

## TRADE PUBLISHING

Trade publishing accounts for more than half of the books published in the English language. When most of us, general readers and visitors to the Fair talk of books, those that we read for pleasure and information, its most often likely we are talking of trade books. They lend a colour and diversity to any book fair. Most importantly, they have something to offer to everybody.

What conspicuously distinguishes a trade publisher from other publishers is that they are inclined to take up books that bring those profits right away and obviously they would like to reach the greatest number of people quickly. These are what in industry's jargon are known as bestsellers. Whereas scholarly or academic books would bide by this time to reach the right people, unless it is a topical academic non-fiction.

Since trade books offer a publisher quick profits, the launch of such book is often accompanied by publicity



blitzkrieg, author tours and extravagant launches, discussions and talks. The proliferation and spread of trade publishing has interestingly given rise to many new writers.

Earlier, trade publishing used to be dominated by small and independent publishers. Now with the big conglomerates coming in, there are fewer independent trade publishers in the industry.

Some of the biggest names in India's trade publishing are housed at Hall No. 1-6. Penguin, HaperCollins, Random House, Roli Books, Rupa, Simon & Schuster, Macmillan,

Orient Blackswan, Hachette Book Publishing, Hay House, B. Jain, Full Circle, Om Books International among others. Their stalls are abuzz with activities from brisk selling to queries by new writers with exciting ideas.

The diversity of trade publishing ranges from fiction, chick lit, academic non-fiction, health and wellbeing, self-help, arts, architecture and design, cookery and books on cinema. No wonder, it has something or the other for everyone.

At this Book Fair the readers are spoilt for choice. Some great classics of literature in low-priced editions, contemporary classics, new writings, books which have received international recognition including Nobel, Pulitzer, DSC Prize for South Asian Literature Fiction, Man Booker Prize, Man Asian Literary Prize, Orange Prize and Commonwealth Prize—all are vying for readers' attention.





## IN SEARCH OF A TRANSLATION



The second day of the seminar on Translation among Indian Languages witnessed some brain-storming sessions yesterday. “Over the years we have learnt a great deal about the art, practice and politics of translation,” said Urvashi Butalia, the speaker of the session on *Translating Gender*.

Sharing her experience of translating Vaidehi's short stories into English, Tejaswini Niranjana said, “Characters live in translation. A successful translator is one who can identify the character, the ambience and the silence in between.”

Dr Vanita, who chaired the session, said, “Reading anything gender specific used to be a taboo in my orthodox family. But I never gave up. In the process I learnt that linguistic and cultural approaches of translation are

very important in translating gender.”

Speaking on *Translating Caste*, Shri Damodar Mauzo said, “Dalit literature emerged for the first time in Marathi which took many connoisseurs of literature by shock and surprise.” Responding to Mauzo's observation, Prof Maya Pandit Narkar said, “The dalit texts bring alive a world that is constituted by differences in location physically and metaphorically.” Chairing the session, Prof N.D. Mirajkar said, “The politics of caste and difficulty of nomenclature are the major handicaps in translating caste. That is why classed conflict is often missed in translation.”

“Translation may be a third or new language to the translator who is well versed in the nuances and niceties of theoretical positions.” That was the position taken by Prof Pradip Acharya, the speaker of the session on *Is Translation a Third Language*. Taking a slightly opposite view, Smt Rakhshanda Jalil said, “There is not a clear answer to the question whether translation is a third language or not.

I would rather call it an instrument which helps you make bridge.” Prof Sumanyu Satpathy chaired the session.

“The sensitivity is missing in many recent English translations of Tagore. I see a lot of Dante in those translations,” said Prof Ranjit Kumar Dev Goswami, speaking on *Culture Specific Transfer: Waterloo of a Translator*. Dr Sayantan Dasgupta observed that cultural affinity makes translation easier, “This is all the more important in a country like India where polyphony of voices are evident even within a state”. Dwelling at length the need to understand the nuances of culture specific terms of the source language, Shri S. Krishnamurthy said that for a translator the most important thing is the proper understanding of the cultural significance of the proverbs of the source language.



