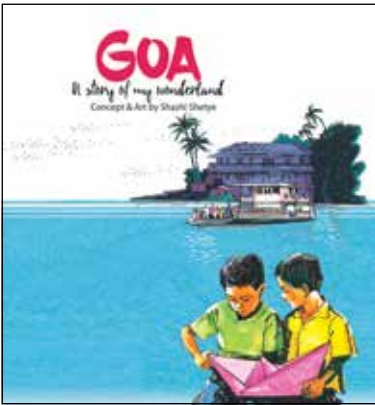


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### PICK OF THE MONTH



**GOA: A Story of My Wonderland**  
Shashi Shetye  
Tr: Manjari Srivastava  
978-81-237-7893-8; Rs 65

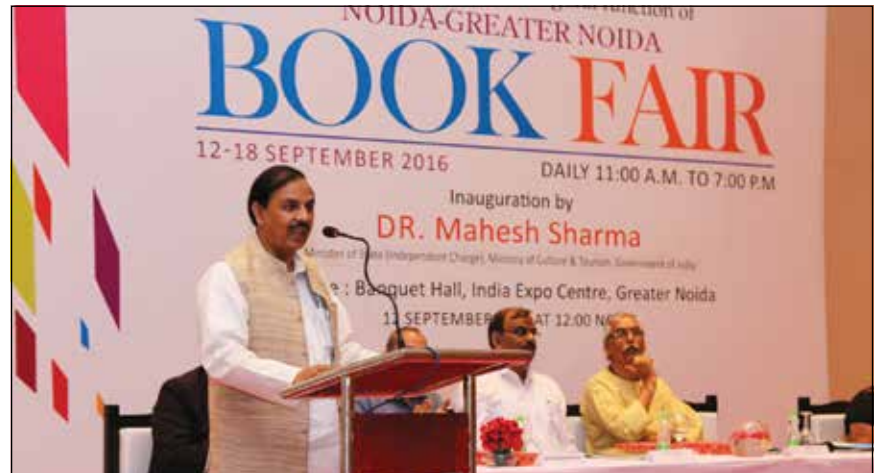
## Noida-Greater Noida Book Fair



“Without knowledge, one cannot attain salvation,” said Dr. Mahesh Sharma, Minister of State for Culture & Tourism (Independent Charge). He was inaugurating the Noida-Greater Noida Book Fair organised by National Book Trust, India at India Expo Centre, Greater Noida from 12 to 18 September 2016.

Dr Mahesh Sharma added that books open the doors of development. Therefore, it is important to spread the culture of reading good books across the society. He also appreciated National Book Trust, India's role in promoting Indian culture through books.

Reflecting upon the importance of books, Dr Mahesh Sharma said that

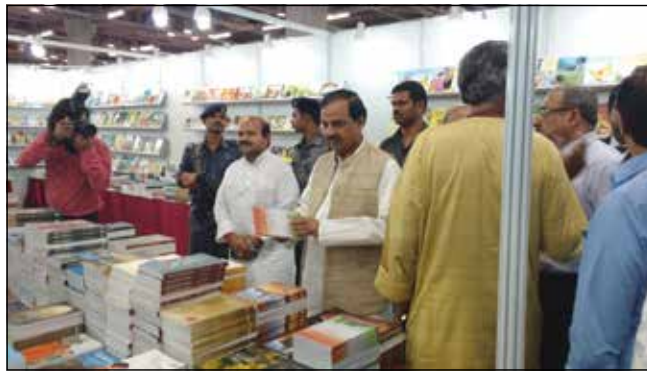


books change the course of lives of people and guide them in distress to take the right course. He urged people to be a part of this book fair to gain knowledge through books.

Shri N P Singh, District Magistrate, Gautam Buddha Nagar was the chief guest on the occasion. He observed that our ancient texts are the basis of our culture and knowledge.

They have played a significant role in passing wisdom from generation to generation.

Earlier, Shri Baldeo Bhai Sharma, Chairman, NBT welcomed the guests. In his opinion, the habit of reading has not diminished as a large number of people enthusiastically participate in the book fairs and mobile exhibitions being organised in different corners of the country. He also informed that



NBT has come up with two new series namely 'Veergatha' series on Paramveer Chakra awardees and 'Women Pioneer' series on great women activists. Dr Baldeo Bhai Sharma also informed that NBT is exploring the possibilities of conducting the New Delhi World Book Fair, 2018 at India Expo Centre, Greater Noida.

