

NBT newsletter

ANNUAL SUBSCRIPTION Rs 5.00; 50 paise per copy

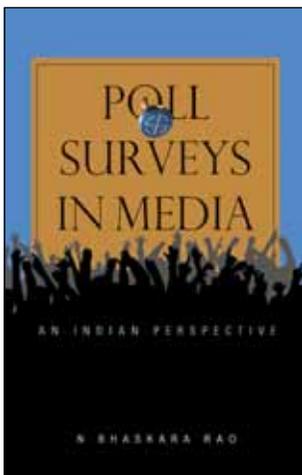


Volume 28 No. 9 • December 2012

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PICK OF THE MONTH



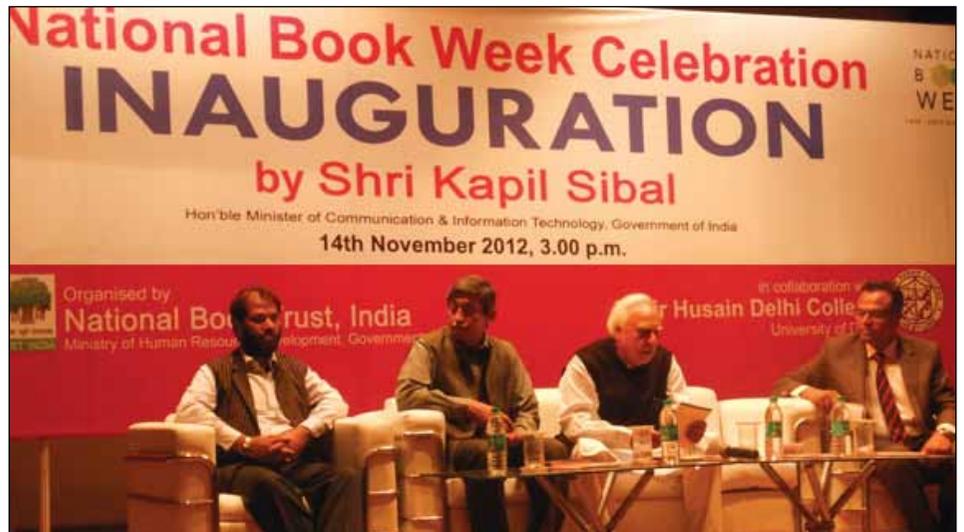
Poll Surveys in Media

N. Bhaskara Rao

ISBN 978-81-237-6616-4; Rs 110 (PB)

ISBN 978-81-237-6617-1; Rs 305 (HB)

NATIONAL BOOK WEEK



“I believe through books we empower children and children in turn can empower us through books”, said Shri Kapil Sibal, Hon’ble Minister for Communications and Information Technology while inaugurating the National Book Week on the Children’s Day in a function held at Zakir Husain Delhi College, University of Delhi. He said that whenever we think about treasure, we think about money. But the real treasures are books as they impart us never-ending knowledge.

Talking about the pace with which the technological changes are taking place, he said that these changes would only help children to access large number of books with a click of a button. He said, “After launching Akash, our dream is that the children may also access books through it.” He said that books for children should not only be available in printed form but also in digitalized form. He also felt that there is a need to preserve culture and tradition of the country through books in all Indian languages, especially languages like Urdu

which are losing their importance.

During the inaugural function, Shri Kapil Sibal also released NBT books in Hindi, English and Urdu. He also distributed NBT books to select school libraries and NGOs and merit certificates to the winners of the ‘Sit & Draw’ competition.

Dr Khwaja Ekramuddin, Director, National Council for Promotion of Urdu Language (NCPUL) and Dr M. Aslam Parvaiz, Principal, Zakir Husain Delhi College also spoke on the occasion. Earlier, Shri M. A. Sikandar, Director, National Book Trust, India welcomed the guests. He said through the National Book Week programme, NBT wishes to reach out to



people, especially children and the young, for promoting reading habit across the country. He also informed about several promotional events being organized by NBT that are taking place across the country during the week.

Earlier, a Sit-and-Draw Competition was specially held for school children. Over 400 children participated at the competition. Later Shri Kapil Sibal gave away the prizes to the winners.

