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PICK OF THE MONTH



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NBT-India Celebrates 66 Years of Books and Reading

"Books bridge the realms of the past and the future, sharing their wisdom with an ever-evolving vision."



National Book Trust, India celebrated its 67th Foundation Day on 1 August 2023. To mark the occasion, the Annual Foundation Day Lecture was organised at the NBT-India Headquarters. Prof. Kumud Sharma, Vice President, Sahitya Akademi delivered a lecture on the 'Role of Books and Reading in Contemporary Times.'

In her address, Prof. Kumud Sharma commended the journey of National Book Trust, India, acknowledging its commendable role in harmonising the aspirations of publishers, readers, and writers. She also elucidated on the Indian Knowledge Tradition where knowledge is considered the third eye, and how books serve as the bestower of this vision, granting us profound insight and understanding of the world. She emphasised that books also serve as

repositories of cultural heritage: preserving traditions, stories, and historical events for the benefit of future generations. Through this interplay of knowledge and cultural preservation, books assume a pivotal role in enriching society and fostering a deeper connection with our collective past and future.

Prof. Govind Prasad Sharma, Chairman, NBT-India congratulated all the officials on the momentous occasion and commended the NBT team for their unwavering dedication in serving the organization.

Shri Yuvraj Malik, Director, NBT-India extended his congratulations to the employees for completing yet another successful year. He said that over the years, NBT-India for setting a benchmark in providing affordable and high-quality content to the nation.





On this occasion, as per NBT-India's tradition, employees who had completed 25 years at NBT were felicitated for their hard work and dedication.

In its journey of 66 years, National Book Trust, India has put forth a plethora of impactful initiatives that have significantly contributed to the promotion of reading, literature, and education in India. One of the groundbreaking accomplishments is the establishment of India's first free Airport Reading Lounge, a haven for travellers to immerse themselves in books during their journeys. In addition, the River-themed Book Exhibitions across the country highlighted the cultural significance of water bodies and fostered a love for reading. The innovative Books-on-Boat initiative made books more accessible by bringing them directly to people through waterways.

As part of its commitment to nurturing new talent, NBT-India mentored PM-YUVA authors and successfully published their debut books, providing them with a platform to showcase their literary prowess. NBT-India publishes books in over 60 languages, including dialects and tribal languages, preserving the cultural heritage and

linguistic diversity of various regions.

Focusing on early childhood education, NBT-India has produced preschool workbooks meticulously designed according to ECCE-mapped guidelines, fostering a strong foundation for young learners. NBT-India also promotes the Indian publishing industry on various international platforms, representing India's rich literary anthology to a global audience.

As NBT-India enters its 67th year, its commitment to fostering intellectual heritage and promoting education remains firm. One of its key endeavours is the establishment of Panchayat Libraries, bringing knowledge and reading opportunities to grassroots communities. Further, creating diverse learning preferences by producing engaging audio-visual content that captivates learners and enhances their educational experiences and embracing cutting-edge technology, through the creation of AR/VR-based learning material. NBT-India also aims to encourage recognizing the power of storytelling and harnessing it as a vital tool of pedagogy, infusing lessons with narratives that captivate and inspire young minds.

NBT-India Welcomes Prof. Milind Sudhakar Marathe as Chairman

Prof. Milind Sudhakar Marathe took charge as the new Chairman of National Book Trust, India. He is an educator with more than 30 years of experience in diverse capacities in the field of academia. He is also an author of many academic books and has edited a few collected works as well, in addition to publishing numerous research papers for journals. Beyond his involvement in the education sector, he is also involved in social work emphasising on overall development of students and environmental issues. Professor Marathe's intellectual acumen, rooted in his engineering background, is characterised by a methodical thought process that underscores his visionary disposition. In the Amrit Kaal, he foresees books and the habit of reading assuming a more substantial role in nation building, with NBT-India positioned at the heart of this transformative journey.

Prof. Govind Prasad Sharma, distinguished educationist, served as the Chairman of NBT-India from 21 February 2019 to 15 August 2023. Having worked extensively in the field of education, Prof. Sharma provided visionary guidance propelling NBT-India forward to achieve its mandate. During his tenure, Prof. Sharma was also a part of the National Steering Committee for the development of National Curriculum Frameworks in alignment with the NEP 2020. Under his leadership, NBT-India witnessed remarkable growth and innovation



in its mandate to promote literature, reading, and publishing related activities with initiatives like PM's Mentoring YUVA Scheme.

