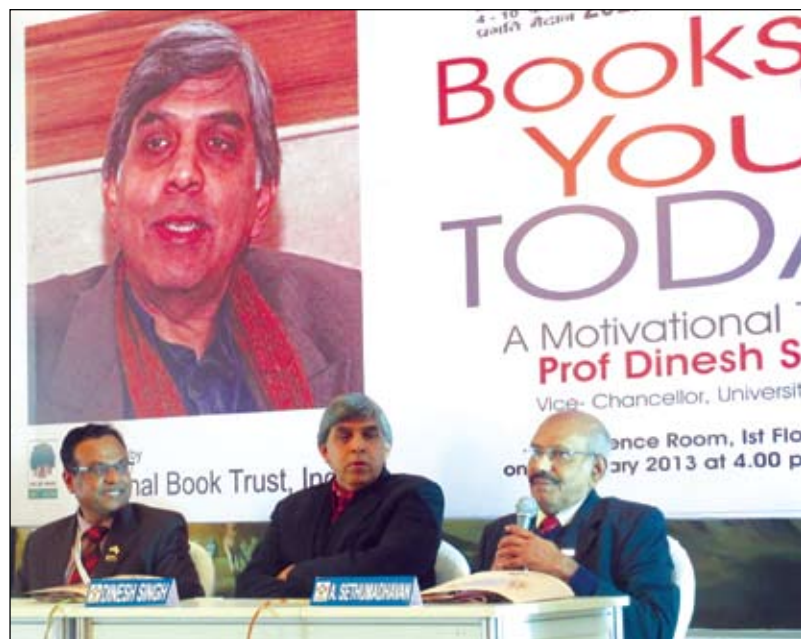


## Read for a better tomorrow

I'm a lover of books and no book lover will be away from such an event like New Delhi World Book Fair 2013," said Prof Dinesh Singh, Vice Chancellor, Delhi University. He was speaking at the second World Book Fair lecture series on 'Books & Youth Today'.

In his address Prof Dinesh Singh cited the example of great men like Swami Vivekananda, Mahatma Gandhi, Srinivas Ramanujan, Michael Faraday among others. He said, "I am a mathematician and have mostly read books on mathematics. But I have read a lot including accounts of great personalities. All of them point to the fact that nothing comes to us unless we put in our efforts." For him, the youth of today have a lot of idealism and energy and was sure that these qualities will lead them to success and achievement in life. Expressing his delight to be at the New Delhi World Book Fair, Prof Dinesh Singh said that NBT is doing a yeoman service for the promotion of books and reading in the country. Earlier, Shri A Sethumadhavan, chairman, NBT in his welcome address said that books and youth is a subject close to his heart. But I think the right person to talk about this is Prof Dinesh Singh, as an educationist.

Organised as a motivational talk to inspire young students and readers, the lecture series invites important public



personalities to speak on the importance of books and reading. The first lecture was delivered by Dr APJ Abdul Kalam, former president of India in the 2012 edition of the Fair.

## A saint with a difference!



Do not miss the Swami Vivekananda Pavilion in hall no.18, where you will find interesting information about his life and his teachings, apart from books written by him. ▶

## ► A saint with a difference!

To commemorate the 150th birth anniversary of Swami Vivekananda NDWBF has tied up with Advaita Ashram, Kolkata, to organise a special exhibition of original photos and books on Swami Vivekananda in hall no.18. Show Daily brings the glimpse of it.

Swami Vivekananda, a key figure in the introduction of Indian philosophies of Vedanta and Yoga to the western world was indeed man of wisdom. It's worth a visit to Swami Vivekananda Pavilion to experience his grandeur. Swami Atmalokananda of Advaita Ashrama, explained "Advaita is a branch of the Ramakrishna Math, which is entrusted with the publication of the original writings of Swami Vivekananda. As an ashram it is dedicated to the study and practice of Advaita Vedanta, no images or idols are worshipped here, not even of Sri Ramakrishna."



## Scintillating Performances at Lal Chowk

### Mand, Rajasthan

Mand is a famous style of singing of Rajasthan. It is well recognised in classical circles, but is neither accepted as a full-fledged Raga nor is it reckoned among the freely rendered folk songs. It is very near the Thumri or the Ghazal. The famous Rajasthani song Kesariya Balam is in the Mand style.



The songs were rendered at Lal Chowk on 6 February. The lead singer in this performance was Khete Khan Manganiar, who is an expert in Rajasthani, Gujarati, Sindhi and Punjabi regional music. His troupe included Kachra Khan, Deena Khan, Dara Khan, Aasim Khan, Sheru Khan and Goram Khan.

### Bihu Dance, Assam

Bihu dance is associated with the spring festival of that name, widely celebrated in Assam. Young men and women perform the dance with brisk steps, rapid hand movements and a rhythmic swaying of the hips to the accompaniment of musical instruments. The songs tell of youthful love and the pangs of separation.



Madhumita Handique, a Kathak dancer, was the troupe leader for the Bihu dance performed on 6 February. Members of her troupe included Jasmin, Anjali, Pariksha, Tejaswini, Shivani, Harshita, Irani, Pallavi, Naresh, Utpal, Avinash, Himanshu, Mukut, Mukesh, Lakshya, Rajender, Jeetu Gogoi, Rituraj, and Lohit Gogoi.

### Ragini, Haryana

The folk songs of Haryana are of two types—muktak and kathaatak. The first type represents ritual, seasonal, harvesting and festival songs in general. The second type comprises historical and creative songs on great personalities. Raginis are songs of the second type, performed in Swangs, is akin to Nautanki in theme, structure, and technique.



Prem Singh Dehati, an A-Grade artist with Akashwani and actor of musical plays and Swang performances, was the lead singer of the performance on 6 February with Umed Singh as co-singer. Other artists of his troupe included Rajesh Kumar, Ram Mehar, Pale Ram, Azad Singh and Om Prakash.



### Bhand Pather, Jammu & Kashmir

The word 'Bhand' is derived from Sanskrit 'Bhanda', which means jest, to mimic. Therefore, one who acts as a mimic or is a strolling actor, works as a buffoon or gives dramatic performance is called a Bhand. At folk festivals of Jammu and Kashmir, the Bhand perform play and it is called Bhand Pather.

The play presented at Lal Chowk on 6 February was based a Kashmiri folk tale of a Gosain (Sadhu). Shah-e-Jahan Ahmad Bhagat, a Ustad Bismillah Khan Yuva Puraskar Awardee of Sangeet Natak Akademi was the Bhand. His troupe included Mohi-U-Din Aajiz, Qudir Bhat, Hamid Bhat, Nazir Ahmad, Fayaz Ahmad, Riyaz Ahmad Bhat, Johan Mohd. Bhat and Farooq Ahmad.

## Panel discussions on "Indigenous Voices"



Two panel discussions were organised at the Theme Pavilion by Oxford University Press in collaboration with National Book Trust, India on 6 February 2013.

The first panel discussion was titled 'Translating Indigenous Voices', a discussion about subaltern alternatives to mainstream writing and literature by the marginalised persons of India. The rise of marginalised communities and their contribution to the body of literature is an important element and indicator of a vibrant publishing industry. The panelists were Shri Narayan, Catherine Thankamma and Mini Krishnan.

Narayan, a tribal and member of the Araya tribe is the author of Kocharethi, published by OUP, is a recipient of Kerala Sahitya Akademi Award. He has published five novels and two collections of short stories. Kocharethi, which received 'The Economist Crossword Book Award 2011', is the first tribal novel from Kerala.

