

NBT newsletter

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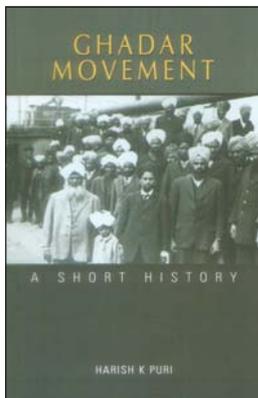


Volume 27 No. 8 November 2011

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PICK OF THE MONTH



Ghadar Movement: A Short History

Harish K. Puri

978-81-237-6282-1 / Rs 90

SEMINAR AT SURAT



A seminar focused on books and reading habit was organised by National Book Trust, India in collaboration with Sarvajanic Education Society (Surat) on 25 September 2011 at V.T. Choksi College of Education, Athwalines, Surat.

The programme was inaugurated by Shri Bhagwatikumar Sharma, wellknown Gujarati author, journalist, and the President of Gujarati Sahitya Parishad. Dr. Dakshesh Thakar, Vice-Chancellor, Veer Narmad Dakshin Gujarat University, Surat, presided over the function. Shri Rameshchandra G. Shah, Chairman, Sarvajanic Education Society, welcomed the gathering.

Four recent publications of the Trust in Gujarati titled *Sambandhona Setu*, *Vinoba-Vichar-Dohan*, *Rang Chhe* and *Mahatma Gandhina Vicharo* were released during the inaugural session.

In the first session a seminar on 'Desh-Videshna Sambandhe' was held where Dr. Vijay Shastri, Dr. Sharifa Vijaliwala and Dr. Varsha Das shared their views on the topic. Dr. Shrish Panchal chaired the session.

The second session had a discussion on 'Gandhi-Vichar: Samkalin Sandarbhma' where Ms. Meera Bhatt and Shri Kanti Shah expressed their views on the topic and Shri Prakash N. Shah, Editor,

Nireekshak, chaired the session.

The third session was on 'Gujarati Takhtani Gaekkaal ane Aaj', followed by a short play performed by Shri Kapildev Shukla and his group. Discussants at the seminar included Dr. Vijay Sevak and Shri Bakul Tailor; Shri Mahesh Champaklal, Dean of the Faculty of Performing Arts, M.S. University, chaired this session. Ms. Sangita Bulsara, Announcer of AIR FM, Surat compered the programme.

A book exhibition was also held at the venue which was inaugurated by Ms. Amrapali Desai, Station Director, AIR, Surat. Others who spoke on the occasion include Mr. Milan Shah of Shah Publicity, Shri Vinod Patel, Principal, V.T. Choksi College of Education and Shri Rajnikant Marfatia.

The programme was coordinated by Shri Bhagyendra Patel, Gujarati Editor, National Book Trust, India.



BOOK RELEASE FUNCTIONS IN ANDHRA PRADESH



The National Book Trust, India organised two book release functions in Andhra Pradesh—one on 9 September at Tirupati and the other on 14 September at Kakinada.

The function at Tirupati was organised in collaboration with Department of Telugu Studies and Ancient Indian History, Culture and Archeology, S.V. University, Tirupati at the Senate Hall.

NBT's recent titles in Telugu, *K. Sabha: Uthamakathalu*, *Rajkamal Chawdhary: Sankalit Kahaniyan* and *Growing Up with Trees* were released at the function.

Prof. Ketu Vishwanatha Reddy, compiler of the the book *K. Sabha Kathalu* and Sahitya Akademi awardee, presided over

the meeting. Speaking on the occasion Shri Reddy lauded NBT and its efforts towards bringing out good books at affordable price for the general readers.

Shri Singamaneni Narayana, a noted short story writer and critic, and Prof. M. Narendra, short story writer, presented their views on the books released.

In the book release function at Kakinada, the biography *Durgabai Deshmukh*, written by Dr V. Lalita and Prof. V. Ramakrishna and three children's books published by NBT were released.

