

NBT newsletter

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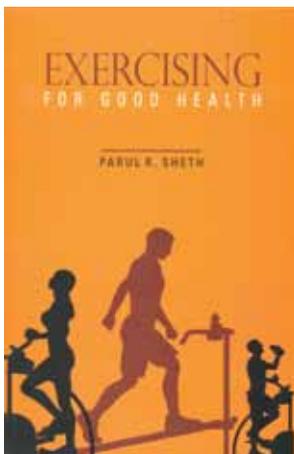


Volume 28 No. 1 April 2012

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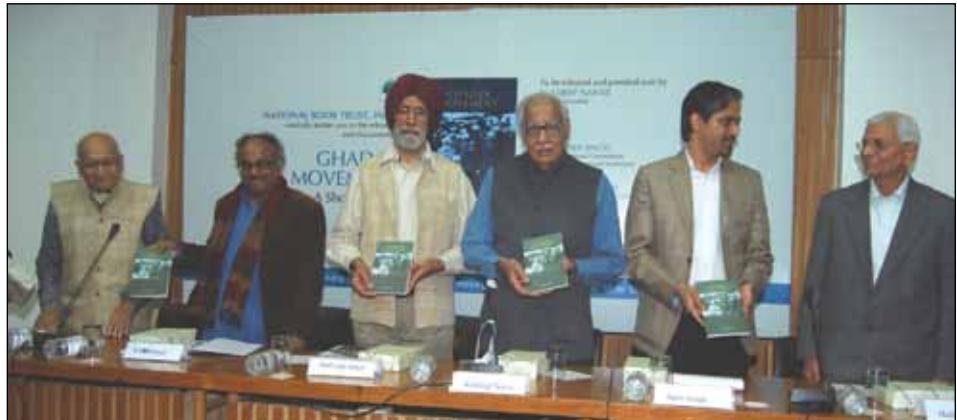
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PICK OF THE MONTH



Exercising for Good Health
Parul R. Sheth
ISBN 978-81-237-6364-4; Rs. 85

GHADAR MOVEMENT BOOK RELEASE



“Can we go back to ethos of the movement?” said Shri Kuldeep Nayar, Eminent Journalist, while releasing the book *Ghadar Movement: A Short History* at a book release function held at IIC, New Delhi. He said that the book introduces us to one of the less known movements of our freedom struggle and speaks of a “tomorrow what it can be”. He added that the movement will be completing 100 years next year. We shall disseminate the ideology of the Ghadarites as they are our heroes, they inspire us and we should see our children start thinking about India. Ghadarites had no resources and no long term planning to start the revolution. Their thinking was their identity. Even before India became free they said that after freedom there will be job, roof and food for each Indian, he added.

“Ghadarites influenced the revolutionists as well as other movements in India like the Akali movement,” said Dr Mohinder Singh, Member, National Commission for Minority Educational Institutions. According to him, the Ghadarites were let down by their own people.

“Political science with history is vulgar,” said Dr. Rakesh Bhattabyal, Dy. Director, Academic Staff College, JNU. “The Ghadar movement brings to us a huge history. It brought together a huge network of Indians spanning many nations. It had an advance consciousness, secular and believed in social justice and a democratic system,” he added.

In his address, Shri Sunit Singh, Visiting Fulbright Fellow, National Institute of Panjab Studies, New Delhi,

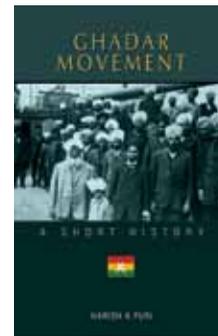


talked about the influence of Ghadar movement on the national movement for Indian independence. Despite being an audacious scheme, the Ghadar movement, according to Sunit Singh, had an 'ideological coherence'.

Speaking on the occasion, Prof. Harish Puri, the author of the book, said, "Not even many teachers of history understand the movement. It was different from the 1857 revolution. There were people who were simple and illiterate and sensitive

towards social welfare. They didn't want to mix religion with politics."

Earlier, in his welcome address, Prof. Bipan Chandra, Chairman, NBT, observed that it was important to have a popular book on 'Ghadar Movement', on which nothing much is available for the general readers. This alongwith other books including biographies of national leaders give a comprehensive view on our modern history, particularly of the nationalist movement.



**Ghadar Movement:
A Short History**
Harish K. Puri
978-81-237-6282-1
Rs 90.00

PUBLISHERS' MEET

National Book Trust, India organised a Publishers' Meet on 15 March 2012 at IIC, New Delhi, to discuss issues concerning the just concluded New Delhi World Book Fair as well as on the future World Book Fairs.

