

NBT newsletter

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PICK OF THE MONTH



Magic Island
Zai Whitaker

ISBN 978-81-237-6500-2; Rs 110

SHIMLA BOOK FAIR



A six-day long Book Fair was organised in Shimla at the Indira Gandhi Khel Parisar, Mall Road from 12 to 17 May 2012. Organised by the National Book Trust, India, the Fair was inaugurated by the Hon'ble Chief Minister of Himachal Pradesh, Shri Prem Kumar Dhumal. Prof. Peter Ronald DeSouza, Director, Indian Institute of Advanced Study, Shimla was the Guest of Honour at the function.

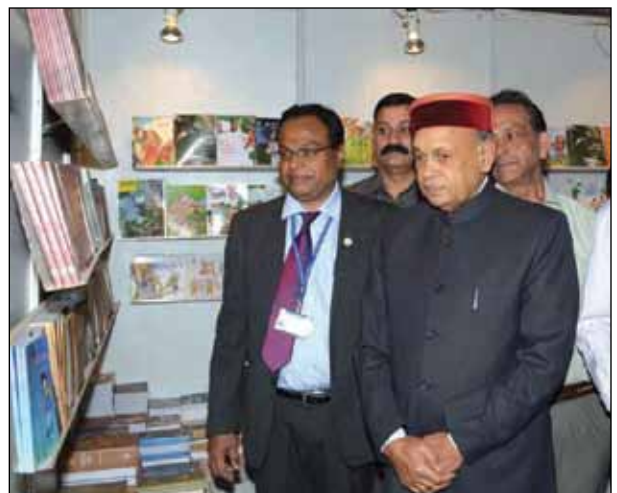
Inaugurating the Fair, Shri Dhumal observed, "Literature has a great impact on every person's life. Literature gives us the knowledge of history and also provides the reader an insight into the writer's experience, so that the reader can improve his life and learn things."

In his welcome address, Shri M. A. Sikandar, Director, NBT, India spoke about the various activities of National Book Trust, India besides publishing. He also informed the audience about NBT's mandate to promote book reading in the country, and the efforts involved therein which included holding book

exhibitions and fairs, taking books to the remote areas of the country, holding workshops, and other literary activities. Shri Sikandar also added that it was in the year 2001 that the first book fair was held in Shimla. Things have improved a lot since then.

After the formal inauguration, Shri Dhumal visited NBT stall and browsed through the books.

The Shimla Book Fair saw the participation of over 50 publishers and distributors from across the country exhibiting books in English and Hindi on



varied subjects. People from all walks of life were seen at the Fair grounds during those six days.

A three-day 'Sahitya Chaupal' programme was a major attraction during the Fair. Shri Sikandar informed people that many literary programmes would be held in the Chaupal. The first of the Chaupal programmes was a seminar on 'Translation' where well known translators talked at length about the proper techniques of translating fiction and non-fiction. Second day of the Chaupal programme



had a seminar on 'Storytelling'. On the third day, a meet-the-author and illustrator

programme at the Sahitya Chaupal had a number of young and old alike interacting with the writer, Shri Manglesh Dabral and the illustrator, Shri Vijay Sharma. The programme was coordinated by Dr Tulusi Raman, Secretary, Himachal Academy of Art, Culture and Language.

The programmes and Fair were coordinated by Shri Pradip Chhabra, Deputy Director (Exhibitions) and Shri Manas Ranjan Mahapatra, Editor, National Centre for Children's Literature, a wing of NBT.

NIGERIA INTERNATIONAL BOOK FAIR

The 11th Nigeria International Book Fair (NIBF) 2012 was held from 7 to 12 May at the Multi-purpose halls of the University of Lagos, Nigeria. Organised by the Nigerian Book Fair Trust Fund, the Fair aimed at the country's mission to promote reading culture and bring books and other instructional materials closer to people for better education and self-improvement.

