

NBT newsletter

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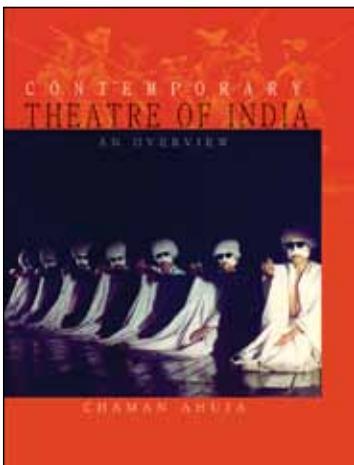


Volume 28 No. 5 August 2012

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PICK OF THE MONTH



**Contemporary Theatre of India:
An Overview**
Chaman Ahuja
ISBN 978-81-237-6491-7; Rs 540

BOOK EXHIBITION AT NIZAMUDDIN



Showcasing a soft side and as a part of community policing, the Delhi Police joined hands with the National Book Trust, India to organise a three-day book exhibition from 17-19 July 2012 at Urs Mahal in Nizamuddin, New Delhi, to promote reading habit and to make books available to economically weaker and marginalized sections of the society.

The exhibition was inaugurated by Shri Neeraj Kumar, IPS, Commissioner of Police in the presence of Shri Sandip Dixit, MP (Lok Sabha), Shri M.A. Sikandar, Director, NBT, senior officers of Delhi Police, the Nizami members of Hazrat Nizamuddin Dargah and a huge gathering of book lovers. Shri Ajay Jadeja, noted cricketer and Ms Barkha Dutt, media person from NDTV were also seen in the gallery.

As part of the Delhi Police's attempts to reach out to people, Shri Neeraj Kumar said, "To give a form to community policing we have started such an initiative. As part of our 'Jan Sampark' programme we will be meeting people at neutral venues, listen to them, address and dispose off their complaints."

Speaking on the occasion, Shri Sandeep Dixit said, "The onset of new technology of email and internet is a challenge to which the written word has to adapt and evolve."

"During my recent visit to Dubai, I found the local police organising a book fair in Dubai as a part of community policing. It is good that Delhi Police has taken an initiative in this regard for the first time in India, under the leadership of the new Commissioner of Police Shri Neeraj Kumar. We shall be organising more such exhibitions in other parts of Delhi in collaboration with Delhi Police in near future," said Shri M.A. Sikandar.

Several programmes and activities were organised for children during the exhibition which included storytelling sessions and workshops. Over 150 children drawn from various non-government organizations and schools such as Sakshi, MCD Primary schools, Shri Ram School of Gurgaon, MCD Pratibha Vidyalaya, Delhi Public School of Ghaziabad, Agha Khan Foundation and Navjagriti Collective, participated in the session.

School children had a feast of stories



as two young storytellers held the children in rapt attention at Ghalib Academy. The storytelling session was conducted by Ms Charu Sethi and Ms Pawan Guleria. Children too grabbed the opportunity and stunned the audience with their enchanting tales.

“Stories not only entertain the children but also inspire them to go beyond the ordinary and excel in whatever they do,” said Shri Ajay Chaudhury, ACP, South East District, who also also interacted with the children and exhorted them to join Indian Police Service to drive the criminals away. He wished the children success in their lives.

A workshop on presenting a story

through dance and drama was also organised on the last day of the exhibition in which more than 200 children participated. In the workshop conducted by Ms Banani Sarkar, noted Bharatnatyam dancer, the children enacted scenes from the Rabindra Nath Tagore’s dramatic masterpiece *The Post Office*, originally written in Bangla. Through various characters, the play illustrated different forms of philosophies and lifestyles and depict how the beliefs of a child keep on changing.

Over 200 children drawn from various schools, including MCD primary schools, MCD Pratibha Vidyalaya, Delhi Public School, Vasundhara & Ghaziabad;

Shri Ram School, Gurgaon and those associated with NGOs such as Agha Khan Foundation and Sakshi participated in the workshop.