## CINEMA AND LITERATURE

A talk on ‘Link Between Cinema and Literature’ was held at the Theme Pavilion organised jointly by Akashwani, Prasar Bharati and NBT, India. Eminent speakers including Vinod Bhardwaj, Vishnu Khare, Himanshu Joshi and Deepak Dua presented their views on the topic.

Vinod Bhardwaj was of the opinion that the writer should not interfere in the film director's work since the medium of

cinema is filmmaker's field. However, Himanshu Joshi disagreed on this point and felt that the film should be true to the original book as the author wants it. The director's fancies, he felt, sometimes kills the actual soul inherent in the design and plot of the book.

Vishnu Khare observed that cinema is not dependent on literature. Money, story, dialogues and camera will keep cinema running for ever.



3 March 2012

Just Read

## FILM ADAPTATION

In a conversation with Shri Santosh Pathare, film critic, Dr. Jabbar Patel, eminent theatre and film director, shared his creative experiences. Traversing through the world of theatre, cinema and literature, Dr. Patel said, “I have not adapted any literary work into theatre. But have adapted many works into cinema. In one film I converted a novel into a musical, in another I had to adapt two different novels into one cinema, and still in another I had to ignore one-fourth of the novel itself.”



Fair News



## AT CHILDREN'S PAVILION



A workshop titled 'Matha Pacchi' was organized by Eklavya, an organization from Bhopal at the Children's Pavilion in which about hundred students from various schools of Delhi participated.

In the programme 'Meet the Celebrities' organized by Navaratan Foundation, Sa Re Ga Ma Pa Little



Champ, Diwakar Sharma mesmerized the children with his performance. Diwakar is the student of Delhi Public School, R K Puram. Arjun Vajpai, who is the youngest Indian to climb Mount Everest at an age of 16 years, also interacted with people and expressed

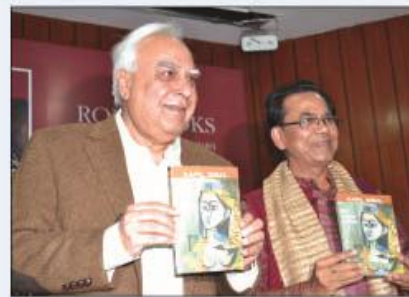


his desire to travel North and South Pole.

In a discussion titled 'Can E-books Replace Books' students of Delhi Public School, Saket participated. Children were of the view that E-books may be resourceful but they are not nearer to printed books in any case.



Continuing on the second day, the seminar on e-publishing focused on 'E-publishing Standards and Educational E-publishing' and 'E-Content Creation New Technologies and Self-Publishing'. Speakers included S.M. Dutt, Dolly Bhasin, Leonard Fernandes, Shantanu Dash, Adi Jain, Dr. Somnath Chandra, Ms. Jaya, Satish Jha, Sangeeta Mehra, Swaran Lata, Himanshu Giri, Ajay Malhotra, Sairee Chahal, and Manish Rajoria.

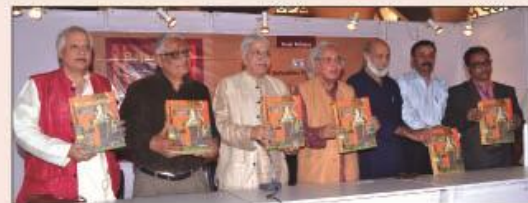


With varied themes ranging from love, desire, friendship, world economy, terrorism and international affairs, Kapil Sibal's latest book of poems 'My World Within' published by Roli Books was released at the Fair.

In conversation with Ashok Chakradhar, translator of Kapil Sibal's book into Hindi, the book release function had the audience mesmerised with Kapil Sibal reciting his poems and Ashok Chakradhar reciting the Hindi version of it.



To commemorate 91st birthday of famous poet Shri Sahir Ludhianvi, a film on the life and work of the poet was screened (Courtesy: Rajya Sabha TV) in a programme *Sabir Ludhianvi Ki Yaad Mein* (In Memory of Sahir Ludhianvi) at the Theme Pavilion. The programme was organized by International Melody Foundation and Star Publications Pvt. Ltd.



