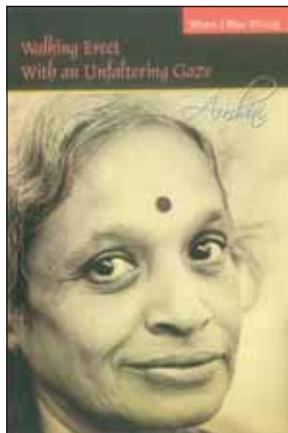


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PICK OF THE MONTH



When I was Young: Walking Erect with an Unflinching Gaze
Ambai
978-81-237-7006-2; Rs 50

Is the Indian Readership Changing?



Going by the kind of books flying off the shelves, there seems to be a perceptible change in the taste and preferences of the Indian reader. The spike in the sale of non-fiction titles has caught publishers by surprise. Self-help books, travelogues, cookery and mythology seem to be the new rage. Together, they appear to have pushed back the sales of classics, romance and thrillers—the mainstay of book sales till recently.

The advent of technology, the electronic and social media, particularly the internet is presumed to spell an existential crisis for the world of books and

reading. Far from it. It has in fact, opened new pathways for the reader. Technology has in fact often played the role of a facilitator by offering a remarkable choice of modes of accessing the world of words.

Delivery platforms like Flipkart, Amazon and Rediff and hundreds of small and medium websites today reach out to millions of readers bringing books to the doorstep through online bookstores. The explosion of the internet has today created a tech-savvy and highly conscious buyer, one who is aware of comparative offer prices that these stores provide. This has also created a highly competitive environment which has been to the benefit of the consumer. This new buyer is also highly selective in her choice of books, creating in the process an impressive bandwidth of variety of genres. These also produce their own set of pressures on the publishing market. For instance, today's young children, given their high levels of exposure to all forms of entertainment on electronic media demand books based on their new age cartoon characters and icons. This has meant a subtle but clear shift



from the traditional folktales and grandma parables that were the staple favourites of earlier generations.

Why, for example, anything to do with mythology or epics strikes a chord with the new writers—Amish Tripathi's *The Shiva Trilogy* or Christopher Doyle's *The Mahabharat Secret* or Dev Dutt Patnaik's retelling the stories of the Gods of Hindu pantheon and Puranas. Publishers say the plots are the same, the settings have not



changed. It is the perceptive and unique way the authors have looked at these age-old stories and the multiple interpretations

it offers today might have been the reason for readers to lap it up.

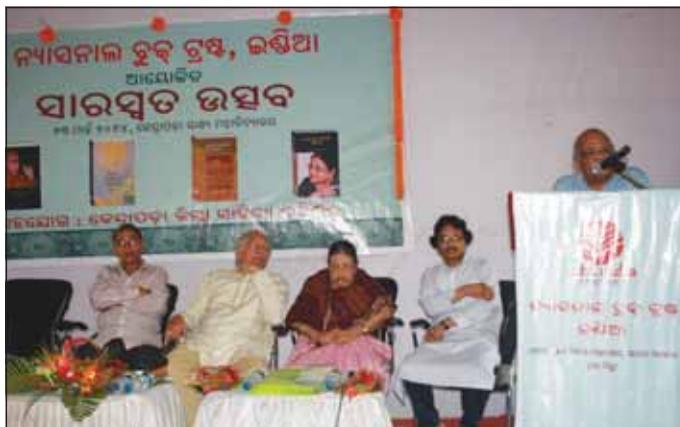
Print books are here to stay for a long time. To read and enjoy them will not be coming to an end in matter of a few years or so. Industry experts say that the tradition of printed books which is rooted in the history of mankind will remain forever, irrespective of whatever changes are taking place around in terms of technologies or whatsoever.

Odia Books Released

A book release function was organized by National Book Trust, India in the Conference Hall of Kendrapada Evening College, Kendrapada on 23 March 2014. Inaugurating the function, Prof. Shantanu Kumar Acharya, the noted Odia novelist and short story writer mesmerised the audience with his long deliberation on his deep literary experience and intuitive journey through the realm of Odia literature. Shri Shantanu Kumar said that a writer is the ambassador of the inner world after phenomenal world.