In addition to NBT, the book fair showcased publications of a number of organizations such as Sahitya Akademi, National Bal Bhawan, National Council for Promotion of Urdu Language, Gandhi Peace Foundation, Ghalib Academy, Agha Khan Foundation etc. A large number of book lovers from all walks of life especially school and college students, from the nearby areas thronged the book exhibition in large numbers during all three days of the book fair to avail the benefit of 25% discount offered by NBT.

ADVISORY PANEL MEETINGS

The National Book Trust, India publishes a number of books in English and other Indian languages, under various series. To guide its publishing programme; NBT is supported in its efforts by a Panel of Advisors that it constitutes from time to time. Recently, Advisory Panel Meetings were held for Odia, Urdu and Telugu languages.

The Advisory Panel Meeting of Odia language was held on 17 June 2012 at Bhubaneswar. Presiding over the Meeting, Dr Sitakant Mahapatra, eminent scholar, laid stress on the wider circulation of NBT’s books in the rural and tribal belts of Odisha. The members included, Prof. Dasarathi Das, Smt. Binapani Mohanty, Prof. Sourindra Barik, Prof. Debakant Mishra, Prof. Bijay

Kumar Satpathy, Dr. Bijayanand Singh, Dr. Mahendra Kumar Mishra, Dr. Pritish Acharya. From the Trust, Shri M.A. Sikandar, Director, NBT; Shri Baldev Singh Baddan, Chief Editor & Joint Director, and Dr Pramod Sar, Odia editor NBT were present.

The Panel Meeting for Urdu language took place on 28 May 2012 at the office

premises at Nehru Bhawan. The Meeting was presided over by Prof. Bipan Chandra, Chairman, NBT. The Members present included Prof. S.R. Kidwai, Prof. Iktedar Alam Khan, Prof. Sogra Mehdi, Prof. Akhtarul Vase, Dr Khalif Anjum, and Shri Gulam Haider. Dr Shams Equabal, Urdu editor, NBT was also present.

Telugu Advisory Panel Meeting was held on 16 June 2012 at Hyderabad.

The meeting was presided over by Prof. Vakulabranam Ramkrishna. Others present at the meeting included Prof. N. Gopi, Dr J. Bapureddy, Prof. Atluri Murli, Prof. Mohd. Iquabal Ali, Prof. R. Chandrasekhar Reddy, and Shri Tilkapalli Ravi. From the Trust, Shri M.A. Sikandar, Director, NBT; Shri Baldev Singh Baddan, Chief Editor & Joint Director, and Dr P. Mohan, Telugu editor were present.



SEOUL INTERNATIONAL BOOK FAIR

The Seoul International Book Fair held from 20-24 June 2012 at the COEX Convention Centre in the capital of South Korea, was inaugurated by the Culture Minister of South Korea. Saudi Arabia was the Guest of Honour country, marking 50 years of diplomatic ties with South Korea.

More than 580 publishers from over 20 countries participated at the 18th edition of the Fair, which is organised by Korean Publishers' Association, and is supported by the Ministry of Culture, Sports & Tourism, and Korean Publishers' Foundation.

National Book Trust, India put up a collective exhibit of over 200 books from India representing publications of 26 Indian publishers in different subject areas like Social Sciences, Science & Technology, Literature, Books for Children, Art & Culture, etc. Three Thematic Rights catalogues of NBT, viz. Works on and by Mahatma Gandhi, Books on Sports, and Books on Cinema were also displayed. Informative publicity cards announcing the 21st New Delhi World Book Fair were also distributed to the participants of the Fair.

Predominantly a Korean language market, English language books were, however, few and largely imported from UK or USA. NBT's participation could instill in them the idea of looking for



English-language market of India. There were books on Upanishad, Buddhism, Gandhi (which included two comics books on him for children), and one on Tagore. According to the introduction of the Korean Publisher's Directory, in the recent past not many Indian language



books have been translated and most of the translations that have taken place in South Korea have been dominated by publishers from Europe, USA followed by China and Japan. In this context, there is a strong, highly literate population that can be tapped by Indian publishers.

