

**25 February-4 March 2012**  
**Pragati Maidan, New Delhi**

**SUNDAY 26 FEBRUARY 2012**

## WORLD BOOK FAIR INAUGURATED

“In a free, democratic and equitable society like ours, along with inclusive growth, what we need today is an inclusive learning society. Books are the best medium towards that end,” said Shri Kapil Sibal, Hon’ble Union Minister of Human Resource Development while formally declaring open the 20th New Delhi world Book Fair at Pragati Maidan. The function began with an invocation song by the students of Department of Music, University of Delhi.

Recalling the beginnings of the WBF in 1972 at a time when the nation was passing through difficult times particularly in the wake of oil shock and liberation of Bangladesh, Shri Sibal was delighted to note that the Fair today has become bigger and better than ever before. “NBT today has the professionalism and organizational ability to make the New Delhi World Book Fair an annual event,” he added.

Expressing satisfaction with the right blend of



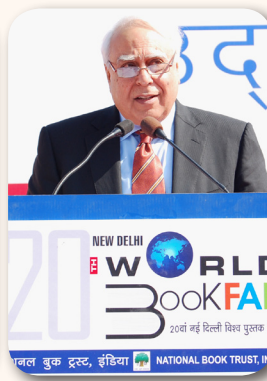
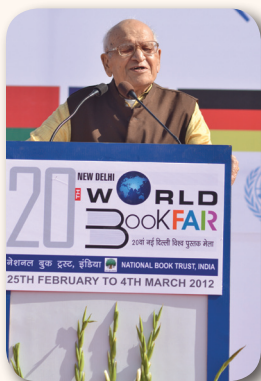
business and pleasure through various special pavilions, Shri Sibal specifically mentioned the Fair’s theme commemorating one hundred years of Indian Cinema as a tribute to the world of cinema from the world of books. While mentioning about his

continuous urge to learn as much as he can from the printed world, he described NDWBF as one of the unique events of its kinds throughout the world for its ability to fulfil the aspirations of both the general readers as well as the book trade.

Shri Kapil Sibal also released *Point of View : An Annotated Rights Catalogue of Books on Indian Cinema* and three books in Braille titled *Cinema of Satyajit Ray*, *Balraj My Brother* and *Dada Saheb Phalke* on the occasion.

Prof Manoj Das, in his address as the Guest of Honour, said, “At the background of a book fair, we see the monuments of human quest for light and delight for thousands of years. Here we hear the vibration of Socrates who used common sense for uncommon knowledge. We hear the words of wisdom from Marco Polo to Einstein, from Christ to Krishna, and from Vivekananda to Sri Aurobindo.”

Referring to the developments in the production



of the books, Prof. Das said, “When I see the progress made by technology in book production my heart goes out to Newton and Carlyle who lost their manuscripts forever, by Diamond, the dog, and a maid servant respectively. Sometimes I feel like going to the past and giving them a computer to preserve their manuscript in hard copy.”

Exhorting people to undertake more and more translation between languages he invoked the biblical story of the Tower of Babel, “Translators are the people who are undoing the mischief done by thousands of years back by demigods. Translators are the ones who transfer consciousness of one language into another language. I greet them and wish that their tribe increase very fast.”

Taking the audience through the history of India’s struggle for independence, Professor Mridula Mukherjee of Centre for Historical Studies, Jawaharlal Nehru University, said that many of the great leaders of the freedom movement were also great writers



and scholars. “It was their writings on which the foundation of Indian nationalism was laid” she added.

Earlier, Prof Bipan Chandra, Chairman, NBT, welcomed the participants, dignitaries and guests present on the occasion.



Thanking the dignitaries, participants, other stakeholders and members of the media, Shri M.A. Sikandar, Director, NBT, expressed his gratitude to the Hon’ble Minister of HRD for encouraging NBT in its efforts towards promotion of books and reading habit in India.

On the occasion, Shri Kapil Sibal released a bunch of colourful balloons symbolising the spirit of freedom.

