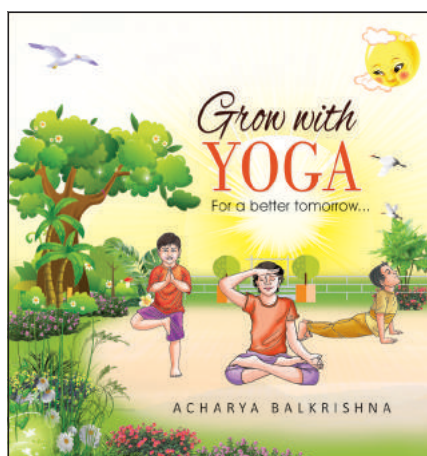


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## PICK OF THE MONTH



**Grow with Yoga**  
Acharya Balkrishna  
978-81-237-9763-2  
Rs. 215

## AZADI KA AMRIT MAHOTSAV

### PM's Scheme for Mentoring Young Authors : YUVA (Young, Upcoming and Versatile Authors)

*"I call upon our young friends to write about our freedom fighters, events associated with them & tales of valour during freedom struggle from their areas."*


- Mann Ki Baat, 31 January 2021


**PARTICIPATION OPEN FOR**


**PM's Mentorship Scheme for Young Authors**

- For Authors below 30 Years
- Entries can be submitted in 22 official Indian languages and English
- Contest Period: 01 June – 31 July 2021
- Scholarship: Rs. 50,000 per month for six months\*
- 75 Authors to be selected through an All India Contest
- Themes : Unsung Heroes, Freedom Fighters, National Movement, etc.

*"Writers are like guides and teachers of the society."*  
- Narendra Modi  
Prime Minister

For More Details and Application Form, Visit NBT India Website: [www.nbtindia.gov.in](http://www.nbtindia.gov.in) or click on 

Implementation Agency :   
**NATIONAL BOOK TRUST, INDIA**  
Ministry of Education, Government of India  
Nehru Bhawan, 5 Institutional Area Phase-II, Vasant Kunj  
New Delhi-110 070 (India), Phone: 91-11-26707700  
E-mail: [nbtindia@nbtindia.gov.in](mailto:nbtindia@nbtindia.gov.in)

  
**MINISTRY OF EDUCATION**  
Government of India

## INTRODUCTION

National Education Policy 2020 has emphasised on the empowerment of the young minds and creating a learning eco-system that can make the young readers/learners ready for leadership roles in the future world. In this context, a national scheme for mentoring generations of young authors will go a long way in laying the foundation of the future leaders of the creative world. This is an entirely new concept for a national level scheme.

The scheme has been conceptualised on the premise that the twenty-first

century India needs to groom a generation of young authors to create ambassadors of Indian literature. In view of the fact that our country is ranked third in the arena of book publishing and we have a treasure trove of indigenous literature, India must project it at the global stage.

India tops the chart in youth population being 65% of the total, waiting to be tapped for capacity building and thereby nation building. With the express purpose of mentoring a new generation of young creative writers, there is imminent requirement to take initiatives at highest level, under the national level visionary

flagship programme of the Prime Minister viz. *Ek Bharat Shreshtha Bharat*.

The scheme will help to develop a stream of writers who can write on a spectrum of subjects to promote Indian heritage, culture and knowledge system. Besides, the scheme will provide a window to the aspiring youth to articulate themselves in their mother tongue and represent India at the global/international forum.

### FOCUS AREAS

This scheme is part of the India@75 Project in order to bring to the fore the perspectives of the young generation of writers on themes like Unsung Heroes, Freedom Fighters Unknown and Forgotten Places and their role in National Movement and other related themes in an innovative and creative manner.

### CONCEPT

This Scheme will be a social investment for a knowledge-based society, percolating the idea of appreciation of literature and language among the young creative minds. Through mentoring of the creative skills of young authors, this scheme will provide them training towards cultural and literary perspectives.