Many publishing-related discussions and literary programmes were organised at the Fair by KPA and other agencies which also included programmes by the Guest of Honour country.

A few special exhibits were also part of the Fair of which one was dedicated to Nobel Laureates, where one of the panels focused on Rabindranath Tagore. Out of the two halls of the Book Fair, one was completely devoted to children's books. Illustrator's Walls, Book-Art stalls and display of some of the finest works of the renowned illustrators of South Korea who had won award for illustrations at the Bologna Children's Book Fair were some of the highlights of the hall dedicated to children books. The content and production of the books were qualitatively high. In totality, one can say that people are conscious about providing the best reading materials to their children, which is reflected in the country's publishing profile.

The Seoul International Book Fair was represented by Shri Kumar Vikram, English Editor at the Trust.

NBT ON THE ADVISORY BOARD OF AFCC

Shri M.A. Sikandar, Director, National Book Trust, India was appointed as a member of the Board of Advisors for the Asian Festival of Children's Content (AFCC) 2012 for two years. Representing India, Shri Sikandar attended the meeting of the Board of Advisors held in Singapore on 29 May 2012.

The countries participating in the meeting besides Singapore included Australia, Brunei Darussalam, Hong Kong, Philippines, Indonesia, Japan, Malaysia, and Myanmar.

In his brief address, Shri

Sikandar informed the members about the various activities of NBT and how, as the apex body of the Govt of India, it spearheads the movement for promotion



of books and reading in the country. He also discussed the diversity and richness of the children's publishing industry in India, not only in English but also in over 30 languages of India. In this regard, he also proposed that India may be considered as the focus country at the AFCC 2014.

Shri Sikandar also met Shri T.C.A. Raghavan, Indian High Commissioner to Singapore, where he discussed the possibilities for the promotion of Indian books in Singapore.

COLOURING INDIA

AN ILLUSTRATOR'S WORKSHOP TO DEVELOP PRE-SCHOOL BOOKS FOR CHILDREN

The National Book Trust, India organised a unique three-day Illustrator's Workshop from 26 to 29 June 2012 at The International Centre, Goa, with the objective to develop books—particularly picture books for children below five years of age. Senior artists from different parts of the country participated at the workshop to translate ideas into books for children.

The artists included Ravi Paranjape, Pulak Biswas, Suddhasattwa Basu, Atanu Roy, Partha Sengupta, Anup Ray, Jeyanthi Manokaran, Priya Nagarajan, Amitava Sengupta, Debabrata Ghosh, Rabindranath Sahu, Subir Roy, Shashi Shetye, Viky Arya, Durlabh Bhattacharya, Ajanta Guhathakurta, Samaresh Chatterjee, Utpal Talukdar, Durgadatt Pandey, Mohit Suneja and Irshad Kaptan. The event was a tribute to the great Goan artist Mario Miranda who was also an illustrator for NBT.

The underlining objective being to take the final exhibit of these books to the biggest children's book event, i.e. the Bologna International Children's Book Fair held annually in Italy. The programme was set in motion with an informal function held at the venue on the evening of 26 June 2012 where Shri M.A. Sikandar, Director, NBT addressed the august gathering.

