

NBT newsletter

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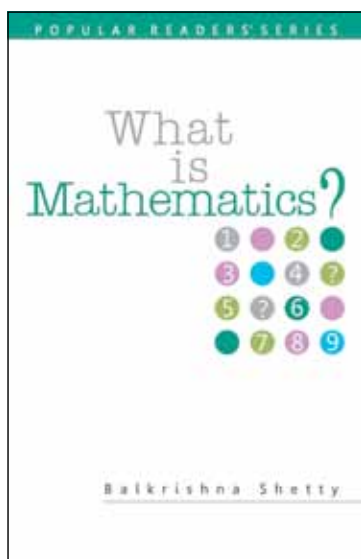


Volume 31 No. 8 • August 2013

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PICK OF THE MONTH



What is Mathematics ?

Balkrishna Shetty

978-81-237-6788-8; Rs 120 (PB)
978-81-237-6789-5; Rs 395 (HB)

The Future of Indian Agriculture



“Accelerating the growth of agriculture production is necessary to achieve an overall high GDP growth rate, meet the rising demand for food and to ensure inclusiveness in our growth process,” said Shri Hamid Ansari, Hon’ble Vice President of India, while releasing the book *The Future of Indian Agriculture* at a book release function organised by the National Book Trust, India at the India International Centre, New Delhi on 5 July 2013.

“In this slim volume Prof. K. Alagh has distilled four decades of his research and scholarship”, said Shri Jairam Ramesh, Hon’ble Minister for Rural Development. “The key message of the book is the centrality of agriculture as an important aspect of our economic development programme,” he added.

Speaking on the occasion Dr. Yoginder Alagh discussed India’s resource endowments in the context of its fast growing economy. Shri M A Sikandar, Director, NBT while thanking the guests said that the emphasis on social science books has created a strong body of work

in NBT’s publication programme.

The Future of Indian Agriculture assesses the growing demands on the country’s agricultural sector as well as discusses the distinctive and rapidly diversifying food needs in rural and urban areas. The book offers policy solutions to the inflation, poverty and food security.

Prof Yoginder K. Alagh is the Chancellor of Central University of Gujarat and Professor Emeritus at the Sardar Patel Institute of Economic and Social Research. He is the Member of the Planning Commission of India and the Chairman of Agricultural Prices Commission. Widely published, Prof K. Alagh is the author of over a hundred research papers and six books.



Sheila Dikshit Launches PG Diploma in Publishing

To create well rounded skilled professionals to meet the needs of contemporary publishing industry, Ambedkar University of Delhi (AUD), in collaboration with the National Book Trust, India (NBT) has initiated one year full time Post-graduate Diploma in Publishing from the current academic year.

Smt Sheila Dikshit, Hon'ble Chief Minister of Delhi, inaugurated the PG Diploma Course at the launch

held at India International Centre on 4 July 2013, organised by NBT and AUD.

"I'm delighted to launch this course. I would like to congratulate the Ambedkar University for this endeavour for starting this course and also thank the National Book Trust, India for partnering with AUD and supporting the course. Delhi is a centre for education, and publishing has a huge scope in Delhi," said Smt. Sheila Dikshit.

Prof. Shyam B Menon, Vice Chancellor of the Ambedkar University (AUD) said that the one-year (two semester) PG Diploma in Publishing is designed to develop a well-rounded professional in the field of publishing with inputs in administration and management, sales and marketing, promotions, editorial,



design, production and distribution and other related aspects of the publishing profession.

The Book Publishing course will cover various aspects of book publishing like editing, copyright export of books, techniques of translation and production, among others.

Earlier, Shri M A Sikandar, Director, NBT, India welcomed the guests and the participants of the course. He said that he was happy to be associated with the Ambedkar University (AUD) for starting the full time One Year PG Diploma in Publishing and in the coming years NBT will be starting some more such collaborative programmes in book publishing with other institutions. He said that this programme would be

quite interactive and help participants to start-off their career in publishing industry after completion of this course.

Prof. Chandan Mukherjee, Pro-Vice Chancellor of Ambedkar University proposed the vote of thanks, especially to the NBT, India for their support in this endeavour.