The chief speaker Dr. Bijayanand Singh, a member of the Odia Advisory Panel of NBT, discussed the long literary heritage of Kendrapada and its significant contribution to Odia literature. Noted Odia feminist writer Ms Binapani Mohanty and Dr. Ramachandra Behera, former President of Odisha Sahitya Akademi, graced the occasion as the Guests of Honour.

In his speech, Dr. Behera made a comparative analysis of the literary world of Shantanu Kumar Acharya and Binapani Mohanty and reflected that



both the writers, though contemporaries, represent two different world views. One delves deep into and brings out the inner realism of human consciousness while the other voices the agony and anguish of the voiceless and suppressed. Smt. Mohanty elaborated on her own art of short story writing and the role of the women writers

in the contemporary social scenario.

Prof. Nanda Kishore Parida, President, Kendrapada Zilla Sahitya Parishad, introduced the guests and expressed his gratitude to NBT for organizing such a programme in a rural area like Kendrapada and Shri Atul Bal offered the vote of thanks. Prof. Baishnab Charan Samal, a noted critic of Odia literature, presided over the meeting and in his speech focused on the various aspects of the released book.

On this occasion, four books (three Odia originals and one translation) titled *Shantanu Kumar Acharyanka Shrestha Kalpa*, edited by Prof. Baishnab Charan Samal; *Binapani Mohantyaka Shreshtha Galpa*, edited by Dr. Bijayanand Singh; *Odia Prakashana Itihas* by Pathani Pattnaik; and *Swadhinata Parabarti Hindi Ksudragalpa*, edited by Kamleshwar and translated by Bilasini Mohanty were released by the honourable guests.

Dr. Pramod Sar, Odia Editor, NBT India, coordinated the programme. A large number of litterateurs, intellectuals, students, journalists and booklovers attended the function.



Workshop at Kondagaon District

A three-day Drawing-and-Translation Workshop was organised by National Book Trust India in association with District Administration, Kondagaon from 25 to 27 March 2014. The outcome of this workshop was the ready copy — translated and with artwork — of 10 manuscripts by the final day of the programme.

At the inauguration of this Workshop, Shri Harihar Vaishnav, distinguished writer



informed the participants regarding the short-listing of 10 manuscripts chosen for the workshop and how folk-art needs to be used to design the text of the manuscripts. He also spoke about the folk-art tradition of Bastar. The manuscripts included four in Halbi, and three each in Bhatri and Gondri.

The artists who participated in the Workshop included Rameshwar Baghel, Rajendra Rao Raut, Ragini Vaishnav, Khem Vaishnav, Santurat Korram, Latika Vaishnav, Santosh Ghalib, Nandlal Churendra, Sarla Yadav, Ashok Kumar Thakur, Dinesh Kashyap, Mahesh Kumar Kashyap, and Damru Bhardhwaj. The translators who



participated in the Workshop included, Ugresh Kumar Markam (from Gondri), Narpati Patel (from Halbi) and Nandita Vaishnav (from Bhatri).

The Workshop was coordinated by Shri Pankaj Chaturvedi, Hindi editor, NBT.

Director, NBT Meets Governor of J&K

Dr. M.A. Sikandar, Director, NBT India, called on Shri N.N. Vohra, Governor of Jammu & Kashmir on 27 March 2014 at the Raj Bhawan, Sri Nagar. Dr. Sikandar informed the Governor about the series of initiatives taken by NBT for promoting reading habit among the people and generating a book culture in the country.

The Governor discussed the available opportunities for good quality books being published at reasonable prices and the efforts made for organising book

fairs and exhibitions, interactions among authors, publishers and book lovers in the state. The Governor lauded the Trust for



bringing out useful classic literary works and biographies of important personalities being translated into various languages and sold at moderate prices. To serve the book reading habit, the Governor recommended that NBT may consider bringing out easy to read comic books for children of various age groups, ensuring that such books are based on classics. He also assured all help to NBT in organising books fairs in all the three regions of the state.

