hall No. 7 is a huge reclining figure of a lady engrossed in reading. This replica of a figure, a Bengal folk art form, in a way represents the Theme Presentation of the New Delhi World Book Fair 2013.

Indigenous Voice: Mapping India's Folk and Tribal Literature is an attempt by National Book Trust, India to map some of the writings on tribal and folk literature as well as works by and on tribals.

wealth was sustained in the vast repositories of 'oral memories' by various communities.

These indigenous voices have found their expressions in medium as varied as handicrafts to performances and literature. In bringing a renewed focus on this tradition and culture, the NBT has conceived and put up an impressive pavilion at Hall 7E. The Pavilion transports the visitors to a time and place that still co-exists along with our urbane existence, with its



Kalamkari, an ancient style of painting from Andhra Pradesh; Kavad, story telling in pictorial tradition; Pattachitra painting from Odisha; Warli painting from Maharashtra; Gond art from central India; Patwa style of painting from Bihar and West Bengal; Pinguli Chittrakatha story telling tradition; Mata-ni-Pachedi

textile art tradition by nomadic Waghari community of Gujarat; Pabuji ka Phad, storytelling through painting; Rajwar murals style of painting practised by women of Rajwar community of Bihar, Chhattisgarh and Madhya Pradesh; Ravan Chaya traditional shadow-puppet theatre form of Odisha; Thangka, painting

The identity of a nation and her people lie in its many traditions and cultures that have withstood the test of times. Until the time the traditional knowledge of our communities, be it their faith, culture, belief systems, craft, performances, literature were captured for posterity, this

colossal replicas of the dwelling abodes of our community. These include typical traditional houses from the South, the West, the North, the East as well as the Northeast.

Complimenting them are panels on various traditional story telling art forms like

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on silk with embroidery, used as tools to depict the life of Buddha; Tholpavakoothu, a shadow-puppetry of Kerala; Pithora paintings of Rathwas, Bhilals and Naykas of Gujarat and Madhya Pradesh; Jadu Pat painting and story telling tradition of the Santal tribes; and Madhuban or Mithila style of painting traditionally done by the Women folk. Together they showcase the rich and diverse artistic traditional ways of communication.

Making a transition from orality to written, that documents and preserves this knowledge for posterity is the display of over 500 books in English, Hindi and other Indian languages including tribal languages like Lepcha, Gondi, Chhattisgarhi,

Bhili-Gujarati, Himachali, Santali and Kokborok. A display of mixed genres they include fiction, non-fiction, folklore and some incisive scholarly studies on the communities, their way of life, as well as their struggles for survival under the onslaught of change.

Besides, the exhibit showcases new refreshing voices that are emerging today from among the communities themselves,

creating an alternative literary landscape. These voices from within are much more than simple narratives but also include novels, essays and dramas. In the process, they augur a new idiom and change that will continue to strengthen the national fabric of India. Many such writings in English and tribal languages are displayed at the Theme Pavilion. An annotated catalogue of the books displayed is available for the general public at the Pavilion.

Over the days during the Fair the Theme Pavilion will host discussions where writers

and scholars from across the country will participate in the deliberations. They include Narayan, Ivy Hansdak, Ram Rahman, Mini Krishnan, G.N. Devy, Jivya Soma Mashe, Muthukumarasamy, Badri Narayan, K. Satchidanandan, Temsula Ao, Tabu Taid and Arjun Deo Sharan.

The Theme Pavilion also showcases every day at the Lal Chowk Theatre various folk music, dance and drama presentations from all over the country. These include Pandavani, Choliya Dance & Lok Geet, Kabui Naga Dance, Bhand Pather, Purulia Chhau, Naqqal, Pulikali, Bajashal, Kolkali, Bagrumba & Bood Dance etc.



'India 2013' released

The Publications Division, Ministry of Information & Broadcasting, Government of India released their latest title 'India 2013' at the New Delhi World Book Fair. Manish Tiwari, Minister of State for Information & Broadcasting officially released the book. He also launched the new logo for 'Employment News' and e-version of Urdu Employment News.



Motivational session on books and youth today

At 4:00 pm, today, there will be a motivational talk by Prof Dinesh Singh, vice chancellor, University of Delhi on 'Books and youth today' in Conference Room, 1st Floor, Hall 7. The session will be chaired by Shri Sandeep Dixit, Member of Parliament.



A Forum of Santali Writers

Santali is a sweet language", said Shri A. Sethumadhavan, Chairman, NBT at the Santali Writer's Panel Discussion held at the Theme Pavilion on 5 February 2013 by All India Tribal Booksellers' and Publishers' Forum, Jamshedpur, Jharkhand.

Speaking as the Chief Guest at the Panel Discussion titled 'Indigenous People's Philosophy on Global Environment, Peace, Prosperity and Propagation of Tribal Language in India and Abroad', Shri Sethumadhavan said, "All languages are born of one mother, hence all languages are valuable. Any language is passed through the generations from their ancestors; hence the language is a part of our heritage." He informed the audience that NBT publishes books in about 35 languages which include Santali, Himachali, Sindhi as well as north-eastern languages like Ao Naga, Bhotia, Khasi, Garo, Limboo, Lepcha, Mising among others.

Coordinating the programme, Shri Mangal Majhi, President of the All India Tribal Booksellers' and Publishers' Forum, and Founder, Aadim Book Centre, said that he was hopeful that organizations like NBT would publish more books in Santali.

Speaking on the occasion, Dr P. C. Roy, well known Santali writer, said that we have already lost two tribal languages in 2 years, and another two languages are on the verge of extinction. He was of the opinion that we should concentrate more on preserving our indigenous languages and developing their script. He gave examples of the first Adivasi languages 'Prakriti' and the ancient language 'Pali', which have now been lost to our civilization.

Others who spoke at the discussion included Shri U.N. Majhi, Dr K. Anil Kumar, Shri K.C. Kispotta, Shri S C Soren and Shri Mangal Madan.