The Publishing industry of India is one of the largest in the world. An industry that is at once strong and

vibrant, both in English and other Indian languages. The phenomenal growth of publishing in the last few decades, the coming up of more and more new publishing houses catering to specialised areas and the increasing global visibility of Indian writings have combined to create a need to produce and market books professionally, offering a wide array of lucrative employment opportunities. Today there is a clear need for talented individuals from various specialised fields like academics, engineering, art, management, marketing, finance and law for different areas of publishing—editing, production, design, sales and marketing.

In order to meet this demand, National Book Trust, India (NBT) has been organising courses in publishing throughout the country.



Book Exhibition and Literary Programmes at Sirisilla

The National Book Trust, India organised a three-day book exhibition and literary programme at Sirisilla, Andhra Pradesh from 14 to 16 June 2013, in collaboration with Sahitya Akademi, State Telugu Publishers Association, as well as with Maneru Rachayitala Sangham, Sirisilla Sahithi Samiti and DMCT.

The three-day book exhibition was inaugurated by Shri H. Arun Kumar, Joint Collector, Karimnagar, Sirisilla at Cheneta Vastra Vyapara Sangam Hall, Sirisilla. Commending NBT's efforts in organising



publication and book promotion. After the release, Dr J Chennaiah, Telugu University, Dr V Triveni, Telangana University, and Shri Vasala Narsaiah, noted children's writer presented papers on the books released. The function was presided over by Dr Malayasri, noted children's writer and critic.

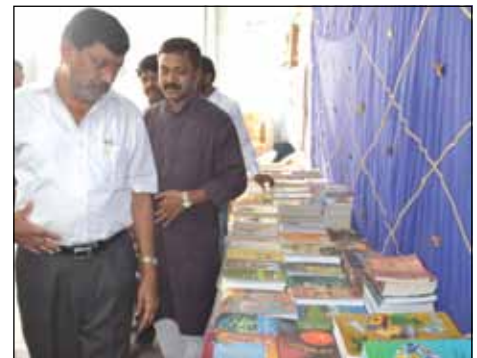
An On-the-Spot Essay and Painting competition was also held, where hundreds of students from schools participated. The

topic of the essay competition was 'My Favourite Book' and the theme of the painting competition was 'Reading Spaces'. Other literary programmes held



Muralidhar; Shri Boda Ravi; Jindam Ashok; Dr J Shankaraiah, and Shri Jukanti Jagannatha, noted Telugu poet and writer.

On the occasion, two books in Telugu, published by NBT were also released, namely, An Ancient Tale from Andaman and Chaturayi Ka Puraskar. Releasing the books, Dr J Bapureddy, IAS said that NBT is playing a great role in the field of



book fairs in small towns as well, Shri H. Arun Kumar was of the opinion that every person should read and develop the habit of reading which will help in broadening people's mindset.

Other dignitaries present at the inaugural function included Dr J Bapureddy, noted Telugu poet; Shri Venkateswarlu, Deputy EO, Huzurabad; Shri Jayachandra Reddy; Shri P



during the three-day exhibition included a short story reading session, poetry reading session, discussion session, as well as the prize distribution function where the winners of the Essay and Painting competition were given books as prizes.

Dr P. Mohan, Telugu editor from NBT, coordinated the literary programmes and activities.



