

NBT newsletter

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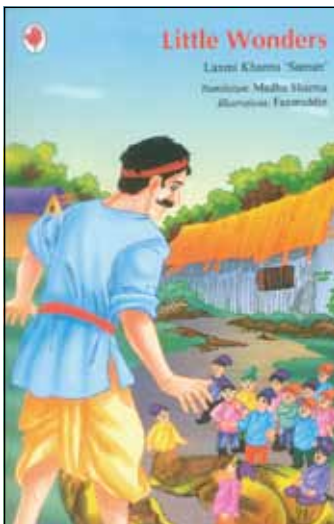


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PICK OF THE MONTH



Little Wonders
Laxmi Khanna 'Suman'
978-81-237-6885-4; Rs 45

Mathematics Made Easy



“Mathematics is a very intimidating subject that finds applications universally. The application is more important than the subject because it is the application that fascinates people to apply science of mathematics into art, space, architecture, construction, design, pure science etc. Today mathematics is finding application everywhere including our lives”, said Dr M.M. Pallam Raju, Hon'ble Minister for Human Resource Development, Government of India, while releasing the book, *What is Mathematics?* written by Shri Balkrishna Shetty, published by the National Book Trust, India. The function was organised at the India International Centre, New Delhi on 17 September 2013.

Commending NBT on publishing a book of importance, Prof Dinesh Singh, Vice Chancellor, University of Delhi said that everything in this world follows a mathematical pattern including the nature around us, the genetic code, physical law and even the planets which revolve around the sun. He added that the Indian mathematical tradition has been quite

strong since the ancient times.

Presiding over the function, Ambassador K.P. Fabian said that people avoid mathematics because of the way it is taught. He was hopeful that readers would find the book interesting and would encourage the young to understand mathematics better.





Prof. Pravin Kiran Sinclair, Director NCERT, talked about the importance of variable education tools, other than the textbooks, which help teaching mathematics to the students as an alternative source of learning the subject well.

Addressing the session, Shri Balkrishna Shetty, author of the book was of the

opinion that though people avoid studying mathematics, it is in fact very close to critical thinking and everyday symmetry. He hoped that his book would bridge that gap and interest people to take up the study of mathematics as they do for other subjects. Thanking the Hon'ble Minister for gracing the occasion by releasing the book, he said that the Hon'ble Minister's

presence "...shows how much emphasis Dr Pallam Raju lays on the importance of education in the country".

Earlier, Shri M.A. Sikandar, Director, NBT welcomed the guests present on the occasion. He hoped that the book would be well received by the readers, and be of benefit to them, especially the young readers.

Storytelling Session at NBT

In its efforts to promote reading habit in the country especially among the children, National Centre for Children's Literature (NCCL), a wing of National Book Trust, India organised an interactive storytelling session for school children with Prof. Anvita Abbi, author and Shri Atanu Roy, illustrator, at its bookshop in Nehru Bhawan, Vasant Kunj, New Delhi. The storytelling was based on the book *Jiro Mithe* published by the Trust.



Prof. Anvita Abbi told the children that the book *Jiro Mithe* is the first folktale from Andaman and Nicobar Islands that has ever been published. She added that it was narrated to her by a tribal man five years ago. This folktale brings into light the belief why the people of Andaman do not kill birds and consider

birds as their ancestors. Later, she retold the story of Jiro Mithe which regaled the children. Shri Atanu Roy, illustrator of the book, explained to the children the basic elements required to make illustrations attractive and appealing to the readers. He also told children that the illustrations should synchronize with the story and a

lot of research needs to be done before preparing the illustrations.

Children accompanied with their teachers from different schools of Delhi and NCR participated in the session. They also interacted with both the author and illustrator of the book and asked several questions related to the folktale. The session was coordinated by Shri Manas Ranjan Mahapatra, Editor (NCCL).

NCCL, a wing of NBT, India was established in 1993 to promote, publish and aid children's literature.

