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New Delhi World Book Fair 2020

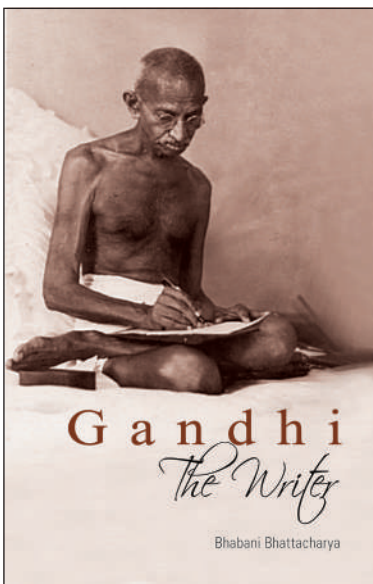


Gandhi was a multifaceted personality. Even in his formative years, before taking the lead in guiding the country towards independence, Gandhi had realized the power of words. As Bhabani Bhattacharya in his work, *Gandhi: The Writer* (published by NBT) says, 'No one has used words with such intense longing to be down to earth on the one hand and, paradoxically, to reach for the stars on the other.'

Gandhi wrote in Gujarati, Hindi and English. He was a strategic communicator, and did not hesitate to pull out all

the stops to make his purpose clear. As Gandhi himself wrote elsewhere, 'I write to propagate my ideas.' As a great communicator Gandhiji's impact was electrifying – the low and the high, the illiterate and the literate and his influence on generations of writers. Writer, editor, publisher and the numerous letters he wrote, reflect the several facets of his personality.

In reflecting on this facet of Gandhi as a great communicator, the New Delhi World Book Fair 2020 will have a special focus on 'Gandhi: The Writer's



Gandhi: The Writer

Bhabani Bhattacharya

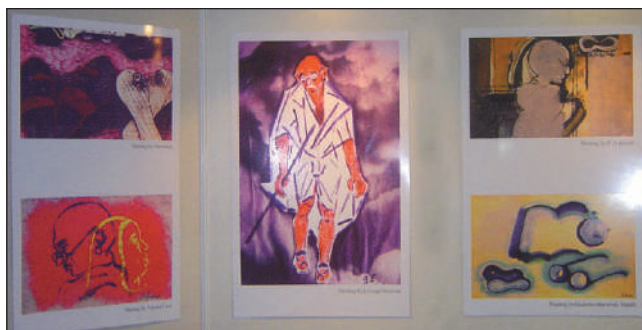
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Writer'. The Theme is an attempt to give booklovers a glimpse of how Mahatma Gandhi inspired and influenced the writers of all ages and how writers understand and put Gandhiji in words. In a specially designed pavilion, the Theme programme will host a number of discussions and activities on Gandhi's writings. There will also be a special exhibit of books on and by Gandhi.

CEOSpeak

Among the key networking events is the CEO Speak. Over 100 CEOs of various



each other and present their products and ideas. As the trading floor for content, the NDRT acts as facilitating platform to trade with some of the best contents from India as well as from across the world. This

critically acclaimed like Anirban Ganguly, Bhawana Sommaya, Kevin Missal, Madhulika Dutta, Manoshi Sinha Rawal, Sudha Murthy, Sumit Dutt Majumdar, among others will engage in lively banters with the visitors. The coming together of both the author and audience makes conversations at the Fair livelier. Now that you have heard your author, you can buy their books!

In addition, several discussions and seminars will be organized at Seminar Hall including Mother Tongue, the Gateway



publishing houses and organisations in the book trade, come together to share and exchange ideas about Indian and International book trade. The event is organised over the Breakfast hosted by Chairman, NBT.

New Delhi Rights Table 2020

A business conclave for trading content, the New Delhi Rights Table (NDRT) is now an important event for both Indian and foreign publishers. In its eighth edition, the NDRT offers B2B match making sessions between publishers in a refreshingly new business ambience. The unique format enables the participants to book their own Rights Table, meet

year, over 40 participants from India and abroad have registered for the Rights Table event.

