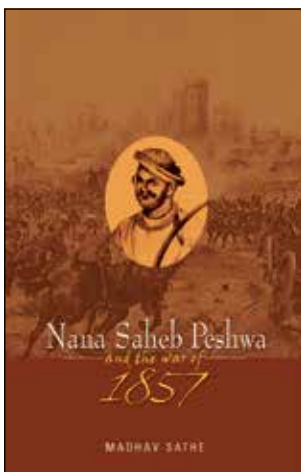


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PICK OF THE MONTH



Nana Saheb Peshwa and the War of 1857
Madhav Sathe
978-81-237-7170-0; Rs 220

India Focus Country at Singapore



India was the Country of Focus at the Asian Festival of Children's Content (AFCC) held at National Library Building, Singapore from 30 May to 4 June 2014. Organised by the National Book Development Council of Singapore, the festival offered 85 talks and six master classes involving teachers, parents, writers, illustrators, editors, publishers and media personalities. The festival witnessed around 40 book launches including formal release of Tamil and Hindi translations of AFCC title *Water* by Christopher Chang. The Indian language additions of the title have been brought out by NBT.

Mr Lawrence Wong, Minister for Culture, Community and Youth and 2nd Minister, Ministry of Communications and Information, Republic of Singapore, inaugurated the Festival. Mr Wong thanked National Book Trust, India and the Indian delegation for excellent presentation of India's glorious history of children's literature in the designated India Pavilion in the festival. He also highlighted the importance of stories in teaching

children about the world and its history. Reading each other's stories will also bind communities together, he added.

Ms Vijay Thakur Singh, High Commissioner of India in Singapore, was the special guest on the occasion. In her address, Ms Singh while recalling the great storytelling tradition of India also thanked the organiser for giving India the Country of Focus honour just on the eve of golden jubilee celebration of establishment of diplomatic relations between Singapore and India. Earlier, the Indian High Commissioner formally inaugurated the India Pavilion at the festival by cutting the ceremonial ribbon in the presence of writers, illustrators, officials and other dignitaries from both the countries.

Describing AFCC as a fertile ground for the development and celebration of good and quality children's content, Ms Claire Chiang, Chairperson, AFCC Board of Advisors, in her address at the inaugural function, said, "Through focus on trans-media interactions, young adult fiction, bilingualism and children's



literary translation, this festival has made significant strides in priming a new generation of writers and content creators to tackle the goals with an eye for Asian content.” The inaugural function of the festival was also attended by, Mr R Ramachandran, Executive Director, AFCC, festival director Kenneth Quek and Dr M A Sikandar, Director, NBT among other dignitaries.

AFCC 2014 provided a vibrant forum to Indian authors, illustrators and publishers to showcase India's



Zaidi, Ms Navin Menon, Ms Manjula Padmanabhan, Dr Divik Ramesh, Ms Usha Venkataraman, Mr Subir Shukla, Mr Atanu Roy, Ms Sampurna Chattarji, Ms Nina Sabnani, Dr M A Sikandar, Ms Geetanjali Chatterjee, Mr Manas Ranjan Mahapatra, Mr S K Khurana and Mr Deep Saikia.

The event *Meet the Indian Literary Stars* followed by the *India Night* on 1 June 2014 created a pleasant forum of interaction between authors and illustrators from India and other parts



tradition. The panel discussions that were organised as part of Country of Focus presentation in the Festival on various themes included *A Brush with Creativity: My Colourful Story*, *What Girls are Doing in Our Stories: Gender Issues in Indian Children's Literature*, *Past Present Future: Reinventing Children's Literature*, *The Child in Me: My Writings*, *India in Pictures: Comics and Graphic Novels* and *Jungle Chat: Animals and Birds in Indian Children's Literature*. The speakers and moderators in these events included eminent authors, editors, publishers and illustrators, like Mr Arup Kumar Dutta, Ms Deepa Agarwal, Justice Leila Seth, Ms Atiya



