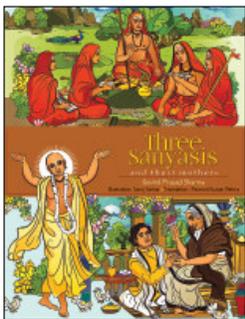


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PICK OF THE MONTH



Three Sanyasis and their Mothers

Author: Govind Prasad Sharma

ISBN:935491155-2

Pages: 50 / Price: 130.00

National Book Trust, India Celebrates its 66th Foundation Day



National Book Trust, India celebrated its 66th Foundation Day on 1st August 2022. To mark the occasion, the Annual Foundation Day lecture was organized at NBT Headquarters (in hybrid mode). **Prof. Jitendra Bajaj**, Chairman, Indian Council of Social Science Research delivered a lecture on the 'Role of Books in a Multicultural Society'.

In his address, Prof. Bajaj commended NBT on producing books that are unmatched

in quality, be it the content or the physical aspect of publishing. He said "Books are like seeds which, when the time comes, flower into an assortment of ideas and beliefs." He further added that books are instruments for social awakening, and by providing quality books at affordable prices, NBT is helping in nation-building.

Prof. Govind Prasad Sharma, Chairman NBT congratulated all the officials on the joyous occasion and praised the NBT team for their dedication to serving the organization. He said that books shape lives and NBT since 1957 has been shaping minds.

Shri Yuvraj Malik, Director, NBT congratulated the employees on completing yet another successful year of the organization and said that it's a matter of pride that NBT has established itself as a benchmark of producing quality content.

This is the tenth lecture in the series of NBT Foundation Day Lecture Series which was initiated in the year 2013.



The lecture series aims to bring about the importance of books and reading in today's context and bring in critical thinking by inviting eminent personalities from among women and men of letters, scholars, and intellectuals

who have made significant contributions to the world of publishing. The earlier lectures have been delivered by Dr. Shashi Tharoor, Prof. Andre Beteille, Ms Shashi Deshpande, Prof. Kapil Kapoor, Dr. N K Singh, Prof.

Makarand Paranjape, Dr. K Sreenivasarao, Dr. Lalit Behari Goswami and Shri B K Sharma. On this occasion, as per NBT tradition, employees who had completed 25 years at NBT were felicitated for their hard work and dedication.

NBT as Knowledge Partner at PubliCon 2022

The 5th edition of PubliCon 2022: Publisher's Awards was organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) on 5th August 2022 (in hybrid mode) with National Book Trust, India as the Knowledge Partner. The conference discussed the role of publishers in the National Education Policy 2020 and the preservation of Indian Culture and Heritage through publishing.

that it is important to ensure that Printing and Publishing work hand in hand in order to revolutionize publishing in the Indian market.

Delivering the special address, Prof. Govind Prasad Sharma, Chairman, National Book Trust, India shared his views on the advent of publishing in India and how it is a pious profession that forms the basis of education for a civilized society. He emphasized the multi-lingual dynamic of India



Inaugurating the Summit, Mr. Neeraj Jain, Chair, FICCI Publishing Committee and Managing Director, Scholastic India introduced the various issues being faced by publishers in India. In his address, he said

that provides a base for translation printing in accordance with NEP 2020.

The keynote address for the inaugural session was delivered virtually by the Hon'ble Minister of Higher Education and Tribal

Affairs, Govt. Of Nagaland, Shri Temjen Imna Along, where he stressed upon the important role played by publishers and printing in shaping up the future of the nation.

In the afternoon session on 'Role of Publishers in NEP Implementation,' Shri Yuvraj Malik, Director, National Book Trust, India presented the various potential aspects of NEP 2020 that could help in producing books in more than 22 Indian languages to enable literacy and promote reading in the country.

The conference was attended by publishing professionals, senior educationists, CEOs, directors, and promoters of government institutions and editors from across the nation. The conference enabled a healthy discussion on the changing dynamics of the publishing industry in India.

