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New Delhi

PRESS RELEASE

Day 3 New Delhi World Book Fair 2021-Virtual Edition

On the occasion of International Women's Day, the New Delhi World Book Fair 2021-Virtual Edition commenced its third day with a session on Gujarati event - **Mahila Lekhanni Gaikaal: Aaj Aane Aavati Kaal**. The speakers at the event were eminent women writers and poets of Gujarati literature, viz. Dr. Usha Upadhyay, Ms Lakshmi Dobria, Ms. Prathana Jaha and Ms. Devika Dhruv. The program was moderated by Shri Bhagyendra Patel, Gujarati Assistant Editor, NBT.

Day 3 of the Book Fair saw about 17,000 unique visitors on the NDWBF 2021 website www.nbtindia.gov.in/ndwbf21

The next session was on Children's Literature titled **Bal Sahitya Sampadan Aur Chitrangan Ki Chunautiyan**. The panelists were Dr. Kshama Sharma, Shri Partha Sengupta, and Shri Rajendra Bhatt. The programme was moderated by Shri Pankaj Chaturvedi, Hindi Assistant Editor (Hindi) NBT. The session was followed by a discussion on '**My Favourite Book – Vision and Learning Outcomes**' which was organized by Expressions India in collaboration with National Book Trust, India. Many students participated and shared their views.

In the afternoon session, a Publishers' Roundtable was organized by the French Institute in India and BIEF in collaboration with National Book Trust, India. Moderated by Shri Kumar Vikram, Senior Editor, NBT, the session had Ms. Christine Cornet, Book Attache, French Institute in India, and Mr. Nicolas Roche, Managing Director, BIEF as panelists. Mr. Roche made a presentation on the French publishing industry during which he mentioned that French is the second most translated language in the world. Ms. Christine Cornet shared an objective of having an increased cooperation between the French and Indian Publishers, and to see the creation of a community between the translators and publishers in India and in the France.

Later, a panel discussion on the **Role and Contribution of Thematic Book Exhibitions in Promotion of Content and Ideas** was held, where Shri Yuvraj Malik, Director said that thematic exhibitions are the way to the future, to take the message to people in a far better way. Mr. Santiago Sanchez, Cultural Attache, Embassy of Mexico, New Delhi; Ms. Tanishka Kachru, Senior Faculty, NID Ahmedabad; Mr. Simon de Jocas, President Quebec Edition Committee, Canada and Mr Ramesh K Mittal, President FIP shared their views for the same. The program was moderated by Shri Kumar Vikram, Senior Editor, NBT.

The next session was on **Emerging Perspectives on Post-Covid-19 Publishing and Book Fairs**. Mr Yuvraj Malik, Director NBT said that the publishing industry has the onus of shaping the vision of society and consequently affect the fate of the world. He further added that turning the pandemic crisis into an opportunity, NBT has produced a series of 7 books on the socio-psychological effect of covid on different age-groups in the society. Taking the discussion further on the innovation in the publishing industry to its survival during the pandemic, the

other speakers who shared their views included Mr. Robert Morgan, Publisher, BookLand Press Toronto; Mr Andy Ventris, Director, London Book Fair; Ms Alexandra Buchler, Director Literatures Across Frontiers, UK; and Ms Gvantsa Jobava, Organizer Tbilisi Int Book Fair, Georgia.

For the children, a Marathi Story Telling session was also conducted wherein popular Marathi personalities – Prof. Lila Shinde and Shri Rajeev Tambe – read out a few of NBT's Marathi stories for children. The day ended with a special program by the Himachal Academy of Arts, Culture & Languages, Shimla.

The New Delhi World Book Fair 2021-Virtual Edition is being held from 6 to 9 March 2021 on the virtual platform and is accessible 24x7 at at www.nbtindia.gov.in/ndwbf21

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