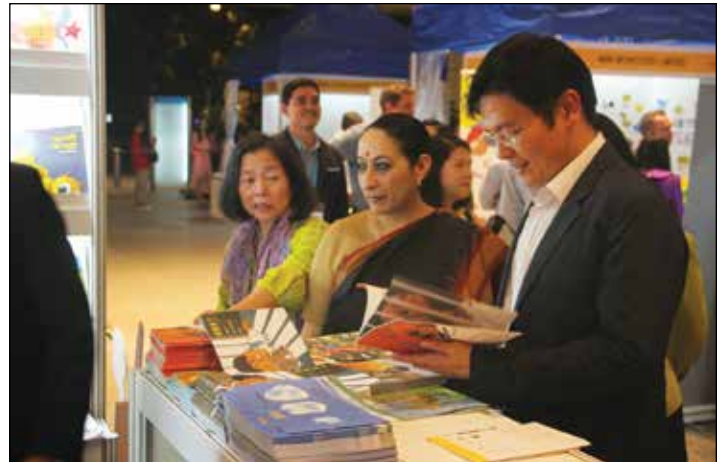
diverse and rich children's content and tradition of storytelling in different Indian languages since ancient times. The Indian presentation included a special exhibit of over 200 recently published children's books in English, Hindi, Gujarati and Tamil, a set of specially curated panels displaying a visual journey of children's literature in India and illustrative elements including cut-outs of amazing legendary characters like Ganesha and Vyasa, Tenali Raman, Akbar-Birbal, Betal and Vikramaditya, the Blue Jackal, Gopal Bhand and R K Narayan's iconic character Swami from Indian mythology and storytelling



of the world. Mr S R Nathan, the sixth President of the Republic of Singapore and Ms Sim Ann, Minister of State, Ministry of Education and Ministry of Communications and Information were the honoured guests on the occasion. The Indian cultural performance by Singapore Indian Fine Arts Society was an added attraction of the evening.

The delegation from NBT was headed by Dr M.A. Sikandar, Director. Other members of the delegation included Shri Debabrata Sarkar, Dy. Director (Art), Shri Deep Saikia, Asamiya editor, Shri Manas Ranjan Mahapatra, Editor, NCCL.

India Focus at AFCC: Images



Book Promotion Programme in Gujarat

A special book promotion programme was organized by NBT India in association with Gujarat Hill Council, in the tribal districts of Dangs, Navsari and Valsad in Gujarat from 12 to 18 June 2014. A NBT Mobile Book Exhibition van travelled with a select exhibit of books across schools, colleges and other institutions in various parts of these districts.

Among the many programmes held were two workshops on 'Story Writing and Telling Art' for teachers and 'Drawing Illustration' for children held at Valsad on 18 June. Well-known author for children's books Ms. Jagruti Ramanuj and illustrator Shri Siddharth ramanuj were resource-person to the workshops, respectively. The workshop was organised in collaboration with ARCH. Ms. Naheda Shekh was the resource-person to the children's activity programmes.

Besides, a seminar on 'Book



Promotion in Tribal Areas' was held in Bhinar (Vansda) on 15 June where the speakers from various communities participated.

Former Maharaja of Vansda Shri



Digvirendrasinh Solanki inaugurated the seminar and Shri Ranchhod Shah, eminent educationist of Bharuch delivered the keynote address. Speakers included Shri Dahyabhai Vadhu, Dr. Madhukar padvi, Dr. Daxa Vyas, Dr. Vikram Chaudhri, Dr. Dilip Gamit, Shri Dhirubhai Patel, Shri Kulin Patel, Shri Yogesh Bhatt and Shri Jitendra Vasava. Shri Kalyanjibhai Patel, eminent social activist, presided over the seminar.

The seminar was organised in collaboration with Bahadurbhai Patel Smarak Samiti. Shri Parsottambhai Patel, Secretary of the Samiti welcomed the gathering and Shri Ramanlal Patel, Vice-president of the Samiti presented the concluding remarks in the seminar.

Shri Bhagyendra Patel, Asstt. Editor (Gujarati) and Book Promotion Officer (Gujarat, Dadra Nagr Haveli & Diu) coordinated the programme.