76th Independence Day Celebrations at NBT-India

National Book Trust, India celebrated India's 76th Independence Day with the hoisting of the National Flag at NBT's headquarters in Vasant Kunj, New Delhi on 15th August 2022. The flag hoisting was followed by the National Anthem.

Addressing the gathering, Shri Yuvraj Malik, Director, NBT saluted the struggles and sacrifices of our nation builders and freedom fighters. He further added, "As citizens of independent India, it is our duty to always uphold Indian knowledge, values, ethos, and culture in the highest regard.

On this auspicious occasion of the Amrit Mahotsav of freedom, I bow to the

virtuous memory of those brave martyrs and fighters whose great struggles and supreme sacrifices led us to live as free citizens in a free nation today."

In his special message to mark the joyous occasion of Azadi ka Amrit Mahotsav, Prof. Govind Prasad Sharma, Chairman, NBT congratulated all the readers, writers, and book lovers of National Book Trust, India. "Today, we are entering the "elixir of time" embracing India's pluralistic tradition and the glorious legacy of the world's largest and most vibrant democracy.

The celebrations were attended by all the officials of the Trust.



Students of DAV Public School, Vasant Kunj Visit NBT-India

NBT, India welcomed students of third and fourth standards from D.A.V Public School, Vasant Kunj to its headquarters in Delhi on 6 August 2022. In the spirit of Azadi Ka

Amrit Mahotsav, NBT organised a range of activities for the students visiting the campus.

The students were guided through two fun sessions that ran simultaneously in the NBT Bookshop and the Conference Hall.

A tour of the NBT Book shop and the NCCL(National Centre for Children's Literature) Library was also organised,



where students browsed through a wide range of books like board books, activity books, picture books, and so on to pique their interest in reading from an early age.

A fun activity for the students was organised in the book shop where they were encouraged to pick different elements representing India and create a picture with

them. This interesting activity let their creativity run loose and produce beautiful drawings of the Delhi metro, different Indian monuments, Indian festivals, the Indian flag, etc.

An interactive story-telling session was also organised for the students further build the story through their imagination.



A screening of Mottainai Grandma was organised following this activity to teach the kids about avoiding unnecessary wastage and promoting good habits. The school visit ended with the students singing the National Anthem along with the distribution of Readers' Club Bulletins and flags.

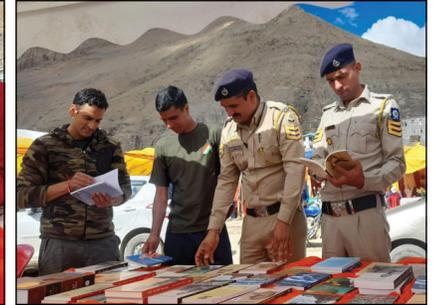
NBT's Border District Exhibitions in Himachal Pradesh to Celebrate Azadi Ka Amrit Mahotsav

National Book Trust, India publishes quality literature on affordable prices and regularly organizes book fairs, book exhibitions, mobile exhibitions, etc., across the country to make literature accessible to the readers. In furtherance of this, to promote a book reading culture in far-flung areas, NBT is organizing book exhibitions and mobile exhibitions in international land border districts of the country. In the first phase, book exhibitions were organised in Pithoragarh, Chamoli and Uttarkashi regions of Uttarakhand. Under Azadi ka Amrit Mahotsav, the second phase of these exhibitions was organized in Kaza and Kinnaur regions of Himachal Pradesh.

Book Exhibition in Kaza

The Kaza book exhibition was organised in the international land border districts of Kaza to bring NBT's affordable and quality literature to readers. NBT, India set up a stall at the La Darcha fest which was inaugurated by Dr. Ram Lal Markanda, Tech. Education Minister, in the presence of Shri Abhishek Verma, ADC and Shri Gunjeet Singh, SDM.

The students of Kaza Public School and Kee Gompa Ostel School visited the stall and browsed through the wide variety of books available in Hindi, English Himachali and Urdu among other languages. The students also showed special interest in NBT's bestselling Veergatha Series. Apart from books available in various Indian languages, titles from NBT's new publication series, India@75 were also displayed.



