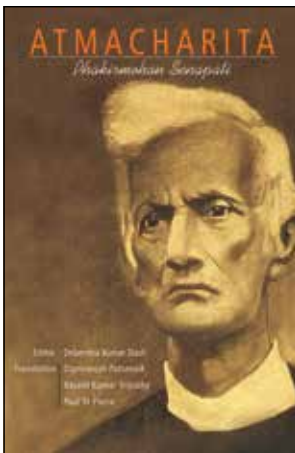


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PICK OF THE MONTH



Atmcharita

Phakirmohan Senapati

Editor: Debendra Kumar Dash

Translation: Diptiranjana Pattanaik, Basant Kumar Tripathy and Paul St-Piere

978-81-237-7838-9; Rs 345

ISBN, Now a Click Away!



Smt. Smriti Zubin Irani, Hon'ble Minister for Human Resource Development, launched ISBN Portal for the registration and allotment of the International Standard Book Number (ISBN) at a function held on 7th April 2016 at the India International Centre, New Delhi.

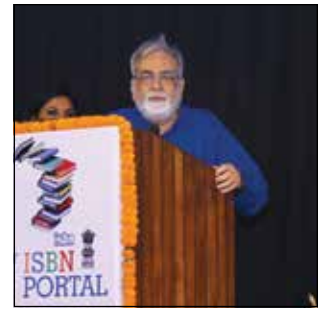
Inaugurating the portal, Smt. Smriti Zubin Irani, said that the ISBN portal has been created to facilitate publishers as well as the authors to register for ISBN online. This interactive automated system would provide ISBN in a week's time for

publishers, thus paving a way for a fast and efficient service in a stipulated time frame.

She added that after the feedback from the publishers, a mobile app in the regional languages would also be launched in order to reach out more and more publishers and authors across the country. She hoped that the publishers and authors from small towns who have limited resources would be benefited from this initiative.

Prof. Narendra Kohli, eminent author was the Guest of Honour on the occasion. He said that being an author, he was not aware about the importance of ISBN.





He added that today it has become an important part of publishing. He further said that this online system is a good initiative towards providing enhanced accessibility to the publishers and authors.

Shri Amish Tripathi, well-known author was the chief guest on the occasion. He said that, "ISBN gives an identity to a book. If you do not have it, the bookshops will not sell it." He observed that ISBN is free in India unlike other countries like US and UK where publishers need to pay

huge money for its registration. He further added that ISBN was manual and since it is online from today, it will help publishers from different parts of the country to get registration done easily and will save their time also.

Earlier, Smt. Aparna Sharma, Joint Secretary (BP & CR) welcomed the guests and informed that ISBN Portal is a part of the government's e-governance initiative to streamline the process of registration and make it user friendly.

Dr Rita Chowdhury, Director, NBT, India proposed the vote of thanks. She hoped that through this user friendly system, the publishers and authors would find it easy to register for ISBN.

Organized by the Raja Rammohun Roy National Agency for ISBN, (Book Promotion and Copyright Division under the Department of Higher Education, Ministry of Human Resource Development, the event was supported by the National Book Trust, India.

International Standard Book Number (ISBN)

An ISBN is an International Standard Book Number. The initial ISBN configuration of recognition was generated in 1967 based upon the 9-digit Standard Book Numbering (SBN) created in 1966. The 10-digit ISBN format was developed by the International Organization for Standardization (ISO) and came to an end in December 2006. Since 1 January 2007, ISBN consists of 13 digits.

ISBNs are calculated using a specific mathematical formula and include a check digit to validate the number. Each ISBN consists of 5 elements with each section being separated by spaces or hyphens. Three of the five elements may be of varying length: Prefix element, Registration group element, Registrant element, Publication element, and the Check digit.

An ISBN is essentially a product identifier used by publishers, booksellers, libraries, internet retailers and other supply chain participants for ordering, listing, sales records and stock control purposes. The ISBN identifies the registrant as well as the specific title, edition and format.