Children's Pavilion

One of the most visited places at the Fair is the Children's Pavilion. Thousands of children from various schools and NGOs visit the Children's Pavilion to participate in various activities like drawing competitions, story telling sessions, skits, meet your favourite authors, discussions, etc. Besides, a career counseling session for persons with special needs will also be organised.

Authors' Corners

A book fair is not just a celebration of

of All-round Development of a Child, Vigyanik Tatha Takniki Shabdavali Par Charcha, Impact of Gandhian Ideology in Odia Literature, What India Dreams in the Light of Mahatma, Symposium on Gandhi, Seminar on Mahatma Gandhi – The Writers' Writer, etc.

Spread over an area of around 22,000 sq.m. with over 500 participants, loads of conversations and scores of discussions, seminars, book releases, workshops, activities and cultural performances, the NDWBF promises to be a grand affair and a treat for students, writers, booklovers and those associated with the book industry.

Happy Reading!



books but rather at its heart it celebrates authors. The NDWBF hosts hundreds of authors, both established and emerging, writing not only in English and Hindi but also in Indian languages. This year too some of the well-known writers both popular and



NBT Books Released

NBT book in Hindi titled *Hamara Samvidhan: Bhav Evam Rekhankan*, authored by Shri Laxminarayan Bhala 'Lakshi Da' was released on 26 November 2019. Shri Arjun Ram Meghwal, Hon'ble Minister of State for Parliamentary Affairs and Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Health & Family Welfare, were the chief guests on the occasion. Besides, noted scholars including K N Govindacharya, Indresh Kumar, Shyam Jaju, Dr Subhasg Kashyap, Dr Yogendra Narayan, Rikhab Chand Jain and Dr Sikandar Rizvi graced the occasion.



NBT book in Hindi titled *Jangli Ghas (Wild Grass)* was released at a function held on 26 November 2019. The book is the Hindi translation of the Chinese book authored by Lu Xun, one of the greatest modern Chinese author. The book was released by Lu Xun's grandson Zhou Ling Fei. Besides, Prof. Hemant Adlakha and Shri Raman Singh, translators of the book, several scholars, experts and academicians from over 50 universities were present on

the occasion.

Dr Ramesh Pokhriyal Nishank, Hon'ble Minister of Human Resource Development, Government of India released two NBT books in Hindi, titled *Kumbh* and *Garam Pahaad*, authored by Dr Anita Bhatnagar, IAS at a function held at Shastri Bhawan, New Delhi on 27 November 2019. On this occasion, Dr Niskank said that it is matter of pride that National Book Trust, India is one of the biggest publishing houses in the world, which publishes NBT books after examining carefully the contents of the books.



Books Speak Best to Children!

As part of the Kochi International Book Fair, National Book Trust, India organized a two day Children's Literature Festival at Ernakulathappan Maidan, Ernakulam on 6-7 December 2019. The occasion gave children a lot of cheer and surprise.

The Festival began with a storytelling session by Ms Muthumani, noted Malayalam film actor. In addition, renowned Malayalam writers and illustrators including Sippy Pallippuram, Prof. S. Sivadas, Sandhya Rao, Devika Cariappa, Vennala Mohan, Richa Jha, Simmi Sikka,



E.N. Sheeja, and Shirly Somasundaran also read their stories in the two day festival. The second day started with actor and story teller Manu Jose's superb

performance. Illustrator and designer Nina Sabnani, Puppeteer A.K. Krishnakumar, Illustrator and researcher of folk art Debjani Mukharjee and Indu Harikumar conducted craft and illustration workshops for children.

On this occasion, 50 children's books in Malayalam published by NBT were also released by Ms Muthumani. NBT Executive Committee member Shri E.N. Nandakumar, as well as the translators of the books spoke on the occasion. Shri Rubin DCruz, Malayalam Editor coordinated the programme.