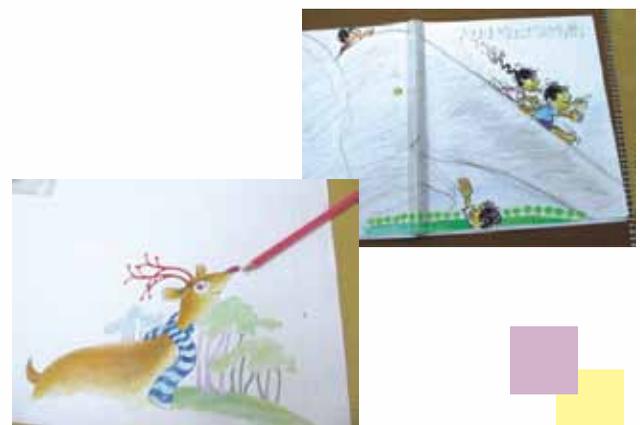
In his address Shri Sikandar said that Nehru Bal Pustakalaya series under which children's books are published is a flagship programme of the Trust. This first in the series of such programmes will be followed by many such workshops to develop books for children. He also said that with the New Delhi World Book Fair is now an annual event, and the 21st edition will be held from 4-10 February 2013. The theme of the Fair this time would be Folk and Tribal Literature.

The inauguration was followed by short presentations by eminent artists Ravi Paranjape and Pulak Biswas. The coordinator of the programme in Goa, Ms. Nandini Sahai, also spoke on the occasion. Faculty members and students of Goa College of Art had been invited to participate in the event. Well-known children's writer Ramendra Kumar was associated with the whole programme to assist the illustrators in articulating their concepts.

All the participating artists worked diligently on their concepts adding colour to their ideas to produce books for children. On the final day of the workshop, a media presentation was arranged for the



benefit of the press. The programme was coordinated by Shri Debu Sarkar (Dy. Director, Art), Ms. Neera Jain (English Editor) and Shri Pankaj Chaturvedi (Hindi editor) from NBT.



Goa for Mario



A PICTORIAL JOURNEY THROUGH THE WORKSHOP

The Trust is bringing out a new book titled *Breaking Ground: Journey into Media and Out* by Rami Chhabra. Herein we reproduce an excerpt from the chapter 'Historic Journey by Road'.

We travelled non-stop for nearly fourteen hours that first day—making only a brief half-hour lunch-halt. Twice the jeeps had to be ferried across broken bridges—to finally arrive at an official guest house in an army camp, a cluster of barracks and tents and little else, set deep behind fields at Ha Thin, our stop for the night. The Cubans and the Czech obediently obeyed instructions to immediately retire to their assigned tents to eat and rest. But within minutes of being sent in, I quietly crept out of mine hoping to look around, only to be whistle-blown from almost every direction. The interpreter emerged to tell me angrily that we had been told to sleep and not come out!

Pleading a headache and a desperate need for fresh air and a bit of a walk before I could eat or sleep, I peered desperately through the dark to try and make out what I could as I wandered aimlessly for just a bit, now virtually matched step by step by a quartet of soldiers watching me closely. But within minutes the interpreters had physically barred my way and firmly returned me to my tent, remonstrating “not do what not allowed to do.”

This cat-and-mouse-game was to be replayed at every halt as I desperately tried to catch some surreptitious glimpses of the places where we stayed or stopped for brief halts, while the interpreter-guides cosseted and cajoled me to refrain. In private they exasperatedly exclaimed, often within my hearing, about this difficult Indian woman-guest, so hard to manage unlike the rest of the disciplined, rule-abiding party that never questioned any instruction and did exactly as they were told. Repeatedly, my interpreter counseled self-discipline,

not to be self-indulgent about fresh-air and pre-sleep walks!

Later I also learnt of the extensive land-mines strewn across the areas we were moving through. My escorts' seemingly rough behaviour was possibly as much on account of anxiety on what could befall me as it was from exasperation on how anyone could be so ill-disciplined as to disregard specifically-given orders! Yet no one openly discussed the existence of land-mines till much later in the journey. As we drove, it was only an occasional building still standing preserved in its bombed-out state, as also the many gun-toting villagers along the road that reminded one of Vietnam's recent war. For the hardworking and enterprising Northerners had converted every bombed crater into a limpid pool or a vegetable-patch and the countryside in the North looked simply pristine and verdant rather than pounded-out-of-existence.