Others who spoke on the occasion included Dr K Srinivas Rao, Secretary,

Sahitya Akademi; and Shri Sudeep Sarkar, Vice President, IEMML. Dr. Rita Chowdhury Director, NBT was also present on the occasion. Shri Satish Kumar, Joint Director, NBT proposed the vote of thanks.

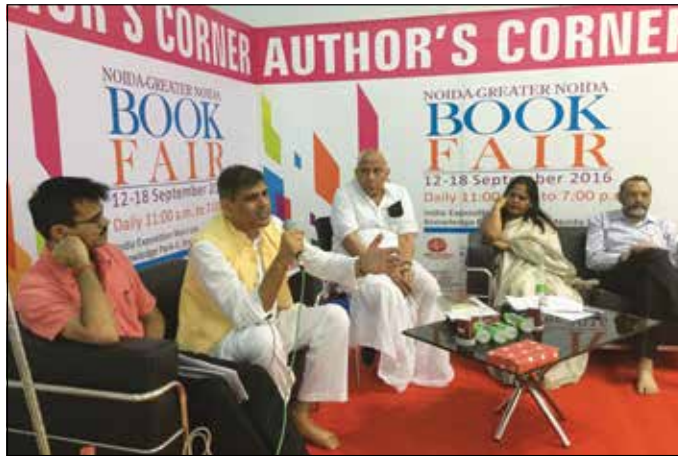
Around 100 publishers, distributors and booksellers participated in the fair with books on all subjects.

Various book related programmes as well as special programmes for children and youth were organised at the Fair. These included storytelling sessions, illustrator's workshops, enacting a story, quiz on books and authors, and interactive session on mass communication as a career, etc. A seminar on Sanskrit, Vyangya Path, Kahini Path and Kavi Sammelan were also held.

## Sanskrit Language and Indian Culture

A seminar on 'Sanskrit Language and Indian Culture' was organised at Authors' Corner, Noida-Greater Noida Book Fair on 15 September 2016. Eminent scholars and litterateurs including Dr Baldevanand Sagar, former Director, Kalidas Sanskrit Academy; Dr Manoj Kumar Mishra, Head of Veda Department, Rashtriya Sanskrit Sansthan; and Dr Balram Shukla, Assistant Professor, Sanskrit Department, University of Delhi were the speakers on the occasion. The session was presided over by Padma Shri Dr Ravindra Nagar, renowned Sanskrit scholar.

Discussing



about the importance and evolution of Sanskrit language and Indian culture, the speakers emphasised that there is a need to clear misconceptions among common people about the Sanskrit language and Indian culture. They also observed that Sanskrit is an easy language and it also has a intense relationship with other languages.

The speakers also talked about Sanskrit as a scientific language and the avenues it provides in different areas of research. The also felt that there was a need to promote the language at larger scale amongst common people.

Earlier Dr Rita Chowdhury, Director, NBT welcomed the guests present on the occasion. She also shared her thoughts about the Sanskrit language and its importance.

Shri Bhagyendra Bhai Patel, Gujarati Editor, NBT coordinated the programme.





## NBT Celebrates Hindi Pakhwada



As part of nationwide Hindi Diwas celebrations, National Book Trust, India organised Hindi Pakhwada from 1 to 15 September 2016. During the Pakhwada, three competitions for employees of the Trust including Hindi general knowledge, essay writing and poetry writing. NBT employees enthusiastically participated in these competitions.

On the concluding day of the Pakhwada, a lecture on the topic 'Hindi – Rajbhasha, Janbhasha aur Vishwabhasha' was organised. Dr Lakshmi Shankar Vajpai, renowned poet and Dr Avaniresh Awasthi, Associate Professor, Department of Hindi, University of Delhi were the special guests on the occasion.

Dr Awasthi shared his thoughts on



Russia among others where people prefer to use their respective language. Reflecting upon the importance of Hindi in the age globalisation, Dr Vajpai said that the usage of Hindi should be expanded not only in India but also in other countries.

