

NBT newsletter

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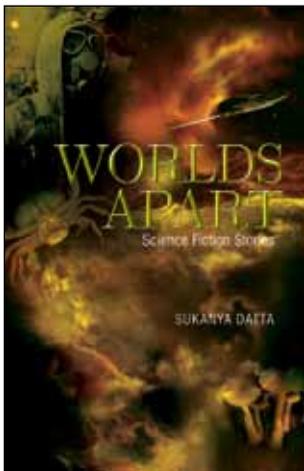


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PICK OF THE MONTH



Worlds Apart: Science Fiction Stories
N. Bhaskara Rao
ISBN 978-81-237-6619-5; Rs 110

SHARJAH BOOK FAIR



One of the important aspects of the recently concluded Sharjah International Book Fair (SIBF) was the Rights Table organized from 5-6 November 2012. With over 100 publishers from across the world the Rights Table forum enabled the participants to explore interesting writings and trade in language rights. The NBT participated in the Rights Table with an exhibit of over 200 books, recently brought out in India.

Ms. Farida, Joint Director, NBT who negotiated the rights sale on behalf of Indian Publishers said, "The Rights Table was a grand success for Indian books. It offered an opportunity to meet many publishers from the Arab World, Syria, Egypt, Poland, Sweden among others. They were particularly keen on contemporary writings in regional languages of India".

At the end of the two-day session, NBT signed interest agreements for *Islamic Reforms and Revival in 19 Century India* published by Yoda Press, *Dream : Mirror of the Mind* published by Bee Books and

Living Within and the *Message of Gita* published by SABDA. Among the books published by NBT, interest agreements were signed for *Gandhi – A Life, Buddha for the Young, Adventures of Rusty, Random Curiosity, Beyond the Roots: Anthology of Oriya Short Stories* and *Under the Wild Sky : Anthology of Malayalam Short Stories*. The interest agreements signed for these books will also be able to get a translation grant from the SIBF.

In its 31 edition, the ten day Sharjah International Book Fair organized from 7-17 November 2012 at the Sharjah Expo centre is one of the biggest book fairs of the



Arab World. Speaking at an interactive session with participating publishers Shri Sethumadhavan, Chairman, NBT said that “NBT in its endeavour to promote Indian books abroad, has instituted a financial assistance programme for translation of Indian books into foreign languages. This programme is an incentive to foreign publishers to explore the exciting world of Indian writings”.

NBT participated with select contingent of Indian Publishers. Housed in a special India Pavilion, the Indian stalls witnessed a long line of visitors for trade enquiries as well as to see



the hundreds of Indian books on display. Over 900 publishers from about

62 countries participated in the Fair. Pakistan was accorded special prominence at the Fair. Many literary programmes, lectures, cultural presentations, workshops on Art, Storytelling sessions and activities for children and a flavour of international cuisine provided interactive side lights at the Fair.

The Fair was inaugurated by His Highness, Dr. Shaikh Sultan bin Mohammed Al Qasimi, ruler of Sharjah.

Shri Imran-Ul Haq, Deputy Director (Sales), NBT and Shri Anil Khanna, Assistant Director, NBT were also part of the NBT trade delegation.

ISTANBUL BOOK FAIR

National Book Trust, India, for the first time, participated at the Istanbul International Book Fair, Turkey. The fair was held at the famous TUYAP Fair and Convention Center, Beylikdüzü from 17-20 November 2012. Apart from India, many other countries like UK, Greece, Hungary, Germany, Russia, China, Saudi Arabia participated at the fair. The Netherlands was the Guest of Honour Country.

NBT, India, representing the Indian Publishing Industry showcased more than 200 books on fiction, non-fiction, children’s books, biographies, science and technology, Language, General and Reference books. There was a great demand and interest shown by the Turkish people and publishers on Gandhi, Tagore, Yoga, Science & Technology and Children’s books.

In a meeting with the participating publishers at the Fair, Shri Sethumadhavan, Chairman, NBT and an eminent Indian author said “that there is a great opportunity for both Indian and Turkish publishers to tap the growing market as both countries have a rich cultural history”. He also said that more Indian Publishers will come to Turkey for the next year fair as the response has been great.

The NBT Chairman also met Turkish publishers and shared with them details about the Financial Assistance Programme



that NBT has introduced for the benefit of foreign publishers, keen on translating Indian works into their languages. He also held a meeting with Mr Kayhan Omeroglu, Director, Istanbul Book Fair, regarding India as the Guest of Honour country at Istanbul Book Fair in 2014 or 2015.

