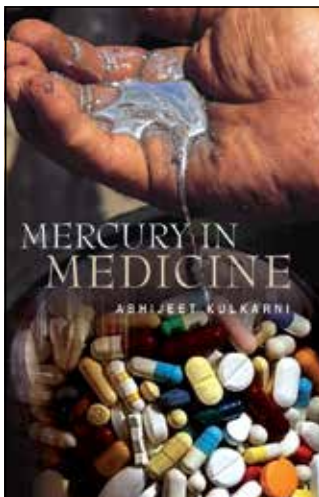


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PICK OF THE MONTH



Mercury in Medicine
Abhijeet Kulkarni
978-81-237-7954-6; Rs 140

New Delhi World Book Fair 2017



With the New Year ringing in 2017, New Delhi will wake up to one of the most happening book events in the world, the New Delhi World Book Fair.

Organised from 07-15 January 2017, the Fair brings to you a fortnight of conversations, workshops, discussions, authors' meets, publishing conferences, B2B seminars, cultural programmes and some of the most new and exciting writings that have appeared across the world.

For the publishing industry,

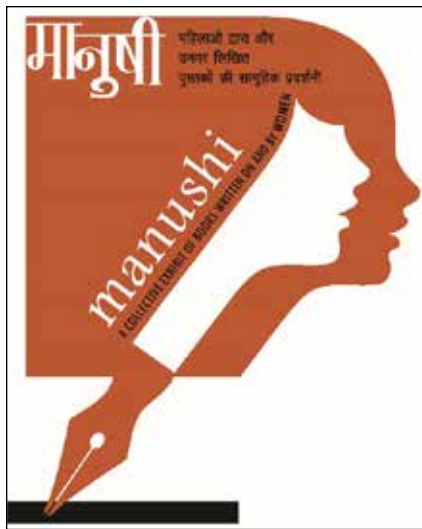
which has been registering a steady growth in the last few decades, the Fair provides a unique business opportunity and an ideal venue for promoting titles, exchange of copyrights and co-publishing arrangements.

KEY FEATURES

Theme Programme

India has a very long tradition of women writings. In order to bring out the role and contribution of women writers and to bring about a better understanding of





Gender issues, the theme of New Delhi World Book Fair 2017 is designated as 'Manushi: Writings on and by Women'.

Over 600 books on and by women in different genres in all major Indian languages will be on display at the Theme Pavilion. Panels and posters on/ of major women authors, saint-poets, philosophers, social reformers, etc. belonging to Ancient, Medieval India as well as from the Modern era will also be displayed at the Pavilion. Besides, the specially designed Theme Pavilion will host a number series of panel discussions and interactive sessions with women writers.

Calendar 2017 based on the Theme will also be launched. The Calendar features 12 great women personalities of ancient India who made their mark through their intellect, writings and debates and contributed to the development of Indian philosophy which include Lal Ded, Gargi, Gangasati, Akkamahadevi, Bahinabai, Janabai, Atukuti Molla, Gul Badan Begam, Chandrabati, Mirabai, Andal and Avvaiyar. The calendar was recently developed in a workshop by select students of Master of Fine Arts from various colleges across the country.



CEOSpeak



Among the key networking events is the CEO Speak. Over 100 CEOs of various publishing houses and organisations in the book trade, come together to share and exchange ideas about Indian and International book trade. The event is organised over the Breakfast hosted by Chairman, NBT.

New Delhi Rights Table



A business conclave for trading content, the New Delhi Rights Table (NDRT) is now an important event for both Indian and foreign publishers. In its fifth edition, the NDRT offers B2B match making sessions between publishers in a refreshingly new business ambience. The unique format enables the participants to book their own Rights Table, meet each other and present their products and ideas. As the trading floor for content, the NDRT acts as facilitating platform to trade with some of the best contents from India as well as from across the world. This year, over 30 participants from India and abroad have registered for the Rights Table event which will be held on 9 and 10 January 2017

Authors' Corners

A book fair is not just a celebration of books but rather at its heart it celebrates authors. The NDWBF hosts hundreds of authors, both established and emerging, writing not only in English and Hindi but also in Indian languages. This year too some of the well-known



writers both popular and critically acclaimed like Dr Karan Singh, Prof. Badari Narayan, VK Cheriyan, Mridula Koshy, Chef Parvinder Bali, Sameer Dua and Simi Srivastava, will engage in lively banter with the visitors. Coming together of both the author and audience makes conversations at the Fair livelier. Now that you have heard your author, you can buy their books!