Catherine Thankamma is a translator, writer and critic. She teaches English at R.L.V. College of Music and Fine Arts, Cochin. Dr. Thankamma's translation of Kocharethi arrived with double force and it is now prescribed text in the University of Calgary, Canada and Calicut University, Kerala. Mini Krishnan, a translation expert, is a member of National Translation Mission. She also edits translations for OUP, India. The discussion informed the audience on the range of India's diverse culture. Their interesting conversations engaged the readers to open a window to the myriad nuances of 'translating' voices and bhashas of our country. Besides, the

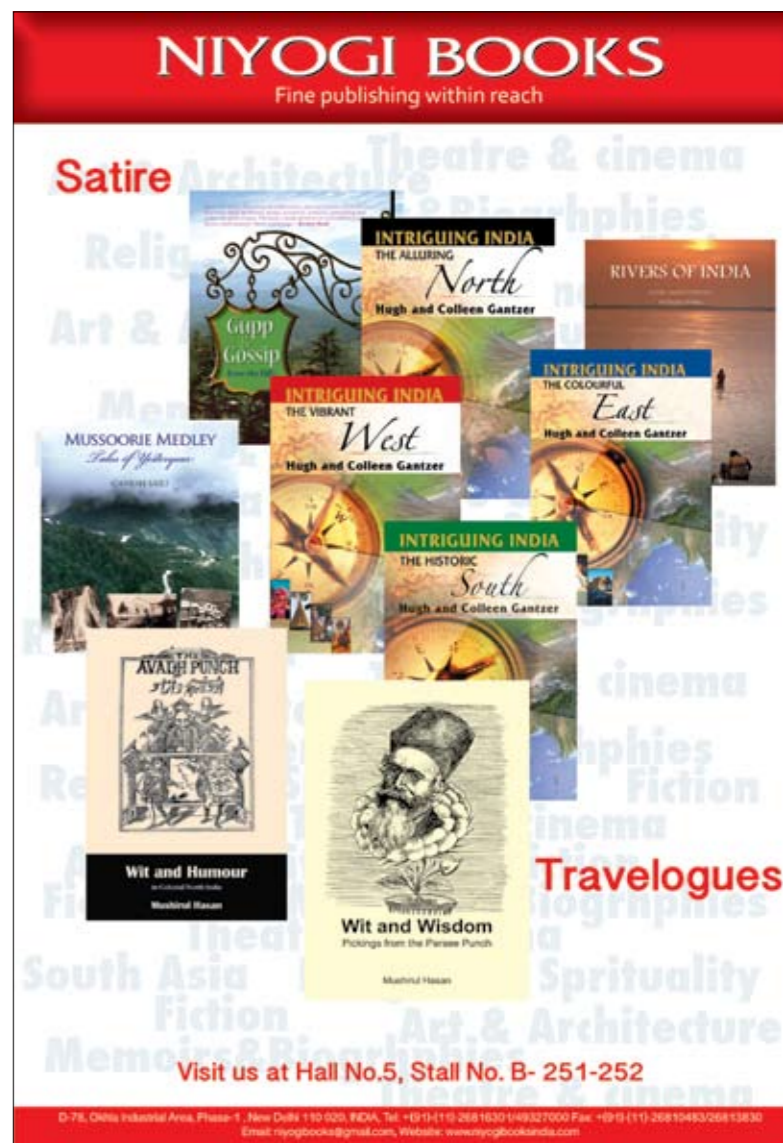
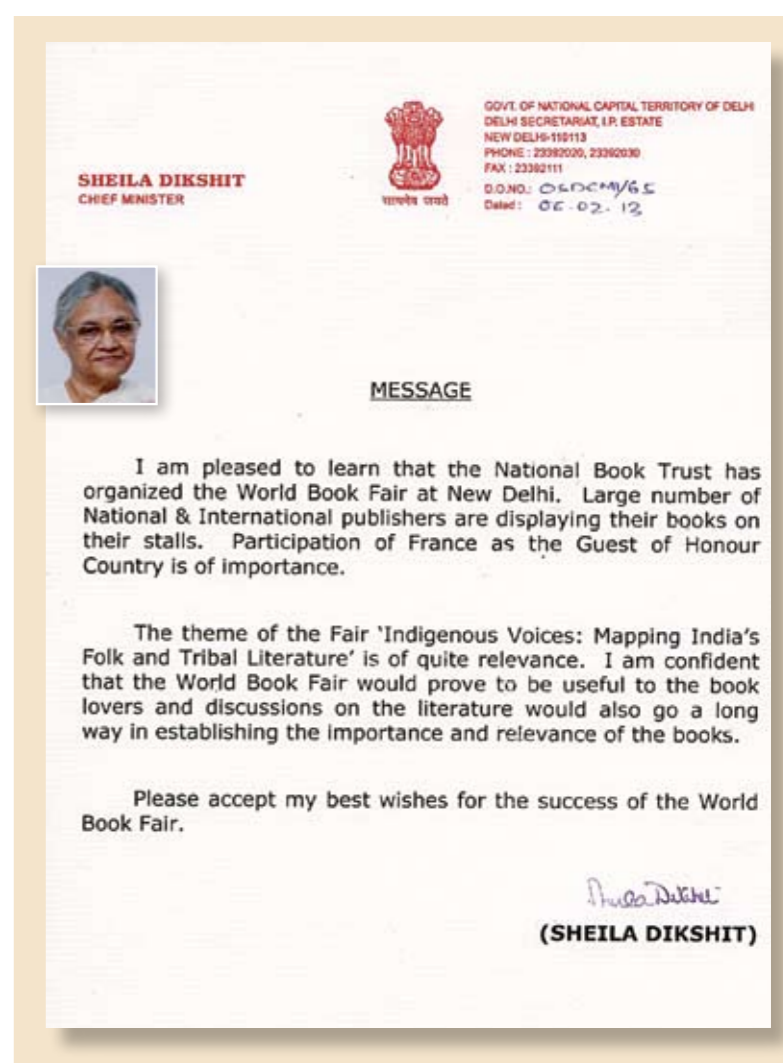
panelists also discussed the difficulties of encountering a text, particularly the tribal literature, which has a distinct terminology and cultural signifiers and its rendition into other languages.

The second discussion titled 'Visual Histories: Past through Lenses' was a presentation on the ideas of visual discourse in India. Eminent speakers Malavika Karlekar, Ram Rahman and Anjolie Ela Menon were the panelists of this session.

Malavika Karlekar, eminent scholar, is Co-editor of Indian Journal of Gender Studies, and has worked extensively with archival photographs. Her latest book Visual Histories: Photography in the Popular Imagination is published by the OUP. Ram Rahman, well-known photographer, artist, curator, designer and activist, has exhibited his photographs in India and abroad. A pioneering member of the Saffar Hashmi Trust (SAHMAT), Ram is co-curator of the Sahmat retrospective exhibition opening at the Smart Museum, University of Chicago in February 2013.

Anjolie Ela Menon, one of the leading contemporary artists of India, has created a name for herself in the domestic as well as international art scene. Anjolie Ela Menon: Through the Patina, the latest book on her life, maps 55 years of her public and private collections.

Photography as a medium has been a very effective tool in communication and documentation in the 20th century. The stimulating conversations on photography in the popular imagination engaged the audience in the history of the visual and how the coming of photography changed visual discourse and affected people's lives.



## Chhau Mask Making

Masks have a major role in performance traditions across the world. An integral part of any performance, they communicate a variety of expressions and emotions. Today, they are also part of an actors repository as an enabling tool to learn the art of acting.

A workshop on Chhau Mask Making was organized by NBT in association with Sangeet Natak Akademi at the Theme Pavilion in Hall No 7E. The workshop was conducted by renowned artist Shri Shashidhar Acharya. While introducing the art of making masks, he said that Chhau Mask making art is a world heritage and was developed into classical art form by Shri Prassan Kumar in the 19th Century. There are no artificial products used in this art form, only natural resources

are used for making masks. These include paper, clay, mud and cloth.

In a demonstration, the mask makers created the masks of Lord Shiva and his consort Parvati. According to Shashidhar, the eyebrow, mouth and eyes are painted to give the moods and expressions needed to be portrayed. For example, Shiva in meditation or Shiva with his children, or even when he is angry. The Chhau masks are used in the traditional Chhau dance performances. It is a tribal martial dance popular in the states of Odisha, Jharkhand and West Bengal. There are three sub-genres of the dance based on its place of origin and development—Seraikella Chhau, Mayurbhanj Chhau and Purulia Chhau.



## Illustrator's Corner

Set up for the first time, the New Delhi World Book Fair is hosting an Illustrator's Corner in the Children & Youth Pavilion at Hall 7D.

It is generally seen that the illustrator's contribution is not given its proper due that a children's writer is usually proud of.

In order to recognize the contributions and efforts of an illustrator in equally making a

children's book popular as the author, the NBT's Illustrator Corner has on display the original works of all leading artists of India.

