



राष्ट्रीय पुस्तक न्यास, भारत
मानव संसाधन विकास मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development, Govt. of India

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Press Release

New Delhi World Book Fair to Begin from 14 February, 2015

“New Delhi World Book Fair has been happening since 1972 and has now bloomed into major international event in Asia. It is a celebration of books. Our aim is to let people reach the books and feel the books,” said Shri A. Sethumadhavan, Chairman, NBT while briefing the media about upcoming New Delhi World Book Fair, 2015 at the Press Conference held at Constitution Club, New Delhi, today.

He further informed that **Smt. Smriti Zubin Irani**, Hon’ble Union Minister of Human Resource Development will inaugurate the New Delhi World Book Fair, 2015 on 14th February 2015 and **Dr Narendra Kohli**, eminent author will be the Guest of Honour on the occasion. The theme of the Fair is *Suryodaya: Emerging Voices from Northeast India*. He said that, “We have been trying to focus on cultural milieu of the Northeast and several programmes focusing on Northeast will also be organized. In addition to this, after the good response from publishers, authors and book lovers, like previous year, we will also organize CEOSpeak, New Delhi Rights Table and Authors’ Corners. He also thanked India Trade Promotion Organisation (ITPO) for their support and hoped that media would support NBT in its endeavour to promote reading culture.

“Our endeavour is to make the New Delhi World book Fair more interactive. Our primary idea for organizing book fairs is to promote reading habit especially amongst young adults, said Dr M A Sikandar, Director, NBT at the Conference. He said that Shri Virendra Sehwag, well-known cricketer will interact with people on 14 February 2015 at 3.00 pm and will encourage them to connect with books. He also said that NBT has made special arrangements for schools especially government schools and under privileged children to visit the Fair. He informed that programmes for children will be organized at Children’s Pavilion in Hall No. 7. He added that the foreign participants from 30 countries will organize literary programs at Events Corner and Events Hall. He also informed about interactive Mobile App ‘NDWBF’ launched this year for visitors and announced that China will be Guest of Honour country in the year 2016.

Mr R Ramachandran, Executive Director, National Book Development Council of Singapore talked about Singapore being the Guest of Honour Country at the New Delhi World Book Fair. He said, “This World Book Fair is important for us as it addresses the main issue –the Asian problem. We do not read about each other as our books are not available and are in different languages.” He hoped that World Book Fair would provide a platform to interact with each other. He added that since Singapore is a multicultural society, therefore ‘Diverse Culture Distinct Literature’ would be the theme. He said we will organize various literary programmes at Events Corner.

Mr Kim Kum Pyoung, Director of Korean Cultural Center expressed his happiness for South Korea being Focus Country at the Fair. He informed that they will display 200 books especially children’s books, comics and contemporary literature. He said that book lovers will also get an opportunity to interact with two million-seller authors of Korea.

Smt Meenakshi Singh, Officer-on-Special Duty, ITPO informed that ITPO has made special arrangements especially for senior citizens. Vehicles will be deputed at various Halls for ferrying the visitors. She also informed that on the closing ceremony on 22 February 2015 ITPO would award publishers for best display.

Major Highlights of New Delhi World Book Fair

Smt. Smriti Zubin Irani, Hon'ble Union Minister of Human Resource Development will inaugurate the New Delhi World Book Fair, 2015 on 14th February 2015 at Hamsadhwani Theatre, Pragati Maidan, New Delhi at 11.00 am. **Dr Narendra Kohli**, eminent author is the Guest of Honour on the occasion. Mr Lim Thuan Kuan, Hon'ble High Commissioner of Singapore to India, will represent the Guest Country and Mr Lee Joon-Gyu Hon'ble Ambassador of Republic of Korea to India, will represent the Focus country.

Theme Presentation: *Suryodaya: Emerging Voices from Northeast India* is the theme programme at the New Delhi World Book Fair 2015. The NBT will focus on a rich corpus of writings from the region, the land and its people. The theme pavilion will also host a series of panel discussions on various aspects of writings, films and history of the region as well as performances.

Guest of Honour Country: Singapore is the Guest of Honour Country at the New Delhi World Book Fair 2015. As a part of its presentation, Singapore will participate with a 43- member strong delegation of publishers, writers and scholars to be led by Ms. Claire Chang, Chairperson, National Book Development Council, Singapore. Besides, an exhibition of some its recent publications, the special Singapore Pavilion will host a number of panel discussions, writers' meets, business round tables and cultural programmes.