Book Exhibition in Kinnaur

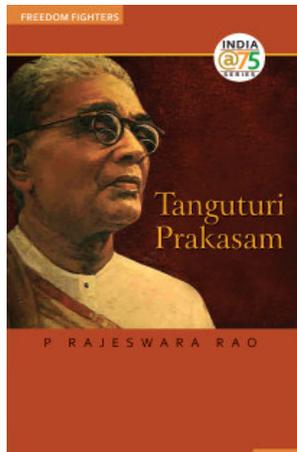
The four-day international land border districts book exhibition in Kinnaur was set up in the Deputy Commissioner's Office, Reckong Peo on 26 August 2022. The exhibition was inaugurated by Shri Abid Hussain Sadiq in the presence of Distt. Public Relationship Officer. Students and teachers of Kinnaur Kendriya Vidyalaya and Jawahar Navodaya Vidyalaya visited the exhibition and took a special interest in children's titles published by NBT.

Apart from books in Hindi, English, Himachali, and Urdu, books in other Indian languages were also available in the book exhibitions. The exhibitions also had on display a special collection of books on Param Vir Chakra awardees as well as NBT's new series India@75 which acquaints readers with the lives and struggles of our freedom fighters, apart from providing a platform for readers of all age groups.



Having seen Mahatma Gandhi dressed in Western style at the Westminster Palace Hotel, Prakasam was surprised to see him in typical Gujarati dress at the Calcutta session of the Congress in 1917. He attended the Bombay session in 1918 and joined hands with Tilak and C. R. Das on important issues. At the Amritsar session in 1919, he supported the resolution on self-government moved by C. R. Das. He became a member of the Committee presided over by Tilak to carry on propaganda for the Congress in foreign countries. The passing away of Tilak in 1920 created a void in national leadership, Gandhi as the disciple of Gokhale should have succeeded him as President of the Servants of India Society. But he made a willing surrender in favour of V. S. Srinivasa Shastry whom he regarded as his elder brother in many respects. With the acceptance of Gandhi's programme of non-violent non-cooperation in the light of his success in South Africa, a favourable situation was created at the Nagpur session of the Congress in 1920 for the emergence of Gandhi as the sole national leader. The way was cleared and the vacuum was filled, Gandhi having fascinated one and all by his precept and his example.

Prakasam signed the Satyagraha Pledge and suspended his lucrative practice and an assured place on the Bench in October 1921 with no thought for the morrow. He was elected the General Secretary of the Congress in 1921 at the Ahmedabad session of the Congress. He took kindly to the crowd and the crowd took kindly to him, was always in it, and never liked to be separated from it. In 1922, he organised a mammoth demonstration with thirty thousand Congress volunteers at Guntur when the Civil Disobedience Enquiry Committee visited that place. The powers-that-be hesitated to arrest him for fear of further trouble. He addressed a number of public meetings at different places in defiance of the official ban. He also visited Punjab in connection with the Akali Satyagraha and the Hindu-Muslim riots in Multan. Whenever and wherever there was any popular movement or trouble, he was invariably present in the thick of it to stand by the people. It can be truly said of him that he stepped out of Plutarch's gallery of indomitable men. At that time, the Congress trio in Andhra comprised of Venkatappayya, Pattabhi Sitaramayya, and Prakasam representing the soul, the brain and the driving force. Nageswara Rao supplied the necessary grease for its smooth working. Unfortunately, there was neither cooperation nor collaboration between them. The greatest misfortune to themselves as well as to the province was that each ploughed his lonely furrow.