Children's Pavilion



One of the most visited places at the Fair is the Children's Pavilion. Thousands of children from various schools visit the Children's Pavilion, to participate in various activities like drawing competitions, storytelling sessions, skits, meet your favourite authors, discussions, etc. Besides, the Pavilion also showcases some of the best of recent publications for children from across the country.

The NDWBF is organised by NBT India. The ITPO is the co-organiser of the Fair. Doordarshan, Delhi Metro, Sahitya Akademi and BIG 92.7 FM are the Event Partners.

Spread over an area of 36,000 sq.m. with about 700 participants, loads of conversations and scores of discussions, seminars, book releases, workshops, activities and cultural performances, the NDWBF promises to be a grand affair and a treat for students, writers, booklovers and those associated with the book industry.

Happy Reading!

What is Where at the Fair

Fair Dates & Timings

Date : 7-15 Jan. 2017

Timing : 11 am to 8 pm daily

15 January 2017 (11 am to 5 pm)



Entry Tickets: For entry to the Book Fair, tickets of the denomination Rs 10/- (for children) and Rs 20 for (for adults) are available at Pragati Maidan gate nos. 1, 2, and 10. Tickets are also available at 50 select Metro Stations in Delhi.

Halls

General & Trade, Science & Technology and Social Science & Humanities: Hall Nos. 8-11, 18 & Hangar 18A

Hindi & Other Indian Languages: Hall Nos. 12, 12 A

Books for Children: Hall No. 14 & 18

Special Pavilions

Theme Pavilion: Hall No. 7 (E)

Foreign Pavilion: Hall No. 7 (ABC)

Children's Pavilion: Hall No. 14

60 Years of NBT: Hall No. 7 A & Foyer B



Author's Corners

Events Corner (Foreign Pavilion): Hall No. 7 (ABC)

Reflections: Hall Nos. 10-11

Conversations: Hall No. 18

Lekhak Manch: Hall No. 12-12A

Sahitya Manch: Hall No. 8

Seminars/Workshops/Other Events

Auditorium Hall – I: Hall No. 7 (First Floor)

Auditorium Hall – II: Hall No. 8 (First Floor)

Inauguration/Cultural Programmes: Hamsadhwani Theatre

Health Care: by Kailash Health Care Ltd near Hall No. 7

Public Telephone booths at Hall No. 19

Restaurants & Cafeteria: There are restaurants, kiosks, snack counters and cafeteria all over the Fair grounds.

Besides, The State Bank of India, Central Bank of India and Canara Bank would provide banking services at their branches in Hall no. 19. ATM van shall also be stationed in Pragati Maidan.

60 Years of NBT



Established in the year 1957, this year NBT is celebrating 60 years of its formation. On this occasion, a special stall is being designed at the New Delhi World Book Fair 2017 which will look at over 60 years of NBT's journey in publishing, promotion of books and readings, exhibitions as well as world book fairs. The exhibition will showcase panels on some of the important as well as popular books that NBT has published and also photographs from its various outreach programmes.

NBT Calendar 2017

A calendar based on the Theme features 12 great women personalities including Bahinabai and Janabai.



Brahmaputra Literary Festival

Over five decades NBT, India has been playing a decisive role in the promotion of books and reading. Towards this goal NBT not only continues to publish good books at affordable prices but also organizes book fairs at region, national and international levels, literary events like translation workshops, discussions, seminars, conversations with authors, readings across the country.

It also continues to introduce innovative programmes to draw in people and to create in them an awareness of the importance of imbibing the habit of reading.

The Brahmaputra Literary Festival to be organized from 28-30 January 2017 is a step in the direction and complements NBT's efforts to further the cause of books and reading.

Literary Festivals, today, are generally perceived to be an important platform for the promotion of books and reading.