NIBF provides a platform to network in the book and publishing sector with direct contact with major players in the industry from within and outside the country. It is also an avenue for schools and students to meet their educational needs under one roof.

Over 150 publishers, booksellers, and distributors from Nigeria and other parts of the world participated in the Fair, which included exhibitors from India, Zimbabwe, Dubai, Ghana, Ibadan, Abuja, Turkey, Abu Dhabi, UK, and USA. With a wide range of books covering varied subjects, the Fair had lot to offer to the book lovers, students, writers, publishers, children as well as the general public.

Another major feature of NIBF was the annual International Conference of Nigeria International Book Fair that brings together stakeholders in the book industry



to discuss topical issues that bother on the stability of the industry. This year the conference was held at Afe Babalola Auditorium, University of Lagos, and the theme this year was 'The State of Infrastructural Development in Africa and the Future of the Book Trade'.

The speakers at the conference were of the view that though the book industry is lacking infrastructural support that should aid its growth, yet there is future for the

book industry if major players think outside of the box and see the current challenges as surmountable.

The stall of the National Book Trust, India, being the nodal agency for book promotion under Government of India, was of utmost interest for the visitors. The NBT stall showcased more than 200 titles from India in English as well as in Hindi. Interested in knowing more about the Indian culture, the NBT stall was thronged by young and old alike. Ms Rani Malik, First Secretary at the Indian Embassy at Nigeria, also visited the stall, besides Samuel Kolawole, Chairman of the Nigerian Book Fair Trust Fund and its Executive Secretary, Abiodun Omotubi, media, journalists, authors and young children. Dr Lalit Kishore Mandora, Hindi editor, represented the Trust at the Fair.

Other activities that marked NIBF 2012 included the unveiling of Prof. Wole Soyinka's new book, special education workshop, Children's programmes and the NBFT Life Time Achievement Award, which was conferred on two eminent people in the book industry, Chief M.O. Akinleye, former Chief Executive Officer of University Press Plc and foremost librarian, Prof. Felicia Adetoun Ogunseye.



TEHRAN INTERNATIONAL BOOK FAIR

The 25th Tehran International Book Fair was held from 2-12 May 2012 in Imam Khomeini Grand Prayer Hall, Mosaliah Ground, Iran. The Fair was inaugurated on 1 May 2012 by Shri Ahmadinejad, the Hon'ble President of Iran.

On the occasion, he wished that "Tehran International Book Fair should become a venue for a cultural festival among the nations. The Book Fair should open the road for better future of the mankind." He expressed his hope on the efforts of the organisers of this cultural event, which brings together a large number of thinkers, scholars and artists in order to create a common understanding among them. He further added that the human beings will be emancipated when all the boundaries and fetters are removed and all people love each other and become knowledgeable. "The three pillars—science, love and justice—can remove the barriers and book



is the container which carries these three elements." he further said.

The TIBF is one of the biggest book events in the world where many domestic and international publishers participate. Over 2,400 Iranian publishers displayed their publications at this year's Fair along with 1,600 international publishers from 77 countries, attracting over 5 lakh people every day. A large number of students visited the Fair. This is because all the students were provided with ATM cards worth

1500-3000 Toman for purchasing books of their choice.

Indian Ambassador to Iran, HE Dr. P. Srivastava visited NBT stall and appreciated the efforts of the Trust. "NBT stall is very impressive and a good draw. With our linguistic and cultural links, there is enormous scope for increasing exchange between the two countries. Indian books and authors are well liked. This should encourage NBT to do more in future. I would also appreciate if NBT could bring more publishers from India to explore opportunities here."

The curtains on the Fair were drawn at a ceremony attended by Iranian Vice President Md. Reza Rahimi, Iran's Minister of Culture and Islamic Guidance Seyed Md. Hosseini and a number of cultural officials of Iran on 12 May.

Shri Syed Haider M. Rizvi, Manager (Sales & Marketing), NBT, represented the Trust at the Fair.

