

BOOKS FROM ABROAD

With about thirty countries including organisations like UNESCO, World Bank and WHO, the Foreign Pavilion is a must pavilion to see for publishers, importers, exporters and distributors for negotiating trade. For students and general readers it is a virtual databank on what is being published internationally, the trends, new writings and new authors.

Says first time participant Ms. Aida, Marketing Executive with Universe Digital Library, Malaysia, "India is very receptive to books on education publishing, engineering and science". They have a huge digital library containing technical resources and books on all branches of engineering, science, medicine and business, and provide customized information to students and professionals.

So is Global Exhibition Marketing (a division of Publish on Demand Global, USA) representing Beijing International Book Fair. With the objective of inviting publishers to participate at the BIBF, Harsh Bhardwaj, Director of Marketing-India, says the Chinese are keen on buying Indian contents particularly science and technology, which they repackage



and sell. China, according to Bhardwaj, is the largest journal publishers in the world, edging out US and UK. BIBF, one of the major international book fairs, is the happening place for Indian publishers. And the response from India is very good.



Representing about 80 publishers from France, Ms. Christine from the International Book Fair Dept. of BIEF says that they are here after about six years. BIEF is a body supported by the French Government to promote French books and French publishing industry. "The response for French books from the Indian publishers is encouraging and particularly for children's books," says Ms. Christine.

The Japan Foundation stall has

come with a unique concept popular in Japan, called Manga Café, a kind of cafeteria where people can read manga (comics) or browse internet. People pay for the time they stay at the café. According to Ms. Koshi, who is with the Japan Foundation in Tokyo, the concept of Manga Café has caught on in Japan, and has been drawing large crowds.

Besides a representative collection of books from over 20 publishers, the stall celebrates the 60th anniversary of diplomatic relations between India and Japan. Says Ms. Koshi, "The new India-Japan relationship will be built by the creativity and ingenuity of the next generation."

The west Asia was represented by Israel, Saudi Arabia, Iran, Sharjah and Turkey. "India has been a very good experience for us. The Fair is organised well and we would like to come again," said Mr. Khosravi Najad from Iran. Representing the publications of The Association of Islamic Revolution Publishers and Ahlubyat (AS) World Assembly, Najad has brought with him books on Islam, culture, poetry, children's books, history and on Iran revolution.

Mr Aziz of Indialogue Publishing





House from Turkey, and for the first time at World Book Fair has with him some wonderfully illustrated books for children.

The Saudi Arabian stall has some interesting books on display including *Under the Sky of Saudi Arabia* and the *Handicrafts of Saudi Arabia*. They have books both in Arabic and English.

Representation from SAARC countries include Sri Lanka, Nepal, Bangladesh and Pakistan. "We have on display books of over 25 publishers," says Darshana at the Sri Lanka stall.

Personally on his first visit to the book fair, Darshana said that he has sold many titles at the stall, particularly coffee table books.

Publishers from Pakistan attract the largest number of visitors at the Pavilion. Seven publishers from Pakistan: Royal Book Company, National Book Foundation, Iqbal Academy, Children Publications, Manshurat and Sheikh Mubarak Ali Publishers and Distributors participated at the Fair.

Speaking to Fair News, Irshad-ul-Mujeeb of Iqbal Academy said that "Given the response we received during the last Fair, this year we have got some more new books on Iqbal. And I would like to appreciate the efforts of NBT in organising such a world class event."

Of course one cannot miss out the German Stall with representations from major German Publishers and



the international agencies are a major attraction. According to Ms Apoorva Jain of the British Council, "We have over 34,000 books and 5000 DVDs in our library. We are here to enroll new members to our library."

Besides, trade delegations from Poland, South Korea, and Belarus—participating for the first time with a select display of books—are here at the Fair. They are exploring areas of cooperation particularly on each other's book fair participation and trade agreements.