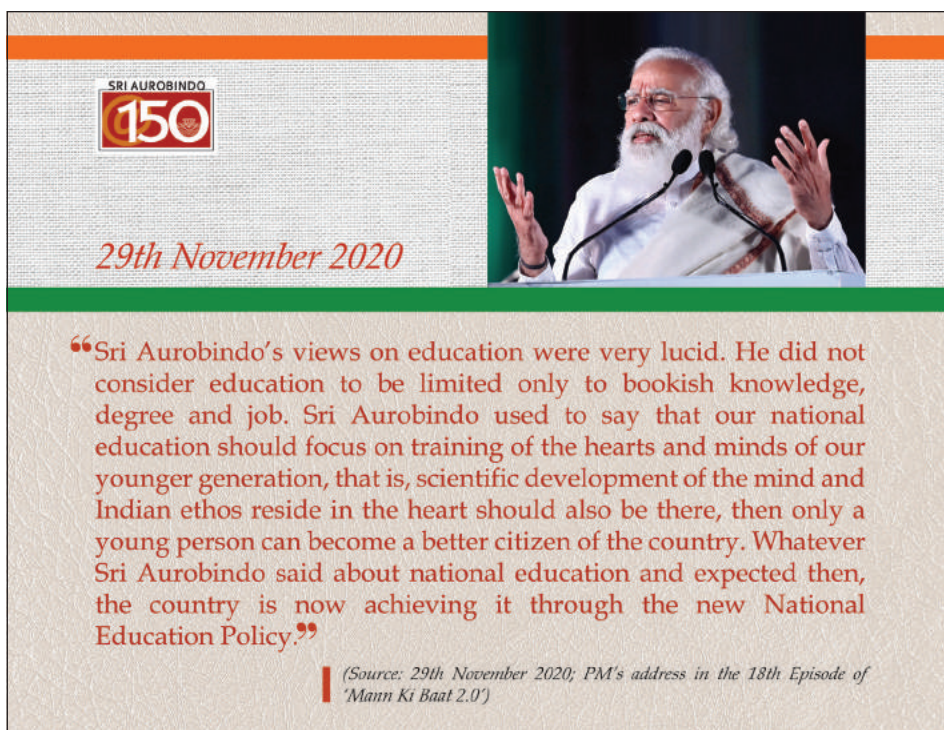
While preparing them as authors and creative leaders of the future, this scheme will ensure to bring to centre stage the rich heritage of accumulated ancient Indian wisdom.

### PROPOSAL

This proposal of mentorship of young authors is in tune with PM's vision of Global Citizen that needs to be launched to train young and budding authors of below 30 years in order to promote reading, writing and book culture in the country, and project India and Indian writings globally.

### IMPLEMENTATION AND EXECUTION

The National Book Trust, India (under BP Division, Ministry of Education, GOI) as the Implementing Agency will ensure phase-wise execution of the Scheme under well-defined stages of mentorship.



### Selection procedure of Young Authors

- A total of 75 authors will be selected through an All India Contest to be conducted through <https://www.nbtindia.gov.in>
- The selection will be made by a Committee to be constituted by NBT.
- The Scheme has been launched on 29 May 2021.
- The Contest Period will be 1st June – 31st July 2021.
- The contestants will be asked to submit a manuscript of 5000 words to judge their suitability to develop as a proper book under the Mentorship Scheme.
- The names of selected authors will be announced on the occasion of Independence Day on 15th August 2021.
- Based on mentorship, the selected authors will prepare manuscripts for final selection under the guidance of the nominated mentors, and the entries of the winners will be readied for publication by 15th December 2021.
- The published books may be launched on 12th January 2022 on YUVA DIVAS or the National Youth Day.

### Phase I – Training (3 months)

- The National Book Trust, India

will organise a Two-Week Writers' Online Programme for the selected candidates.