On this occasion, Shri Yuvraj Malik, Director, National Book Trust, India welcomed Prof. Milind Marathe and apprised him of NBT-India's accomplishments over the last few years. He also extended a gracious farewell to Prof. Govind Prasad Sharma on behalf of NBT-India for his outstanding leadership and dedication towards the organisation.

NBT-India as the Knowledge Partner at HT Education Summit 2023

“Literacy is the starting point, and accumulation of knowledge & values is the destiny. It aims to give the freedom to explore your abilities,” said Shri Yuvraj Malik as he talked about Literacy for Empowerment: Youth, Reading, and Societal Change at the HT Education Summit 2023.

National Book Trust, India participated as the Knowledge Partner at the 2nd edition of the HT Education Summit organised at the Hyatt Regency, Delhi on 28 August 2023.

Delivering his address at the opening session of the day, Shri Yuvraj Malik shared the achievements of NBT-India in creating a niche of quality reading and education material including literature in various genres and publishing titles in more than 60 Indian languages and 6 UN languages. While emphasising on the importance of language as the means of expression, Shri Malik highlighted how NBT-India has diversely contributed in making multilingual books accessible to the remotest areas in the country.

Talking about the latest benchmarks set by the institution, he iterated the various ventures that NBT-India has been working on at a pan-India level, including the great success of the recently concluded Ladakh Book Festival, the Prime Minister’s Mentoring YUVA Scheme which provides a platform to budding authors across India under the age of 30, the Ganga Pustak Parikrama project which started from Gangotri to Gangasagar, after covering a journey of more than 2500 km., the books developed

in order to facilitate Foundational Literacy at the level of Anganwadis, among other initiatives.

As the nodal agency for the promotion of books and playing a pivotal role in establishing a book culture in India, Shri Malik proudly remarked that NBT-India has marked a trajectory of conducting a thorough psychological audit of books, which is essential in nurturing the book reading culture amongst students from a grassroots level. He laid emphasis on every student inhabiting the values of empathy, which can be ingrained through reading and incorporating values through story-telling.

During the event, NBT-India also set up a display of its most recently published and bestselling titles including the PM-Yuva series, a collection of books for children in the Bilingual format, including books in multiple genres and languages.



Director, NBT-India Talks about Importance of Books in Digital Age at MDU Rohtak

Shri Yuvraj Malik, Director NBT-India, was invited as the chief guest at the induction ceremony for the academic session 2023-24 to inspire and address the students at Maharishi Dayanand University (MDU), Rohtak on 12 August 2023. During his address, he talked about the importance of books in the digital age. As an alum of MDU Rohtak, Shri Malik said, “It gives me immense pride to affiliate with MDU Rohtak, my alma



I convey my heartfelt gratitude and best wishes to the MDU fraternity.”

mater. I owe my success and professional accomplishments to the strong value system inculcated by the professionals serving at MDU. It is no exaggeration to say that it’s one of the finest cradles of academic excellence with world class infrastructure and diversified professional institutes under one umbrella.

Director, NBT-India Launches the Book “A Score and More”

A book launch event was organised in National Book Trust, India’s Headquarters in Vasant Kunj, New Delhi on 7 August 2023. The book “A Score and More: Chronicles of Change and Cheer” by authors Dr Ruchi Seth and Ms Suthapa Basu, and published by Readomania, was unveiled by Shri Yuvraj Malik, Director NBT-India.

During his speech, Shri Malik emphasised on the essential role that teachers play in the society and how their role has evolved from nation builders to the creators of global citizens. He reiterated that a teacher’s words are the universal truth for students and thus, teachers

can be catalysts of universal change. He ended his speech by stressing upon the importance of reading and asked everyone to practice reading 10 pages, writing 1 page and speaking 1 minute daily.



Activities Organised for Young Readers across Delhi-NCR

Session on Reading Habits at Birla Vidya Niketan School

National Book Trust, India organised an enlightening session on 'Reading Habits and Parents as Role Models' at Birla Vidya Niketan School, Pushp Vihar, New Delhi on 5 August 2023. The session was conducted by Ms Vinita Zutshi, author and experienced storyteller. During the session, parents were able to discover the key to fostering a love for reading in their children – leading by example! The session helped the parents and teachers through recognising the importance of reading for oneself that can set the stage for their children to develop the same habits organically.