India Guest of Honour Country at

India was designated as the Guest of Honour at the 33rd edition of Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara). The Guadalajara International Book Fair is the largest book fair of the Latin-American region, and the second largest book fair in the world after Frankfurt Book Fair.

The Fair was inaugurated at the Rulfo Auditorium, Expo Guadalajara, Mexico on 30 November 2019. Shri Sanjay Dhotre, Hon'ble Union Minister of State of Human Resource Development, Government of India was present at the Event as the leader of the Indian delegation.

In his keynote address, Shri Sanjay Dhotre, emphasized on the cordial Indo-Mexico cultural ties, which have been going on for centuries. He said that he was happy that India was chosen as the Guest

State of Jalisco; Mr Alejandra Frausto Guerrero, Secretary of Culture of the Government of Mexico; Ms Luz Elena Gutiérrez de Velasco Romo, Spokesperson for the Jury of the FIL Prize for Literature in Romance Languages 2019; and Mr David Huerta, winner of the FIL Prize for Literature in Romance Languages 2019 were also present on the occasion.

After the inaugural ceremony, the India Pavilion was formally inaugurated by Shri Sanjay Dhotre, Hon'ble Union Minister of State of Human Resource Development, Government of India and by Shri Manpreet Vohra, Ambassador of India to Mexico; Mr Ricardo Villanueva,



Country at the biggest Book Fair of the Spanish-speaking world, as India is the first Asian country to have been given this honour.

Speaking about the 150th Birth Anniversary of Mahatma Gandhi, being celebrated in India during this year, Shri Dhotre said that the quote by Mahatma Gandhi "Let our lives be open books" is our motto because it represents, among other things, the entire atmosphere of interaction and communication provided by the platforms of book fairs. Incidentally, this quote has been used in the INDIA PAVILION at this Fair.

Mr Raúl Padilla López, President of the Guadalajara International Book Fair and President of the Civil Association of the FIL Prize for Literature in Romance Languages; Mr Ricardo Villanueva Lomelí, Rector-General of the University of Guadalajara; Mr Enrique Alfaro Ramírez, Constitutional Governor of the

the Rector of the University of Guadalajara; Mr Raúl Padilla, President of the FIL Guadalajara; Ms Marisol Schulz, Director-General of FIL; Ms Neera Jain, Director National Book Trust, India and Mr Alejandra Frausto, Secretary of Culture of Mexico. The inaugural event was presented by Ms Shrimati Das, Director of Gurudev Tagore Indian Cultural Center, Embassy of India, Mexico City.

On this occasion, Shri Sanjay Dhotre released two Spanish translations of NBT books, titled *Stories from Bapu's Life* and

Holidays have Come, by Rabindranath Tagore. National Book Trust, India has published Spanish translations of 12 NBT books. The inauguration concluded with rendering of classical Indian music and an Indian dance performance.

A large number of academic, literary and cultural activities were organised at the Fair to showcase the rich culture and literary heritage of India in which delegates from India participated. Some of the activities organized included: Compassion and Grace: A Talk on the Art of Ancient India; Science and Gender: The Writer as Traveller; Beyond Guest Country: Institutionalising



Guadalajara International Book Fair



Epics: An Introduction; Translations: Uniting the Culture and Readings by Indian Authors. Besides, films like *Discovery of Telescope*, *J C Bose, Scientifically Yours*, *The Genius of Srinivasa Ramanujan*, etc were screened at the India Pavilion.

The Indian delegates included eminent authors and scholars including Shri Arup Kumar Dutta; Shri B

R Ramakrishna; Shri Benoy K Behl; Shri Dibyajyoti Mukhopadhyay; Shri Kailash Vishvakarma, Shri Leeladhar Jagoori; Ms Madhu Pant, Prof. Makarand Paranjape; Ms Rachna Yadav; Ms Manjula Rana; Dr Sukanya Datta and Shri Yogendra Nath Sharma.

Indian publishers; Rights exchange areas; Author's Corner for literary events and other activities; Digital exhibitions; Gandhi installation; and much more.

