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PICK OF THE MONTH



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Chinese Delegation at NBT



A delegation of Chinese publishers visited the National Book Trust, India on 9 March 2016. The delegation was led by Mr Libin Liu, Director of Industry Development Consultation Center, Chinese Academy of Press and Publication.

During their visit, they had a meeting with a group of Indian publishers with an objective to understand the Indian publishing system, how they work and their future plans. They also had an objective of exploring the scope of business, operations and the strategies of the publishing industry.

Mr Libin Liu said that with the increase of the Chinese economic aggregate, the high level of Chinese famous book companies aim to visit Indian publishing firms, featured bookstores, software park and international groups for learning, communicating, expanding marketing channels and cooperation. He hoped that this trip will be a meaningful visit and will lead to future cooperation.

Welcoming the delegates, Dr Rita Chowdhury, Director, NBT India, said that the visit of the Chinese delegation will go a long way in furthering the exchange of literature between India and China. Both the countries have had cultural contacts for over one thousand years and are proud of their rich and varied literary heritage. In this context, she also mentioned that NBT has taken up the translation of 25 classical and contemporary Chinese works into Hindi in the first phase. She also said that it is a part of the MOU signed between the Ministry of External Affairs, Government of India and the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China.

Addressing the delegates, Shri Baldeo Bhai Sharma, Chairman, NBT, said that, "I was very happy to see China's participation in a big way at the New Delhi World Fair." He added that the New Delhi World Book Fair provided a platform for a meaningful interaction that has set a path for future



cooperation. He also said that Smt. Smriti Zubin Irani, Hon'ble Minister of Human Resource Development, Govt. of India has also been encouraging to bring women writers in forefront and therefore, we may also cooperate in publishing the writings of both the Chinese and Indian women writers.

Shri Ashok Gupta, President, Federation of Indian Publishers said that the Indian publishing scenario is quite vast, vibrant and spread all over India. He informed that about 90 per cent of the Indian publishing industry is mainly in private hands whereas in China, it is in government's hands. He added that there are over 15000 publishers in India publishing across languages and subjects.

Comparing the Indian industry with West, Shri Ashok Gupta said that the publishing in India is economical and excellent in content. He also said that in India very good books are published and have better terms for negotiating Rights for translation into Chinese. Shri Gupta told the Chinese publishers that they can directly sign a contract with the publishers. He added, "We would

appreciate if a MOU is signed between the delegation and NBT to further the cooperation in publishing between the two countries."

Shri S C Sethi, President, The Federation of Publishers' and Booksellers Associations in India said that, even though Hindi is the major language, India is the only country in the world with 22 languages and the language publishing is very big in India. He added that, "Delhi is the centre of publishing, to experience its vastness one needs to travel across the country. You will find excellent books in Hindi and other Indian languages. We also organise training programmes in book publishing."

The members of the Chinese delegation included Mr Wang Chaoyin, Chairman, Shandong Jinbang Yuan Culture and Media Ltd.; Mr Du Zhijian, Chairman, Zheng Tianxing Culture and Media Co. Ltd.; Mr Jin Hao, Chairman, Shanghai Zhongshu Industrial Corporation; Mr Yu Xiaohua, Chairman, Hubei Xianjin Culture and Communication Co. Ltd.; Mr Deng Xianmin, Chairman, Hunan Jinqiao Culture Development Co. Ltd.;

Mr Gong Xianliu, General Manager, Shenzhen Youyi Book City; Mr Xiahui Yue, Chairman, Chengdu Xinxin Culture Development Co. Ltd.; Mr Zhihui Tao, Chairman, Guangzhou Zhiqing Culture Development Co. Ltd.; Ms Qu Xiaoxia, General Manager, Beijing CheerFly Century Book Co.; and Ms Yang Xinhong, Chairman, Beijing Qiankun Hanlin Culture and Communication Co. Ltd.

The meeting was also attended by the representatives of various federations and associations of the Indian publishing industry including Shri Ashok Gupta; President; Federation of Indian Publishers; Shri S C Sethi, President, The Federation of Publishers' & Booksellers' Associations in India; Shri Arun Kumar Sharma, President, Akhil Bharatiya Hindi Prakashak Sangh; Dr P C Bhanu, President, Association of Indian Publishers and Booksellers; Shri R K Gupta, Federation of Educational Publishers in India; Shri Ranbir S Kushvah, President, Delhi State Booksellers' & Publishers Association and Shri Rakesh Sharma, Advisor, LiFi Publications for CAPEXIL.