It is involved in a large number of activities to promote children's literature and reading habit across the country especially in remote areas. It organizes workshops, discussions, seminars and exhibitions for children and professionals in order to explore new avenues in children's literature and to develop creative skills in children.

PubliCon 2013 — Export Markets

“The National Book Trust, India is actively engaging with the publishing industry to reach unexplored markets such as Africa and South Asia. It is looking for long term investment opportunities in the publishing sector under India-Africa Forum”, said Shri M.A. Sikandar, Director, NBT, Ministry of HRD, at ‘PubliCon 2013’, a two-day conference organized by FICCI from 10 to 11 September 2013, on the theme ‘Export Markets’ with special focus on Africa and South Asia.

Shri Sikandar called for leveraging India’s strength in publishing academic books in English and said NBT’s key mandate is to promote Indian publishing industry both in the country and overseas.

Smt. Ira Joshi, Additional Director General, Publications Division, Ministry of I&B, said that trade in cultural goods occupies a significant place in an economy, and India is emerging as a professional destination for publishing work. With the advent of new technology, e-publishing and e-marketing are rapidly gaining a foothold in this sector.

Delivering the keynote address, Shri Tokunbo Falohun, Minister, Nigeria High Commission, said that Africa offers Indian publishing an excellent opportunity to export school and higher academic content to the African continent. India publishes books of international standard, and is comparatively competitive than their Western counterparts. This offers a good option to scale export of books to African countries.

He said that the African book market is mainly centred on educational publishing, which was mainly due to demand in Africa for educational books. Compared to the developed world, the African publishing industry is dependent on textbook publishing and procurement by the state, the World Bank and donor agencies.

“The publishing sector in Nigeria appears to be quite vibrant and active. Nevertheless, there are several challenges.



Even though there are copyright laws and an official Nigerian Copyright Commission, the Nigerian Publishers’ Association (NPA) has established an Anti-Piracy Committee to deal with the problem of piracy in the country”, added Shri Falohun.

Speaking on the occasion, Shri Rohit Kumar, Managing Director—South Asia, Reed Elsevier India Pvt. Ltd., said that India has an excellent relationship with Nigeria, Ghana, Kenya, South Africa and many other countries. “We have the experience as a country to produce low cost, affordable content that is relevant to local markets hence this is a natural extension of our historical collaborations. African nations and India would benefit from leveraging India as a publishing hub for all publishing services,” he added.

Ms. Urvashi Butalia, Chairperson, FICCI Publishing Committee and Director, Zubaan, said a large Indian Diaspora is based out of African countries



and now African authors are well-known in India. Hence, Africa is a lucrative market for Indian publishing industry. African markets have been traditionally dominated by the US and the UK but India and Africa are both emerging economies and have similar issues which will help them better understand each other and develop an egalitarian relationship.

Expressing his views, Shri Himanshu Gupta, Co-chair,

FICCI Publishing Committee and Joint Managing Director, S. Chand Group, said that India produces publishing materials at one-tenth of the cost incurred by the US and the UK publishing sector. Africa and South Asia are markets where Indian publishers have shown great interest for export of educational content. India publishing has a lot to offer in terms of new ideas and innovative concepts. “The two-day PubliCon 2013 will focus on export markets for books and content, with the spotlight on Africa and South Asia. The focus will be on the potential for export of books and educational content from India to other emerging economies”.

Presiding over the inaugural session, Dr Arvind Prasad, Director General, FICCI said, “We have a vibrant ecosystem of publishing. As per industry estimates, the publishing industry stands at around Rs.12000 crores. We publish in more than 20 languages and produce over 100,000 titles per year. We rank third in English language publishing, after the US and UK”.

The two-day conference saw issues of piracy & copyright, monetising content through exports, viability of Indian STM content for Africa and South Asia, potential markets for Indian K-12 content, and its selling across borders being discussed by various panellists from across the country. The speakers included, Pranav Gupta, Sandeep Kaushik, Shesh Sheshadri, Geeta Dharamarajan, S.K. Ghai, Manisha Chaudhry, Karthika V.K. and Benny Kurian, among others.

