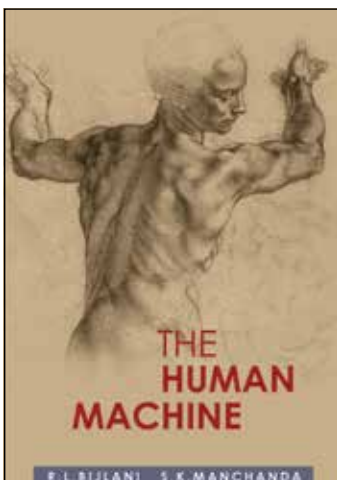


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PICK OF THE MONTH



The Human Machine
R L Bijlani & S K Manchanda
978-81-231-8716-9
Rs 135

New Delhi World Book Fair 2019



With winter at its peak, the Delhiites will witness one of the most happening book events in the world, the New Delhi World Book Fair. Organised annually, the Fair engages the booklovers in lively conversations, creative workshops, serious discussions, interesting 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.

Theme Pavilion

With the special focus on Books for readers with special needs, the 27th edition of New Delhi World Book Fair 2019, is scheduled to be organized between 5 – 13 January 2019 at Pragati Maidan, New Delhi. In

broad terms, the theme programme will look at some of the special educational requirements of those with learning difficulties, emotional or behavioural problems or physical disabilities. Largely, the focus will be on the reading materials available for special needs readers including new innovations done in the field. Braille, audio books, digital content, integrated print-Braille books, Internet reading tools, will form a part of the exhibitions. Besides, the specially conceived theme pavilion will host a number of programmes and discussions on various issues concerning readers with sight or ear impairment, differently abled, autistic kids, children with ADHD, behavioural problems, anxiety, etc.

Guest of Honour

As part of the India-UAE Joint Statement released during the visit of the Hon'ble Prime Minister of India to UAE in February 2018, Sharjah is the Guest of



Honour at the New Delhi World Book Fair (5-13 January 2019). Sharjah has been chosen the guest of honour due to its pioneering efforts in the promotion of literature, arts in all its forms, intercultural appreciation, reading and knowledge sharing in the region.

Sharjah, as the Guest of Honour, will be participating with a delegation of publishers, writers, artists and other intellectuals at NDWBF. A host of programmes, including literary events, discussions, workshops and cultural programmes will be organized during the Fair. These interactive sessions will help the booklovers know about the rich literature, tradition and culture of Sharjah.

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 2019

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 sixth 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 60 participants from India and abroad have registered for the Rights Table event.

Children's Pavilion



One of the most visited places at the Fair is the Children's Pavilion. Thousands of children from various schools and NGOs visit the Children's Pavilion to participate in various activities like drawing competitions, story telling sessions, skits, meet your favourite authors, discussions, etc. Besides, a career counseling session for persons with special needs will also be organized.

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 including Reshma Qureshi, Xander Hersh, Shah Alam Khan, Payal Jain, Rishi Raj, Himadri Garg will engage in lively banter with the visitors. The 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!

Spread over an area of around 22,000 sq.m. with over 500 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.



India to be the Guest of Honour at FIL 2019

India will be the Guest of Honour Country at the largest book fair of the Spanish-speaking world, Guadalajara International Book Fair (FIL), Mexico, in its 2019 edition to be held in the November-December of the year. Formally accepting the invitation at the Curtain Raiser event of the 2018 edition organised at FIL, Shri Muktesh Pardeshi, Ambassador of India to Mexico, said that after presenting India as the Guest country at the Cervantino Festival in October 2018, “India would be returning to the Expo Guadalajara next year with best of its literary heritage, scholarship and culture.”

Quoting Mahatma Gandhi’s words, “Let our lives be open books for all to study”, which incidentally have been used as a slogan for the presentation by India, Shri Pardeshi added, “India’s special participation next year will be executed by the National Book Trust, India (Ministry of HRD, Govt. of India) which has been organising New Delhi World Book Fair, the biggest fair in Afro-Asian region since 1972. Today, India is the sixth largest book publishing country in the world and ranks second, behind the USA, as an English book publishing country. With 22 Official Languages, India is a multi-lingual country, but the majority of publishing happens in English. The Indian publishing Industry has grown and according to a recent market survey, it was estimated at US\$ 6.7 billion in 2017. Book exports amount to USD 1 billion.” Shri Pardeshi also mentioned that one of the focus areas of the next year’s presentation will



be exhibitions on Mahatma Gandhi to commemorate his 150th birth anniversary.