Seoul International Book Fair

One of the largest book events in South Korea, the Seoul International Book Fair was organized from 11-22 June 2014 at the Convention and Exhibition Centre, Seoul, South Korea. About 370 publishers from 23 countries participated at the fair. The theme of the Fair was 'See the world through books, envision the future with books'.

Inaugurating the Fair, Mr. Yoo Jinryong, Minister of Culture, Sports & Tourism, South Korea said, "The Korean government will continue to provide various policy support measures to back the publishing industry so that it can serve as a stepping stone to lead to an era of creative industries and cultural enrichment. I hope this book fair will provide an opportunity for the peoples of the world to communicate and understand each other through books." The Sultanate of Oman was the Guest



of Honour Country at the Fair. Besides an exhibit of books from Oman, the presentation included exhibition on Omani tradition and accessories, cultural programmes including a concert by the Royal Oman Symphony Orchestra and a henna station where people could experience the decorative body dye, traditionally used by Arab women.

Besides, marking the 130 anniversary of the Korea-Italy diplomatic relationship, Italy was honoured as a Culture Focus Country.

Many literary programmes were held during the Fair. These included "Meet With Authors", a "Humanities Academy," and a "Book Mentor Program".

The National Book Trust, India participated at the Fair with a collective exhibit of around 150 titles brought out by publishers from across the country. The NBT stall drew a huge crowd of visitors including writers, translators, illustrators, publishers and booklovers. They showed keen interest in the display and particularly on Indian culture, Buddhism and books on and by Tagore and Gandhi.

Besides, the NBT is also in talks with the Institute of Indian Studies, an organization of Korean writers and translators, for possible collaboration to publish Indian books in Korean.

Shri Dwijendra Kumar, Asst. Editor, represented NBT at the Fair.

Rise of E-tech in Educational Publishing

There is a huge shift in the way education is now being imparted to children. The traditional way of chalk and board has given way to Smart Boards, interactive CDs, Web portals, etc., which teachers say makes study more student-oriented. Realizing this revolutionary shift in the education system today, children's publishers in India, especially textbook publishers, are quickly banking on this opportunity.

To understand this market, the NBT Newsletter team spoke to some of the publishers at the New Delhi World Book Fair 2014.

"When they sell textbooks to schools, the first question put to them is whether the books are inclusive of CDs or not," said Shri Kailash Balani, Director, Balani Infotech,

"We realized the importance of this demand long back. We are the pioneers in this field. Our books with CDs came into the market way back in 1999," said Shri Rajesh Gupta, Director, Millennium Booksources Pvt Ltd. "The human brain registers images faster than words", he added. He was of the opinion that pictures attract children than the lengthy texts, so Millennium comes out with books with interactive CDs, which communicate to the children through images, animation, sound, and so it becomes easier for them to grasp the chapter in the book.

Shri Sanjiv Chawla, Vice President-Exports, Orient Blackswan, said that CDs with textbooks is more a necessity now. "With Smart Boards introduced in schools nowadays, these interactive tools warm up the child to the chapter in the

text and help them to grasp it better. Children being quite tech-savvy these days, such tools appeal to them better", he added.

Speaking on the same lines, Rakhi Karn, PR-Assistant from Sterling Publishers, said that the youth today wants crisp information, and being comfortable with technology, they identify with e-tools quickly than the traditional textbooks. Whereas, Ramesh Kumar, Marketing Manager from MBD Books said that CDs are here to stay; they have a longer lifeline than the regular books.

Shri Aman Bhandhari, Director Edit One International, who provides e-support for publishers in making CDs, DVDs, animation books and interactive platforms; said that the business has been good as lots of publishers from around the country and world approach him to develop the soft and interactive version of their textbooks as well as educational and story books.