Storytelling Session Organised at Birla Vidya Niketan School

A fun and engaging storytelling session for young readers was organised by National Book Trust, India for the students of Birla Vidya Niketan School, Pushp Vihar, New Delhi on 18 August 2023.



The session, conducted by Ms Swati Sinha, started with a fun tapping activity which filled the students with energy and was followed by a story about body shaming. The story was about a king who had very big ears and how he hides them from everyone. Towards the end of the session, a discussion and a Q&A round was also held, wherein students asked various questions about types of stories and storytelling.

A Day of Fun Learning at Mount Abu Public School

NBT-India organised an interesting storytelling session and creative writing workshops for the students of Mount Abu Public School, Rohini today. Ms Swati Sinha, an experienced storyteller engaged the students of class 6 with a mesmerising tale on how to adapt ourselves in every situation and circumstance. Whereas, Ms Rashmi Mehra conducted a creative writing session, "Unleashing Imagination- Strategies for Mastering Creative Writing" that familiarised students of class 9 with the various aspects and techniques of effective story writing with special emphasis on the strategy of *Show, Not Tell*.



Fun Learning Activities for Kids with NBT-India & DMRC

National Book Trust, India in collaboration with Delhi Metro Rail Corporation (DMRC) organised a 'Storytelling, Quiz & Vedic Mathematics Session' on 19 August 2023. The activities and programmes organised for children facilitated a day of imaginative learning.



Students delighted in the captivating stories narrated by storyteller Ms Jaishree Sethi, StoryGhar and enthusiastically participated in an interesting quiz on the theme Azadi Ka Amrit Mahotsav. The day came to an end with an engaging session on Fun with Vedic Mathematics with Shri Vivek Kumar, who taught kids interesting tips and tricks to solve complex mathematics sums easily using Vedic maths.

Storytelling Session and Workshop Organised @ NBT-India Headquarters

National Book Trust, India organised a day of imaginative learning with Storytelling Session and Workshop for the enthusiastic students of Bal Bharati Public School, Noida at NBT-India's Bookshop in Vasant Kunj, New Delhi on 25 August 2023 to encourage and inspire reading and story-writing in children.

The storytelling session, conducted by Ms Usha Chhabra was structured in a way to help students understand the importance of food in building healthy eating habits. To make the session more joyful, Ms Chhabra gave them interesting riddles and poems on food. A fun story-writing workshop for the students by Ms Tanya Jain was also organised. During the session, students were taken on a journey through the mystical and realistic realms of fictional story writing. Students were also given a tour of the NBT-India Bookshop and National Centre for Children's Literature (NCCL) Library.



NBT-India @ Unmesha Literature Festival in Bhopal

'Unmesha', an International Literature Festival, was organised jointly by Sahitya Akademi, Ministry of Culture, Govt. of India and Madhya Pradesh Culture Department from 3 to 6 August 2023 at Ravindra Bhavan in Bhopal, Madhya Pradesh. The 4-day festival was inaugurated by Smt Droupadi Murmu, Hon'ble President of India. Speaking on the occasion, she shared her invaluable views on how literature binds people and connects cultures. The Hon'ble President further added that literature shows a mirror to humanity and is a reflection of society.

The festival was held as part of the Azadi Ka Amrit Mahotsav celebrations where more than 500 authors writing in 100 plus languages participated in over 75 events in the literary festival.

While speaking at the inaugural session, Shri Govind Prasad Sharma, Chairman, NBT-India presented his views on 'Creativity Enhancing Education' and said that education cannot be separated from creativity and the National Education Policy 2020 is an important step in this direction. Where the education perimeter is not limited to the



classroom only, but the creativity of education before formal education is also specially included in the form of pre-school education.

Shri Yuvraj Malik, Director NBT-India, in his address, talked about publishing in Indian languages and laid emphasis on the need of translations. He also assured publishers that necessary support will be extended by NBT-India in the realm of publishing books in Indian languages as well as translating them.

NBT-India also put up a stall that displayed some of the bestselling titles and newly launched series including PM-YUVA series and Indian Knowledge System series.