NBT held a series of meetings with representatives of other countries and also promoted the forthcoming New Delhi World Book Fair 2013.



The 31st Istanbul Book Fair featured over 620 publishers and NGOs including 40 countries and 25 foreign writers. About 250 literary events were held during the nine days, and a variety of reading sessions and other happenings brought together hundreds of writers with their readers.

Some of the highlights of the Fair included a Writer of Honor’s Photography Exhibition titled “Gülten Dayıoğlu: A Life in Writing” which provided a glimpse into the life of the author; “Lucky Luke in Istanbul” an exhibition that looked at development of the comic industry and the colourful world of Lucky Luke through sketches and character evolution; “An Elephant Came by:” Dutch Children’s Books Illustrations, a compilation of works of 24 illustrators; “Forest of Covers” Children’s and Youth Book Covers Exhibition, an exhibition of children’s and youth book covers; and an exhibition on “Book Illustrations in Turkey”, a rich selection from the works of the leading illustrators in Turkey.

The main theme of the fair was ‘My Childhood is My Homeland’ and the Writer of Honor was Gülten Dayıoğlu. The Fair was held concurrently with the ARTIST 2012/22nd International Istanbul Art Fair by TÜYAP.

Shri Kumar Samresh, Asst. Director, represented NBT at the Fair.

KOZHIKODE BOOK FAIR

“The earliest concerns about the death of books and literature were first raised in 1962 at a conference in Chicago, attended by some of the most renowned writers of the time. Just as how the latest technological advances are looked upon with fear these days, the advent of television led to worry then. However, books and reading have withstood all that and are constantly reinventing themselves through various mediums such as e-books and audio books,” said Shri M.T. Vasudevan Nair, Jnanpith laureate at the inauguration of the nine-day Kozhikode Book Fair organised by the National Book Trust, India (NBT), in collaboration with the Kozhikode City Corporation, on 3 December 2012.

Shri A. Sethumadhavan, Chairman, NBT and eminent writer, said “The National Book Trust is working on a pilot project to translate the works of Indian authors into foreign languages. Translations between Indian languages are



giving wider visibility to regional writers”.

Ms Volga, Telugu writer who was the chief guest at the function, said that translations of Malayalam works had enabled her to understand the similarities between the cultures of Kerala and Andhra Pradesh. Prof AK Premajam, Kozhikode Mayor, Shri Purushan Kadalundi, MLA and Shri K V Mohan Kumar IAS, District Collector also spoke on the occasion. Hindi translation of biography of Shri Muhammad Abdurahman was also released on the occasion.

A workshop on ‘E-books and Online Marketing’ for publishers and new generation writers was a major feature of the book fair, which was inaugurated by Shri A. Sethumadhavan. “E-books are going to be the next big thing in India in the next five years and hence it is better the publishers adapt themselves to the new development”, said Ms Vinutha Mallya, freelance publishing consultant, while addressing this workshop.

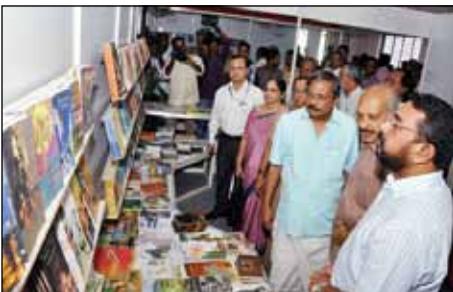
A seminar on women’s writing was held, which was presided over by Ms. K. Ajitha, Malayalam writer. Ms Volga, Ms Mamta Sagar and Ms Mini Sukumar presented their views. Another two-day seminar on ‘Politics of Translation’ organised in collaboration with the Department of English, University of Calicut was held, which was inaugurated by Dr MK Muneer, Minister for Social Welfare and Panchayats, Kerala.

Shri Nirmalkanti Bhattacharjee presented the keynote address.

Another major feature of the Fair was a daily lecture in the evening by an eminent Malayalam fiction writer. Shri A Sethumadhavan inaugurated this lecture series. Punathil Kunjabdulla, Sara Joseph, UA Khader, C Radhakrishnan and M Mukundan delivered lectures.

The fair brought together 38 publishers from all over the country with a variety of books on display over 57 stalls.

The fair was coordinated by Shri Rubin DCruz, Malayalam editor, NBT.



