

NBT newsletter

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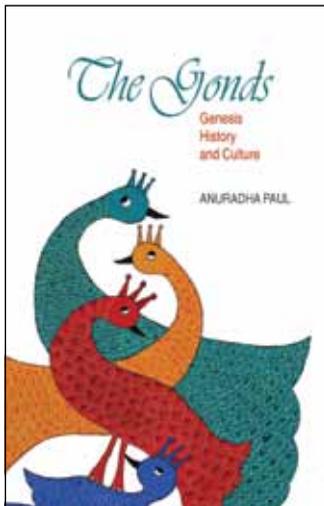


Volume 31 No. 6 • June 2013

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PICK OF THE MONTH



The Gonds: Genesis, History and Culture
Anuradha Paul
ISBN 978-81-237-6787-1; Rs 95

Abu Dhabi International Book Fair



The 23 Abu Dhabi International Book Fair was organised from 24-29 April 2013, at the Abu Dhabi National Exhibition Centre, Abu Dhabi.

Organised under the patronage of His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, the Fair was inaugurated by His Excellency Sheikh Sultan bin Tahoom Al Nahyan, Chairman of the Abu Dhabi Tourism and Culture Authority.

One of the fastest growing book exhibition in the Middle East, the Fair's main objective is to develop the UAE's publishing industry, promote reading and provide a platform for a large number of writers of Arabic origin from around the world.

Keeping in view the importance of Middle East as a growing market for Indian books, the National Book Trust, India regularly participates at the Fair with select display of books in English, Hindi, Urdu and Malayalam. In a Publishers' Meet organised in association with

Embassy of India, Abu Dhabi, at the NBT stall, Shri M.A. Sikandar, Director, NBT said, "We are stepping up our activities to promote Indian books in this market." He further added that, "for the first time we are selling our books through a local collaborator, M/s Book Land, Abu Dhabi. In this way, we will be reaching out to a large group of readers in need of NBT books".

Ms Amiya Chakravarty, Second Secretary (Culture), Embassy of India, Abu Dhabi, and H.E. Sheikh Al Jumma, Director, Abu Dhabi International Book Fair along with a large group of publishers participated in the programme.



Over 1000 exhibitors from 51 countries with about 5,00,000 books in 30 languages participated at the Fair. About 12 publishers including NBT represented India at the Fair. The focus of the Fair this year was on publishing in Gulf countries and digital publishing. With Abu Dhabi rapidly becoming the hub of the Arab book trade, the Fair is a big window to access booksellers, publishers, distributors, industry professionals and key market players of the Arabian Gulf region.



Translations are a big draw among the Arabic reading public. It is estimated that translated titles in Arabic language have a market share of about 30% of the total titles published. At the second Abu Dhabi International Conference for Translation, four workshops on various areas of translation brought together over 60 translators and academics from about 20 countries.

In view of the growing need for translations, the NBT is collaborating with Indo-Arab Cultural Centre, to explore the possibilities of translating NBT books into Arabic. An MoU in this regard will

be signed with the Centre in Delhi after completion of formalities.

Many professional programmes concerning publishing and book trade



were held during the Fair. Over 50 speakers from various countries participated in 30 odd sessions deliberating on a wide array of challenges facing the future of book publishing, in particular the electronic books and also children's books.

Despite the Middle East being a tech savvy region, with nearly 50% of the population under the age of 25 use tablets and mobile devices, yet e-books have not translated into profits for publishers. But significantly, they were confident that the market will become increasingly digital in future.

Like the New Delhi World Book Fair, the Abu Dhabi International Book Fair is a unique fair that seamlessly combines B2B opportunities as well as rich and diverse cultural and educative programmes for consumers and other visitors. This is a growing market, which the Indian publishers need to explore and benefit from it.

Mr. Imran-ul Haq, Dy. Director (Sales) also represented the Trust at the Fair.

Amdavad National Book Fair

The second Amdavad National Book Fair was organised from 1-7 May 2013 at Gujarat University Convention Centre. The Fair was organised by Amdavad Municipal Corporation in association with National Book Trust, India with the support of Gujarat Sahitya Parishad and Gujarat Prakashak Mandal.

