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FORTHCOMING TITLES

Aiwan-e-Ghazal by Jeelani Bano
Mercury in Medicine by Abhijeet Kulkarni
Z.A. Ahmad by D.R. Goyal
Select Stories of Amrita Pritam
Strange World of Animals by Sukanya Dutta
How do they Evolve by Karen Haydock
Lallubhai Samaldas by Aparna Basu

Havana International Book Fair



The 24th Havana International Book Fair was held from 12 to 22 February 2015 at Fortress of San Carlos de la Cabaña, Havana, Cuba. The theme of the Fair was 'To Read is To Grow'.

India was the Guest of Honour Country at the Fair. National Book Trust, India participated in the Fair and was also a nodal agency for the guest of honour country presentation. At the India Pavilion of the Fair, recently published books of 14 Indian publishers including NBT were displayed. A large number of book lovers visited the Pavilion and showed keen interest in Indian books.

The dignitaries who visited the India Pavilion included Shri C. Rajasekhar, Ambassador of India to Cuba, Shri Surendra Singh, Secretary, Ministry of

Culture, Shri Ravinder Narang, Second Secretary of the Embassy of India in Cuba among others.

At the India Pavilion several programmes were organized which include panel discussions on the Classical India: Literature and Religion, Women in Indian Literature, The Story in Modern Indian Literature, Indian Literature towards 21st Century, Meditation and Confluence of



Knowledge; presentations on yoga, Indian music, folkdance, culture etc, and book launches. The Film Festival, Handicrafts and Yoga Festival at the Pavilion also attracted a large number of visitors.

The Fair paid tribute to Prof. Olga Portuondo, historian and Leonardo Acosta, writer and researcher. The Fair also celebrated the birth and death anniversaries of the Carlos J Finlay, scientist, Raul Ferrer, poet and Cervantes, writer.



Over 199 exhibitors from 31 countries participated in the Fair. Several professional, academic and literary

programmes including symposiums, tributes, panel discussions, lectures, readings, book launch, awards etc aimed at fostering fruitful exchanges between writers, thinkers, cultural promoters, artists and the audience were organised. Besides, musical performances, art exhibitions and theatrical performances were also held.

Shri Tarun Davey, Asstt. Director, (Prod.), coordinated the Guest of Honour programme at the Fair.

Bologna Children's Book Fair

One of the most prominent events for the promotion of children's content, Bologna Children's Book Fair was held at Bologna, Italy from 30 March to 2 April 2015. Over the last five decades, the Fair has become a vibrant forum for meaningful dialogue in the field of children's literature. In this edition, about 1200 exhibitors participated from 75 countries across the world.

Twenty publishers from India including National Book Trust, India, Karadi Tales, Duckbill Books, Tulika Books, Pickle Yolk Books, BAP Educare participated in the Fair. National Book Trust, India stall exhibited about 130 select children's books brought out by 25 publishers from India including NBT.

The exhibit was complimented by an annotated catalogue of the books displayed, and the *Kathasagara* Catalogue brought out during the 2014 World Book Fair which focussed on children's literature. Besides, information material about the New Delhi World Book Fair and Financial Assistance Programme for translation were also distributed. These promotional materials generated interest



among the visitors and participants about the Indian publishing industry, the New Delhi World Book Fair, NBT and its



various activities and book-related events in India.

Croatia was the Guest of Honour Country at the Fair. Several book related activities were organized during the Fair including Astrid Lindgren Memorial Award and Lecture, BOP Bologna Prize, Illustrator's Exhibition, Bologna Ragazzi Awards, the Literary Agents

Centre, Children's Museum Award, Weekend Deigiovani Lettori, Media All Rights, Exhibition on Books & Seeds, Bologna Licensing Trade Fair, special exhibition on *Alice in Wonderland*, the Children's Laureates Summit, Translators' Café, New Opera Prima and focus on Guest of Honour Country.

Out of these activities, the predominant and traditional feature of the Book Fair which makes it stand apart from others was Illustrators' Exhibition. The illustrators from across the world presented their works to the Book Fair Authority and were critically assessed by a jury. This year, about 130 illustrations were on display.