Tax policies need to be tweaked to boost publishing sector; Dr. Shashi Tharoor calls for competition to drive growth at CEO Speak – forum for publishing

The need for research books and papers, accent on e-publishing and tax policies which incentivize quality publishing was underlined by eminent speakers at the 'CEO Speak over Chairman's Breakfast' Forum.

The Forum organized by FICCI and National Book Trust during the World Book Fair 2013, is the first-of-its-kind where the CEOs and Senior Executives of the publishing sector came under one roof to discuss the opportunities and challenges faced by the sector. The aim was to discuss and share issues and concerns to evolve a composite agenda of Indian publishing. Besides a congregation of leading CEOs from Indian publishing sector, the Forum witnessed the participation of foreign publishing houses.

Addressing the Forum, Dr. Shashi Tharoor, Minister of State for HRD, said, "Many publishers are coming to India first to publish their books. With the rising level of literacy, the publishing sector is set to grow significantly from its current level of US\$2 billion. The industry needs healthy competition to flourish. We need intellectual discussions and policies which can help the sector to develop comprehensively," said Dr. Tharoor.



Mr. A Sethumadhavan, Chairman, National Book Trust, Ministry of Human Resource Development, said publishing is not a one-stop activity. All the stakeholders in the business should share their ideas and must formulate policies that are beneficial to the sector.

Mr. Sidharth Birla, Senior Vice President, FICCI and



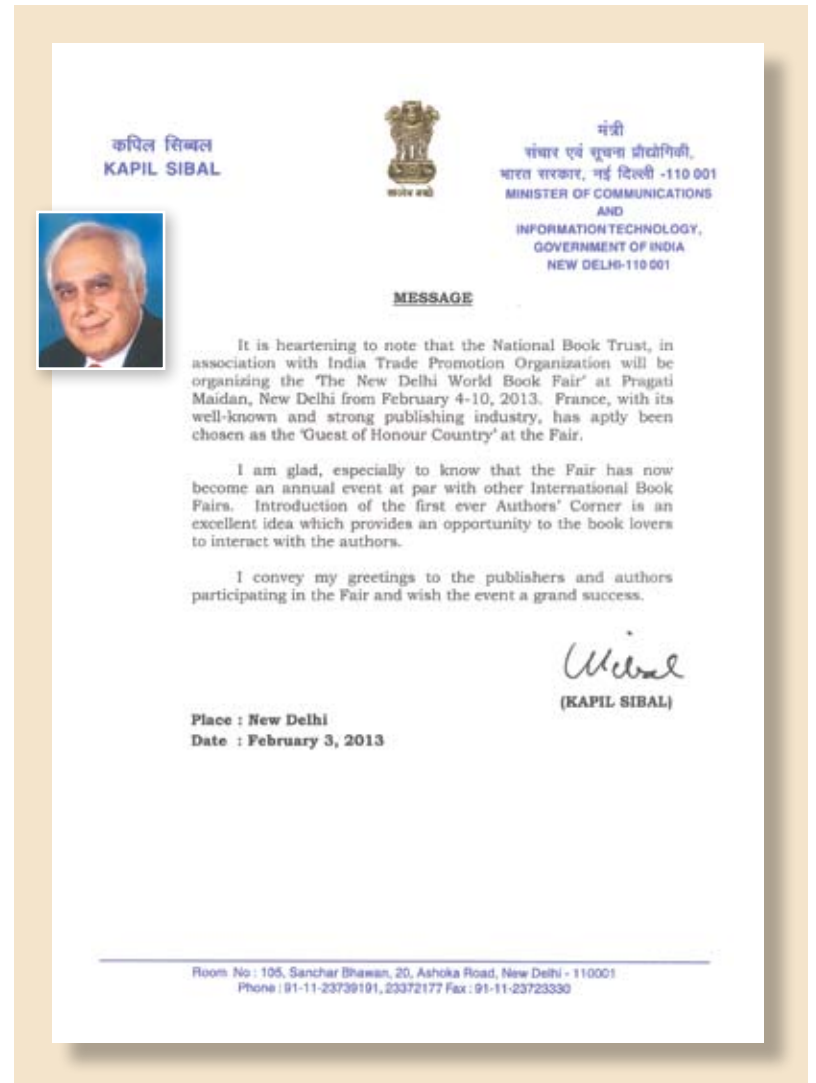
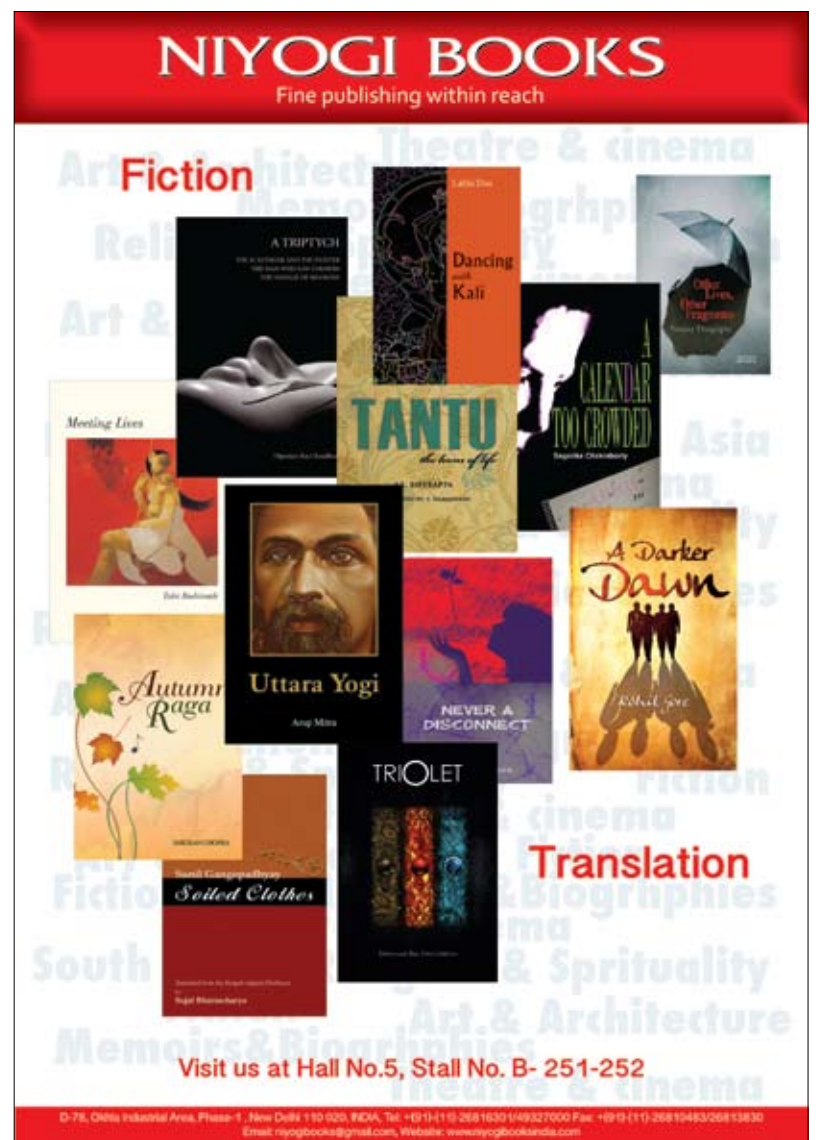
Chairman Xpro India Limited, stated, "With an output of over 35-40,000 titles in English annually, India exceeds the individual output of Australia, South Africa, New Zealand and Canada.