Taking a different view on the rising demand for CDs, Shri Rohit Jain, Director VK Global Publishers and Shri Nikhil Jain, Manager-Sales & Marketing, FK Publications, were of the opinion that it is just a trend; only 10 per cent children would actually be using it. They also reiterated the fact that every school asks for books with CDs, so to be in the market, every publisher has to meet the demand. "However, our CDs are a little different than the other publishers; we don't give the exact replica of what is in the book, because the CDs should actually supplement the textbook. So we give practice exercises, quizzes, fun facts, etc. in our CDs, based on the chapters in the book".

In line with this argument, Shri Prakash Sharma, Marketing Head, Rachna Sagar, Hall 10, also felt that there is no actual use of CDs. "It is just a trend, only 10 to 20 per cent children are actually using them". He said that since there was lot of



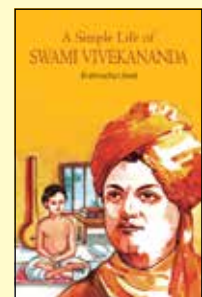
competition in the market, and there was demand for such tools, they too have to match up to it, as do other publishers.

However, everyone agreed that the traditional books are going nowhere. The CDs may have been in demand and may even continue to be so, but the demand for books can never go down. "And that is because it is this love for books which shows the way people are buying books and we publishers are doing brisk business in every World Book fair", was the common refrain.

NBT India in E-book Market

National Book Trust, India has already entered into the e-book market with the launch of two titles during the New Delhi World Book Fair. In furthering its programme, NBT India will be converting about 300 best-selling titles into e-books.

Taking into consideration of the Indian diaspora, initially the e-books will be brought out in English, Hindi, Gujarati, Bangla, Marathi, Tamil, Telugu and Malayalam, and gradually in all Indian languages. The books will soon be available on NBT e-store.



Excerpts

NBT India has recently published Puppets in India and Abroad, written by Sampa Ghosh and Utpal K. Banerjee. Herein reproduced is an excerpt from the chapter 'Distribution of Puppets'. - Editor

In the Independent India, Five-Year Plans were a central part of the new government's social vision to deal with the country's social problems. As part of the effort, the government set up the Song and Drama Division that would employ traditional theatre and puppetry groups to popularize the Five Years Plans. Under the Ministry of Information and Broadcasting (I & B), the Song and Drama Division set up nine regional centres and nine sub-centres in different states. Realising the need for a broader approach, the Field Publicity Unit was set up by the Ministry of I & B in 1953. It has 258 field units and 28 regional offices. This time the focus was teaching rural Indians about national integration, secularism, communal harmony, commitment to democracy, eradication of backward social problems such as dowry, child marriage, and drug and alcohol abuse. As the project was a mammoth task and under-funded, it seemed have failed. But India was the first country among third world that first used traditional folk artists for development function.

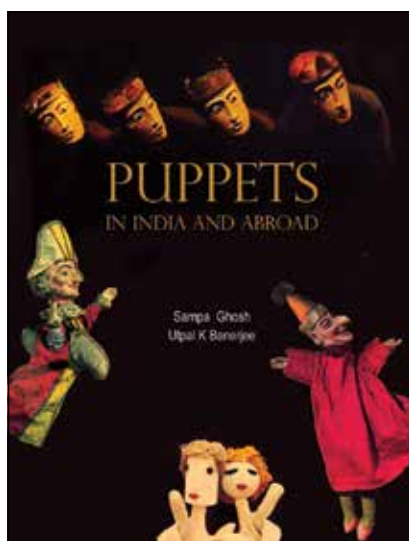
During 1966 to 1977 and from 1980 to 1984, the periods of government under Indira Gandhi, puppet was used to spread the message of family planning. In 1970, UNESCO also motivated govt to use puppetry in population control. Many government-run organisations like Life Insurance Corporation and Dairy Foundation hired 'Literacy House' to perform large number of shows. Government banks also engaged Rajasthani traditional puppeteers to show to promote different saving scheme to village people.

Indian Council for Cultural Relations (ICCR) was established in 1950 by Maulana Abul Kalam Azad with central and regional offices in India, and Indian Cultural Centres abroad. Puppeteers,

both traditional and modern, have been sent abroad by ICCR to participate in international festivals and conferences and also provides scholarships to attend training programmes in overseas.