Shri Manas Ranjan Mahapatra, Editor, NCCL represented NBT at the Bologna Children's Book Fair where he had meeting with participants of other countries including Mr Minn Woong Kih, Chairman, Nami Concour Award, Nami Island, Ms Hind Abdullah Lenaïd, General Coordinator, Sharjah Children's Reading Festival and Dr Christina Raabe, Director, International Youth Library, Munich.



India Public Libraries Conference

A major initiative to revive and strengthen a system for ensuring a reading space for common Indians, India Public Libraries Conference 2015 (IPLC) was held at India International Centre, New Delhi from 17 to 19 March 2015. The theme of the conference was 'Transforming Public Libraries in India: Envisioning the Future'. National Book Trust, India was a thematic partner with Digital Empowerment Foundation (DEF) and Developing Library Network (DELNET) in organizing the conference.

Dr. Jitendra Singh, Hon'ble Minister of State, Prime Minister's Office inaugurated the conference. He talked about the importance of books and said, "Books are treasure forever."

Speaking on the occasion, Shri Baldeo Bhai Sharma, Chairman, NBT India appreciated the effort and gave an insight into the various activities undertaken by



NBT India. He informed the audience about NBT's efforts in publishing and promoting books in Indian languages for all segments of the society, various book fairs and mobile exhibitions organised by the Trust, and assured NBT's continued support to the initiatives for promotion of reading.

Shri Baldeo Bhai Sharma also chaired the session on the 'India Status Paper on Public Libraries' where he finalized and declared recommendations for the public libraries.

More than 400 participants from various parts of India and abroad including Australia, Denmark, Germany, Nepal, New Zealand, Thailand, United Kingdom and USA attended the conference. As a part of the conference, a few workshops for library professionals were also organized.

One of these workshops was held in the NCCL Library at the NBT headquarters.

Shri Manas Ranjan Mahapatra, Smt Mithlesh Anant and Mr. Aamir Jilani attended the Conference on behalf of the Trust. An exhibition-cum-sale of NBT publications was also organized on the occasion. The efforts of NCCL Library for promoting Children's Literature was appreciated in various presentations in this Conference.



NBT Chairman Awarded

Shri Baldeo Bhai Sharma, Chairman, National Book Trust, India, was awarded the Manikchandra Bajpai National Award for Journalism for the year 2014. The award was presented by Shri Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh in a glittering ceremony on 19th April 2015 at the Chief Minister's residence, Bhopal.

Conferring the awards, Shri Chouhan said that journalism has given direction to history and peoples movements. Writings are the basic elements of revolution and over the years they have not only worked for the rebuilding of the country but also awakening the people about their rights. He was speaking in the Indian context when journalism played a major role

following independence and in particular during emergency.

Further, healthy journalism is an important tool to reveal truth. Professionalism should not harm the mission of journalism. All positive things that happen in the society should also be given equal coverage, he added.

Shri Rajendra Shukla, Minister for Public Relations presided over the function.

Others who have won the award include Shri Shyam Khosla (2011), Shri Baban Prasad Mishra (2012) and Shri Rajendra Sharma (2013).

Senior media personality and thinker, Shri Baldeo Bhai Sharma, was the former Editor of the *National Duniya* and the

national weekly *Panchjanya*.

Besides he has served in various editorial capacities at *Dainik Swadesh*, *Dainik Bhaskar*, *Amar Ujala* etc. He has

contributed numerous articles on issues of national and social importance to major magazines and newspapers. A noted figure on various Hindi news channels for his participation in socio-political discourse, Shri Sharma has also been associated with Akashwani through its numerous programmes for a long time.



Training Course in Book Publishing



National Book Trust, India organized a Certificate Course in Book Publishing at the Printing and Stationary Department, Government of Sikkim, Tadong, Gangtok from 23 to 31 March 2015.