"It is the first time that the artists and authors have been placed on the same platform", said Viki Arya, popular children's illustrator. She was happy that NBT has dedicated a special place where the original work of all artists had been put up on



## Writing Science for the Youth



Science is a deeply spiritual discipline", said Prof. Yash Pal, eminent science communicator, in a Panel Discussion on the topic 'Science Writing for the Youth' that was held at the Children & Youth Pavilion on 6 February 2013 at the New Delhi World Book Fair 2013.

While posing questions like "Why does tickling make us smile"? and "How does clapping produce sound"? Prof. Yash Pal encouraged children to ask questions and keep their eyes and ears open to things around them. He said that the best knowledge that a child can gain is from his surroundings and keeping his inquisitiveness alive.

Addressing a packed audience of children and adults alike, the Panel discussion had Dr S V

Ishwaran, Dr Madhu Pant, Shri Pramod Joshi and Ms Sangeeta Sethi present their views on the topic of science writing for children.

The morning sessions at the Children & Youth Pavilion had a few plays by the children of various NGOs including Save the Children, Sard, and LSR College and Shradha Mandir High School. In the afternoon session, the children were delighted to meet their favourite author and illustrator in an interactive session with Ravi Paranjape and Ramendra Kumar.

The Children & Youth Pavilion also hosted a Career Desk for the Youth, where Shri Nitin Saraswat, Career Counsellor from Jaipur guided the aspirants on the best career to choose from and how to work towards it.



display for people to understand how the illustrations shape up a book in its totality.

Atanu Roy, prominent illustrator, said that tremendous efforts and research go into each book before a visual is prepared, but it is sad that most publishers do not give the illustrator their due. "We should be referred to as co-authors in all children's books", he added explaining that the author's thought and the artist's illustrations together make a complete book.

Lauding the efforts of NBT

in setting up the 'Illustrator's Corner', Durlabh Bhattacharjee, well known children's illustrator was happy that the original illustrations of all artists had been put up along with the printed books of popular children's writers.

This effort by NBT is further to an illustrator's workshop 'Colouring India' that was organized by the Trust in Goa in June 2012, where around 40 book concepts were developed. These will soon be brought out by NBT.

## Authors' Corners

**NDWBF 2013 has given a unique opportunity to bibliophiles to interact with their favourite authors at the week-long New Delhi World Book Fair. Show Daily brings glimpses of these events.**



Hindol Sengupta read excerpts from his book during a book-reading session organized by HarperCollins, Delhi



Poetry recitation session in progress at authors' corner in hall 12 A



Ms. Mariam Karim was present in Hall 1R and was engaged in a lively conversation with the readers.



Anjum Hasan read one of the stories from her book "Difficult Pleasures" during the event organised by National Book Trust, India.

*"Make use of social media to get noticed"*

Stressed Mr. Anuj Dhar, the author of 'India's Biggest Cover-up' at the New Delhi World Book Fair. Mr. Anuj was at the fair in Author's Corner 2 in Hall 1R. According to him, there are lot of filters in the media, hence, as an author, it is much easier to get noticed and spread your views through the social media.



At an event organized by Rajkamal Prakashan, Prof. Namwar Singh (4<sup>th</sup> from left) spoke on the book written by Mr. Alok Srivastav. Panelists present at the occasion included: Mr. Pallav, Mr. Gayan Kumar, Mr. Bharat Prasad, Mr. Sushil Sidharth, Mr. Bodhisatav and others.



At an event hosted by Vitasta Publishing Pvt Ltd, the author Noor Zaheer (2<sup>nd</sup> from left) was discussing on her book 'My God is a Woman.' On the occasion, the other personalities present included: Meena Vatra, Mariam Karim, Abdulla Khan, etc.



Prof. Krishna Dutt Paliwal (2<sup>nd</sup> from right), Mridula Garg and others spoke on the topic 'Challenges of the Milieu and Duality in Creativity' during an event organised by Hindi Academy, Delhi.



At an event organized by Samanvay, Siroj Singh 'Bechein' (right), Anita Bharati and Bajrang Bihari Tiwari discussed on the topic 'Dalit Writing: Identity & Confrontation'. The Moderator at the event was Kavritendu Indu.

## Say yes to more possibilities

The new range of HP Indigo digital presses allow you to do a whole lot more digitally.

Featuring the HP Indigo 5600 and 7600, this new line up is faster, smarter and more profitable. And with proven Indigo quality, it can deliver the true look and feel of offset for an even wider range of jobs. So now you can say yes to more.

Find out more at [hp.com/go/indigo](http://hp.com/go/indigo) or contact Gaurav Chadha: 9909909756



## "We have a huge demand for Indian books in UAE"

said Ahmed Al Ameri, director of Sharjah International Book Fair in conversation with Varsha Verma from Show Daily.



India is a very important market for us. The participation of Indian publishers in the Sharjah International Book Fair has seen a 400% growth and it is still growing. It is because there are more than 800,000 Indians residing in UAE and they need books from India. We have a lot of Indian schools and there is a huge demand for Indian literature. For the 2013 edition, we invite Indian authors and publishers to bring the Indian flavor in our fair," said Ahmed Al Ameri, director of Sharjah International Book Fair.

The Sharjah International Book Fair is now the fourth most sought after book fair for both professional and consumer markets, and the next one is

scheduled from November 6-16, 2013. On asking about their participation at the New Delhi World Book Fair 2013, Ahmed replied that they have been participating regularly and they are happy with the response.

Ahmed also informed about the translation grants they provide to publishers for translation from Arabic to any language and vice versa. "It is to the tune of 4000 US\$.

"UAE is a place with growing multi-cultural citizenship. Hence, there is a need for books from many countries. The annual sales of books in UAE is upto 260 million US\$. Since in Arab, there are no distribution companies, publishers are coming here to sell the publishing rights," concluded Ahmed.

## Book Launch

Published by Ancient Publishing House, a book titled, 'Rahul Gandhi - The Experiment with Indian Society' by Lakshmi Priya was launched by Mr. Purshotham and Mr. Manivanan of Sciencetech Publishing House.



## Delivering of Books under the Act

### Submission of publications to National Library, Kolkata facilitated at NDWBF

The National Library of India, Ministry of Culture, Government of India, is the largest library of India by volume and India's library of public record. The library is designated to collect, disseminate and preserve for posterity the printed material produced in India.

Subject to the provisions of section 3, of the Delivery of Books Act, 1954 a copy of every book published by a publisher need to be delivered under acknowledgment either by registered post or through a special messenger has mandated in the said law.

There is an opportunity for publishers to deposit all publications (that have not been delivered as yet to the National Library, Kolkata) under the Act, to the National Library Book Collection Centre at Hall 7-BC stall 10 till February 10, 2013.

## St Francis Press produces 1000 books per month by POD

Book printing is our main area of operation, and with annual growth rate of around twelve percent, we have reached to the turnover of rupees six crore. Presently we produce books for more than twenty publishers from India and overseas. Around fifteen percent books produced by us are exported. By installing Ricoh printer, we can now handle short run jobs effectively, generating more revenue to enhance profitability," conveys Rajan PS of St Francis Press in a brief conversation with Show Daily team.

Established in the year 1926 to specially print religious books, Cochin (Kerala) based St Francis Press is now living up to the emerging market trends, opting state-of-the-art technologies. Recently they established another milestone by installing Ricoh Pro 907EX printer to offer on-demand book printing services to a number of publishers.

Enabling to speed up the production while meeting and exceeding the customers' varied demands, the Ricoh Pro 907EX is



a complete, modular powerhouse designed to handle high-volume print orders efficiently. Highly reliable and customisable with a unique range of finishing functions, this system can make a difference offering speed up to 90 sheets per minute simplex and duplex productivity (A4), with optimum reliability and durability.

"With this black and white printer, we are now printing around 1000 books per month for twenty titles on an average, with outstanding quality. Due to its excellent performance, we are expecting to achieve return on the investment soon, along with complete satisfaction of the customers," added Rajan.

## HarperCollins Indian education business!

Collins India is set to be the new education publishing division of HarperCollins in India, which will mark its "largest ever" investment in international education publishing. The first range of books to Indian schools will be launched in 2014.