Tanguturi Prakasam

Author: P. Rajeswara Rao
ISBN: 935491205-2
Pages: 84 / Rs. 115.00

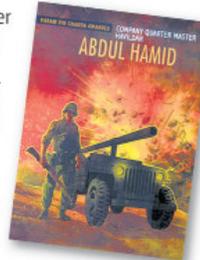
NATIONAL BOOK TRUST INDIA BOOKLIST

GLOWING TRIBUTE TO GALLANT BRAVEHEARTS

With Independence Day just around the corner, the National Book Trust India has published the Veergatha Series which honours five brave men whose heroic deeds in diverse battlefields such as the Pakistani invasion of Kashmir in 1947, the 1962 India-China war, the 1965 and 1971 Indo-Pakistan wars as well as the Kargil conflict of 1999 and were posthumously awarded the Param Vir Chakra. Written by Gaurav C Sawant, these graphical representations bring alive their bravery, patriotic spirit, leadership as well as supreme sacrifice.

COMPANY QUARTER MASTER HAVILDAR ABDUL HAMID

Company Quarter Master Havildar Abdul Hamid exhibited exemplary courage as the commander of an RCL gun detachment during the Indo-Pak war of 1965. This book unfolds the exemplary tale of how Hamid never let go of his dream of serving the nation and went on to become this passionate soldier who excelled in all military exercises and games. He was awarded the Param Vir Chakra for his acts of immense bravery and disregard for personal safety while performing his duty towards the motherland.



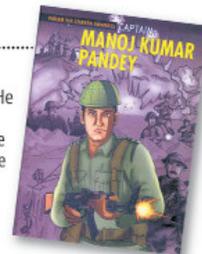
MAJOR SHAITAN SINGH

Major Shaitan Singh grew up watching his father's gallant acts as a Lieutenant Colonel which earned him a British military honour for his efforts in World War 1. Maj. Shaitan Singh served in the 13th Battalion of the Indian Army's Kumaon Regiment. The book narrates how he commanded his company at the Ridgeline overlooking the Chushul air field near the Rezang La Mountain, Leh during the 1962 India-China war. On November 18, 1962, the Chinese attacked. After many attempts from the front, the Chinese attacked from the rear. The Indians fought until their last rounds before being overpowered by the Chinese.



CAPTAIN MANOJ KUMAR PANDEY

The book takes us back to the moment of decision that led Captain Manoj Kumar Pandey's life to opt for life in the Army. He was selected to join the NDA (National Defence Academy) as well as the Roorkee Engineering College, yet chose to serve the country. Even his answer to the interviewer at NDA was that he had joined the Army to win the Param Vir Chakra, the highest Gallantry award. He never backed down from his goal and proved that he was indeed a hero of the Indian Army. He was posthumously awarded the honour for his audacious courage and leadership during the Kargil War in 1999.



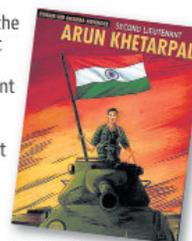
MAJOR SOMNATH SHARMA

The book gives the readers a glimpse into the unforgettable life of Major Somnath Sharma. His bravery and selflessness during the Pakistani invasion of Kashmir in 1947 has become the lore of Deshbhakti (patriotism) in the Indian military. Entrusted with the task of checking the infiltrators moving toward Srinagar city, Sharma and his company fought bravely despite being heavily outnumbered by the enemy. Sharma's heroic and fearless leadership delayed the infiltrators' progress towards Srinagar and posthumously became the first recipient of India's highest medal for gallantry, the Param Vir Chakra.



SECOND LIEUTENANT ARUN KHETARPAL

This book gives the reader an insight into the life of Second Lieutenant Arun Khetarpal, who fought fearlessly against the enemies during the Indo-Pak war of 1971. It was his determination and leadership skills that earned him the respect of his juniors and seniors alike. He was a dedicated young soldier who was asked to command his troops at the young age of 21 and did not back off against the enemy until he breathed his last. During the Battle of Basantar, Khetarpal and his squadron of tanks, reduced to just two, destroyed 10 enemy tanks before he was killed in action.