The Brahmaputra Literary Festival not only proposes to focus on the languages, literatures, culture, society, politics, performance traditions, music, identity, media of the north-eastern region of the country, but also national and international elements packaged in the three day event. It brings together prominent personalities and celebrities, writers, thinkers, artists and other performers both from the northeast and across the country as

well as internationally acknowledged litterateurs and other intellectuals from across disciplines. This get together will not only encourage new ideas and their dissemination but will also create an atmosphere of enthusiasm and offer a platform for intellectual exchanges.

The basic components of the festival will include panel discussions on issues concerning books, literature and language, In-Conversation sessions with writers, reading sessions, book signing sessions as well as cultural programmes showcasing indigenous cultures.

The Festival is being organized in association with the Ministry of Human Resource Development, Government of India, Publication Board Assam and Government of Assam. The Festival will be held at Srimant Sankardeva Kalakshetra, Panjabari, Guwahati, Assam.

NBT Observes Vigilance Awareness Week

NBT organized a lecture on the topic 'Public Participation in Promoting Integrity and Eradicating Corruption' at NBT Conference Room on 31 October 2016. Shri A K Garde, former Secretary, Central Vigilance Commission was the chief guest on the occasion.

"Corruption can be reduced only by preventive vigilance," said Shri Garde. He observed that this type of vigilance helps in adopting measures to prevent and reduce corruption in the system. It also helps in reviewing the system and recommending the changes/preventive measures for the



smooth functioning of the system.

Shri Garde further said that every officer whether working in vigilance or not should be vigilant and report corruption. He also remarked that it is also necessary that the honest must

be protected for the stability in the system.

Talking about the measures that the government is taking, Shri Garde said that the measures like Right to Information act,

time limit among others have brought transparency and reduced corruption in the government organisations.

He also felt that the degeneration in the values has also led to the corruption at all levels in our country. He added that morality and ethical values also play a significant role in preventing corruption.

Earlier, Shri S.H.M. Rizvi, Manager (S&M) welcomed the guests. On this occasion, Shri Rizvi and Smt. Neera Jain, CE & JD and Chief Vigilance Officer, administered the pledge on Vigilance Day to the employees of the Trust.



PubliCon 2016 – Publishing for Schools

FICCI's flagship programme in publishing, "PubliCon 2016 – Publishing for Schools", was organized in association with the National Book Trust, India at FICCI Federation House, New Delhi on 2 December 2016.

Shri Baldeo Bhai Sharma, Chairman, NBT in his luncheon keynote address talked of the significance of supplementary books for children. He observed that the publishers need to make efforts to provide quality supplementary books, as these books help curious minds to gain information and knowledge on different subjects. He added that publishers also need to develop content that make children aware about their social responsibilities and enhance reading habits of the children.

Prof. Krishna Kumar, renowned educationist; Professor, Department of Education, University of Delhi, and former director, NCERT inaugurated the programme. Prof. Krishna Kumar highlighted the basic differences of textbook publishing between developed and developing world. He said that text books in developed markets make children read other books while books in India confine our children to the syllabus.

"Books should not make children obsessed with them, but act as a window to connect with the rest of the world. Education ought to make society more open and thought provoking," he added. On the contribution of private publishers in textbook publication, Prof. Kumar said that textbooks attached to a syllabus could be present in a variety of ways. NCERT books cover about 15% of the textbook market and that is where private players could play a significant part.

The programme also witnessed the launch of FICCI – Nielsen Report titled 'K-12 Book Publishing: Market Report 2016'.

While giving a presentation on the report, Shri Vikrant Mathur, Director, Nielsen India, said that



K-12 education system in India is one of the largest in the world, with more than 1.5 million schools and 259 million students enrolled. Statistics shows that schools have grown at a CAGR (Compound Annual Growth Rate) of 2.7 per cent, from 1.36 million in 2010-11 to 1.52 million in 2014-15, while enrolment has grown from 24.7 million in 2010-11 to reach 259 million students in 2014-15, a CAGR of 1.1 per cent. The report estimates that the K-12 Indian book market would grow at a CAGR of 19.6 per cent, from INR 221.7 billion in 2014-15 to INR 541.9 billion by 2019-20.

In his presentation, Shri Mathur also discussed the potential for school book publishing sector in India. According to him the school going population (children aged 5-14) in India in 2015 constitute 19.4 per cent of the total population of the country, more than 3 times the size of the UK, US and Brazilian population together.

