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PICK OF THE MONTH



Swami Vivekananda: The Eternal Inspiration for the Youth
Sandipan Sen
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Also available in e-book format

New Delhi World Book Fair Inaugurated



In a brief and rousing address, the President spoke on the importance of books and book fairs and their contribution to the development of humanity and the creation of a knowledge-based society. "There is a great hunger for knowledge," he said and further added that our motto should be "All for knowledge and knowledge for all."

Happy to be inaugurating the New Delhi World Book Fair 2014, the President said that the "The New Delhi World Book Fair has played the twin role of cultural and business admirably," and added, "No human society can develop in all its dimensions without books. They carry the wisdom of generations. Book

fairs are a source of multiple inspirations and remind us that history and tradition have celebrated the argumentative India and not an intolerant India."

On the growing perception that the presence of internet and digital media books may take a backseat, "I believe the habit of reading books and printed material is inherent in human civilization and therefore they are here to stay," he said to a thunderous applause. Also with the book industry recording a growth of 25–30 per cent every year, reflects the growing importance of books.

Welcoming the Polish delegation, the President said, "It is heartening to note that Poland is the Guest Country—a country and culture with which we have close relations." He was happy to note that an illustrated book for children, 'Little Chopin', on the legendary musical genius of Poland has been published by NBT India in association with Polish Institute.

Observing that the focus of the fair is on Children's Literature, he said that "India has a long and rich tradition of literature as manifest in our folk and oral storytelling traditions, Panchatantra, mythologies, Puranas, Jataka tales. Even in the 20th century, our most eminent writers like Rabindranath Tagore and





Premchand have all written for children.” “Children”, the President said, “are the best readers because they have no patience for pretence.”

“There are many fairs being held in Pragati Maidan. But this is unique because it is on children’s literature, and they are the future citizens of our country,” said Smt. Chandresh Kumari Katoch, Minister of Culture, Government of India. “India is a young country. Every third person in India is youth. Therefore it is imperative to give them the right education. Only the right kind of books can help them to face the growing challenges that come with the changing world,” she added, and wished all the participants a great success in their endeavours.

Speaking on the occasion, Ms Rita Menon, CMD, ITPO (Co-organizer of the Fair), expressed her happiness in working with NBT in bringing this NDWBF to the book lovers at large. “ITPO and NBT have decided to showcase Indian books at all-India shows being organized by ITPO across the world,” she said.

Referring to Poland, the Guest Country at the Fair, as a significant country in the European Union, Rita Menon said that Poland has one of the largest population of book lovers and has more than 50 UNESCO world heritage sites. Earlier, in her address, she welcomed

the President and said that “the President is a great scholar and writer. He has been an inspiration for the youth of India.”

“I am here to celebrate children’s literature, but I would also like to celebrate Polish literature,” said Ruskin Bond, one of India’s most eminent and popular writers for children. He also referred to his early days of being influenced by Polish writings, and especially Joseph Conrad.

He recalled the days when in 1967 he visited a book fair organized by NBT, a small affair then, and over the years, today it has grown to be a major event with hundreds of publishers and hundreds and thousands of books.

Expressing her deep gratitude to the NDWBF for inviting Poland as the Guest of Honour Country, Ms Katarzyna Kacperczk, Secretary of State, Public and Economic Diplomacy, Ministry of Foreign Affairs of the Republic of Poland, said, “This honour has given us a unique opportunity to share with Indian friends our literature and culture. We have produced good writers and this has led to the intellectual development of Poland.”

The Guest of Honour Presentation coincides with the 60 years of the establishment of diplomatic relations between India and Poland. “But our relationship goes deeper and we have, over years developed many connections. In Poland, India is considered as one of the most important cultural centres,” she said. On behalf of the Government of Poland she expressed her deep gratitude for the Guest of Honour status.

“Indian writers are well known in Poland but not much of Polish literature is known in India,” said Ms Malgorzata Omilanowska, Secretary of State and Minister of Culture and National



Heritage, Republic of Poland. “Focussed literary exchanges such as Guest of Honour programmes help us to be aware of each other’s literature and cultural heritage.” she added and extended her warmest congratulations to NBT, India for inviting Poland.

Shri Ashok Thakur, Secretary, Department of Higher Education, Ministry of Human Resource Development, was also present on the occasion.