Initiating the discussion, Shri M.A. Sikandar, Director, NBT India, thanked the participating publishers at the meet for their wholehearted support and cooperation towards the success of the 20th New Delhi World Book Fair. In the context of the Hon'ble Minister Kapil Sibal announcing the Fair to be held annually, Shri Sikandar said that he is trying to convince the ITPO authorities to grant a



permanent time slot annually for holding the Fair. In view of the fact that children could not participate at the World Book Fair because of examinations, he said that he is planning to hold special weekend book bazaars at Noida and Gurgaon.

participants also tentatively welcomed the idea of holding the Fair annually. This would, however, entail much more advanced planning both from the part of the Trust as well as the exhibitors. They welcomed the suggestion of inviting a guest country as theme/focus of the Fair. They were also happy with the suggestion of the Trust to provide advance information on the layout, which would help them to design their stalls the way they want to do it.

Among some of the major problems faced by the participants was commuting within the Fair grounds. Despite the fact that the Trust had specially arranged for about 25 battery-operated tricycles or trikes, these were found wanting at many places, leading to visitors and delegates



difficulties, particularly the old, the disabled and the children.

There was also an observation from the participants that the subsidy in rental charges provided for the language publishers, generally tended to be misused, with some publishers booking many stalls in different names. It was suggested that there needs to be an upper cap on the number of stalls a participant can book.

Better run than the previous fairs, the participants said that the architectural design and layout of the 20th New Delhi World Book Fair was very good. But a better layout for the stands needs to be in place. Besides, they suggested that



the conference rooms need to be made soundproof.

Another element which the publishers felt this year for the increase in foot falls was the planning of publicity. The advertisements released by the NBT were extremely elegant, combined with the outdoor, radio, print and electronic media, they brought about lot of interest in the World Book Fair, particularly among the youth, observed the participants.

About 100 participants from well-known publishing houses took part in the discussion.



As regards the next World Book Fair, Shri Sikandar said the focus of the fair will be on a country. "I am already in discussion with Ministry of External Affairs and other stakeholders in finalising the Guest Country," he added.

While congratulating the Trust for a successful presentation of the Fair, the

BOOKS AND CINEMA: AN ENDURING RELATIONSHIP

About a century ago, in 1912, Dadasaheb Phalke completed the first Indian feature film, *Raja Harishchandra* and released it in 1913. At the turn of the year when it completes a hundred year journey, the Indian cinema with its wide popular appeal would have left an indelible influence on our polity, culture and society. In the process it would produce some of the finest internationally acclaimed auteurs and films.

The 100 years of this spectacular journey was the focus of attention at the 20th New Delhi World Book Fair. In an elegantly designed pavilion, the story of Indian cinema unfolds itself through books, panels, posters, movie camera, phonogram and also a bioscope - still a popular form of entertainment in remote corners of India particularly in village fairs.

As one entered through the Pavilion gate, resembling a clapboard, a filmmaking tool, to your right was the ticket counter and a small shop selling popcorns.

The release of a new film in India is a celebration of sorts. Crowds throng the theatre and a long queue for 'first day first show' slot greets the cinephile. Reminding you of this typical scene outside cinema halls in India was a sculpture by Devabrata Chakrabarty, titled *Cinema Q* at the entrance.

The presentation arena was like a theatre of cinema with panels of stills from films and posters of classic films, a movie camera and a phonogram. A mini theatre with a capacity to seat

The recently concluded 20th New Delhi World Book Fair was a very successful book event. The *Fair News*, a daily bulletin, was brought out covering everyday events and highlights at the fair. Herein we reproduce some of the pieces from the *Fair News*.



50 formed the main attraction at the centre. The overarching theme of the presentations was the enduring relationship of cinema and literature. It tried to posit the relevance of books and reading within the frame of cinematic expression. The panels too had been carefully selected to show the role books and reading play in a taut emotional moment. In particular, visitors to the pavilion could see the languorous Meena Kumari lying with her hair let loose caught in an intense



moment of reading. Or Satyajit Ray sitting under a tree caught in the act of reading, while shooting for *Teen Kanya*. Or the ever popular Munna Bhai at a library searching for the real Gandhi.

Besides, over 400 books on Indian Cinema in English and other Indian languages told the visitors story of Indian cinema and about 300 select titles had been documented through an annotated Rights Catalogue.