ISBNs are assigned to text-based monographic publications, i.e. one-off publications rather than journals, newspapers, or other types of serials. International Standard Serial Number

(ISSN) identifies periodical publications such as magazines.

With regard to the various media available, each different product form should be identified separately. For example, an e-book, a paperback and a hardcover edition of the same book would each have a different ISBN.

It is always the publisher of the book who should apply for the ISBN. For the purposes of ISBN, the publisher is the group, organisation, company or individual who is responsible for initiating the production of a publication.

The method of assigning an ISBN is nation-based and varies from country to country, often depending on how large the publishing industry is within a country. Some ISBN registration agencies are based in national libraries or within ministries of culture and thus may receive direct funding from government to support their services. In other cases, the ISBN registration service is provided by organisations such as bibliographic data providers that are not government funded. In India, The Raja Rammohun Roy Library Foundation, part of the Ministry of Culture, is responsible for registration of Indian publishers, authors, universities, institutions, and government departments

that are responsible for publishing books.

Over a period of time with the growth of the Indian publishing industry and awareness about ISBN, the request for ISBN has increased exponentially. Efforts have been made from time to time to streamline the operations of the agency which caters to the requirement of the applicants of the entire country. In this direction an attempt is being made by developing the ISBN online portal <http://isbn.gov.in> to further streamline the operations.

The ISBN portal seeks to completely automate the process of application, examination and allotment of ISBNs. The automation process also seeks to maintain inventory as well as process the data that will be provided by the users. Receipt of hard copy of any document will be done away unless considered appropriate for establishing the identity of the applicant and for confirming the book publishing activity.

Taking forward the Government's ambitious Digital India campaign, the Ministry of Human Resource Development's endeavor will ensure ease of registration, enhanced accessibility, wider transparency, trust and credibility and greater efficiency for the book writing fraternity in the country.

Ambedkar Birth Anniversary Celebrations

The 125th birth anniversary of Dr B R Ambedkar, architect of Indian Constitution was celebrated across the country. The NBT too, organised several functions on the legacy and writings of Dr Ambedkar at Ahmedabad, Gujarat and Bhadrak, Odisha.

Bhadrak, Odisha

National Book Trust, India in collaboration with Sahitya-Samskruti Parishad, Bhadrak organized a discussion on 'Ambedkar's views on India's Multilingualism' at the Conference Hall of DRDA, Bhadrak,

exclusive Odia University.

Prof. Basant Kumar Mallick, Utkal University, Vani Vihar and Director, Ambedkar Study Centre, Bhubaneswar said that despite being a vehement critic of caste system in Indian society, Dr. Ambedkar was a great lover of Indian culture. He also discussed at length Ambedkar's views on India's multilingualism and his notion of 'one state, one language'.

Addressing the gathering, Prof. Brajamohan Mishra, compared the personalities of Dr. Ambedkar and Swami Vivekananda, the two major personalities

Ahmedabad, Gujarat

A discussion on the 'Dr B R Ambedkar and His Philosophy on Education' was held at the National Institute of Mass Communication and Journalism (NIMCJ), Ahmedabad on 13 April 2016.

Shri Kishore Makwana, well-known author was the chief guest on the occasion. He said that education, self respect and moral conduct were the three important characteristics of Ambedkar's philosophy. With these three qualities, he strived hard and devoted his entire life to serve the country.



Odisha on Thursday, 14th April 2016. On the occasion, the recently published NBT book in Odia titled *Swami Vivekananda: Yuwashaktira Chirantana Prerana* by Rabindara Kumar Nayak was also released.

Inaugurating the function, Dr. Debeprasanna Patnaik, noted linguist said that Dr. Ambedkar's role and contribution in drafting the Indian Constitution was significant. He emphasized on using mother tongue for communication. Dr. Patnaik also expressed his concern over the mushrooming of English medium schools all over Odisha where the mother tongue is being neglected. He also stressed upon the need to establish an

of the modern India. While both of them worked tirelessly for equality and justice, Dr. Ambedkar worked keeping in view the social perspective and Swami Vivekananda had a spiritual outlook towards the social issues.