Reaching Hue—and 'h-ice and h-air conditioning'

Altogether, we made four night-halts with an extended day's stay at Da Nang to cover the 2000 kilometers distance between Hanoi and Ho Chi Minh City. Most days averaged a minimum of 12-14 hours in the jeep—in the North over roads that, as the Vice-Foreign Minister had rightly warned, were hardly there so that the jeep made one feel like a bronco-horse-rider while the weather sweltered hot and heavily humid. One jeep broke down and had to be abandoned. Both the Cubans and the

Czech were completely wiped-out, despite constant swigs of vodka to keep themselves going, and the Czech openly longed, in his heavily-accented English, “for h-air-conditioning and h-ice” at Hue on the 17th Parallel where we finally arrived at 1 a.m., after traveling more than 15 hours on the third day.

After Hue, things were somewhat better. Three quarters of the way down, it was not only much less arduous on a good metalled road but past hardships paled before the spectacular beauty of the coast that hugged Highway No 1 with scenic views reminiscent of the French Riviera. Yet the 600 kilometers from the coastal city of Da Nang to the Nha Trang harbour brought home the recent devastation much more sharply, as broken-down vehicles and piles of empty bomb-shells littered the road periodically, testifying to the recent bitter battles. On the cliff-like rocks hugging the road, the graffiti of chalk-white grinning-skulls and cross-bones mocked even the benevolent gaze of the huge white Buddha, intact and towering benignly over Nha Trang harbour. Finally, beyond the small coastal town of Phan Thiet, the blue sea disappeared and the road turned sharply inwards carrying us past the killing fields of Bien Hoa and onto Ho Chi Minh City.

... In Ho Chi Minh City I soon caught up with any number of Indians and expatriates still in the city with no way to get out. They were amazed by my entry there and wanted to know how I could get in. Hundreds of Indian erstwhile-traders desperately wanted to leave. Altogether, over 20,000 foreigners remained still stranded in the city. They begged that I write about their plight when I returned. It was the first thing I did—to the indignation of my Vietnam hosts. The Indian Embassy officials also requested that when I returned I take back to India the Embassy courier-bag with mail for their families with whom there had been no communication for months.

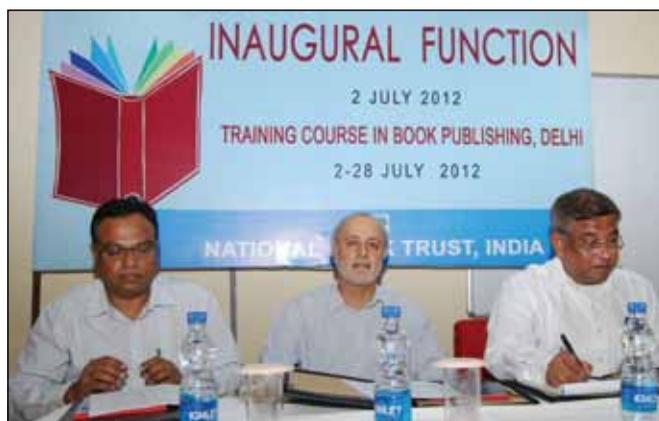


TRAINING COURSE IN PUBLISHING

“It is indeed my pleasure to inaugurate this course on book publishing. My simple message to all of you is that since we place a huge premium on promotion, which in turn is done through communication; so it is necessary that we make sure that the communication is simple enough to be easily understood by all. And this communication includes books and general reading material,” said Shri R.S. Mathrani, IAAS, Director General Audit; while inaugurating the 4-week Training Course in Book Publishing organised by the National Book Trust, India at Nehru Bhawan, New Delhi.

Speaking on the occasion, Shri Manas Saikia, MD, Cambridge University Press, and the guest speaker at the function talked about the scenario of digitalisation of books and publishing industry in India. He said that publishing is a huge industry in India, and many people find employment and opportunities for growth in this field in our country. He also spoke in detail on other issues like the new technology of Print-on-Demand, popular now in other world markets, and on threats like plagiarism, especially of the academic books in India.