The Pavilion also underlined the influence of cinema and literature on each other. As much as the viewer is the reader so is the filmmaker. For a filmmaker, literary piece provides him or her with the plot, character and theme. And he uses images and sounds to tell the story in a new grammar and idiom.

Many such adaptations have gone onto become classics of cinema. Many of these films were screened at the Theme Pavilion everyday.

During the days of the fair the Pavilion saw many film personalities including Sushma Seth, Javed Akhtar, Farooq Sheikh, Muzaffar Ali, Jabbar Patel, Deepti Naval and Nandita Das in conversation. Besides, many scholars and film critics were part of many panel discussions on filming literature, cinematic imagination and literary sensibility, style and technique of adaptation, acts of reading, and role of literature in Indian Cinema. A workshop on film appreciation as well as special session on negotiating copyrights of books on Indian Cinema was also a part of the presentation.



A two-day National Seminar on 'My Little India: Communicating India to Children' was held during the World Book Fair at the Children's Pavilion on 25-26 February 2012.

Inspired by the title of a book written by Prof. Manoj Das (*My Little India*), published by the National Book Trust, India; the seminar, divided into six sessions, dealt with the challenges of communicating India in the right perspective to our young generation to help children respect and retain the core Indian values, ethos and traditional knowledge.

The seminar was inaugurated by the celebrated writer, Prof. Manoj Das. The inaugural session was presided over by Shri M.A. Sikandar, Director, NBT. Delivering the keynote address, Ms. Shamim Padamsee underlined the need to communicate India to the children of modern times as the western values and culture is weaning them away from the rich Indian culture and literature. Ms Padamsee, a children's writer, also runs an e-portal 'Young India books' for children.

Shri Sikandar said that he was hopeful that the discussions would be helpful in finding methods to communicate India to the children in a right manner.

The second session 'Discovering India in Our Books for Today's children' was chaired by Dr Madhu



Pant, former Director, Bal Bhawan. The speakers included Dr Subodh Mahanti, Director, Vigyan Prasar and Shri Rajesh Khar from Pratham Books. While Dr Mahanti emphasized the importance of encouraging children to ask questions and inculcate scientific temper in them, Shri Khar pointed out that fantasy is a strong tool to convey India to children through traditional Indian tales, fables and epics. Dr Madhu Pant emphasised on the need to be very innovative in our ways of communicating with the children.

Revolving around the theme 'Communicating India to Children: Challenges Before Authors', the third session held on the second day of the seminar was chaired by



Shri Prayag Shukla, Editor with Sangeet Natak Akademi who felt that poems, little rhymes, and historical songs best convey India to children. Presenting her paper on the topic, Subhadra Sengupta, noted children's writer was of the opinion that less text and more of children-friendly illustrations could do the trick. Dash Benhur, popular Odiya writer for children, advocated for more regional varieties with a human face having secular and scientific temper.

Dealing with the issues involving illustrations, the fourth session was chaired by Subir Roy. Aabid Surti and Viky Arya presented their views on the topic.

The fifth session discussed the challenges faced by publishers in making books more appealing for children. Manasi Subramanyam from Karadi Tales, Chennai and Sayoni Basu ACK Media, Gurgaon presented their side of the story while Debajyoti Dutta, Shishu Sahitya Sansad, Kolkata presided over.

The last session chaired by Vikas Narain Rai from Sahitya Upkram, looked at the possibilities of effective methods of right communication. Arup Kumar Dutta, children's writer from Assam and Sujata Chatterjee, were hopeful that if the writers, illustrators, and publishers work together towards it, the right communication of "My Little India" is quite possible.

From being one of the forms of cinema, the bioscope has come a long way being seen now as just an antique contraption. Designed first by the Skladanowsky brothers in the 19th century, it was a treat then to peek through the round window-like openings to get engrossed in its mystical world of Bollywood stars and monuments from India and abroad.

The Theme Pavilion at the 20th New Delhi World Book Fair brought back the bioscope to celebrate the 100 years of Indian cinema. It was put up at the entrance of the Pavilion where people, mostly curious young children, had a lovely time peeping through it. Even celebrities were unable to keep themselves from having a *dekkho* through the device.



DELHI COMES ALIVE

“New Delhi can be said to have been born at two O’clock on Tuesday, December 12, 1911,” said an article in *The Statesman* on 8 February 1931. Yes, that was the day when King George V, immediately after his coronation, made the dramatic announcement of shifting capital from Calcutta to Delhi. A couple of years later, in March 1913, Delhi Town Planning Committee finalised the plan of the new imperial capital. On another eventful February day in 1921, the Empire laid the foundation of Council House, the future Sansad Bhawan which would go on to become the symbol of the world’s largest democracy. Thus when the Sun was



setting on the British Empire, New Delhi was being built.