Tales for Today's Children: Connecting to the Roots

The National Centre for Children's Literature (NCCL), the children's wing of the National Book Trust, India (NBT) in association with India Trade Promotion Organisation (ITPO) and Federation of Indian Publishers (FIP) organized an interactive discussion on the topic Tales for Today's Children: Connecting to the Roots during the 19th Delhi Book Fair 2013 at Pragati Maidan, New Delhi on 29 August 2013.

Dr Sharbari Banerjee, musicologist from NCERT and Shri Rajendra Upadhyaya, author and broadcaster from the News Services Division, All India Radio were the key speakers on the occasion. Shri M.A. Sikandar, Director, NBT, presided over the function.

Shri M.A. Sikandar in his introductory note, welcomed the guests and observed that children today are trying to identify their roots and therefore, use internet to gather information. But they are not aware that internet does not provide complete information that a book can. Therefore, we need to guide them through books in different Indian languages. He added that languages are important as they are part of our tradition and culture. He asked children to visit more and more libraries to gain knowledge on the larger world.



Dr Sharbari Banerjee felt that children should read more and more books as education helps in building character and opinions. She felt that fantasy books, action tales, books about the great revolutionaries and great emperors of India help children to rediscover and connect to their roots. She emphasised on the use of various creative and performing arts for the purpose.

Shri Rajendra Upadhyaya in his paper titled Popcorn Zaroori Ya Kitaab?



discussed about children's literature and reading habits of children in India at present. He observed that, "To know more about culture we need good books. We also need to tell children about our culture and literature." Agreeing with Shri Sikandar, he also inspired children to visit libraries.

The discussion was highly interactive and it not only highlighted the need to connect children to our tradition but also provided input to the people in the field of the children's literature to understand the reading and learning needs of today's children and explore new avenues to make reading related activities interesting.

Renowned authors and educationists like Shri Divik Ramesh, Shri Prempal Sharma, Shri Lakshmi Khanna 'Suman', Shri Rajnikant Shukla, Shri Ajay Vir, Prof. Chandrabhanu Pattnaik, Shri Satya Paul, Smt. Prem Dhingra, Smt. Kumud Kapoor, teachers, librarians and children from various schools of Delhi also participated in the discussion and interacted with the speakers.

This interactive discussion was part of the NCCL's Monthly Meeting Programme. It was coordinated by Shri Manas Ranjan Mahapatra, Editor, NCCL.

Literature on Swami Vivekananda

The first meeting of the NBT's Editorial Board to discuss and publish literature on the Philosophy and Ideals of Swami Vivekananda was held at the NBT headquarters, New Delhi on 2 August 2013.

The meeting was chaired by Shri A. Sethumadhavan, Chairman NBT, and was attended by Ms Sugathakumari, eminent Malayalam poet and Padmashree awardee; Dr Nirmal Kanti Bhattacharjee, writer and critic; Prof. N.N. Pillai, Director, Bharatiya Vidya Bhawan, New Delhi; Swami Shantatmananda, Secretary, Ramakrishna Mission, New Delhi;



and Shri K.G. Suresh, Editor, Vivekananda International Foundation. From the NBT, Shri M.A. Sikandar, Director, Dr Baldev Singh, CE & JD, and Shri Dwijendra Kumar, Assistant Editor/Project-in-charge, were present.

The committee agreed that it was the need of the hour to apprise the youth of the country about the life, ideals and values of Swami Vivekananda. Hence it was decided to publish a series of books in English, Hindi and other Indian languages on the life and teachings of Vivekananda for the young as well as for the general readers.

19th Delhi Book Fair 2013

The 19th edition of the Delhi Book Fair was held from 23 to 31 August 2013 at Pragati Maidan, New Delhi. In this era of increasing move towards digitization and e-books, the Delhi Book Fair focussed on the theme of 'Libraries and Readership', throwing a spotlight on the role of libraries and readership growth in the country. The government is also actively working on linking and modernizing more than 9000 libraries through digital means across the country.