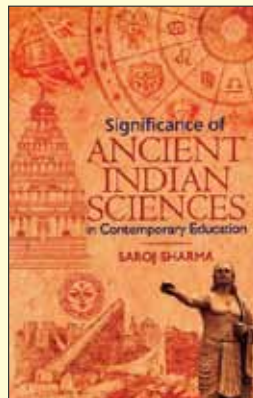
Book Excerpt

Philosophical Basis of Ayurveda

Physical and metaphysical speculations about matter and life form the philosophical basis of Ayurveda

It accepts that man, the subject of its treatment, is a part of the cosmic existence and represents the cosmos It accepts in miniature. In this respect, the Samkhya-Vedanta view of cosmogony and the allied Vaisesika view of inherent nature of substances have been incorporated in Ayurvedic treatises. All material bodies, according to Samkhya and Vedanta, are evolved from the interaction of Prakriti and Purusha, the dynamic (also material) and static (also conscious) principles of the universe respectively. Prakriti is the substratum of three elementary components (gunas) of creation: sattva (intelligence stuff), rajas (energy stuff) and tamas (matter stuff). The process of creation is said to be initiated in Prakriti by the transcendental Purusha through a disturbance in the equilibrium of the three gunas. The thus form the inherent components, gunas though in varying degrees, of every living object.

Every living being may be represented as karmapurusha (individuated soul) in union with mind, sense organs and material body. This material body is composed of gross elements in the form of prithviala (protective layer), dhatu (component matter), Teja (eliminations), three Vayu (humours), ap and Akasha. Each of the fundamental components and primary elements constitutes the living organism, imparting its specific nature and properties to the individual in the proportion in which it is present. The materials (dravya), which form food and drugs, being compounds of the five mahabhutas, are also mutations of Prakriti.



Significance of Ancient Indian Sciences in Contemporary Education

Saroj Sharma

ISBN 978-93-5491-911-4

Rs. 255.00

Life and matter, both having their source in Prakriti and Purusha, are similarly constituted. The five gross elements (mahabhutas), viz. akasa (space), vayu (air), tejas (fire), ap (water) and prithvi (earth), together with their subtle aspects (sukmabhutas) form the common constituents of all objects, animate and inanimate. Charaka, following the Vedantic view, declares each of the gross bhutas to be a peculiar ultra-chemical compound of five original subtle bhutas. Each of the gross bhutas, according to Sushruta, is mixed up with other bhutas. Every substance is in reality penta-bhautic, and it is only the relative predominance of a particular bhuta or bhutas is any substance that determines its class.

Substances which possess sense organs are animate, and those without them are inanimate. The role of the five elements in living and non-living entities is described in different Ayurvedic texts, particularly the Sushruta-samhita. In living bodies akasa, constituted mainly of the sattva principle, is responsible for sound, the sense of hearing, porosity, bodily cavities, and functional sub-divisions of the blood vessels and sinews into minute capillaries, etc. Vayu constituted mainly of the rajas principle, accounts for physical and physiological activities, and imparts the sense of touch and lightness. Tejas, constituted mainly of the sattva and rajas principle, is responsible for visibility of objects, the sense of sight, colour, continuity, digestion, anger, instantaneous response and courage. Ap, composed mainly of the sattva and tamas principles, bestows and faculty of taste and accounts of fluidity, weight, coldness, unctuousness, and the formation of semen. Prithvi, formed mainly of the tamas principle, imparts solidity, weight, and the sense of smell.

New Titles in Indian Languages

Here is a list of newly published books in various Indian languages, published by National Book Trust, India.
The titles are available at www.nbtindia.gov.in



Adventures of a Nepali Frog (Malayalam)

Kanak Mani Dixit
ISBN 978-93-5743-067-8
₹105.00



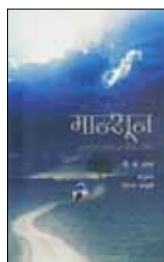
Kahani Parag (Punjabi)

Ed. Jaswinder Singh
ISBN 978-93-5491-430-0
₹310.00



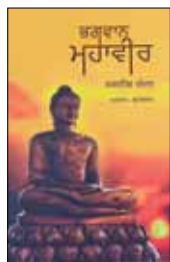
Anthimeswaran (Malayalam)