Presiding over the function, Prof. Dr. Nityananda Swain, the popular science writer of Odisha spoke of Dr. Ambedkar's opinion on multilingualism and role of language in bringing social harmony and national integration.

Earlier in his welcome address, Dr. Duryodhan Das, President of Sahitya-Samskruti Parishad lauded the efforts of NBT in popularizing Odia language and literature in remote areas

of Odisha. Shri Ashok Mohanty offered the vote of thanks.

The programme was coordinated by Dr. Pramod Sar, Odia Editor, NBT India.

Shri Baldeo Bhai Sharma, Chairman, NBT, spoke about the life and times of Dr Ambedkar. He said that one of the objectives of Dr Ambedkar was to help the downtrodden and poor people of the country, and the entire country revere him for his invaluable contributions towards the development of the society. If an educated person does not put his efforts towards the education of the downtrodden, then his education is worthless, he added.

Dr Sheerish Kashikar, Director and Shri Kaushal Upadhyay, faculty member, NIMCJ also spoke on the occasion.

Shri Bhagyendra Bhai Patel, Gujarati Editor, NBT coordinated the programme.



Bologna Children's Book Fair

The 53rd edition of the Bologna Children's Book Fair was held at Piazza della Costituzione, Bologna, Italy from 4th to 7th April 2016.

Germany was the Guest of Honour Country at the Fair. Frankfurt Book Fair and the Goethe Institut Italia organized an exhibition titled Look! where the original works of Germany's best contemporary illustrators were displayed. The Fair also celebrated the birth centenary of one of most famous children's author, Roald Dahl. The theme of the Fair was the 'Fuel of Imagination'. Around 1,200 exhibitors from more than 70 countries participated in the Fair.

The Book Fair's Illustrators' Exhibition celebrated its 50th anniversary. The exhibition showcased the works of illustrators chosen by a jury including Sergio Ruzzier, Taro Miura, and Nathan Fox. The other features at the Fair were: the Digital Media Hall, Translators' Centre and Authors Café.

This year, Chinese children's fiction writer, Cao Wenxuan and Rotraut Susanne Berner, German illustrator were the winners of Hans Christian Andersen Prize at the Fair. Several other awards, including some



new ones, were announced throughout the show. The first-ever Strega Prize, honoring narrative children's books published in Italy, went to Susanna Tamaro (Salta, Bart!) and Chiara Carminati (Fuori fuoco), while Mexican artist Juan Palomino won the eighth annual International Prize for Illustration, aimed at encouraging new talent, selected from a pool of more than 3,100 candidates.

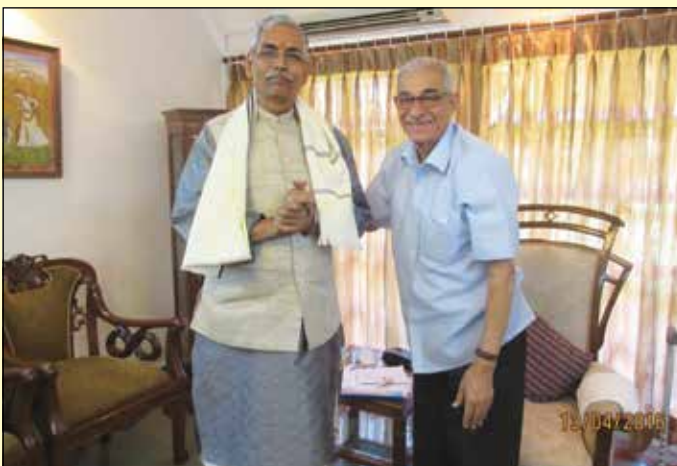


The BOP Bologna Prize for the Best Children's Publisher of the Year, awarded to publishers in six regions, went to Andersen Press in the U.K. (Europe), Groundwood Books in Canada (North America), Ediciones Ekaré in Venezuela (South America), Book Island in New Zealand (Oceania), Kalimat in the United Arab Emirates (Asia), and Bumble Books, an imprint of Publishing Print Matters in South Africa (Africa).