- During which the young authors will be trained by two eminent authors/mentors from NBT's panel of accomplished authors and writers.
- In addition, eminent authors/mentors under NBT's Advisory Panel from various languages will mentor and guide them on how to exercise their literary skills.
- After the completion of the two-week writers' Online Programme, the authors will be trained for 2-weeks at various On-line/On-site National Camps organised by NBT in various states of India to give them an enriching experience to various literary cultures of the States.
- This scheme will be exclusively launched on virtual platform during 2021-2022.
- The eco-system of publishing—how a content is created, authors are mentored, the editorial processes that take place, literary agents spot creative talent would be an integral aspect of the programme.

### Phase II – Promotion (3 months)

- The authors will get to expand their understanding and hone their





skills through interaction at various international events such as Literary Festivals, Book Fairs, virtual Book Fair, Cultural Exchange Programmes, etc.

- At literary festivals, the exposure gained from connecting with other young authors as well as industry professionals will let them broaden their horizons.
- At the end of training and mentorship, a consolidated scholarship of Rs. 50,000 per month for a period of six months (50,000 x 6 = Rs. 3 Lakh) per author will be paid under

the Mentorship Scheme. A book or a series of books written by the young authors will be published by NBT, India as the outcome of the mentorship programme.

- A royalty of 10% will be payable to the authors on successful publications of their books at the end of the Mentorship Program.
- Their books thus published will be translated into other Indian languages ensuring the exchange of culture and literature between different states of India and thereby promoting *Ek Bharat Shreshth Bharat*.

- They will also be given a platform to promote their books and also to propagate the Reading and Writing culture on a national scale.

## OUTCOME OF THE SCHEME

This scheme will ensure creating a pool of authors in Indian languages as well as English who are ready to express themselves and project India on any international platform, as well as it will help in projecting Indian culture and literature globally. The young authors so mentored shall become proficient in writing in various genres like fiction, non-fiction, travelogues, memoirs, drama, poetry and so on.

It will make sure to bring reading and authorship as a preferred profession at par with other job options, making the youth of India take reading and knowledge as an integral part of their grooming up years. In addition, it will bring a positive psychological push to the young minds given the impact and effect of the recent pandemic on mental health of the youth.

India being the third largest publisher of books in the world, this scheme will give a boost to the Indian publishing industry, by bringing in new generation of authors writing for national and international audience.

This programme will thereby be in tune with PM's vision of Global Citizen and *Ek Bharat Shreshth Bharat* and establish India as a *Vishwa Guru*.

## NBT to Launch a New Publishing Series 'India@75'

India will be celebrating 75 years of its independence in 2022. To commemorate this historic event, National Book Trust, India is going to launch a new publishing series 'India @ 75' for young and general readers.

The books under this series will reflect the momentous, yet wonderful journey of India. They will focus on various aspects of India, which has made it a matured, independent and self-reliant nation post-1947 taking forward its ancient wisdom and culture with a progressive and modern vision.

The series will include the biographies of renowned freedom fighters as well as



unsung heroes of pre-independence era; biographies of noted personalities from all walks of life who made their mark in their respective fields and contributed towards the development of India; books on dynamic cities of India; major historic events of India; and significant socio-cultural, political and economic ideas and themes that have shaped the destiny of the nation.

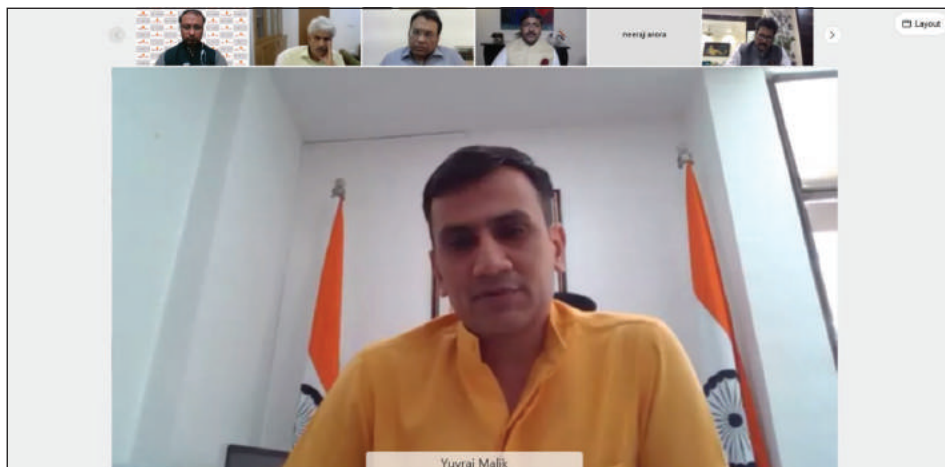
The series also intends to connect with the young generation and orient them towards positive value-system and an integrated vision of life. The first set will be launched in 2022 on the occasion of the 75 years of India's independence.