Releasing the books, Shri M. Ravichandra, IAS, District Magistrate and Collector and the Chief Guest at the function said that Durgabai Deshmukh worked



tirelessly towards social reforms in Andhra Pradesh, was an inspiration to many people.

Prof. Vakulabaranam Ramakrishna, co-author of the book who presided over the meeting said East Godavari district was known for its key role in national movement, in which Durgabai played a great role. He also said that this biography would help people know about various social movements and in particular the lead role played by Durgabai Deshmukh. Dr. J. Chennaia, a noted translator and Asst. Professor at Telugu University and Dr. P. Chiranjeevi Kumari shared their thoughts on the titles released.

Dr. Pathipaka Mohan, Telugu Editor at NBT, coordinated the programmes.

LITERARY PROGRAMME IN ARA

The National Book Trust, India organised one-day literary programme in Ara, Bihar, in association with the Hindi Department of Veer Kunwar Singh University. The programme included a book release function of NBT titles followed by a seminar.

The books released on the occasion were namely *Ek thi Chidiya*, *Dard ka Rishta*, *va Anya Kahaniyan*, *Thakur Sahab ka Vrat*, *Hardeep aur Uski Andhvihsawi Maa*, *Nuskha*, *Aa Gayi Doosri Simran*, *Vigyan ka Kramik Vikas Vaishvik Pariprakshya Main*, *Prabhavati*, *Parbat-Parbat Basti-Basti*, and *Kahan Tak Kahan Yugon ki Baat*.

The book release was followed by a discussion on the books released where Prof. Usha Kiran Khan, Shri Santosh Shreyas, and Shri Krishna Kumar presented their views.

The second session of the programme included a seminar on the topic "Vartman Daur Main Pustak ki Prasangikta" (Relevance of Books in the Present Times). Presiding over the session, Dr Dina Nath Mishra while presenting his views on the subject commended NBT's efforts and added that such programmes provide a platform for thinkers to communicate their views and discuss over relevant issues.

Speaking on the occasion, Prof.



Neeraj Singh, Head of the Hindi Department, Veer Kunwar Singh University felt that NBT's organising such programmes in relatively smaller regions of India makes sure that books reach every nook and corner of the country. Shri Mithileshwar, eminent writer, also praised NBT's efforts of reaching books to every region of India.

Dr Ayodhya Prasad Upadhyay and Dr Ravindra Nath Rai were both of the opinion that the book reading culture had definitely seen a welcome growth in the present era. Others who spoke on the subject included Dr Gajadhar, Dr Mohan Singh, Shri Parashuram, and Shri Diwakar Pandey.

Earlier, Dr Lalit Kishore Mandora, Hindi editor, NBT welcomed the guests and informed the audience about the various activities of the Trust.

PUBLISHING COURSE: VALEDICTORY FUNCTION

The valedictory function of the one-month long Training Course in Book Publishing organised by NBT in Delhi was held on 1 October 2011 at the Trust's premises. Prof. Shyam Menon, Vice-Chancellor, Dr. B.R. Ambedkar University, Delhi, was the Chief Guest on the occasion who distributed certificates to the successful participants of the course.

"Much as we celebrate India's status as one of the biggest publishing industries in the world, yet we must remember that it caters to only about five per cent of the population. This is where the role of organisations like NBT assumes importance," said Prof. Menon.

He also said that the intervention of technology has made publishing possible on desktop computer and internet has paved way for a dispersed workplace where contents are developed at one place and printed elsewhere. "Like other industries," he added, "publishing industry is also driven by the market where both writers and readers are equally marginalised. Hence, the young professionals, have a responsibility towards the society."



Shri M.A. Sikandar, Director, NBT, welcomed the guests, participants and faculty members present on the occasion. He said, "There are about 18,000 publishers in our country and the industry is growing. There is, thus, a growing

demand for trained professionals. Our training courses organised all over the country help to fill this demand. Shri Sikandar also put forward a proposal to the Chief Guest for a joint Diploma Programme on Book Publication by the Ambedkar University and NBT. The idea was well received and acknowledged by Prof. Menon.