Interesting NBT Titles on Environment For Children

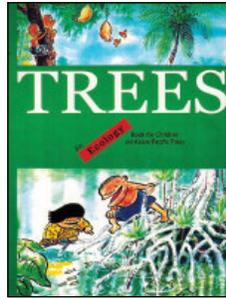
TREES

NBT Compilation

ISBN 978-81-237-1832-2

Rs. 95.00

First in the series of ecology books for the young-adult, this book is an excellent introduction to the wonderful world of trees in the Asian/Pacific region. In an informal style full of illustrations and photographs, the book serves to nurture a child's love and care for the environment around them.



you will find out the role of vultures in our ecosystem and how they contribute in keeping our environment clean.

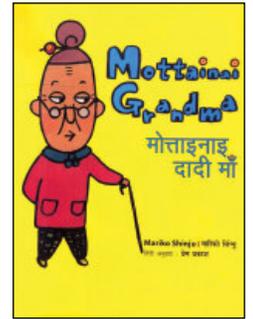
MOTTAINAI GRANDMA

Mariko Shinju

ISBN 978-81-237-8151-2

Rs. 100.00

A Japanese picture book with the objective of creating environmental awareness among young kids and learning the principles of Reduce, Reuse, Recycle and Respect.



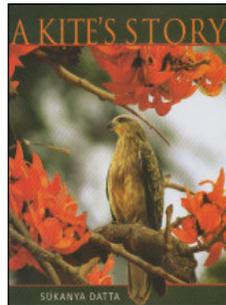
A KITE'S STORY

Sukanya Datta

ISBN 978-81-237-8710-7

Rs. 155.00

This book introduces children to the many species of birds and trees in and around our neighbourhood. Told by a pair of Kites, Mr and Mrs Cheel, the book takes us through their life, their features, their habits and habitats as well as the joys and travails of raising their chick in a world where their habitats are dwindling and human hostility is on the rise. Enriched by photographs, the book also encourages children to explore the boundaries of their local environment, the parks, and playgrounds.



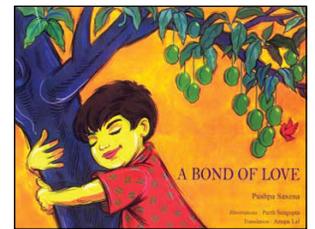
MUSIC OF THE HILLS

Ranjita Biswas

ISBN 978-81-237-8029-0

Rs. 60.00

Mysterious circumstances happening in an abandoned house in Shillong makes Jocelyn and June, the two sisters, fearful but curious too. And soon they stumble upon a dark secret lurking behind the beautiful hills of Meghalaya. A thrilling story that introduces young readers to the concept of bio-piracy and how it affects the environment.



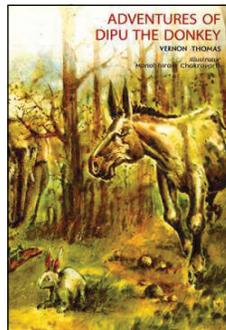
ADVENTURES OF DIPU THE DONKEY

Vernon Thomas

ISBN 978-81-237-0811-9

Rs. 35.00

This enchanting story is about Dipu and his friends which include a parrot, monkey, elephant, grasshopper, and frog. Subtly interwoven into the story is a concern and love for the environment and animals.



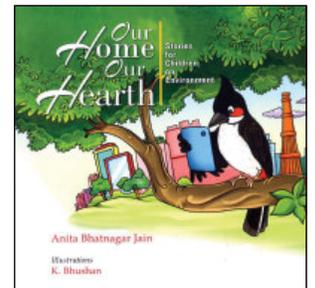
OUR HOME OUR HEARTH

Anita Bhatnagar Jain

ISBN 978-81-237-9245-3

Rs. 85.00

A collection of short stories based on environment. It is written in a very simple and lucid language with colourful illustrations. This book is very informative for children and will inculcate pro-environmental attitudes and habits in the future generation.