Earlier in his welcome address, Shri A. Sethumadhavan, Chairman, NBT India, thanked the Hon’ble President of India, one of the India’s greatest statesmen and an avid reader of books, for gracing the occasion. In his address, Shri Sethumadhavan said that “the first ever NBT book exhibition was inaugurated by Dr S. Radhakrishnan, the then President of India in 1964. And over the years it has grown to be a major book event.”

Thanking the President for his gracious presence at the inauguration of the Fair, Dr M.A. Sikandar, Director, NBT India, said, “The wisdom shared by our President will go a long way in encouraging our efforts towards promotion of books and reading.” He also thanked the ITPO, Sangeet Natak Akademi, Sahitya Akademi, Doordarshan, all the publishers’ associations, authors, and the media without whose cooperation the Fair would not have been possible.



NBT Enters the Digital Platform

Dr M.M. Pallam Raju, Hon'ble Minister of Human Resource Development, Government of India, released two books on Swami Vivekananda — *Swami Vivekananda: The Eternal Inspiration for the Youth* and *The Simple Life of Swami Vivekananda* published by NBT India, as well as the first NBT e-book on Swami Vivekananda.

Releasing the books he said, "Swami Vivekananda's teachings are relevant especially today as there is a need to reinforce moral values to the youth." He added that the youth have huge potential that needs to be recognized not only in India but across the world. The teachings of Ramakrishna Paramahansa and Swami Vivekananda focus on the better and humane society and that is the motto of MHRD too".

He added that there is a need to distribute tool kits in universities, colleges and institutions for uplifting values. Parents and teachers have a larger role to play to make our society more accommodating and inclusive.

Shri A. Sethumadhvan, Chairman, NBT, Shri Ashok Thakur, Secretary, Ministry of HRD, Dr M.A. Sikandar, Director, NBT, Shri Raghavendra, Director, Copyright Office, Shri N.K. Bhattacharjee, Director, Niyogi Books, Prof. Sunita Sengupta, University of Delhi and Shri Sandipan Sen, writer among others were also present.

"Perhaps we need to know



Vivekananda more today than ever," said Shri Sethumadhvan. He said that young readers are more attracted to digital world and this book in e-book form will help bring them closer to books, and teachings and life story of Swami Vivekananda.

While commending NBT, Shri N.K. Bhattacharjee said that these books trace the trajectory of Vivekananda towards attaining the statute of Swami Vivekananda. He added that we should all try and imbibe the values and teachings of great men like Swami Vivekananda in our life. Speaking on the occasion, Prof. Sunita Sengupta, DU, said that religion should be socially and logically relevant.

Dr Pallam Raju released the new logo and new web portal of the Copyright Office (www.copyright.gov.in) including e-filing facility for Copyright registration,



designed by NDBI and NID. Hon'ble minister also launched a new web portal of the "MHRD IPR Chairs Gateway". Dr Raju said it is one of the steps that the government is taking towards the direction of e-governance.

Dr Pallam Raju also released the book 'The Good Books Guide'. He hoped that this book will help children, parents and educators to select good books. He urged children to make reading their habit and also said that children should also read books in their mother-tongue along with English language.

Dr M.A. Sikandar, Director, NBT talked about the need for good children's literature in the country today, and how NBT is making efforts to provide good reading material to every child in the country.



A Tribute to Farooq Sheikh

Farooq Saab represented the quintessential actor—intelligent, sensitive and embodied the aspirations of a rising middle class. His roles in his most productive years brought parallel cinema closer to the common man. Actor, philanthropist and an avid lover of books, Farooq Sheikh shared a common cause with NBT to promote books and reading culture. Towards this end, he was always ready to contribute with his time and effort by participating in a whole host of events and programmes by the Trust.

Farooq Saab was remembered at a 'A

Tribute to Farooq Sheikh' organized by NBT India on the sidelines of the New Delhi World Book Fair 2014, where Ms Dipti Naval, acclaimed actress, talked about her relationship with Farooq Sheikh and said that he always believed in teamwork rather than competition, and Shri Raman Kumar, director of the movie 'Sath Sath', participated. The session was moderated by Shri Raveesh Kumar, journalist and anchor, NDTV. Farooq Sheikh being a book lover, promoted the cause of NBT for developing reading habit among people and participated in many



book fairs and other events organized by NBT. The session also saw screenings from some of his films as well as some of his moments in NBT's programmes be it seminars, book fairs, book launches, or at the New Delhi World Book Fair.

Kathasagara: Celebrating Children's Literature

India — the land of stories, folktales, myths, legends and epics. A land of storytellers — narrating, writing and performing and inspiring generation after generation. Indian stories celebrate pluralism. They depict multilingual and multicultural characters of Indian society. This essence of Indian children's literature was reflected at the Theme Pavilion of New Delhi World Book Fair 2014.