Pratibha Rai
ISBN 978-93-5491-895-7
₹725.00



Monsoon : Hawamanshastreya Veda (Marathi)

P. K. Das
ISBN 978-81-237-8928-6
₹310.00



Bhagwan Mahavir (Punjabi)

Jagdish Chandra
ISBN 978-93-5491-357-0
₹110.00



Mukti-Gatha : Swadhinta Sangram Adharita Odia Galpa (Odia)

Khirood Chandra Behera
ISBN 978-93-5491-553-6
₹340.00



Bismruta Biplabi : Odishare Swadhinata Sangramara Adyaparba (Odia)

Amiya Kumar Pattnaik
ISBN 978-93-5491-731-8
₹255.00



Puratan Bhartiya Katha-Kahanyan (Hindi)

Prof. Achhru Singh
ISBN 978-93-5743-079-1
₹225.00



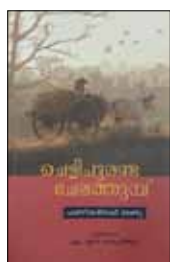
Cancer Kaaran Ate Bachaa (Punjabi)

S.M. Bose
ISBN 978-93-5743-041-8
₹250.00



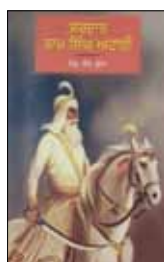
Sadi Ka Sampadak : Rajendra Mathur (Hindi)

Ed. & Comp. Rajesh Badal
ISBN 978-93-5491-798-1
₹285.00



Chelipuranda Chelathumpu (Odia)

Phanishwar Nath Renu
ISBN 978-93-5491-625-0
₹465.00



Sardar Sham Singh Attari (Punjabi)

S. S. China
ISBN 978-93-5743-044-9
₹140.00

Director, NBT-India @ Indian Publishers Conference 2023

Shri Yuvraj Malik, Director, NBT-India chaired a session on the ‘Contribution of Publishers in Making India a Book Reading Nation and Knowledge Society’ during the Indian Publishers Conference 2023 organised by the Federation of Indian Publishers (FIP) at Claridges Hotel, New Delhi on 12 August 2023.



During the session, Shri Malik shared, “A pen, a book, and a teacher is all it takes to elevate a voter to a dutiful citizen,” as he conversed with the other panellists, Shri Chander Prakash, Partner - Universal Booksellers, Dr Jyoti Arora, Principal Mt Abu School, and Shri G. Olivannan, CEO Emerald Publishers.

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Hindustan Times

KALEIDOSCOPE

NEW DELHI
FRIDAY
SEPTEMBER 29, 2023

NBT BOOKLIST

Riveting tales on nature, music & friendship for young readers

Want to savour the tales on the themes of nature and fauna? Here is an exciting collection of books for you all. Enjoy the wildlife of the Himalayan regions with Vikram and Kavita and read how friendship develops between Bhura, a bear, and Sanjeev through music. There is a riveting story of Appu, a brave elephant, and read how the Lion learns that each creature in the jungle is important. And lastly, embark on an adventure with the Kumar siblings and their friend, Zubi.

THE LION AND THE HEDGEHOG

Author: J B Sharma

This is an impactful story of the Lion, the king of the Jungle, and his humble servant, the Hedgehog, who cleaned his den. Hedgehogs are small creatures who have thorny prickles all over their body that end up hurting the lion one day. The Lion demands his Minister, the Fox, to order the hedgehog to leave the forest. However, things take a different turn when the Lion's den starts to get dirty. Read on to find out what happens next. Reminding us that every creature, however big or small, has an important role to play regardless of their appearances or actions, *The Lion and the Hedgehog* is a must-read for all the kids.



NOTES OF THE FLUTE

Author: Meenakshee Swami

Notes of the Flute is a beautiful narrative that follows the extraordinary friendship between Bhura the brown bear and Sanjeev. This heartwarming tale imparts valuable lessons to young readers, emphasizing the significance of companionship and love. Bhura, who prefers to spend time alone, gets drawn to the mesmerising melody of the flute Sanjeev is playing. The two friends unite because of music, a tool that easily transcends boundaries of nature. The story shows the power that a sweet melody of the flute holds and how Bhura's flute helps restore peace in the jungle. The story illustrates the power of music.



