

TRANSLATION AND LITERATURE

“The idea of Indian literature is inescapably linked to the idea of translation as the former cannot come into being in the absence of translations,” said Prof. K. Satchidanandan, eminent poet, critic and former Secretary, Sahitya Akademi. He was delivering the keynote address at the 2-day National Seminar on ‘Indian Translation or the Tower of Babel: Cross Translations among Indian Languages’ at the Fair. The Seminar was organised in association with Department of Modern Indian Languages & Literary Studies, Delhi University.

In his address, Satchidanandan identified seven major challenges facing inter-language translations in India and said that there was a “need to understand translation as an attempt to retrieve people’s histories, to resituate their past and reassess their present and to grasp their modes of imagination.”

Inaugurating the Seminar, Prof. Sudish Pachauri, eminent writer and critic, said that there was a need for more translators and translations.

Earlier, Shri M.A. Sikandar, Director, NBT, welcomed the gathering and said that the proceedings of the Seminar will later be brought out as a book. Prof. A. Mariappan, HOD,



Dept. of MIL & LS, Delhi University proposed a vote of thanks.

In the session on ‘Theorising Translation: Polyphony of Voices’, Shri Nirmal Kanti Bhattacharjee, Director, K.K. Birla Foundation, said “So far as India is concerned, we never evolved a conscious theory of translation, although it is well known that India has a translation consciousness and we keep translating every moment of



our active life.” In his discussion, Dr. Amitabh Chakravarty said that “we should as far as possible avoid using a link language and rather go for more direct translations.” Chairing the session Dr. T.S. Satyanath, Associate Professor, Dept. of MIL & LS, Delhi University gave a comprehensive survey of translations among south Indian languages.

In the session on ‘Translator as Interpreter’ Prof. Swapan Chakraborty, Director-General, National Library of India, Kolkata, emphasised on translation of Tagore’s songs and music; “translating song lyric meant to be set to music shaped by cultural

practices is the most difficult, if not, foolhardy task”. However, Chakraborty added, “Tagore himself had invited the Scottish musician Arthur Geddes to help him translate many of the lyrics and were set to staff notation.” Prof. Asaduddin, Dept. of English, Jamila Millia Islamia University in his discussion gave a historical account of translation of Indian regional literature into English. The session was chaired by Prof. Shirshendu Chakrabarti, Dept. of English, Delhi University.

The topic for the third session was ‘State Patronage in Translation: Hindi as the Clearing House’. Prof. Avadesh Kumar Singh, Director, School of Translation Studies and Training, IGNOU, looked at the changing nature of state and forms of patronage. He also discussed some of the changing paradigms and practices in our understanding of the art of translation. Dr. Anamika, Associate Professor, Dept. of Punjabi, Satyawati Collge, in her discussion gave an interesting account of some significant translations from and into Hindi. Dr. P.C. Tandon, Associate Professor, Dept. of Hindi, Delhi University chaired the session.

Interaction between the speakers and audience followed each session.



STM PUBLISHING

The Scientific, Technical and Medical (STM) publishing forms one of the largest share of publishing in India. More than 150 publishers and distributors of STM have showcased their publications in the Hall No. 12A at this World Book Fair.

With the technology fast catching, most of the science and medical books from school textbooks to higher academics as well as journals have a web address. The publishers have moved on to e-publishing and e-distribution of their material though the book form still exists and is sought for.

Most of the distributors at the hall have stocks of books from science publishers of UK, USA, other European as well as Australian countries on various subjects like agricultural sciences, forensics, immunology, chemical engineering, astrophysics, space science, entomology, mycology, neurology, pharmacology and some cutting-edge technologies.

With several leading medical and engineering institutes, business delegation from foreign countries, students of medical and engineering, publishers seeking



translation and distribution rights, librarians looking for suitable books and journals, parents and net browsers of e-content thronging the STM stalls, the response has been good for all participants at the Fair from Elsevier, Wolter Kluwer, Jaypee Brothers Medical Publishers, Tata McGraw

Hill, Taylor & Francis, Springer, Jones & Bartlett, Asian Books, B.I. Publications, Narosa Publishing House, TERI, AITBS, Saras, Star Publishers, and S. Chand among many others. Even the government bodies like Central Pollution Control Board, Vigyan Prasar, ICAR, NISCAIR, Botanical Survey of India, CIET, NCERT are having a lot of visitors.