Shri Sumit Bhattacharjee, course coordinator informed the audience about similar training courses proposed to be held during the year in other parts of the country including Chennai and Kolkata.

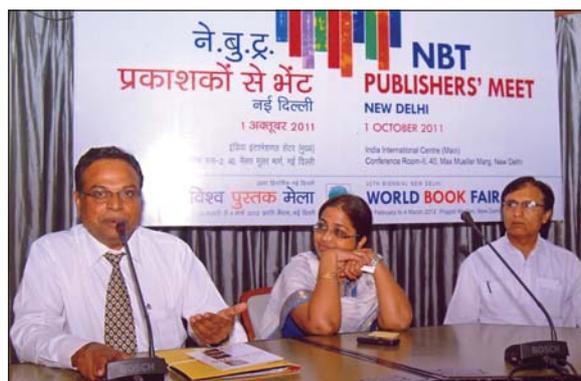
Ms. Farida M. Naik, Joint Director (Admn. & Fin.) thanked Prof. Shyam Menon, the participants and other dignitaries present on the occasion.

The month-long publishing course in Delhi was organised in July 2011 in which eminent professionals from leading publishing houses provided insights into the various aspects of publishing. As part of the one month course, the participants were on an internship programme for three months at major publishing houses in Delhi.

NBT ORGANISES PUBLISHERS' MEET

National Book Trust, India organised a Publishers' Meet at the India International Centre, New Delhi to discuss the issues pertaining to the forthcoming 20th New Delhi World Book Fair (NDWBF) to be organised by the Trust from 25 February to 4 March 2012 at Pragati Maidan, New Delhi.

Initiating the discussion, Shri M.A. Sikandar, Director, NBT, said that "the World Book Fair is a very important event for the publishing industry and our publishers are the major stakeholders in the event. Hence, it becomes our collective responsibility to put up a good show. NBT has initiated this Meet to discuss some of the major issues and challenges facing the event, and therefore, I welcome your suggestions for the same."



Over fifty CEOs and Dy. CEOs from well-known publishing houses participated in the discussion. Many participants appreciated the efforts of the new Director for arranging this Meet and hoped such meets would provide a platform for discussions between NBT, the nodal agency for publishing, and the publishers. A number of suggestions were put forward by the representatives of publishing houses and Shri Sikandar assured to give due thought and consideration.

Realising the importance and potential of regional language publishing, as well as to sustain a dialogue with language publishers, the Trust organised similar meets in Pune, Panajim, Jorhat and Vijayawada.

Realising the promise and potential of the publishing industry, FICCI organised a two-day programme to address some of the key issues facing the industry. The inaugural edition of 'Publicon - 2011: The Business of Publishing' was held at FICCI House from 28-29 September 2011.

Addressing the inaugural session, Shri M.A. Sikandar, Director, NBT, said, "For the past five decades the National Book Trust, India being the apex body established by the Government of India, has been shouldering the responsibility of book publishing and book promotion in the country with the objective to create the culture of reading habit among the masses. It is playing a vital role in providing quality books to a cross section of the society including children and in particular the marginalised society at an affordable price. Publishing in more than 30 languages, its focus areas are science and environment education, children's literature, bringing out original works in Indian languages."

Further, he added, "We want to make forays on experimental basis in the areas of e-books and digitalisation of our titles." Speaking on the promotion of books, Shri Sikandar said, "NBT participates in various international book fairs to promote Indian



books abroad. It is also engaged in organising book fairs throughout the country, including the biennial New Delhi World Book Fair."

Discussing the forthcoming 20th New Delhi World Book Fair (NDWBF), he said, "This is the largest and most prestigious publishing event in the Afro-Asian region. It is the 'sangam' of multilingual and multicultural Indian publishing industry with participation from all major publishing houses of the globe and provides a platform for promoting titles, co-publication arrangement and trade contacts in this part of the world." This year, Shri Sikandar said, the theme of the Fair is 'Point of View: An International Rights Exhibition of Books on Cinema'.