A Book Exhibition at the college premises was also organised by the NBT in collaboration with Sahitya Akademi



and National Council for Promotion of Urdu Language. A photo gallery at the venue showcasing journey of NBT since its foundation in 1957, was put up.

NBT celebrates National Book Week throughout the country every year. Several literary programmes and book exhibitions are organised during this special week dedicated to books to promote books and reading habit especially among children and young people.

This year about 200 book events were organised in Delhi as well as in the states of Andhra Pradesh, Andaman & Nicobar, Assam, Haryana, Himachal Pradesh, Karnataka, MP, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Tripura, Uttar Pradesh, and West Bengal.

CELEBRATING QITAABÉ

A three-day event celebrating the National Book Week was held at DLF Place Mall, Saket, New Delhi from 16 to 18 November 2012. Organized by the National Book Trust, India and Cinedarbaar, the event was aimed at promoting and encouraging book reading among all.

included, 'Treasure Hunt', a fun way to crack the clues based on books, a Storytelling session with Simi Srivastava from Kathashala, 'Sounds and Poems', 'Poetree Installation', 'Weave a Yarn', a collaborative project where people continue each other's stories on a big white canvas, and much more.



A small library of books by National Book Trust, India and Penguin was made available at the Mall for people to sit and read. The books were also on sale at a discounted rate.

All these activities were held to bring children and youth closer to the world of books and inculcate book reading habit as a part of their life.

Inaugurating the event, Shri M.A. Sikandar, Director, National Book Trust, India exhorted children to make the most of the event and inculcate reading as a habit.

Later he released the book, *Waves*, a compilation of short stories, written exclusively by children in the age group 13-17 years and published by Cinedarbaar. *Waves* is the fruition of a workshop organized by Cinedarbaar and the National Book Trust, India for school students on creative writing.

Qitaabe, one of its kind of a 'literary lab', had lots of activities that were innovative, interactive and full of fun, especially for children and families. Other activities that were held

A month-long pan India campaign is being organized by the National Book Trust, India and Cinedarbaar from 16 November to 16 December 2012, to promote book reading amongst the youth. The Internet and social media are taking the young minds away from books. To generate interest among them about books and reading, by using the medium of technology of their choice, an online contest has been designed that would also enable them to hone their skills as a writer.

Based on the broad theme of 'fantasy', the online contest is open for children under two categories: age-groups 6 to 12 and 13 to 17. Children under the first category can participate in the 'Indian Superhero' competition, where they can create an original idea of a new Indian superhero, who should have some superpower which can be used to better India. The children in the second age-group category can participate in the 'Science Fiction Story' competition, where they have to create a short science fiction story about aliens, time travel, robots, a futuristic world or anything 'out of the world'.

The best entries chosen from the competition will be published in the form of a book by the National Book Trust, India.

Just log on to www.qitaabe.com!

TRICHY BOOK FAIR

A nine-day long book fair was organised by the National Book Trust, India, in association with the District Administration and the Rotary Club of Tiruchirappally at Trichy, in Tamil Nadu from 6 to 14 October 2012.

Inaugurating the nine-day Fair, the Collector Ms Jayashree Muralidharan, commended NBT's initiative to organise a book fair on a large scale in the city. "Reading books is the best way to acquire knowledge. If you begin to love reading, you will never stop", she told the youth and children in the audience.

Speaking on the occasion, Shri M.A. Sikandar, Director, NBT, India said, "This book fair is an opportunity to encourage people, especially children and youth, to read books and develop a habit of reading". He further announced the NBT's plan to open Book promotion centres all around the country. "These centres would offer space to organise literary programmes and hold book releases. They will also house the NBT bookshop, and have a mobile



van which will cover the rural areas in the States".

Shri M. Thirumalai, Vice-chancellor, Tamil University, Thanjavur; Shri Su. Venkatesan, well-known writer; Shri R.S. Shanmugam, President, The Booksellers & Publishers Association of South India, and Mohammd Hussain, President, Rotary Club of Tiruchi also spoke on the occasion. They appreciated NBT's initiative to organise the Fair at Trichy for the first time and hoped it would be a

regular affair in the future.

Held at the St. John's Vestry Anglo Indian Higher Secondary School grounds, the fair showcased about 140 publishers, distributors and booksellers from all over India across 175 stalls. Books were available in all major Indian languages, including Hindi and English covering various genres for all age groups. The Fair was attended by a large number of people.