Inaugurating the Fair, Shri Narendra Modi, Hon'ble Chief Minister of Gujarat, emphasised on the importance of reading and spoke at length about how technology can make a major difference in popularising books. He spoke about how book fair represents a collective effort and strength to make books more popular.

Shri Bhagawati Kumar Sharma, eminent Gujarati writer, was the Chief Guest at the function, while Shri Asit Vora, Mayor was the Guest of Honour.



Shri M.A. Sikandar, Director, NBT was the special Guest at the function. The Fair witnessed many literary and cultural events.

Various technical sessions were held on topics such as Proofreading; Hard Copy and Soft Copy, Copy Editing, Gujarati Wikipedia, Copyright, Book Designing and Book Trade.

The NBT organised many activities for children including Workshops on Children Poems, Creative Story Writing, 25 Must Read Books for Children, How to Read and What to Read, Enactment of a Story, Dramatic Presentation of a Story.

Other events that took place during the Fair included poets meets, humour sessions, discussions on Gujarati language, session on translating poetry into regional languages, and musical evenings.

Kuala Lumpur International Book Fair

The 32nd Kuala Lumpur International Book Fair (KLiBF) was held from 26 April to 5 May 2013 at the Putra World Trade Centre, Kuala Lumpur. One of the major events in the Afro-Asian region, KLiBF is organized by the Ministry of Education, Malaysia through the National Book Council of Malaysia (MBKM), in cooperation with Malaysian Book Associations that comprise the Association of Exporters and Importers Malaysian Book (MBEIA), Malaysian Booksellers Association (MBA), the Malaysian Book Contractors Association (PKBM), Malaysian Book Publishers Association (MABOPA), the Association of Book Publishers and Distributors Bumiputera Malaysia (DEED) and the Council Publications Ilmiah Malaysia (MAPIM).



The KLiBF 2013 was inaugurated on 27 April 2013 by YB Dato' Saifuddin bin Abdullah, Deputy Minister of Higher Education, Malaysia. Saudi Arabia was the guest of honour country this year. They were provided the prestigious Dewan Tun Hussien Onn Hall at the Putra World Trade Centre for their display and presentation.

With more than 700 participants

and about a million visitors, the theme of KLiBF this year was: "Books: generating Creative Intelligence". Book launches, seminars, conventions and lots of other activities were in place to suit all levels of the reading community, including talks, workshops, book launches, interactive sessions with authors, and other literary programmes.

As part of the KLiBF, an annual rights fair for the South-East Asian region called the Kuala Lumpur Trade & Copyright Centre (KLTCC) is held every year. It is the biggest trade and copyright fair in the region, offering an unparalleled access to this exciting market and specially dedicated for local and foreign trade exhibitors and visitors to encourage exchanging of publishing and distribution rights for the benefit of the local book industry players. This year it was held from 24 to 26 April 2013 at PWTC, Kuala Lumpur.

In addition to the above event, the Kuala Lumpur Publishing & Rights Conference was also held on 23 April 2013 at the Putra World Trade Centre, Kuala Lumpur. The conference focussed on rights and intellectual properties sales for publishers, literary agents, packagers and IP holders. The theme being digital rights sales, selling to China and selling to the Middle East.

The welcome address at the conference was delivered by Mr Abd. Wahab bin



Ibrahim, Director, Permanent Secretariat for the National Book Council of Malaysia. The distinguished speakers at the conference included Ms Claudia Kaiser, Vice President, Business Development, Frankfurt Book Fair; Mr Wuping Zhao from Shanghai Translation Publishing House; Ms Azza Tawil, Publishing Director, All Prints Distributors and Publishers, Lebanon; Peter Schoppert, Director, NUS Press, Singapore; and Michael Bhaskar, Digital Publishing Director, Profile Books and Serpent's Tail, United Kingdom.

The stall of the National Book Trust, India was placed in the International Pavilion. Visitors were happy to see the range of various genres of Indian publishing. The popular science and children's books of NBT were a favourite with the visitors. Shri Vinesh Kumar Kalra, Second Secretary at the Indian High Commission at Kuala Lumpur visited NBT stall and appreciated the variety of books exhibited.