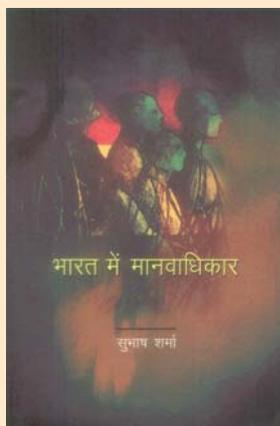
He also elaborated about the first ever National Youth Readership Survey conducted by NBT through NCAER and its findings brought out in a book format. On the importance of National Book Promotion Policy 2011, he said, "NBT is one of the main architects of the policy document. It is expected that the implementation of the recommendations of the Task Force of NBPP would go a long way in raising the interest in books particularly among the children and youth.

Speaking on the occasion, Shri B.G. Verghese, journalist and author, urged the Indian publishers "to tap the enormous market in Indian languages for profit and education to the society." Emphasising on the need to tap the potential of global market, Shri Verghese said that the Government of India needs to facilitate export of Indian books. Shri Jug Suraiya, columnist, *Times of India*, also spoke on the occasion.

The two day programme deliberated on various areas like National Book Promotion Policy, IPR issues, digital publishing, rejuvenation of libraries, export potential of the industry, children's publications and the role of book fairs.

AWARD FOR NBT BOOK

The book *Bharat Mein Manavadhikar*, published in Hindi by the National Book Trust, India was awarded the first prize by the National Human Rights Commission. Authored by Dr. Subhash Sharma, the book was adjudged under the category 'Manav Adhikaron Par Hindi Mein Duvavarshik Srijnatmak Lekhan Puraskar Yojna' - 2008-09. The function was held at New Delhi on 14 September 2011 and the awards were presented by Shri K.G. Balakrishnan, the Hon'ble Chairman of the NHRC and former Chief Justice of India .



JOIN NBT BOOK CLUB

AVAIL 20% DISCOUNT

- 20 per cent discount on all NBT publications
- Rebate on postal charges
- NBT books of worth Rs. 25 on every purchase of books worth Rs. 500 shall be given as gift to a member in a year.

HINDI PAKHWADA

The National Book Trust, India observed the annual Hindi Pakhwada from 15 to 30 September 2011.

The Trust celebrated the annual Hindi Diwas on 19 September 2011 at the Conference Hall of the Nehru Bhawan. A 'poem recitation' competition was organised for the NBT employees, which saw their participation in quite large numbers.

Inaugurating the programme, Shri M.A. Sikandar, Director NBT exhorted everyone to make use of Hindi in official work as much as possible. The programme was graced by the presence of two Hindi scholars, Shri Harish Naval and Shri Divik Ramesh, who also judged the competition.

The programme started with employees rendering their poems to a packed hall. The subjects varied from humour, satire to patriotism, women issues, motivation, honesty and other such myriad topics. The participants were divided into two groups— Hindi speaking and non-Hindi speaking employees. Most of the Hindi speaking participants wrote their own poems while the non-Hindi



participants read out poems of eminent poets.

Speaking on the occasion, Shri Harish Naval gave the audience some interesting details about Hindi language. He said that



88 per cent of the media in our country reports in Hindi and as far as employment option was concerned, Hindi language was positioned at the top 5th rank. He was of the opinion that Hindi has today become the main source of income in India as it has a wider scope. Shri Naval also congratulated the participants and wished them luck. Shri Naval regaled the audience by rendering one of his poems.

Shri Divik Ramesh praised NBT employees for having participated in such large numbers and rendering delightful poems. Shri Ramesh likened the language to one's mother. He said that everyone needs to learn a language to be creative in it. He opined that Hindi Diwas should be celebrated every month in a year; it should not become a language of just competition or awards.

The programme concluded with the prize ceremony. The participants were adjudged for first, second, and third positions as well as for two consolation prizes in each of the two groups.