Sangeet Natak Akademi (SNA) was established in 1953 under the Department of Culture. They also help traditional puppeteers to continue within their professions, helping them to train their children and to buy equipment. State Sangeet Natak Akademies support their own region's performing artists. SNA gives grants to individual puppeteers and group, give award to the famous puppeteers, documents the puppet plays, conducts puppet workshops in different places, and arranges puppet festivals all over the India. Central Sangeet Natak Akademi, New Delhi under its scheme of promotion of traditional arts, have been sponsoring puppet performances and puppet festivals. The Akademi also has a large collection of puppets; small part of which is displayed in its galleries. SNA has now opened a puppetry training unit to arrange different puppet workshops under famous puppeteers.

Seven Zonal Cultural Centres (ZCC) was established in 1985 by Prime Minister of India. These centres have been set up cutting across the territorial and linguistic boundaries, reflect and project not only



Puppets in India and Abroad
Sampa Ghosh and Utpal K. Banerjee
978-81-237-7136-6; Rs 330



Suresh Dutta, Director, Calcutta Puppet Theatre

the uniqueness of forms and culture of the participating states but also their linkages with each other as part of a composite Indian culture. These Zonal Cultural Centres were located away from the state capitals. Institutionally each centre has a complex which includes galleries for exhibitions, facilities for performing arts, auditorium, archives and library etc. They organise cultural exchange programmes between Zonal cultural centres. Arrange workshops on puppets.

Centre for Cultural Resources & Training (CCRT) arranges workshops all over India for in-service teachers from government and government-aided schools, awarded teachers, makes documentation, and publish folders on puppets. They also award scholarships to the students under the ages 10-14. Indira Gandhi National Centre for the Arts (IGNCA) also documents and arranges shows and workshops on puppetry.

NGOs have been using puppetry as a means of spreading their messages. They use both traditional and contemporary puppeteers for their programmes. Some NGOs have their own puppet group. They organise workshops and trained field workers.

Mobile Reading Revolution

Are smart phones ushering in the next major shift in the way we read content. Or so it seems. According to a year long study, one of the largest of its kind, conducted by UNESCO, found that adults and children are increasingly reading books and stories on their phones. It points to a 'mobile reading revolution' among the masses.

The study was conducted by UNESCO in partnership with Worldreader – a global not-for-profit organization that works to bring digital books to readers around the world, and Nokia, in seven countries. There were Ethiopia, Ghana, India, Kenya, Nigeria, Pakistan and Zimbabwe. The study found that 62 percent of respondents are reading more, thanks to the mobile phones, which is now revolutionizing the way we read books. Almost one in three said they read to children from their phones and 90 percent said they would, in future, be spending more time reading on their smart phones.

The report further shows that “mobile



reading represents a promising, if still under-utilized, pathway to text” and can “help people, develop, sustain and enhance their literary skills. According to a Press Information Bureau, Government of India release, India is the second-largest mobile phone user, second only to China, in the world. With over 900 million users, it accounted for 10% of the world’s online population in 2011. This informs us, and to a certainty on the high awareness of e-Publishing and e-Books among readers.

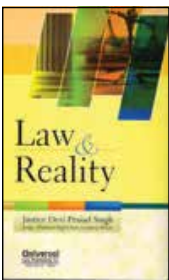
This is most revealing among students, a large number of them who read many text and reference books that are freely available as PDFs.

World over, the UNESCO pointing to a data from the UN, shows that of the seven billion people on earth, more than six billion now have access to a working mobile phone. An interesting observation by the Survey is that mobile reading is a major tool of empowerment for women. In developing countries the most active readers are women, the survey points out, where “women spend an average of 207 minutes per month reading on their mobile phones compared to men’s 33 minutes”.

Industry watchers in India say they are witnessing a major shift in reading. The e-readership, whether on laptops, tablets or smart phones, out there is huge and publishers would like to tap this emerging market. Convenience, affordability and also lack of access to books have in a way contributed to this revolution.