Shri Sumit Bhattacharjee, Asst. Director (Training & Projects) represented NBT at the Fair.



Bologna Children's Book Fair

With a distinguished focus on copyright exchange, a number of publishers, literary agents, authors, illustrators, editors, translators, librarians, and booksellers meet in the Bologna Children's Book Fair (BCBF) to enjoy the best in children's books and digital products.

This year was the 50th anniversary of the Bologna Children's Book Fair, which was held from 25 to 28 March 2013 at the City Hall. With 1,200 exhibitors from 75 countries, the Fair witnessed about 25,000 visitors to the Fair.

The first edition of the Children's Book Fair (Fiera Internazionale del Libro per l'Infanzia e la Gioventù) was held in Bologna on 4 April 1964 at the Palazzo di Re Enzo, which featured 44 exhibitors from 11 countries.

The celebrations for the golden jubilee were also marked by a week of events in the city, with thousands of children enthusiastically participating in the programme titled 'Bologna: the City for Children's Books'.

The 2013 Children's Book Fair was officially opened with a solemn session by the City Council, during which honorary citizenship was bestowed on writer Bianca Pitzorno and publisher Klaus Flügge. This was followed by the inaugural ceremony at the Fair, in the presence of the Mayor of Bologna, Lena Adelsohn Liljeroth, Minister of Culture of Sweden, this year's Guest of Honour, and Duccio Campagnoli, Chairman of BolognaFiere, at Palazzo d'Accursio.

To celebrate the 50 years journey of the Fair, a commemorative book titled *Bologna – cinquant'anni di libri per ragazzi da tutto il mondo* (Bologna: Fifty Years of Children's Books From all Over the World), curated by Giorgia Grilli, was released at the inauguration. In addition to describing the beginnings and development of this 50-year story, this book by BolognaFiere in cooperation with the Education Science Department of Bologna University and published



by Bononia University Press is a unique contribution to the study of children's literature and illustration.

In honour of the anniversary, the Bologna Fair instituted a new award: the 'Bologna Prize for the Best Children's Publishers of the Year', to recognize excellence in children's publishing. Six prizes were awarded for six geographical areas: Europe, Asia, Africa, North America, Central-South America, and Oceania, which included Tara Books, Chennai from India.

Other important awards were also announced at the function, namely the



2013 Astrid Lindgren Memorial Award, the International Illustration Prize, the Ars In Fabula Grant Award, and the In Other Words Prize for young translators, promoting linguistic and cultural diversity, the BOP Bologna Prize for the Best children's Publisher, and the traditional Bolognaragazzi Award, assigned every year to the finest books from all over the world.

The Illustrators Exhibition had 3,147 candidates, from which 77 artists (from 22 countries) were selected for this year's event.

Sweden was the guest of honour country this year, where children's and young people's right to culture was the overall theme, titled "Yes! Children's right to culture". As guest of honour, Sweden presented a major exhibition on contemporary Swedish illustrations. The Swedish Arts Council appointed a jury to select the 31 illustrators whose work was featured and which collectively represented a broad picture of contemporary Swedish illustrations.

The Swedish component of the programme also included seminars and activities featuring Swedish authors and illustrators, both at the fair and at other venues in the city of Bologna.

The NBT stall at the Bologna Children's Book Fair attracted a number of visitors. The children's books on exhibit with colourful illustrations, lively text and attractive presentation along with low cost for wider reach appealed to many readers.

Keeping in view the focus towards visibility of children's books from India across the world, Shri M. A. Sikandar, Director, NBT held discussions with various publishers, illustrators and associations. In a meeting with the representatives of the International Board on Books for Young (IBBY), Shri Sikandar urged the members of the Indian chapter of IBBY to make efforts in ensuring and promoting the children's books from India at the international forum.

Ms Neera Jain, English Editor, NBT also represented the Trust at the Fair.

