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**Press Release**

**India has given the belief – *Vasudev Kutumbhakam***

“Governments may change but the tradition, civilization and culture do not change. India is a civilization that has given the world the belief that the whole world is one home (*Vasudev Kutumbhakam*). With this conviction, I welcome Singapore and Korea to the New Delhi World Book Fair,” said Smt. Smriti Zubin Irani, Hon’ble Minister of Human Resource Development while inaugurating the New Delhi World book Fair, 2015 at Pragati Maidan, New Delhi, today.

Seeing the enthusiasm of the book lovers present on the occasion, Smt. Smriti Zubin Irani said she will urge the Ministry of Railways and Ministry of Civil Aviation to facilitate National Book Trust, India and other publishers to open their book stalls at railway stations and airports across the country and help booklovers access books in all Indian languages. Smt. Irani also asked NBT to encourage young authors and publish their works and also dedicate an authors’ corner for them in the next edition of the New Delhi World Book Fair. To reach more and more readers across the country and make books available to children in Indian languages, Smt Irani also urged NBT to launch Book Clubs throughout the country by collaborating with the state governments.

To strengthen the cultural ties between the countries and motivate children and youth to know the culture of other countries, Smt. Smriti Irani suggested that the government may send a team five members including three youngsters, one author and one official of MHRD to visit the Asian countries as research travellers and study the different aspects of culture and traditions of the countries. She also suggested their research work may also be published. She also welcomed the participants from India and abroad to the New Delhi World Book Fair.

Dr Narendra Kohli, eminent author was the Guest of Honour on the occasion. He expressed his concern over the people who wish to read books but books are not available to them. He opined that, “We should make an effort to provide books of all languages published by publishers from across the country through the biggest network of our nation, Railways, metro stations and airports.” He said, “Readers complain that books are not available to them while the publishers complain that there is dearth of readers. We must break this wall.” He also felt that, “Magnificence lies in books and in culture.”

Earlier, Shri A Sethumadhavan, Chairman, NBT welcomed the guests present on the occasion. He highlighted the major features of the New Delhi World Book Fair like CEOSpeak, New Delhi Rights table, Authors’ Corners and the theme presentation. He also talked about the journey that NBT has underwent to make New Delhi World Book Fair an event of global importance.

“Singapore is proud to be the Guest of Honour Country at the New Delhi World Book Fair, 2015,” said Mr Lim Thuan Kuan, High Commissioner of Singapore in India. He also said that, “NDWBF is recognized as major fair in international calendar. The Fair has extended its reach amongst readers and publishers. We also commemorate 50 years of diplomatic relationship.” He also hoped that NDWBF would provide a fruitful platform to both the countries for exchanging ideas.

“I guess may be most of you the know name of South Korea. Our two countries have been connected to each other from decades. In 14<sup>th</sup> century AD, a princess of India came all the way to Korea to marry a Korean prince,” said Mr Lee Joon-Gyu Hon’ble Ambassador of Republic of Korea to India while talking about the long association between the two countries. He further added that, “We are close to each other but my dream is to make our two countries, the best friends.” He felt that, “Our bilateral relationship is deepening.” He also urged the youngsters to come to the Korean Pavilion and make themselves familiar with the world of Korean books. He also expressed his happiness to be the first Focus Country at the New Delhi World Book Fair.

Shri J S Deepak, Chairman-cum-Managing Director, India Trade Promotion Organisation, said that, “New Delhi World book Fair is becoming a well-known brand and is being recognized around the globe. It provides a good platform for business ties.”

Shri Satyanarayan Mohanty, Secretary, Ministry of Human Resource Development said that, “New Delhi World Book Fair is the most look forward event in the calendar of the country.” He also expressed his happiness for *Suryodaya: Emerging Voices from Northeast India* being the theme of the Fair. He said the theme presentation would bring the literature and culture of the Northeast to centre stage.

At the end, Dr M A Sikandar, Director, NBT proposed vote of thanks.

Later, Smt. Irani also inaugurated the Korean Pavilion, Singapore Pavilion and the Theme Pavilion. She also visited the Children’s Pavilion.

### **Shri Upendra Kushwaha Inaugurates Children’s Pavilion**

“I’m delighted to see children, their presence always give me happiness and remind me of my childhood. Spending time with children is the best moment for me. Children rejuvenate my spirits,” said Shri Upendra Kushwaha, Hon’ble Minister of State for Human Resource Development while inaugurating the Children’s Pavilion at Hall No. 7, Pragati Maidan, New Delhi. He urged children present on the occasion to read more and more books. Shri Upendra Kushwaha also appreciated the performances of the children from various schools of Delhi & NCR. He also had a photo-session with children present on the occasion. The NBT publications, *Rahul and His Dream Bat* and *SR Nathan: 50 Stories of My Life* were also released. Mr Lim Thuan Kuan, High Commissioner of Singapore, Shri A Sethumadhavan, Chairman, and Dr M A

Sikandar, Director, NBT were also present on this occasion. Later, Shri Kushwaha also visited the foreign pavilion and the theme pavilion.

### **Day One remained full of literary and cultural activities at New Delhi World Book Fair, 2015**

The day one of the New Delhi World Book Fair remained filled with many literary, cultural and children's activities where well-known personalities and visitors of all age-groups participated with enthusiasm.

Shri Virender Sehwag, well-known cricketer, also visited the Fair. He remarked, "I had a great experience and thrilled to see so many books under one roof."

The Authors' Corners at the New Delhi World book Fair marked the presence of critically acclaimed authors including Preeti Shenoy, Indrajit Hazra, Anshul Chaturvedi among others. The authors read excerpts from their books and interacted with book lovers. Indrajit Hazra remarked, "Being in the World Book Fair feels no less than a paradise for a booklover." Renate Reichstein, Rights Director of Verlagsgruppe Oetinger, Germany; Judith Habermas, Director, Dumont Buchverlag, Germany, Manuel Carcaonne, French Publisher also interacted with the visitors at *Reflection*.