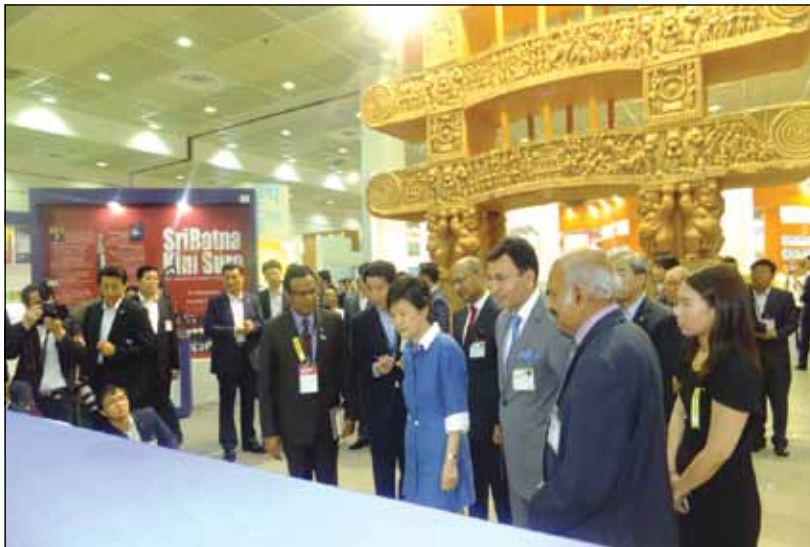
Seoul International Book Fair

India was the Guest of Honour country at the recently concluded Seoul International Book Fair organized from 19-23 June 2013, at Seoul, South Korea. A 40 members Indian delegation led by Shri Jitin Prasada, Hon'ble Minister of State for Human Resource Development, Government of India, Shri A. Sethumadhavan, Chairman, NBT, Smt. Veena Ish, Joint Secretary (Administration, Book Promotion & Copyright),

MHRD, Shri M.A. Sikandar, Director, NBT, Shri K. Srinivasa Rao, Secretary, Sahitya Akademi, including authors, CEOs, MDs and Executives of 23 Indian publishers, participated as part of the Guest of Honour Presentation of India at the Fair. The NBT as the nodal agency, facilitated the presentation.

A specially designed India Pavilion in about 1,000 sqm. was set up by the NBT at the Fair. A replica of Sanchi Gate served as the main gate of the Pavilion. The replica in fibre was sculpted by eminent sculptor Biswaji Majumdar. Right in the centre of the Pavilion, a replica of the standing Buddha in the Gandhara style of Gupta period, was showcased to underline the common Buddhist heritage of the two countries. The replica was reated by renowned sculptor Mr. Purnendu Dey.

More than 2500 titles of 23 Indian



publishers who participated, and nearly 800 titles of Thematic Exhibitions representing the publications of nearly 75 Indian publishers focused on 'Books on and by Mahatma Gandhi', 'Nobel Laureates from India', 'Hundred Years of Indian Cinema', 'Children's Literature', 'Indian Literature in English Translation', 'General Interest Books on India' were put on display at the Pavilion. Besides, 'Illustrators' Corner' and paintings of eminent painters on the theme 'Reading Spaces' were part of the exhibition. The participating publishers were drawn from children publishing, science & technology, literature, Indology, etc.

Ms. Park Geun-hye, Hon'ble President of the Republic of South Korea, visited the Indian Pavilion inaugural day. She was received by Shri Jitin Prasada, Shri A. Sethumadhavan, Shri Vishnu Prakash,

Hon'ble Amgassador of India to South Korea and Shri M.A. Sikandar. President Park showed keen interest in the Buddha sculpture and the Buddhist literature and exhibition of books on Mahatma Gandhi. Later, Shri Prasada gifted to the President the first copy of the graphic novel *Sriratna & Kim Suro: The Legend of an Indian Princess in Korea*, specially published by National Book Trust, India for the Fair. The book tells the story of

the Princess Sriratna marrying King Kim Suro of Korea in AD 48, who, together, founded the Gaya Kingdom in Korea.

At a meeting with the President Park after her visit to India Pavilion, Shri Prasada invited her to India on behalf of the Prime Minister Dr Manmohan Singh and also invited Korea to be the Guest of Honour Country at the New Delhi World Book Fair 2015. Later the KPA agreed in principle to present Korea as the Guest of Honour Country at the New Delhi World Book Fair.

Shri Prasada formally inaugurated the India Pavilion by releasing the above Graphic Novel and ten children books of National Book Trust, India brought out in Korean translation, which were distributed among Korean children who visited the Pavilion. The titles released in Korean translations included: *Holidays*





Have Come by Rabindranath Tagore; *Animals You Can't Forget*, by Ruskin Bond; *Ravan Remedy* by Suddhasatwa Basu; *Ripe & Ready* by Sukumar Ray; *Punti's Wedding* by Dipanwita Roy; *A Helping Hand* by Samaresh Chatterjee; *Tails* by Hydrose Aaluwa; *Who is Sharper?* by Gunamani Nath; *Chika-Chik-Chik* by Jeyanthi Manoharan.

On the occasion, an MoU for participation in New Delhi World Book Fair, organized by NBT, and Seoul International Book Fair (SIBF), organized by Korea Publishers Association, on reciprocal basis annually was signed. NBT and KPA will also bring out annual reports



on Indo-Korean publishing activities on the basis of these reciprocal arrangements and will work towards promotion of the interests of publishers of both countries on mutual basis.