World Book Day Events in Odisha

“Books broaden and strengthen human consciousness, make it more humane and empathetic. They teach man the psalm of courage and creativity in the vicissitudes of life and the world. Hence they are the most wonderful discovery of man.” This opinion was



expressed on the occasion of World Book & Copyright Day organized under the auspices of National Book Trust, India in collaboration with Madhupur High School, Kalan, Odisha in the school premises on 23 April 2013. The speakers also lauded NBT for organizing the programme in a rural based educational institution.

A book release function-cum-symposium on ‘Promotion of Reading



Habit among the Students’ was organized on the occasion. Inaugurating the function, noted author and educationist Shri Achyutanand Pati laid emphasis on the students’ love for books and opined that “Books sharpen a person’s aesthetic sense and gives him unmixed spontaneous joy. They make people refined and humble and are the fount of endless inspiration and precepts.”

The inaugural session was presided over by Prof Bijay Kumar Satpathy, a prominent critic, playwright and member, Odia Advisory Panel, NBT. Dr. Gourahari Das, this year’s Sahitya Akademi awardee, a prominent fiction writer and Dr. Shakuntala Baliarsingh, translator graced the occasion as honorable guests. Shri Maguni Charan Prusty, Head Master of the High School gave the welcome address.

The Odia translations of ‘Legend of the Phoenix and other Vietnamese Stories’, ‘Duba Hua Kila’, ‘Pani Varasane Wala Hai and Nerla Bhi Raja’, published by NBT, were released on the occasion.

The symposium was presided over by Prof. Bauribandhu Kar. Smt. Manorama Mahapatra, former editor, *Samaj*, the respectable Odia daily, Shri Dash Benhur, a prominent children’s litterateur, and Prof. Nityanand Swain a prolific science writer in Odia participated in the symposium.

An exhibition of NBT publications was also held. About 600 students, teachers and book lovers attended the function. Mr. Pramod Sai, Odia editor at the Trust coordinated the programme.



Book Festival at Tirupati

A three-day book festival was organised by the National Book Trust, India from 21 to 23 April 2013, to mark the World Book & Copyright Day at the Sri Venkateswara University at Tirupati, Andhra Pradesh.

“Books have the power to usher in a silent revolution in the minds of readers”, said Prof. W. Rajendra, Vice-Chancellor, Sri Venkateswara University. However, he lamented that the habit of reading had touched a low and the present generation was not exposed to the folklore. “Losing link with books translates into disinterest towards literature, social apathy and further into the manifestation of vices,” he added, “Books provide the knowledge



essential for life. Inculcate the habit of reading books in everyday life.”

Prof. Rajendra later released two books published by the NBT, namely Srinivasa Ramanujan and Hrudaya Bandham.

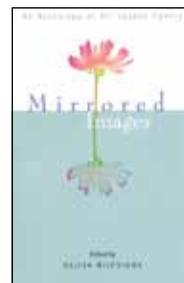
Prof. M.A.K. Sukumar, Rector, Sri Venkateswara University called books “The only guiding light that can take humans towards humanity in the age of falling values.”

Prof. D. Kirankranth Chowdary, Principal, College of Arts at the Sri Venkateswara University, also called for critical analysis and literary creativity among the youth.

The programme was coordinated by Dr P. Mohan, Telugu editor at NBT.

Excerpts

Mirrored Images: An Anthology of Sri Lankan Poetry
Rajiva Wijesinha (Ed.); ISBN 978-81-237-6734-5; Rs 150



This select anthology of poetry brings to you representative works of some of Sri Lanka's most respected poets. Written mostly after independence, the collection maps the trends and developments in the growth of poetry from the island nation. Drawn from Sinhala, Tamil and English, this anthology holds a mirror to today's Sri Lanka, casting kaleidoscopic images of many hues. Poems that reflect a patchwork quilt of identities, human emotions and struggles. Lines that chart the eventful journey of a country in transition. Herein reproduced are a few poems from all the three languages.

SINHALA

The Student

In a dress white as the athana flower
and a pair of milk-white shoes
head demurely downcast, not a glance
astray

like a holy one observing the precepts, she
walks to school to acquire learning
a love letter smuggled between her breasts.