At the glittering Hand-Over Ceremony, held on 2nd December 2018 at the FIL, Guadalajara, the Ambassador of India received the baton of the Guest Country from His Excellency Sr. Antonio Luis Santos da Costa, the Prime Minister of Portugal, this year’s Guest Country at the FIL 2018. In his speech, the Prime Minister also evoked his own Indian roots to Goa to which his father belonged, and called himself, “official cultural Ambassador of India” as well. On this occasion, the Prime Minister of Portugal and the Ambassador of India also exchanged traditional gifts of their countries.

Speaking on the occasion Sr. Raul Padilla Lopez, Chairman FIL and Ms. Marisol Schulz Manaut, DG FIL thanked India for accepting to be the Guest of Honour at the 2019 edition of FIL, and

how they looked forward to having a great presentation from India, which has a rich and diverse literary and cultural traditions. A cultural presentation by a three-member Indian musical group, arranged by the Cultural Centre of Embassy of India, Mexico gave an enthralling performance on the occasion. A logo of the event presented as a run-up to the celebration of the 75 years of India’s independence was also unveiled on the occasion.

The National Book Trust India had also put up a stall at FIL 2018 with a collective exhibit of books, which attracted a number of local visitors who looked forward to India as the Guest country next year at the fair with a big India Pavilion.

Shri Kumar Vikram, Editor; Ms. Kanchan Wanchoo Sharma, Assistant Director (Exh.), and Shri Samaresh Chatterjee, Senior Artist represented NBT at the Guadalajara Book Fair.



PubliCon 2018

FICCI's flagship programme in publishing, PubliCon 2018 was organized in association with the National Book Trust, India at FICCI Federation House, New Delhi on 6 December 2018. This year the theme was Publishing in Indian Languages.

In his special address at the inaugural session, Dr Kumar Vishwas, noted author advised publishers to confine themselves to the management of the book publishing business instead of regulating what needs to be read. He was speaking in the context of the several good authors facing rejection as their work did not appeal to a few who stood in judgement.

Dr Vishwas said that the readers were the link between publishers and writers and the onus of what is to be read should be left to the judgement of the readers. He said it is the responsibility of publishers to seek out creative writers who deal with contemporary issues.

Welcoming the guests, Shri Sandip Somany, President-Elect, FICCI said that with the literacy rate at 74%, India has more than 900 million readers across languages and regions with disparate reading needs and aspirations. This has opened up a wide opportunity for the publishing industry in India for content creation and dissemination. He added that the print and digital publishing will both have to complement one another to



meet the objectives of books and reading materials for all.

Shri Ratnesh Jha, FICCI Publishing Committee and Managing Director, Cambridge University Press and Ms Karthika V K, Co-chair, FICCI Publishing Committee and Publisher, Westland Publications Pvt. Ltd. also spoke on the occasion. The session was coordinated by Shri Summet Gupta, Senior Director, FICCI.

During the programme, a session on 'Hindi Language Publishing' was organized. Presided over by Shri Baldeo Bhai Sharma, Chairman, NBT, the other key speakers were Shri Surendra Sharma, renowned Hindi poet; Ms Aditi Maheshwari, Director, Vani Prakashan, Ms Neeta Gupta, Publisher, Yatra Books; Shri Alind Maheshwari, Director, Rajkamal Prakashan Pvt. Ltd.; and Shri Shailesh Bharatwasi, Publisher, Hind Yugma.

The speakers discussed about the current scenario of habit of reading

especially amongst Hindi language readers. They were of the view that Internet is playing a significant role in promoting the language, books as well as the young authors.

Shri Surendra Sharma said that there is a need to promote Hindi language and literature. He also expressed his concern over the need to preserve the Devanagiri script as nowadays people prefer to write the language in Roman script than

in Devanagiri script. He also urged NBT to open book shops at railway stations to make good quality content accessible to the readers.

In his address, Shri Baldeo Bhai Sharma said that the future of Hindi and Hindi publishing is bright. It gives us happiness when we listen to the experiences of publishers regarding the growth of publishing and habit of reading amongst readers. He added that, this shows that the habit of reading has not diminished. In fact, the canvas of Hindi publishing is growing.