The event was coordinated by Dr Lalit Kishore Mandora, Hindi editor, NBT.

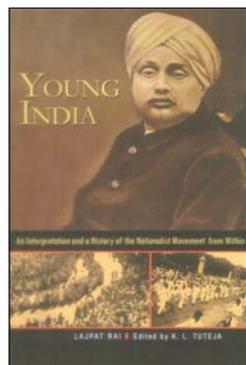
NBT PUBLICATIONS OF THE MONTH

Young India: An Interpretation and a History of the Nationalist Movement from Within

Lajpat Rai; K. L. Tuteja (Ed.)

ISBN 978-81-237-6281-4; Rs 11.00

Lajpat Rai was one of the most prominent leaders during India's struggle for freedom. He wrote *Young India* during his stay in the US and it was published there for the first time in 1916. But the British government described it 'seditious' and



banned its circulation in England and India. Lala Lajpat Rai's aim to write this book was firstly to provide a true account of India to the world which differed from the Western writings that were coloured with imperialism and racial bias. *Young India* discusses the rise of British power in India and its consequences, origin and growth of Indian nationalism, foundation of the Indian National Congress, trajectories of Indian national movement up to 1915, Hindu-Muslim relations and finally his own vision of Indian nation.

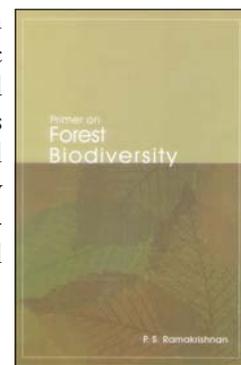
Primer on Forest Biodiversity

P. S. Ramakrishnan

ISBN 978-81-237-6301-9; Rs 65.00

Part of a series of primers on biodiversity,

this volume emphasizes upon ecological, social, economic and cultural dimensions of forestry, taking a trans-disciplinary approach towards forest biodiversity conservation and linked sustainable forest management. In this, India has had a pioneering role to play, both through the scientific leadership provided as well as promotional activities largely through non-governmental activism.

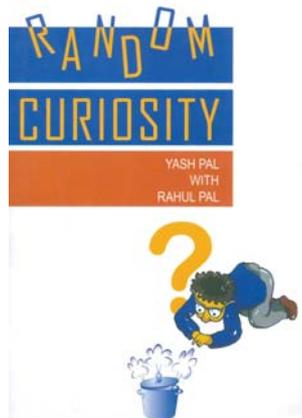


IGNITING YOUNG MINDS

Do you remember Rancho, the protagonist of the film *Three Idiots*, who had a habit of questioning each and everything? This is the sort of curiosity that Prof Yash Pal intends to inculcate in the youth. Every child is born with an “eternal why”, and answering his simple questions is not always simple. Indeed, it needs sufficient clarity in concepts and simplicity in language, and Prof Yash Pal has done this job skillfully. The speciality of his answers to young minds is not only “what” he says but also the “way” he says.

Prof Yash Pal, former Chairman of the UGC, is a well-known scientist and educationist. He has a PhD degree in Physics from the Massachusetts Institute of Technology. He has also done many science programmes like “Turning Point” that was telecast on Doordarshan. His column, “This Universe”, appears regularly in *The Tribune*. Co-author of the book and his son, Dr Rahul Pal is a young scientist. He is presently working with the National Institute of Immunology, New Delhi.

Children grow up struggling with some questions regarding the world surrounding them. The attempt to answer them provides an opportunity to Prof Yash Pal to unravel his interesting perspective.



Random Curiosity

Yash Pal & Rahul Pal

978-81-237-6106-0; Rs. 140 (PB)

978-81-237-6107-7; Rs 500 (HB)

For example, according to the author, we become a single organism with the bicycle while riding it. He extends this principle to the field of management, as he says that the same is also needed to control an institution, a corporation or a country.