Shri Sudhir Malhotra, President, Federation of Indian Publishers, Shri Ramesh Mittal, Chairman, CAPEXIL, Shri Kailash Balani, President, The Federation of Publishers’ & Booksellers’ Association in India, Shri A.K. Sharma, General Secretary, Akhil Bhartiya Hindi Prakashak Sangh, Dr P.C. Bhanu, President, Association of Indian Publishers and Booksellers, Shri Kamal Arora, President, Federation of Educational Publishers in India and Shri Parmil Mittal, President, Delhi State Booksellers’ & Publishers’ Association were also present on the occasion.



## FOR A NOBLE CAUSE

“Cinema has a lot of power. Indian cinema is unique for two of its important attributes, first its great unifying power in a country as diverse as ours and second, its immense contribution in promoting the country abroad,” said Shri S.Y. Quareshi, Chief Election Commissioner. He was here to join hands for a noble cause. He was speaking at a programme entitled “The Legends of Cinema who Fought with Cancer”. On the occasion, Shri Quareshi released a poster and a Pink Ribbon Book Tag



as Corporate Social Responsibility of the book industry to contribute 1 Rupee for every single book sold. He

also handed a cheque from the publishing fraternity to Dr Lal, representative of Indian Cancer Society.

Speaking on the occasion Shri Sandeep Marwah, Director of Asian Academy of Film & Television and the founder of Noida Film City said, “There has been a tendency to separate cinema from serious literature. I am happy that this book fair has demolished that myth.” He also said that he would ensure a similar exhibition on books and cinema in Noida shortly.

## INAUGURATION OF CHILDREN'S PAVILION

A master story teller and popular children's writer, Prof Manoj Das enthralled an audience, comprising mainly of children, by narrating one of his popular stories. He was inaugurating the Children's Pavilion at the 20th New Delhi World Book Fair. Later in an interesting session, the children interacted with Prof. Das including answering questions based on his story.



Prof. Manoj Das commended National Book Trust, India for beautifully designing the Children's Pavilion and the enthusiastic participation of children. Wishing children success in life, Prof. Manoj Das exhorted the young minds to read and inculcate the habit of reading in their daily lives.

Following the inauguration, a short play on hundred years of Delhi as the National Capital was dramatized

by children of Rajkiya Pratibha Vikas Vidyalaya from Surajmal Vihar.

Following the play was an interesting programme for children. A book quiz event titled 'Tumble books' was launched by Dr S.Y. Quareshi, Chief Election Commissioner. The programme was coordinated by Consortium Octet /DSBPA.

Finally, a two-day National Seminar on "My Little India" was inaugurated by Prof. Manoj Das.



## BOOK MARCH

About 1500 students from various schools of Delhi and NCR region and from various NGOs participated in the book march from Children's Pavilion to the Hamsadwani Theatre in the sidelines of the inauguration of New Delhi World Book Fair. Organised by National Centre for Children's Literature (NCCL), the children were seen walking in long queues adorning the orange caps of 20th New Delhi World Book Fair carrying placards, posters and banners exhorting people to read and promoting the importance of books in everyday life.

The participating students were from Akshay Pratishthan school, Vasant Kunj; Shradha Mandir, Faridabad; Rajkiya Pratibha Vikas Vidyalaya, Surajmal Vihar; various Kendriya Vidyalayas, MCD schools; Sakshi, Pratham, SARD, Aga Khan Foundation, Room to Read and others.

Some of the slogans which attracted public

attention were:

- BOOKS OPEN PATHWAYS TO A NEW WORLD
- JO PUSTAK PADEGA WOH SHIKHAR CHADEGA
- AAN HAMARI SHAAN HAMARI PUSTAK SE PEHCHAN HAMARI
- READ FOR PLEASURE
- MAN IS KNOWN BY THE BOOKS HE READS
- THE GREATEST GIFT IS A PASSION FOR READING
- TODAY A READER TOMORROW A LEADER
- JUST READ



## CULTURAL PROGRAMME

During the 20th New Delhi World Book Fair a special cultural evening is being organised by Sahitya Kala Parishad, a body of Department of Art, Culture and Languages, Govt. of Delhi from 6 to 8 in the evening everyday at Lal Chowk, Pragati Maidan.