The closing ceremony was organized on 8th December 2019, in which India passed over the baton to Sharjah, the next Guest of Honour Country at FIL Guadalajara 2020. In keeping with the 150th Birth Anniversary Celebrations of Mahatma Gandhi, India presented a miniature Gandhi Charkha to Sharjah. The closing ceremony was graced by Mr Raul Padilla Lopez, President of FIL Guadalajara Book Fair, Mr Manpreet Vohra, Hon'ble Ambassador of India to Mexico, Mr Ahmad Al Ameri, Chairman, Sharjah Book Authority, Ms Marisol Manaut Schulz, Director-General of FIL Guadalajara Book Fair, and Mr Ricardo



India-Mexico Publishing Ties; Contemporary Art and Culture: India-Mexico Dialogue; Contours that Define a New and Emergent India: Defining the New India; Our Universe: Big Bang to Now and Future: A Presentation; Democracy and Diversity: Dimensions of Indian Experience; Publishing Art and Design Content in India: Challenges and Opportunities; Readings Rekindled and Rebooted: How Technology affects our Reading Habits and Publishing Industry; Sutras and Techniques: Understanding Vedic Mathematics; workshops and storytelling sessions for children; The Sanskrit

The India – Guest of Honour Country Presentation at the Guadalajara International Book Fair 2019 was coordinated by the National Book Trust, India, which has been designated as the Nodal Agency by the Ministry of HRD, Govt. of India.

With a huge aesthetically built India Pavilion at the book fair in around 1200 sq.m., the Pavilion integrated the representation of Indian scripts; Books from India in English, Hindi and Sanskrit as well as those in Spanish languages; a huge Bookstore; Business Tables for

Villanueva Lomeli, Rector of University of Guadalajara.

The NBT also coordinated with other national institutions and with support from Embassy of India brought together to the book fair representatives from Sahitya Akademi, CAPEXIL, Vigyan Prasara, Lalit Kala Akademi, IGNCA, ICCR, Central Hindi Directorate, CSTT and other private publishers. In addition, more than fifteen authors writing in different Indian languages and in different genres were also part of various literary sessions spread out during the nine-day book fair.

Besides Ms Neera Jain, Director, NBT, the other members of the NBT delegation included Shri Kumar Vikram, English Editor; Shri Rakesh Kumar, Deputy Director; Ms Kanchan Wanchoo Sharma, Assistant Director; Ms Vasundhara Lal and Ms Carolyn Pao, English Editorial Associates and Shri Samresh Chatterjee, Artist.



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NEW DELHI

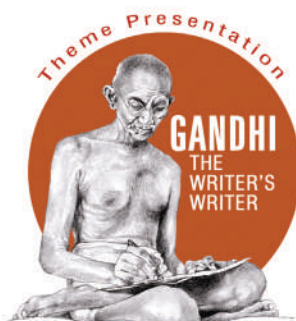
04-12
JANUARY
2020

PRAGATI MAIDAN
NEW DELHI
11 AM TO 8 PM

WORLD BOOK FAIR 2020

- CEOSpeak... a forum for publishing
- New Delhi Rights Table
- Authors' Corners
- Children's Pavilion
- Theme Pavilion
- Cultural Programmes
- International Events

Visit our Website: newdelhiworldbookfair.gov.in | www.nbtindia.gov.in



Organised by
NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development
Government of India



Co-organiser
इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन
INDIA TRADE PROMOTION ORGANISATION

What is Where at the Fair

Fair Dates & Timings

Date : 4-12 January 2020
 Timing : 11 am to 8 pm (Daily)
 Entry Tickets: For entry to the Book Fair, tickets of the denomination Rs 20/- (for children) and Rs 30 for (for adults) are available at Pragati Maidan gate nos. 1 and 10. Tickets are also available online at www.itpoonline.gov.in and also at select Metro Stations in Delhi.
 Entry Gates: Gate 1 (Bhairon Marg), and Gate 10 (Metro)
 Wheel Chair facility available at Gate No. 1 & 10