Bologna Children's Book Fair is the most important international event dedicated to the children's publishing and multimedia industry. A large number of authors, illustrators, literary agents, distributors, printers, booksellers and librarians from across the world participated in the Fair.

National Book Trust, represented India at the Fair. A special stall was put up at the Fair in which more than 200 recently published titles in Hindi and English languages by various Indian publishers including NBT were on display. Over fifteen publishers from India participated in the Fair.

Shri Narender Kumar, Production Officer represented NBT at the Fair.



During his visit to Gujarat, Shri Baldeo Bhai Sharma, Chairman, NBT met the Governor of Gujarat, Shri O P Kohli at Raj Bhawan, Gandhi Nagar on 13th April 2016. They had wide ranging discussion.



NBT Chairman Shri Baldeo Bhai Sharma met Shri Raghuvir Chaudhari, eminent Gujarati litterateur and Jnanpith Award winner, at his residence in Ahmedabad.

Publishers' Meet

National Book Trust, India organized a Publishers' Meet at the India Habitat Centre, New Delhi on 29 March 2016. The Meet was held to obtain feedback and suggestions from the participating publishers at the New Delhi World Book Fair. The Meet was attended by a large number of publishers, booksellers, distributors and representatives of various federations and associations of publishers.



Welcoming the guests, Shri Baldeo Bhai Sharma, Chairman, NBT, said, "The New Delhi World Book Fair was a resounding success. There was a considerable increase in footfalls this year at the Fair. China as the guest of honour country made a big impact with their huge participation." In his brief address, Shri Sharma thanked the publishers for their whole-hearted participation. "The

publishing industry", according to him, "is a unique profession in the sense that it is engaged in imparting wisdom and creating awareness of knowledge. Therefore, success, here, cannot be measured only in terms of business. There are challenges in the publishing industry but New Delhi World Book Fair has shown that books are still in popularity.

Shri Ashok Gupta, President, Federation of Indian Publishers, said that

"We have had a great fair in terms of sale and the participation of the people." He also observed that China had a great presence at the Fair. Therefore, Indian publishers should also reciprocate by participating in large numbers in Chinese book fairs." He also thanked the NBT for organizing a successful New Delhi World Book Fair.

The publishers were unanimous in their view that this year the footfall was unprecedented. They observed that the publicity too had a major role to play in bringing visitors to the Fair. However, they felt that the New Delhi World Book Fair should be held biennially as it used to be since rising cost of participation deters many publishers from participating every year. They also said that a prominent space for the Hindi and regional language publishers needs to be given at the Fair.

Creative Writing Workshops in Telangana

National Book Trust, India organised two creative writing workshops in Telangana. The first workshop was conducted on 27 March 2016 in collaboration with Rotary Club of Nizamabad at Navya Bharathi Global School, Nizamabad; and the second one was organised in collaboration with Ch. Brahmaiah Memorial Trust on 28 March 2016 at Matrusri Gardens, Mustabad.

At Nizamabad, Chief Guest of the event Shri Krishna Rao, Deputy Educational Officer, inaugurated the workshop. He observed that "Promoting creativity among students was the real education and those who strive for such education are the real teachers. Writers and poets are enlightening the society with their writings and hence, students should be cultivated the skills for creative writing.

Dr K. Naresh Rao and Shri K. Srinivas Arya were resource persons at the workshop. Shri Srinivas Rao and Shri Santhosh Kumar, President and Secretary of Rotary Club were also present



at the inaugural function. Dr V. Triveni, Asst. Professor and Shri N. Sudhakar, President, Telangana Rachayitala Sangam distributed certificates to the participants. Shri Ganapuram Devender, activist and poet, coordinated the workshop. About



100 students from various schools along with their teachers took part in the event.