Children from Katha Visit NBT

Children along with their teachers from Katha Lab School, Govindpuri, New Delhi visited the National Centre for Children's Literature (NCCL) of National Book Trust (NBT), India at Vasant Kunj, New Delhi on 25 February 2016. On this occasion, NCCL organized an interactive session for children with Shri Liladhar Mandloi, Director of Bhartiya Jnanpith. He was also the former Director General of All India Radio and Doordarshan .

Welcoming the guests, Dr. Rita Chowdhury, Director, NBT said that children must keep on trying to discover their innate talents which Mother Nature has bestowed upon each and every human being. She also encouraged them to believe in themselves and show their talents and creativity to the world.



Shri Liladhar Mandloi introduced the children to three recently published NBT books including *Girgit Aur Mendak*, *Baster Ka Mogli: Chendru* and *Balmati Ki Bhains*. These books are based on the stories of the Bastar region in Chhattisgarh. The books have been written in the three local languages of the Bastar region with an attempt to save the languages which may phase out very soon.

Shri Mandloi narrated the stories to the children along with the illustrations presented in the books. These illustrations have been drawn by the young artists. He also narrated some of the folktales from the Andaman and Nicobar Islands. He also told children to

observe things around them, appreciate beautiful objects of nature and take inspiration from them. Talking about the importance of nature, he said that we need to preserve the nature for the future generations. He also asked children to put their efforts to save the environment.

Citing the example of Ms M C Mary Kom, the famous boxing champion from a remote village of Manipur, Shri Mandloi encouraged them to dream and pursue their dreams which can surely be fulfilled with sincere efforts.

Later, the children visited the NBT Bookshop and enjoyed reading books there.

Shri Manas Ranjan Mahapatra, Editor and Smt. Mithlesh Anant, Librarian-cum-Documentation Officer, NCCL, coordinated the programme.



Mobile Book Exhibition at Cuttack

On the occasion of International Mother Tongue Day, a mobile book exhibition was organised by the National Book Trust, India in Cuttack District, Odisha.

Dr Bijayananda Singh, President, Utkal Sahitya Samaj, inaugurated the Mobile Exhibition at Barabati Stadium, Cuttack on 21 February 2016. Shri Manas Ranjan Samal, prominent children's writer and the state media coordinator, OPEA, Government of Odisha, was also present on the occasion. Besides, the officers and

teachers from the Education Department, students, book lovers and litterateurs were also present on the occasion.



The mobile exhibition van with a select display of NBT publications in Odia, English and Hindi covered various schools, colleges and educational institutions of the Cuttack District from 21 to 26th February 2016.

Shri Pradipta Kishore Mohanty, Programme Assistant at NBT's Book Promotion Centre, Cuttack coordinated the programme.

NBT India operates a number of mobile exhibition vans to take affordable books to the doorsteps of the readers across the country.

Book Release at Nellore

To mark the International Mother tongue Day celebrations, three books for children in Telugu, published under NBT's Nehru Bal Pustakalaya Series were released at Nellore, Andhra Pradesh on 21 February 2016.

Prof. V Veeraiah, Vice-chancellor, Vikramasimhapuri University was the chief guest on the occasion. Addressing the gathering, Prof. Veeraiah said that children should be encouraged to read books in order to develop their reading habits. He added that books also play an important role in developing creativity in children. Recalling his childhood memories, he said that he used to enjoy



reading books and magazines for children like *Chandamama*. He also urged NBT to organize book exhibitions and other book-related activities at schools, colleges and educational institutions for the benefit of the young readers.

The book release function was

followed by a discussion in which the speakers discussed about the various aspects of the children's literature and its role in developing the overall personality of the children. Noted children's writers including Shri Prerugu Ramakrishna, Ms Chandralatha, Dr Gangishetty Shivakumar and Dr Paturi Annapurna also spoke on the occasion.

The books released on the occasion were: *Granny's Day Out*, translated by K Rani Prasad; *Jilani Bano Ki Teen Bal Kahaniyan*, translated by Vedagiri Rambabu and *Titli: The Music of Hope*, translated by Miriyala Lalitha.

Dr Pathipaka Mohan, Telugu Editor, NBT coordinated the programme.

NEW DELHI WORLD BOOK FAIR

January remained a hectic month for the National Book Trust, India as it organised the 24th edition of the New Delhi World Book Fair at Pragati Maidan, New Delhi from 9 to 17 January 2016. China, the Guest of Honour Country at the Fair, participated with its delegation of publishers, booksellers,

authors and scholars. A number of events took place at the Chinese Pavilion about which we covered in the *Fair Daily*, a bulletin published every day during the Fair. We are reproducing some of the write-ups published in the *Fair Daily* that gives a view of the happenings at the Chinese Pavilion.