The poignant moments of Delhi’s History! The history of royal grandeur! The echos of conversations in the Halls of Private and Public Audience in Red Fort! The labour of love in building Delhi and New Delhi!

The Delhi Pavilion at the World Book Fair commemorated 100 years of Delhi as India’s Capital. In a circular design, the pavilion was divided into an inner and an outer circle. The outer circle had panels of paintings, miniatures, sketches made by known and unknown artistes of erstwhile Delhi in full splendour of the Mughal

period as well as during the period of its decline. The inner circle through photographs depicted the history of the building of the Lutyen’s New Delhi.

What is interesting is that the then British Government continued to go ahead with the building of the New Delhi despite the fact the Indian Freedom Movement was gaining momentum. The budget estimate for the construction of the New Capital Delhi was a paltry sum of Rupees 13 crore 7 lakh only!

The Delhi we see today is a far cry from the Delhi of yore and one had to come and see the Pavilion to experience the past of the city one lives in.

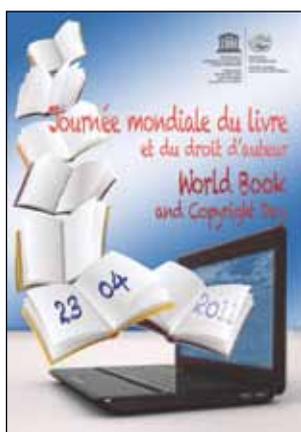


WORLD BOOK AND COPYRIGHT DAY

World Book and Copyright Day is a yearly event celebrated on 23 April worldwide. Organized by UNESCO, it seeks to promote reading, publishing and the protection of intellectual property through copyright.

The year 2012 also marks the 80th anniversary of the ‘Index Translationum’ this international bibliography of translation provides a unique tool for the monitoring of translation flows in the world. UNESCO suggests that the activities organized in conjunction with this year’s World Book and Copyright Day focus on the themes of ‘books and translation’.

World Book and Copyright Day has been held annually since 1995 as April 23 marks the anniversary of the birth or death of a range of well-known writers, including Miguel de Cervantes Saavedra, Maurice Druon, Inca Garcilaso de



la Vega, Haldor Kiljan Laxness, Manuel Mejía Vallejo, Vladimir Nabokov, Josep Pla and William Shakespeare. A range of activities to promote reading and the cultural aspects of books are held all over the world. Many of these even emphasize international cooperation or friendships between countries.

Every year, UNESCO convenes delegates from the International Publishers Association, the International Booksellers Federation (IBF) and the International Federation of Library Associations and Institutions (IFLA) to grant the title of UNESCO World Book Capital to

one city.

The current World Book Capital is Buenos Aires, Argentina. Yerevan, Armenia will be World Book Capital 2012 from 23rd April 2012 to 22 April 2013. India was designated the World Book Capital in the year 2003.

A RIGHT PLACE FOR RIGHTS

Beyond buying and selling of books, another major component of any international book fair is the trading of Rights that takes place between publishers. The New Delhi World Book Fair for the first time had a two day special session on Rights and the many issues and challenges in negotiating it. As observed by Shri M.A. Sikandar, Director, NBT, in his inaugural remarks, “This is a new beginning for NBT as it has tried to create a platform for exchange of Rights”.

Shri Akshay Pathak, Director, German Book Office, and collaborators of the programme, said, “Although the ‘Rights Trade’ is a major programme within the publishing industry all over the world, the systems of copyright exchanges is still underserved in India. The seminar today here will help us to tackle major issues and challenges in the area of Rights and Licenses.”

The two day discussion addressed many aspects of Rights from translation to digital, from author contracts to translation grants as well as participation at international book fairs for the



exchange of Rights and Licenses. It also provided an interactive platform for publishers both from India and abroad to negotiate trade rights and also help promote readership among Indian Regional Languages.

Speakers at the first session included Ms Karthika, HarperCollins on Author Contract; Ms Mita Kapoor, Siyahi on Film and Subsidiary Rights; Shri Dibakar Ghosh, Penguin on Digital Rights; Shri Sai Krishna, Sai Krishna Associates on Copyright Law; Ms Missi Choudhary, Software Freedom Law Centre on Creative Commons and Open Access; Shri Rudiger Wischenbart, Content and Consulting on Digital Market Development; and an open session Rights Marketplace for

publishers to exchange copyrights.