At Mustabad, noted Telugu writer Shri Peddinti Ashok, Chief Guest of the event, inaugurated the workshop. Dr. Shankar and Dr. Rajaram were the Guests of Honour. Dr Nalimela Bhaskar, NBT Telugu Advisory Panel member and Sahitya Akademi translation awardee distributed the certificates to the participants. While speaking on the occasion, she said that "Poverty is not an obstacle for creativity; especially the rural children have a special talent of creative thinking. Such workshops will help them to develop their skills." Shri C. Narayana, Shri Vittal Naik, and Shri E. Ravinder also spoke on the occasion. While Dr V.R. Sharma was the resource person, Shri Garipally Ashok, activist and teacher, coordinated the event. About 80 students and their teachers took part in the workshop.

Dr Pathipaka Mohan, Telugu Editor, NBT India, organised the workshops.

Excerpts

The Trust has published *Atmacharita* by Phakirmohan Senapati, arguably the first autobiography in Odia language. It is not merely an account of Phakirmohan's life, it is, more significantly, the linguistic representation of contemporary history and social life. Objective self-analysis, consciousness of life around it, historical insight, social enquiry, and above all, a novel-like narrative and rhetorical style characterise it. Translated from Odia into English, herein we reproduce an excerpt from the chapter 'Setting up a Girls' School in Balasore'. — *Editor*

In those days, Hindu society considered women's education a great evil. The superstition existed among women that an educated girl was destined to be a widow, that her curries would become salty or bland, that in her care food would not even cook. Such views prevailed in those times. Even the men who considered themselves to be the most knowledgeable used to ask, "What will an educated girl do? Will she work as an accountant or as a clerk in the Court?" In such a difficult situation, it was courageous to advocate education for women. People generally believed that women were simply women, and that their role was to cook and hide in their houses under a veil. What use would education be for them? When I would return home after visiting the Girls' School, I would sit silently and think about the problem for a long time without being able to find a solution. In the meantime, while going through a book, I learned there were schools in Persia exclusively for girls. I wondered why similar schools could not exist in our country. Such an idea had not taken root in my mind until then. We raised the issue at a meeting and after a long discussion decided that our town must have a Girls' School. At subsequent meetings, we continued our discussions as to how to go about setting it up. Several ideas came to mind when I started giving serious thought to it. Suddenly the idea struck me that the illiterate womenfolk in our families might develop an interest in learning by watching how educated women lead their lives, how they behave

in society, and how they can weave carpets. But where could one find educated women like that in Balasore? They were all either Brahmos or Christians; and Hindu women would not allow them to enter their houses, let alone sit with them on the same bed.

I decided to try to motivate the women in my own house first; if this was successful, then the practice could be extended to my neighbourhood and the houses of my relatives. There were no older women in our house. Among the women there, one was the wife of my elder second cousin, the former head clerk, Nityananda Senapati. She was the mistress of the house, along with my young bride, and the wife of my younger cousin. Somehow or other, I was able to convince them to try this. They had heard of Memsahibs but had never seen any, and were anxious to see what they looked like. There was some apprehension in their minds, however, about the possible consequences involved. The act of a Hindu woman sitting on the same bed as a Christian woman might lead to social ostracism, considered a great humiliation at the time. Dear reader, this was as humiliating as being expelled from one's caste!

One afternoon, the coach carrying Mrs. Smith, Mrs. Hallam, and the wife of the Magistrate pulled up at our gate. Seats were arranged for them in the inner courtyard of our house. As planned, the women of our house greeted them, held their hands, and offered them seats. After the Memsahibs sat down crosslegged on the bed, garlands were placed around their necks and they were offered betel-leaves. ...

Mrs. Smith, accompanied by another educated lady, started visiting us, to teach the women of the household. The incident was played down and did not provide an opportunity for people with prying eyes to become provoked.

A few days after this, the same three Memsahibs alighted at the doorstep of Gobind Prasad Das, Police Inspector of Sunhat village. The wives of the clerks and officers had gathered there, unable to resist the temptation to see and hear the

Memsahibs. Sunhat was a Karan village and an important neighbourhood of Balasore. Many big zamindars and almost all the clerks lived there. The Memsahibs and other Christian women had already had access to their houses, so who could resist them? At present it is usual to see scores of Christian lady-tutors coming out of the houses of gentlemen each afternoon.