FESTIVAL OF CHILDREN'S CONENT

On the occasion of the World Book and Copyright Day, the NBT, India organised a week-long Festival of Children's Conent at Future Foundation School, Regent Park, Kolkata from 23-28 April 2012. This Festival, organised in association with Publishers and Booksellers Guild and Future Foundation School of Sri Aurobindo Institute of Culture, Kolkata, was the first of its kind. More than 5,000 children and young adults from various schools of Kolkata took part in this festival.

The Festival, along with an exhibition of books was inaugurated by eminent actor and wildlife photographer Shri Sabyasachi Chakraborty on 23 April 2012. In his inaugural address, Shri Chakraborty spoke about his desire to write a book for children to help them bond with the charm of the forests. "I do not believe that the young generation has entirely



moved away from books, we need to help them reconnect with the magic of creating self impressions," he said. Shri Tridib Chatterjee, General Secretary, Publishers' and Booksellers' Guild, presided over the function.



Besides the exhibition of books brought out by more than 50 publishers, the Festival included a two-day Creative Writing and Illustration Workshop; an interactive session with the famous author Paro Anand; a workshop on how to review a book and a panel discussion on Bangla Children's Literature Today; and a workshop on Poster Design conducted by Debashis Ghosh and Ms Priya Nagarajan, eminent children's illustrators.

The artworks developed by children in the workshop were displayed in an exhibition at the Galerie La-Mere. Select works were put together in the *Readers' Club Bulletin* published by the Trust.

Shri Ranjan Mitter, Principal and Ms. Virginia Redden, Activity Coordinator of the school, Shri Debu Sarkar, Dy. Director (Art) and Shri Manas Ranjan Mahapatra, Editor, NCCL, coordinated the various sessions at the Festival.

AHMEDABAD NATIONAL BOOK FAIR

A seven-day Ahmedabad National Book Fair was held from 1 to 7 May 2012 at Sabarmati Riverfront, jointly organised by the Ahmedabad Municipal Corporation, Gujarati Sahitya Parishad and the National Book Trust, India.

Spread over an area of 4,000 sq. metres, the Ahmedabad Book Fair saw the participation of about 180 publishers and book distributors from Gujarat, Maharashtra, Rajasthan, New Delhi and other parts of the country as well. Books in Gujarati, Hindi, English, Urdu and other languages were exhibited covering various subjects from children's literature to scientific discoveries, motivational to religious and spiritual subjects, folklore and mythology to modern literary creations.

Inaugurating the Book Fair, Shri Narendra Modi, Hon'ble Chief Minister of Gujarat said that every home should have a 'temple' stacked with books. Culture flows in a family that reads books. He said that books are like seeds that grow into trees of ideas, bloom as flowers of imagination and as fruits of hope.

Talking about the Book Fair, Shri Narendra Modi observed that book fairs quench the thirst of book lovers and encourage them for newer quests. They



serve as a confluence of culture, customs and civilization. He stressed that more such book fairs need to be held in the State.

Speaking on the occasion, Shri M. A. Sikander, Director, NBT, India appreciated the State Government's move. He said that publishers were reluctant to come to Gujarat as they were not sure about the response. "Till now Gujarati



literature has not been given much of the importance, but now we want to focus on it," he added.

Shri Sikandar also announced that NBT is interested in setting up a book promotion centre in the state for encouraging the culture of reading and book-related activities. He said that NBT wanted support from the Ahmedabad Municipal Corporation in the form of land. "If the corporation provides land by June, Ahmedabad will be the first city to have a book promotion centre as we are also in talks with Goa for the same project," said Shri Sikandar.

The book promotion centre will be a place for launching of books, discussions and debates on books and literary subjects. It will also be a venue for book fairs as well as providing guidance to emerging writers.

A host of literary activities were also arranged during the seven days which included author meets, book release functions, poet's meet, cultural programmes, children's activities, etc.