Organised by the Federation of Indian Publishers (FIP) in association with India Trade Promotion Organisation (ITPO), more than 250 publishers, booksellers and distributors, spread over 500 stalls, participated in the 9-day fair, which included foreign participants as well.

"The book fair will facilitate authors and delegates from round the globe.



Notably from US, Iran and European countries. A special seven member delegates from China will be here to provide information regarding literary movements in China," said Shri Sudhir Malhotra, President FIP, at the inauguration of the Fair. "To engage the students, we are hosting a 'KaviSammelan' an interactive session with poets and a story-telling session for children", he added.

Apart from books, a number of conferences and seminars, buyer-seller meets, book releases, discussions and literary activities for children were planned during the Fair.

Started in 1995, the Delhi Book Fair provides a platform for business transactions, establishing new contacts, entering into co-publishing arrangements, translation and copyright arrangements as well as reprinting of old and rare books.



Workshop on Promoting Reading Habit

The National Book Trust, India organised a workshop on Reading Habit, 'Pathan Ruchi Karyashala' at Bawana, Delhi, on 17 August 2013. The Workshop was organised in the premises of MCD Primary Girls School, B-2, JJ Colony, Bawana where more than 200 students participated in a drawing competition.

Shri Narender Dutta, Principal, MCD School, Bawana, Smt. Ved Watti, Principal, E-3, JJ Colony MCD School and Smt. Vijaya Kumari, Principal, MCPS, B-2, MCD School, Bawana encouraged the children to take part in the event.

Speaking on the occasion, Shri Narender Dutta said that the efforts initiated by NBT are highly commendable. He said that an event of this kind was



being organised in the JJ Colony for the first time. He urged NBT to organise more such book exhibitions. Smt. Vijaya Kumari also praised the work of NBT.

Earlier, Shri Pradip Chhabra, Dy. Director (Exh.), NBT, welcomed the students and spoke about the activities of the Trust.

NBT's mobile book exhibition van at the venue provided a wide range of its children's publications where children and teachers bought

books of their choice.

The winners of the competition were given away prizes, and each student was gifted with an NBT book. The children also gave a cultural performance.

Dr Deepankar Gupta, Asst. Director (Exh.) and Smt. Sunita Narotra, Assistant, from NBT coordinated the workshop.



NCCL Library: A Profile

National Centre for Children's Literature (NCCL) is a wing of National Book Trust, India. It was established in 1993 to promote, create, coordinate, monitor and aid the publication of children's literature in Indian languages. It also provides assistance and expertise to teachers, librarians, editors, writers and illustrators by arranging creative workshops across the country especially in rural areas for promoting reading habit among children.



Readers' Club Movement

NCCL runs the Readers' Club Movement to promote the habit of reading at school level. It is one of the largest reading movements in the world. Till date over 35,000 Readers' Clubs have been established in the country. A bilingual monthly magazine *Readers' Club Bulletin* is also published to foster the Movement.

NCCL also organizes workshops, discussions, seminars and exhibitions for children and professionals to explore new avenues in children's literature and creative skills in children and participates in international book fairs to promote Indian children's literature abroad.

Library-cum-Documentation Centre

More significantly, NCCL has a Library-cum-Documentation Centre with a



collection of over 15,000 books on children's literature covering wide range of subjects in 44 languages of the world (18 Indian and 26 foreign languages). Over 50 periodicals of children's literature in various Indian languages are also subscribed by the Library for reading and reference of the library users. The Library has recently been re-modelled to give an ultra-modern look and provide quality services to the users. Located at the ground floor at the premises of the Trust, the Library is spread over an area of 96.2 sq. mts. It has been designed keeping in mind the multifarious needs of the users. The Library has the following holdings:

- **Research and Reference:** Over 600 rare reference books to help professionals, scholars and researchers for their research work, surveys etc.
- **Media/Multi-Media:** 150 CDs/DVDs on children's literature, a touch screen, PCs and an LCD TV.