The stall of Selective & Scientific Books have titles mostly on forensic science, criminology, cyber crime, toxicology, etc. which has garnered a lot of interest among the adventurous youngsters and serious students. Making the job of IT department simpler, the stall of Taxmann Publications is quite popular with common man with its books on tax computation and e-TDS return filing procedures.

Another crowd puller at the hall is the Mind Power Educational Aids stall. Their innovative games, kits, puzzles, etc. created specially to improve concentration, memory, patience and thinking skills are fast disappearing from their shelves with children and parents wanting to excel in this competitive world.



FAROOQ SHEIKH: THE ACT OF READING

Shri Farooq Sheikh, eminent actor, in a session on The Act of Reading interacted with the audience at the Theme Pavilion where he shared his perceptions about books, reading and cinema. The moderator of the session was Shri Avinash Pandey, Executive Vice President, Star TV.

To familiarize people, particularly

young, with works of legendary filmmakers like Satyajit Ray, Shri Sheikh said, books on their works should also be written. Talking about the advancement in technology, he said that there is no harm with it, if children use internet to search for good content and information. He was happy to note that books on cinema in many Indian

languages like Malayalam, Marathi etc are also now available. He said that literature is mirror to society and we should make it more interesting to attract young people towards reading habit.

Shri M.A. Sikandar, Director, NBT and Ms. Farida M. Naik, Jt. Director, NBT, also spoke on the occasion.



2 March 2012

Just Read

Fair News

AT CHILDREN'S PAVILION



In an interactive session with children, popular children's writers from AWIC including Neelima Sinha, Manorama Jafa, Neelima Jha, Indira Bagchi, Girija Rani Asthana, Nita Beri, and Ira Saxena narrated stories and answered



children's queries. The kids were happy to be face to face with their favourite authors.

In another session, a round-table discussion was organised between authors and publishers of children's



books by the All About Book Publishing at the Children's pavilion.

Earlier, in a session in the morning, the children learnt the processes involved while reporting for an event in a programme organized by the NBT.

SEMINAR ON E-PUBLISHING

Organized jointly by the Federation of Indian Publishers and W3C India, and managed by SPH Consultancy Services Pvt. Ltd. and S-Media Group, a two-day e-publishing seminar was held at Conference 2 of Hall No. 6. More than 100 publishers, printers, distributors and pre-media solution providers attended the discussions that focused on e-publishing, e-distribution and e-content creation of new technologies.

Inaugurated by Ms Swaran Lata, Head W3C India and TDIL, the first session had welcome address by Varsha Verma and Dolly Bhasin. Shri M.A. Sikandar, Director, NBT also spoke on the occasion.

Inauguration was followed by two sessions on 'E-publishing and E-distribution' and 'E-content creation and new technologies'. Speakers included Leonard Fernandes, Cinnamonteal; M.M. Sharma, Competition Law and Policy; Adi Jain, Digiraatis; Abhaya Agarwal, Pothi.com; Dr Brijesh Kumar, Digital Media Initiatives; Satish Jha, OLPC India Foundation; and Mayank Kool, Adobe.

The discussions will continue on the second day today at Conference 2 of Hall No. 6.



Fair News

ADAPTATIONS IN CINEMA

"Adaptations are like rewriting. And therefore, some changes are bound to take place," said Shri Santhosh Pathare, film critic and Secretary, Prabhat Film Society at a talk on Style and Techniques of Adaptations at the Theme Pavilion. Sharing some clippings from films including *Shatranj ke Khiladi*, *Charulata*, *Rashomon*, *Pinjar*, *Patheer Panchali* and *Sabeh Bibi aur Ghulam*, Pathare discussed in detail the various characteristics that mark a film when it is adapted from a literary work. "Cinema and literature are two different mediums. For literature, a writer's work is limited to the language whereas when it is adapted into a cinema different components like sound, costume, music, even editing enhances its appeal," he added.