The book fair saw thousands of visitors thronging the fair grounds and buying books of their choice. Many literary personalities, scholars, academicians, young readers, students, parents, librarians, book lovers, as well as journalists, and other persons from media as well were at the Fair.

BOOKS ON AND FROM GUJARAT

DIVASVAPNA

Gijubhai Badheka

ISBN 81-237-1237-5; Rs 30

Written by Gujarat's famous educationist and teacher, this minor pedagogical classic is the story of a teacher who rejects the orthodox culture of education but remains enthusiastic towards



children and continues to experiment while consciously neglecting the traditions of teaching through prescribed textbooks. First published in Gujarati in 1932, the book propounds a new theory on child's education by emphasising the need for an atmosphere of independence and self-reliance.

FOLKLORE OF GUJARAT

Hasu Yagnik

ISBN 81-237-3782-3; Rs 65

The book provides an introduction to the region and the people, myths and mythology, religion and popular beliefs, customs and traditions, fairs and festival, Gujarati language, dialects and literature, oral literature, folk music and dance etc.



HISTORY OF GUJARATI THEATRE

Hasmukh Baradi

ISBN 81-237-4032-8; Rs 80

The book provides a comprehensive overview of the development of Gujarati theatre. It is

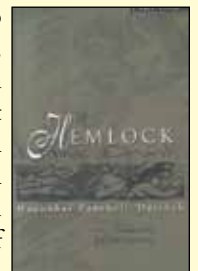
an informative delineation of the emphatic impact made by politics, society, literature and theatre on one another.

OF HEMLOCK I HAVE DRUNK

Manubhai Pancholi 'Darshak'

ISBN 81-237-4184-0; Rs 95

This moving love story written at the backdrop of freedom movement is not only a socio-historical document of a period, but also attempts to employ Gandhian vision, often enriching us with moments of brilliant insight into love and compassion. Translated from Gujarati, the novel is an acclaimed classic of modern Indian literature.



SRINAGAR BOOK FAIR

“The Srinagar Book Fair is a welcome step in the direction of reviving the habit of book reading among the people of the state,” said Shri Omar Abdullah, Hon’ble Chief Minister of Jammu & Kashmir. He was inaugurating the Srinagar Book Fair held from 2-10 June 2012 at Sri Pratap College grounds, Srinagar. Lauding the efforts of NBT, India Shri Abdullah observed the Trust has made an earnest effort to promote books and reading, by bringing books of national and international interests on a wide range of topics.

The Fair which was held after a gap of 20 years at Srinagar was organised by NBT in collaboration with the J & K Academy for Art, Culture and Languages and the Jammu and Kashmir Urdu Academy. About 112 publishers in 177 stalls spread over the ground displayed over a lakh books on a range of areas and subjects.



The Fair provided an opportunity to the students and scholars of the valley to explore the world of books. Much appreciated, the Fair attracted people from all walks of life including cabinet ministers and other political leaders of state like Finance Minister Mr. Abdul Rahim Rather, J&K Legislative Council Dy. Chairman Shri M. Y. Taing Syed Ali Geelani, Mirwaiz Umar Farooq and Muhammad Yasin Malik. Appreciating the efforts of NBT to bring books to the valley, they observed that the youth of J & K must grab the opportunity of visiting the Fair and buy books. According to them, reading is an important aspect of life and helps to create a better tomorrow.

Literary programmes that drew a large number of visitors to the Fair included interactive sessions between

writers like Prof. Manoj Das and Ghulam Nabi Aatash and students, mehfil-e-ghazal, panel discussions and seminars. A Writer’s Meet organised by Sahitya Akademi and presided over by Prof. Muhammad Zaman Azurda emphasised on the promotion of Kashmiri language. Another interesting discussion that took place was a seminar on the master storyteller Saadat Hassan Manto by the J & K Academy of Art, Culture and Language. The event was presided over by Prof. Hamidi Kashmiri, noted writer and former VC of Kashmir University.