The Fair was coordinated by Shri T. Mathan Raj, Tamil Editor, NBT.

GUJARATI LITERARY PROGRAMME

As part of the National Book Week celebrations, a two-day Gujarati Literary programme was held in New Delhi on 16-17 November 2012, organised by the National Book Trust, India in collaboration with Shree Dilli Gujarati Samaj, Delhi.

Two books in Gujarati entitled, *Amritlal Sheth* and *A Manual on Dog Training*, published by the National Book Trust, India were released by Smt Vidyaben Shah, educationist and active social activist, and Shri Prakash N. Shah, eminent scholar and editor, Nirikshak, Gujarati fortnightly magazine; at a book release function held in the Hall of Gujarati School, Civil Lines, Delhi on 17 November 2012. Smt Varsha Das, author of *Amritlal Sheth* and Dr Gautam Unny, author, *A Manual on Dog Training* also spoke on the occasion.

The release was followed by a discussion session on the topic 'Importance of Reading in Our Lives Today'. Dr



Bhadrayu Vachchrajanni, writer and Principal-Director, Academic Staff College, Saurashtra University presented his views on the subject.

Earlier, Shri M. A. Sikandar, Director, National Book Trust, India informed the audience about the various activities of the Trust, besides publishing. Shri Mohit Parekh, Chairperson, Shree Dilli Gujarati Samaj welcomed the guests present on the occasion.

A Creative Writing and Painting Workshop for Children was held on 16 November 2012 at the Gujarati School run by Shree Lakshminarayan Trust, Delhi. The winners were gifted with NBT books as prizes.

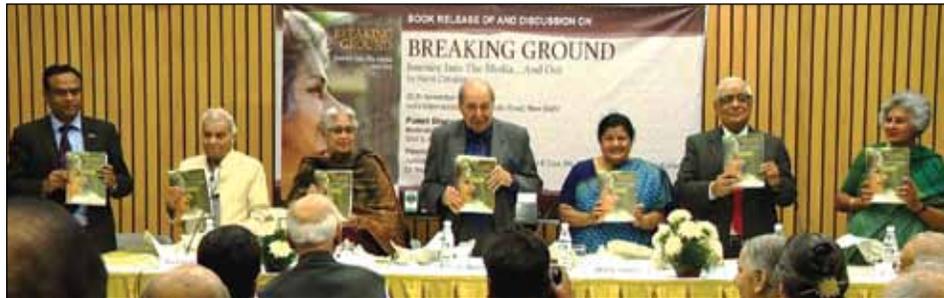
A book exhibition was also put up on the occasion. The two-day programme was coordinated by Shri Bhagyendra Bahadurbhai Patel, Gujarati editor at NBT.

BOOK RELEASE: MEMOIRS

The autobiography of Ms Rami Chhabra veteran journalist and social activist, entitled *Breaking Ground: Journey Into The Media... And Out* published by the National Book Trust, India was released in a function organised at the India International Centre, New Delhi, on 20 November 2012.

The release was followed by a panel discussion, moderated by Shri S. Nihal Singh, Former Editor, The Statesman and The Indian Express. Justice (Rtd.) Shri Rajinder Sachar Former President, People's Union for Civil Liberties (PUCL), Shri H K Dua, MP (Rajya Sabha) & Former Editor-in-Chief, *The Tribune*, Dr Mira Shiva, Founder Member, People's Health Movement, and Dr Zarina Bhatti, Former President, Indian Association of Women's Studies participated in the discussion.

The book, according to the speakers, gives an insight into the personality of Ms Chhabra, her determination and her fighting spirit to carve out a niche for herself in a male dominated society. Her stand for the empowerment of women



in Parliament and issues related to sex workers, her efforts in other social issues like health policies, gender bias and in particular the circumstances in which she worked as a journalist and activist especially in 1960s and 70s came up for discussion. The volume is more than an autobiography; it is a kind of social autobiography as it not only talks about her but also about the post-independence society. Ms Chhabra read out excerpts from her book about her journey from



Mexico to Vietnam in 1975 and also about her experience as a journalist.