Courtesy: www.5dariyaneews.com

The National Book Trust, India organised the Sirsa Book Exhibition from 21-25 March 2014 at District Library, Sirsa, Haryana, in collaboration with the District Library, Sirsa.

Inaugurating the Exhibition, Shri Anshaj Singh IAS, Dy. Commissioner of Sirsa, praised the efforts of NBT to bring to the readers of Sirsa a wide selection of good books at affordable prices. He hoped that the students and general readers of Sirsa will seize the opportunity to buy these books.

A large number of students from various schools and colleges in and around Sirsa visited the book exhibition.

Shri Imran-ul Haq, Dy. Director, NBT India, coordinated the exhibition.



Govt Publishers at the NDWBF

Most often the publishers are not aware of the various activities and programmes implemented by the Government bodies, both Central and States, that provide information, rules / laws, etc. to the general public. In this edition of the New Delhi World Book Fair, publishing wing of several government organizations were present in their full strength, selling books, providing information, creating awareness on various issues.

National Council for Educational Research and Training (NCERT), which is known for its textbooks, had in its stall lot of books on education, teaching, human rights, biographies, etc. It also sells audio/video and multimedia material for students and teachers to support and supplement school curriculum. Also present was



National Institute of Open Schooling to promote its services and publications.

Office of the Registrar General, India, under the Ministry of Home Affairs, is the authorized body to publish population data and other statistics which are useful for researchers, scholars and social scientists as well as general public. They had in their stalls reports and publications like Census Report, atlases of various states, demographic statistics, linguistic survey reports etc.

Central Pollution Control Board, with 82 stations for monitoring water quality, 555 locations for air quality monitoring and 150 centres to study polluted rivers, is a publisher of more than 500 reports under 16 series on environment and its stall was an important centre for students and activists. Similarly, National Biodiversity Authority under the Ministry of Environment had in its stall books on Agrobiodiversity, Marine Biodiversity, endangered animals,



traditional knowledge and community-based experiences, climate change, etc. in both English and Hindi.

Sindhi Academy under the Govt. of Delhi had a good number of Sindhi books in both Persian and Devanagari script. Central Institute of Hindi from Agra and Central Hindi Directorate from Delhi, both organizations under the Ministry of HRD, are engaged in promoting Hindi

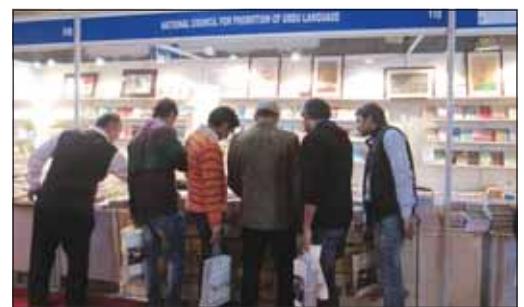
through their books and reading material including magazines. CIH also publishes Samanvay Poorvothar, a quarterly magazine on north-east, and Gaveshana, a yearly number. Also present was the Madhya Pradesh Hindi Granth Academy which publishes Hindi books for university students and computer learning material for

general readers. Under the Ministry of HRD, National Council for Promotion of Urdu Language (NCPUL) stall could be seen crowded with both young and old. The Commission for Scientific and Technical Terminology, under the Ministry of HRD publishes bi-lingual books on the subjects. National Library, Kolkata, the repository of all documents published in India, besides providing information about its services and data, used this Fair to collect books from publishers.



In multilingual publishing, there are three important bodies publishing books on varied subjects for various age-groups: the National Book Trust, India, the Publications Division under the Ministry of Information & Broadcasting which publishes the journals Yojana, Employment News as well as informative books including Year Book; and Sahitya Akademi, publisher of literary works in all languages and biographies of notable writers in India.

There were three important Akademis working in the field of arts present in the Fair: Lalit Kala Akademi, Sangeet Natak Akademi and Centre for Cultural Resources and Training (CCRT) all under the Ministry of Culture. Sangeet Natak Akademi has its stall a number of CDs



on various forms of arts. While Lalit Kala Akademi is selling books and reproductions of well-known artists, CCRT stall promotes its schemes of scholarships and also sells CDs about various classical and folk dances.