BOOK RELEASE AT RAICHUR

A book release function was held on 20 November 2012 at Raichur (Karnataka) by NBT, India as part of the National Book Week celebration. The function was organised in collaboration with Taluk Kannada Sahitya Parishad, Raichur.

Recent Kannada publication titled *Santakavi Shishunala Sharif Saheb* written by Dr. N.S. Lakshminarayana Bhatta and published under the National Biography series was released on the occasion.

“Human values in Sharif Saheb’s poems are the need of the hour,” said the



Chief Guest of the function Sri Ramjan Darga, an eminent Kannada writer who released the book. He further emphasised on Sharif’s message of respecting different cultures for the sake of humanity.

Dr. Vikram Visaji, a well-known scholar from Karnataka, spoke on ‘The Secular Values in Sharif’s Writings’. Shri Veerahanuman, eminent author, introduced the book to the audience. Shri Jambanna Amarachintha, senior writer, presided over the function.

At the end of the programme Shri Sharif’s poems were sung by Shri B. Chidanandappa Gavai Raravi, a local artiste. A book exhibition was also put up on the occasion.

The programme was coordinated by Shri H. Nagarajappa, Kannada Editor, NBT, India.

TELUGU BOOK RELEASE FUNCTIONS

Hyderabad

A book release function was organised by NBT, India in collaboration with Andhra Saraswatha Parishad and Bala Sahitya Parishad, Hyderabad at ASP Hall on 16 November 2012. The Telugu translations of *The Last Ticket and Other Stories* and *Kabuliwala* both published by NBT for children were released on the occasion.



The books were released by Sri Mandali Buddaprasad, Chairman, Andhra Pradesh Official Language Committee and Dr. K.V. Ramana IAS, Cultural Advisor to Govt. of Andhra Pradesh.

Others who spoke on the occasion included Dr. Vaddepally Krishna, critic and children's writer, Shri Reddy Ragavaiah, Sahitya Akademi Awardee for children literature, Shri Govindaraju Ramakrishna Rao, translator of *The Last Ticket and Other Stories*, Sri Ch. Venkataramana, President, Bala Sahitya Parishad, Dr. J Bapureddy IAS, and a Member of NBT Telugu Advisory Panel.

Earlier Dr. J Chennaiah, secretary Andhra Saraswata Parishad welcomed the gathering. As part of the National Book Week celebration, a sit-and-draw and essay writing competitions were organised for school children at Mothers School, Vidya Nagar, Hyderabad where about 300 children participated. Prizes



were later distributed to the winners of the competitions.

Bhuvanagiri

National Book Trust, India, in collaboration with Inner Wheel Club organised a book release function on 20 November 2012 at S.V. Conference Hall, Bhuvanagiri, Nalgonda District.

The Telugu translations of *Jotirao Phule*, a biography, *Puu Aur Uski Jadooyi* and *Bada Murkh Kon*, both books for children were released on the occasion.

Ms Divya Devarajan IAS, Sub-Collector of Bhongiri and Guest of Honour inaugurated the programme and talked about the importance of reading and also NBT's efforts to promote reading.

Speaking on the occasion, Dr. N. Gopi former Vice-Chancellor, Telugu University and a Sahitya Akademi awardee emphasised on the importance



of books and said "kinship of literature is greater than blood relationship and literature makes the society resplendent."

Others who spoke on the occasion included Shri Suddala Ashok Teja, a well-known film lyricist, Shri Nomula Satyanarayana, Dr Tirunagari Rangaiah FRCS, Dr. P Rangaiah, poet and critic and noted translator, Smt. Swatee Sripada and Dr. Abdul Ghani, the translator of the children's books.



Ms. Bandaru Jayasree, President of Inner Wheel Club welcomed the gathering. Ms. Mallika Rani, Secretary of the Club proposed a vote of thanks.

Rajahmundry

A book release function and discussion was organised in collaboration with Sahityapeetam, Pottisriramulu



Telugu University, Rajahmundry at Rajahmundry Book Fair Grounds on 24 November 2012.

A collection of Telugu short stories titled *Sripada Subrahmanya Shastri Uttama Kathalu*, edited by Dr. Vedagiri Rambabu, and the Telugu translation of *Paanch Dost* were released on the occasion.