As a 'professional memoir' of a pioneering 'woman' journalist, the book takes the reader through the many disappointments, bewilderments and committed battles, even as when times changed. Passionately narrated, the book offers a rare insight into the 'other' side of a nation-building.

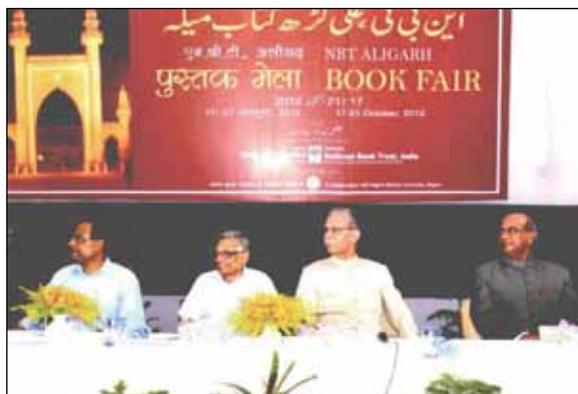
Earlier, Shri M.A. Sikandar, Director NBT welcomed the guests present on the occasion. He hoped that the volume will be well received by the readers. He also informed about NBT's plan to bring out e-books for people.

The programme was coordinated by Shri Kumar Vikram, Editor, NBT.

ALIGARH BOOK FAIR

A five-day long Book Fair was organised in the campus of Zakir Husain Engineering College in Aligarh from 17 to 21 October 2012. Organised in association with the Aligarh Muslim University, the Book Fair saw the participation of more than 90 publishers, distributors and booksellers from all over the country.

Inaugurating the Fair, Shri Jamiruddin Shah, Former Lt. Colonel and Chancellor, Aligarh Muslim University commended NBT for organising the Fair in Aligarh and was hopeful that all book-lovers, Students and teachers would benefit from the opportunity and buy books of their choice. He also said that the reading habit is essential for humankind because it is helpful in connecting each person with another in the society. Recalling his younger days, he commented that his



reading of comics encouraged his habit of reading as he grew up.

Speaking on the occasion, Prof. Irfan Habib, renowned historian expressed his happiness on NBT having organised a book fair in the area, and said that this is the best medium to reach the books to the book-lovers. He mentioned that though information is available on the internet, but that does not reduce the importance of books in any manner.

Earlier, Shri M. A. Sikandar, Director, National Book Trust, India informed the audience about the various activities of the Trust, besides publishing.

During the five days of the fair, many literary and cultural programmes were also held.

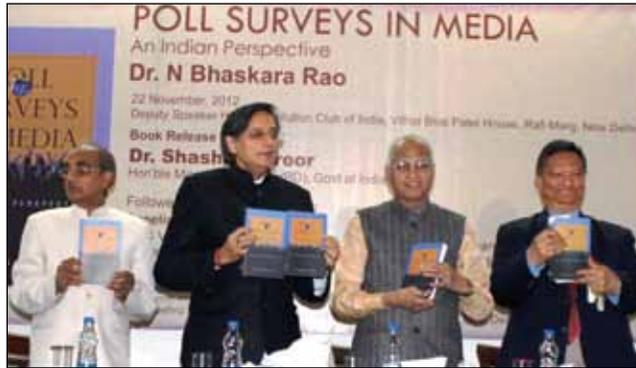
The programmes and the book fair were coordinated by Dr Shams Equbal, Urdu editor at NBT.

BOOK RELEASE: POLL SURVEYS

Dr Shashi Tharoor, Hon'ble Minister of State for Human Resource Development released the recently published title of the NBT, India entitled *Poll Surveys in Media: An Indian Perspective* authored by Dr N. Bhaskara Rao at a book release function held at the Constitution Club of India, New Delhi on 22 November 2012.

Dr Tharoor said that the Indian citizens do not understand the polling surveys and this book will provide the complete information about the process involved in conducting such surveys by the media in the country. The book talks about poll bias, role of media and other issues related to survey. He added, "As an author I appreciate NBT's effort by going to aam aadmi by providing books at affordable prices."

"Paid news is a matter of concern for



us. Media can play a big role in checking it," said Election Commissioner H.S. Brahma as he underlined that democracy can be strengthened only when there is a



"solid" media.