In presenting 'Kathasagara: Celebrating Children's Literature' as the theme of the Fair, the theme pavilion showcased a special exhibit of books for children in English and Indian languages. An annotated catalogue consisting of more than 800 books from all Indian languages covering a variety of genres, writers and illustrators was also put up.

In addition, 'A Tale of Tales', a series of specially curated panels depicting the story of Indian children's literature with glimpses of its richness, complexity and diversity. Divided into six



Indian children's literature.

In paying tribute to three giants of Indian children's literature, the Theme Pavilion had also set up three commemorative corners — one on legendary children's writer, illustrator and founder of Children's Book Trust, Shankar Pillai; second on Pulak Biswas, with a display of breath-taking illustrations by the master illustrator and painter of modern India; and third on Harekrishna



sections: Myths Legends and Folktales, Storytelling Tradition in India, Epics and Classics Retold for Children, Towards Freedom, Tales for a New Nation, and Tales Today — the panels comprised select books in various Indian languages depicting the trends and evolution of



Devsare, the popular children's writer who gave modern Hindi children's literature its identity.

The Theme Pavilion was inaugurated by Shri Ashok Thakur, Secretary, Higher Education, Ministry of HRD, GOI. Shri A. Sethumadhavan, Chairman, NBT India, Ms Veena Ish, Joint Secretary, Book Promotion, Ministry of HRD, Dr M.A. Sikandar, Director, NBT India, Shri Ruskin Bond, Shri M. Ramachandran, Director, AFCC, Singapore, and Shri Shashi Shetye, renowned illustrator were also present.

Expressing his happiness on visiting the Fair and meeting curious readers of all age groups, Ruskin Bond said, "It is great to see intelligent and bright people at the World Book Fair. Intelligence and brightness comes from reading books. If you read books you can become a writer. Do open the books."

During the nine days of the Fair, the Theme Pavilion hosted a number of



programmes and activities for children every day. These included, Panel Discussions, Seminars, Storytelling sessions, Meet the Author-Illustrator, Workshops, Counselling sessions, Plays, Cultural Performances, Interactive sessions, among others.



Poland: Guest of Honour Country

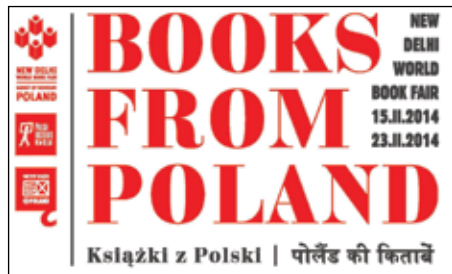
The Polish Pavilion — ‘Books From Poland’ — was inaugurated as part of the Polish Presentation as Guest of Honour Country, at the New Delhi World Book Fair 2014. The occasion coincided with the 60th anniversary of Polish-Indian diplomatic relations.

Prof. Piotr Kłodkowski, Ambassador of the Republic of Poland to India, Ms. Katarzyna Kacperczyk, Secretary of State, Public and Economic Diplomacy, Ministry of Foreign Affairs of the Republic of Poland, Ms. Małgorzata Omilanowska, Secretary of State, Ministry of Culture and National Heritage of the Republic of Poland; Grzegorz Gauden, Director of the Polish Book Institute, Anna Tryc-Bromley, Director of the Polish Institute, New Delhi in presence of Polish



authors including Michał Rusinek, Olga Tokarczuk, Wojciech Jagielski, publishers Beata Stasiska (Foksal Publishing Group), Magdalena Dbowska (Polish Rights Agency), Jadwiga Jdryas (Two Sisters, publishing house for children's books) graced the occasion with their presence along with Shri A. Sethumadhavan, Chairman, NBT India, and Dr M.A. Sikandar, Director, NBT India.

Some great writings have



come from Poland. Three Nobel laureates Henry Sienkiewicz, Czeslaw Milosz and Wislawa Symborska and a galaxy of great writers have enriched not only Polish literature but also world literature.

The Polish Pavilion hosted a number of talks and discussions on Polish book

market and publishing, Polish literary genres, fiction, readings from the works of Polish Nobel laureates, Polish school of posters, comparative dialogues, best of



Polish illustrations for children reflected today's Poland in all its vibrant diversity. These included, 'Impact of the Polish School of Posters on Illustrated Books for Children', 'Feminist Travellers: Myth or Reality', 'Workshop for Children', 'An Exploration of Polish Poetics', 'The Literary Heritage of Krakow and Delhi', 'Polish-Hindi Translations and Literary Exchange', 'Interaction between Indian & Polish Authors', besides the launch of Hindi translations of popular Polish titles.