Acharya Yendluri Sudhakar, Dean, Sahityapeetam presided over the programme where Dr. Poranki Dakshina Murthy, a critic, Dr. Potukoochi Surya Narayanamurthy, Shri Koduri Sri Ramamurthy spoke about the life and writings of Sripada Subrahmanya Shastri.

While Dr. Vasa Prabhavati, critic and writer, spoke on the women characters in his stories, Dr Kaluva Mallaia, a short story writer, examined the Dalit aspects in the stories. Earlier, Shri Perishetty Srinivasa Rao welcomed the gathering.

The programmes were coordinated by Dr. Pattipaka Mohan, Telugu Editor at NBT.

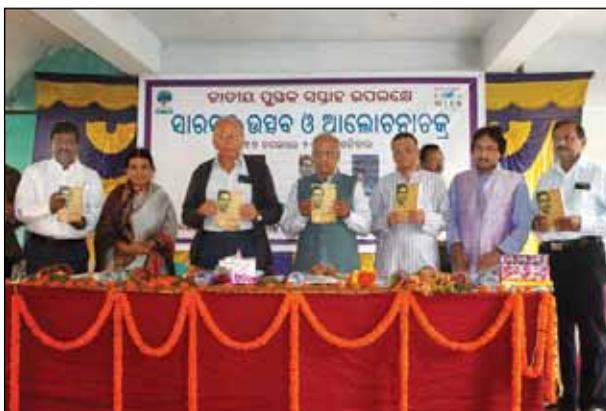


NATIONAL BOOK WEEK IN ODISHA

A Book Release Function was organised by National Book Trust, India in collaboration with Subhadra Mahatab Mahavidyalay, Asureswar, Odisha in the college premises on 17th November 2012 as a part of National Book Week Celebration.

Inaugurating the function Prof. Shantanu Kumar Acharya, the noted novelist and short story writer in Odia exhorted the students to cultivate the habit of reading and form a lasting friendship with books. In his brief address he talked about the glorious history of Odisha and Odia literature, and reminded the youth as the inheritors of a great literary and cultural tradition.

One original Odia title *Rabi Patnaiknka Shrestha Galpa* and Odia translations of *Twilight Mark of the Nose-ring*, *Ila*, *Beyond the Giant*, *Dragon Tsunami* and *Jainendra Kumar Ki Teen*



Bal Kahaniyan were released on the occasion.

Adhyapak Bishwarajan, who presided over the meeting appealed the students to give utmost importance to books giving examples of great personalities from the history and their love for books. Prof. Nityanand Swain, a medical doctor by profession and a writer, narrated the whims and caprices of some great authors regarding reading and writing. Prof. Sanghamitra Mishra, the translator of *Ila*, Dr. Satyapriya Mahalik the compiler of the short stories, Dr. Ramakant Singh, translator of *Beyond the Giant* also spoke on the occasion.

Earlier, Prof. Tanina Kumar Sahu, Principal of the college welcomed the audience. Dr. Pramod Sar, Odia editor at NBT coordinated the programme. The function was attended by over six hundred students, teachers and booklovers.

MOU WITH AMBEDKAR UNIVERSITY

National Book Trust, India has entered into a Memorandum of Understanding with the Ambedkar University, Delhi (AUD). As per the MoU, AUD will conduct courses in Book Publishing at Certificate, Degree and Post Graduate level in collaboration with NBT.

The MoU was signed between Ms Sumati Kumar, Registrar, AUD and Shri M A Sikandar, Director, NBT in the presence of Prof. Shyam B. Menon, Vice Chancellor, AUD and Shri A Sethumadhavan, Chairman, NBT at the University's Kashmere Gate Campus, New Delhi.

The training course will cover various

aspects of book publishing like editing, copyright, export of books, techniques of translation, production etc. The course is expected to be started from next academic year.

Shri A Sethumadhavan said that the course would meet the growing demand for professional manpower of publishing industry. It will also benefit students to pursue career in publishing.

It may be mentioned that NBT has already signed an MoU with the Calcutta University for a Diploma course in Book Publishing. The NBT will also be entering into similar arrangements with select universities across the country.



READING FOR PLEASURE

Over 1,500 tribal children in the Kalinga Institute of Social Sciences (KISS), a constituent unit of KIIT University Bhubaneswar took an oath, Reading for Pleasure on 14 November 2012.