Dr Baldeo Bhai Sharma, Chairman,

NBT also spoke on the occasion. He encouraged the employees of the Trust to increase the use of Hindi in their day-to-day work.

Earlier, Shri Satish Kumar, Joint Director, NBT welcomed the guests. He talked about Hindi as a medium of communication.

On this occasion, the prizes were given away to the winners of competitions held during Hindi Pakhwada. The winners included Shri Bhagendra Bahadur

Bhai Patel, Shri Sandeep Kumar, Ms Ekta, Shri Vivek Charan, Shri Rajan Vasnet, Shri Shailesh Kumar, Ms Puja Rawat, Shri Omveer, Ms Vasundhara Lal, Shri Mukesh Kumar, Shri Mukesh Panwar, Ms Surekha Sachdeva, Ms Poonam Madhukar, Ms Savita, Shri Om Prakash, Shri Akaash, Shri Deepak



the current scenario of usage of Hindi in the official as well as day to day life. He felt that we should all make efforts to use Hindi as much as possible.

Dr Lakshmi Shankar Vajpai said that people have a great affection for their mother tongue. He cited examples of many foreign countries like France, China,



Kumar Gupta, Dr Lalit Kishore Mandora, Shri Sunil Khokhar, Shri Tarun Davey, Ms Pushpa Mavar, Shri Praveen Kumar, Ms Anju Rani and Ms Bhawna.

The programme was coordinated by Shri Rakesh Kumar, Deputy Director and Rajbhasha Adhikari; and Ms Alpana Bhasin, Hindi Translator.

## An Interactive Session for Children



An interactive session with Dr Ken Spillman, eminent Australian author and Ms Suvidha Mistry, well-known illustrator was organised at NBT Conference Hall on 10 August 2016. The programme was organized by NBT's National Centre for Children's Literature (NCCL).

While welcoming the guests, Dr Rita Chowdhury, Director, NBT said that the stories which we tell our children carry the human values and relate to the problems of humans in their daily lives. She added that these stories help in understanding current problems and thus, further help in the development of human society as a whole. She also encouraged children to read good literature.

Talking about the vast children's literature that India has, Shri Baldeo Bhai Sharma, Chairman, said that India has a strong tradition of children's literature across languages and different regions of the country. The stories of *Panchatantra*, *Hitopadesh*, *Akbar-Birbal* and *Jataka* tales are not only popular in India but also throughout the world.

In the first session, Dr Ken Spillman had a lively interaction with children. He

urged them to dream and explore the world of their dreams. Comparing a story with that of a balloon, Dr Spillman said that a writer can fill up the balloon with the air of imagination. It can take various sizes, shapes and colours according to the thinking of a

the Dreambat,' published by NBT along with its illustrator Ms Suvidha Mistry. Dr Ken made the reading very interesting, engaging and inspiring with humour. The children also enjoyed drawing their favourite characters from the book.

In the second session, a creative writing workshop was organised for the writers, illustrators, professionals, librarians, teachers and students.

While interacting with the participants, Dr Spillman said that Indian writing for children has moved beyond Ruskin Bond and R K Narayan. Now there are many writers and great many

titles. He observed that to write a good story for children, it is important to stay in touch with the children. He also felt that there was a need to encourage children to make books part of their lives.

writer. It can land anywhere and like a story with twists and turns. He further said that through reading you can learn more about people than you will ever learn through talking to them.

He also read his book 'Rahul and



The students and teachers from Dwarka International School, Dwarka and Ahlcon Public School', Mayur Vihar participated in the workshop.

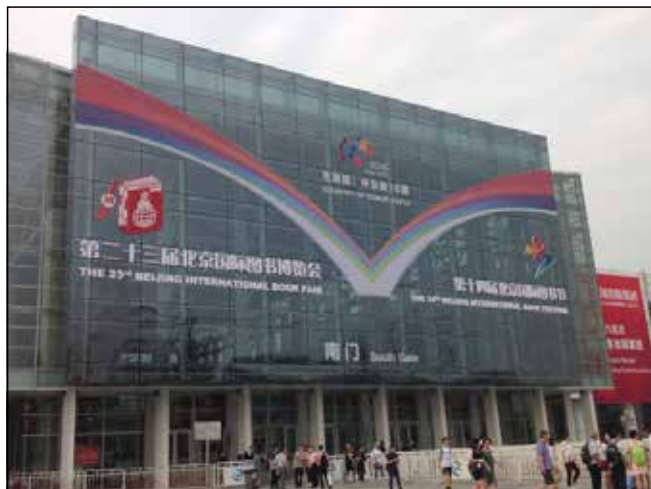
Smt. Mithilesh, Anant, Library-cum-Documentation Centre, NCCL and Shri Dwijendra Kumar, English Editor coordinated the programme.