And, there were two important stalls dedicated to two great men who shaped India. One was Ambedkar Foundation with volumes of writings and speeches of Babasaheb Ambedkar in various Indian languages including Hindi and English. The other was Gandhi Smriti and Darshan Samiti, which was witnessing a regular stream of young visitors. "Autobiography, Hind Swaraj and India of My Dream, these three books are the best sellers among the youth and our prices are also very low," said the representative of the stall.

This is for the first time that most of the publishing wings of various departments of Government of India were present in their full strength.

Building Bridge between Cultures

Kurundoheir Kabita, a book by Bijoy Sankar Barman, was released on 12 April 2014 at the newly inaugurated NBT Book Promotion Centre, Asom Rashtrabhasha Prasar Samiti Building, Hedayatpur, Guwahati. It is the first Assamese translation of the *Kuruntokai*, one of the most precious poetic treasure of the Tamil Classical Sangam literature, which was composed and compiled between 200 BCE and 200 CE.

Eminent literary critic and translator Professor Pradip Acharya released the book. The programme was attended by many of the notable persons of Assam including Sahitya Akademi Award winner in Bodo and eminent poet and folklorist Dr. Anil Bodo, poets Anis-Uz-Zaman, Lutfa Hanum Selima Begum, Manoj Borpuzari, poet-translator Dinkar Kumar, journalist Samudragupta Kashyap, Shivasis Thakur, Digambar Patowary, artist-lyricist AminulHaque, Dr. Tapati Baruah Kashyap among others.

Releasing the book, Acharya



appreciated the work as a pioneering venture. He was of the view that as translation is a difficult and painstaking venture, the translator Bijoy Sankar Barman has succeeded in bringing out the individualistic, collective conscience and life of a different culture. Dr. Anil Boro, Samudragupta Kashyap also spoke on the occasion.

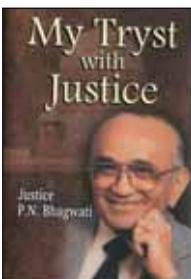
One of the eight Tamil classics under the Ettuthogai series, and one of the oldest and profound pieces of work in world

literature, the *Kuruntokai* is considered as an important piece of literature dealing with love, sensuality, separation and romance. This Assamese translation comprises 60 poems along with detailed notes on tradition, themes, poets, poems, etc. and also four important articles by four eminent Tamil scholar-translators such as Sahitya Akademi Award winner Prof. M.L. Thangappa, Dr. Nirmal Selvamony, Dr. S.A. Vengada Soupraya Nayagar and Dr. B. Ravikumar.



Books Received

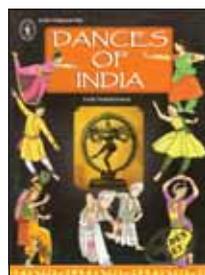
My Tryst with Justice, Justice P.N. Bhagwati; Universal Law Publishing Co. Pvt. Ltd., C-FF-1A, Dilkush Industrial Estate, G.T. Karnal Road, Delhi-110033; 978-93-5035-270-0; Rs 425



This is a memoir of Prafullachandra Natwarlal Bhagwati, one of the most distinguished jurists of India since independence. He worked closely with

NGOs and provided leadership to several others in taking the cause of human rights in villages and the marginalized sections of the society, particularly the tribal and bonded labourers. He served as the Chief Justice of India; chaired the United Nations Human Rights Committee; and was awarded the second highest civilian honour of the land, Padma Vibhushan in 2007.