Earlier, Shri M.A. Sikandar, Director, NBT welcomed the guests



and the participants of the course. He said that the publishing course would be interactive and quite informative, and help participants to begin their career in publishing industry, after completion of this course. He also informed the audience that NBT has recently started a Book Publishing Course in collaboration with the Calcutta University; and in next four to five years, NBT will be starting a few more collaborative programmes in book



publishing with other institutions.

Held from 2–28 July 2012, the 4-week Course is aimed at giving the participants an overview of publishing. Hands-on experience and interactive sessions form an important segment of the course. Visits to publishing houses, library and printing press are also arranged to enhance the practical knowledge of the participants.

This year, 35 participants from various parts of the country enrolled in the course. Besides strengthening the knowledge in different aspects of publishing, the course also helps the participants to take up publishing as a career. As has been the practice, NBT as part of its arrangement with major publishing houses, would be sending the participants there as interns for two months; after the completion of the course.

The faculty members have been chosen from leading publishing houses of the country, which includes names like N.K. Bhattacharya, Sukumar Das, Ritu Menon, Sharmila Abraham, V.K. Karthika, Vikas Gupta, G.S. Jolly, Joseph Mathai, Lipika Bhushan, Aarti David, B.N. Varma, and others.

The publishing course was coordinated by Shri Sumit Bhattacharjee, Asst Director (Projects & Training).

BOOK RELEASE FUNCTION

A book release function was held at the Uttarakhand Bhavan, New Delhi by the National Book Trust, India on 7 June 2012.

Releasing the book, *Uttarakhand ki Rajasva Police Vyavastha*, published by the National Book Trust, India, Shri Harish Rawat, Union Minister of State for Agriculture & Food Processing Industry, and Parliamentary Affairs said, “This book by NBT not only gives ample details about the various land reform programmes in Uttarakhand, but is also a guide to the future. This book is an inspiration for those

working in this field.”

Earlier, Shri M.A. Sikandar, Director, NBT, India welcomed the guests and informed them about how NBT is planning to publish more books on various



subjects related to Uttarakhand. He also said that NBT is trying to reach books to every corner of Uttarakhand.

Shri Avtar Negi, General Secretary, Patrakar Parishad presented a paper on the book and said that Rajasva Police, a concrete form of the concept of ‘Friendly-Police’, is one of its kind in the country. He said that this book will not only interest the people of the State but others in the country as well.

Shri Devendra Upadhyay, author of the book also spoke on the occasion. Shri Pankaj Chaturvedi, Hindi editor, NBT, coordinated the programme.

World Book Fair

to be an annual event

The New Delhi World Book Fair, a biennial event till its 20th edition (Feb.-March 2012) will be now an annual event. This was formally announced by Shri Kapil Sibal, Hon'ble Minister for HRD, at the inauguration of the 20th New Delhi World Book Fair. While bringing cheers to the hearts of booklovers, the annual holding of the NDWBF will enhance its brand image internationally and ensure a marked presence in the calendar of book events for publishers and other stakeholders.



The 21st New Delhi World Book Fair will be held from 4-10 February 2013 at Pragati Maidan, New Delhi

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Excerpts from the two-day seminar on Indian Translation or the Tower of Babel were interesting and educative. NBT's plan to issue the proceedings of the seminar in book form is highly heartening and laudable. An, economic, NBT-style paperback affordable to general public (besides the hardcover edition) is hopefully expected. Similarly, if a book is also published on the 2-day seminar on Copyright and Publishing Industry held in June 2012 (July issue of the *Newsletter*), it would also be helpful as a text for NBT's training programmes on book publishing.

Coimbatore

Dr. N.P. Damodaran

July 2012 *Newsletter* was good. I notice that *NBT Newsletter* is now better and more readable than before. The reports about book fairs are short and sweet. I am from Gujarat and I am surprised and happy that the book fair in Gujarat became so popular! Looking forward to the next World Book Fair in Delhi.

Chennai

D.K. Oza

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