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ABOUT OURSELVES

The National Book Trust, India (NBT) is an apex body under the Department of Secondary & Higher Education, Ministry of Human Resource Development, Government of India. Established in 1957, it is a professional organisation working towards the promotion of books and the habit of reading in the country.

The major activities of the Trust include publishing, promotion of books and reading, promotion of Indian books abroad, assistance to authors and publishers, and promotion of children's literature.

Publishing

We publish general reading material which includes works of fiction, books on social sciences, medical science and cutting edge technology for all segments of society and for all age-groups. We also publish a wide variety of books for children and post-literacy reading material for neo-literates.

Moderately priced, we bring out books under different series in English and in all major Indian languages of India, viz. Hindi, Asamiya, Bangla, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Rajasthani, Bhojpuri, Sindhi, Tamil, Telugu and Urdu. In addition, we also publish select books for children in Bhili, Gondi, Santhali and some north-eastern languages, such as Ao Naga, Bhutia, Boro, Garo, Khasi, Kokborok, Lepcha, Limboo, Mising, Mizo and Newari. It is our endeavour to publish important literature available in other regional languages of the country.

We pay special attention to those genres which are not adequately covered by other publishers. These relate to books on science, technology, environment, the land and people of India, and the books in Braille, designed especially for the general reader.

Promotion of Books and Reading

We play an important role in promoting books and the habit of reading by organising book fairs and exhibitions throughout the country.

As the nodal body for the promotion of books both in India and abroad, we

- Organise book fairs/exhibitions throughout the country at various levels. We have so far organized 22 World Book Fairs, over 40 National Book Fairs, and nearly 300 Regional Book Fairs.

- Organise the biennial New Delhi World Book Fair, which is the largest book fair in the entire Afro-Asian region.
- Participate in various international fairs.
- Make books available at the doorsteps of the people through mobile exhibitions.
- Have enrolled more than 80,000 Book Club Members throughout the country.
- Provide assistance to authors and publishers.
- Organise seminars and workshops.
- Organise special book fairs and literary programmes in the north-east to promote books and book reading in the region.

The NBT organises the annual New Delhi World Book Fair, which is the largest book event in the Afro-Asian region. Over the last four decades the New Delhi World Book Fair has earned itself a high reputation among international publishers. **The 23rd edition of the New Delhi World Book Fair is being held from 14 to 22 February 2015 at Pragati Maidan, New Delhi.**

We also operate an innovative scheme of exhibition of books through mobile vans across the country to make books accessible to the public at large in remote, rural and difficult areas. Since its launch in 1992, more than 10,000 such exhibitions have been organised across all the states in the country including north-eastern states.

Foundation Day Lecture Series

The Trust celebrates its Foundation Day on 1 August every year. Literary programmes and other activities mark the occasion. On its 56th foundation day, the NBT initiated an annual lecture series. The lecture invites an eminent personality from among women and men of letters, scholars, intellectuals and others who have made significant contributions to the world of publishing, to reflect largely on an overarching theme of books and reading in today's India.

NAPRDY

The National Book Trust, India proposed a National Action Plan for Readership Development Among the Youth (NAPRDY) with a vision to make all youth in the age-group of 15-25 an active reader by the year 2025. The first major step under the NAPRDY has been the undertaking of the first ever *National Youth Readership Survey* among rural and urban youth across the country, which was undertaken by the National Council for Applied Economic Research (NCAER), to assess the readership patterns as well as the reading needs of the youth. The Survey has since been published as a Report by the NBT.

The follow-up study in the form of a second Report on the *Youth of North-East India: Demographics and Readership*, giving an analytical and detailed account of the reading habits of the literate youth in the

north-eastern states and their exposure to different forms of media, has also been recently published by the NBT.

Promotion of Indian Books Abroad

As the nodal agency for the promotion of books overseas, the NBT participates in various international book fairs and puts up exhibitions to display select titles brought out by various Indian publishers.

Since 1970, we have participated in various international book fairs including Frankfurt, Bologna, Sharjah, Beijing, Colombo, Tokyo, Bangkok, Kuala Lumpur, Singapore, Kathmandu, Manila, Karachi, Dhaka and Lahore among others.

India's Guest of Honour Presentations at Frankfurt (2006), Moscow (2009), Beijing (2010) and Seoul (2013) were organised by NBT. As part of the Presentations, the NBT coordinated many literary programmes, including seminars, discussions, reading sessions, and authors' presentations. In addition, a special exhibit of books from India was also put up.