Dr G.V.G. Krishnamurthy, Former CEC of India, Shri Krishna Prasad, Editor, *Outlook*, Dr S. Venkat Narayan, Former Editor, *India Today*, Ms Seema Mustafa, Senior Journalist also spoke on the occasion.

Earlier, Shri M.A. Sikandar, Director, NBT, welcomed the guests present on the occasion.

The book gives an insight into the complex issue of handling of polls-related surveys by the media in the country. It also analysis the role and methods used by media for conducting poll surveys. Pitching for transparency in conducting and in the use of poll surveys, the book presents an insider's view and an outsider's concern but with a critical perspective.

The programme was coordinated by Shri Kumar Vikram, Editor, NBT.

PUBLISHERS' MEET

In order to discuss some of the aspects covering the organizing of New Delhi World Book Fair 2013, the NBT, India held a Publishers' Meet on 3 November 2012 at the India International Centre, New Delhi. The 21st NDWBF is to be held from 4-10 February 2013 at Pragati Maidan, New Delhi. Around 50 publishers and representatives of publishing associations attended the Meet.

In his address, Shri M.A. Sikandar, Director, NBT, discussed some of the new programmes being introduced at the Fair. The Theme programme for the Fair focuses on India's tribal and folk literature: 'Indigenous Voices: Mapping India's Folk

& Tribal Culture'. The Guest of Honour country is France, which is participating with a large group of publishers and will organise many discussions related to book trade between the two countries. Besides, for the first time NBT is organising a two-day New Delhi Rights Table on 2-3 February 2013 before the NDWBF. The Rights Table will bring together many publishing professionals and Rights agents from India and abroad for a B2B interaction. Details of the same are available at the NBT's NDWBF website. The Director also informed that this year onwards participants can book their stalls online.



Advisory Panel Meeting

The Kannada Advisory Panel meeting was held on 5 November 2012 at Southern Regional Office, NBT, Bangalore. The meeting was presided over by Shri A. Sethumadhavan, Chairman, NBT, India. Others present at the meeting included Dr. Kamala Hampana, Dr. L. Hanumanthaiah, Dr. Siddalinga Pattanashetti, Dr. B. Surendra Rao, Shri Nagesh Hegde, Prof. S.G. Siddaramaiah, Shri Ramjan Darga, Shri Vivek Shanbhag as members and Shri Prakash Kambathalli as a special invitee. From NBT, India, Shri H. Nagarajappa, Kannada Editor and Shri Amit Karki, Regional Manager, SRO, Bangalore were present at the meeting.



FRANKFURT BOOK FAIR

India participated at the Frankfurt Book Fair in a big way. An India Pavilion with 16 stalls was specially put up by NBT in association with CAPEXIL. According to Shri M.A. Sikandar, Director, NBT, India “Indian writings today have a great demand internationally. In order to further promote our books in foreign languages we have initiated a financial assistance scheme for foreign publishers keen on taking up Indian books.” This was announced by him at a panel discussion organised by FIP in collaboration with Indian Literature Abroad, Ministry of Culture, on the sidelines of the Frankfurt Book Fair.

“Participation at the Frankfurt Book Fair has helped NBT to network with other international publishers in particular for encouraging their participation at the New Delhi World Book Fair,” he said. Later, he attended a meeting of International Fair Directors where he discussed the importance of participating at the New Delhi World Book Fair and how it opens up an exciting book market for Asia and Africa.

Shri Taranjit Singh Sandhu, Consulate General of India at Frankfurt visited the India Pavilion and expressed his happiness at seeing a strong Indian participation.

With a special focus on the area of



children, young people and education, seeing it as an area of dynamic growth, the Frankfurt Book Fair was held from 10 to 14 October 2012, with an aim to demonstrate that the book industry itself has given birth to a new generation of which it can be proud.



In addition to the established Forum Children’s and Young Adult Media, this new area was also home to the Hot Spot Kids & e-Reading, where the focus was on digital and social reading and writing. Hot Spot exhibitors included literature portals, social reading providers and self-publishing platforms.