NS Krishna, the sales director of HarperCollins India will be the MD of the new unit, supported by Manzar Khan, the former MD of OUP India.

## 'Freedom from Baggage' released during fair

Do you realise how much baggage you are carrying in your life? The 'baggage' mentioned here is not the literal term, but problems people face in their day-to-day and the ways to get rid of such obligations in life is what Dr Ramesh Vaish's Freedom from Baggage delivers. This book on self-development, published by Sterling Publishers, was launched on the second day of the ongoing New Delhi World



Book Fair 2013. "Problems in life could be related to materialistic or emotional burdens. We encounter with all such problems voluntarily or involuntarily and overshadowed our real self and lose personal freedom," said Dr Ramesh. He added that Freedom from Baggage is a solution to set free ourselves from all anxieties in life.

Discover the future of PRINT & BEYOND.



Ricoh Production Printing

Publishing Solution from RICOH

Ricoh's wide range of production printing products is designed to delight the entire industry, from Graphic Arts customers to Print for Pay professionals and CRD in corporate/educational institutions. It is not merely about cutting-edge technology, but being your true partner in success, growth and prosperity.

- Global leader with worldwide sales of US \$ 23 billion (approx.)
- Business development assistance and on-site service support
- Highest repeat buying rate in the industry
- Nationwide service network



**Pro C901/C901s**  
90 ppm  
High volume  
full colour powerhouse



**Pro C651Ex/C751Ex/C751**  
65/75 ppm  
Exceptional blend of quality & productivity in mid-colour production



**IP 5000 VP/ IP 5000 GP/ IP 5000 MP**  
Up to 220/ 128/ 128 metre per minute  
Continuous-feed inkjet (colour & mono)



**IP 4100**  
330 linear feet (100.6 metre) per minute  
Continuous-feed laser (mono)



**Pro 1357Ex**  
135 ppm  
Black & white production printing solution for printing & publishing environment



**Pro 907Ex/1107Ex**  
90/110 ppm  
Black & white mid-volume production printing solution



**RICOH**  
imagine. change.

FOR ENQUIRIES, PLEASE CONTACT: Avijit Mukherjee (Email: avijit.m@ricoh.co.in), Anjana Saha (Email: anjana.saha@ricoh.co.in)  
Ricoh India Limited, 2nd Floor, Salcon Aarum Building, Plot No. 4, District Centre, Jasola, New Delhi-110 025  
Tel: 011-49103000, 49103100, 49103200 Fax: 011-49103099, 49103199 Email: ril.info@ricoh.co.in SMS: 'RICOH PP' to 53456 www.ricoh.co.in

**SRG Traders Pvt. Ltd.**  
Quality and Affordable Printing & Binding Solution Under Single Roof

- Books
- Leaflets
- Catalogues
- Souvenirs
- Posters
- Magazines
- Brochures
- Dangers
- Annual Reports
- Folders

B-41, Sector-67, Noida, U.P.  
Mob : 9810003943, 9811083939, e-mail : srgtraders41@yahoo.com

For all your paper requirements, please contact:  
**Shree Swastic Sales Corporation Pvt Ltd**  
(Importers Representatives Distributors)

**Distributors:** PT ESA KERTAS NUSANTARA  
STORA ENSO SUZHOU PAPER, AHLSTROM  
ASIA HOLDINGS, THE WEST COAST PAPER  
MILLS, CENTURY PULP & PAPER MILLS, STAR  
PAPER MILLS, ABC PAPER MILLS, KR PULP &  
PAPERS, BHAGESHWARI PAPERS

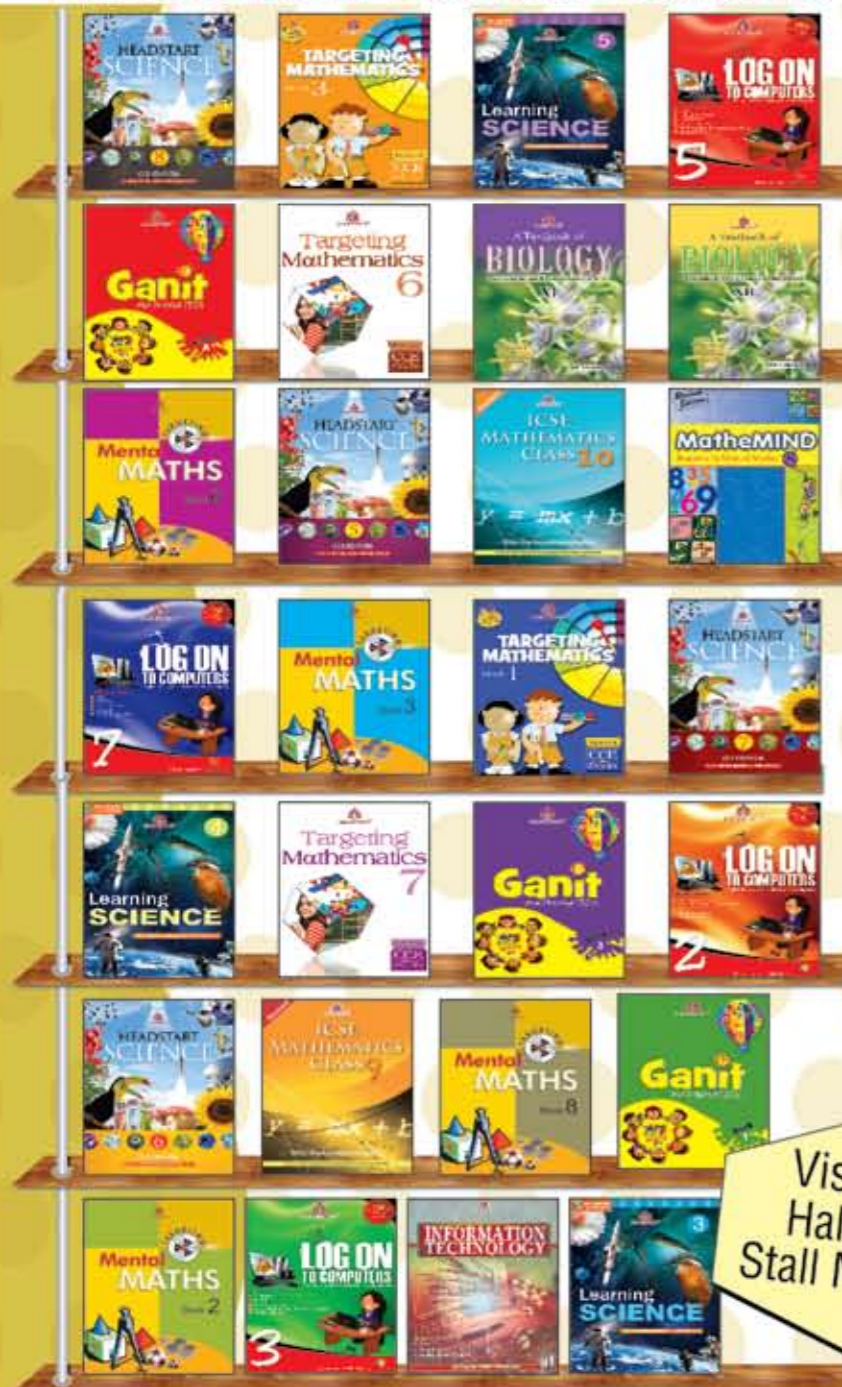
Phone: +91-11-23262626, 23273388, 23255500, Mob: 9810154725, 9311531101  
Email: rajiv@swasticpaper.com  
Website: www.swasticpaper.com



# S. CHAND GROUP

www.schandgroup.com

## MADHUBUN SCHOOL BOOKS



## VIKAS Best sellers



Visit us at  
Hall No. 6  
Stall Nos. 93-100



**VIKAS® PUBLISHING HOUSE PVT LTD**

E-28, Sector-8, Noida-201301 (U.P.)  
Phone: (0120) 4078900, Fax: (0120) 4078999  
Regd. Office: 576, Masjid Road, Jangpura, New Delhi - 110014  
Email: helpline@vikaspublishing.com  
Website: www.vikaspublishing.com

