

25 February-4 March 2012
Pragati Maidan, New Delhi

MONDAY 27 FEBRUARY 2012

BOOKS AND CINEMA: AN ENDURING RELATIONSHIP

About a century ago, in 1912, Dadasaheb Phalke completed the first Indian feature film, *Raja Harishchandra* and released it in 1913. At the turn of the year when it completes a hundred year journey, the Indian cinema with its wide popular appeal would have left an indelible influence on our polity, culture and society. In the process it would produce some of the finest internationally acclaimed auteurs and films.

The 100 years of this spectacular journey is the focus of attention at the 20th New Delhi World Book Fair. In an elegantly designed pavilion, the story of Indian cinema unfurls itself through books, panels, posters, movie camera, phonogram and also a bioscope - still a popular form of entertainment in remote corners of India particularly in village fairs.

As one enters through the gate of the Pavilion, resembling clapboard, a filmmaking tool, to your right is the ticket counter and a small shop selling popcorns.

The release of a new film particularly in India is a celebration of sorts. Crowds throng the theatre and a



long queue for 'first day first show' slot greets the cinephile. Reminding you of this typical scene outside cinema halls in India is a sculpture by Devabrata Chakrabarty, titled *Cinema Q* at the entrance.

The presentation arena is like a theatre of cinema with panels of stills from films and posters of classic films, a movie camera and a phonogram. A mini theatre with a capacity to seat 50 forms the main attraction at the centre. The overarching theme of the presentations is the enduring relationship of cinema and literature. It tries to posit the relevance of books and reading within the frame of cinematic expression. The panels too have been carefully selected to show the role books and reading

play in a taut emotional moment. In particular, visitors to the pavilion can see the languorous Meena Kumari lying with her hair let loose caught in an intense moment of reading. Or Satyajit Ray sitting under a tree caught in the act of reading, while shooting for *Teen Kanya*. Or the ever popular Munna Bhai at a library searching for the real Gandhi. Besides, over 400

books on Indian Cinema in English and other Indian languages tell you the story of Indian cinema and about 300 select titles have been documented through an annotated Rights Catalogue.

The Pavilion also underlines the influence of cinema and literature on each other. Cinema too is a language. Adaptation, thus, of any piece of literary work, is more or less like translation. In this respect, the filmmaker assumes the role of translator. As much as the viewer is the reader so is the filmmaker. For a filmmaker, literary piece provides him or her with the plot, character and theme. And he uses images and sounds to tell the story in a new grammar and idiom. Many such adaptations have gone onto become classics of cinema.



MY LITTLE INDIA

A two-day National Seminar on 'My Little India: Communicating India to Children' was held at the Children's Pavilion on 25-26 February 2012.

Inspired by the title of a book written by Prof. Manoj Das (My Little India), published by the National Book Trust, India; the seminar divided into six sessions, dealt with the challenges of communicating India in the right perspective to our young generation to help children respect and retain the core Indian values, ethos and traditional knowledge.



The seminar was inaugurated by the celebrated writer, Prof. Manoj Das. The inaugural session was presided over by Shri M.A. Sikandar, Director, NBT. Delivering the keynote address, Ms. Shamim Padamsee underlined the need to communicate India to the children of modern times as western values and culture is weaning them away from the rich Indian culture and literature. Ms Padamsee, a children's writer, also runs an e-portal 'Young India books' for children.

Shri Sikandar said that he was hopeful that the two-day discussions would be helpful in finding methods to communicate India to the children in a



right manner. Ms Louise Barry-Taylor from Thebe Exhibitions & Projects Group from South Africa also spoke on the occasion.

The second session 'Discovering India in Our Books for Today's children' was chaired by Dr Madhu Pant, former Director, Bal Bhawan. The speakers included Dr Subodh Mahanti, Director, Vigyan Prasara and Shri Rajesh Khar from Pratham Books. While Dr Mahanti emphasized the importance of encouraging children to ask questions and inculcate scientific temper in them, Shri Khar pointed out that fantasy is a strong tool to convey India to children through traditional Indian tales, fables and epics. Dr Madhu Pant emphasised on the need to be very innovative in our ways of communicating with the children.

Revolving around the theme 'Communicating India to Children: Challenges Before Authors', the third session held on the second day of the seminar was chaired by Shri Prayag Shukla, Editor with Sangeet Natak Akademi who felt that poems, little rhymes, and historical songs best convey India to children. Presenting her paper on the topic, Subhadra

Sengupta, noted children's writer was of the opinion that less text and more of children-friendly illustrations could do the trick. Dash Benhur, popular Odia writer for children, advocated for more regional varieties with a human face having secular and scientific temper.

Dealing with the issues involving illustrations, the fourth session was chaired by Subir Roy. Aabid Surti and Viky Arya presented their views on the topic.