He pointed out, "This vital sector which contributes to the economy but is still not fully corporatized. It is saddening that such a literary sector that contributes to the social cause of education, generates employment, creates cultural stance has not been given the industry status. The much needed industry status, if granted, will make the sector eligible for funding from financial institutions.



Mr. Kailash Balani, Managing Director, Balani Infotech Pvt. Ltd, remarked, "There is scope of joint ventures in the sector. There is also need for developing infrastructure and publishing institutions." The Forum was also addressed by Dr. Judith Oriol, Book Attachée, French Embassy in India; Mr. Eric Yang, Executive Director, Korean Publishers' Association and Dr. A Didar Singh, Secretary General, FICCI.

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At Lal Chowk Theatre...



Thang-ta is the martial art of Manipur practised with sword and spear. In Manipuri, 'thang' means sword, and 'ta' means spear. It includes sword-fight, fight with spears and wrestling (mukna). Thang-ta provided basic training in warfare, and the kings of Manipur maintained Thang-ta experts in their courts. At a later stage, this martial art changed into a graceful performing art.

This performance was presented on 4 February by The Huyen Lallong Manipur Thang-ta Cultural Association, Iribung, Manipur.

Traditional Bhajans, Gujarat: Gujarati folk music consists of a wide variety of forms such as Garba, Ras, wedding songs, devotional, etc. Bhajans by saints such as Mirabai, Kabir and Narsing Mehta are common in the region. They are sung to the accompaniment of the Ektara.

A Sangeet Natak Akademi Awardee, Shri Hemand Rajabhai Chauhan, an accomplished performer of traditional songs of Gujarat, rendered the bhajans on 4 February.

Bastar Band, Chhattisgarh: The Bastar Band comprises

musical instruments of the Bastar region of Chhattisgarh. These instruments include Muria, Dandami, Madia, Dhurva, Dorla, Munda, Mahra, Gadba, Bhatra, Lohra, Parja, Mirgin, Malba, etc. The musicians are tribesmen of Bastar who regard Lingo Deva as the creator of these instruments.

This performance on 4 February was directed by Anup Ranjan Pandey, who is associated with the folk theatre of Chhattisgarh.

Naada Samanwayan, Kerala: Naada Samanwayan is an ensemble of instruments created by the Delhi Panchavadya Trust. The performance starts with the blowing of the Shanku, followed by vocal music accompanied by folk instruments. Temple instruments come last with their stipulated rhythm.

The Delhi Panchavadya Trust, which presented this performance on 4 February, works to revive interest in the traditional art and culture of Kerala.

Lai Haraoba, Manipur: The Lai Haraoba is a ritual enactment of the legend of the creation of the world, performed before village

shrines with singing, chanting and dancing. It incorporates the popular love epic of Khamba-Thoibi. While dancing to invoke the deity, one of the priestesses falls into a trance and become possessed. The end comes with the offering to the deity made by the participants for peace and prosperity to the people of the land.

This performance was presented by The Huyen Lallong Manipur Thang-ta Cultural Association, Iribung, Manipur on 5 February.

Jhumar and Nagpuri Songs, Jharkhand: Jhumar is a post-harvest dance performed by the men of tribes from Jharkhand. The movements and the accompanying music are martial in character, and the dancers carry swords. Occasionally, two or more female dancers join the dance. It is accompanied by musical instruments like Shehnai, Dhol, Karah, etc.

This performance was presented on 5th February by Mukund Nayak, a poet, composer, musician, singer, dancer and scholar.

Choliya Dance and Lok Geet, Uttarakhand: Choliya

dance originated in the Kumaon region of Uttarakhand. Also known as the sword dance, this martial art form is more than a thousand years old. The performers use Turi, Ransing and Mashakbeen, the typical Kumaoni instruments. Nowadays Choliya dancers are invited to perform in marriage ceremonies.

This dance was presented at the Fair on 5 February by a troupe led by Gopal Mathpal who is a wellknown in this art form.

Kabui Naga Dance, Manipur: The Kabuis are one of the Naga tribes living on the western mountains of Manipur. The dance of Kabuis is accompanied by rhythmic drum beats. It is also regarded as the dance of the gods and thus has to be performed with perfect submission and devotion to the deity. It has many forms such as Gaanpi kadime Laam, Khangbon Kadime Laam etc which are based according to the seasons.

This performance was presented by The Huyen Lallong Manipur Thang-ta Cultural Association, Iribung, Manipur on 5th February.