Shri Rohit Kumar, Co-Chair FICCI Publishing Committee and Advisor, RELX also spoke on the occasion. He said that the initiative, 'Publishing for Schools' taken by the FICCI Committee is relevant and well appreciated, and FICCI will continue to address various issues in this segment of the publishing sector. He also talked about the significance of intellectual property rights for the sustenance of publishing industry.

Ms. Urvashi Butalia, Chair, FICCI Publishing Committee and Director, Zubaan, briefly introduced the theme of the conference and said that it is one of the biggest segments in overall publishing sector.

The programme divided into four sessions, focused on textbook publishing including 'Content for the Classroom: Teachers' Perspective,' 'Technology Enabled Learning: New Methods of Teaching and Learning,' 'Copyright as Access to Knowledge' and 'Textbook Publishing in India.'



National Book Trust, India participated in the Faizabad Book Fair. Organised by ND Khattry Memorial Trust, the Fair was held from 26 to 30 October 2016. The Trust was awarded the first prize in the best stall category.

Training Courses in Book Publishing

Meerut and Shillong

“To develop reading habit in children, gift them books,” said Shri Baldeo Bhai Sharma, Chairman, NBT while inaugurating a week-long training course at Meerut. The course was organized by National Book Trust, India at Chowdhary Charan Singh University from 5 to 12 December 2016.

Shri Baldeo Bhai Sharma added that though e-books have become quite popular amongst the readers, printed books have not lost significance. He also talked about mobile exhibitions and other activities organized by NBT to promote and publish books in different Indian languages across the country.

On this occasion, N K Taneja, Vice Chancellor; Prof. Manorama Trikha, former Head, Department of



English, Chowdhary Charan Singh University and Shri Ajay Mittla, Editor, Rashtravad Patrika were also present.

More than 50 participants from across the state attended the programme.

A week-long training course in book publishing was organized at North Eastern Council (NEC) Shillong from 15 to 22 November 2016.

Shri Ram Muivaih, IAS, Secretary, NEC inaugurated the programme. Dr KK Jhunjunwala, Vice President, Editor and Publishers Association, Meghalaya; Shri CH Kharsingh, Planning Advisor, NEC; Shri Philip Marvin, Secretary, Editor and Publishers Association and Shri M R Mahapatra, Director I&PR were also present on the occasion.

Over 30 participants from different parts of the state attended the programme. During the programme, the experts gave insight into the various aspects of book publishing like editing, copyright, production, marketing, designing, e-books, ISBN, ISSN, etc. to the participants.

Both programmes at Meerut and Shillong were coordinated by Shri Narendra Kumar, Production Officer, NBT India.

Odia Advisory Panel Meeting

The meeting of the Advisory Panel for Odia language was held on 9 November 2016 at Cuttack. Shri Baldeo Bhai Sharma, Chairman, National Book Trust, India presided over the meeting.

The members who participated in the meeting included Dr. Sitakant Mahapatra, Prof. Dasarathi Das, Shri Jagabandhu Mishra, Prof. Bijayanand Singh, Prof. Nityanand Swain, Prof. Sanghamitra Mishra, Prof. Manoranjan Pradhan, Shri Manas Ranjan Samal and Shri Shubendu Shekhar Rath. Dr. Rita Chowdhury, Director, Smt.

Neera Jain, Chief Editor & Joint Director and Dr. Pramod Sar, Odia Editor of the Trust were also present in the meeting.

Besides other proposals, it was also suggested that select works of ancient and medieval writers may be considered for publishing in the Odia language.



Fair Daily

The visitors' pick and a must read for the New Delhi World Book Fair goes is the *FAIR DAILY*. An NBT initiative, the *FAIR DAILY* is the only daily publication which is distributed throughout the fair grounds. It is the best and unique opportunity for publishers, booksellers and other fair participants to be seen and heard.

Readers are free to send in their ideas and pieces on books, and book industry to be featured in the Fair Daily.

You can also advertise your contents/products to attract visitors to your stall at the Fair.

For advertising please contact Shri Binny Kurien, at the Fair Office in Hall No. 7.



