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 Vivekanand, 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.

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 sainth with a difference!

To commemorate the 150th birth anniversary of Swami Vivekananda, NDBWF 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 philosophy 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 Atmaladananda of Advaita Ashram, explained “Advaitha 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, so inners or devotees 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 Ghusal. The famous Rajasthani song Kesaray Balam is in the Mand style.

The songs were rendered at Lal Chowk on 6 February. The lead singer in this performance was Khetu Khan Manganja, who is an expert in Rajasthani, Gujarati, Sindhi and Punjabi regional music. His troupe included Karacha 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.

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 Thambikani and Mini Krishnan.

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

Catherine Thambikani is a translator, writer and critic. She teaches English at R.L.V. College of Music and Fine Arts, Cochin. She has published several texts in the University of Calgary, Canada and Calcutt University, Kerala. Her Mini Krishnan, a translation expert, is a member of the National Translation Mission. She also edits translations for OUP, India. The discussion informed the audience on the range of India’s diverse culture. The enquiring conversations engaged the readers to open a window to the myriad nuances of ‘translating’ voices and bhlasas 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 Lenases’ was a presentation on the ideas of visual discourse in India. Eminent speakers Malvika Karulkar, Ram Rahman and Angjolie Ela Menon were the panelists of this session.

Malvika Karulkar, eminent scholar, is Co-editor of Indian Journal of Gender Studies, and has worked extensively with archival photographs. Her latest book Visual Historias: 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 Saflar Hashmi Trust (SAHMAT), Ram is co-curator of the Sahmat retrospective exhibition opening at the Smart Museum, University of Chicago in February 2013.

Angjolie 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. Angjolie Ela Menon, a glimpse of 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 7D. The workshop was conducted by renowned artist Shri Shankarlal Acharya. While introducing the art of making masks, he said that Chhau Mask making art is a world heritage and was developed within classical art form by Shri Prasann Kumar in the 19th Century. There are no artificial products used in this art form, only natural resources are used for making masks. Those include paper, clay, mud and cloth.

In a demonstration, the mask makers created the masks of Lord Shiva and his consort Parvati. According to Shankarlal, 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.

Writing Science for the Youth

S

cience 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 Pranod 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 Shraddha 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.

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

Atam Roy, prominent illustrator, said that tremendous efforts and research go into each book before a visual is prepared, but it is said 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’, Darulbah Phartacharjee, 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.

“Make use of social media to get noticed”

Stressed Mr. Anuj Bhar, 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.

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

Mr. Manoran Karan was present at Hall 1R and was engaged in a lively conversation with the readers.

At an event organized by HarperCollins Pvt Ltd, the author New Zahir (2 from left) spoke on the book written by Mr. Alok Srivastav. Panelists present at the event included: Mr. Pulle, Mr. Gyan Kumar, Mr. Bhuvan Prasad, Mr. Suchil Sidharta, Mr. Bedi and others.

At an event held by Vidyaniketan, Preet, the author of ‘Difficult Pleasures’ was at the fair in Author’s Corner 2 in Hall 1R. He read excerpts from his book during a book-reading session organized by HarperCollins, India.

An event organized by Samanvay, Siroj Singh ‘Bechein’ (right), Anita Bharati and others spoke on the topic ‘Challenges of the Milieu and Duality in Creativity’ during an event organized by Hindi Academy, Delhi.

An event organized by Sumantra, Sunil Singh ‘Bechein’ (right), Anita Bharati and Rajyog Bunesh Tauras discussed on the topic ‘Dharma Writing: Identity & Confrontation’. The Moderators at the event was Kartikendra India.

At an event organized by Rajasthan Prastakjan, Prof. Naushad Singh (2 from left) spoke on the book written by Mr. Alok Srivastav. Panelists present at the event included: Mr. Pulle, Mr. Gyan Kumar, Mr. Bhuvan Prasad, Mr. Suchil Sidharta, Mr. Bedi and others.

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Show Daily

NDWBF 2013
“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.

Al Ameri, director of Sharjah International Book Fair is now the fourth most sought after book fair for publishers in the Sharjah market for us. The market for us is growing. Hence, there is a need for books from India. The annual sales of books in UAE is up to 260 million US$. Since in Arab, there are no distribution companies, publishers are coming here to sell the publishing rights,” concluded Ahmed.

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.

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 public library of 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 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 to the National Library Book Collection Centre at Hall 7-B/C 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 form 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 goal and exceeding the customers’ varied demands, the Ricoh Pro 907EX is a complete, modular powerhouse designed to handle high-quality production of short runs orders efficiently. Highly reliable and customisable with a unique range of finishing functions, this system can handle 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.

St Francis Press is now living up to the multi-cultural citizenship. Hence, for the 2013 edition, they, are coming here to sell the publishing rights, said Ahmed. There is an opportunity for publishers to deposit all publications that have not been delivered as yet to the National Library, Kolkata to the National Library Book Collection Centre at Hall 7-B/C stall 10 till February 10, 2013.

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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 way 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, is set to get rid of such obligations in life. The ‘baggage’ mentioned here is not the literal term, but problems people face in their day-to-day and the way 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, is set to get rid of such obligations in life.

Freedom from Baggage is a solution to set free ourselves from all anxieties in life.

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• Global leader with worldwide sales of US $ 23 billion (approx.)
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S. Chand launches its wonderful Children Books, a series of 103 Titles for junior school to build self-esteem in children and help them 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.
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.

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.

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

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.

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 Pavilion


Editorial Team: NBT – Binny Kurian, Kanchan Wanchoo Sharma; Production: R Shahjahan
AABP – Varsha Verma, Smita Dwivedi, Jyansesar 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.
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 care.

In Audi No. 3, Hall 18, the author of ‘Almost Intrepid’ – Anjali Thomas, 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.

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 has been 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.

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 and self help...away from life and others. “This is first time we participate in such exps 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. After flipping through the pages of many rare books, what really was amazing was the collection of about 25,000 manuscript documents (photocopies) 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 Saharmati Ashram and Gandhi Nidhi Papers.

The major part of the document collection comprises of letters, etc written by Mahatma Gandhi to other persons or by other persons to Mahatma Gandhi itself. 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.

With Love...

From: MK Gandhi

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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

“Exhibitors’ talk

“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 Publications

“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 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

“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

“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

“Visitors’ speak

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

“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 retail.” – Shitij Malhotra, Traveller Kids

“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 Shlok Sarkar

“I am 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 Dhingra, consultant to librarians, 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 Harighan Public School – Vasant Vihar, Cambridge School – Noida, etc. Presently, she is a consultant librarian to Ahlcon International School – Mayur Vihar – I, New Delhi.

“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

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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.