Speakers at the sessions on Day 2 of the seminar included Anke Simon, German Publishers Association; Judit Oriol, French Book Office; and Nermin Mollaoglu, Kalem Agency on ‘The World of Translation and Grants’; Namita Gokhale, Ashok Vajpeyi and Urvashi Butalia from Indian Literature Abroad on ‘Presenting ILA: The Challenges of Multilinguality’; Claudia Kaiser, Frankfurt Book Fair on ‘The World of Book Fairs—Frankfurt Book Fair and Abu Dhabi Book Fair’; Jean-Guy Boin, Beijing International Book Fair on ‘Leveraging Book Fairs, Seminars and other Mediums for Effective Rights Exchange’; and Shri M.A. Sikandar, Director, NBT on ‘The World of Book Fairs—New Delhi World Book Fair, and Rights Marketplace’.

Among the publishers who participated in the discussion include Westland, Routledge, HarperCollins, Penguin, Tulika, Olive, Kalachuvadu, Mapin, Karadi Tales, Zubaan and Scholastic.

NEW EDITORIAL TRENDS IN PUBLISHING

How big is the market of trade books, fiction and children’s books in India and France? What is the range of themes in these three genres? Who are the readers of these books? What is the difference between Indian and French perception of marketing success? Is there a visible decline in the readership of serious literary fiction? Are Indian independent publishers taking the mantle of serious university presses? Is content taking a back seat? Is *Bollywoodisation* of Indian Publishing the order of the day? Even if it is so who cares as long as younger generation is reading? Why have there been an ever-increasing number of publishers looking for a mass market imprint in India? Is translation into English from Indian regional languages an emerging trend in Indian urban fiction market? What are



the major differences between Indian and French markets for children’s books?

These were some of the issues discussed at a seminar on ‘New Editorial Trends in Publishing: An Indo-French Panorama’ at the Rights Hall, jointly organised by French Embassy in India, BIEF (International Office for the Promotion of French Books) and NBT, India at the World Book Fair.

The discussants at the seminar included Mr. Eric Vigne, Editor in Chief, Gallimard, Paris; Mr. S. Anand, Co-founder and Director, Navayana

Publishing House, New Delhi; Ms. Emma Foucher, Literary Section, Mollat Bookshop, Bordeaux; Mrs. Priyanka Malhotra, Director, Full Circle Publishing and Bookstores; Mrs. Michele Moreau, director and Founder, Didier, Jeunesse, Paris; and Mrs Radhika Menon, Publisher and Editorial Director, Tulika Publishers, Chennai.

Among the issues discussed include the scene of non-fiction in France and India, the boom in the market for such books, readership, low priced editions, mass market imprints, and the problems of multilingual publishing for children in India. Earlier, M.A. Sikandar, Director, NBT, India, Max Claudet, Counsellor for Culture and Cooperation, French Embassy in India and Jean-Guy Boin, Director, BIEF, spoke at the inaugural session of the seminar.

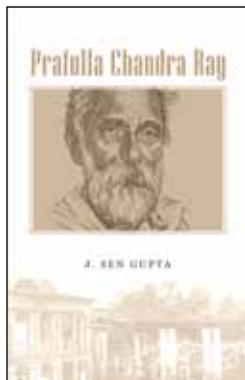
NBT PUBLICATIONS OF THE MONTH

Prafulla Chandra Ray

J. Sen Gupta

ISBN 978-81-237-6352-1; Rs 55 (PB)

ISBN 978-81-237-6353-8; Rs 165 (HB)



This biography of Acharya Prafulla Chandra Ray (August 2, 1861-June 16, 1944), regarded as the 'Father of Indian Chemistry', authored by Shri Jyotirmay Sen Gupta under the title *PC Ray*, was

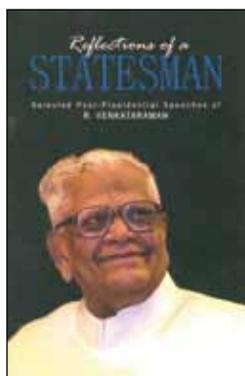
first published by the Trust in 1972. On the occasion of the 150th Birth Anniversary of the Acharya falling in 2011, the Trust is re-issuing this with the modified title *Prafulla Chandra Ray* in a new format with inclusion of a few photographs of this great chemist and human being.