Revolutionizing Education: IntelliTab from S. Chand

S. Chand Group, the oldest Indian publishing house, has always pioneered in multiple initiatives in its field. It is the first publishing house to have ventured into e-learning with its joint venture company, S. Chand Harcourt and is now once again taking the lead in using its strengths to adapt to concurrent technology. On the occasion of the World Book Fair, S. Chand is introducing the IntelliTab as a unique proposition to establish 'learning, the intelligent way' in school children. Based on the award-winning Destination Success software which is presently being used by over 3,000 classrooms in over 500 schools across India by 25,000 plus trained teachers and over 3,00,000 students across Indian schools, the IntelliTab brings the perfect learning experience to school children.



A workshop on traditional music of Kerala was held at the theme pavilion today. The ensemble which consists of Thavil, Chenda, Thimila, Edakka, Cymbals, Puluvaakudam and Udukku are generally played as part of temple rituals and festivities.

Organised by the Delhi Panchavadya Trust, the troupe interacted with the audience on the various aspects of the instruments, the rhythm, and its importance in temples as well as the fact that today it is almost important to revive interest in it among the people. Later, the troupe also performed to an enthralled audience.



Farooq Sheikh visits NDWBF

The well-known personality of Indian film industry Farooq Sheikh, while talking to Show Daily appreciated the efforts of organisers of New Delhi World Fair, with special praise for the Theme Pavilion. Answering to a question about today's cinema, he emphasised on the content part seriously and said, "This is an expensive media, people spend a good amount of money to watch a movie, specially in big cities, they need to get something valuable. The role of books cannot be undermined in spreading the right message." He also remarked on the folk and tribal literatures that their contributions are valuable which cannot be ignored.



An Annotated Catalogue of Books on Folk & Tribal Literature

With a focus on India's folk and tribal literature, this annotated Catalogue brings together over 500 titles in English, Hindi and other Indian languages as well as many works in tribal languages like Bhili-Gujarati, Gondi, Himachali, Kokborok, Lepcha, Santali, Chhattisgarhi among others. As part of the Theme Presentation, 'Indigenous Voices: Mapping India's Folk and Tribal Literature' at the New Delhi World Book Fair 2013, the books listed in this Catalogue have been collected and put together for a special exhibit at the Theme Pavilion.



Together they are part of our rich literary and cultural heritage!

ISBN 978-81-237-6722-2; Rs 100/- Available at Theme Pavillion

Programmes at the Children and Youth Pavilion

It was a day of fun and frolic at the Children and Youth Pavilion. The day started with a Storytelling session through the art of puppetry. Organized by Sangeet Natak Akademi, the programme enthralled the children present in the Pavilion. This was followed by a small skit organized by the NGO Jaishankar Memorial Centre, centred on Books and Reading.



The afternoon session had a School Librarian's Meet titled 'Catching them Young: Challenges before School Libraries'. The Meet was chaired by Dr H. K. Kaul, Director, DELNET who spoke about the importance of libraries in encouraging the habit of reading in children and how schools can aid in taking it forward.

The programme titled 'Amazing Facts' organized by the Department of Botany, University of Delhi showcased an interactive session where on a big screen the children were shown some amazing facts about the plant kingdom which left the children wonder-eyed.

The evening session was dedicated to the art of theatre. Shri M. K. Raina, eminent theatre personality and activist conducted a theatre workshop at the Children & Youth Pavilion. He spoke to the children about some acting techniques, skills required, backstage management as well as the issues related to this popular art.

This was followed by two small plays by the Youth Group of Navaratan Foundation, Noida and by the children of Government Sr. Secondary School, Anand Vihar, Delhi.



The ambassador of UAE to India visits NDWBF

H.E. Mohamed Sultan Abdalla Al-Owais, the ambassador of UAE to India visited New Delhi World Book Fair and inaugurated the Indian Arab Cultural Center (IACC), Jamia Milia Islamia (stall 1-4) at foreign participants pavilion. IACC translates and publishes books of Indian writers into Arabic language and Arab writers in Indian languages in collaboration with Kalema, Qalama of Abu Dhabi, UAE. At the IACC, Mohamed Al-Owais released The Ramayana in Arabic language and visited theme pavilion. He went through the books of Indian writers displayed at various stalls and highly appreciated these at the stalls



including Sharjah International Book Fair (stall 36-37) Ministry of Higher Education, Kingdom of Saudi Arabia (stall 57-64), etc. He was amazed to see the decorations of folk and tribal presentations at the theme pavilion. During his visit he was accompanied by Mr MA Sikandar, director of NBT and Prof. Zikrur Rahman, director of IACC, Jamia Milia Islamia.

Indo-French round table meetings

France as Guest Country during the New Delhi World Book Fair 2013 took an opportunity to bring together French and Indian professionals to discuss and share over thoughts and policies of the book markets at Indo-French Professional Round Table Meetings held on the day 2 of the fair. Panelists comprising French and Indian editors and experts in book publishing shared their knowledge and experiences in context of general panorama. Mr MA Sikandar, director, National Book Trust (NBT); Mr. Max Claudet, cultural counselor, Embassy of France in India and director, Institut Francais; Mr. Jean-Guy Boin, director, BIEF; Alain Grund, president, BIEF; Mr. Sudhir Malhotra, president, FIB; Ms. Marianne Durand, director, Nathan Jeunesse, Syros and others were the key speakers during the meetings.

"Book publishing is part of culture in France and this industry has been growing tremendously in recent time," asserted Mr. Alain Grund. Highlighting the Indian book publishing industry as one among the largest five in the world, Mr. Sudhir Malhotra mentioned the



country as an ever growing hub where books are flaunted in more than 28 different languages by 65,000 publishing entities. He mentioned about the new trend of making the country's bestsellers into

movies, which eventually benefit both authors and publishers.