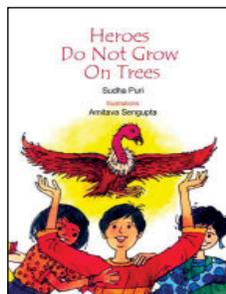
HEROES DO NOT GROW ON TREES

Sudha Puri

ISBN 978-81-237-7839-6

Rs. 50.00

An adventure story of a group of children who went out to play in a park and saved a baby vulture from drowning. As you read,



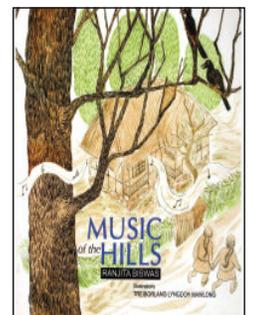
A BOND OF LOVE

Pushpa Saxena

ISBN 978-81-237-4623-4

Rs. 35.00

A touching story about a young boy who creates a bond of love with trees and makes everyone realise the same.



NBT Titles on Environment For General Readers

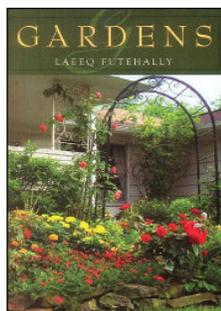
GARDENS

Laeq Futehally

ISBN 978-81-237-2059-3

Rs. 125.00

The book discusses the social, aesthetic, horticultural and environmental considerations in order to create a satisfactory environment. It contains some useful insights to help you care for your domestic gardens.



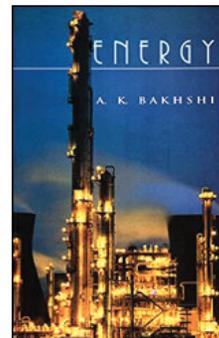
ENERGY

A K Bakhshi

ISBN 978-81-237-1458-5

Rs. 80.00

The importance of energy in our daily life can never be over emphasised particularly in today's world when fossil fuels are in danger of being depleted. There is practically no activity that does not involve the transfer or transformation of energy. This book discusses its various aspects including the consequences of production and utilisation of energy on our environment.



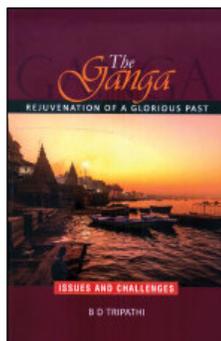
THE GANGA: REJUVENATION OF A GLORIOUS PAST

B D Tripathi

ISBN 978-81-237-9138-8

Rs. 195.00

The Ganga is not only a river but an integral part of India's civilizational and cultural ethos. Naturally, the environmental pollution and erosion of the river have caught the attention and concerns of not only the government but the society at large. The present book presents a historical context of various schemes and action plans launched to clean the Ganga while emphasizing on the various geological, scientific, and environmental dimensions of this important discourse.



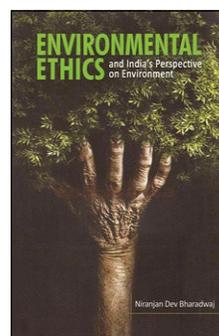
ENVIRONMENTAL ETHICS AND INDIA'S PERSPECTIVE ON ENVIRONMENT

Niranjan Dev Bharadwaj

ISBN 978-81-237-8048-1

Rs. 160.00

In discussing the importance of environmental ethics in our life, the book reflects on how traditional Indian thought and wisdom understood the importance of this relationship and essentiality of the sense of universal responsibility towards the environment. It also looks at the many ways in which each one of us can contribute to the well being of the nature.



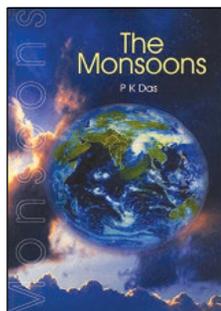
THE MONSOONS

P K Das

ISBN 978-81-237-1123-2

Rs. 100.00

The book is of interest to all those who would like to know more about the monsoon, which is so much a part of our national life and heritage.



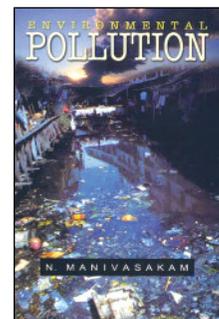
ENVIRONMENTAL POLLUTION

N Manivasakam

ISBN 978-81-237-1034-1

Rs. 100.00

At a time when environmental pollution is increasing day by day, this book, while discussing the general nature of pollution, also examines in detail some of the major areas of pollution like air, water, and soil, including thermal radiation and noise pollution and their deleterious impact on man and environment alike.