Dr. Shashanka Chudamani, Shri Manas Ranjan Samal, Smt. Sailabala Mahapatra, Smt. Sabita Das, Dr. Rashamita Tripathy and Dr. Nivedita Mohanty, eminent authors for children took part in an interesting interactive session with the children. The authors and the select participating children read out stories and poems from their works on the occasion.

Shri Manas Ranjan Mahapatra, Editor, NCCL, coordinated the programme.



FESTIVAL OF READING AT PORT BLAIR

As a part of the nationwide National Book Week celebration, a 2-day Festival of Reading was held at State Library, Port Blair on 16-17 November 2012. The event was inaugurated by Dr. R. Dev Das, Director, Education on 16 November 2012. Dr. Bhoopal Reddy, eminent Telugu author and Sahitya Akademi award winner for children's literature was the Chief Guest on the occasion.

On the first day of the Festival on 16th November. Readers' Club Movement, the largest children's reading promotion programme in the country coordinated by National Centre for Children's Literature (NCCL), a wing of NBT, was launched in the Andaman and Nicobar Islands. Over 400 schools and children's libraries were enrolled as



members. About 70 teachers, principals, teacher educators, librarians and activists were oriented on the occasion on how to run a Readers' Club.

The second day of the Festival on 17 November featured three interactive sessions with the author Dr. Bhoopal

Reddy at the Govt. Sr. Secondary School (Telugu medium), Jawaharlal Nehru Govt. College and State Library. While in the first two sessions children, young adults, school and college teachers listened to the reading by the author from his works, the session at State Library, apart from readings, highlighted on need for regular cultural exchange between the authors of the island and mainland. The participants lauded NBT's relentless effort in bridging the gap through books and book promotional activities in various parts of the country.

A week-long exhibition-cum-sale of NBT publications was organized on the occasion at the State Library from 14-20 November by the Eastern Regional Office of the Trust.

SAMANVAY

In its endeavour to promote Indian writings in languages, the NBT joined hands with India Habitat Centre, New Delhi to host the 'Samanvay', a festival of Indian languages organised from 2-4 November 2012. Focussing on the theme, *Boli Bani Bhasha: Gaon, Kasba, Shehar*, the festival brought together over sixty writers from 14 languages: Bangla, English, Garhwali, Gujarati, Hindi, Kannada, Kashmiri, Maithili, Manipuri, Marathi, Rajasthani, Odia, Punjabi and Urdu.

Inaugurating the festival, Shri Ratan Thiyam, internationally renowned theatre personality from Manipur and Dr. Chandrasekara Kambar, well-known writer and poet from Karnataka, wondered whether our present education system equips Indian youth to take pride and

joy in their own languages. It is necessary, they observed, to create an awareness and understanding of how our languages are a part of our identity. Shri M.A. Sikandar, Director, NBT also spoke on the occasion.

The sessions spread over three days discussed among other things return of dialects into the 'mainstream'; the contested ideas of nationalism; the reality of a state as expressed through its language and literature; the contribution of women writing; the digitization of books; and cities as centres of culture and power.

Shri Sitakant Mahapatra, Odia poet and Jnanpith awardee, was awarded the first Samanvay Bhasha Samman during the festival. There were poetry and prose readings as well as cultural presentations by eminent artists.



PROMOTING READING HABIT

A 2-day National Seminar on 'Promoting Reading among Children' was organized jointly by NBT and the Deptt. of Human Development and Family Studies (HDFS), The Maharaja Soyajirao University of Baroda at Vadodara on 16-17 October 2012. The seminar emphasized on the growth of various forms and modes of reading as well as the changing reading patterns of Indian children.

Inaugurating the seminar, Prof. Yogesh Singh, Vice-Chancellor of the University highlighted on the new reading gadgets and emphasized on coherence between the traditional form of reading and the modern technologies. Dr. Subodh Mahanti, Hon. Director and Scientist, Vigyan Prasar presented the keynote address on the occasion.

Several eminent scholars, writers, editors, publishing professionals and academics from various parts of the country in the field of children's literature took part in the discussions.

Dr. Rachna Bhangaonkar, HDFS, and Shri Manas Ranjan Mahapatra, Editor, NCCL, coordinated the event.

The Trust recently published a title *Poll Surveys in India: An Indian Perspective* by N. Bhaskara Rao. We reproduce here an excerpt from the chapter 'Poll Surveys: Tracing Origins'. - Editor

Opinion polls, in the context of national elections, are perceived as indicators of not just the dimension of victory or defeat but also the factors for the differences and margins at micro and macro-levels. Such an exercise reflects at best the trend, mood, and direction at any given point of time. But by using past voting trends from previous elections, one can go much further and that is what psephological exercise is all about converting vote percentages into seats that a party is likely to get.