The book contains questions pertaining to everyday life: *Why do tears come when we cut an onion?* and *Why do tears taste salty?* Some questions pertain to understanding the scientific facts, like, *What are stem cells?* and *What is global warming?*

Why doesn't the poison in a snake's body kill the snake itself? The reason is that the stuff that snake venom is made of cannot be called poison. It would be relatively harmless if ingested. But when injected into the blood stream, it can become lethal, quickly affecting the heart and brain.

The book explains that the Moon's period of revolution around the Earth is exactly the same as the period of its rotation around its axis. That is the reason we see only one face of the Moon, unless we travel out to space to look at its back. This has been done and the back side of the Moon has been photographed by spacecraft.

The authors' earlier book, *Discovered Questions*, published by the NCERT, is also a compilation of similar questions and answers. As Prof Yash Pal explains, it is the result of joyful interactions with children.

The answers to the questions are given in an everyday conversational tone and do not expect any prerequisite knowledge from the reader. Interesting illustrations are provided in the book to enhance the learning experience and to make answers more attractive.

Mohammad Imtiaz

Courtesy: *The Tribune*, 9-10-2011

SYMPOSIUM ON INDIAN LANGUAGES

A two-day symposium on Purvottar Nagri Lipi Sanghosti was held at Dera Natung Government College, Itanagar, on 24 and 25 September 2011 by Nagri Lipi Parishad, which works for the development and preservation of the Indian languages.

Addressing the gathering Prof. Tamo Mibang, Vice-chancellor, Rajiv Gandhi University and Chief Guest at the function said Hindi has a scope to be a common language of the nation. But besides learning Hindi, he added, that it



was imperative to preserve our dialects which he felt have become vulnerable nowadays.

The seminar saw an enthusiastic participation of educationists from all over the country including all states of the north-east region.

Dr Lalit Kishore Mandora, Hindi editor from NBT participated from the Trust. On the occasion, teachers and students from the Dera Natung Government College insisted on a book exhibition by NBT to be held in their college.

BOOKS FOR CHILDREN

14 November, the birthday of Pandit Jawaharlal Nehru, is celebrated as Children's Day all over the country. On this occasion, the NBT, India organises the National Book Week throughout the country. During this week the Trust encourages schools, colleges and other institutions to devote the week for books and involve children in book-related activities. The Trust on its part, organises a special week-long programme for children at its Nehru Bhawan premises, Vasant Kunj, New Delhi. All schools are encouraged to participate in the various activities held during this week.

The Trust publishes a wide variety of books for children. Given below are some of the recent titles.