CEOSpeak

National Book Trust, India (NBT) in association with the Federation of Indian Chambers of Commerce and Industry (FICCI) organized the CEOSpeak over Chairman's Breakfast on 16 February 2014 at the Taj Mansing Hotel, New Delhi. The objective of the programme was to facilitate greater interaction within the publishing community in India, and to make it a forum of CEOs to discuss and share business and book-trade related issues and concerns. Initiated last year as a part of the New Delhi World Book Fair, this edition of CEOSpeak aimed to discuss and share common issues and concerns to evolve a composite agenda of the Indian publishing industry. Dr Arbind Prasad, Director-General, FICCI, welcomed the dignitaries and delegates for this important discussion and moderated the session.

Shri A. Sethumadhavan, Chairman, NBT, in his welcome address to the CEOs present at the programme, emphasized that India has no dearth of good content. We have a flourishing publishing industry with literature in vernacular languages adding to the richness and depth of scholarship in India.

Dr Vivek Lall, President and CEO, Reliance Industries, highlighted that the sector must strive to get the industry status, which will enable the industry to get corporate loans at low interest. It is very important that this promising sector should focus on getting more organized and initiate a scientific study to bring out growth prospects for the sector. He related that FICCI had lobbied for the entertainment industry, including films, to get industry status in the year 2000 and should take up the case of the publishing sector.

The event was inaugurated by Dr



Narendra Jadhav, Member, Planning Commission, Government of India. He emphasised that India has the advantage of the demographic dividend, besides a growing adult literature segment that constitute about 74 per cent of the reading audience. The way forward for the sector is to get organized, seek industry status and actively collaborate with the higher education institutes. He congratulated NBT for taking this great initiative and urged upon the publishers to not only 'tap' the market, but also to create new tastes of readership.

Ms Beata Stasinska, Vice President, Foksal Publishing Group, introduced the Polish publishing market to the august gathering and highlighted issues of distribution and readership in the industry, besides drawing a parallel between the Polish and Indian publishing sector. She stressed that due to economic slowdown, the number of titles published in Poland is showing marginal downturn, and the publishers are trying to come with new strategies to meet the challenge with the support of the government.

The programme also witnessed the results of the industry pulse survey conducted by FICCI. The objective of the survey is to assess the perception of publishers toward growth of the sector and to highlight major areas of concerns for policy change. About 75 per cent of the respondents were publishers, 11.5 per cent are distributors/retailers, and 13.5 per cent are other service providers. The top three



challenges identified for the publishing sector in next 2-3 years are collections, distribution channel and piracy.

Ms Winnie Hung, Publishing & Cross Segment Strategy Development Manager, Asia Pacific and Japan, HP Indigo & InkJet Press Solutions highlighted the changing nature of printing technology. Shri R. Ramachandran, Executive-Director, National Book Development Council of Singapore & Executive Secretary, Asian Festival of Children's Content, Singapore, underlined the sustainability and demand of Indian book industry in the ASEAN countries.

The forum also had an "open house", moderated by Ms Urvashi Butalia, Chair, FICCI Publishing Committee & Director, Zubaan, to discuss major issues that the publishing community faces. It was reiterated that FICCI will lobby for getting industry status for the publishing sector. Speaking in the Open House session, Shri G. Raghavendra, Director, Book Promotion & Copyrights, Ministry of HRD, informed that in the upcoming National Book Policy, granting the status of Industry to Indian publishing is a major feature.

Speaking on the occasion, Dr M.A. Sikandar, Director, NBT India, supported the need to seek industry status for the publishing sector. He underlined NBT's commitment to promote the culture of reading in India, and to bring various stakeholders on one platform to continue informed discussions for addressing industry's issues. He thanked FICCI for joining hands with NBT in the cause.

The event was attended by over hundred CEOs from publishing houses both national and international and also by a delegation from Poland which was the Guest of Honour Country at the New Delhi World Book Fair 2014.



New Delhi Rights Table 2014

The New Delhi Rights Table offers B2B matchmaking sessions between publishers in a refreshingly new business ambience. It brings together publishers, Rights' agents, translators and editors from India and abroad. It offers a single-window shop to explore the exciting world of Indian books.