Yesterday the folk groups from Uttar Pradesh enthralled the audience by presenting many folk performances. They sang the Aallha Folk song based on Veer Ras sung during the monsoon season. It was followed by a beautiful Radha Krishan folk dance which held the spectators spell bound with the music and experienced moves of the dancers. Other dances included Mayur Dance, Brij Ki Holi, Charkula etc.



## Today's Events : Sunday, 26 February 2012

Date/ Time	Event	Organiser
<b>Theme Pavilion Hall No. 7E</b>		
12:00 - 13.00 hrs	<i>A Session with Film and Theatre Personality Sushma Seth</i>	Amaryllis Publications
14:00 - 15:30 hrs	Image of the Marginalised in Indian Cinema and Literature	National Book Trust, India
16:30 - 17:30 hrs	<i>From Book to Reel</i>	Om Books International
17:30 - 20:00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Sahib Biwi aur Ghulam</i>	National Book Trust, India in association with National Film Archive, Pune
<b>Children's Pavilion Hall No. 14</b>		
10:00 - 17:30 hrs	National Seminar on 'My Little India'	National Centre for Children's Literature, NBT, India

<b>Other Events</b>			
Date/ Time	Event	Venue	Organiser
11:00 - 13.00 hrs	Workshop	Conference Room 1 Hall No. 6	Frozen Thoughts
	Book Release Function	Conference Room 2 Hall No. 6	Graphic Syndicate
	Book Release Function	Conference Room 3 Hall No. 14	Basanti Prakashan
13:00 - 15:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Reed Elsevier India
	Book Release Function	Conference Room 2 Hall No. 6	Ms. Laxmipriya N.
	Book Release Function	Conference Room 3 Hall No. 14	Juli Publications
15:00 - 17:00 hrs	Literary Workshop	Conference Room 1 Hall No. 6	B. Jain Publishers Pvt Ltd
	Book Industry Get-together	Conference Room 2 Hall No. 6	Federation of Publishers & Booksellers
	Book Release Function	Conference Room 3 Hall No. 14	Kalwati Prakashan
17:00 - 19:00 hrs	Literary Workshop	Conference Room 1 Hall No. 6	B. Jain Publishers Pvt Ltd
	Literary Programme	Conference Room 2 Hall No. 6	Flipcart.com
	Seminar	Conference Room 3 Hall No. 14	Punjabi Helpline

18:00 - 20:00 hrs	<b>Cultural Programmes at Lal Chowk organised by Sahitya Kala Parishad:</b> Pandwani - Folk Singing; Folk dances: Raie Dance, Badhai Dance, Novta Dance, Lathi Dance (M.P.)
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<b>WHAT'S WHERE AT THE FAIR</b>			
Theme Pavilion	Hall No. 7E	Hall Nos.	Participants
<b>Delhi Pavilion</b>	Hall No. 7D	Hall No.1 to 6	Publishers & Distributors of English Books
<b>Rights Table</b>	Hall No. 14 (Mezzanine)	Hall No. 7B-C	Foreign Participants
<b>Tagore Pavilion</b>	Hall No. 6 (Mezzanine)	Hall No. 8-9	Books on Social Sciences & Humanities
<b>Children's Pavilion</b>	Hall No. 14 (Mezzanine)	Hall No. 10	Books in Regional Languages
Conference Room -1	Hall No. 6 (Mezzanine)	Hall No. 11	Books in Hindi Language
Conference Room -2	Hall No. 6 (Mezzanine)	Hall No. 12	Educational Aids, CDs, Games & Miscellaneous
Conference Room -3	Hall No. 14 (Mezzanine)	Hall No. 12A	Books on Science & Technology
Seminar Hall	Hall No. 8 (First Floor)	Hall No. 14	Books for Children & Educational Books

**Visit NBT Stalls at :**  
**Hall No. 1 Stall Nos. 168 to 183 : English Publications**  
**Hall No. 11 Stall Nos. 256 to 271 : Language Publications**  
**Hall No. 14 Stall Nos. 70 to 79 : Children's Publications**

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The views expressed in the signed articles do not necessarily reflect the official views of the NBT.



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