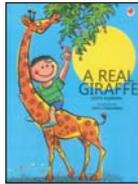
A Baby Hornbill Learns to Fly

Dilip Kumar Barua
ISBN 978-81-237-6167-1
Rs 25.00



A Real Giraffe

Deepa Agarwal
ISBN 978-81-237-5625-7
Rs 18.00



A Tale of Two Dogs

Dipak Praharaj
ISBN 978-81-237-5624-0
Rs 18.00



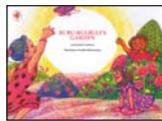
Adventure on Cleo Island

Tanuka Bhaumik Endow
ISBN 978-81-237-5847-3
Rs 45.00



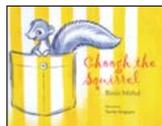
Bubu-Bulbuli's Garden

Santanoo Tamuly
ISBN 978-81-237-5618-9
Rs 20.00



Chough the Squirrel

Bittie Mithal
ISBN 978-81-237-5708-7
Rs 25.00



Friend

Pracheta Gupta
ISBN 978-81-237-5523-6
Rs 18.00



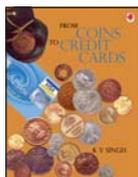
Friends of the Green Forest

Bimalendra Chakraborty
ISBN 978-81-237-5493-2
Rs 15.00



From Coins to Credit Cards

K V Singh
ISBN 978-81-237-5948-7
Rs 90.00



Granny's Day Out

Debashish Majumdar
ISBN 978-81-237-6196-1
Rs 25.00

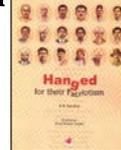
Growing up with Trees

Ruskin Bond
ISBN 978-81-237-5464-2
Rs 45.00



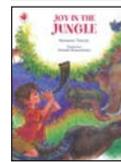
Hanged for Their Patriotism

R K Tandon
ISBN 978-81-237-5550-2
Rs 65.00



Joy in the Jungle

Santanoo Tamuly
ISBN 978-81-237-5628-8
Rs 20.00



Lachu

Leela J Lopez
ISBN 978-81-237-5553-3
Rs 55.00



Little Sunshine

Jaswant Singh Birdi
ISBN 978-81-237-6023-0
Rs 25.00



Mini Visits the Atlantic Ocean

Herminder Ohri
ISBN 978-81-237-6166-4
Rs 25.00



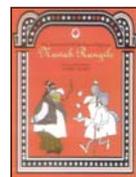
Native American Folk Tales

Usha Iyengar
ISBN 978-81-237-5807-7
Rs 45.00



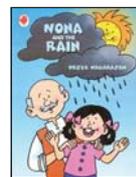
Nawab Rangile

Aabid Surti
ISBN 978-81-237-6105-3
Rs 70.00



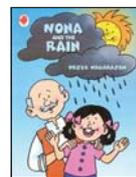
Neem Baba

S I Farooqi
ISBN 978-81-237-5635-6
Rs 20.00



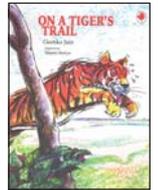
Nona and the Rain

Priya Nagarajan
ISBN 978-81-237-5421-5
Rs 20.00



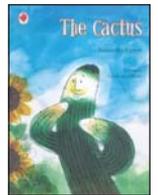
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The Cactus

Ramendra Kumar
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The Mango Birds

Deepa Agarwal
ISBN 978-81-237-5500-7
Rs 15.00



Tortoise Wins Again

Kiran Tamuly
ISBN 978-81-237-5992-0
Rs 17.00



Tumpa and the Sparrows

Swapnamoy Chakraborty
ISBN 978-81-237-5533-5
Rs 15.00



Uncle Moon Forgets Counting

Sanjeev Jaiswal 'Sanjay'
ISBN 978-81-237-6199-2
Rs 40.00



What Happened!

Jagdish Joshi
ISBN 978-81-237-6182-4
Rs 30.00



Whatever You Give...

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20TH NEW DELHI WORLD BOOK FAIR

25 February – 4 March, 2012



In the year 2012, the much awaited New Delhi World Book Fair (NDWBF) is entering the 40th year of its 'foundation'. The NDWBF, first organized in 1972, is scheduled to have its 20th edition from 25 February-04 March 2012 (Halls 1-14) at the sprawling Pragati Maidan, New Delhi. Organized by National Book Trust, India, an autonomous organization founded in 1957 by the first Prime Minister of the country Shri Jawaharlal Nehru under the Ministry of Human Resource Development (then Ministry of Education), Govt of India as the national body for book publishing and book promotion, the NDWBF has a lot of exciting opportunities to offer to the participants and the visitors.

For more details contact:

Deputy Director (Exhibition)

NATIONAL BOOK TRUST, INDIA

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Vasant Kunj, New Delhi-110 070

Phone: 011-26707700

E-mail: nbtindia@nbtindia.org.in / dd-exh@nbtindia.org.in

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Noted first generation Telugu short story writer, novelist and critic Shri Guduri Seetaram passed away on 25 September 2011 at Hyderabad. He was 75 years old. With more than 85 short stories and two novellas to his credit, Shri Seetaram is a well-known critic in Telugu literary circles. He was closely associated with the Trust and recently compiled

and edited a Telugu short story collection titled *Nelluri Keshawa Swamy Uthama Kathalu* for the Trust. We at NBT, convey our condolences to the bereaved family.

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