There was another interesting session on children's books. Ms. Marianne Durand remarked that the book publishing industry of France, which releases around 90,000 titles a year, emphasises much on children books of different formats (e-book, special tablets, etc) to please the young readers. "We have regular and specialized book shows such as Salon Du Livre Junesse designed to gratify children and young people," she added. In this context, Urvashi Bhutalia of Young Zubaan said that 15 percent of books in India are for children and 65 percent of these children books are school books.

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Power Of Positive Thinking, Norman Vincent Peale ; How to Win Friends & Influence People, Dale Carnegie; The Road Less Travelled, M. Scott Peck; Feel the Fear and Do It Anyway, Susan Jeffers; The 7 Habits of Highly Effective People, Stephen R. Covey; The Secret, Rhonda Byrne; The Seven Spiritual Laws of Success: A Practical Guide to the Fulfillment of Your Dreams – Deepak Chopra; You Can Win, Shiv Khera; Think and Grow Rich, Napoleon Hill; Rich Dad, Poor Dad, Robert Kiyosaki...the list of self-help is endless. Every year publishers release thousands of books about leadership and self help, which sell like hot-cakes. Is it possible to become a better person simply by reading a stack of books, Smita Dwivedi unravels the inside story of these inspirational 'n' motivational book genre.

Every book that shares knowledge and helps us become a better person is a self-help book – be it the *Geeta*, the *Quran* or the *Holy Bible*. Only if one has a strong desire from within he should pick up such a book to benefit from it. Someone not in search of knowledge should never read such books. Self-help books are indeed a man's best friend. Not only do they enrich our knowledge, but also help us improve our thoughts, standard of living and attitude towards life.

Book...a success partner!

They say "Books are a man's best friend" and what can be more appropriate than in the case of self help books. As per Dhaval Bathia, author of four international bestselling books including the popular *He Swam With Sharks for An Ice-Cream* published by Jaico Publishing House, which sold over 2,00,000 copies in 14 languages worldwide these books are timeless and adds, "The principles that self-help books suggest are timeless.



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They will always work despite of whatever age we live in. In fact, modern technology will further help popularize the message of self help books like never before. Initially it used to take months for books of authors like Dale Carnegie, Norman Vincent Peale and Napoleon Hill to reach India after being published in the United States. People used to hunt down the legendary book stalls at Flora Fountain in Mumbai waiting for the next consignment of books." Shiv Khera, the famous motivational writer and speaker also believes that these books are of great help in improving overall thought process of an individual. "I am great admirer of Dr Norman Vincent Peale, he changed my life. I love to read his books again and again even today."

Does it work?

Are these books really helpful in any individual's success? Let's know it from those, who actually

have authored such books. And surprisingly, they all strongly believe in such books for long.

As per Yogesh Chabria of Happonaire "Whatever I have learnt has been from reading about people I admire. Prakash Iyer feels that one should always keep a copy of self-help book handy, if they want to get success soon. "Being at the top of corporate world, there's a lot one has to deal everyday and we always love to read such books,



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(Continued from pg 6)

even today. Similar views are echoed by Khera and Bhatia.

Is it different?

When there are thousands of books available on self help category, how can one decide that which one is better? Most of the self help books speak about Universal truths. For example, Norman Vincent Peale writes about 'positive thinking'. Rhonda Bryne in her book *The Secret* talks about Law of Attraction. There are hundreds of books which speak about Positive Thinking and Law of Attraction yet every author has his own style of writing which makes every book a unique experience in itself. Just grab a copy and start reading....one can find the difference.

"Recently, authors have started writing self help books in fiction form. They weave a story by creating imaginary characters around the principles mentioned in their book. This is a novel way which has worked very successfully. Books like 'Monk Who Sold His Ferrari', 'Who Moved My Cheese', 'Fish', 'He Swam With Sharks for an Ice-Cream' all fall in this category of self help books written in fiction form," says Dhaval.

The universe is a diverse place, it is like an ocean, every fish is different and unique, every plant is different and unique. Someone might like oranges, while someone else might like mangoes, it is up to each individual to choose what he likes or taste a bit of everything. Experience everything and in the end decide what suits you.

Let's talk Business

Success is the need of every generation, so these books are going to be there today... tomorrow and always. Even after 100 years, I am sure people will still be reading the *Geeta*. Today we read on a Kindle - in the future we might read it on something else - probably a robot will read it out to us. Well, we see a great potential for these books.

Publishers' viewpoints! On asking about the commercial success of these books DK Kapoor of Jaico Publishing shared, "We have published books of celebrated authors like Robin Sharma, Deepak Chopra, Stephen Hawking, etc. And we also encourage young authors too as it is profitable."

St Pauls Better Yourself Books, has a huge collection



of these books. So, there are publishers for this niche segment as well. "Most of our books are of foreign authors, every year

we participate in London Book Fair and Frankfurt Book Fair to buy rights of these books," shared Fr. David Pushpa Raj, Director Marketing, St Pauls Better Yourself Books.

Whereas, Siddharth Malhotra of Orient Paperbacks, shared that it took lot of efforts for them to get rights from 'Peale Foundation', but they knew it would be an instant hit in Indian market. "We strongly believe in quality of content, we never set targets for any number of books...we bring only good books," shared Siddharth.



Facilitating on-demand book printing effectively

Having capability to produce 200 Books every day, P.M. Digital Products serving Palaniappa Brothers Publishers who are pioneers in publishing Tamil books.

Chennai-based PM Digital Products - a leading book printers in South India - marks one of the most successful stories after deploying the InfoPrint Pro 1107EX printers. "Using the printer up to optimum level, we have already achieved the return on the investment (ROI), and now continue maximizing the profitability," conveys P Chellappan of PM Digital Products, in a brief conversation with Show Daily team at NDWBF.

Focusing on-demand and highly personalized book printing services due to three reasons - to avoid stock keeping, solve the 'out of print' issue, and increase awareness of personalized communication, the company opted InfoPrint Pro 1107EX printer as the appropriate solution to meet their emerging requirements. "One of the main reasons to purchase the printer was its capability in terms of substrate range. At that point of

time we found it the only printer allowing us to print on 300 gsm paper," mentions Chellappan.