**MADHUBUN® EDUCATIONAL BOOKS**  
MADHUBUN® A DIV. OF VIKAS® PUBLISHING HOUSE PRIVATE LIMITED  
E-28, Sector-8, Noida-201301 (U.P.), Phone: (0120) 4078900, Fax: (0120) 4078999  
Regd. Office: 576, Masjid Road, Jangpura, New Delhi-110014  
Email: info@madhubunbooks.com Website: www.madhubunbooks.com  
BRANCHES: AHMEDABAD, BENGALURU, CHENNAI, KOLKATA, MUMBAI, PATNA

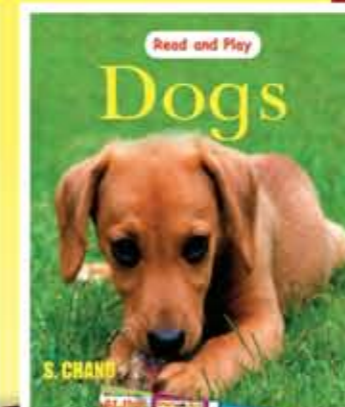
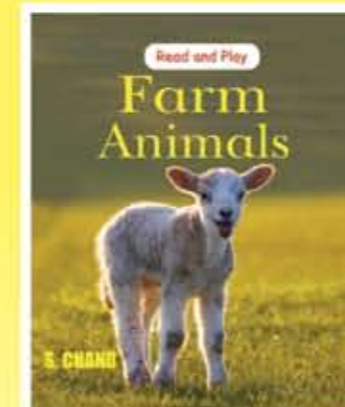
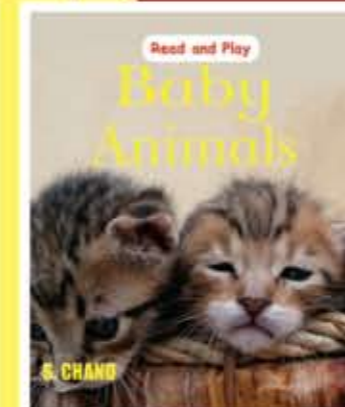
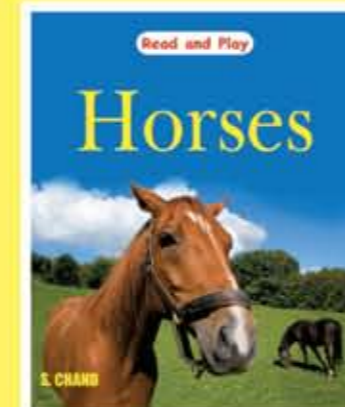


**BPI INDIA PVT LTD**



## S. CHAND CHILDREN BOOKS For Junior School

(A Series of 103 Titles)



### About the Series

S. Chand launches its wonderful Children Books, a series of 103 Titles for junior school to build self esteem in children and helps to teach children the power they have in controlling and creating their thoughts and feelings, encouraging and inspiring them to be great through becoming responsible and respectful people in their communities. Each book teaches a different lesson to help raise positive children, through reading these colourful books either on their own or with a parent or a teacher. Colourful pictures, pages of easy-to-read phrases, fun quizzes and activities are the distinctive features of these series in empowering children, and help to make them the assets to our community and world. Our Books address the issues of self-improvement, self-care, and collective community responsibility focused toward a youthful audience and we think that it is very important to teach our children about personal value and self empowerment.

Visit us at  
Hall No. 6  
Stall Nos. 180-211

Total Set of  
103 Books  
Price ₹ 9797/-



**S. CHAND PUBLISHING**  
A DIVISION OF S. CHAND & CO. PVT. LTD.

H. O: 7361, Ram Nagar, Outab Road, New Delhi-110055, Ph: +91-11-23672080-81-82  
Mb: 9899107446, 9911310888, Fax: +91-11-23677446; e-mail: info@schandgroup.com

OUR NETWORK: AHMEDABAD • BENGALURU • BHOPAL (Indore) • CHANDIGARH • CHENNAI • COIMBATORE • CUTTACK • DEHRADUN • GUWAHATI • HYDERABAD • JAIPUR • JALANDHAR • KOCHI • KOLKATA • LUCKNOW (Kanpur, Varanasi) • MUMBAI • NAGPUR • PATNA • PUNE • RAIPUR • RANCHI • SILIGURI • VISAKHAPATNAM (Vijayawada, Warangal, Nellore, Tirupati)



## It's not just a play thing!

The importance of toys in the life of children cannot be undermined. They are their most precious possessions. But, they are not just to entertain; they are used for a number of educational purposes as well. Such toys are called Educational toys & Aids. They help children to learn new things, increase their cognitive

abilities and aptitude and help build their emotional or physical development. Parents and educators are increasingly becoming aware of the power of educational toys.

At New Delhi World Book Fair, a number of players in this segment displayed the various educational toys and aids for children. A sneak peek.



## Offset Printing vs. POD: in Publishing Industry - II



The quality can be easily maintained in the Print on Demand process. Let's see how

### Quality:

Colour variation in printing can damage the entire lot in case of Offset Printing, while in Digital Printing one can check the variation even in a single copy.

### Colour consistency:

The colours would be more consistent in digital printing as the complete book (cover to cover) is printed in one go.

### Missing formes:

In digital printing, as the book is printed in one go, there's meek chance that there would be a missing forme.

**The quality in POD - colour consistency, perfection in page margins, etc, can be very easily maintained.**

### Perfection in page margins:

In offset process, where large size format is generally implied, during folding operations, sometimes, (especially with manual folding) there are inconsistencies in page margins, etc. This can be avoided in digital printing as cross folding is not there.

(Information on Print On Demand by MN Pandey, Avantika Printers Pvt Ltd, New Delhi, who have won various national awards as well.)



Visit us at Hall No. 2, 3, 4 & 5  
Booth Nos. 158-163

**lifi** the publishers of Literary Fiction  
(Novels and Short Stories in English)

An Excursion of Insight  
Red is for Love  
Black is for Kohl

Three Rivers of Tears  
The Perfume of Promise

Usha Rani  
Pizza Porn

BOOKS available on major online bookshops also

LIFI PUBLICATIONS PVT. LTD.  
211, 2<sup>nd</sup> FLOOR, GAGANDEEP, 12 RAJENDRA PLACE, NEW DELHI - 110008  
+91-11-25741000 | INFO@LIFIPUBLICATIONS.COM  
www.lifipublications.com

## An Annotated Catalogue of Books on Folk & Tribal Literature

With a focus on India's folk and tribal literature, this annotated Catalogue brings together over 500 titles in English, Hindi and other Indian languages as well as many works in tribal languages like Bhili-Gujarati, Gondi, Himachali, Kokborok, Lepcha, Santali, Chhattisgarhi among others. As part of the Theme Presentation, 'Indigenous Voices: Mapping India's Folk and Tribal Literature' at the New Delhi World Book Fair 2013, the books listed in this Catalogue have been collected and put together for a special exhibit at the Theme Pavilion.

Together they are part of our rich literary and cultural heritage!

ISBN 978-81-237-6722-2; Rs 100/- Available at Theme Pavillion

**"SHOW DAILY"** – official newsletter during New Delhi World Book Fair 2013 – February 4-10, 2013, is jointly published by Director, National Book Trust – India & All About Book Publishing and printed at Kaveri Print Process Pvt. Ltd., 114, Patparganj Industrial Area, Delhi – 110 092. Paper for Show Daily by Shree Swastic Sales Corporation Pvt. Ltd., New Delhi.

Editorial Team: NBT – Binny Kurian, Kanchan Wanchoo Sharma; Production: R Shahjahan

AABP – Varsha Verma, Smita Dwivedi, Jyaneswar Laishram, Sunita Arora, H Pandey, Sandeep Verma

Disclaimer: The views expressed in the signed articles do not necessarily reflect the official views of the NBT and AABP.