—*Buddhadasa Galappathy*

A Waste Land

Though I have reached the limits of
learning

I have nothing to write about
Though I have eaten the most flavourful
food

Not a taste remains on the tip of my tongue
Though I indulge in learned verbiage
I have nothing meaningful to say
Though memories remain etched in my
heart

It is a waste land where a poem dies
—*Sunil Govinnage*

The Black Zebra

If a Zebra is seen as black
With white lines
So too is day
The white line in a black night?

Or should we think of night
As the black line
In a white day?

—*Lal Hegoda*

Raja Rata

(The Domain of Kings)

Tears
Pouring down cheeks
Cannot fill the sterile tank

Do not cry
But wait
Until the sky itself weeps one day
Seeing the earth suffer

—*Ariyawansa Ranaweera*

TAMIL

Dry Season: Riverside

Boatman,
You paddle away into the distance ...
And I still sit on the bank

Before me green eddies in the river;
mid-day, and the wet sun glints
in the paddle strokes

The etti trees that survived the storm
are laden with bitter fruit beside the bank;
and scattered coconut palms guzzle the sun
On the bridge the crowds pass, still
unhushed

Boatman, you paddle still further away
and lovelorn
I sit on the bank alone

—*Cheran*

Your Fate Too, Perhaps

You might be returning
home from the sea-side
or strolling back
from the cinema, perhaps.

Suddenly you will hear gun-shots
followed by the sound of boots, running.
You will lie dead
sprawled upon the street,
a knife sprouting from your hand
(it might be a pistol too, perhaps).

You will be given the title,
Terrorist.
No one will question it:
a frozen silence will prevail.

But deep in people's hearts
a terrible fury will rage.

—*A. Jesurasa*

The Great Wind Tamer

He may be
just seven years old
But look
he has tamed the wind
with a kite

—*Tharmu Sivaram*

ENGLISH

Lepidoptera

On broken butterfly wing, your crippled
mind
fluttered into my schoolroom. Failed. And
died.

I couldn't do a thing to stir its organs
of poor maimed sense to life again.
Only sensation. Reflex twitch
of feelers. And for me sentiment.
Occasional small rapture at your velvet
softness and smoothness. Soon the ants of
time

carry you away from chalk and Chaucer
into oblivion.

Farewell, lovely.

The heavy footed State, which made a mess
of your fragility, called this progress,
should pin you down on cardboard behind
glass specimen of the educated class.

—*Angela de Silva*

Legend

Tormented between two noises
the infant Gemunu
on one side inarticulate sea
on the other the Tamil raging.
And he crouched in bed
listening to the voices
which bade him rise
and drive out from his native land
the stranger chattering gibberish
How much of waste
And trouble of bright swords
stream of bloodshed reeking
in the aboriginal darkness
of a child's fear

—*Derrick de Silva*

For Jennifer

Don't talk to me of love,
As bombs rip through the city,
Don't talk to me of togetherness,
As brother rips brother's throat,
Don't talk to me of forever
As the araliya lives and dies each day.
Just talk to me.

—*Nedra Vittachi*

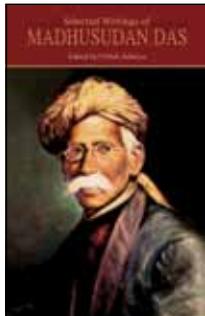
Recent Books from NBT

Selected Writings of Madhusudan Das

Prithish Acharya (Ed.)

978-81-237-6761-1; Rs 110

Madhusudan Das (1848-1934) is one of the pioneers of modern Orissa. He was active in public life for over 53 years (1881-1934) and he was the main force in the foundation of Utkal Youngmen's Association, Utkal Sabha, Utkal Union Conference and Utkal Tannery, etc. He was also involved in the publication of several journals such as The Utkal Dipika, The Star of Utkal, The Oriya. The Oriya movement striving for a linguistic and cultural identity was his brain child. As a member of the Bengal Legislative Council (1896-1897, 1900-1902 and 1908-1911), Bihar-Orissa Provincial Legislative Council (between 1912 and 1926) and Imperial Legislative Council (1913-1916) he, like other early nationalists, had raised many issues concerning the general welfare of the country. To him, Utkal is one of the various forms of mother India. A study of



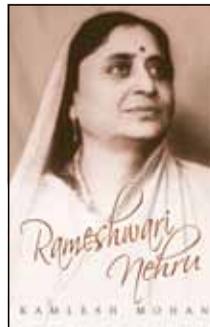
his writings would help us to understand the intimate and complex relationships between the nation and the regions.