## NBT as Knowledge Partner

National Book Trust, India (NBT) was Knowledge Partner for the webinar on 'Innovations and Skill Opportunities in current Pandemic Time: Physical and Psychological problems,' organized by ASSOCHAM Education Council in collaboration with Maharshi Dayanand University, Rohtak (MDU) on May 25, 2021.

In his opening remarks, Shri Kunwar Shekhar Vijendra, Co-Chairman, ASSOCHAM National Council on Education & Chancellor and Co-Founder Shobhit University emphasized on the importance of the role of educationists, psychologists, and institutions like NBT in helping people deal with the pandemic induced restrictions that are resulting in increasing depression and anxiety among the people. Appreciating NBT for its efforts, he observed, "Books are wonderful companions on our journey inwards."

In his address, Shri Yuvraj Malik, Director, NBT, said that the adage 'Health is Wealth' has developed a new meaning in current times where health is not just physical but also mental and spiritual. He further added that in these unprecedented times, we as a society, must remove the stigma attached to seeking treatment for mental health. Only the collective might and will of the nation can defeat this



physical and psychological enemy. He also shared details about the 'Corona Helpline' recently set up by NBT for general public, where eminent psychologists/counsellors provide free consultation to people regarding their mental health issues related to Covid-19.

Highlighting the need for community participation, Dr. Jitendra Nagpal, Senior Psychiatrist & In charge Institute of Mental Health & Life Skills Promotion, Moolchand Medcity, and member Working Group, Manodarpan, Ministry of Education said that it is the right time for community participation in addressing the mental health crisis that has pervaded all sectors of society.

Speaking of the role of educational institutions Prof. Rajbir Singh, Vice Chancellor, MDU, said that psychological health is very important in the present scenario and educational institutions need to find ways and means to attend to that aspect of personality development.

On this occasion Prof. Nov Rattan Sharma, Prof of Psychology and Dean Academic Affairs MDU; Dr. Promila Batra, former Professor of Psychology and Dean, Faculty of Social Sciences MDU; and Prof. Poonam Devdutt, Director Centre for Psychology and Human Behavior, Shobhit Deemed University also shared their views on measures that can be taken to deal with the psychometric impact of the pandemic.

The Summit was moderated by Prof. (Dr.) Munish Garg Director, Centre for Incubation, Innovation and Startup, MDU and coordinated by Shri Neeraj Arora, Senior Director & Head ASSOCHAM National Council on Education.

The Summit was attended by Chancellors, Vice Chancellors, Principals, Deans, Directors and Educationists from government and private universities, institutions, colleges, Edutech startups and students from across the country.



### Pustak Sanskriti

A quarterly literary magazine in Hindi by National Book Trust, India

For subscription and submission of write-ups, articles

Contact: Editor, Pustak Sanskriti, National Book Trust, India, Nehru Bhawan,

5 Institutional Area, Phase II, Vasant Kunj, New Delhi – 110070

Email: editorpustaksanskriti@gmail.com



## Excerpts: A Drug is Born

The book *A Drug is Born* by Urmila Thatte and Sharadini Dahunkar, published by NBT India talks about what lies behind drug's conception, from where they come and who discovered them. Herein we reproduce an excerpt from the chapter 'The Need'.