A book on cancer was released at the Fair. A panel of distinguished guests including Dr. Samiran Nandi, Dr. Bhawna Sirohi, Dr. Deepak Sarin, Dr. Subodh Pandey and Ms. Harmala Kaur Gupta were present on the occasion. Published by Byword Books, it is a first book cancer in a question-answer format. The panelists were of the view that cancer is preventable and curable. An interactive question-answer session followed the release of the book. Some of the questions include why are young children affected by cancer, the efficacy of chemotherapy, and whether a doctor should directly inform the patient that he has cancer or not.

Just Read

2 March 2012

CULTURAL PROGRAMME



Puppet Show by Puran Bhatt and his troupe, popular Sufi songs, Krishna Dance were some of the items that enthralled the audience at Lal Chowk yesterday in the Cultural Evening.

TODAY'S EVENTS : Friday, 2 March 2012

| Date/ Time | Event | Organiser |
|--|--|--|
| Theme Pavilion Hall No. 7E | | |
| 11:30 - 12:30 hrs | Role of Literature in Indian Cinema for Social Awakening: A Panel Discussion | The Intermedia Corporation |
| 13:30 - 15:00 hrs | In Conversation: Jabbar Patel with Santhosh Pathare | National Book Trust, India |
| 15:00 - 17:00 hrs | In Memory of Sahir Ludhianvi: Playing of Old Recordings; A Documentary by Rajya Sabha TV and Recitations | The International Melody and Star Publications Pvt Ltd |
| 17:30 - 20:00 hrs | Literature that Walks, Talks and Sings: Screening of <i>Suraj ka Satvan Ghoda</i> | National Book Trust, India and NFAI |
| Children's Pavilion Hall No. 14 | | |
| 10:30 - 13:00 hrs | Mathapachchi | Eklavya, Bhopal |
| | Poster-making Workshop; Book Reviews by Children | Akshay Pratishthan School |
| | Meet the Celebrities | Navaratan Foundation |
| | A Skit based on a Book on Environment | Jaypee Public School |
| 14:30 - 15:00 hrs | Discussion by Children on 'Can E-books Replace Books' | DPS International School |
| | A Presentation on Use of Science in Everyday Life | Vigyan Prasar |
| 15:30 - 17:30 hrs | Tumble Books | Consortium Octet & DSBPA |

| Date/ Time | Event | Venue | Organiser |
|-------------------|--|--------------------------------|-----------------------------|
| 10:00 - 16:30 hrs | National Seminar on Indian Literature or Tower of Babel : Cross Translation among Indian Languages | Seminar Hall, Hall No. 8 | National Book Trust, India |
| 11:00 - 13:00 hrs | Discussion | Conference Room 1 Hall No. 6 | Unique Publishers |
| 13:00 - 15:00 hrs | Presentation | Conference Room 1 Hall No. 6 | Indian Society of Authors |
| | Conference on the Use of IT by Book Trade | Conference Room 2 Hall No. 6 | Springtime Software |
| | Seminar on Pre-media Services for Publishing Segment | Conference Room 3, Hall No. 14 | All About Book Publishing |
| 15:00 - 17:00 hrs | Book Release Function | Conference Room 1 Hall No. 6 | Publications Division |
| | Book Release Function | Conference Room 2 Hall No. 6 | Akhil Viswa Gayatri Parivar |
| | Seminar on Pre-media Services for Publishing Segment | Conference Room 3, Hall No. 14 | All About Book Publishing |
| 17:00 - 19:00 hrs | Book Release Function | Conference Room 1 Hall No. 6 | Diamond Pocket Books |
| | Conference | Conference Room 2 Hall No. 6 | Flipcart.com |

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|-------------------|---|--|--|
| 18:00 - 20:00 hrs | Cultural Programmes at Lal Chowk organised by Sahitya Kala Parishad: <i>Gazal</i> by Shri Pankaj Jaswani; <i>Sufiana Qawwali</i> by Shri Sarfaraz Chistee (U.P.) | | |
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Visit NBT Stalls at :
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Hall No. 11 Stall Nos. 256 to 271 : Language Publications
Hall No. 14 Stall Nos. 70 to 79 : Children's Publications

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