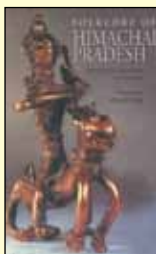
Writing on the Fair, the English daily *Kashmir Rising* aptly put it, “Kashmir is reading. Reading well and it is a good sight for this conflict-hit region. Smell of books is filling the valley and Srinagar Book Fair-2012 organised by NBT where young people gather every day to buy all kinds of books has just doubled it.”



BOOKS ON AND FROM HIMACHAL PRADESH AND J & K

HIMACHAL PRADESH

Hari Krishan Mittoo
ISBN 81-237-0555-7; Rs 55
Himachal Pradesh is a land of glaciers, majestic snowfed rivers and cascading streams. This book is a vivid account of its history, the social and cultural life of its people, and an impressive record of its economic development.



FOLKLORE OF HIMACHAL PRADESH

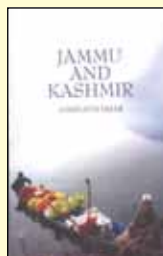
Gautam Sharma ‘Vyathit’
ISBN 81-237-4419-6; Rs 75
The book gives a comprehensive account of

the various facets of folk life in the state in an easy and readable style. An original Hindi title, it has been translated into English by the noted writer Mrinal Pandey.

JAMMU AND KASHMIR

Somnath Dhar
ISBN 978-81-237-2533-8; Rs 55

Regarded by the Grand Mughals as a paradise on earth, Kashmir has exercised particular fascination over the minds of men. The present book is about the land and its handsome and varied people, noted for their tolerance, intelligence, industry and skill.



A DROP IN THE OCEAN: An Autobiography

Padma Sachdev
ISBN 978-81-237-6177-0; Rs 180

This autobiography is a bitter journey of a Dogra girl of Jammu who fought with the orthodox and men-oriented society. Born in Jammu, in 1940, Padma Sachdev is one of the eminent poets of Dogri and Hindi languages. She has written a number of poetry, anthologies, novels, short stories, travelogues and done more than half a dozen translations.



ORIENTATION PROGRAMMES



In order to promote reading habit among children, Orientation Programmes for Readers' Club Movement were organised at New Delhi, Barabanki (U.P), and Una (Himachal Pradesh). Over 250 school principals, teachers and government officials of the local units of Departments of Education participated in the programmes. Readers' Clubs were also established in 210 schools of the three districts.

The programmes aimed at creating awareness about the importance of non-textbooks in the overall development of a child and also how to run a Readers' Club in a school with support from National Council for Children's Literature (NCCL), a wing of NBT. The programmes began with a powerpoint presentation on the movement followed by question-answer session. Thereafter, a number of activities

were organised for the participants aimed at promoting reading habit among school children such as how to prepare wall and handwritten magazines for the children, conducting quiz based on books and authors, etc.

The first programme was organised at Municipal Corporation Primary School, Subhas Nagar, New Delhi on 26 April in collaboration with Room to Read, Principals from 50 government primary schools of Delhi. On the occasion, Readers' Clubs in 50 schools were established. Ms. Chander Kiran, Programme Officer, Room to Read, presented a vote of thanks.

The second programme was held at Puredelia in Barabanki, Uttar Pradesh on 30 May 2012. Around 150 teachers, principals, librarians and education officers were present. Readers' Clubs were established in 103 schools of the district.

While Shri Hemant Kumar, Lecturer, SIET, was the resource person of the programme, Shri Ajay Vikram Singh, Block Education Officer, Puredelia block, presented the vote of thanks.

The third such programme was held at District Institute of Education and Training (DIET) office at Una in Himachal Pradesh on 12 June 2012. Over 70 professionals related to education including Deputy Directors of District Primary Education and Higher Education Department and the Principal of DIET attended the programme. Shri Rameshwar Kamboj, retired principal of Kendriya Vidyalaya and children's writer was the resource person. On this occasion, Readers' Clubs were established in 57 schools of the district.