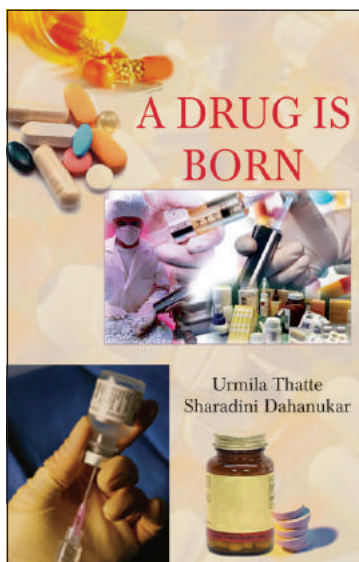
**I**t seems worthwhile at the start of the voyage to ascertain why we need new drugs at all. The answer is self-evident. Many old diseases we thought were wiped off the face of the earth are very much still there, and seem to have come back from hibernation with enhanced strength. Hot on the heels of the launch of every new drug comes the earth-shattering discovery of a totally new disease!

Until the middle of the 20th century, the only treatment for patients with tuberculosis (or consumption, as it was then called) was fresh air and good food. Then came Streptomycin, Isonex and Rifampicin. They revolutionised the treatment of tuberculosis (TB). We became complacent. Today, TB is back with a vengeance. And the TB bacterium is now more powerful, more deadly.

The story of malaria is no happier. With the discovery of quinine and then Chloroquin, the deadly falciparum seemed under control. But the bugs have proved too wily. They have developed mutations in their genes to become resistant to Chloroquin, so that again the disease attacks to kill. The plasmodium (organism that goes malaria) multiply furiously, quite unaffected by Chloroquin and invade the brain. Ultimately, there is only the permanent silence of death. This, while we stand at the threshold of the 21st century.

What of the new diseases that are clamouring for attention? The human immunodeficiency virus (HIV) has wreaked havoc. With no cure for AIDS evident, millions of 'grey cells' are furiously working on programmes to beat the deadly virus, as scientists the world over pit their collective brains against the microscopic foe.

Man wants to be immortal. This



978-81-237-2864-3

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has always been a strong impetus for the search for the elusive elixir of life. As the population that benefited from the 'golden era' of antibiotics lives on to reach a ripe old age, the diseases of elderly, like Alzheimer's disease and Parkinson's disease, clamour for attention. As we unravel the mysteries of ageing, and laboratories become more sophisticated, new drugs are created to tackle these problems and pharmacologists look for drugs that will make man immortal! As hygiene and antibiotics brought infectious diseases under control, diseases of the now affluent Western world came into the foreground. High blood pressure, heart disease, obesity, cholesterol-related problems and so on came into focus, and became targets for research.

Though there are many stimuli in search for new drugs, it is the market forces and consumers that are the ultimate incentives for drug research. The need for cheap and effective drugs that are at the same time safe, are the end points of most research programmes.

What exactly constitutes a 'new drug'? Till the late 1960s, a 'new drug' was probably not defined at all. Anyone could hunt for and 'discover' a new drug and become fairly wealthy. There were very few regulations (if at all) and there were

many drugs like insulin, Digoxin and penicillin which were given to human 'guinea pigs' with very minimal testing. Many a time, the scientist who discovered the drug, his relative or friend was the 'volunteer' who took the drug for the first time. The thalidomide tragedy changed this dramatically. Today, a new drug, is not only a 'new chemical', but can also be a new formulation (like a syrup, slow-release capsule or injectable) of an old drug. Further, a 'me too' drug, that is, one that is chemically the same as an older drug but is now being marketed by a new company, is considered a 'new drug' and has to meet certain standards. For example, take the well-known painkiller Ibuprofen. The parent company Boots Limited, marketed it as Brufen. But, when an Indian company like Cipla wanted to manufacture and market Ibuprofen, they had to follow certain procedures set out by the Drugs Controller General of India before they could market their Ibugesic, which is the same drug as Brufen, but sold by a different company under a different alias. Similarly, when a drug as old as Aspirin is to be marketed for the prevention of heart attacks (a new life-saving use of this drug that was only recently discovered) it has to fulfil stringent criteria before anyone can make claims in the market.