Besides, six other sessions were also organized in which the speakers discussed about the various aspects of publishing including, 'Publishing in Indian Languages,' 'Hindustan Ki Kahaniyan,' 'Translating for Children in Indian Languages,' 'Artificial Intelligence for Translation of Indian Languages,' 'Impact of Bhasha on Writing' and 'The LIC Story: Making of India's Best-Known Brand.'



Literary Programme at Sri Ganganagar

To mark the National Book Week celebration, NBT organized a two-day literary programme at Sri Ganganagar, Rajasthan from 17 to 18 November 2018. The programme was organised in association with Nosegay Public School and Srijan Seva Sansthan, Sri Ganganagar.

On 17 November 2018, a seminar on the importance of books in the age of Internet was organized. Dr Prem Janmeja, Editor, *Vyang Yatra* was the chief guest and Shri Satyadev Sanvitendra, noted litterateur was the special guest on the occasion. The session was presided over by Shri Mohan Alok, noted litterateur. The speakers discussed about the different aspects of Internet in the context of reading habits of children and young adults. They said that the current changes in technology would not draw away the attention of children from books. They added that ebooks are quiet inexpensive and therefore, there is a need to promote ebooks. However, they also observed that children often misuse the information available on Internet and that ebooks cannot provide the essence of reading like printed books.



In the evening, a poets' meet was organised in which well-known poets including Dr Arun Shahriys Taeer, Dr Krishna Kumar Ashu, Shri Surendra Sundaram, Dr Sandesh Tyagi, Dr Bhargav, Shri Madan Arora, Ms Meenaksi Ahuja, Ms Mamta Ahuja, Ms Shamindra Kaur and Ms Ritu Singh participated and mesmerized the audience with their renderings.



On 18 November, a seminar on children's literature was organized. Dr P S Sudan, Chairman, Nosegay Public School was the chief guest on the occasion. The other speakers at the event were well-known authors and experts of children's literature including Shri Prem Janmajey, Shri Bulaki Sharma, Shri Govind Sharma, Dr Babita Kajal and Dr Gopiram Sharma. The session was presided over by Dr Mangat Badal, renowned litterateur. Sharing their experiences in developing children's literature, the speakers remarked that the children's literature plays a significant role in building creativity among children. Therefore, efforts should be made to bring out good quality content and create interest among children to read books. They appreciated the fact that today a good number of books for children are available. On this occasion, a skit on creating awareness about traffic rules was also presented by the students of Nosegay Public School.

The programme was coordinated by Dr Lalit Kishore Mandora, Hindi Editor, NBT.

National Integration Week Celebrations

National Integration Week is celebrated across the country every year by the Government of India. During the week, several programmes like meetings, symposia and seminars are organized in various organisations, institutes, etc. to highlight the importance of secularism, anti-communalism and non-violence in the society. On this occasion, a lecture on national integration was organized at NBT Conference Room, Vasant Kunj, New Delhi on 22 November 2018. Ms Kshama Sharma, well-known author and journalist was the special guest on the occasion.

"When we publish a book, a magazine or a newspaper, we do not think about the background of readers. It is for everyone," said Ms Kshama Sharma. Similarly, we need to have unity of thoughts, which would then help us to interact with each other and understand each other better, she added. Over the



growing number of conflicts across the world, she said that in this age of neo capitalism we are seeing conflicts among various sections of the society. Women and children are the main sufferers in these conflicts. We need to think over the reasons behind these conflicts.

She also shared her personal experiences which showed that in the time of crisis, people help each other irrespective of their caste or religion.

She also remarked that the celebration should not be symbolic only.

Earlier, Ms Neera Jain, Chief Editor & Joint Director, NBT welcomed the guests. She said that the National Integration week celebrations is a step towards creating universal brotherhood, peace and harmony in the society.

The programme was coordinated by Shri Dwijendra Kumar, English Editor, NBT.