AT THE THEME PAVILION



The arduous route to stardom, the "bad men" in silver screen, lives of playback singers, portraits of the actors of yesteryears and the today's heartthrobs, the life and times of Indian filmmakers, the bright and not-so-bright world behind the camera, parallel cinema, screenplays of award winning films, the poignant tale of unknown artistes and stuntmen, labour of love involved in documentary filmmaking, lyrics of evergreen film songs, stories of music legends, the pain and pleasure of being film celebrities, makers of path breaking regional language films, the mortal anecdotes of apparently immortal heroes on screens, encyclopaedia of films and film actors, the nuances of film journalism, the story of the making of some megahits and many more. Just a glance of the books displayed at the Theme Pavilion will take you through the mesmerising world of Indian Cinema. See it and feel it! Or just grab a copy of the *Point of View: An Annotated Rights Catalogue of Books on Indian Cinema*.



This Arriflex (Model 2C) 35mm camera was used by the following eminent directors in various epoch-making films as under:

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|---------------|--|
| Tapan Sinha | <i>Hospital, Sagina Mahato, Adalat-o-Ekti Meye</i> |
| Satyajit Ray | <i>Sikkim</i> (Documentary on Sikkim), <i>Janaranga, Simabaddha, Gopi Gayen Bagha Bayen, Ghare Baire</i> |
| Ritwik Ghatak | <i>Purulia Chhou</i> (Documentary), <i>Jukti Tarka Gappo</i> |
| Mrinal Sen | <i>Interview, Mrigaya</i> |
| Uttam Kumar | <i>Sanyasi Raja, Ban Palasir Padabati, Ogo Bodhi Sundari</i> |

The camera is at display at the Theme Pavilion of the Fair.

PUBLISHING FOR CHILDREN

The children's publishing in India has garnered a lot of attention in the last few years. Children's writers, illustrators and publishers have come together to create good reading material for children through innovative methods, colourful presentations and impressive packaging.

Among the new trends in education today is the e-portals which make learning easy because of its wide accessibility and reach. Portals combine text with graphics, audio-video and animation. These elements create an interesting environment which appeals to children and their interactive interface makes learning enjoyable for them. The 20th WBF showcases many publishers promoting their web portals like Gurukpo, Cordova Publications Pvt Ltd., and many more.

To make learning fun, educational aids and activity based materials are the next best tools, and publishers have stacked up their stalls with puzzles,



board games, interactive audio-video CDs, charts, maps, wooden toys, teaching aids, etc. The stall of Jodo Gyan Educational Services at the WBF is always full of children, from toddlers to adolescents all through the day. They are



developers of low-cost activity-based teaching/learning material, especially in science and maths.

Another stall attracting the attention of children is of 3D books by Kathputhli/Chitrakatha who are also offering a pair of 3D glasses free with the purchase of a 3D book. Looking through the glasses the illustrated characters in the story books seem to come alive before us. The stall of Campfire Graphic Novels is offering discount coupons for their books which bring out the epics of Ramayana and Mahabharata as well as Sherlock Holmes mysteries, biographies, classics and fairy tales in a different form — the large graphic comics format.

Scholastic, Goyal, Pitambar, CBT, Pratham, Eklavya, Katha, Macaw Books, MBD Group, Eureka Books, Grolier International, Castor Learning, Books Onsource are some of the major publishers one can see at Hall No. 14.

A RIGHT PLACE FOR RIGHTS



Beyond buying and selling of books, another major component of any international book fair is the trading of Rights that takes place between publishers. The New Delhi World Book Fair for the first time too has a two day special session on Rights and the many issues and challenges in negotiating it. As observed by Shri M.A. Sikandar, Director, NBT, in his inaugural remarks, "This is a new beginning for NBT as it has tried to create a platform for exchange of Rights".

Shri Akshay Pathak, Director, German Book Office, and collaborators of the programme, said, "Although the

'Rights Trade' is a major programme within the publishing industry all over the world, the systems of copyright exchanges is still underserved in India. The seminar today here will help us to tackle major issues and challenges in the area of Rights and Licenses."

The two day discussion addresses many aspects of Rights from translation to digital, from author contracts to translation grants as well as participation at international book fairs for the exchange of Rights and Licenses. It will also provide an interactive platform for publishers both from India and abroad to negotiate trade rights and also help promote readership among Indian Regional Languages.