Today, as with most other things in life, it is not a straight forward process to 'give birth to a new drug.' Almost 10,000 potential candidates are examined and sorted before the precious baby is delivered, and a drug actually reaches the consumer! The process is long and arduous. It takes upward of ten years for a potential drug molecule to transform from a 'new channel entity' the laboratory to a 'new remedy' in the clinic and involves expenses of billions of dollars.

Once the R&D department of the pharmaceutical company (most commonly) or a university identifies a series of new chemicals they want to develop, they are run through a series of safety studies. These sieve off the very toxic compounds, leaving a few for further development.

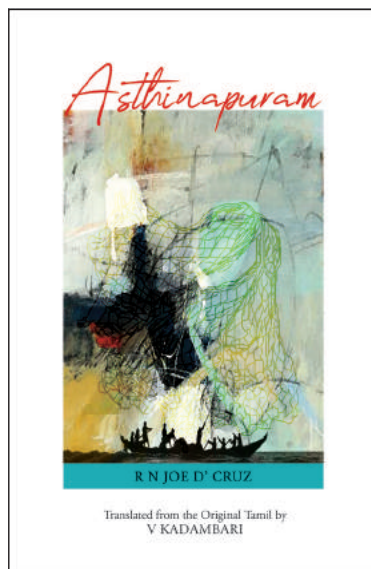
## Excerpts: Asthinapuram

NBT has recently published a book titled *Asthinapuram*, a novel written by R.N. Joe D' Cruz, recipient of Sahitya Akademi award. Originally written in Tamil, the book has been translated into English by V. Kadambari. Herein we reproduce an excerpt from the book.

Anandi stood looking eastward on the second floor rear balcony of a tenement house in Semmankuppam disturbed by the memories of her father who had died ten years ago. It was his death anniversary and she had come from Royapuram to Semmankuppam the previous night itself to observe it. There was still time for dawn and if her sister Kumari had come she would have spent the time conversing with her. But for Kumari in Pondicherry Kurusukuppam, life was a hard struggle with a sickly child and a husband incapable of earning. Anandi helped her out with whatever little money was given to her by her brothers without the knowledge of their wives. Kumari in turn hugged and shed tears empathising with Anandi's condition, but did nothing to alleviate it and the latter melted under such sibling love.

The horizon was still not visible because of the darkness that lingered and somewhere beyond, near the lighthouse the waning moon was visible through the cloud clusters. Till his end, father used to go during this hour to the shore with his nets. The memory of biting into the rusk that father got from Sivarajapuram Nair's tea stall and looking at his receding figure on the beach sands was alive in her thoughts.

'It is the morning star that is seen bright before the dawn where the sun rises. It is the sage Viswamithra who is supposed to be in the form of the morning star. Viswam means world. Mithra is friend. He was told by the Almighty, to stay there as the friend of the world. How did father who had not crossed fourth form know all this? Will father also be a star in the sky? Maybe all those who died remained as stars in the firmament! How many can live in the house which is like a hen coop?



978-81-237-9710-6  
Rs. 390

I was like a princess and didn't mind the eldest brother getting married as he was getting past the marriageable age. The younger brother also got married within seven months as though competing with the elder. Didn't seem to care for the existence of this young maiden here and poor brother, Murugan. He goes to the sea all by himself and his wife supports him by earning a little without sitting on a high horse. But, having stayed indoors I seem to know nothing. How confident is that Kuppakattukari who has come here just now? As if earning a little money is not needed. The younger paternal aunt took her to Royapuram having witnessed her helpless single status. Would father have allowed her to stay with them? They were also not very old – why go on like a gooseberry when they may need privacy? How many days can one huddle near the stove wondering when the day would break? Being poor is better than being the youngest is what the elders say and they are quite right about it. I work through the day breathlessly but the Royapuratha does not think about the sister having a square meal....does not take into account the fact that the children and the in-laws are taken care of by her. She only whines about the younger one being a burden. Who thought Amma Mooki will go off just like that?