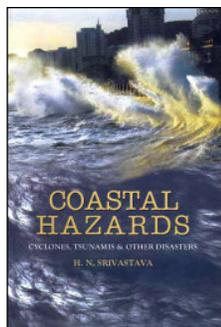
COASTAL HAZARDS: Cyclones, Tsunamis & Other Disasters (Revised)

H N Srivastava

ISBN 978-81-237-8705-3

Rs. 205.00

Written in a simple language, the book not only describes the coastal environment but also the many hazards, as well as the technological advances in forecasting and the early warning systems being used. To make people aware, the book also has a brief chapter on disaster management and tips on personal safety from such threats.



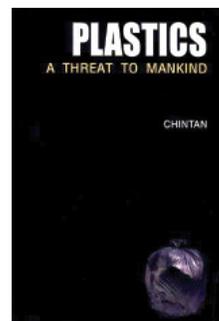
PLASTICS: A Threat to Mankind

Chintan

ISBN 978-81-237-4629-6

Rs. 70.00

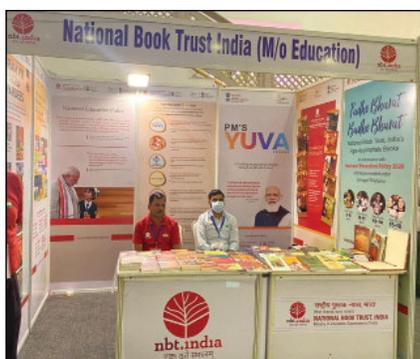
This book explains the impact of plastics on the environment, human health, and economy, and describes what is being done to reduce our dependence on plastics, which will eventually be beneficial to mankind in the long run.



NBT-India as Knowledge Partner at Swadesh Conclave

National Book Trust, India participated in the 'Swadesh Conclave and Awards 2022: Vision of New India' as the Knowledge Partner for the event. The event was organised by APN News on 08 August 2022 at Vigyan Bhawan, New Delhi

The Conclave aimed at recognising various stakeholders whose immense efforts have contributed to nation-building by awarding



them with the Swadesh Sammaan - Makers of New India and a set of NBT books. Dr. Sanjeev Kumar Joshi, Dy. CEO BrahMos Aerospace, Prof. Yogesh Singh, Vice Chancellor, University of Delhi, Lord Ram Rangan, Member House of Lords, UK and ShriYuvraj Malik, Director NBT, were among the 30 awardees recognised for their motivational leadership and contributions to society during the event.

NBT had also put up an exhibit of its recently published titles in various Indian languages during the event along with the new India@75 publishing series.

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NBT-India Organises Workshop with SARD

National Book Trust, India in collaboration with Society for All Round Development (SARD) organized a one-day workshop at the Directorate of Health Services, Govt. of Punjab in Chandigarh on 10 August 2022. The workshop was organized to analyze the psycho-social impact of Covid-19 on different sections of the community and to develop a series of books to promote immunization against the disease.

The seminar also encouraged people to share their own experiences of dealing with the pandemic and its various effects.



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

Editor: Binny Kurian

Editorial Associates: Swati Malik & Hitakshee Malik

Production Officer: Narender Kumar



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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.

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Typeset and designed by Vijay Kumar

Representatives of Worldreader Visit NBT-India

On 09 August 2022, Ms Kate James, Board Member, Worldreader US visited the headquarters of National Book Trust, India along with Shri Pradeep Kumar, Director Programs & Partnerships, Worldreader India. Worldreader is a global non-profit organisation that aims at providing free access to a digital library via e-readers and mobile phones.

Ms James and Shri Kumar met with ShriYuvraj Malik, Director, NBT to hold discussions on various areas of collaborations between the organisations.



You can also find the e-Newsletter on our website www.nbtindia.gov.in

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