- **Books for Children and Young Adults:** Over 15,000 books (both fiction and non-fiction) for children and young adults on various themes from around the world.

Reading Room Facilities

Reading tables, chairs, book shelves, library space, recessed lights, anti-skid flooring, wooden steps and appropriate ventilation for users providing an ideal atmosphere for reading.

Networking

NCCL Library is connected with over



4,000 DELNET member libraries through internet including Delhi Public Library and JNU Library. The users can visit NBT's website at www.nbtindia.org.in and click on Online Public Access Catalogue (OPAC) section for accessing NCCL Library database.

The Library is also open to school children for group visits.

Be a member of the NCCL Library. Contact Librarian-cum-Documentation Officer, NCCL, for further details.

NBT BOOK AWARDED

The book on nanotechnology in Tamil titled *Nano: The Next Revolution*, published by the National Book Trust, India and authored by Prof Mohan Sundara Rajan won the prestigious P.N. Appusamy Award for Best Science Book 2013. The award is instituted by the SRM University's Tamil Perayam (Academy).

Dr T.R. Pachamuthu, Chancellor of the SRM University, presented the award to Prof. Mohan Sundara Rajan at a traditional ceremony. Prof M. Ponnaivaiko, Vice-Chancellor and President of the Academy, was also present on the occasion.



Books On and By Gandhi

On 2nd October, the nation celebrates the birthday of Mahatma Gandhi. To promote the ideals and values that Mahatma Gandhi stood for, both in his life and in his writings, the NBT continues to publish select books on and by Gandhi. - Editor

Bapu (Part I)

F C Freitas

81-237-1026-7 / Rs 14.00

The story of Gandhi from his birth till the Dandi March in pictures and words.



Bapu (Part II)

F C Freitas

81-237-1025-9 / Rs 16.00

This book in continuation to Part I tells of Gandhi's arrest following the Salt Satyagraha and ends with his assassination.

Stories from Bapu's Life

Uma Shankar Joshi

978-81-237-0508-8 / Rs 19.00

In this book the noted Gujarati writer relates some interesting episodes from Bapu's life. Written in a simple and heart-warming style, the stories will appeal to children.



Gandhi-Nehru Correspondence: A Selection

Arjun Dev (Ed.)

978-81-237-6125-1 Rs 95.00 (PB)

978-81-237-6126-8 Rs 350.00 (HB)

Spanning a period of about 26 years, this collection brings together select correspondence between Gandhi and Nehru. Together they portray a strikingly unique relationship that was not only personal but also political.



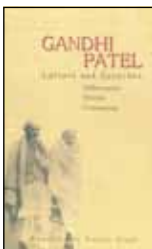
Gandhi-Patel: Letters and Speeches

Neerja Singh (Comp.)

978-81-237-5556-4 / Rs 60.00 (PB)

978-81-237-5557-1 / Rs 250.00 (HB)

This collection brings out some of the significant correspondences between Gandhi and Patel, their mutual respect for each other and also the differences between the two on various matters.



Gandhiji and His Disciples

Jayant Pandya

978-81-237-1116-4 / Rs 45.00

This book is the story of twelve eminent Gandhians, their initiation and shaping of their personalities by the Mahatma and their contribution to humanity.

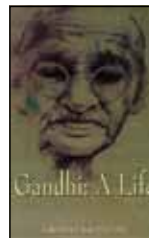


Gandhi: A Life

Krishna Kripalani

978-81-237-0646-7 / Rs 60.00

Mahatma Gandhi lived, suffered and died for his people. Yet it is not in relation to this country alone that his life has significance. Nor is it only as a patriot or revolutionary reformer that he will be remembered by future generations. An interesting and absorbing account of the life and achievements of Mahatma Gandhi.

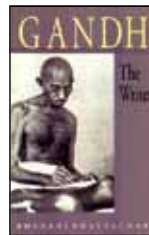


Gandhi: The Writer

Bhabhani Bhattacharya

81-237-3792-0 / Rs 70.00

Gandhi's growth as one of the most influential personalities of modern times is matched in no measure by his growth as a prolific writer of considerable influence. It takes us on a fascinating journey into the inner workings of Gandhi as a writer.