THE STORY OF APPU

Author: Navakrishna Mahanta

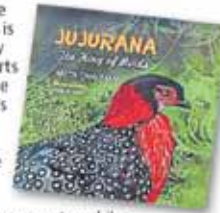
The Story of Appu highlights the emotions of animals and the beautiful relationships between humans and animals. Appu, a calf-elephant, is being taken care of by Ajay's family. However, out of jealousy, Bhulu, Ajay's dog, starts bullying Appu for stealing all of Ajay's attention. The story takes the readers on an emotional journey as Ajay's father asks him to help Appu adapt to the forest in case their family moves to another city. Appu was able to adapt to the forest quickly and his interaction with humans paid off when he and his friends encountered illegal Ivory hunters. Appu is awarded for his bravery.



JUJURANA

Author: Anita Chauhan

Jujurana- The King of Birds is a lovely story that transports readers to the beautiful hills of Himachal Pradesh and shows us the various animals and birds one can encounter while visiting the Kufri Nature Park near Shimla. The story lets in readers to some well known facts about the Himalayas and the different species of birds and mammals belonging to the Himalayan Mountain Region through the story of Vikram and his sister Kavita. In this informational story, the siblings and readers also learn about Jujurana, a species of bird only found in the mountains of northern India.



ZUBI

Author: Kanchan Verma

In the quaint town of Jyotipuram, situated in a lush green valley of Jammu, the Kumar siblings encounter a stranded puppy in the midst of a storm. With unwavering resolve to make this precious furry friend a part of their lives, they embark on a fun adventure filled with various challenges. The four children try to hide its presence from their mother as they navigate their way through secrecy, and bond over their shared love for the little puppy. Eventually, the puppy's presence is discovered despite their numerous efforts. Read how their mother reacts to Zubi.



Glimpses



An engaging storytelling session was organised by NBT-India for the young readers at Lovely Public School, Geeta Colony on 10 August 2023 by Ms Jaisree Sethi, Story Ghar.



Shri Yuvraj Malik, Director, NBT-India inaugurated the 'Annual Day and Scholar Badge Ceremony' at DPS, Vasant Kunj on August 12, 2023.



NBT-India was the Knowledge Partner at the one-day ASSOCHAM conference on "Making Gujarat a Global Destination for Quality Education" held on Aug 19, 2023 at Gujarat National Law University, Gandhinagar, Gujarat.

NBT-India @ Delhi Book Fair

National Book Trust, India participated in the Delhi Book Fair 2023 from 29 July to 2 August 2023. The 2023 edition of the fair was organised by the India Trade Promotion Organisation (ITPO) in collaboration with the Federation of Indian Publishers (FIP) at Pragati Maidan, New Delhi.

This year, the focus theme of the fair was 'Books in Nation Building' that provided a platform for promoting a healthy reading culture among children and youth.

During the 5-day fair, NBT-India also set up a stall, displaying a wide variety of intriguing reads from various publishing series on various topics like Social Science, National Biography, Popular Science and a collection of illustrative books for children of all age-groups. NBT-India Mobile Exhibition Van (MEV), stocked with various titles was also stationed at the venue during the course of the fair.



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NBT-India Pledges to Protect Motherland

To honour the lives lost amidst the tragic times during Partition, NBT-India organised a digital photo exhibition on the occasion of Partition Horrors Remembrance Day (14 August 2023) at



the NBT-India Headquarters, New Delhi. Editors of the Trust read various accounts that depicted the sorrowful series of events penned in Indian literature in various languages. The event ended with the attendees taking a pledge to protect our motherland.

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The views expressed in the signed articles do not necessarily reflect the official views of the Trust.

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NBT-India Celebrates National Sports Day

Fitness is not just a word but an essential pillar to lead a healthy and prosperous life. On the occasion of National Sports Day (29 August 2023), under the 'Fit India' campaign launched by Hon'ble Prime Minister, NBT-India organised a Volleyball match in the sports ground with the cooperation of all the employees from 25-28 August 2023. Various female and male employees took part in a series of sports matches. As the celebrations came to an end, everyone present took a 'Fitness Pledge', wherein they resolved to devote at least 30 minutes of the day to physical activity and sports every day and encourage India to become a fit nation.



You can also find the e-Newsletter on our website www.nbtindia.gov.in

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