The fifth session discussed the challenges faced by publishers in



making books more appealing for children. Manasi Subramanyam from Karadi Tales, Chennai and Sayoni Basu ACK Media, Gurgaon presented their side of the story while Debajyoti Dutta, Shishu Sahitya Sansad, Kolkata presided over.

The last session chaired by Vikas Narain Rai from Sahitya Upkram, looked at the possibilities of effective methods of right communication. Arup Kumar Dutta, children's writer from Assam and Sujata Chatterjee, were hopeful that if the writers, illustrators, and publishers work together towards it, the right communication of "My Little India" is quite possible.

From being one of the forms of cinema, the bioscope has come a long way being seen now as just an antique contraption. Designed first by the Skladanowsky brothers in the 19th century, it was a treat then to peek through the round window-like openings to get engrossed in its mystical world of Bollywood stars and monuments from India and abroad.

The theme pavilion at the 20th New Delhi World Book Fair has brought back the bioscope to celebrate the 100 years of Indian cinema. It is put up at the entrance where people, mostly curious young children are having a lovely time peeping through it. Even celebrities are unable to keep themselves from having a *dekkho* through the device.



CULTURAL PROGRAMME



Yesterday's cultural programmes that enthralled the audience at the Lal Chowk in the Fair grounds were Pandwani - Folk Singing; Folk dances: Raie Dance, Badhai Dance, Novta Dance, Lathi Dance by the artists from Madhya Pradesh.

BOOK RELEASES

- Six new titles were released by B. Jain publishers at Hall No. 6. The titles released were namely, *Superfoods: Make Your Child a Genius*, *Learning Disabilities in a Nutshell*, *At Ease with Etiquette*, *Tarot Forecast 2012*, *Easy First Food* and *Easy Breastfeeding*.
- At Hall No.6, a title *Rahul Gandhi: The Great Warrior of Indian Politics* written by Lakshmi Priya N., was released.
- Three Hindi titles by Juli Prakashan, six titles in Hindi by Basanti Prakashan and fourteen titles in Hindi, Punjabi and Urdu by Kalawati Prakashan were released at Hall No. 14.

Today's Events : MONDAY, 27 February 2012

| Date/ Time | Event | Organiser |
|--|--|-----------------------------------|
| Theme Pavilion Hall No. 7E | | |
| 11:30 - 13.30 hrs | <i>Lights, Camera, Rights!</i> : Receptions of Books on Indian Cinema by Publishers Abroad | National Book Trust, India |
| 16:00 - 17:00 hrs | Book Release and Discussion on : <i>Representation of Awadh Culture in Indian Cinema</i> | Tawazzo.com |
| 17:30 - 20:00 hrs | Literature that Walks, Talks and Sings: Screening of <i>Umrao Jaan</i> | Tawazzo.com |
| Children's Pavilion Hall No. 14 | | |
| 10:30 - 13:00 hrs | Release of Children's Books from Finland and Discussion Workshop on Illustrations by Finnish and Indian artists | Embassy of Finland, NBT and A & A |
| | Presentaton of Songs on Books and Reading | Ahlcon International School |
| 15:30 - 17:30 hrs | Panel Discussion on 'Selection of Children's Books for International Libraries – Is it Quality Based?' | Publishers' Action Group (Pag-e) |

Other Events

| Date/ Time | Event | Venue | Organiser |
|-------------------|------------------------------------|-------------------------------|---|
| 10:00 - 13.00 hrs | New Editorial Trends in Publishing | Mezzanine, Hall No. 14 | French Embassy & National Book Trust, India |
| 11:00 - 13:00 hrs | Book Release Function | Conference Room 1 Hall No. 6 | Antika Prakashan |
| | Book Release Function | Conference Room 3 Hall No. 14 | Qbend Digital Content India |
| 13:00 - 15:00 hrs | Discussion | Conference Room 3 Hall No. 14 | Unique Publishers |
| 15:00 - 17:00 hrs | Book Release Function | Conference Room 1 Hall No. 6 | National Police Academy |
| | Book Release Function | Conference Room 2 Hall No. 6 | JyotiParb |
| | Book Release Function | Conference Room 3 Hall No. 14 | All Bengal Pub. & Booksellers Assn. |
| 17:00 - 19:00 hrs | Book Release Function | Conference Room 1 Hall No. 6 | Spectrum Publications |
| | Annual Functon | Conference Room 2 Hall No. 14 | Hindyugm.com |
| | Book Release Function | Conference Room 3 Hall No. 14 | Chintha Publishers |

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| 18:00 - 20:00 hrs | Cultural Programmes at Lal Chowk organised by Sahitya Kala Parishad: Maganihar - Folk Singing; Folk dances: Chari Dance, Ghoomar Dance, Bhavai Dance, etc. (Rajasthan) |
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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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