This change in attitude spurred us on; a meeting was held and it was unanimously decided to set up a school for girls. Donations were collected for the salaries of the teachers and menial staff. One qualified Christian lady was appointed as the teacher; her name was Mary. The texts for the scholarship examination at the primary level were included in the syllabus. Now the question arose as to what to call the teacher's position. Many names like Mistress, Gurupatni, Abadhaniani, etc. were proposed and rejected. As she was a young woman, it was important that her position should evoke respect. I named her Pathama (Mother of learning), and gradually this name was accepted with respect in the houses of gentlefolk.

A building was needed to house the school, and the sum of one hundred rupees was raised through donations from among us. Construction soon began, but before it was even half complete, the entire sum had been exhausted. Thanks to our lack of engineering know-how, we had estimated the cost of the work at one hundred rupees, but now it transpired that two hundred rupees was necessary to complete it. Everyone had donated as much as they could; no one could contribute anything more. Nor was it possible to collect money from outsiders since we were proceeding in absolute secrecy. We were worried that if our real intentions became known, people might destroy the construction work in the dead of night. During this crisis a new idea struck us. We secretly addressed a letter to the generous and noble Maharani Swarnamayi Devi of Kasim Bazaar. Within eight days a registered letter reached me, to which a fifty-rupee note was appended. The construction work began again in earnest. Let benevolent God protect the noble soul of the late Maharani.

NBT's New Series on Women

On the occasion of International Women's Day on 8th March 2016, the National Book Trust, India brought out a series of books on great Indian women who actively participated in the freedom struggle and worked for the upliftment of the society.

'Women Pioneers' is a new initiative of NBT India, that aims to bring to light as well as project the work and contribution of eminent Indian women in different walks of life like art, culture, literature, science, socio-religious reforms, freedom movement, etc. Each title of this sub-series under the National Biography series of the Trust, is written for the general reader with the view to develop new perspectives on the contemporary discourses pertaining to Indian culture, civilization and endeavours for nation-building.

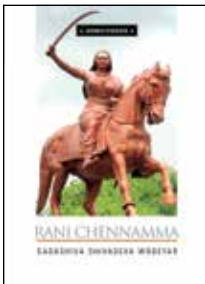
Four titles in English and four in Hindi have come out under this series and many more are to follow in major Indian languages. The books include:

Rani Chennamma

Sadashiva Shivadeva Wodeyar

978-81-237-7816-7; Rs 210

Much before India's "First" Independence Struggle against the British in 1857, Karnataka's Kittur saw the rise of India's first woman independence leader who took on the British Empire —



Rani Chennamma (1778-1829). Married to Kittur's ruler, Mallasarja Desai, her personal life proved to be tragic with the husband passing away in 1816 and her son also meeting an untimely death in 1824. During the last days of the Kittur ruler, Shivalingagaruda Sarja, son of her husband by first queen, Rani Rudramma, a decision to adopt a boy named Shivalingappa was taken as the successor but the British did not approve of the same. This ultimately resulted in the famous armed rebellion by Kittur army under Rani Chennamma in October 1824, leading to the historic defeat of the British forces and the killing

of the British Collector and political agent. She went on to release the British hostages on the promise that war won't be continued, but the British treacherously came back with larger forces leading to the defeat of Kittur army after great resistance by Rani Chennamma and her warriors. She spent the last 5 years of her life in the Bailhongala Fort before breathing her last in 1829.