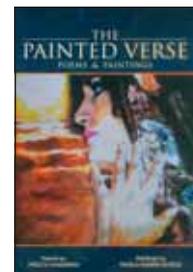
Dances of India, Leela Venkataraman; Children's Book Trust, Nehru House, 4 Bahadur Shah Zafar Marg, New Delhi-110002; 978-93-80076-47-8; Rs 110



The Indian classical dance, a heady combination of traditional storytelling, physical art and musical compositions is a distinguished visual art form that impacts

the audience through its abhinaya, rasa, attire and ornaments. Captured within the pages of this book is the essence of various dances of India explained in a manner only a great guru can tell. Written by Leela Venkataraman, a well-known dancer, dance critic, and a guru, who had travelled widely and written extensively on Indian dance forms.

The Painted Verse: Poems & Paintings; Poems by Preeta Chandran, Paintings by Pankaj Kumar Saxena, Promilla & Co. Publishers, C-127 Sarvodaya Enclave, New Delhi - 110017; ISBN 978-93-82337-05-8; Rs 800



The book shares its eclecticism and joy in poetry with the artist's stunning artwork. Ranging from the lyrical and sensual to nature and love poems, from poems of every day experiences

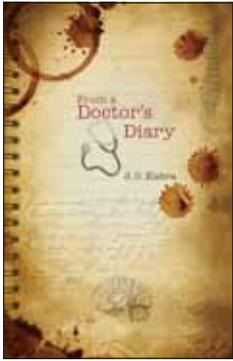
to the personal, the poems are infused with vivid imagery, claims of identity, and celebrations that confront both past and present. The lively range of visual works builds an intimate sense of the art and personal lives of this appealingly interesting duo, in ways both enlightening and entertaining.

Recent NBT Publications

From a Doctor's Diary

S.G. Kabra

978-81-237-6928-8; Rs 70

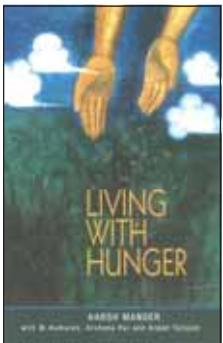


A delectable collection of true stories, presented here are knowledge-based medical case studies put together in a book form. While highlighting the management of a disease episode, the book discusses the medical, legal, ethical and social issues that arise therein, and how to deal with the dilemma that they pose. Juxtaposed in real-time situation, each of these issues provide a holistic insight into the disease episode, the narration being case, context and situation specific. The stories provide contextual appreciation of law and ethics to physicians, while to the lawyers they provide specific medical context in a case. To the patient and the lay person, the stories provide knowledge for proper understanding of complex situations. Written in an interesting manner, these knowledge-based narrations from the field of modern medicine will be of interest to all.

Living with Hunger

Harsh Mander & others

978-81-237-6758-1; Rs 240

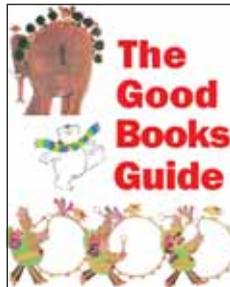


This book documents many painful stories of living with chronic, hopeless hunger; the anguish of not being able to feed oneself or one's loved ones; the impact of prolonged deprivation and recurring uncertainty about food availability; the loss of dignity in securing food through foraging and begging; the desperation of debt bondage and low end, humiliating and exploitive, highly underpaid work; and the sacrifice of other

survival needs like medicine. It attempts to understand these through listening to the experiences as recounted by destitute persons from intensely food insecure social groups themselves – specifically aged people without care givers, single women headed households, and adults with disability – in villages in Orissa, Rajasthan and Andhra Pradesh.

The Good Books Guide : How to Select a Good Book for Children

978-81-237-7063-5; Rs 130



With the publishing scenario for children's books having changed dramatically over the last few years, there is a wide and diverse range of books now available. This makes selecting books for libraries a daunting task. Further, the Right to Education (RTE) Act 2009 mandates that every government school in every district of every state across the country has to select and buy books for libraries each year. The Good Books Guide offers key criteria for selecting the best children's books from among the hundreds on offer, based particularly on the requirements of such a mass scale selection procedure. Librarians and teachers from all schools, government and non-government as well as private institutions, will find useful guidelines from this draft report / document as to how to identify the ideal one for the target group. A good book is a good book!