**DREAMLAND BOOKS & CHARTS FOR QUALITY EDUCATION**

**DREAMLAND PUBLICATIONS**

J-128, KIRTI NAGAR, NEW DELHI - 110 015, (INDIA)  
Tel : 011-2510 6050, Fax : 011-2543 8283  
E-mail: dreamland@vsnl.com  
Shop online at www.dreamlandpublications.com

SCAN ME

Welcome to our Stall at  
**NEW DELHI WORLD BOOK FAIR**  
Hall no. 18, Stand B 39-46  
4th to 10th February, 2013

## French Focus today!

At 11 am today, there would be a Presentation on the Training for the Publishing Industry in France and India in Conference Hall (Hall 7, 1st Floor). For France, ASFORED / ESCP Europe's Specialized Master in Management for the Publishing Industry will be presented by students of the current batch. For India, Naveen Kishore, director of the Seagull Publishing School will present the proposed training in editing and book design. The session will be introduced by Renaud Vély, Deputy Attaché for University Cooperation and Campus France, Embassy of France in India. ASFORED strives to create and provide the necessary initial and professional training for the publishing industry in all its diversity. Established in 1819, ESCP Europe is the world's oldest business school and has educated generations of leaders and forefront thinkers. The Specialized Master in Management for the Publishing Industry, jointly managed by Asford and ESCP Europe, is a gateway to management positions in publishing.

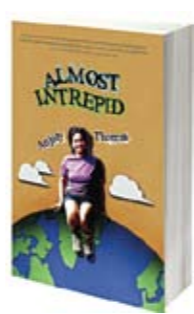
The Seagull School of Publishing, based in Calcutta, offers a professional course - in editing and in book design - run entirely by practicing publishers, editors and designers who are passionate about the craft of publishing. Present in nine Indian cities, Campus France is the governmental agency promoting French higher education, functioning under the aegis of the Embassy of France in India. At 5.30 pm, the Embassy of France in India in partnership with GOYAL Publishers & Distributors Pvt. Ltd. will launch the second opus of Mots Transparents / Transparent Words. This is a glamorous recollection of the many French words commonly used in English. After the great success of the first edition, a second opus was created due to popular demand. A new foreword by His Excellency the Ambassador of France in India, Mr. François Richier and two new sections on sport and environment (transparent words in both languages!) are added.



## Meet the 'Almost Intrepid' author

Want to travel? Where will I get the money from? Will it be safe? Are these questions stopping you...but here's a girl who does not really cares.

In Audi No. 3, Hall 18, the author of 'Almost Intrepid' - Anjaly Thomas - will be in conversation with Sheema Mookherjee, publisher, Lonely Planet at the book launch of this interesting book. The book is published by Konark Publishers Pvt Ltd.

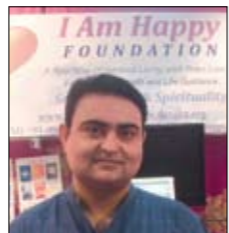


## Overseas buyers throng at NDWBF

Mr. Sheik Jameel, Everbest Media Sdn Bhd, Malaysia at the stand of S. Chand Group in Hall 6. Also seen in the picture are Mr. Jai Saxena, Mr. Kunal, Mr. Rajiv Jain, Mr. Himanshu Gupta and Mr. Love Kathuria.

## New way of living

Participation of I Am Happy Foundation at the New Delhi World Book Fair 2013 brings in a new holistic way of living delivered through the company's array of books on inner world of love, truth, peace self help, sufi way of living and others. "This is first time we participate in such expo and delighted to see people taking keen interest in our popular books such as Ek Omkar, Living The Sufi, The Spiritual Alchemy of Chakra, etc available in both English and Hindi for all age groups," said Dev Om of I Am Happy Foundation. The company organises free meditation camp and guidance sessions on the sidelines of the fair.

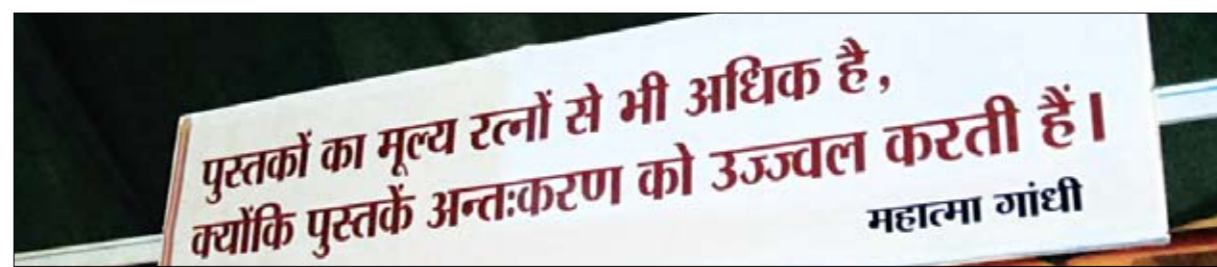


## Pentagon Press highlights 'Thoughts for change'

Authored by former president APJ Abdul Kalam, 'Thoughts for Change' is the recent book launched by Pentagon Press, a major highlight at their stall in Hall 1. "We are displaying as many as 300 titles at the fair but Thoughts for Change is the most sought after book here. In this book, Kalam has focused that youth power is important. Youth comprises of more than 50% of population and if we are able to channelize their energy, India can be a greater nation," said Mr. Rajan Arya of Pentagon Press.



## Prof (Dr) Ranbir Singh, V C - National Law University, Delhi visits NDWBF13



## Mahatma Gandhi's words come alive @NDWBF

Mahatma Gandhi is undoubtedly the name that needs no introduction. Out of many known and hidden talents possessed by him...one which he loved and enjoyed the most was creating magic through words. He was one gem of a wordsmith, whose written words has changed many lives in the past and present...and we all surely will derive inspiration from his 'WORDS' in the future as well. Several books written by him and on him were displayed at the NDWBF, which are liked by most of the Gandhi ji's admirers...be it young or old.

Those who wish to know more about Bapu's WORDLY wisdom, can visit National Gandhi Museum and Library, New Delhi and rediscover Mahatma through books and literatures.

Let us start with a little brainwork...who was the first Indian to write Autobiography? Well! No prize for guessing, he was Mahatma Gandhi. Only once witness the collection of books written on or by Gandhi ji then only we can realize its grandeur in true sense. To promote and propagate the life, work and philosophy of Mahatma Gandhi, the father of the Nation, through books and literature National Gandhi Library and Literature centre was established.

### Bapu...revisited

A well-maintained specialized library having nearly 40,000 books, magazines, his correspondence, books on world peace and religions. This library has one of the largest available collections of books and documents on Mahatma Gandhi. The books in the library have been divided into two sections, viz. 'Gandhiana' and 'General'. The 'Gandhiana' section includes all books and journals by Gandhi ji, and on Gandhi ji, his philosophy and ideology, and those on the Freedom Movement in India from 1857 to 1947. The 'General' section includes books and journals on subjects other



than those covered under the 'Gandhiana'. Under the 'General Category', the library has a wide collection of books on religion, philosophy, history, political science, economics, sociology, and so on.

### Discovering... Mahatma

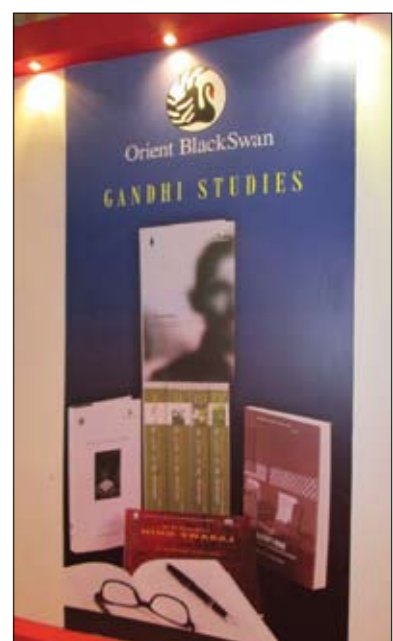
For the scholars and researchers, there are many books on Gandhian ideology of truth, non-violence, satyagraha, swaraj, gram swaraj, sarvodaya, bread labour, trusteeship, constructive programme, etc. And also has a large collection of books in the subject-fields of autobiography, biography, reminiscences, tributes and appreciations of Mahatma

Gandhi, biographies of leaders such as Jawaharlal Nehru, Rajendra Prasad, Vallabhbhai Patel, BR Ambedkar, Jinnah and others, are kept along with their own writings or 'works.'