Gandhi's India: Unity in Diversity

978-81-237-5213-6 / Rs. 40.00

Gandhiji's basic ideas underwent no change during the forty years of his active public life, but their expression and application varied according to circumstances. This is a brief anthology of Gandhiji's views.

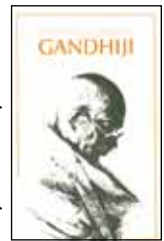


Pen-Portraits and Tributes by Gandhiji

U S Mohan Rao

81-237-0260-7 / Rs 30.00

The book is a collection of Gandhiji's sketches and tributes on some of the eminent personalities of his times who influenced him greatly. It throws light on a fascinating aspect of Gandhiji's personality; his observations and the ability to penetrate the innate goodness of human nature in a few words.



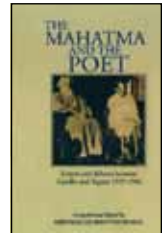
The Mahatma and the Poet

Sabyasachi Bhattacharya (Comp.)

978-81-237-2201-X / Rs 65.00 (PB)

81-237-2202-3 / Rs 125.00 (HB)

Put together from various published and unpublished sources, this book is a collection of letters and debates exchanged between Mahatma Gandhi and Rabindranath Tagore between 1915 and 1941.

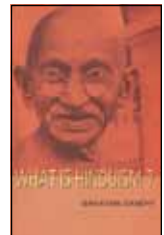


What is Hinduism?

Mahatma Gandhi

81-237-0927-7 / Rs 35.00

A selection of Gandhiji's articles drawn mainly from *Young India*, the *Harijan* and the *Navajivan* on Hinduism. Written on different occasions, these articles present a picture of Hindu Dharma in all its richness, comprehensiveness and sensitivity to the existential dilemmas of human existence.



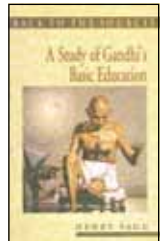
Back to the Sources: A Study of Gandhi's Basic Education

Henry Fagg

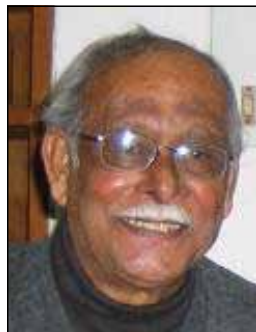
81-237-3969-9 / Rs 45.00

The title of the study indicates a dissatisfaction on the part of its author with much of the material that has so far been written on Gandhi on education.

The writer attempts to construct a detailed contextual study of the most decisive period in the evolution of Gandhi's beliefs on education.



OBITUARY



Shri Pulak Biswas, an artist par excellence, passed away on 28 August 2013. Born in 1941, Pulak Biswas studied at the Government College of Art, Kolkata; Hornsey College, London; and the Rietveld Academy, Amsterdam. Recipient of UNESCO Fellowship for Advanced Studies in Graphic Design and Illustration, he was awarded the BIB plaque of the Biennale of Illustration, Bratislava, Slovakia in 1999. He has held several solo

exhibitions of his works and participated in group shows in India and Europe. His works form part of several public and private collections. He was closely associated with NBT. He has illustrated a number of children's books for NBT including *A Tale of Tails*, *Long & Short Big & Small*, *Once Upon a Time*, *Busy Ants*, *Cheerful Spirits*, *The Wise and the Wily* and *the Crystal Cave*. We at NBT offer our condolences to the bereaved family.



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Forthcoming Book Fairs

Moga Book Fair, Punjab	28 Sep.-6 Oct. 2013
Chandigarh Book Fair	13-18 Nov. 2013
Jamshedpur Book Fair	18-26 Nov. 2013
Mumbai Book Fair	28 Nov.-3 Dec. 2013
Hyderabad Book Fair	30 Nov.-7 Dec. 2013
Mangalore Book Fair	4-10 Jan. 2013

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