Promotion of Children's Literature

The National Centre for Children's Literature (NCCL) was established by the NBT in 1993 to monitor, coordinate, plan and aid the publication of children's literature in various Indian languages. The NCCL is engaged in organising workshops and exhibitions, and promoting the habit of reading at the school level by encouraging the setting up of Readers' Clubs. Till date about 35,000 Readers' Clubs have been established across various schools in the country. The Centre also conducts surveys and takes up research work related to children's literature. It also publishes a monthly bilingual magazine *Reader's Club Bulletin* for children.

The NCCL's library-cum-documentation Centre for children's literature is now connected with the library network across the country and members can access the books online.

Assistance to Authors and Publishers

To promote the publication of reasonably priced books for higher education, we give financial assistance to authors and publishers of textbooks and reference material. Under our scheme for the subsidized publication of books, only such books are subsidized for which a definite need is felt and which relate to subject areas where books of an acceptable standard are either not available or are so expensive as to be beyond the means of the students.

So far, we have subsidized the publication of more than a thousand titles, mostly in English. The scope of the scheme has been widened to provide assistance for the publications, in Indian languages, of thought-provoking works of non-fiction, including dictionaries and encyclopaedias, etc.

Assistance to Foreign Publishers

To promote Indian writings abroad, NBT has initiated a 'Financial Assistance Programme' where we would be providing suitable incentive to foreign publishers in the form of financial assistance for translation of original Indian writings published by Indian publishers in English, Hindi and other Indian languages into foreign languages. The programme would be covering the broad categories of fiction, non-fiction, science & technology, and books for children, except dictionaries, magazines, journals, textbooks for schools/colleges and professional courses like medicine, pure & applied sciences, engineering, business administration, etc.

National Book Week

The National Book Week is an initiative of the NBT to promote books and the habit of reading in the country. During the National Book Week, held from 14 to 20 November every year, the NBT organises a number of special book promotional activities and literary programmes throughout the country, like seminars, book discussions, meet-the-author programmes, workshops, book release functions and other literary events.

Training Course in Book Publishing

To create a pool of trained professionals for the publishing industry, the NBT conducts a month-long Training Course in Book Publishing at Delhi every year. Besides, we also organise short term training courses in publishing in other parts of the country as well.

In addition, the NBT has now collaborated with various universities in many States to organise the Training Course in Book Publishing. The Trust has already signed an MoU with the Calcutta University and Ambedkar University to hold a year-long Course in Book Publishing and offer diplomas to the students.

Book Promotion Centres

The National Book Trust, India is setting up Book Promotion Centres all around the country. In its first phase, the Trust has already set up BPCs at Hyderabad, Chennai, Guwahati, Agartala, Patna and Kochi. These centres have space for organising literary programmes and book release functions. They also house the NBT bookshop, and have a mobile van which covers the rural areas in all the states.

E-Books

The NBT has ventured into e-book publishing, with its best selling titles available in the e-format, mainly intended to cater to the demands of Indian Diaspora and tech-savvy youth. The e-books are available in English, Hindi as well as in other Indian languages also.

NBT Book Club

The Trust also has a scheme of NBT Book Club. The members of this Club can avail a special discount on purchase of NBT books and also a discount on postal charges on the receipt of books through VPP. The life membership fee for the Club is only Rs.100/- for individuals and Rs. 500/- for institutions.

OUR PUBLISHING PROGRAMME

We bring out books under some well-defined series.

India—The Land and the People

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

Young India Library

The main objective of publishing books under this series for young readers is to introduce the social, economic and political concepts, issues and choices which will confront them in the years to come. Stories of adventure and travel, and books on career opportunities are also included in this series.

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, emphasising, 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 further elucidate the text.

Popular Social Science

The books under this series introduce popular concepts and ideas of social sciences to the general reader, like gender studies, tribal studies, peace and conflict studies, development economics, social formation, etc. are the major focus of the series. These subject areas have generally remained in the domain of academic discussion and hence there is a felt need to introduce these ideas to the general reader in non-academic and concise monographs.

Folklore

The *Folklore* series is to enable the readers of one region to get

acquainted with the folklore which has shaped the cultural identity of those living in other regions of the country. Besides descriptions of the area, people, myths, mythology, religion, customs, traditions, fairs and festivals, music, dance, drama, arts and crafts, etc., the books also present folklore, including folklore under creation, as a living entity.

National Biography

Biographies of Indian women and men who have made outstanding contribution towards the development of Indian society, culture, science, economy, polity as also a modern Indian sensibility are published under this series. These provide an authentic, objective, comprehensive and analytic account of the person's life and times.