With speed up to 110 ipm, the InfoPrint Pro 1107EX printer is a versatile and compact model to handle multiple print applications in quick turnaround solutions. "This black and white printer from Ricoh has enabled us to execute all short-run publishing jobs speedily. Along with using it for variable printing, we produce around 10-15 titles, with 100 copies for each through this adequately efficient printer, providing us excellent performance in terms of both productivity and quality," says Chellappan. "Having good experience with InfoPrint Pro 1107EX and enjoying effective after-sales service from Ricoh, we may purchase another printer form Ricoh in the near future," he concludes.

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Offset Printing vs. POD in Publishing Industry-I

Investment:

In POD the publisher can get required copies printed instead of conventional minimum 1,000 nos feasible in offset printing. This simply reduces the investment but increases the ROI. There is no pressure on publisher to push the sales to distributors on lenient terms such as sales on returnable unsold stock basis.

Savings on shipping costs:

Publishers no longer need to procure their printing requirements centrally. Through digital printing, they can get exact number of copies printed in the same region for distributors, thus saving huge costs on logistics.

Personalised distribution:

Thirdly, yet very important, which perhaps not many publishers would have thought is personalised distribution. Most of the book publishers

With POD, there is no pressure on publisher to push the sales to distributors on lenient terms such as sales on returnable unsold stock basis.

have a bunch of distributors for various regions. Printing name of regional distributor on the books itself will be a value addition for a customer.

Different editions possible:

It has become a market trend to bring out various editions of the same book simultaneously – not just the hardbound or soft cover but sometimes the size also varies. This is possible by digital process to print different number of books for different editions.

Time factor:

In offset printing one cannot start the binding process unless all the formes are printed for the entire lot. While in digital,

one book (complete) is printed at a time. Hence, binding can start right away and the finished book would be ready in very less time.



(Information on Print On Demand by MN Pandey, Avantika Printers Pvt Ltd, New Delhi, who has won various national awards for printing excellence.)



To know about the difference in offset and POD through digital printing, check out tomorrow's issue...

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Quality in book production

If content is the king, book production is the kingpin. There has to be the right mix of good content and equally good book production that adds real value to a book and its sales graph. Here, Varsha Verma explores the factors involved in the good quality book production and its importance.

You never get a second chance to make a good impression. Good content does not necessarily mean the book will sell...the quality of book production determines the first appeal of the book....

Imagine a person who browses through hundreds and thousands of books in a book store. What catches his fancy? It's not always the book with amazing content (unless it is the bestseller), it's the book that looks alluring – charming cover, beautiful graphics, produced on good quality paper, neatly bound – it is that book that stands apart from all other books vying for attention. That's the thrust of quality book production – it makes books more appealing.

On the other hand, imagine a book, which is badly produced on low-quality paper...which you would not like to touch and feel. Yes...in this digital era...the feel of paper is important as well...that's what people want when they have a physical book in hand...else they have an option to read a book on a tablet or Kindle. People like to treasure their books and most of the times, a book changes hands and is read and re-read by many people in the household...imagine if the pages are falling apart...we do not believe in 'use and throw' policy, we need our books to last...if not a lifetime, atleast a few years perhaps!

Hence, the quality in book production is really important. Publishers eyeing for exports are very particular about this aspect but publishers catering to just Indian market are sometimes not very keen on improving the production quality. But, the change has begun...readers are becoming aware of the quality in book production and now demand quality.

The process of book production...

The term 'book production' refers to various stages of producing a book, right from the time the edited manuscript is handed over to the copyeditor by the acquisitions editor to the finally printed, duly bound book.

The copyeditor reviews the final manuscript for all grammatical errors, consistency and author queries. The manuscript is then sent back to the editor and author, who answer any queries and then finalize the text. Once the text is finalized, the manuscript goes into the designing and layout stage. The actual look and feel of the book starts here.

Designing & layout...

What does one do when one picks up a book? One reads the title, looks at the cover, browse through the inside pages and then flip to the back cover to read the gist of the book. The whole

process might take less than a minute or two but that decides the fate of the book – whether it would be read or not.

Hence, the cover design of the book needs to be visually strong enough to catch the fancy of the reader. The graphics or picture on the cover, the typos, the colours – all should be in sync with each other and the subject of the book.

Though the text-rich books do not have much elements to play in designing, but it does makes a difference if the text is neatly layout, with no orphans, legible font face and size, marked headings and properly aligned text. Sometimes, a book is rejected by the reader, simply because the font is too small for one to read. Therefore, it is important to mull on all these factors while designing a book.

While, for graphic-rich books like coffee table books, art books, photography books, etc – the role of designing is much larger. Each page should be a masterpiece in itself. The text and graphics need to be properly synchronized – the text and graphics need to complement each other – highlighting what the author wants.

As Sushil Gupta, MD, Sunrise Publication, puts it, "We are making books interactive and attractive to grasp children's attention. Colours, shapes and sizes are equally important for them, so we are giving importance to production as well." And it's not just for children books; all books need to have the visual grasping power.

The printing angle...

Once the book is designed and layout, it is sent for printing. It is the job of the printer to ensure there are no registration problems, the colours on the books are just right and the printing is excellent. Once the printing is over, the next main part of book production starts.

The binding...

The term binding refers to the process of securing or binding together printed and folded Signatures into a book. Various methods are used for binding such as stitching, sewing or gluing; it is the choice of the

publisher and the nature of the book that determines the process for binding. "A beautifully bound well-made book, in which the binding reflects the value of the content, is a thing of pleasure to readers. Even today, many people really appreciate holding a high quality book in their hands, which attracts by its nice appearance and finish. Books in general should be reader/user friendly and also be able to lie flat on a table," says NS Manku of Joy D-zign Engineers Pvt Ltd, the manufacturers of basic book-binding equipments in India.

"Books are bound in many different styles, depending upon their age, value and the use to which they are put. The high standards for economical and expensive fine binding are as good today as at any period in the history of binding" he adds.