When I was Young: Walking Erect with an Unflinching Gaze

Ambai

978-81-237-7006-2; Rs 50

Ambai, a historian and a creative writer, writes about love, relationships, quests and journeys in the Tamil region and elsewhere. Her real name is C.S. Lakshmi. An independent researcher in Women's Studies for the last thirty-five years, she has a Ph.D. from Jawaharlal Nehru University,



New Delhi. A well-known writer in Tamil, her stories have been translated in two volumes entitled *A Purple Sea* and *In a Forest, A Deer*. The latter recently shared the Hutch-Crossword award for translated fiction. The third book *Fish in a Dwindling Lake* was published this year by Penguin. She received the Pudumaipiththan memorial lifetime achievement award for her contribution to literature from the U.S. Tamil cultural organisation Vilakku in 2005. She was awarded the Lifetime Literary Achievement Award of Tamil Literary Garden, University of Toronto, Canada, for the year 2008 as well as the Kalaingar Mu. Karunanidhi Porkizhi award for fiction awarded by the Booksellers and Publishers' Association of South India in the Chennai Book Fair, January 2011. The University of Madras awarded her for excellence in literature in the centenary celebrations of the International Women's Day in March 2011. She is currently the Director of SPARROW (Sound & Picture Archives for Research on Women).

The Women Who Inspired Me

P.D. Tandon

978-81-237-7005-5; Rs 80

The present book, based on renowned journalist and freedom fighter, P.D. Tandon's interactions with and perceptions about some of the leading women personalities of the 20th century India, is not merely anecdotal. One can get valuable insight into the making of their personalities and working of their ever-inquisitive minds. A delightful and instructive read for the youngsters as well as the adult reader.

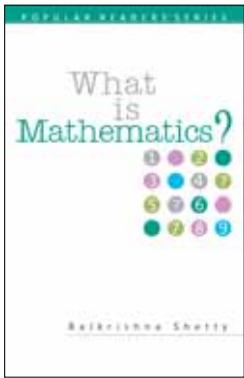


What is Mathematics ?

Balkrishna Shetty

978-81-237-6788-8; Rs 120 (PB)

978-81-237- 6789-5; Rs 395 (HB)



Known as the Queen of sciences, Mathematics, perhaps unlike other disciplines has defied definitions. It is the language of science. This book introduces mathematics, as the study of

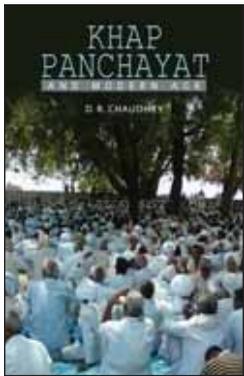
logical structure of patterns and focuses on its distinct aspects like deduction, representation, transformation, beauty and meaning. Using quotidian approaches and stories as metaphors, the book not only explains various mathematical concepts but also its history as well as India's contribution. Written in a lucid style, the book addresses the needs of students of mathematics, teachers, researchers as well as those interested in the subject.

Khap Panchayat and Modern Age

D.R. Chaudhry

978-81-237-7103-8; Rs 160

Khap Panchayat—a caste council—has hogged media headlines for quite some time on account of its allegedly outlandish and barbaric edicts like declaring a married couple as brother and sister, ostracizing families and



murder of young couples in the name of 'honour'. Many more similar revolting acts are associated with caste elements. The gravity of the situation can be gauged by the fact that the Central Government has constituted a Group of Ministers to suggest fresh legislation to deal with the problem. The author has been studying the phenomenon of Khap panchayats for the last more than three decades. He has visited many villages where kahp related

incidents have occurred in order to interact with different sections of the village society to sift chaff from the grain. Unfortunately, not much worthwhile research work has been done on this phenomenon so far. The book is the first major attempt to deal with the institution of Khap panchayat in all its dimensions, its origin, its structure, its functioning as understood by the media, judiciary, political elites etc. and its relevance or the lack of it in the modern age.