# Beijing International Book Fair

“A man at 30 should have planted his feet firm upon the ground.” said Confucius. Started 30 years ago, the BIBF seems to have planted its feet firm on the grounds of intellectual landscape of book fairs. Today it is acknowledged to be the third most important event on the international publishing calendar.

The last five decades has seen a phenomenal growth of China’s publishing industry. The growth has predominantly been due to the massive reform and innovation launched by the China’s press and publishing industry. More than 130 publishing and media groups were established. Amongst which China Publishing Group, China Education Publishing and Media Group, Phoenix Publishing and Media Group and China South Publishing and Media Group made it to the top 50 of the global publishers. Besides, by 2015 the National Publication Foundation sponsored more than 2000 national publication projects, and more than 600,000 rural reading rooms were established nationwide. It covered all administrative villages. This ‘reading for all’ programme promoted various activities attracting over 800 million readers across China. The intense reading programme increased Chinese readership to 78.6% in 2014. The increase in readership has coincided with a surge in retail sales. The Chinese book market recorded a 12.8% annual rise in retail sales establishing itself as the second biggest book market in the world. A figure that underscores the large number of western publishers keen



on entering this book market and on the reasons why BIBF continues to grow bigger.

On the occasion of its 30th anniversary, the BIBF honoured NBT



with the special Honorary Exhibitor Award. Receiving the award Dr. Rita Chowdhury, Director, NBT observed that participation in each others’ book fairs remains important as it opens up



to a range of diverse writings. Today BIBF is a major window to a broader Asian market. It has gradually become a platform for the rights trade and professional exchanges.

The Central and Eastern European Countries (CEEC) were the countries of honour at the Fair. The CEEC delegation comprised of – Serbia, Slovakia, Czech, Lithuania, Slovenia, Romania, Macedonia, Montenegro, Croatia, Estonia, Poland, Latvia among others. Inviting

the CEEC countries was part of China’s “one belt, one road” initiative, that strives to engage with countries along the former silk road through business collaborations and cultural exchanges.

Incidentally, China was the Guest of Honour country at the New Delhi World Book Fair 2016.

The NBT participated with over 300 titles in English and Hindi, published recently by a cross section of publishers. The books included fiction, non-fiction, higher education text books, and a large number of children’s books.

Indian children’s books were a great attraction at the Fair. NBT explored the possibilities of making available many of our children’s books into Chinese.

The BIBF was organised from 24-28 August 2016 at China International Exhibition Centre, Beijing. Spread over 78,600 sq. mtr., the BIBF had around 3000 publishers with nearly 1400 foreign exhibitors. The Fair also hosted many literary events, meet the authors, rights meet, as well as kids and culinary interactive sessions.

## Books On and By Gandhi

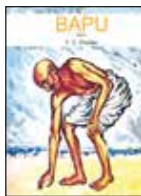
On 2nd October, the nation celebrates the birthday of Mahatma Gandhi. To promote the ideals and values that Mahatma Gandhi stood for, both in his life and in his writings, the NBT continues to publish select books on and by Gandhi. - Editor

### Bapu (Part I)

F C Freitas

81-237-1026-7 / Rs 14

The story of Gandhi from his birth till the Dandi March in pictures and words.

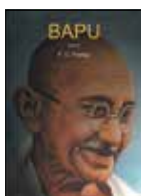


### Bapu (Part II)

F C Freitas

81-237-1025-9 / Rs 16

This sequel to Part I tells about Gandhi's arrest following the Salt Satyagraha and ends with his assassination.