Reflections of a Statesman:

Selected Post-Presidential Speeches of R. Venkataraman

Compiled and Introduced by Ramaswamy R. Iyer

ISBN 978-81-237-6346-0; Rs 195



This volume is a compilation of the speeches made on various occasions by Shri R. Venkataraman, former President of India, in his post-presidential years. The speeches covered in this volume

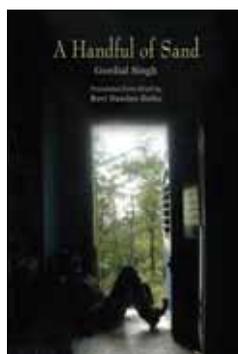
were made between 1992 and 2007 and deal with a wide range of themes: spirituality, religion, *dharma*, culture and the arts; religious, spiritual and cultural leaders; personalities in public life in the realms of politics, social service, business, etc; major

current concerns in the political, constitutional, public administration and management areas; and others. In general (with some exceptions), these were not formal lectures delivered to academic or scholarly audiences, but speeches addressed to mixed audiences of scholars, experts and the general public on various occasions. They are not dense; they are characterised by lucidity, easy intelligibility and capacity to hold interest. However, the apparent simplicity is deceptive; it conceals much cerebration and wisdom.

A Handful of Sand

Gurdial Singh

ISBN 978-81-237-6410-8; Rs 90



The young artist Amar Singh runs from one city to another in search of a rather undefined and vague 'success' in life and in the process isolates himself from his wife

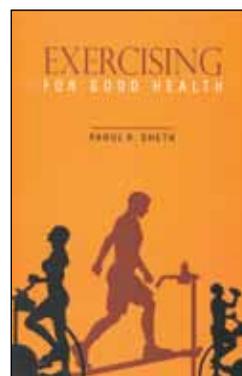
Soni, his children, his home and hearth. In this famous Punjabi novel titled *Ret Ki Ek Muthi*, now being made available by the Trust in English translation under its Aadan Pradan Series, the master storyteller Gurdial Singh explores the subtle nuances of human desires and relationships which make human beings seek happiness without realising what it amounts to.

Exercising for Good Health

Parul R. Sheth

ISBN 978-81-237-6364-4; Rs. 85

In the present modern world, convenience gadgets have made us cut down on our physical activities. With cars, lifts, washing machines, dishwashers, television, etc; the physical activity has come to a nought. However, if we combine some form of physical



exercise with a controlled nutritious diet as part of our daily routine, we can go a long way in living a healthy life.

This book looks at what exactly exercise

is, the reasons

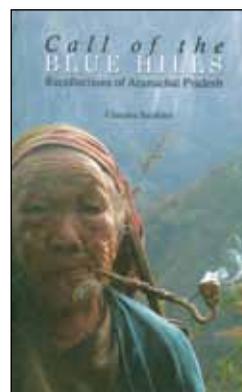
why we should exercise, who should exercise, the fitness 'mantra', the different types of physical and mental exercises and how these exercises can help control certain diseases and reap benefits. In addition, the book also discusses how too much obsession with exercising can be detrimental to our health and when is the right time to draw the line.

Call of the Blue Hills:

Recollections of Arunachal Pradesh

Chandra Bardoloi

ISBN 978-81-237-6374-3; Rs 90



Formerly known as the NEFA, AP is one of the most beautiful and least known states of north east India. Giving us a ringside view, this unique memoir, based on the author's over three decades of

service in the state, takes us through the different stages that led to the birth of the State as present day Arunachal Pradesh, the many towns and villages, the diverse tribes, their culture and daily life, the developmental phases and paths to modernization and the gradual urbanization. Written in an easy and personal style, the book is an interesting chapter in the history of Arunachal Pradesh.



Shri Prakash took a voluntary retirement from the Trust after serving for more than 30 years. He was appointed as peon-cum-messenger in 1981 and was later promoted as packer in 1997.

Shri Prakash has worked in various departments of the Trust including Chairman, Director, JD (A&F)'s office, Editorial Section and Central Despatch. We at NBT wish him a happy retired life.



After serving NBT for 39 years, Shri Bundal Singh superannuated from the Trust on 29 February 2012.

He was appointed as chowkidar in 1972, was promoted as packer in 1981 and in 2003 was again promoted as attendant. Shri Bundal Singh has worked in Sales, Exhibition, Library, Sales Store and Central Despatch departments of the Trust. We at NBT wish him a happy retired life.

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I, Satish Kumar, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Satish Kumar
 (Signature of Publisher)

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