Binding operations in most presses and binding houses in India have so far been dependent upon the skills and efficiency of the manual work force. This skill is normally acquired through years of experience gained only by long and repeated practice under expert guidance of senior members of the family/team as traditionally binding has been a family-oriented craft/trade. "Binding books is immensely satisfying but hand skills are insufficient by themselves for complete appreciation of the craft," tells Manku. "Quality begins with planning and communicating/coordinating the various stages of handling the printed sheet/folded formes -signatures/gathered sections/preparing book-blocks for perfect binding or section-sewing (soft or hard cover/flat or rounded back)."

Superior binding methodology...

The paper grains: "The best binding results are achieved, when the direction of the grains of the paper is parallel to the spine, this situation may not be possible all the time due to the constraints of design/specification of the book –the first stage of the compromise," tells Manku as a matter of fact.

Folding: The next most



Indialogue Foundation, Turkey

Routine check-list for quality control in binding

- Ensure folding sequence as per job specification.
- Collating marks should be distinctly visible as an aid for error free gathering.
- Ensure Signatures are not left loose; and are bundled for safe housekeeping.
- Follow a practice to bundle even after gathering process.
- Nipping the book-block should be the standard practice when doing perfect binding for a rigid finish of the book.
- Ensure temperature parameters of Side Glue and Spine Glue are strictly followed as per manufacturer's specifications. The mechanical settings of the perfect binding machine should provide an acceptable rectangular shape of the book-block. Check page pull strength at regular intervals.
- For sewn books, check the setting of needles; there should be at least 14 needles for A4 Spine; sections should be uniform and of even thickness with tight sewing; book spine should be neat and free from knots.
- Ensure book blocks are smashed & nipped to take care of the swell in the spine and spine pre-glued to seal the sewn signatures followed by smashing & nipping once again before title pasting or three side cutting for Rounding & Backing operation.
- For flat book back hard case, the joint area should not be less than 10 mm for a 2+ mm board for Joint Forming. The same would be widened proportionately, in case thicker boards are in use.
- To ensure safe transfer of books to the wholesaler/retailer, these should be shrink wrapped /securely packed and with proper logistics planned.



NS Manku

- NS Manku

important step to be considered is folding i.e. the printed matter should be centered on the sheet, unless there is good reason for it not to be so; the back-up should be accurate; the Collation (Back) Mark in correct position and signature properly located. "Badly folded sections and covers will result in poor quality books," warns Manku.

"The thicker the book, the more essential it is to remove air from between the pages of the section; this can be achieved by perforating and passing the folded forme/signature through the Roller Pressing device prior to compressing the same in a Bundling device. It is important that sections are handled carefully between the folding machine and subsequent processes; ideally these should be strapped and bundled which also facilitates proper handling and housekeeping," he adds.

As there is a lack of trained personnel, who understand good binding techniques, the quality of Perfect Binding is gauged by

Page Pull Strength which depends on paper, machine, hot-melt glue and how well the book-block has been treated (Nipped) prior to glue-binding. "Perfect bound book should be rectangular in shape so that the quality of finishing/cutting operation is not compromised," shares Manku.

Book block preparation: Book-block preparing for a section-sewn job is a must to ensure the desired age and finish of the book. "All sections should be perfectly registered and straight back; sections should be uniform and of even thickness with tight sewing; book-spine should be neat and free from knots and use of needles should be maximum to ensure there is no unsupported area of the spine. These book-blocks would need to be smashed and nipped prior to pre-gluing in a specially designed system for producing rectangular book-blocks," tells Manku.

For Hard-Case Bound Books, it is essential that both the cases and the book-blocks complement each other for subsequent joint forming process, etc.

Indian literature in France

At 3 pm today, "Reception of Indian Literature in France" - A talk by Vaiju Naravane will be held at French Pavilion (Hall 7 A, B, C), where Vaiju will give an overview of the reception of Indian Literature in France and will share her experience in acquiring rights for Indian titles that are published in French translation by Albin Michel Publishers.

Vaiju Naravane is the Europe correspondent of The Hindu in Paris. She also acquires rights for publication in French translation of Indian authors for the French publishing house, Albin Michel. She publishes authors like Vikram Seth, Rohinton Mistry, Alan Hollinghurst, Indra Sinha, Anita Nair, etc.

"Books should not be classified as per language"

Said Mr. Pranav of Rajpal & Sons who have recently launched their new title 'Iron Iron - Two Journeys,' authored by Mini Vaid, with a poem written by Sharmila. Present in Hall 12A, specially dedicated for Hindi language publishers, Mr. Pranav feels that though it is strategically located near the Metro station, but since it would only attract readers looking for just Hindi books, readers looking for both Hindi as well as English publications might not be able to browse through these books. "In general books category also, there should have been segregation as per the genre of books, and not the language," he added.



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Disclaimer: The views expressed in the signed articles do not necessarily reflect the official views of the NBT and AABP.