The Library has a collection of about 2,000 bound volumes of periodicals. Almost complete runs of the periodicals which were established edited/ supported by Mahatma Gandhi, such as *Indian Opinion* (Phoenix), 1903-1914, *Young India* (Ahmedabad), 1919-1930 and *Harijan* (Poona, Ahmedabad), 1933-1955, are available, as also *Harijan Bandhu* (Gujarati) (Ahmedabad), 1923-1955, and *Navajivan* (Hindi) (Ahmedabad), 1924-1931. Four cubicles have been provided inside the library for the use of visiting scholars.

### With Love... MK Gandhi

After flipping through the pages of many rare books, what is really amazing was the collection of about 25,000 manuscript documents (photocopies), which comprised of letters, telegrams, notes, speeches, minutes of proceedings and other material relating to Gandhi ji and



freedom struggle. These are well-maintained in 136 bound registers. The collections are named as Sabarmati Ashram and Gandhi Nidhi Papers.

The major part of the documents collection comprises of letters, etc written by Mahatma Gandhi to other persons or by other persons to Mahatma Gandhi. It was awe-inspiring to see the volume of correspondence Gandhi ji used to have. There were huge letters written by him to British bureaucrats and other people. It was a great feeling to read all those letters that changed the course of India's freedom struggle.

### Know More...Father of the Nation

While library welcomes requests for information, references and queries on the life, works and philosophy of Mahatma Gandhi, it was bit shocking to know that everyday only 10-15 visitors come to explore Gandhian literature. And those who are either doing some research or writing a book on him is a genuine user of the library. One more interesting fact is that foreigners are seen in knowing his values.

-Smita Dwivedi

TRY YOUR HAND AT

COLOURING | DRAWING | PASTING

ORIGAMI | PAPER MODELLING | CLAY MODELLING

MORE...

Mesmerize your audience by doing Magic activities.

Carve out beautiful things from waste materials.

Model a moving Robot or a Rhino.

Witness scientific phenomena, as you do some interesting activities.

Super Fun Art and Craft is a fun-filled series of eight books for children at pre-primary and primary level.

The books have been developed keeping in mind the NCF guidelines, and the Arts Education syllabus, as prescribed by the NCERT.

We are exporting to Middle East, Egypt, USA, UK, Mexico, South Africa, Ghana, Nigeria, Pakistan and Nepal.

Vishy Books

A-36, Site-IV, Ind. Area, Sahibabad, Ghaziabad, UP

Ph.: +91-120-4129326, 3232990, 4111553 | Fax: +91-120-4111552

Call +91-989988203 for General Books | Call +91-9910160123 for School Books

email: mybook@vishybook.com | Visit us at: www.vishybook.com

You can find us on:

e f t

EVENTS TODAY				
Hall No. 7 Foyer Hall No. 7 ABC	'Book Art': An exhibition of Book Art Installations organised in association with College of Art, Delhi (daily) 11:00am to 7:30pm (all days) Guest of Honor Country (France)	11:00am to 7:30pm (all days) French Delicacies : Le Bistrot, French Cuisine of French Heritage in India	11:00am to 7:30pm (all days) Presentation on the Training for the Publishing Industry in France and India	5:00pm (in Shakuntalam Theater) Film Screening Film: L'Autre Director: Patrick Mario Bernard, Pierre Trividic (2009) Cast: Dominique Blanc, Cyril Guei, Peter Bonke, Christèle Tual, Anne Benoit, Charlotte Clamens, Running time: 1h37min
Hall 7E	Theme Pavillion	12:00pm to 1:00pm Workshop on Bamboo Music Symphony	2:00pm to 5:00pm Panel Discussion Indigenous Voices : Mapping India's Folk and Tribal Literature Conversations with : Shri. Narayanan, Dr. Ivy Hansdak, Shri. Dahayabai Vadu, Prof. Temsula AO, Dr. Esther Syiem, Dr. Maheshwari Gavti, Dr. Koyamkoya and Ms. C.K. Janu. Moderated by Prof. G.N. Devy. Organised by National Book Trust, India	5:30pm Launch of Mots Transparents / Transparent Words
Lal Chowk	Theme Performances	4:30pm to 8:00pm Desaj : Festival of Folk and Tribal Performing Arts of India Organised by: National Book Trust, India & Sangeet Natak Akademi Bamboo Symphony, Kerala: Unnikrishna Pakkanar with Folklore and Contemporary Concepts Folk Dance & Music of Ao Tribe, Nagaland: Sateemeren Longkumer with Guru Shishya Parampara Group Purulia Chhau, West Bengal: Kartik Singh Mura & group Naqqal, Punjab: Mehar Chand Mastana Musical Group	3:30pm to 4:30pm Vesna Jacob (Work it without a workout) Event hosted by Random House Publishers India Pvt. Ltd 5:30pm to 6:30pm Meet the Author: Ashok Banker Event hosted by HarperCollins Publishers India Ltd 5:00pm to 6:00pm Saleem Kidwai will read from "The Mirror of Wonders and other Tales" (Yoda Press) Event organised by National Book Trust, India 3:00pm to 4:00pm Literature is Not Enough, Sir! Abhay Kumar Dubey, Sudheesh Pachauri, Bhasha Singh Moderator: Vinith Kumar Event by Samanvay	5:00pm to 7:00pm Swami Parthasarathy, FIMA Event hosted by Sri Sharada Institute of Indian Management Research 6:00pm to 7:00pm Nitin Sharma will speak on 'Group Discussion' Event hosted by Unicorn Books
Hall 1A	Author's Corner 1	2:00pm to 3:00pm Meet the author: Dev OM Event hosted by I Am Happy Foundation	5:00pm to 6:00pm Mahmoud Farooqui and Ajay Navaria reading from "Unclaimed Territory" (Navayana) Event organised by National Book Trust, India	7:00pm to 8:00pm A Discussion on Hindi in Foreign Countries Madanlal Madhu Sneh Takore Kusum Vyas Organised by Pravasi Dunia Dot Com & Ashram
Hall 1R	Author's Corner 2	2:00pm to 5:00pm A Literary Programme Event hosted by Penguin India	5:00pm to 6:00pm Meet the Author : Arunava Sinha Event organised by National Book Trust, India	5:30 pm to 6:45 pm Indian Child: Who is s/he A Panel Discussion Pratham Books (NGO) New Delhi/Bengaluru
Hall 2-5	Author's Corner 3	4:00pm to 5:00pm Meet the Author : Arunava Sinha Event organised by National Book Trust, India	5:00pm to 6:00pm Meet the Author : Arunava Sinha Event organised by National Book Trust, India	4.00 pm. to 5.15pm A Workshop on Book Cover Design by Prof. S P Lahiri, Principal, College of Art, Delhi and illustrators from Author-illustrator corner in the Children and Youth Pavilion
Hall 12/12A	Author's Corner 4 (Hindi)	2:00pm. to 3:00pm 'Being Poet' Web Journal Abhyutanand Mishra, Tabassum Jahan, Ajay Mehtab, Kanupriya, Arunabh Saurabh, Prema Jha	12:00 noon to 1.15 pm Science Behind Miracles -A Demonstration Event by Vigyan Prasar, Ministry of Science and Technology, Govt of India A Skit by slum children and Dance Recital by visually challenged children Raahin Development Society (NGO), New Delhi	7.00pm to 8.00pm A Discussion on Hindi in Foreign Countries Madanlal Madhu Sneh Takore Kusum Vyas Organised by Pravasi Dunia Dot Com & Ashram
Hall No. 7D	Children & Youth Pavillion	10:30 am to 11:45 am Book Wheel . Mix n' Match Jigsaw Puzzle & A Skit Children from Himachal Village 'Pollan Parohitan' DPS Noida, Montfort School, Delhi & Consortium Octet (NGO) , New Delhi Chief Guest: Mrs Upama Chaudhury, IAS, Principal Resident Commissioner, Govt of Himachal Pradesh, Delhi Event by NBT-NCCL	2:30 pm to 3:45 pm Knowledge Creation through Moral Education A Skit and Release of Books Chief Guest: Ms Rita Menon, IAS (CMD, ITPO) Event by Central University of Haryana	5.30 pm to 6.45 pm Indian Child: Who is s/he A Panel Discussion Pratham Books (NGO) New Delhi/Bengaluru
Hall 7	Conference Room 1st Floor	2:30pm to 3:30pm A panel discussion and launch of Tinkle Hindi. The panel discussion will be on the importance of informal content in children's education Event organised by Amar Chitra Katha Pvt Ltd	2:30pm to 4:30pm An Event by General Book Depot	5.00pm to 7.00pm An event by Sri Ramswaroop Digital Technologies
Hall 18	Seminar Hall 1	11:30am to 1:30pm Unlocking the Door to Literacy Child-friendly Phonic Spellbound Kids Book Store	2:30pm to 4:30pm An Event by General Book Depot	5.00pm to 7.00pm A Lecture by Library Professionals Association
Hall 18	Seminar Hall 2	11:30am to 1:30pm An Event by Dhakal Vihar Munch, Gwalior	2:30pm to 4:30pm An Event by Akashi Lohiya Prabha	5.00pm to 7.00pm An event by Lexis Nexis
Hall 18	Seminar Hall 3	11:30am to 1:30pm An event by Lexis Nexis	2:30pm to 4:30pm An Event by Akashi Lohiya Prabha	5.00pm to 7.00pm An event by Lexis Nexis