Renaissance of Civilizations

China was the guest of honour country at the New Delhi World Book Fair 2016, and its delegation included more than 80 Chinese publishing houses and groups. In addition, China's well-known writers and poets participated in cultural exchange events.

The China Pavilion covering an area of 1,200 sqm, was a center of focus for all types of publishing professionals. It was also used by Chinese publishers as a place to buy and sell rights.

More than 10,000 books were displayed at the China Pavilion reflecting the politics, economics, culture, and art of modern China. There was also a Chinese-Indian translation display, showcasing translations of the two countries' classic works of literature, education, and



philosophy, and a digital publishing zone, displaying the newest products for mobile clients, digital publishing software, digital publications, and e-readers.

The cultural exhibition featured four main exhibitions: the China-India Cultural Contacts Photo Exhibition showed select photographs reflecting the characteristics

of Sino-Indian cultural exchanges in every historical era based on the Encyclopedia of China-India Cultural Contacts; Publishing and Printing in Ancient China Exhibition threw a light on the historical development of printing in China, beginning with the origin of Chinese characters and the earliest invention of printing technology, and continuing through the late Qing dynasty; Chinese Tea Culture Exhibition introduced Chinese traditional tea ceremony; the Original Illustrations for Children displayed 24 original illustrations painted by Chinese children.

More than 60 cultural and publishing exchange events themed on 'Renaissance of Civilizations, Understanding through Exchanges' were organised during the Fair, on Chinese literature, the Chinese

publishing market, and Chinese books, to strengthen the mutual understanding between Chinese and Indian people, expand bilateral cultural trade, promote copyrights trading and show the uniqueness of Chinese culture.

Among the Chinese writers who participated include Liu Zhenyun and Mai Jia, and others include the Chinese poets Xi Chuan, Shu Ting, and Lan Lan, renowned children's authors Cao Wenxuan, illustrator Xiong Liang and

newer voices such as Xu Zechen. The writers participated in readings and discussions, sharing their views on literature with the Indian public.

Five high-level publishing forums and seminars were held during NDWBF including 'Chinese-Indian Publishing Development Summit Forum', 'China-India Digital Publishing Seminar', 'China-India Book Copyright Cooperation Seminar', 'China-India Literature and Translation Seminar' and 'China-India

Children's Books Publishing Seminar'. Representatives of the Chinese and Indian publishing industries shared their thoughts and experiences at these events, deepening the exchange between the two countries' publishing industries.

Between its rich exhibitions of books and culture, and its in-depth publishing forums and authors' events, China's guest of honour programme provided Indian audiences with a multifaceted firsthand understanding of contemporary China.

Photo Exhibition

China-India Cultural Contacts Photo Exhibition was one of the main attractions of the Guest of Honour country presentation in the NDWBF. Presenting a chronological and comprehensive account of people, objects and events in the history of India-China cultural exchanges, the exhibition, through 100 representative photographs explained the saga of cultural exchange between the two countries in five phases, viz., the initial stage (Before 1st century), the development period (1st-6th century), the golden period (6th-10th century), the transition period (10th-17th century), the low ebb (17th century-1949) and the new era (1950-present day).

Around the 1st century, Buddhism travelled to the East and Chinese civilization gradually imbibed this. Buddhism reached its zenith in China during 6th-10th century. The very fact that the Chinese culture is a mixture of Confucianism, Buddhism and Taoism reflects the profound influence of Shakyamuni or Gautama Buddha on China, said one of the panels in the exhibition. There were panels on how Emperor Ashoka began the spread of Buddhism across the seas, as well as the great contributions of King Harshavardhana towards creating a lasting impression in strengthening cultural ties between the two countries.



The bilateral cultural exchanges after the 10th century were focused on material things like Chinese silk, porcelain, tea, fishing nets etc. The exhibition also talked about Indian plants introduced in China like alfalfa, cotton, pepper, cucumber etc.

Not many people may know that there is an Indian connection in the Chinese Zen Buddhism and Shaolin Kung Fu. In fact, Bodhidharma, a monk from Southern

India, is worshipped as the first master of the Chinese Zen Buddhism. Thanks to the secret Kung Fu book *Yijin Jing* left by Bodhidharma, Shaolin Kung Fu gained worldwide fame. Thus, Zen and Shaolin Kung Fu are actual manifestations of Sino-Indian cultural exchange.

By the latter half of the 7th century AD, the visits of Chinese to India and those of Indians to China became more and more frequent, thereby ushering the golden period of

bilateral cultural ties.

Among the important personalities from India who found a prominent place in the exhibition include Kaviguru Rabindranath Tagore, whose collection of writings have been published in Chinese in 10 volumes; Swami Vivekananda and Mahatma Gandhi.