Who: Questions to 50 Interesting Answers

Bal Phondke

978-81-237-6975-2; Rs 150



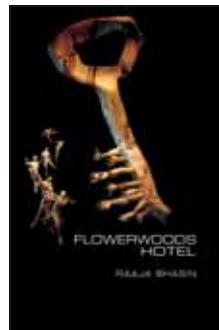
“Who had spare ribs?”, “Who was Typoid Mary?”, “Who is the author?” The list of such questions is endless. Some of them are mundane experiences. Many are related to scientific phenomena.

Still others are philosophical. Whatever their nature, scientists not only handle them with the respect they deserve, but also attempt to satisfy our curiosity with perfectly logical and scientifically acceptable answers. Presented in a simple and easy to follow language, this collection of 50 essays discusses many such fascinating questions. The facts and arguments are based on scientific investigations of the issues concerned. An interesting read for all.

Flowerwoods Hotel

Raaja Bhasin

978-81-237-7072-7; Rs 135



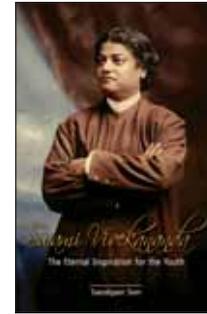
Delicate, subtle and enthralling, this collection of stories has all the makings of a timeless classic. Sad and funny—and riveting at every moment—here is a collection to be treasured, read and

reread. In lines of vivid multilayered prose, lives, relationships and situations are seen with rare insight and handled with an equally rare lightness of touch.

Swami Vivekananda: The Eternal Inspiration for the Youth

Sandipan Sen

978-81-237-7071-0; Rs 85



A concise story about the life-journey of an extraordinary man who never grew old. But there is risk in knowing more about Swami Vivekananda and his ideas. Once you get to know his philosophy more

intimately, you have only two choices left: either to accept his ideas and arguments or reject them and provide stronger ones. You cannot remain indifferent to them. They are sharp and direct. Vivekananda didn't like armchair activism. He would say, 'Be the change you want to see.'

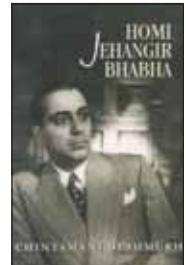
Homi Jehangir Baba

(Revised Edition)

Chintamani Deshmukh

978-81-237-7111-3

Rs 170

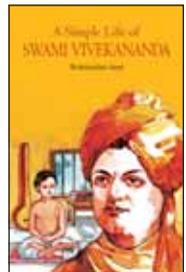


A Simple Life of Swami Vivekananda

Brahmachar Amal

978-81-237-7093-2;

Rs 110

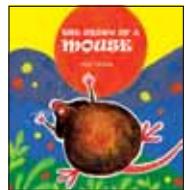


Little Wonders

Laxmi Khanna 'Suman'

978-81-237-6885-4

Rs 45



The Story of a Mouse

Utpal Talukdar

978-81-237-6906-6

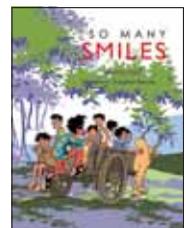
Rs 45

So Many Smiles

Manoj Das

978-81-237-7008-6

Rs 75



Adieu

Dr. Baldev Singh 'Baddan' retired from the Trust on 31 March 2014. He joined NBT in 1985 as Assistant Editor (Punjabi) and was promoted as Editor in 1996. He became the Chief Editor & Jt Director in 2002. A well known writer in Punjabi and accomplished translator, he is also the recipient of the Sahitya Akademi award for translation for Punjabi.



Dr. Deepankar Gupta retired on 31 March 2014 after serving the Trust for 32 years. He joined NBT in 1981 and was promoted as Asst. Director, worked in various departments of the Trust including Sales, Stores, Exhibition and Establishment.

Shri Suresh Chand Pawar retired from the Trust on 31 March 2014 after a long innings of 34 years. He had joined NBT in 1979 and was promoted in 1982 and 1997. During his service, he worked in various departments of the Trust.



We at NBT wish them a happy retired life.

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The views expressed in the signed articles do not necessarily reflect the official views of the Trust.

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or email to: nbtipsection@gmail.com

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