## Exhibitors' talk

Show Daily interacted with Children Publishers' in Hall No 18, which has all the hues of childhood. In the vibrant and energetic backdrop, they share their point of view in general as well as specific.

"We always believe in innovation, which is reflected in all our products. And we are here to share it all with our target audience. We always look for the vacuum in the market and try our best to fill it in our own way."

—Mr. Raphael Israel, Dolphin Impex, Dolphin Press



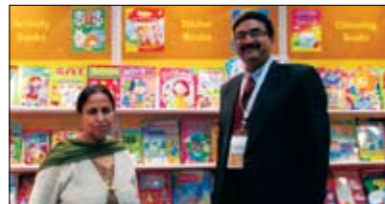
"We love to be part of kids' world, and we are always committed to make it a better world for them. We wish to see Indian children publisher becoming highly successful. They should also become bigger."

—Mr. Aman Chawla, director, Dreamland Publicationss



"Every year we participate at New Delhi World Book Fair and we get to know about the market demand. This year kid's encyclopedia is doing really well and also the other general knowledge books. So we will focus more on interactive knowledge content for kids."

—Ms Somomita Taneja, Booklings



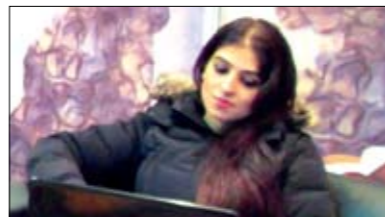
"New Delhi World Book Fair is an ideal platform for rights and co-editions selling. We are getting wonderful response. But many of the Pakistani publishers' are not given Visa. I request the organizers to help them reach us, so that we all are benefitted."

—Mr. Sandeep Jain and Madhu Magon, Little Pearl Books



"Kids are very smart these days, so we cannot offer them anything sub standard. It is our endeavor to always give them best content to read. And such shows give us an opportunity to interact with kids, parents and teachers at the same time."

—Ms Sheela Roy, Future Kids Publications



"Kids books should be promoted in a big way, we strongly believe in it. And we participated at New Delhi World Book Fair to promote our well-researched and crafted books to the industry."

—Vani Mehta, Young Angels

"For smart kids we have smarter books. All our products are combination of books, activity and game. And kids love us for that. We are also getting good retails."

—Shitij Malhotra, Traveller Kids



## Visitors' speak

I want to buy my recipe book with my favorite dishes. So that Mom cooks the best for me... everyday.

—Alisha



As a librarian, I always aim to enhance the reading habit amongst children. Book fair is a good way to accomplish it. I even encourage such activities in my schools, where book week is organized along with small book fair in the school campus itself," said Mrs. Prem Dhinra, consultant to libraries, who is one of the many people who never miss the New Delhi World Book Fair. She has been a librarian to various renowned schools like Guru Harkrishan Public School – Vasant Vihar, Cambridge School – Noida, etc. Presently, she is a consultant librarian to Ahlcon International School – Mayur Vihar – I, New Delhi.



I love books, so I am here for the first time. Actually, I lost my sight due to old age and can't read. So, I am looking for audio books and also some best sellers, so that someone else can read it to me.

—Edward R. Oakley, Exporter of Carpets



This time it is more vibrant and professional with various activities that will surely help to promote reading in youth. I wish NDWBF all the best!

—Dr Shekar Sarkar



I am lecturer in Laxmi Bai College (DU), so it is a must awaited book event for me... as I do buy lot of books to read. And promote good books amongst my peers and pupils.

—Dr Rita Badhan



Exclusive Distributor in India

**iGroup Infotech India Pvt. Ltd.**

(Information for Education)

Visit us at  
Hall No. H 2-5  
Stall No.  
B 197-198

B-116, Sector-67, Noida-201301 Mobile : 09716892777,  
Tel. : 0120-2484151, 2484152 Fax : 0120-2484150  
Email: balani@igroupnet.com  
Website: www.balaniinfotech.com

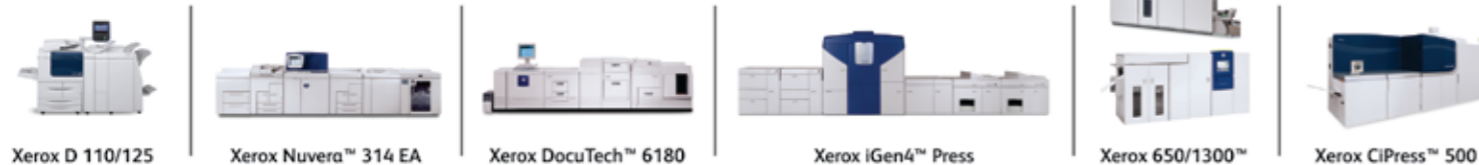
★ AHMEDABAD ★ BENGALURU ★ CHENNAI  
★ KOLKATA ★ MUMBAI ★ NEW DELHI ★ NOIDA

For Trials/pricing and other product related query please feel free to contact us:  
trials.balani@gmail.com



WHEN IT COMES  
TO BOOKS,  
WE CAN DO  
**GREAT THINGS,  
TOGETHER**

Largest Books on Demand Printing Solutions.



**Xerox.com/india**

Ask Xerox, Call 1800 180 1225 or 390 12 000

(\*Please prefix the local city code when dialing from a mobile phone)

E-mail at: [digital.print.india@xerox.com](mailto:digital.print.india@xerox.com)



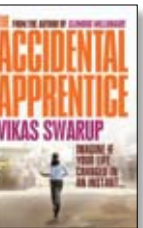
2008 XEROX CORPORATION. All rights reserved. XEROX, the sphere of connectivity design and There's a new way to look at it are trademarks of XEROX CORPORATION in the United States and/or other countries.

## Panaromic view of the exhibitors in Hall 18



### New book from Vikas Swarup

The Accidental Apprentice' is the new book from Vikas Swarup, the author behind the blockbuster movie Slumdog Millionaire, a brilliant novel about life changing in an instant.



### Chit-Chat with Parmil Mittal, D K Publishers Distributors P Ltd

**Show Daily: Tell us briefly about your organisation.**

**Parmil:** Our organization started its operation in June 1976. We are the only organization in the world who is dealing only with books published in India. Today we have over 1600 publishers under our network.

**Show Daily: How do you see book distribution as a profession?**

**Parmil:** Book distribution profession is very good. I as a distributor know what is selling and what is not selling because I get books regularly from over 1,600 publishers. As a distributor of so many publishers, I am able to meet so many publishers and booksellers.

**Show Daily: How do you warehouse the books?**

**Parmil:** We warehouse the books publisherwise in our office only. All our inventories are computerized.

**Show Daily: What are the criteria for selection of books for distribution?**

**Parmil:** There are no criteria of books selection. We promote and distribute all the books of our publishers.

**Show Daily: What are the challenges in this profession?**

**Parmil:** We supply books all over the country. We also get back the unsold stocks from the booksellers and return these to the publishers. A major challenge today is the issue of collection of payment which has become very expensive these days.



Mother & daughter screening a book diligently