Speakers at the sessions on day one include Ms Karthika, HarperCollins on Author Contract; Ms Mita Kapoor, Siyahi on Film and Subsidiary Rights; Shri Dibakar Ghosh, Penguin on



Digital Rights; Shri Sai Krishna, Sai Krishna Associates on Copyright Law; Ms Missi Choudhary, Software Freedom Law Centre on Creative Commons and Open Access; Shri Rudiger Wischenbart, Content and Consulting on Digital Market Development; and an open session Rights Marketplace for publishers to exchange copyrights.

Among the publishers who participated in the discussion include Westland, Routledge, HarperCollins, Penguin, Tulika, Olive, Kalachuvadu, Mapin, Karadi Tales, Zubaan and Scholastic.

CULTURAL PROGRAMME



Yesterday's Cultural Evening at Lal Chowk witnessed the martial arts Kalaripayattu from Kerala; martial art forms PungCholam, Dholcholam, Stick Dance and Jai Ho from Manipur; and Sufiana Qawwali by Iftikhar Ahmed from Manipur.



Former Miss India and popular actor Gul Panag released the title *Never Let Me Go* by Sachin Garg in a function organised by Flipkart. Later she also visited the Theme Pavilion.

TODAY'S EVENTS : Wednesday, 29 February 2012

Date/ Time	Event	Organiser
Theme Pavilion Hall No. 7E		
14:00 - 16:00 hrs	Book Release of Urdu Titles: <i>Jauhar-e-Adakari</i> and <i>Urdu aur Bollywood</i>	National Book Trust, India
16:00 - 18:00 hrs	Talk: Cinematic Imagination and Literary Sensibility	National Book Trust, India
17:30 - 20:00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Thanneer Thanneer</i>	National Book Trust, India & NFAI
Children's Pavilion Hall No. 14		
10:30 - 13:00 hrs	Bal Katha se Cinema Tak : Talk with Nandita Das	Bachpan Society
	A Play based on a book	Navyug School
	A skit based on a book	Butterflies
14:00 - 15:30 hrs	Live Show by Swapan Kumar Sarkar	Sahitya Kala Parishad
13:30 - 16:30 hrs	Science and Magic	Vigyan Prasar
16:30 - 17:30 hrs	Tumble Books	Consortium Octet & DSBPA

Other Events

Date/ Time	Event	Venue	Organiser
10:00 hrs	Rights Table: A Forum to exchange copyrights	Mezzanine, Hall No. 14	National Book Trust, India & GBO
10:00 hrs	E-publishing & the Need for Digitisation of Libraries	Seminar Hall, Hall No. 8	National Book Trust, India
11:00 - 13:00 hrs	Book Release Function	Conference Room 2 Hall No. 6	Antika Prakashan
13:00 - 15:00 hrs	Discussion	Conference Room 1 Hall No. 6	Unique Publishers
	Book Release Function	Conference Room 2 Hall No. 6	Jyotsna Prakashan
	Seminar on Self-publishing	Conference Room 3, Hall No. 14	Cinnamon Teal Publishing
15:00 - 17:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Publications Division
	Discussion	Conference Room 2 Hall No. 6	School of Translation, IGNOU
	Seminar on Vastu	Conference Room 3 Hall No. 14	Aunkar Foundation
17:00 - 19:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Urim Books, South Korea
	Book Release Function	Conference Room 2 Hall No. 6	Niyogi Books
	Book Release Function	Conference Room 3, Hall No. 14	Hind Pocket Books

18:00 - 20:00 hrs **Cultural Programmes at Lal Chowk** organised by **Sahitya Kala Parishad**: *Jugani* - Folk songs (Punjab); *Bhangra, Gidha, Jindwa and Sammi* - Folk dances (Punjab)

Visit NBT Stalls at :
Hall No. 1 Stall Nos. 168 to 183 : English Publications
Hall No. 11 Stall Nos. 256 to 271 : Language Publications
Hall No. 14 Stall Nos. 70 to 79 : Children's Publications

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