While inaugurating the week-long programme, Shri P.W. Rinzing, Secretary, Printing and Stationary Department

urged the participants to take advantage of the training programme to develop skills and become self reliant. Shri G.S. Lepcha, Director, Printing and Stationary Department was the Chief Guest on the occasion.

Over 30 participants from different parts of Sikkim attended the programme. During the programme, the experts gave insight into the various aspects of book publishing like editing, copyright, designing, production, sales and marketing. Besides strengthening the knowledge in different aspects of publishing, the course also helps the participants to take up publishing as a career.

The faculty included G.P. Lepcha, A.K. Sinha, Kalyan Bannerji, Sridhar Balan, Suresh Chand, Sharmila Abraham,

Lipika Bhushan among others.

Shri C.B. Karki, former minister was the Chief Guest at the valedictory function. He spoke on the evolution of printing in Sikkim and how the state currently boasts a number of newspapers. On this occasion, he also distributed certificates to the participants.

Shri Narender Kumar, Production Officer coordinated the event.



Contemporary Fiction from Northeast India

Northeast is always in focus for all the wrong reasons. Unsavory news about state excesses, cessionist tendencies, ethnic clashes, questions of exile and identity. Even though these topics are unavoidable, stereotyping the region only on these issues is like missing the wood for the trees. A panel discussion on 'Beyond Conflict: Contemporary Fiction from Northeast India' was organised at the Theme Pavilion during the New Delhi World Book Fair. This panel focussed on the abiding values of mankind apart from the conflict. There are things beyond conflict.

Janice Pariat argued that it is quite impossible to separate literature from conflict. Literature itself is conflict. Looking back to older literature before 'the conflict' reveals that all stories may have conflict, stories of heroes braving dangers on the path to victory is also about overcoming conflict. There is a great danger she says, in a single story coming out of anywhere. It is a pity that only the story of conflict is coming out of the region.

Mitra Phukan brought to focus to the situation how conflict suddenly engulfed everybody in the region. Literature is a reflection of the society and therefore

the writers of the generation who witnessed the events cannot help but reflect it in their writings. Even though each writer brings to his narrative his or her own unique perspective, but they are all united by the theme of conflict. The Naga insurgency, the Assam political situation and Manipur in the midst of AFSPA are all different stories of conflict. But the writings are not always about the conflict. The themes also look at other issues like crisis of values etc.

Amrit Jyoti Mahanta disagreed with the very notion of the misnomer 'Northeast'. In India, no two parts are similar so the clubbing together of these terms is 'conflict' in itself. The notion of Northeast is imposed from the outside of the region and hence it's a discomfoting identity. He cited the example of the book *Love in the Time of Insurgency*, a very stereotypical notion of the Northeast, which is suggestive of violence, terror, blood, gore, suffering, sacrifice, bombs, bereavement. These keywords have to be included in any story or title about the



region for it to sell. It is necessary to go beyond stereotypes and explore various facets of life and move beyond it. For the Northeast to come out of its cocoon, it has to liberalize its mind. The immediate need is economic reforms, not political.

Nirmal Kanti Bhattacharjee, who moderated the discussion, drew attention to the fact that the conflict of India's partition of Pakistan and Bangladesh has overwhelmed all other kinds of conflict in Indian literature. Questioning freedom and nationhood, the writers had to come out of the conflict hangover and write about the things that come about after that. It is time to put the conflict behind and write about other things too. However, it is undeniable that the most beautiful writing comes out in times of conflict because 'our sweetest songs are those that tell of saddest thoughts.' The role of writer is to build the society after conflict.

E-publishing: Complementing the Printed Word

E-publishing today is a fast growing segment of Indian publishing. The New Delhi World Book Fair showcased a large number of e-publishers. Talking to them, *Show Daily* (brought out during the World Book Fair) discovered that e-publishing will effectively complement the printed word. Here are some views from the industry.

In 2015, Asia will account for the second highest e-learning expenditures after North America which has till now shown a growth rate of around 10 per cent in this segment. In India, the e-learning market is growing at a rate of almost 20 per cent. Higher education e-learning is major market revenue generator in e-learning industry today. Right from playschools to universities, everybody is trying to compliment their traditional classroom training with some sort of e-learning courses as well. However, not all schools and colleges are open to this technology yet. Some have opted for hybrid learning which includes use of AV and laptops in classrooms with some online learning.