Kanaklata Barua

Shiela Bora

978-81-237-7819-8;

Rs 155

1942. The Do or Die call of Mahatma Gandhi towards total independence resonated across the country. In the remote village of Barangabari in

Assam, a frail girl in her early teens was stirred by this clarion call. The story of Kanaklata Barua (1924-1942) is one of the most inspiring episodes in the history of India's freedom struggle. Kanaklata was only seventeen when she fell to the bullets of brutal police firing while trying to hoist the tricolour at the Gohpur Police Station, a symbol of British power. In bringing to light this little known yet significant sacrifice of Kanaklata, the book looks at the whole hearted participation of women in the freedom movement who broke through the barriers of patriarchy, caste, traditions and customs. It is also a narrative of the socio-political and cultural history of Assam and its major role in shaping India's modern history.



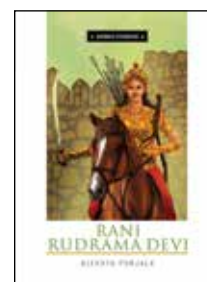
Rani Rudrama Devi

Alekhyia Punjala

978-81-237-7817-4;

Rs 145

Rani Rudrama Devi, a thirteenth century Kakatiya warrior ruler was an able administrator, the boldest of warriors, an indomitable



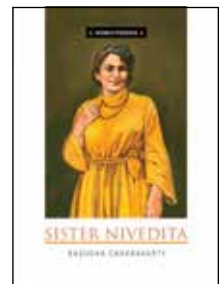
conqueror, an adorable daughter and a loving mother. The Kakatiyas who were mainly chieftains in the 10th and 11th Centuries, rose to become a major power in the Southern Peninsular of India in the 12th and 13th Centuries. She can be given any title and it would perfectly fit Rudrama as if it was coined for her. Rani Rudrama was Queen mother to her people, compassionate to their problems and responded accordingly. Furthermore, she was an understanding leader, and her taxation as well as revenue to run the kingdom depended upon the circumstances therein. The Rani made herself answerable to her subjects. She was a commander who rode a horse and wielded a sword as no other person in her kingdom could. In addition, she was valiant and led from the front in all battles. Confident of herself, Rudrama Devi allowed chieftains to continue ruling the smaller kingdoms conquered by her. In addition, she was shrewd enough to make the right moves both as a ruler and in battle against her enemies. Besides having immense love for their motherland, women like Rani Rudrama Devi have shown great strength and conviction in their own selves.

Sister Nivedita

Basudha Chakravarty

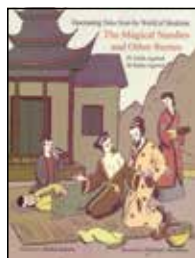
978-81-237-7818-1; Rs 135

Sister Nivedita's deep concern for a country and its people thousands of miles away from her home places her among those selfless few who can be regarded as citizens



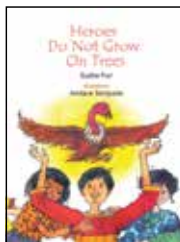
of the world. Born in England as Margaret Noble, Nivedita, inspired by Swami Vivekananda came under the spell of Hinduism and its home, India. Working tirelessly for the uplift of underprivileged Indians, she soon realised that for her fellow-Indians freedom from their varied ills meant freedom from the alien British rule. This book tells the story of that life marked by exemplary courage and devotion.

Recent NBP Titles



The Magical Needls and Other Stories
Dr Yatish Agarwal & Dr Rekha Agarwal
978-81-237-7835-8; Rs 90

Heroes Do Not Grow On Trees
Sudha Puri
978-81-237-7839-6; Rs 45



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Forthcoming Book Fairs

Aizwal Book Festival	Mizoram	Apr–May 2016
Panaji Book Bazaar	Goa	Apr–May 2016
Ranchi Pustak Mela	Jharkhand	Apr–May 2016
Vadodara Book Fair	Gujarat	Aug–Sep 2016
Patiala Book Fair	Punjab	Aug–Sep 2016
Gulbarga Book Fair	Karnataka	Sep–Oct 2016
Bhopal Pustak Mela	Madhya Pradesh	Sep–Oct 2016
Goalpara Book Fair	Assam	Oct–Nov 2016
Varanasi Pustak Mela	Uttar Pradesh	Nov–Dec 2016
Goalghat Book Fair	Assam	Feb–March 2017

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