*Bajanama*—a book covering the history of Indian gramophone records, written by Shri A.N. Sharma, was released at the Fair yesterday. Containing more than 500 photographs along with the detailed history of vinyl recordings in India, the book release function had dignitaries including Pt. Rajanand Sajan Mishra, Ashok Vajpayee, Sudhir Chandra, Lilladhar Mandloi, H.K. Dua and M.A. Sikandar on the dais.





Gazal by Shri Pankaj Jaswani and *Sufiana Qawwali* by Shri Sarfaraz Chistee from Uttar Pradesh were the events that enthralled the audience at Lal Chowk yesterday in the Cultural Evening.



Unique Publishers, known for books for civil service exams, is organising talks on topics like 'How to Crack General Studies', 'How to Face Interviews' etc. at Hall No.6, drawing a large number of youngsters daily.



Well-known TV actress Juhi Parmar was present at the Children's Pavilion of the Fair to release some children's books like Padduram, Paddulogy and PRRR Activity Book and interacted with the children.

#### TODAY'S EVENTS : Saturday, 3 March 2012

Date/ Time	Event	Organiser	
<b>Theme Pavilion Hall No. 7E</b>			
11:30 - 13:00 hrs	Screenwriting in Indian Context: A Talk by Anil Zankar	National Book Trust, India and NFAI	
13:30 - 15:00 hrs	How to Read a Film: A Talk by Anupam Siddhartha	National Book Trust, India and NFAI	
16:00 - 18:00 hrs	Panel Discussion on Urdu Language and Indian Cinema	NCPUL	
18:00 - 20:00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Maati Maay</i>	National Book Trust, India and NFAI	
<b>Children's Pavilion Hall No. 14</b>			
10:30 - 13:00 hrs	Storytelling / Story Making	Pratham	
	Cartoon Making Workshop	Katha	
15:30 - 17:30 hrs	Khilono ka Khazana, Origami	Eklavya	
18:00 - 19:00 hrs	Tumble Books	Consortium Octet & DSBPA	
Date/ Time	Event	Venue	Organiser
11:00 - 13:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Reed Elsevier India
	Discussion	Conference Room 2 Hall No. 6	Unique Publishers
	Book Release Function	Conference Room 3 Hall No. 14	Narayani Sahitya Akademi
12:30 - 13:30 hrs	Books, Reading and their Influence on My Life: Interaction with Dr. APJ Abdul Kalam	Conference Hall, Hall No. 8	National Book Trust, India
13:00 - 15:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Udbhavna
	Meeting of IBP	Conference Room 2 Hall No. 6	Institute of Book Publishing
	Book Release Function	Conference Room 3 Hall No. 14	Manjuli Prakashan
15:00 - 17:00 hrs	Book Release Function	Conference Room 2 Hall No. 6	Aadim Book Centre
	Seminar on Indian Literature & Farmers Problem	Conference Room 3 Hall No. 14	Antarrashtriya Kisan Parishad
15:00 - 19:00 hrs	Literary Workshop	Conference Room 1 Hall No. 6	B. Jain Publishers
17:00 - 19:00 hrs	Seminar on Book Piracy	Conference Room 2 Hall No. 6	FIP, Delhi
	Workshop on CSATICAT	Conference Room 3 Hall Ho. 14	Tata McGraw Hill Education
18:00 - 20:00 hrs	<b>Cultural Programmes at Lal Chowk</b> organised by <b>Sahitya Kala Parishad</b> : Magic Show by Shri Ashok Bhandari; Music Band - Popular Old Melody Songs		

**Visit NBT Stalls at :**  
**Hall No. 1 Stall Nos. 168 to 183 : English Publications**  
**Hall No. 11 Stall Nos. 256 to 271 : Language Publications**  
**Hall No. 14 Stall Nos. 70 to 79 : Children's Publications**

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