On the sidelines of the New Delhi World Book Fair, the 'New Delhi Rights Table' was held on 17 and 18 February 2014. It brought publishers, rights' agents, translators and editors from India and abroad at a forum to network and explore business opportunities together. Initiated by NBT, India, this attempt is a part of its effort to promote Indian books abroad, through its recently launched initiative for providing financial assistance to foreign publishers for translating Indian books into foreign languages. This was quite evident with the presence of several publishers from overseas like Poland, Norway, USA, Malaysia and UK.

Shri A. Sethumadhavan, Chairman, NBT, India welcomed the participants from India and other countries at the inauguration. He said that this forum provides a unique platform, especially for Asian publishers to develop contacts for further business venture. "Multinational publishers have their own resources, but Indian language publishers still need some platform," he opined.

Shri Sukumar Das, MD, NCBA Exports and publishing veteran introduced the concept behind the Rights Table and outlined the overall journey of Rights Table globally.

At the outset, Ms. Magda Haydal, a renowned literary translator from



Poland shared some insight on Poland's literature. She remarked that Poland joined European Union in 2004 and this entrance mirrors Polish literature in an interesting way. Poland literature has the essence of curiosity about the changes taking place in and around the world. Ms. Haydal also pointed out that besides some pioneering Polish literature such as Ryszard Kapuscinski's 'The Emperor', Wislawa Szymborska's 'Here', there are some exciting contemporary writers like Wojciech Jagielski, Jacek Dehnel, Malgorzata Gurowska, Michal Rusinek, Olga Tokarczuk, Joanna Bator, etc.

Ms. Magdalena Debowska, the only agent in Poland who actively sells Translation Rights for Contemporary Polish Literature took note of the importance of platforms such as Rights Table and Book Fairs, where contacts between publishers and authors happen and develop.

Ms Dina Roll-Hansen, adviser, children's literature, Norwegian Literature Abroad (NORLA), who was also present at the inaugural ceremony, was amazed with the expanse of Indian book publishing activities. "We are here to promote Norwegian literature in India, and we have published over 2,500 books by our

authors in more than 60 languages," she shared.

Others present at the inauguration included Ms Beata Stasinska, VP, Editor-in-Chief, Foksal Publishing Group, Poland; Ms Jadwiga Jedryas, Ms Marisa Bloom and Ms Ewa Stiasny, Polish publishers; Kristina Pappas, International Program Manager - Literacy, Benetech Technology, US; Mr Ridhwan Che Mazlan, Executive Director, Al Ameen Serve, Malaysia, among others.

A prominent contingent from South East Asia, which included publishers from Singapore, Malaysia and Philippines were also present.

Ms Lim Li Kok, MD, Asiapac Books, said, "The Indian books are of very good quality, be it production, pictures, layouts, designs, content or paper quality. Now Indian books are amongst the best available books in the world". Ms Linda Tan Lingard, Ms Betty Tan, MD, English Corner Publishing Singapore and Ms Andrea Pasion-Flores, Literary Agent, Jacaranda, were also happy to see the participation from across the globe at the New Delhi Rights Table.

At the end of the two-day event, publishers were happy with the negotiations and agreements reached with each other.



Kidz Bubble



A unique initiative, Kidz Bubble — a small enclave for very young children at the New Delhi World Book Fair 2014, was the place for them to unleash their creativity. Inaugurating the Kidz Bubble, Ms. Rita Menon, CMD, ITPO said that it was the best place for young children to have fun and take them into their own world of fun, wonder and imagination.

The Kidz Bubble had a Centre Stage and four corners—Art and Craft by Macaw Books, Fun Corner by Society for All Round Development (SARD), and a Creative Corner by NBT India.

Throughout the nine days of the Fair, the Kidz Bubble was packed with activities like storytelling, extempore speech, singing competition, listening skill activities, thread painting, leaf painting, collage-making, wax resist painting, mosaic painting, waste recycling crafts, papier mache, origami, leaf craft, waste

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recycling crafts, clay toys, drawing competition, paper folding, string puppets, paper toys, finger puppets, flower making, and so much more.

Every day hundreds of children from MCD Schools of Delhi; SKV Schools from Gonda and Kakrola; KVS School, Rohini; SBV Schools from Yamuna Vihar and Kajori Khas; Kendriya Vidyalaya, R.K. Puram visited Kidz Bubble and participated in various activities.

Kids' favourite cartoon characters, Ninja Hattori and Dora the Explorer, also made an appearance at the Kidz Bubble.



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