This has opened up new avenues for publishers who, in turn, are utilising the services of such pre-media service providers, instead of investing on their own in this field. "In fact, India has 80 percent of the global pre-media business as a country, which may amount to \$4 billion worth of business," said Vinay K Singh, Thomson Digital.

What makes India a preferred destination? What is the total expanse of this business and what are the opportunities and challenges in this segment?

"Growth in digital media has revolutionised the world and of course the publishing industry. Authors looking for publishers now have the option of self publishing. The publishing industry is experiencing a paradigm shift. The recent statistics related to digital books sale and purchase, e-readers, tablets and e-book lending, etc. reveal that there is a boom in the e-books domain. The rise in the sale of e-books is having a dramatic effect on the sale of print books," opined Nitasha Malhotra, Realty Pre-Media Service Pvt Ltd, Pune.



"E-book sales do not involve any overhead cost to the publishers/authors as compared to the print books which involve cost of printing, binding, storing and distribution. Another added advantage is the possibility to add interactivity in the digital version of the books and make reading more engaging for the readers. E-books run over variety of devices – tablets, mobiles, e-readers, etc. Tablet devices have played a vital role in interactive children e-books," shared Nitasha.

Many publishers are struggling with adopting new processes that fit with their existing processes and deliverables. "Content is now available in many different formats, depending on publisher uptake of new technologies. Customers are confused about why they can't get the content they want in all the ways they want it. The publishing industry is at an inflection point and most publishers seem to be looking to the market to make a strong direct statement about the direction they should take with their products and processes instead of taking the lead," told Ameet Chauhaan, vPrompt eServices.

The publishers were initially reluctant as they were not sure of two things: Whether e-books will sell? And whether the e-books will be secure and free from piracy? But now the situation has changed. "Publishers do not want to stay away from this revolution and reap the benefits of earning more revenue at low added cost. Also readers now are more interested in digital formats as the penetration of devices has increased considerably," added Nitasha.

"There are major disparities in how publishers are dealing with recent technology changes. Many are experimenting with new models and

deliverables on a limited basis, while others are adopting a 'wait and see' approach and not changing much at all. In the meantime, new companies are stepping in to fill the gap between existing publishing processes and outputs with products that are born-digital," shared Ajay Srivastava, managing director, vPrompt eServices.

E-learning as an industry is in the midst of massive growth. With the cost of implementing e-learning tools falling and increase in demand for such courses, more and more schools, colleges, universities have added online courses and distance learning to their programmes. e-learning has led to development of classes without boundaries and walls. The students are benefited as the cost of such programmes is considerably low. Publishers have also taken advantage of this new trend and are getting their education content adapted/developed to suit this trend.

Just converting to e-book and uploading it to stores online may not lead to its sales and popularity. Social media is an effective tool for marketing and to reach out the masses.

The content services industry is very competitive, with numerous new companies coming into the space. "Availability of free conversion tool and lack of awareness are the two key challenges. Many publishers believe that the freely available tools should work equally for them in converting their books to e-book formats without any error. We have to educate the publishers about the shortcoming of such tools as they do not produce professional e-book formats and the styling of the book is often messed up. The e-books so produced are rejected by Apple and other platforms due to invalid characters," told Nitasha.

The e-book market is still in its infancy stage in India and may have some teething problems like low e-reader adoption. low internet penetration rate and e-commerce transactions, etc. Yet, with a huge population, a literacy rate of 75 per cent and growing and a steady growth of infrastructure, domestic market of India is definitely going to be a huge digital publishing market.

Fiction, Non-fiction, Flash Fiction

A session on 'Non-Fiction Writing: Outlooks in Asia' with Isa Kamari and Josephine Chia was held at the Singapore Pavilion during the New Delhi World Book Fair. The session deliberated on the memoirs to historical productions and cultural essays and delved into the outlook for non-fiction writing in the coming years, both for readers and writers.