Closely tied to children’s and Young Adult media is the subject of education, which has had its own dedicated area at the Frankfurt Book Fair since 2006 — the home of education, science and specialist information. The Forum Education Hall also hosted discussions and presentations with education experts, educators and developers every day of the fair. Visitors with an interest in science thronged the stall of European Organization for Nuclear Research — CERN, where they could get an inside look at the CERN control room

at any time via live circuit. Researchers at the stand also answered questions about the famous CERN particle accelerator or the newly discovered Higgs particle.

The highlight of the Book Fair was the presentation by the Guest of Honour Country, New Zealand, which won the admiration of trade visitors and general public alike with its charming understatement, its magnificently designed pavilion and its colourful mix of performance, dance, singing, multimedia and literature. In addition, 68 newly translated books from New Zealand were on display, ranging from light fiction to scholarly literature, graphic novels, comics and non-fiction books. There was also a series of lectures and talks serving this aim.

The Frankfurt Book Fair 2012 witnessed over 2,81,753 visitors at the Fair, where about 3,300 professional participants used the Frankfurt Book Fair as a way of meeting important players from the book industry as part of an international knowledge network; they identified new business models and trends, witnessed international examples of best practice, and exchanged their ideas.

Shri Pradip Chhabra, Dy. Dir. (Exh.) and Shri Debu Sarkar, Dy. Dir. (Art) represented the Trust at the Fair.



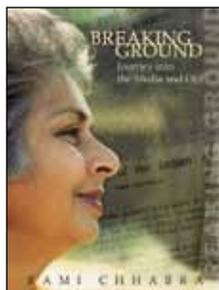
RECENT TITLES FROM NBT

Breaking Ground: Journey into the Media... and Out

Rami Chhabra

ISBN 978-81-237- Rs 305 (PB)

ISBN 978-81-237- Rs 935 (HB)



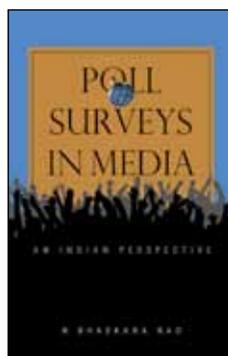
The 'Nehruvian-era' of post-Independence India roused unprecedented hopes and expectations in the country, particularly among the educated classes. Growing up during those atmospheric years and starting out professionally in the historic fifties and sixties, Rami Chhabra carved a niche for herself as a pioneering 'woman' journalist. The book, presented as her 'professional memoir', takes us deep into a positive life perspective turning into a complex web of disappointments, bewilderments—and committed battles—as the times changed, particularly in the last two decades of globalization. Fascinating and passionately narrated, with minute details of events throwing light on the struggle for women's equality and public service communication space, in particular the intersection with sexuality, the book offers a rare insight into 'other' sides of nation-building.

Poll Surveys in Media: An Indian Perspective

N. Bhaskara Rao

ISBN 978-81-237-6616-4; Rs 110 (PB)

ISBN 978-81-237-6617-1; Rs 305 (HB)



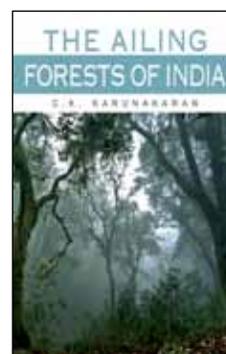
Democracy lies at the heart of Indian nationhood and the media is considered to be its integral part. In this light, the present book discusses and provides valuable insight into a very complex and key issue—that of the handling of polls-related surveys, and thereby, polls themselves, by the media in India. Naturally, how the poll-surveys are conducted as such, who conducts them at what behest, are they scientific enough, can they be the sole criteria for making poll-related predictions and analysis and how media should approach them, are some of the major areas taken up for discussion here. Pitching for transparency in conducting and in the use of poll surveys, the book presents an insider's view and an outsider's concern but with a critical perspective. It is likely to be of immense value to the researchers, survey agencies, media professionals, the

political class as such, students and teachers of political science and to all concerned citizens interested in this crucial aspect that the transitional times bring up before the Indian democracy.