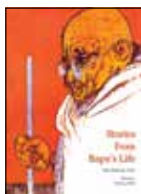


### Stories from Bapu's Life

Uma Shankar Joshi

978-81-237-0508-8 / Rs 19

In this book, the noted Gujarati writer relates some interesting episodes from Bapu's life. Written in a simple and heartwarming style, the stories will appeal to children.



### Gandhi-Nehru Correspondence: A Selection

Arjun Dev (Ed.)

978-81-237-6125-1 Rs 95

This collection brings together select correspondence between Gandhi and Nehru. Together they portray a strikingly unique relationship that was not only personal but also political.



### Gandhi-Patel: Letters and Speeches

Neerja Singh (Comp.)

978-81-237-5556-4 / Rs 60 (PB)

978-81-237-5557-1 / Rs 250 (HB)

This collection brings out some of the significant correspondences between Gandhi and Patel, their mutual respect for each other and also the differences between the two on various matters.

### Gandhiji and His Disciples

Jayant Pandya

978-81-237-1116-4 / Rs 45

This book is the story of twelve eminent Gandhians, their initiation and shaping of their personalities by the Mahatma and their contribution to humanity.

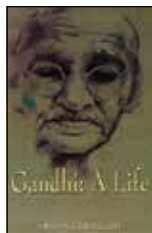


### Gandhi: A Life

Krishna Kripalani

978-81-237-0646-7 / Rs 60

Mahatma Gandhi lived, suffered and died for his people. Yet it is not in relation to this country alone that his life has significance. Nor is it only as a patriot or revolutionary reformer that he will be remembered by future generations. An interesting and absorbing account of the life and achievements of Mahatma Gandhi.

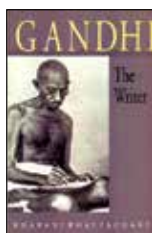


### Gandhi: The Writer

Bhabhani Bhattacharya

81-237-3792-0 / Rs 70

Gandhi's growth as one of the most influential personalities of modern times is matched in no measure by his growth as a prolific writer of considerable influence. It takes us on a fascinating journey into the inner workings of Gandhi as a writer.



### Gandhi's India: Unity in Diversity

978-81-237-5213-6 / Rs. 40

Gandhiji's basic ideas underwent no change during the forty years of his active public life, but their expression and application varied according to circumstances. This is a brief anthology of Gandhiji's views.

### Pen-Portraits and Tributes by Gandhiji

U S Mohan Rao

81-237-0260-7 / Rs 30

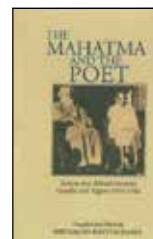
The book is a collection of Gandhiji's sketches and tributes on some of the eminent personalities of his times who influenced him greatly. It throws light on a fascinating aspect of Gandhiji's personality; his observations and the ability to penetrate the innate goodness of human nature in a few words.

### The Mahatma and the Poet

Sabyasachi Bhattacharya (Comp.)

978-81-237-2201-X / Rs 65

Put together from various published and unpublished sources, this book is a collection of letters and debates exchanged between Mahatma Gandhi and Rabindranath Tagore between 1915-1941.



### What is Hinduism?

Mahatma Gandhi

81-237-0927-7 / Rs 35

A selection of Gandhiji's articles drawn mainly from *Young India*, the *Harijan* and the *Navajivan* on Hinduism. Written on different occasions, these articles present a picture of Hindu Dharma in all its richness, comprehensiveness and sensitivity to the existential dilemmas of human existence.

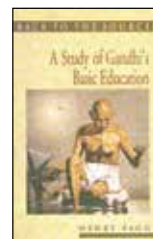
### Back to the Sources: A Study of Gandhi's Basic Education

Henry Fagg

81-237-3969-9 / Rs 45

The title indicates a dissatisfaction on the part of its author with much of the material that has been written on Gandhi on education. The writer constructs

a detailed contextual study of the most decisive period in the evolution of Gandhi's beliefs on education.





## Excerpts

NBT India is publishing a book titled *Medicinal Plants* (completely revised edition) written by S K Jain. Herein we reproduce an excerpt from the chapter 'Introduction'.