Josephine Chia's National Literature Prize winner book is based on her life in the village Kampong Spirit, but is a creative non-fiction book. Her other recent book *The Frog Under the Coconut Shell* features her passage from the young age of 4 till the age of 14. The book is a devotion to her mother who she cherished very dearly, as it was fairly impossible for girls to study during the 1950s mainly because of poverty. Besides, Chia's mother had Alzheimer's and the book traces her life before and after the disease struck her.

Isa Kamari's *One Earth*, displayed at the Fair, is based on the separation of Singapore from Malaysia. Both authors exchanged ideas about how to maintain a balance between historical facts and the unofficial version which coincidentally is in one's memory and strike the right chord while writing a creative non-fiction.

A captivating session on 'Flash Fiction & Short Stories: The Singapore



Experience' with Chow Teck Seng and Rama Kinnabaran was organised at the Events Corner of the Foreign Pavilion.

Chow Teck Seng talked about Flash Fiction which is an emerging genre, and how the writer has to take care of various aspects like how to encompass everything in a short paragraph. The short story is not the summary of a story but it's a story in itself. He gave examples of several Flash Fiction stories. One of the stories was a one line story about a queen bee and worker bees. The queen bee in the story becomes an allegory for feminism. Chow Teck Seng also spoke about his own poem named *How are you?* This poem depicts love, the complexity of relationships and psychology of the human mind. He expressed dissatisfaction with the fact that fiction nowadays has become more entertaining rather than being insightful.

While, Rama Kannabiran spoke about the inception of Tamil Writer's Association in mid 70s. It had, at that time, 110 Singapore writers. The Tamil Flash Fiction is also known as Dwarf Stories and their trademark is that the stories are humorous and have unexpected endings. He highlighted that the Singapore Tamil Writer's Association selects best three stories each month and the winners get cash prizes. The National Art Council of Singapore also

supports in conducting annual short story competitions for adults, school children and university students, and the winner. Rama Kannabiran said that Singapore Literature is composed of four languages-Chinese, Malay, Indian Tamilian and English. Singapore is a multi-lingual country with diverse culture which produces distinct literature. He concluded on a note that the characters in his stories are Malay and Chinese who interact with Indian characters and use ethnic words.

When asked about the importance of Short Stories and Flash Fiction as techniques in developing Singapore literature, the authors responded that earlier writers were concerned on passing the message through their writings and not concerned about techniques. However, this scenario has changed and more writers are experimenting with new techniques.

The Hush Hush World of Wordless Text

Life in Five Seconds : Over 200 stories For Those With No Time To Waste is an innovative idea of a book conceived by Matteo Civaschi and Gimmarco Milesi. This book narrates the 20 century history in an ingenious style that uses pictograms. The picto-narrative includes major events like world wars, holocaust, major inventions and cultural icons. There are sections on Adolf Hitler, Cuban Missile Crisis, Pulp Fiction, Harry Potter, Buddha, Mahatma Gandhi, Mother Teresa and even global warming. Winner of the Cannes Lions Bronze Award for design in



2013, 'Life in Five Seconds' is a witty and provocative book that sheds excessive and useful details for those whose attention span is short and are jet fuelled by five second celebrity status.

At Taschen stall housed at the Foreign

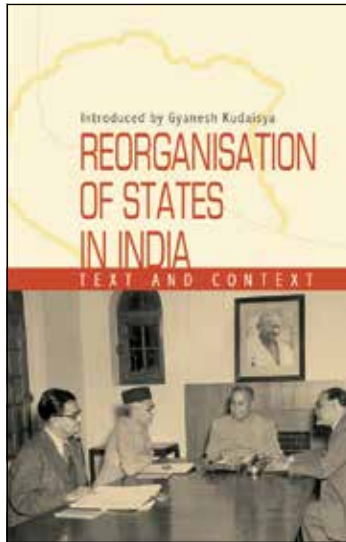
Pavilion at the New Delhi World Book Fair, one could see a small red book written by Yang Lui, through pictograms and titled Man Meets Woman. The book presents a visual documentary on the subject of communication between men and women. Beautifully produced the book wordlessly tells you this story.

