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Press Release

An Eventful Day at New Delhi World Book Fair

The second day of the New Delhi World Book Fair, being Sunday saw a huge number of the book lovers visiting the book fair. The booklovers of all age group were seen browsing through books and buying their favourite books. The people seemed to enjoy the literary and cultural programmes being organized at the Fair along with the winter season.

CEOSpeak over Chairman's Breakfast

Dr. Mahendra Nath Pandey, Minister of State for HRD (Higher Education), Ministry of Human Resource Development, Government of India, today underlined the importance and relevance of promoting a reading culture in an era when internet has taken over the world by storm. He was speaking at the 5th edition of 'CEOSpeak over Chairman's Breakfast 2017' on the theme 'The Idea and Business of Creating Culture of Reading: Experiences & Challenges Across Societies' organized by National Book Trust, India in association with FICCI, on the sidelines of the New Delhi World Book Fair. Shri Baldeo Bhai Sharma, Chairman also spoke on the occasion. He said that to inculcate the habit of reading amongst people it is imperative to make books available in far-flung regions of the country at an affordable cost. Ms. Alessandra Bertini Malgarini, Direttore, Italian Embassy, Cultural Centre; Mr. Salim Omar Salim, Director of Sales & Marketing, Sharjah Book Authority; Dr. A Didar Singh, Secretary General, FICCI; Ms. Urvashi Butalia, Chair, FICCI Publishing Committee; Mr. Vijitha Yapa, Immediate Past President, Sri Lanka Book Publishers Association; Mr. Naveen Gupta, General Secretary, Federation of Indian Publishers; Mr. Bidur Dangol, Nepal Booksellers and Publishers Association and Mr. Ramesh Mittal, Chairman, CAPEXIL among others also spoke on the occasion. Dr Rita Chowdhury, Director, NBT delivered the closing remarks wherein she emphasized that NBT will work on the actionable points that have emerged during the discussion.

Theme Pavilion

The book *Dabbuji Ka Dhamaal*, a comic strip book by Abid Surti, published by NBT and two books *Bhagwat Gita Mein Vigyan*, *Birhor Mahilayen aur Vikas*, and *Rachna*, a magazine published by MP Granth Academy were released at the Theme Pavilion. The books were released by Shri Jaybhan Singh Pawaiya, Minister of Higher Education, Govt. of Madhya Pradesh and Shri Baldeo Bhai Sharma, Chairman, NBT in the presence of Prof. S B Goswami, Director, MP Hindi Granth Academy and Abid Surti.

A conversation 'My Life: My Literature' with Dr Pratibha Ray, noted Odia author and Jnanpith awardee was organized at the Theme Pavilion. Dr Pratibha Ray talked about her life as a writer. She said that to be a writer, one must be lover, a dreamer and a fearless person.

Naari-Katha, a performance of the musical discourse was organized by the National Book Trust, India at the Theme Pavilion. Dr Tina Doshi and her troupe from Ahmedabad, Gujarat , presented the stories of women characters in the epic *Mahabharata*.

Children's Pavilion

A host of activities for children and by children were organized at the Children's Pavilion which included a storytelling session by noted children's authors Ms Deepa Agarwal and Shri Devendra Mewari; a painting competition on swacchta; dance performances by children from Tinsukhia, Assam among others.

Authors' Corner

Several authors had a lively interaction with the booklovers. At Reflections (hall 10-11), Dr Pankaj Vohra, the author of NBT's book *Celiac Disease: A Comprehensive Guide* interacted with the audience, making them aware about the prevalent but lesser-known disease, Celiac Disease which is an autoimmune disorder. Later, Srijan Pal Singh talked about his book *Childhood of Kalam*. At the Conversations (Hall 18) Parvinder Bali discussed on the book *Emerging Trends in Hospitality –Role in Talent, Technology and Culinary Skills*. At the International Events Corner, a programme by the Japan Foundation was organized in which Kaoru Miyamoto talked about Japanese Minimalism and the Art of Keeping Tidy.

Other Literary Activities

NBT's book *Ek Prayas Dharti Ke Chor Par*, authored by Rekha Bhatia was released. Former Admiral Arun Prakash, Brigadier Ranbir Kumar Bhatia were the special guests on the occasion. The book poignantly describes the miseries of the people who migrated to Andaman and Nicobar Island from Punjab. Dr Rita Chowdhury, Director, NBT was also present on the occasion.

A war brings challenges for soldiers and they create a history while facing these challenges valiantly. The India –Pakistan war of 1965 also has a saga of soldiers who with their bravery and dedication fought for the country. The book on the war titled *1965: Bharat-Pak Yudh Ki Veergathayien* , authored by Rachna Bisht Rawat and published by Prabhat Prakashan was released at Sahitya Manch (Hall No. 8). Brigadier Arvinder Singh and Major General B S Verma, released the book.