When alive she fed all around without discriminating, gave an egg every day to the brother who was preparing to join the police service. Uncle's sons too got married but none took notice of the one who is hapless and motherless. Who remembers the sibling sister? Will time pass off in the service of others? Mama wants me to marry as the second wife. Son of a fellow-worker in the Ship where he served it seems. He is working in a shipping company in Chennai. Separated because of the woman's inability to get children. Should I add on to the already accumulated sins? Not yet separated legally...but how long one can live under the protection of others? Malayanoor Kurikari said... "You will go as the second, but you will be the first"...Kolavizhiamman whom I worship will not let me down. Mama also married Akka when young and in a tussle with his first wife. What a lot of problems were there then! The Nadukuppatha took the life out of the Rayapuratha. Somehow the Semmankuppam people managed. They chased the Nadukuppam fellows by hurting them in all possible manners. At that time they had weapons, people, sympathisers and relatives and so they could do. Now where will they go for such men and weapons? It seems eldest sister Rani, managed the whole show and she is no more ... Where is Semmankuppam and where is Amanthurai, near Kanyakumari...? In addition, they are Christians, it seems, but fishermen. Their problem is theirs. Who can rewrite what is already written on the forehead? 'Look Mama, if in future there is any problem, I won't go anywhere, but will come straight to Royapuram. Won't you let me eat the remains of what you feed your children with? I will die serving you for the rest of my life'.

The thick mist of Margazhi and the sea breeze blown fragrance of the Bay of Bengal with the noise of the twirl of the waters sent a chill that swept through Anandi. Out on the shore, the waves as ever were folding and unfolding rhythmically. She stretched herself and rubbed her hands together to bring back warmth even as the ash spread through the sky.

## Books on Health and Medicine

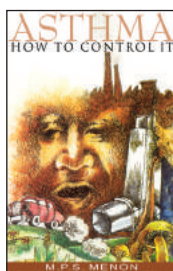
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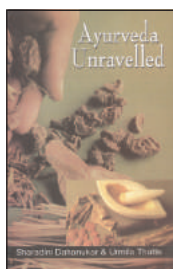
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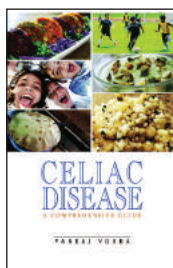
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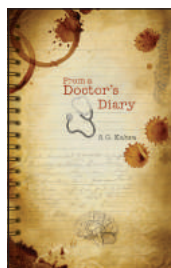
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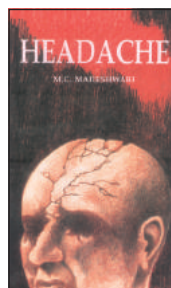
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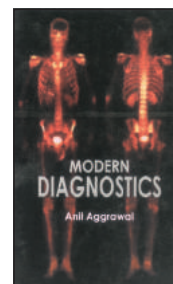
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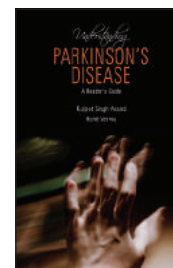
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## NBT's Corona Helpline

National Book Trust, India had set up a Corona Helpline last month to help people deal with various psychological problems that they are facing amidst Covid-19 pandemic.

This Helpline is providing people a free consultation with eminent psychologists and counsellors about their concerns related to Covid-19. NBT has also shared several video sessions with experts and psychologists including Ms Payal Singh Chaudhary, Ms Rekha Chauhan, Ms Ruchi Chibber, Ms Sonie Sidhu and Shri Jitendra Nagpal on its social media handles, which talk about how to build caring bonds during the pandemic, how to deal with post Covid-19 recovery anxiety, ways to inculcate positive mindset as Covid survivor, etc.

The Helpline numbers for free consultation are:

8800409846 (Timings: 10 am to 4 pm)

8800409359 (Timings: 4 pm to 10 pm)



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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](mailto:office.nbt@nic.in)

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