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NEW DELHI World Book Fair 2019

5-13 January 2019

Pragati Maidan, New Delhi



BOOKING DATES
15 SEPTEMBER
TO 31 OCTOBER
2018



GUEST OF HONOUR COUNTRY SHARJAH



"Book Lovers' Paradise" – NDTV

"...a reassuring presence for book lovers" – LiveMint

"...a Bibliophile's Delight" – The Quint

WELCOME TO THE NEW DELHI WORLD BOOK FAIR 2019

New Delhi World Book Fair (NDWBF) today is a major calendar event in the publishing world. NDWBF 2019 is scheduled from 5 to 13 January 2019 at the centrally located Pragati Maidan, New Delhi. The Fair is organized by National Book Trust, India an apex body of the Government of India under the Ministry of Human Resource Development. ITPO, under the Ministry of Commerce, is the co-organizer of the Fair. As one of the fastest growing publishing industries in the world, the Indian book market offers a

diverse range of business opportunities. And the best way to explore and trade with this market is through participation at the New Delhi World Book Fair, one of the biggest book Fairs in the world. Held annually, the NDWBF attracts over 1000 exhibitors not only from across India but also major international publishing houses of the world. Besides, the Fair also hosts many literary and publishing conferences, emerging new voices in Indian writing as well as special programmes for children and youth.

Online booking for stands/stalls at : www.newdelhiworldbookfair.gov.in



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Website: www.nbtindia.gov.in

What is Where at the Fair

Fair Dates & Timings

- Date : 5-13 January 2019
 Timing : 11 am to 8 pm (Daily)
 Entry Tickets: For entry to the Book Fair, tickets of the denomination Rs 20/- (for children) and Rs 30 for (for adults) are available at Pragati Maidan gate nos. 1 and 10. Tickets are also available online at www.itpoonline.gov.in and also at select Metro Stations in Delhi.
 Entry Gates: Gate 1 (Bhairon Marg), Gate 8 (Mathura Road) and Gate 10 (Metro)
 Wheel Chair facility available at Gate No. 1 & 10

Halls

- General & Trade, Science & Technology and Social Science & Humanities : Hall Nos. 8 to 11 & 12
 Indian Language Publishers: Hall No. 12A
 Foreign Publishers: Hall No. 7A, B & C
 Children's and Educational Books: Hall No. 7D, E, G & H

Special Pavilions

- Theme Pavilion: Hall No. 7 E
 Foreign Pavilion: Hall No. 7 ABC
 Children's Pavilion: Hangar near Hall No. 7H
 Photo Exhibition: Hall No. 7C
 Inauguration/Cultural Programmes: Hamsdhwani Theatre

Author's Corners

- International Events Corner : Hall No. 7C
 Reflections: Hall No. 8
 Lekhak Manch: Hall No. 12
 Seminars/Workshops/Other Events : Seminar Hall: Hall No. 8 (First Floor)
 Conference Hall: Hall No. 7 (First Floor)
 Health Care: by Kailash Health Care Ltd near Hall No. 7
 ATM vans shall also be stationed at main places.
 There are restaurants, kiosks, snack counters and cafeteria all over the Fair grounds.

Fair Daily

The visitors' pick and a must read for the New Delhi World Book Fair goers 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.



FAIR DAILY

The Rates for the Advertisements are:

Full page	One issue	Rs. 15000/-	Inside pages	Nine issues	Rs. 30000/-
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Half page	Nine issues	Rs. 60000/-	Back cover	Nine issues	Rs. 140000/-
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Quarter Page	15.5 cm	x	10.5 cm

For further details contact : Shri Binny Kurien, National Book Trust, India

Nehru Bhawan, 5 Institutional Area, Phase II, Vasant Kunj, New Delhi • Hall No. 7, Fair Office, Pragati Maidan, New Delhi
 Tel.: 26707761, 9868268105

MoU Signed between NBT and ITPO

National Book Trust, India (NBT) and India Trade Promotion Organisation (ITPO) entered into an Memorandum of Understanding (MoU) regarding the organisation of forthcoming New Delhi World Book Fairs at Pragati Maidan. The MoU was signed on 12 December 2018 between Dr Rita Chowdhury, Director, NBT and Shri Jayanta Das, General Manager, ITPO in the presence of other officers of both the organisations. As per the MoU, ITPO has agreed to be the Co-organiser of forthcoming New Delhi World Book Fairs and will also provide space for the same.



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National Book Trust, India
wishes all its readers a very
Happy New Year 2019

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