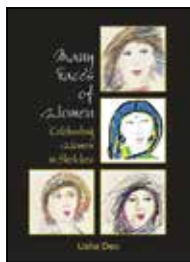
Books Received

Law & Reality, Justice Devi Prasad Singh; Universal Law Publishing Co. Pvt. Ltd., C-FF-1A, Dilkush Industrial Estate, G.T. Karnal Road, Delhi-110033; 978-93-5035-391-2; Rs 495



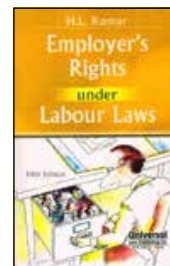
The book contains chapters dealing with certain burning issues which the country is facing today. Some of the important topics include: What is corruption and how it severely affects the society? Whether the Government have right to keep a matter pending with regard to sanction of prosecution under section 10 of the Anti Corruption Act? The book also discusses female foeticide, sexual abuse of child, legislative overruling, Right to Information Act, terrorism, mediation in commercial and matrimonial dispute, state’s focus on water conservation, safe drinking water and sanitation programme, etc.

Many Faces of Women: Celebrating Women in Sketches, Usha Deo; Promilla & Co. Publishers, C-127, Sarvodaya Enclave, New Delhi-110017; 978-93-82337-06-5; Rs 950



An illustrated book, by the author herself, this is a celebration of women and women empowerment — womanhood and a woman’s trials and tribulations, and much more. Women should be encouraged to face the challenges in life, stand up for the weak and vulnerable and society should give women the right to live with dignity and freedom. The book ignites a spark amongst one and all to join hands to help men and women to connect with one another, to emerge victorious. As one browse through the pages, study each face and look into the eyes of the characters, one would see a bit of himself/herself.

Employer’s Rights under Labour Laws; H.L. Kumar; Universal Law Publishing Co. Pvt. Ltd., C-FF-1A, Dilkush Industrial Estate, Delhi-110033; 978-93-5035-410-0; Rs 395



This revised edition is enriched with abundant material distributed in several chapters with appropriate models and precedents. The table of cases will bear the testimony that the case laws have been updated as far as possibly incorporating recent decisions of the Supreme Court and the High Courts. Each chapter deals with a specific subject and is prefaced with adequate exposition of the legal principles involved and suitable guidelines have been indicated with a view to their practical application. The book will be of immense assistance to the members of the legal profession and the employers to know their rights particularly under labour laws.

Training Course in Book Publishing

A unique opportunity for aspiring publishing professionals. Join NBT's Certificate Programme in Book Publishing to be held from 4-30 August 2014.

COURSE FEATURES: Professionals from leading publishing house and experts from NBT will provide insights into various aspects of book publishing. Effective and participatory interaction is ensured through case studies, group discussions, workshops etc.
WHO CAN APPLY: The applicant should be a graduate. Candidates with experience in the field of Publishing would be given preference.

Due weightage would be given to SC/ST/OBC/PWD candidates. Applications received would be short listed for final selection by a duly constituted committee. No inquires in this regard shall be entertained.

COURSE FEE: Rs. 7000/- (Payable at the time of enrolment).

HOW TO APPLY: Information folder and Application forms can be purchased on any working day from Assistant Director (PR Cell) on payment of Rs. 100/- (Rupees one hundred only) (non-refundable) in cash or in form of DD drawn in favour of National Book Trust, India, payable at New Delhi.

The application form can also be downloaded from NBT's website: www.nbtindia.gov.in. In such a case, cost of the form is to be paid at the time of submission of filled in Application form.

Last date of Receipt of Application form is 10th July 2014.

For any further information please contact Shri Kumar Samresh, Assistant Director and Course Coordinator at 011-26707700/26707742 or email: nbtipsection@gmail.com

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GUWAHATI

Asom Rashtrabhasha Prachar Samiti Building
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Editor: Binny Kurian

Editorial Associate: Kanchan Wanchoo Sharma

Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area,
Vasant Kunj, Phase-II New Delhi-110 070
E-mail: office.nbt@nic.in

Website: www.nbtindia.gov.in

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