The Ailing Forests of India

C.K. Karunakaran

ISBN 978-81-237-6568-6; Rs 145



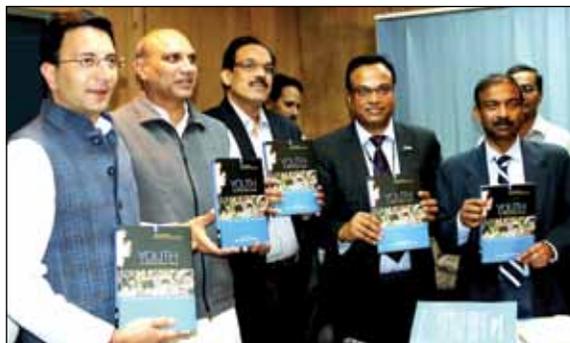
In pre-historic days, the forests extended over the entire country. The original inhabitants mostly lived as denizens of the forest. With the practice of agriculture, came shifting cultivation and gradual destruction of forests for farming and pasture. Later on, greed and a growing population led to progressive shrinkage of our forest cover and to inevitable consequences in the form of erosion, floods and drought. In addition to making an attempt to trace the history of our forests, this book analyses the human interference leading to the highly degraded status of the same today and suggests measures for its eco-restoration.

READERSHIP SURVEY IN NORTH-EAST

Shri M.M. Pallam Raju, Hon'ble Union Human Resource Development Minister, Govt. of India released a book titled *Youth of North-East India: Demographics and Readership* on 20th November 2012 at his Shastri Bhawan office at New Delhi. Shri Jitin Prasad, Minister of State for Human Resource Development, Shri Ashok Thakur, Secretary (HE), Ministry of HRD, and senior officials of MHRD, NCAER and NBT were present on the occasion.

This report is a follow-up study of the National Youth Readership Survey (2009-10) assigned to National Council of Applied

Economic Research (NCAER) by the NBT under the National Action Plan for the Readership Development among the Youth (NAPRDY) mooted by the Trust. It attempts to give an analytical and detailed account of the reading habits of the literate youth in the north-eastern states and their



exposure to different forms of media, and how diverse socio-economic and motivational factors impact their reading habit. The reading of 'leisure or non-text books' among the literate youth is the special focus of the study. In order to have a better understanding of the status of the North-Eastern (NE) states as compared to the rest of country in this sector, the findings are compared with the similar result for one rich state (Maharashtra) and one economically backward state (Bihar) of India chosen on the basis of their per capita gross domestic product. This is over and above the comparison of the findings in respect of the NE states with the overall Indian situation.

FORTHCOMING BOOK FAIRS

| | |
|----------------------------|-----------------|
| Calicut Book Fair, Kerala | 1-9 Dec. 2012 |
| Goa Book Fair, Goa | 8-17 Dec. 2012 |
| Cuttack Book Fair, Orissa | 15-23 Dec. 2012 |
| Jalpaiguri Book Fair, W.B. | Feb.-March 2013 |
| Tirupathi Book Fair, A.P. | March 2013 |
| Sikkim Book Fair, Sikkim | March 2013 |

For more details please contact:

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Participate at the New Delhi World Book Fair 2013



NBT Newsletter is the house magazine of the National Book Trust, India — an autonomous organisation of the Ministry of Human Resource Development, Department of Higher Education, Government of India.

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

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Readers are requested to write to the editor expressing their views about the NEWSLETTER.

Printed and published by Shri Satish Kumar, Jt. Director (Production), National Book Trust, India; published from Nehru Bhawan, 5 Institutional Area, Vasant Kunj, Phase-II, New Delhi-110070 and printed at Pushpak Press Pvt. Ltd., 203-204 DSIDC Shed, Okhla Industrial Area, Phase-I, New Delhi-110 020, respectively.

Typeset and designed at Capital Creations, Subhram Complex, Munirka, New Delhi-110 067.

If undelivered please return to:

National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, New Delhi - 110 070

RNI-39456/82

Postal Regd. No. DL-SW-1-4076/12-14

Licenced to post without prepayment.

L.No. U(SW) 21/2012-2014

Mailing date: 5/6 Same Month

Date of Publication: 01/12/2012



Shri Raj Kumar superannuated from the Trust on 31 October 2012 after serving the Trust for 31 years as Marketing Executive. He had joined the NBT in 1981 at its bookshop in Amritsar. In 1989 he was transferred to the Head Office in Delhi and since then has been working with the Department of Sales and Marketing.

We, at NBT, wish him a happy and healthy life ahead.

On India Government Service