Halls

General & Trade, Science & Technology and
 Social Science & Humanities :
 Indian Language Publishers:
 Foreign Publishers:
 Children's and Educational Books:

Hall Nos. 8 to 11 & 12
 Hall No. 12A
 Hall No. 7A, B & C
 Hall No. 7D, E, G & H

Special Pavilions

Theme Pavilion: Hall No. 7 E
 Foreign Pavilion: Hall No. 7 ABC
 Children's Pavilion: Hangar near Hall No. 7H
 Photo Exhibition: Hall No. 7A
 Inauguration/Cultural Programmes: Hangar, opposite Hall No. 7H

Author's Corners

International Events Corner : Hall No. 7A
 Reflections: Hall No. 8
 Lekhak Manch: Hall No. 12
 Seminars/Workshops/Other Events : Seminar Hall: Hall No. 8 (First Floor)
 Conference Hall: Hall No. 7 (First Floor)
 Health Care: by Shree Aggarasen International Hospital in Hall No. 8
 ATM vans shall also be stationed at main places.
 There are restaurants, kiosks, snack counters and cafeteria all over the Fair grounds.

Fair Daily

The visitors' pick and a must read for the New Delhi World Book Fair visitors is the *FAIR DAILY*. An NBT initiative, the *FAIR DAILY* is the only daily publication which is distributed throughout the fair grounds. It is the best and unique opportunity for publishers, booksellers and other fair participants to be seen and heard.

Readers are free to send in their ideas and articles on books, and book industry to be featured in the Fair Daily.

You can also advertise your contents/products to attract visitors to your stall at the Fair.

For advertising please contact Shri Binny Kurien, at the Fair Office in Hall No. 7.



FAIR DAILY

The Rates for the Advertisements are:

Full page	One issue	Rs. 15000/-	Inside pages	Nine issues	Rs. 30000/-
Full page	Nine issues	Rs. 110000/-	(Bottom/side strip)		
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Front page	One issue	Rs. 15000/-			
(Bottom strip)					
Front page	Nine issues	Rs. 110000/-			
(Bottom strip)					
Inside pages	One issue	Rs. 4000/-			
(Bottom/side strip)					

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Front Bottom Strip	4 cm	x	21.5 cm
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Back Cover	33 cm	x	21.5 cm
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Half Page	15.5 cm	x	21.5 cm
Quarter Page	15.5 cm	x	10.5 cm

For further details contact : Shri Binny Kurien, National Book Trust, India

Nehru Bhawan, 5 Institutional Area, Phase II, Vasant Kunj, New Delhi • Hall No. 7, Fair Office, Pragati Maidan, New Delhi
 Tel.: 26707761, 9868268105

NBT Observes Constitution Day



National Book Trust, India observed Constitution Day at its premises in Vasant Kunj, New Delhi on 26 November 2019. Shri S K Sharma, former Secretary, Lok Sabha and Delhi Assembly delivered the lecture on this occasion.

Speaking of the framework of Constitution of India, Shri S K Sharma said that the Constitution of India was adopted on 26 November 1949 and came into force on 26 January 1950. He added that India took three years to finalise the Constitution while Pakistan took seven years to complete their constitution.

Highlighting the qualities of our Constitution, Shri Sharma said that Ambedkar had remarked that the Constitution will work both during times of peace or war. He added that India has seen four wars, assassination of two Prime Ministers, Babri Masjid demolition, and yet the Constitution survived and continues to do so, even after 70 years. He said that the Constitution can be amended as well according to the needs of times by the Parliament.

Earlier, Ms Neera Jain, Director, NBT welcomed the guests.

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National Book Trust, India
wishes all its readers a very
Happy New Year 2020

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Editor: Binny Kurian

Editorial Associate: Surekha Sachdeva

Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area,
Vasant Kunj, Phase-II New Delhi-110 070
E-mail: office.nbt@nic.in

Website: www.nbtindia.gov.in

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