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EVENTS TODAY

Hall No. 7 Foyer	"Book Art": An exhibition of Book Art installations organised in association with College of Art, Delhi (daily)		
Hall No. 7 ABC	11:00am to 7:30pm (all days) France Heritage: A photographic Exhibition of French Heritage in India	11:00am to 7:30pm (all days) French Delicacies : Le Bistrot, French Cuisine	3:00pm "Reception of Indian Literature in France" - A talk by Vaiju Naravane Film: <i>La Princesse de Montpensier</i> (2010) Director: Bertrand Tavernier Cast: Mélanie Thierry, Lambert Wilson, Grégoire Leprince-Ringuet, Gaspard Ulliel, Raphaël Personnaz Running time: 2h19min
Hall 7E	12:00pm to 1:00pm Workshop on Bamboo Music Symphony	2:00pm to 5:00pm Panel Discussion on • Translating Tribal Literature • Visual Histories Organised by Oxford University Press	
Lal Chowk	4:30pm to 8:00pm Desaj : Festival of Folk and Tribal Performing Arts of India Organised by: National Book Trust, India & Sangeet Natak Akademi Mand, Rajasthan by Khete Khan Manganiar with Manganiar Lok Sangeet Sansthan <i>Bihar Dance</i> , Assam by Madhusmita Handique & group <i>Ragini</i> , Haryana by Prem Singh Dehati & group <i>Bhand Pather</i> , Jammu and Kashmir by Shahjahan Bhagat with National Bhand Theatre		
Hall 1A	2:00pm to 3:00pm Meet the author: Mridula Koshy Event hosted by HarperCollins Publishers India Ltd	3:30pm to 4:30pm Meet the authors: Vivek Dehejia and Rupa Subramanya (Indianomix) Event hosted by Random House Publishers India Pvt. Ltd	5:00pm to 6:00pm Meet the author: Nirupama Subramanian Event hosted by HarperCollins Publishers India Ltd
Hall 1R	12:00pm to 1:30pm Dr. Narendra Jadhav, Member, Planning Commission, will speak with the audience Event hosted by Konark Publishers Pvt Ltd	2:00pm to 3:00pm Meet the author: Moor Zaheer Event hosted by Vitasta Publishing Pvt Ltd	6:00pm to 7:00pm Nitin Sharma will speak on "Group Discussion" Event hosted by Unicorn Books
Hall 2-5	3:00pm to 4:00pm Veena Venugopal reading from "Would you like some bread?" Event organised by National Book Trust, India	4:00pm to 5:00pm Ratika Kapur Event organised by National Book Trust, India	6:00pm to 7:00pm Meet the author: Nivedita Menon Event organised by National Book Trust, India
Hall 12/12A	2:00p.m. to 3:00pm Prof. Namwar Singh will speak on the book written by Alok Srivastav Event by Rajkamal Prakashan	3:00pm to 4:00pm Dalit Writing: Identity & Confrontation Siroj Singh 'Bechein' Anita Bharati Bajrang Bihari Tiwari Moderator: Kavitendu Indu Event by Samanvay	4:00pm to 6:00pm Challenges of the Milieu and Duality in Creativity Prof. Krishna Dutt Pallwal Mridula Garg Event organised by Hindi Academy, Delhi
Hall No. 7D	10.30 am to 11.45 am A musical presentation on Reading Habit by Ahlon International School, Mayur Vihar, Delhi A Play based on Rajasthan Folklore A Workshop by Sangita Sethi A Skit, a Story by Shradha Mandir High School, Faridabad (Haryana) A Play by Community Children by Save the Children (NGO), Delhi	Meet the Illustrator and Author Ravi Paranjpe & Ramendra Kumar Moderator: Dwijendra Kumar, NBT Organised by NBT-NCCL	7:00pm to 8:00pm A Discussion on the book based on Rakesh Kumar Singh's book on Anthropology by Bam Shankar Tan Ganesh Event by Hind Yugm
Hall 7	4.00 pm. to 5.15pm Books and Youth Today : A Motivational Talk Prof Dinesh Singh, Vice-Chancellor, University of Delhi; Chair: Shri Sandeep Dixit, MP Organised by National Book Trust, India-NCCL	2:30pm to 4:30pm Meet the author: Nivedita Menon Event organised by National Book Trust, India-NCCL	5:30 pm to 6.45 pm Science Writing for the Youth: A Panel Discussion Event organised by Vigyan Prasara, Ministry of Science and Technology, Govt. of India
Hall 18	11:00am to 12:30pm Event hosted by Polish Institute Storytelling by Michal Malinowski	4:00pm to 5:30pm Storytelling by Michal Malinowski Event hosted by Polish Institute	5:00pm to 7:00pm An event by Amazon Selter Service Pvt. Ltd
Hall 18	11:30am to 1:30pm Prize Distribution Book Release Panjabi Pracharini Sabha	2:30pm to 4:30pm Kavi Sammelan Indraprasta Sahitya Bharati	5:00pm to 7:00pm Demo on Magic Books Apple Publishing International
Hall 18	11:30am to 1:30pm Book Release Bodhi Prakashan	2:30pm to 4:30pm Presentation on eBooks INFIBEAM.COM	2:30pm to 4:30pm Book Release Nai Kitab, Delhi
Hall 18	11:30am to 1:30pm An event by Read Elsevier	2:30pm to 4:30pm Book Release/Seminar Panjabi Sahitya Sahbhayachar Sanghathan	

BookArt @ NDWBF 2013

Book is a form of art – a lot of effort and design is required in producing a book. But how about books displayed in art form? Don't be confused, just visit the Foyer at Hall 7 and see the amalgamation of books and art.

The pretty Eiffel Tower, the huge enlightening bulb (or shall we say the wisdom bulb), the intellectual lotus pond, the knowledge plants... the environment in beautiful and brainy. Only the best of the brains can come up with this unique concept.

The whole idea has been conceived with a group of students from College of Arts, Delhi, under the programme co-ordinator Sugandha Gaur. The other team members include Daljeet Singh, Abhijit Saikia, Saroj Kumar Das, Rinku Chauhan and Rahul Gautam – all pursuing their Masters



The Evergreen Pond at Book Art Installations



Another interesting art installation



The knowledge plant

in Arts.

“It was in mid-December that NBT came to our college and discussed the idea of bookart with us. We brainstormed the idea and even searched other bookarts happening across the world. But, we came up with the idea of something we like,” told Sugandha, who is a PhD scholar at the College of Arts. “But it was only in mid-January that the idea was approved and finalized. And in just 15 days time, we came up with these wonderful creations,” she added.

On asking about their favourite creation, Sugandha quickly replied, “They are all our babies. Each one is beautiful.” The students are very happy with

the response they got from the visitors. “It is overwhelming.”

What next? “We just want to gather the appreciation and then get back to work. I have to complete my thesis and rest

of the team members have to participate in the college exhibition in March and so have to get ready for it,” concluded Sugandha happily.

- Varsha Verma



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