Excerpts

NBT India is publishing a book titled *Extinctions: No Comebacks*, written by Dr. M.A. Haque. Herein we reproduce an excerpt from the chapter 'Modern Day Extinctions'.
—Editor

The average rate of natural extinction has been quite low except under the special circumstances, i.e. during the mass extinctions. The approximate estimated rate has been one mammal species in each time period of 400 years. In case of the birds, the rate has been faster in comparative terms. Generally, one species of bird became extinct during each time period of 200 years. Nature had adjusted to that kind of extinction. The issue became complicated because during past few centuries, the rate of extinction has become very fast. More important is the fact that this kind of extinction is not because of any natural process. As a consequence, the nature has not adjusted to the high rates of extinctions. We know that this kind of fast extinction has occurred on account of human factor. Human race is exceptionally intelligent. It can learn to do things much faster than any other organism around. Human race can create new ideas and tools, with the help of these ideas and tools, it can modify the environment to a great extent in short time. Also, the human race can make drastic adjustments in its own behaviour and force many other organisms to change.

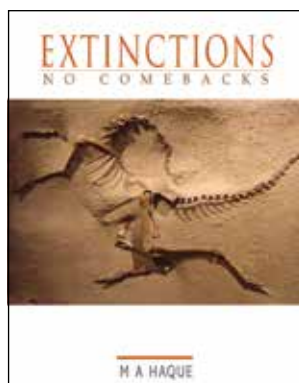
The changes made by the human race in Earth's environment favour selected species and not the total biodiversity. As a result, large number of organisms are in the position of disadvantage. It becomes obvious from the fact that during the last about three centuries, 58 species of mammals and 115 species of birds have become extinct indicating that the rate of extinction has increased to about 50 times 106 when compared with the rate of natural or background extinction. The present extinction rate is not only fast, but it is becoming more and more faster with

the passage of time. Therefore, the future scenario is even grimmer. It is estimated that in future, one to ten per cent of the organisms present on Earth may be forced to extinction in only one decade. Reason is that we are modifying the Earth's environment significantly and thereby pushing large varieties of organisms towards extinction. For example, we are modifying and destroying the natural ecosystems without being concerned about its the consequences. In the process, amphibians, primates and tropical birds are more adversely affected. According to some scientists, more than 120 amphibian species have become extinct since 1980, and another 32 per cent are currently considered at the risk of extinction. It is interesting to know that the 300 million-year-old history of the amphibians on Earth is older than that of the earliest known dinosaurs. Scientists are concerned by the recent sudden decline in the numbers of different amphibian species. The decline in the population of the amphibians is being viewed by the scientists as an indicator of drastic degradation of the environment as a whole. It is so as the amphibians indicate reflections of changes in both the land and aquatic environment because amphibians are the only class of organisms which can live in both types of environments, i.e. in the aquatic environment as well as terrestrial environment.

Much more important is the prediction made by the scientists that in future this trend will not reverse. As the process of generation of new

species through evolution is always very slow while the rate of extinction has become too fast. The kinds of changes that took place in millions of years are now happening in less than a few centuries, only because of human interventions. That is reflecting in the decrease in the populations of various organisms. For example, populations of about 75% of the bird species are declining. Therefore, these species are under threat. In case of primates, about 65% of the species are under threat. In case of plants, the threat is quite high for about three per cent of species. The percentage looks insignificant. But if we consider in absolute terms, it means that about 8500 species of plants are either threatened or endangered. Nature cannot take care of such fast extinctions. It cannot produce new species too fast to compensate for the losses.

As an example, we can consider the Indian rice varieties. Till about four decades ago, India had around 30,000 rice varieties under cultivation at different places. Similarly, there has been a rich history of different types of other grains, pulses, oil seeds, vegetables being cultivated in the country. During last few decades, Indian farmers have been restricting the varieties and species in favour of only those few which according to their understanding give high yields or are easy to manage. As a result, a large number of varieties and species have disappeared or are on the verge of disappearing. Once these are lost, they cannot be brought back. We know that we can push a variety or species towards extinction, but we cannot recreate the same. Similar is the case with the domesticated animals and fowl varieties. We are restricting the varieties for more yield and better management and due to this, we may lose the age-old varieties. Along with them, we will lose the adaptabilities, resistance to diseases, fighting and self defense capabilities present in those varieties. Certainly, that will be a big loss to our wealth of biodiversity.



A Fortnight of Books and Reading
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National Book Trust, India
wishes all its readers a very
Happy New Year 2017

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