For a generation that increasingly uses emoticons, that come in all possible nuances of expression, and says much more than words, these books could be the future. But at book launches, readings could become more dramatic!

Reorganisation of States in India

Over sixty years ago, following the formation of Andhra Pradesh in 1953, demands for the creation of new states soon came up. Powerful regional sentiments unleashed such political fury that they forced Jawaharlal Nehru's government to set up the States Reorganisation Commission (SRC) to investigate these demands and to formulate principles upon which new states could be created. Saiyid Fazl Ali, Hriday Nath Kunzru and K.M. Panikkar, three eminent public figures much respected for their integrity, experience and impartiality, made up this high-powered Commission, whose recommendations reconfigured India's political boundaries and launched India on its momentous journey as a vernacular democracy.

Sixty years on, the principles which provided the building-blocks for India's federalism, seem to have become unstable. The search for newer principles has become pressing, with campaigns underway throughout India for almost a dozen new states. It is in this context that the



Reorganisation of States in India: Text and Context

Report of the States Reorganisation Commission (1955)

Introduced by: Gyanesh Kudaisya
978-81-237-7195-3; Rs 285

SRC Report of 1955 becomes a valuable text. The Report left tangible legacies

in the reconstruction of India's political boundaries. Its efforts led to certain principles being adopted for creating new states as well as ideas of co-operative federalism. More than its concrete recommendations, the Commission's ideas and method of working and the manner in which its recommendations were dealt with by Nehru's government may have important insights for all those interested in the history of contemporary India and the political challenges it faces in our times.

Compellingly relevant, the Report has been published by NBT India for a wider readership.

Gyanesh Kudaisya is Associate Professor in the South Asian Studies Programme at the National University of Singapore. He has co-authored *The Aftermath of Partition in South Asia* (2000), authored *Region, Nation, Heartland: Uttar Pradesh in India's Body Politic* (2006) and co-edited *Partition and Post-Colonial South Asia, A Reader* (2008, in 3 volumes).

Humour is to be Laughed With!



Prof. Thapa is inspired by the people around him and the events that take place in everyday life. This gives him the freedom to cover a variety of themes in his cartoons. From sports, politics, marriage, social conventions, family and children, environment, entertainment and the influx of social media in each and every aspect of people's lives these days, his cartoons portray a wide array of chucklesome takes on the above facets of life.

Interacting with the audience at

the Theme Pavilion during the New Delhi World Book Fair, Prof. Thapa started off in his usual subtle and witty style by remarking that the audience consisted of 'small, large and extra large' people. The conversation was a visual journey with narratives from the artist which left the audience in peals of laughter.

Marriage he says is one of his biggest inspirations for humour. Many a time, his cartoons have appeared in media without due credit to him, but he uses features typical of Northeastern people in his cartoons so that anywhere they appear, it can be identified from where it comes from. The ice can often get thin for a cartoonist when he chooses to portray certain topics; however he tries his best to not offend anybody. Humour, he says, is to be laughed with, not laughed at!

Prof. Pankaj Thapa is Head of the Department of English, Sikkim Government College. Besides, he is a passionate cartoonist and his cartoon strip, Quick Quips, is a well loved and popular part of the *Sikkim Express*. His cartoon on a family having i-pads and i-phones has been going viral on social media like Facebook since long.



Adieu



Shri Dinesh Sharma, Asst. Director, after serving the Trust for 32 years, retired from service. Shri Sharma joined the Trust in 1983 as Assistant and later served for many years as the Accounts Officer.



Shri Chandhi Prasad, Assistant, retired from the Trust after serving for 41 years. He joined the Trust in 1973 and has worked in various departments including Administration, Sales and Exhibition.

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Shri Devaraj Kumar, Assistant, retired from the Trust after a long innings of over four decades of service in the Trust. He joined in 1974 and served in various departments like Accounts and Administration.

We at NBT wish them all a happy retired life.

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