The agreement was signed by Shri M.A. Sikandar, Director, NBT and Mr. Eric Yang, Executive Director, KPA, in the presence of Shri Jitin Prasada, Shri Vishnu Prakash and Mr. Lee, Chairperson of the Organising Committee of SIBF and Ms. Veena Ish, at a reception hosted by Shri A. Sethumadhavan, Chairman, NBT.

A delegation of four authors as part of

Sahitya Akademi team, namely, Mr. Leeladhar Jagoori (Hindi writer), Dr. Dhruva Jyoti Borah (Assamiya writer), Dr. Basavaraj Kagudi Chnnabasayya (Kannada writer) and Dr. Morangthem Priyobrata Singh (Manipuri writer) and two children's writers Ms. Geeta Dharmarajan and Mr. Suddhasatwa Basu, participated in the reading programmes and discussions.

A series of B2B meetings or Rights Exchange Meetings between the participating Indian publishers and Korean publishers were organized by NBT on various days of the Fair. Nearly 50 Korean publishers, publishing agents, editors, literary agents, book importers and others participated in these business meetings. Indian publishers have reported very positive business deals with Korean publishers, including the appointment of local agents by them. NBT is also in talks with the Korean rights selling of several of its titles to various publishers.

An Indo-Korean Digital Publishing Forum was organized by NBT and KPA with presentations by Mr. Robert S. Kim, CEO, iPortfolio Inc., Mr. Chul-Beom, CEO, I-ePub, Mr. Tae-Woo Kim, CEO, Moglue, Mr. Ravi Dee Cee, CEO, DC Books, Mr. M.A. Sikandar, Director, NBT and Ms. Geeta Dharmarajan, Founder, Katha, and Chairperson of National Bal Bhawan.

An Illustrators' Workshop with 25 Korean school students based on the story 'My Umma's Sari' by the children's writer Ms. Geeta Dharmarajan and artist Mr. Suddhasatwa Basu was organized in association with Indian Cultural Centre, Embassy of India. Shri Amarendra Chakravarty also participated in an Indo-Korean Dialogue titled 'Writing and Illustrating for Contemporary Children'.

A programme titled 'Tagore and Gandhi in Korea: A Panel Discussion' was organized by NBT with the support of Embassy of India with presentations by

Prof. Huh Woo Sung and Prof. Lee Jeong, eminent Indology scholars and moderated by Prof. Pankaj Mohan, Seoul-based Indian Studies Professor. A special visit was arranged by NBT for the Indian delegates to Kyobo Bookstore, Paju Book City and National Digital Library. Besides, an India cookery show, screening of film *Devdas* with Korean sub-titles, documentary shows on Indian art, culture, literature etc. engaged the visitors throughout the Fair.

Several publicity material including A Window to Select NBT Publications in



English, Reading to Connect-Connecting to Read, Indian Delegates' Profile (bilingual English and Korean) were brought out especially for the occasion. The Guest of Honour Presentation was amply highlighted by both Indian and Korean media in print, TV and internet platforms.

NBT delegation, besides the Chairman and the Director, comprised Ms. Farida M. Naik (Jt. Director, Admn. & Finance), Shri D. Sarkar (Dy. Director, Art), and the designer of Indian Pavilion and publicity material, Shri Kumar Vikram, Editor & Project In-charge of the Guest of Honour Presentation.



Indonesian Delegation Visits NBT

A delegation of the Parliament of the Republic of Indonesia (Committee X on Education, Culture and Tourism, Youth and Sports, and Library Affairs) visited National Book Trust, India on 16 July 2013. The delegation was received by Shri M.A. Sikandar, Director, NBT and Shri G.R. Raghavender, Director, Book Publishing, Ministry of HRD at Nehru Bhawan, NBT, India, New Delhi.

Shri M.A. Sikandar, Director, NBT, gave a detailed presentation on the Indian Publishing Industry and the role of the National Book Trust, India in book publishing and book promotion in the country for the last 56 years. "India is the third largest English language publishing industry in the world and one lakh books are produced by India annually. Publishing industry is a very vibrant industry which has been growing at a very rapid pace," said Shri M.A. Sikandar.