The people of India know about the kind of reverence the people of China

reserve for a great Indian doctor Dwarkanath Shantaram Kotnis. Indian National Congress sent an Indian Medical Mission comprising five doctors including Dr Kotnis in 1938. They contributed to the Chinese People's War of Resistance against Japanese aggression by saving many lives of Chinese soldiers and training medical personnel in China. Through this exhibition one could know more about Dr Kotnis!



While going through the section on the modern era of the cultural ties between the two countries, some interesting facts could be found. Mao Zedong, Zhou Enlai and Pandit Jawaharlal Nehru were instrumental in setting up diplomatic relationship between the New China and the Independent India in April 1950. Kavaalam Madhava Panikkar was the first Ambassador of India to China. Yuan Zhogxian was the first Ambassador of China to India. India was the first non-socialist country to establish diplomatic relations with China and set up an embassy in China.

The exhibition acknowledged Pandit Jawaharlal Nehru's contribution in the establishment of diplomatic ties between

the two countries. One complete panel was dedicated to Nehru's Panchsheel or five principles of peaceful coexistence, viz. (1) Mutual respect for sovereignty and territorial integrity, (2) Mutual non-aggression, (3) Non-interference in each other's internal affairs, (4) Equality and mutual benefit, and (5) peaceful coexistence.

The exhibition fondly remembered Dr. Sarvepalli Radhakrishnan's famous speech entitled 'India and China' concerning Chinese thoughts on education, Confucianism, and Taoism, China-India relation, war and world security.

One could also found information about a host of eminent Chinese Indologists in the exhibition. The most

conspicuous among them is Ji Xianlin, the recipient of Sahitya Akademi Honorary Fellowship and the first recipient of Padma Bhushan, India's third highest civilian award. Other eminent Chinese Indologists included Jim Kemu, Xu Fancheng, Huang Xinchuan, Liu Anwu and Jin Dinhan.

Chinese experts and exponents of Indian dance and Indian music were two other important elements of the exhibition. Finally, the tale of cultural ties between the two countries does not end in intellectual discourses alone. The exhibition had more mundane elements like the popularity of Chinese mobile phones in India and Yoga in China. Above all, those who visited this photo exhibition had a feel of Chinese aesthetics too!

Dwarkanath Kotnis in China

This year marked the 70th anniversary of the victory of the Anti-Fascist War and the War of Resistance against Japan. To enhance mutual understanding and friendship between India and China, India General Book Depot and Hebei Publishing & Media Group, China, decided to co-publish the book *Dwarkanath Kotnis in China*. It is an illustrated book in multi-language editions in Chinese, English and Hindi. It displays the heroic deeds of Dr. Kotnis and India and China Medical team in a comprehensive manner. A conference on the collaborative book was organised at the China Pavilion.

Mr. Sun Shoushan, Hon'ble Vice-Minister of SAPPRFT, China; Mr. Zhang Zhihong, Cultural Counsellor, Embassy of China; Mr. Du Jin Qing, Chairman of Hebei Publishing & Media Group; Mr. Zhang Chenguang, Vice President of Hebei Publishing & Media Group; Mr. Kaushal Goyal and many Chinese and Indian delegates as well as scholars were present at the event.

The speakers threw light on the life of Dr. Dwarkanath Kotnis (1910-1942), who was one of five Indian physicians dispatched to China to provide medical



assistance during the Second Sino-Japanese War in 1938. Besides being



known for his dedication and perseverance, he has also been regarded as an example for Sino-Indian friendship. He gave up his life for the Chinese people. His selfless spirits of Internationalism has become a bridge of friendship between the people of India and China. He is respected in India and China alike.

It may be mentioned that a statue of Kotnis has been installed in China and

both China and India have honoured him with special stamps. The Martyr's Memorial park in Shijiazhuang city of the Northern Chinese province of Hebei, where Kotnis' statue is located, is a famous attraction point. A small museum there has a handbook of vocabulary that Kotnis wrote on his passage from India to China; some of the instruments that the surgeons used in their medical fight for life, and various photos of the doctors, some with the Communist Party of China's most influential figures, including Mao.

The story of his life was the subject of a Hindi film *Dr. Kotnis Ki Amar Kahani*, scripted by Khwaja Ahmad Abbas, and directed by V. Shantaram. His life was also the subject of a 1982 Chinese film *Kē Dì Huá Dài Fū* (Dr. D.S. Kotnis), with a screenplay by Huang Zongjiang.