Shri Dwijendra Kumar, Asst. Editor, NBT, coordinated the programmes.

BOOKS ON POPULATION

World Population Day is an annual event, observed on July 11, which seeks to raise awareness of global population issues. Inspired by the public interest in Five Billion Day on July 11, 1987, the Governing Council of the United Nations Development Programme declared it the Population Day in 1989. Given below are some of the titles on population, published by the Trust.

INDIA'S CHANGING POPULATION PROFILE

Mahendra K Premi

The book covers the dynamic processes of fertility, mortality and migration and describes demographic transition in India and in major states.



978-81-237-5510-6; Rs 65.00 (PB)

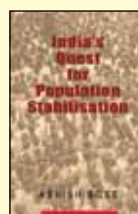
978-81-237-5511-3; Rs 300.00 (HB)

INDIA'S QUEST FOR POPULATION STABILISATION

Ashish Bose

The book traces the evolution of population

policies, both implicit and explicit, ever since India became free in 1947. Above all, the book discusses critical issues of population and development, such as the north-south demographic disparity and the spread of female foeticide in India.



978-81237-5853-4; Rs 85.00

THE INEVITABLE BILLION PLUS

Vasant Gowariker (Ed.)

A book that seeks to understand the magnitude of India's population problem and the need to harness the tools of science

and technology for resolving the problem. ISBN 81-237-0632-4; Rs 62

POPULATION OF INDIA IN THE NEW MILLENNIUM

Mahendra K Premi

The book provides information on population issues that have been released by the Office of the Registrar General and Census Commissioner, India. It presents these data in a simpler manner providing comparisons with earlier censuses.



978-81-237-4861-0; Rs 75 (PB)

978-81-237-4862-0; Rs 350 (HB)

EXCERPTS

The Trust is bringing out a new book titled *Poll Surveys in Media: An Indian Perspective* by Dr. N. Bhaskara Rao. Herein we reproduce an excerpt from the Introduction.

Surveys in media have become a regular feature—both in the case of newspapers and television channels—not just in the context of national or State election but also on contentious public issues of all sort. To benefit from such a discourse in the media there is need for the larger public to be sensitive about intricacies involved in the process of conducting and the way they are covered in the news media.

However, it needs to be seen how and what difference these guidelines of Election Commission will make on paid news and exit polls. The success depends to a large extent on news media. This book hopefully facilitates that process.

Despite decline in the general perception of poll surveys in media, this last round of polls (2012) to Assemblies had more than half a dozen poll surveys featured by channels. However, unlike in earlier rounds, the direction of projected outcome was almost the same in all such surveys, including in Tamil Nadu, West Bengal and Uttar Pradesh. The number

of seats projected, however, varied from survey to survey. Yet another phenomena which played a more visible difference in this round of polls was the intensity of “note for vote”, particularly, in Tamil Nadu. Obviously, since this happens in the last 48 hour of poll, this is bound to effect the reliability of poll survey projections thus giving an “alibi” to survey agencies to justify their off-the-mark projections in the pre-poll surveys. What continues to be disappointing is that transparency about poll eve surveys has not improved in the 2011 and 2012 despite a transparency era that has now apparently set in the country.

In 2011, six pre-poll surveys in all were covered in the news media. The 2012 round of Assembly polls signaled a new spurt not just in voter turnout all across and uniformly but, more importantly, the poll process was free and fair as never before. Even more, the voting was not fractured but overwhelming, except in the case of Uttarakhand. How was it possible? What could be the differentiator in 2012 polls? During this round, the Election Commission’s directive against coverage of exit polls was strictly observed to the credit of the news media. That was how in 2012 the rage of surveys was not evident in the media coverage. A hasty or “pre-emptive

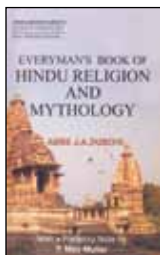
way” of covering the polls by news media, using or going by poll surveys, was much subtle. Could that be a contributing factor for increased turnout and decisive verdict? That could be an argument – at least until further evidence is gathered hopefully in 2013 and in 2014....