Autobiography

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

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 in this series cater to four age-groups, namely pre-school, 6-8, 9-11 and 12-14. Illustrative material for these books is commissioned separately and all books carry colour and/or black and white illustrations, line drawings and photographs.

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 small achievement. And when Indian and Pakistani editors work as part of a team to build a list for children in the 20 odd countries of the continent we inhabit, it's a great new beginning. These books are steps for bridging minds and creating a common heritage for this vast continent and are the very best of Asia today.

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.

Books for Neo-literates

Most books published under this series are the outcome of workshops organised in rural areas with participation of the local people. To make the books relevant to the needs of neo-literates, the books are written in an idiom familiar to them and are field tested. These are also extensively illustrated. 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.

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 collections 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.

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 and short stories, of a particular language, to people of other Indian languages. Since only contemporary works are published under the *Aadan Pradan* series, we bring out Indian classical literature under another series, titled *Classics*.

Indian Literature

Well-known writings of contemporary Indian writers are brought out under this series in various Indian languages.

Hindi Navjagran Ke Agradoot

This series comprises select writings of eminent writers who were instrumental in bringing about the Renaissance of Hindi literature during the late 19th and early 20th century India.

World Literature

Anthologies of contemporary writing from the Asian, African and Latin American countries are published in this series.

Indian Diaspora Studies

The books under this series focus on the works of and about the Indian diasporic community as settled across globe. The studies 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.

Afro-Asian Countries

In the post-colonial world, countries of Asia and Africa have emerged as powerful cultural, social, political and economic forces thereby becoming a significant field of study due to similarity of concerns. The books under the series focus on the problems and prospects of sustainable development, globalisation and interdependence in the fields of science and technology, trade, agriculture, infrastructure, education, health, strategic alliances, etc. in these geo-political regions.

General Series

Significant titles which cannot be covered under the above series are published under *General* series.

Braille Books

The Trust has been bringing out select titles from its various series in Braille.

Golden Jubilee Anthologies

The Trust has also brought out select anthologies in different Indian languages to mark its Golden Jubilee Year. The anthologies aim to bring to the readers some of the best post-independence writings, so that readers of one language can enjoy and appreciate literature of other languages.

Popular Readers' Series

In addressing the needs of contemporary readers, this new series of books brings to focus some of the recent debates and discourse in many fields of enquiry like science, art, history, film, translation, literature, etc. The books under the series are not only an introduction to the subject, but also discuss the changing paradigms, theoretical foundations and various schools of thought that have enriched/furthered our understanding and appreciation of the discipline. Keeping in view the ethical and political dimensions, the books also discuss the importance and role of the discipline in today's times, with an emphasis on the Indian context.

North-East Study Series

India's North East is a land of great diversity of peoples, languages and way of life. The North-East Study Series has been conceived to break stereotypes about the region and to bring the region's unique identity into the national academic and intellectual discourses. The books under the series encompass a variety of subjects including fiction and non-fiction based on the land, people, customs, culture and literature of the region. Together they reflect a strong sense of tradition, a rich legacy of folklore and a vibrant contemporary writing.

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1. <i>Polity and Governance of Delhi</i> P Goyel & S K Sharma	978-81-237-7322-6	₹ 210
2. <i>Puppets in India and Abroad</i> Sampa Ghosh & U K Banerjee	978-81-237-7136-6	₹ 235
YOUNG INDIA LIBRARY		
1. <i>Processing News: A Career in Journalism</i> Sidharth Mishra	978-81-237-7328-5	₹ 110
2. <i>The Glass is Half Full</i> Kalpana Mathur	978-81-237-7331-5	₹ 150
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2. <i>The Internet: A Revolution</i> Mohan Sundara Rajan	978-81-237-7323-0	₹ 380
3. <i>The Story of Helium</i> Malti Goel	978-81-237-7336-3	₹ 135
4. <i>The Strange World of Animals</i> G S Unnikrishnan Nair		In Print
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Hari Krishan Mittoo 129 pp ₹ 70.00

Himachal Pradesh is a land of glaciers, majestic snowfed rivers and

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1. Name/Institution (*in block letters*):
2. Full Postal Address:
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..... Pin Code:
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4. E-mail:
5. Occupation: 6. Age:
7. Bank Draft No. & Date:
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I have read the rules and regulations for membership of the NBT Book Club and these are acceptable to me.

Date:
Signature

----- ✂ -----

I,, have received ₹ from
..... towards the fee
for Book Club Membership.

(Signature)
for National Book Trust, India