Focus Country: This year, the Trust through its Focus Country programme has taken an initiative to facilitate dialogues, establish relationships and boost trade between Indian publishers and their foreign counterparts. This year South Korea is the Country of Focus, which will be participating with a 12-member delegation led by Mr. Koh Young-soo, the president of Korean Publishers Association. A select list of about 200 books published in Korea would be the focus of attraction. The books displayed will mostly be children's books, comics, contemporary literature and books on history, art and culture of Korea.

Foreign Pavilion: Nearly 30 countries including Singapore, South Korea, Australia, China, Egypt, France, Indonesia, Iran, Germany, Japan, Malaysia, Nepal, Poland, Pakistan, Saudi Arabia, Spain, Sri Lanka, Turkey, UAE, USA, Sweden, Cuba, Austria, and international bodies like WHO, UNESCO, EUNIC among others, will be either displaying books in the Foreign Pavilion or organizing programmes.

Children's Pavilion: The Trust through its National Center for Children's Literature will put up a special Pavilion for Children at Hall No. 7 in Pragati Maidan, New Delhi. The Pavilion will exhibit a number of books, magazines and journals on various aspects of children's literature in Indian languages. NCCL will also organize several activities for children at the Pavilion in which well-known authors, illustrators, storytellers and professionals like Usha Venkataraman, Aabid Surti, Prayag Shukla, Dr Madhu Pant, Ajit Nainan, Sudhir Tailang, Rajnikant Shukla among others will interact with the children.

B2B Activities: NBT in association with FCCI will organise GEOSpeak Publishers Forum on 15 February 2015 in which more than 100 CEOs, MDs, Directors, and other Senior Executives from the publishing industry of India and abroad will participate and discuss book-trade related issues. NBT will also organize New Delhi Rights Table, a 2-day event on 16 & 17 February 2015 in which 80 participants from India and 27 countries including Bangladesh, Taiwan, Tehran, USA among others will participate. The Rights Table will offer a B2B match making sessions between publishers to book their own rights table, meet each other, present their products and tentatively finalize their interests and agreements for transfer of translations and other subsidiary rights of books available in English, Hindi and other Indian languages.

A Place for Literary Interactions: Like previous year, this year too, eminent authors and literary personalities will have reading sessions and interaction with book lovers at various Authors' Corners, namely, *Reflections*(Hall 10), *Conversations* (Hall 14), *Lekhak Manch* (Hall 12), *Events Corner* (Hall 7A) and Sahitya Manch (in collaboration with Sahitya Akademi at Hall No. 8). For the first time an Events Corner has been created in Foreign Pavilion where more than 10 countries, besides, the Guest and Focus country will organizing programmes. In all, nearly 500 panel discussions, reading programmes, workshops for children, book launches etc are being organized with active support of national and international agencies.

Mobile App: The Trust has launched a special Mobile App namely 'NDWBF 2015' for all Android and iphones. This app has been designed keeping in mind the needs of the visitors at the Fair. Visitors can easily and quickly find out about the different pavilions, halls, and about any specific exhibitor, their stall number, hall number, the exact location from where the visitor is standing etc. NBT will also remain active in social media through Facebook (facebook.com/nationalbooktrustindia & facebook.com/newdelhiworldbookfair) and Twitter (@ndworldbookfair).

Other Features: The other features at the fair would be special Art & Craft Workshops, Creative Writing/Drawing competitions for children and cultural programmes.

Entry Ticket: The ITPO shall charge an entry fee of Rs. 20/- for adults and Rs. 10/- for school children and the tickets would be available at Gate Nos. 1,2,7,8 & 10 for general public. The entry to the Book Fair would be from all gates for general public. NBT has collaborated with Delhi Metro Rail Corporation (DMRC) and the tickets will also be available at 37 major metro stations and NBT Metro Book Shops at Kashmere Gate and Viswavidyalaya.

The category-wise distribution of publishers in various Halls is as follows:

1)	General & Trade Books	Hall No. 6, 9, 10&11
2)	Science & Technology& E-Books	Hall No. 14
3)	Foreign Publishers	Hall No. 7
4)	Hindi & Regional Languages	Hall No. 12 & 12A
5)	Social Science	Hall No. 6 & 1R
6)	Educational Aids, CDs, Games etc.	Hall No. 14
7)	Children's & Educational books	Hall No.1A&1R
8)	Government Publications	Hall No. 14