China-India Book Copyright Cooperation Seminar

A seminar on 'China-India Book Copyright Cooperation' was organized by the Guest of Honour Country in collaboration with National Book Trust, India. Ms. Lin Liying, Vice President of CNPIEC, chaired the programme and she informed that 81 publishers from China participated in this Fair.

Mr. Ding Yixies, Deputy Director General of General Department, SAPPRFT, informed the audience about the different activities of copyright rules and formats of translation taking place between the publishers of India and China. He also noted that book fairs are the best medium to meet several publishers.

Mr. Peng Donglin, Managing Director of World Languages Publishing, FLTRP talked about the translation of Indian literature into Chinese language,



and stressed upon the study of local languages so as to grasp the culture of India and to promote Indology studies in China. He said that there should be more flexible co-operation model for translation and publishing of books in both the countries.

Mr. Ma Xiaofeng, President of the Sichuan Fine Arts Publishing House also spoke about the importance of translated

books to enhance knowledge of each other's culture. He mentioned that they are acquainted with the Chinese translations of Mahabharata, Ramayana and the Vedas. He said that there is an increase in the number of Chinese scholars studying Indian culture. Mr. Xiaofeng also said that publishing is a "new silk route" to build relations between China and India.

Mr. Ramesh Mittal, Director of DK Agencies and Mr. Ashok Gupta, President, Federation of Indian Publishers, talked about the different problems that both countries face in terms of translation and publication. Mr. Mittal mentioned that the number of imported books to India is lesser than the number of books exported from India. He hoped that seminar such as this will ponder on these issues to resolve them in future.

Sanjiangyuan Water Towers of Asia

The Book Launch of the English version of *Sanjiangyuan Water Towers of Asia* was held at the China Pavilion. Ms. Cindy Wang, Beijing Welkin Star Culture Media Co. Ltd. introduced the dignitaries Mr. Zhang Yufeng, author and photographer of the book; Mr. Li Yachuan, Editor of Quindao Publishing Group and Mr. Kaushal Goyal from the General Book Depot (GDB), India.

Mr. Li Yachuan informed the audience about the 2008 agreement with GDB, under which Mandarin language books were translated into Indian languages. He felt immense pleasure in translating this particular text because it captures the aesthetic essence of China in terms of spiritual and material world.



Mr. Kaushal Goyal stated that GDB has already reprinted 20 Chinese Language books in 2008 under the agreement with Sinolingua, FLP, FLTRP and PEP. He added that they have signed copyright agreement with more Chinese publishers at Beijing International Book Fair in

2015. He congratulated the author and the Editor of the book for such an amazing work which gives an insight into the culture of China.

Mr. Zhang Yufeng enthralled the audience with his powerful speech. Giving a brief about the book, he stated that it talks about the geographical, economical and cultural importance of Sanjiangyuan. He added that Sanjiangyuan is preserved by time and space with its religious and spiritual essence. It took him decades to capture the breathtaking photographs showcased in the book.

The event concluded with the signing of the contract between Mr. Cai Xiaolin, General Manager, Quindao Publishing House and Mr. Kaushal Goyal, GDB.

Sanjiangyuan reserve is a huge water source for China, and water from the plateau also flows into several other Asian countries. Bangqiong Monastery sits on the edge of the Tibetan plateau. For thousands of years, the water has given life to the monks and local herdsmen.

Bangqiong Monastery is about 4,000 meters above sea

level. To the 200 monks there, preserving the water source and its surrounding ecosystem is as important as their religion.

China established the Sanjiangyuan Nature Reserve in 2000, hoping to repair the fragile ecosystem. Local Tibetans regard preserving the water source there as preserving their own life and living.

Obituary

Noted Odia poet and critic, Prof. Sourindra Barik passed away on 23rd February 2016 in Bhubaneswar. He was 79. Born in Mayurbhanj district of Odisha, Sourindra started his career as a teacher of English literature. He taught in various colleges across Odisha and retired as the Director, Odisha State Bureau of Text Book Preparation and Production.

Through his poetic works marked by innate simplicity, he played a pioneering role in freeing modern Odia poetry from intellectual sophistication and complex jargons. His poetry resonates the voice of dream, deliverance, affinity and intimacy of relationships. Besides being a poet, he had an immense contribution in the field of literary criticism and translation.

Recipient of several prestigious literary honours including Central Sahitya Akademi Award and Odisha Sahitya Akademy Award, he had a long association with NBT as a member of the Advisory Committee for Odia language. A prolific translator, Prof Barik translated several books for NBT including *An Anthology of Sri Lankan Short Stories*.

National Book Trust, India deeply mourns his death and expresses its condolence to the bereaved family.



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Editor: Binny Kurian

Editorial Associate: Surekha Sachdeva

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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