In fact, forecasts of pre-poll surveys could get vitiated, marginally or significantly, because of six trends which are becoming glaring and intense recently. These threatening trends are: Note-for-Vote; Freebies as never before; Incumbency advantage; Paid News; Poll Surveys and “War of Words” (abusive language against each other)....

Public opinion has never become so relevant and important factor for public policies and political scene as today. It will be even more so in the coming years. Attitudes and images are the outcome of individual perceptions which, when expressed, become public opinions. Perceptions are influenced by exposure to communication channels and experiences of past and present. Public opinions are not permanent; rather they are always in the process of change. It is a very nebulous concept and depends on the prevailing power structure, diffusion process and channels of information.

BOOKS RECEIVED

Everyman’s Book of Hindu Religion and Mythology; Abbe J.A. Dubois; Lotus Press, 4735/22 Prakash Deep Building, Ansari Road, Darya Ganj, New Delhi-110002; ISBN 978-81-8382-288-6; Rs 250



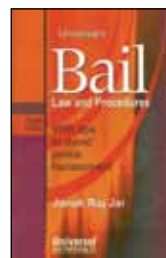
Penned by a French Christian missionary, who left his country to escape from the disturbances of the French Revolution and lived in India for over three decades, the book holds a significant place in Indian studies, owing to his more laborious method of personal enquiry which he carried on for years, as also constantly correcting and adding new materials to it.

Bose of Nakamura: An Indian Revolutionary in Japan; Takeshi Nakajima; Translated by Prem Motwani; Bibliophile South Asia, C-127 Sarvodaya Enclave, New Delhi-110017; ISBN 978-81-85002-98-9; Rs 250



Rash Bihari Bose escaped to Japan fooling the British intelligence and took shelter at Nakamura, the popular bakery shop. The book records his life story, evolution of the Indian freedom struggle, the connection of Bose and Nakamura, biculturalism, Japan’s expansionism and history of Asia in the first half of the 20th century.

Bail: Law and Procedures; Janak Raj Jai; Universal Law Publishing Co., C-FF-1A Dilkhush Industrial Estate, G.T. Karnal Road, New Delhi-110033; ISBN 978-81-7534-782-3; Rs 250.00



The courts are interpreting the provisions of bail in strict sense and the new theories of bail are spelled out by them. This edition comprises of various aspects of bail provisions, practices, procedures along with relevant Acts, Rules and judicial precedents governing them. This also includes full account of legislative changes. New case laws and new specimen forms also have been added.

World Book Fair

to be an annual event

The New Delhi World Book Fair, a biennial event till its 20th edition (Feb.-March 2012) will be now an annual event. This was formally announced by Shri Kapil Sibal, Hon'ble Minister for HRD, at the inauguration of the 20th New Delhi World Book Fair. While bringing cheers to the hearts of booklovers, the annual holding of the NDWBF will enhance its brand image internationally and ensure a marked presence in the calendar of book events for publishers and other stakeholders.



The 21st New Delhi World Book Fair will be held from 4-10 February 2013 at Pragati Maidan, New Delhi

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Adieu



Smt. Jayanti Malhotra, who retired from service on 30 April 2012 after serving about four decades, was presented a bouquet by Shri Satish Kumar, Jt. Director, and a memento by Smt. Farida M. Naik, Jt. Director (Admn) at a farewell function organised at NBT premises. Appointed as Jr. Stenographer in 1970, Smt. Jayanti got promoted as Stenographer in 1972, as Superintendent in 1991 and as Assistant Director in 2005. She served at various sections including Production, Editorial, Sales and Establishment. We at the Trust wish her a happy retired life.

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