Rameshwari Nehru

Kamlesh Mohan

978-81-237-6801-4; Rs 95

This is a biography of Rameshwari Nehru (1886-1966), a versatile personality, an eloquent speaker and a strong believer in Gandhian values, who worked for the social dignity, economic and political rights of Harijans as well as for women rights. A prominent social worker of India, Rameshwari Nehru advocated the use of legal and administrative measures for the abolition of untouchability and encouraged women to participate in political movements. Her works included the broadening of the social base of Indian women's movement by including women from lower middle class and from all religious communities especially Muslims. She also infused self-



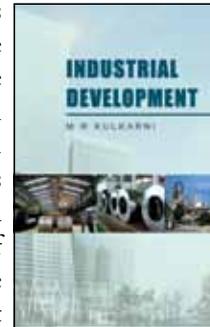
consciousness among the middle class women by starting the first women's magazine *Street-Darpan*.

Industrial Development (Rev. Edn.)

M.R. Kulkarni

978-81-237-2388-4; Rs 230

This book is an invaluable introduction to the study of industrial development in India, its problems and progress, and the unfolding of the prospects in the emerging free-market economy. In the fifth



revised edition, three new chapters have been added which provide the readers updated account of developments in related fields. The book will be of enduring interest to the lay reader as well as to the student of economics. Written by an industry expert who was associated with the Planning Commission for over three decades till 1990, has been intimately involved with industrial planning and industrial policy formulation both at micro and macro levels.

Meeting with Printers

An interactive meeting with printers empanelled with the Trust for printing books and other publicity materials like Newsletters, brochures, catalogues, etc. was held at the Conference Room of the Trust on 10 April 2013.

Representatives of about 28 printing presses attended the meeting. Stressing on the need for improvement of quality in printing, Shri Sikandar, Director, NBT said that, "NBT is mandated to produce quality books at affordable prices to promote reading habits". He further added that, "NBT books are read all over the country in all languages and they are also displayed at various international exhibitions. Hence the quality should be of high order".

He also informed the participants that



the Trust has engaged the services of M/s Globus Logisys Pvt. Ltd., for modernization of the Trust's warehouse and problems associated with it will be hopefully resolved.

Assuring the Trust of their best services, the printers were of the view that paper quality needs to be improved.

The meeting was chaired by Shri M.A. Sikandar, Director, NBT.

Senior Officials who participated in the meeting included Shri Satish Kumar, Joint Director (Production), Ms. Farida Naik, Joint Director (Admn. & Finance), Dr. Baldev Singh, Chief Editor and Joint Director, Shri Rizvi, Manager (Sales & Marketing) as well as officers of Production Section, Accounts, Art Section and Sales Store of the Trust.

Adieu

Smt. Usha Kaul, Library Assistant, retired from services of the Trust after serving for over three decades. She joined the Trust in 1982 and has worked in various capacities. As a Library Assistant she coordinated the collection and display of Indian books at various international book fairs. We at NBT wish her a happy retired life.



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Forthcoming Book Fairs

Mumbai Book Fair, Maharashtra	May-June 2013
Srinagar Book Fair, Jammu & Kashmir	June 2013
Kanyakumari Book Fair, Tamil Nadu	July 2013
Bilaspur Book Fair, Chhatisgarh	September 2013
Chennai Book Fair, Tamil Nadu	September 2013
Bhopal/Indore/Book Fair M.adhya Pradesh	October 2013
Allahabad Book Fair, Uttar Pradesh	October 2013
Children Book Fair, Cochin/Trivandrum	Oct.-No. 2013
Ranchi/Patna Book Fair, Bihar	November 2013
Chandigarh Book Fair, Union Territory	December 2013
Hyderabad Book Fair, Andhra Pradesh	December 2013
Mangalore Book Fair, Karnataka	January 2014

For more details please contact:

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