The history of medicine and surgery dates back perhaps to the origin of human race. But, as no mode of recording events existed in prehistoric times, there are no data on the methods of treatment practised in that period. In those days, the subject of human suffering and its alleviation was intimately associated with religion, myth and magic. In addition, there must have been certain rational prescriptions. Whenever the curiosity of the present-day man probes into the past and brings to light even fragmentary information on the ingenious methods of our ancestors, it makes a fascinating study.

In India, the references to the curative properties of some herbs in the *Rig Veda* seem to be the earliest records of use of plants in medicine. The identity of several plants referred to in the Suktas of the *Rig Veda* can be fixed with reasonable certainty, e.g. of *Semal*, *Pithvan*, *Palash* and *Pipal*. But references to plants in the *Rig Veda* are very brief. A more detailed account is available in the *Atharva Veda*. The period of *Rig Veda* is estimated to be between 3500 and 1800 B.C. After the *Vedas*, there is no information on the development of this science in India for a period of about 1,000 years.

Then appeared the two most important works on Indian system of medicine, the works of Charak and Susruta, namely, the *Charak-Sambhita* and *Susruta-Sambhita*. The latter deals with about 700 drugs, some of these are not indigenous to India. With the passing of time, more and more plants found entry into native medicine, taking the number of more popular Indian medicinal herbs to about 1,500.

Numerous large and small books dealing with medicinal plants

of India now exist; some of them run into several volumes of hundreds of pages. The useful properties attributed to one and the same plant in different parts of India sometimes greatly vary; this has resulted in vast literature in regional languages also.

Some authors have compiled information without proper scrutiny of the identity of plants or of their uses, and we find that some of the medicinal herbs are believed to cure practically every human disease from head to toe.

References to miracle herbs or wonder drugs are often found in old literature. Voucher specimens of those plants could, of course, not be expected to be preserved by people of those times; even proper descriptions of plants are wanting. Lack of detailed descriptions has made it practically impossible to decide the identity of those plants. The only source of reference in such cases, therefore, is the local name for the herb or drug given in earlier works. The local names are sometimes very misleading. Cases of some local name being used for more than one herb are not infrequent. For example, two or even more than two very different plants are referred to in our literature by the names *Punarnava*, *Brahmi*, *Bala*, *Dudhi*, etc. Some workers in India



are now trying to fix the identity of important drugs mentioned in ancient literature; this will eliminate much confusion.

Apart from the written complete or incomplete records about ancient medicinal herbs, some knowledge on the subject has also descended through generations, and has survived through times among the present-day technologically less advanced societies, i.e. among the folk living in remote forest areas. This knowledge has come through oral folklore. These studies are now classified as a specialised branch of botany, *Ethnobotany*. Some years ago, I initiated researches on this subject among the people of India. Numerous reports of medicinal uses of plants, so far unknown in literature, were recorded, and interesting observations on certain plants have been included in the present work. They, however, need to be scientifically tested.

The question of subjecting medicinal herbs to modern scientific tests has often been raised. Clinical and pharmacological tests on alkaloids extracted from well-known and reputed medicinal herbs sometimes show distinctly negative results. Whereas, such observations should prompt us to careful and critical reassessment of these herbs, there is yet another aspect of the problem. It is possible that the efficacy of the herb depended on the total effect of the plant contents rather than on the one or few chemical fractions separated from the herb. Moreover, the time of collection, stage of growth of plant (e.g. opened or unopened flowers, young or mature leaves, pre- or post-flowering stage), locality of natural occurrence or place of cultivation, all influence the properties of the drug.

It has been estimated that out of about 2,000 drugs that have been used in curing human ailments in India, only about 200 are of animal origin and a similar number are of mineral origin.

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Pragati Maidan, New Delhi  
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For more details, visit:  
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## Forthcoming Book Fairs

Patiala Book Fair	Punjab	3-9 Oct. 2016
Goalpara Book Fair	Assam	Nov. 2016
Varanasi Pustak Mela	U.P.	Oct. 2016
Goalaghat Book Fair	Assam	Nov. 2016
Aizawl Book Fair	Mizoram	Feb./Mar. 2017
Udaipur Book Fair	Tripura	Feb./Mar. 2017
Ranchi Book Fair	Jharkhand	Feb./Mar. 2017

## NEW DELHI WORLD BOOK FAIR 2017 6-15 January 2017

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