



राष्ट्रीय पुस्तक न्यास, भारत
मानव संसाधन विकास मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development, Govt. of India



**INVITATION to be “EVENTS/PROGRAMME PARTNERS” for
INDIA-GUEST OF HONOUR PRESENTATION
at ABU DHABI INTERNATIONAL BOOK FAIR (24-30 April 2019)**

National Book Trust, India (Ministry of Human Resource Development, Government of India) is the NODAL AGENCY for organizing India-Guest of Honour Presentation at Abu Dhabi International Book Fair (ADIBF) scheduled from 24-30 April 2019. A Letter of Intent was signed between National Book Trust, India and the Department of Culture and Tourism, Abu Dhabi, the organisers of ADIBF after approval of the Government of India.

The Presentation at Abu Dhabi is also being projected as a run up to the 75th Year Celebrations of India's Independence (*logo and its descriptions are attached*).

The Presentation will broadly include:

- a) An Aesthetically Designed India Pavilion
- b) Publishers' Participation
- c) India-Arabic Translation Projects
- d) Literary Programmes
- e) Academic Conferences/Seminars
- f) Art Exhibitions including Illustrators' Walls
- g) B2B Sessions
- h) Activities and Programmes for Children
- i) Cultural Performances
- j) Film Screenings and Theatre Shows
- k) Indian Cuisine - Books, Discussions and Live Shows



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l) Thematic Exhibitions, Discussions, Performances etc. highlighting India-UAE historical and cultural ties

m) Interface with Indian Diaspora Community

n) **Collective Exhibit of Books from India:** Rights Catalogue for Arabic and other Foreign languages translations, co-editions, copyright agreements etc. and Exhibition of Titles included in the Rights Catalogue especially highlighting the following genres:

1. Books on Gandhi & Gandhian Philosophy
2. Books on Gandhi & His Associates
3. Books for Children & Young Adults (including illustrated and graphic books / novels)
4. Pictorial and Coffee Table Books
5. Books on Indian Art and Culture
6. Books on Indian Cinema
7. Books on Indian Cuisine
8. Fiction & Non-Fiction
9. Biographies & Autobiographies
10. Popular Science Books
11. Books on STM
12. Textbooks

WHO CAN BE A PARTNER:

Government institutions; Public Bodies; Publishers; Artists and Illustrators; Publishing Associations and Federations; Authors' Forums; Forums of Literary Agents; Art Galleries and Museums; Public Libraries Including Digital Libraries; etc.



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BASIC GUIDELINES:

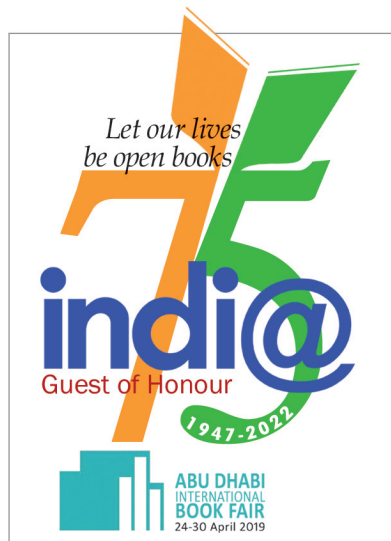
- 1) A comprehensive proposal for partnership to be sent
- 2) The proposals should be related to the highlights/categories mentioned above and should reach on or before 25th February 2019
- 3) The proposals will be duly screened by National Book Trust, India through a Committee of Experts
- 4) On approval of the proposals by the National Book Trust, India after their screening, partners are expected to take care of all the expenses involved in organising their programmes/exhibits
- 5) The Approved Partners are required to work in close co-ordination with the Nodal Agency

BENEFITS OF BEING A PARTNER

- 1) Association with India-Guest Country Presentation
- 2) Programmes of the 'EVENT PARTNER' will feature in all brochures and publicity materials to be brought out on the occasion by National Book Trust, India
- 3) Visibility of LOGO of the 'EVENT PARTNER' on all publicity materials and communications
- 4) Discounted Hotel Rates for 'EVENT PARTNER' at Abu Dhabi in association with ADIBF Authorities
- 5) Visa Assistance
- 6) Free Access to Meeting Lounge inside India Pavilion
- 7) Assistance in Logistics
- 8) Invites to Networking Dinner of National Book Trust, India

All Applications may kindly be sent latest by 25 February 2019 (Monday) to:

Dr Rita Chowdhury
Director
NATIONAL BOOK TRUST INDIA
Nehru Bhavan
5 Institutional Area, Phase-II
Vasant Kunj, New Delhi – 110070
director@nbtindia.gov.in



THE LOGO - INDIA @ 75

India's independence from colonialism on 15th August 1947 was one defining and momentous event in modern history towards creation of a new and equal world order. Indian independence paved the way for the retreat of colonialism in many parts of the world, thereby bringing freedom to vast masses of the globe. India is moving towards celebration of 75th Year of its independence in 2022, towards the creation of a 'New India'. Hence the design of the logo emphasises on it, with the stylised open pages of books matching with the slogan. The colour combinations of saffron, white, green and blue pattern themselves on the colours of India's national flag. Significantly, 2018-19 is also being observed as the 150th Birth Anniversary Year of Mahatma Gandhi, India's Father of the Nation, and the leader of its independence movement as well as of far reaching social reforms in India.

During the past more than seven decades of its independence, the country has made significant advancements in all fields, and more significantly, large majority of the population has become literate. Thus the new independent nation has created a vibrant community of readers, educationists, writers, knowledge institutions, Publishers etc. which take pride in carrying forward the ancient knowledge handed down to them since 5000 years of civilizational discourse and combining the same with modern knowledge in the field of science, technology, Information Technology and other areas of human enquiry.

India will be Guest of Honour Country at three major International Book Fairs during 2019-2020: In April 2019, we are the Guest Country at Abu Dhabi International Book Fair, UAE; and in November-December 2019 at Guadalajara International Book Fair, Mexico. Sharjah is the Guest of Honour at New Delhi World Book Fair 2019 organised by the Trust. In 2020, we are the Guest of Honour at Livre Paris Book Fair as per the understanding reached between the two governments, with France presenting itself as Guest Country at New Delhi World Book Fair in 2022 as a reciprocal gesture. **National Book Trust, India** (Ministry of Human Resource Development, Government of India) being the Nodal Agency for these Guest Country presentations, seeks to project the values of freedom which the world of knowledge and books offer which, in turn, build bridges of literary and cultural understanding.

The LOGO of the Guest Country presentations of India underlines this very essential aspect of human discourse.

THE SLOGAN

The slogan 'Let our lives be open books' has been taken from Mahatma Gandhi's quote:

*"We do not need to proselytise either by our speech or by our writing.
We can only do so really with our lives. Let our lives be open books for all to study."*