The committee appreciated the efforts of Indian government and its commitments towards promoting reading habit and



making available quality books at affordable prices. Thanking Shri Sikandar and the NBT, Hon. Mr. Drs Utut Adianto, Vice Chairman of the House of Representative of Indonesianns at Commission, and head



of the parliamentary delegation, said, "The main objective of visiting India was

to discuss the Law of Book Publishing in this country and therefore we have chosen National Book Trust, India as the main place to learn about books. We would like to formulate a suitable legislation on Book



Publishing and Book Promotion based on Indian experience more particularly on NBT model."

The other members of the delegation included Hon. Mr Diaz Gwijangge, Hon. Mr H. Nurul Qomar, Hon. Dra. Hj. Harbiah Salahuddin, Hon. Mrs. Dra. Hj. Popong Otje Djundjunan, Hon. Mr Hrsal Yunus, Hon. Mr M. Guruh, Hon. Mr Drs Ibrahim Sakty Batubara, Hon. Mr Drs Hisyam Alie, Hon. Mr Drs H. Muchtar Amma, Mr Benny Alamsyah, Mr Muhammad Satori, Mrs Henny Listyowati, Mr Khairuddin Siregar, Ms Noviyanti Nurmala and Mr Edy Wardoyo.

The meeting ended with a vote of thanks proposed by Shri M.A. Sikandar to all the members present in the discussion.

Earlier the delegation was taken around through the various departments of the NBT. They were especially delighted to see the NBT bookshop with its wide variety of books in many languages as well as the newly renovated NCCL library for children.



Participate in:

NEW DELHI WORLD BOOK FAIR

15–23 February 2014

and

NEW DELHI RIGHTS TABLE

17–18 February 2014

at Pragati Maidan, New Delhi

Guest of Honour: POLAND

www.newdelhiworldbookfair.gov.in

NBT Books on Freedom Movement

The nation celebrates its 67th Independence Day on 15 August 2013. In order to create an awareness on the history of our struggle for independence and its importance, the Trust has been publishing books on various aspects of our independence movement as well as on some leading lights who fought for freedom.

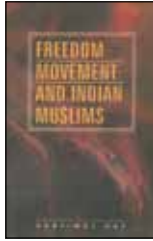
Freedom Movement and Indian Muslims

Santimoy Ray

The book challenges the many prejudices that generate bias and hatred against the Indian Muslims, particularly their contentious role in Indian freedom movement and the rise of the Indian Muslim League.

978-81-237-6139-8; Rs 65 (PB)

978-81-237-6140-4; Rs 195 (HB)



How India Won Her Freedom

Krishna Chaitanya

Come 15 August and the whole of India is immersed in different kinds of activities. It was on this day in 1947 that India became independent. Here is the saga of Indians who fought for a free India, a story of young martyrs and great leaders who brought an end to foreign rule.

978-81-237-1105-8; Rs 35



The Partition of India

Anita Inder Singh

The Partition of India was one of the most cataclysmic events in world history. This book places it in an international perspective to show how reasons of state, and religious, ethnic or cultural division have been inextricably intertwined in creating the situations that have led to partition in different parts of the world.

81-237-4696-2; Rs 35 (PB)

81-237-4697-0; Rs 150 (HB)

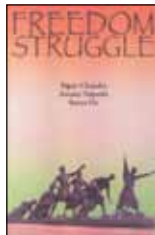


Freedom Struggle

Bipan Chandra & others

A lucidly written account of India's freedom struggle, its history, development and the diverse forces which contributed to it.

81-237-0249-X; Rs 65



India's Glorious Freedom Struggle and the Post-Independence Era

Mohan Dharia

The book discusses the freedom struggle, the goals set for an independent India, how far the country succeeded in achieving them and what is to be done for the future.

978-81-237-5842-8;

Rs 50

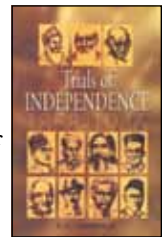


Trials of Independence

B R Agarwala

This book gives a vivid account of some of the well-known trials of revolutionaries, thinkers, journalists and political leaders who took up the cause of Independence and made concerted efforts to overthrow an alien rule. The trials of these freedom fighters, whose prosecution by the oppressive regimes aroused political consciousness among the masses, give a deep insight into the characters of the persons tried, including their varied temperaments and ideologies.