News media are not so much interested to sponsor surveys with wider scope, as they are interested more in predicting poll outcome. Tracking trends in public opinion and voting intentions is not always feasible for newspapers to sponsor because of the resource constraints.... Opinion polls sponsored by newspapers were traditionally meant to bring to the fore the mood of the voters with increased competitiveness in contests and rise of regional parties. Statistical accuracy of survey projections in terms of seats has

become a concern only after 1990s.

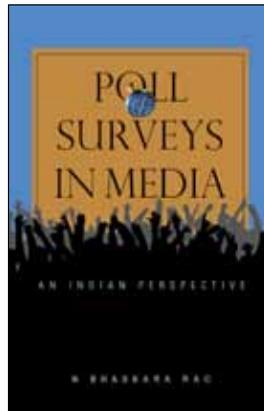
It was during 1989-91 that political parties started realising the significance of poll surveys in news media and to know more about surveys and even commissioned surveys by professional agencies. Both Congress and BJP took to surveys from 1991 with seriousness as an input in their poll strategy.

A poll survey should be clear whether it is meant to capture opinions or preferences or intentions or all. A combination of these, if accommodated, will make the findings more relevant. In the Indian situation, an opinion poll conducted

much earlier than the announcement of the actual poll schedule would neither elicit the same kind of response nor would it be able to attain the degree of reliability as a poll conducted after the kick start of a poll campaign. Theoretically, an agency engaged in periodic surveys on voting intentions at various critical points would be in a better position to identify the undercurrents and differences before an election to make better projections on the outcome than an agency which has taken to surveys just then.

Pre-poll surveys, started as an academic endeavour by a couple of academicians 40 years ago, have come a long way. Starting from a sample size of 500 voters in the early 1960s and increasing to 10,000 by the 1970s and 1980s, recently samples have grown more from 60,000 to 80,000 during national elections....

Today, there are about twenty five agencies across the country which have been conducting pre-poll surveys nationally and regionally with some frequency. Most of them are market research agencies; others include academic bodies, advertising agencies and a couple of professional research bodies which are independent and engaged in ongoing research endeavours to do with one or the other aspect of socio-economic development.



Poll Surveys in Media

N. Bhaskara Rao

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ADVISORY PANEL MEETINGS

The Malayalam Advisory Panel meeting was held on 7 November 2012 at Aluva, Ernakulam. The meeting was presided over by Shri A. Sethumadhavan, Chairman, NBT, India. Dr. K.S. Ravikumar, Prof. N.P. Hafis Muhammad, Dr. P.V. Krishnan Nair, Ms. K.R. Meera, Shri K. Satchidanandan, Shri D.C. Ravi, Shri M.K. Harikumar, Shri T.N. Prakash, Shri Akbar Kakkattil, Dr. P.K. Thilak, Smt Gracy, Shri U.K. Kumaran and Shri Narayan. Shri M.A. Sikandar, Director, and Shri Rubin DCruz, Malayalam Editor, NBT were also present in the meeting.



The Kashmiri Advisory Panel meeting was held on 12 December 2012 at Nehru Bhawan, the NBT premises in Delhi under the chairmanship of Shri A. Sethumadhavan. Others present at the meeting included Dr. Aziz Hajini, Smt. Rukhsana Jabeen, Shri Gh. Nabi Aatish, Shri B.N. Betab, Shri M.K. Raina, Shri Piyaray Hatash, Dr. Abdul Majid Baba and Dr. Ratanlal Shant. Shri M.A. Sikandar, Director, and Shri Baldev Singh 'Baddan' Chief Editor, Ms. Farida M. Naik, Jt. Director (Admn.) and Dr. Shams Iqubal, Urdu Editor, NBT were also present in the meeting.





*NBT wishes you all a
Happy New Year 2013*

**Participate at the
New Delhi World Book Fair 2013**



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Shri Balraj Sood superannuated from the Trust on 30 November 2012 after serving the Trust for about four decades. Appointed as peon in 1973, Shri Balraj was promoted as Packer, Library Attendant and finally as Gestner Operator. He rendered his service in various sections including Despatch, Editorial, Accounts, Exhibition and Production.

We, at NBT, wish him a happy and healthy life ahead.

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