81-237-0259-6; Rs 60

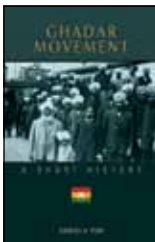


Ghadar Movement: A Short History

Harish K Puri

The Ghadar Movement was in many ways a novel struggle for the freedom of India. This book is a short history of the genesis and rise of the movement, its transnational dimensions, romance of patriotism, limitations and illusions, tremendous sacrifices and its legacy that inspired Bhagat Singh and other revolutionaries.

978-81-237-6282-1; Rs 90



Story of I.N.A.

S A Ayer

This book, by a loyal colleague of Netaji Subhas Chandra Bose, presents a concise account of Netaji's role in India's struggle for freedom with the constitution of the Indian National Army (I.N.A.).

The book describes the events that led to his being caught in the vortex of politics and subsequent exile and disappearance.

978-81-237-2122-4; Rs 60



Young India

Lajpat Rai

Young India, written by one of the foremost freedom fighters, discusses the rise of British power in India and its consequences, origin and growth of Indian nationalism, foundation of the Indian National Congress, trajectories of Indian national movement upto 1915, Hindu-Muslim relations and finally Lajpat Rai's own vision of Indian nation.

978-81-237-6281-4; Rs 110



Hanged for their Patriotism

R K Tandon

This book is about the famous young revolutionaries of India who went to the gallows, laughing and singing. (Age-group 12-14)

978-81-237-5550-2;

Rs 105



The Contribution of Revolutionists in India's Freedom Struggle

Hiren Gohain

The book traces the role and contribution of the heroic part played by the revolutionary leaders in India's national movement.

978-81-237-5793-2; Rs 45

Book Exhibitions in Gujarat

An exhibition of NBT books was organised in association with Sahitya Akademi from 26-30 June 2013 at Govt. District Library, Bhuj. The exhibition was inaugurated by Dr. Varsha Mehta, Director of Libraries, Govt. of Gujarat. The exhibition received an enthusiastic response from the booklovers of Bhuj and the surrounding areas.

In addition, two more book exhibitions were organised in Gujarat. One at Adipur from 2-4 July 2013 at Adipur Girls School, in collaboration with Block Education Office, Adipur. The other was organised at Mandvi at the Shamji Krishna Verma Memorial Trust, Mandvi from 6-8 July 2013.

All these three events were organised by the Western Regional Office of the Trust and were coordinated by Ms Usha Nair, Regional Manager, WRO, NBT.



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.

Editor: Binny Kurian

Editorial Associate: Kanchan Wanchoo Sharma

Production: Narender Kumar



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area,
Vasant Kunj, Phase-II New Delhi-110 070
E-mail: office.nbt@nic.in

Website: www.nbtindia.gov.in

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

Printed and published by Satish Kumar on behalf of National Book Trust, India and printed at Pushpak Press Pvt. Ltd., 203-204 DSIDC Shed, Okhla Industrial Area, Phase-I, New Delhi-110 020, and published at National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070. Editor: Binny Kurian.

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: 01/08/2013

Forthcoming Book Fairs

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|---|----------------|
| Srinagar Book Fair, Jammu & Kashmir | August 2013 |
| Bilaspur Book Fair, Chhatisgarh | September 2013 |
| Chennai Book Fair, Tamil Nadu | September 2013 |
| Bhopal/Indore Book Fair, Madhya Pradesh | October 2013 |
| Allahabad Book Fair, Uttar Pradesh | October 2013 |
| Children Book Fair, Cochin/Trivandrum | Oct.-Nov. 2013 |
| Ranchi/Patna Book Fair, Bihar | November 2013 |
| Chandigarh Book Fair, UT | December 2013 |
| Hyderabad Book Fair, Andhra Pradesh | December 2013 |
| Mangalore Book Fair, Karnataka | January 2014 |

For more details please contact:

Dy. Director (Exhibitions)

National Book Trust, India

Nehru Bhawan, 5 Institutional Area, Phase-II

Vasant Kunj, New Delhi - 110070

Tel.: 011-26707700 / 26707778

or visit

www.nbtindia.gov.in

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