

# NEW DELHI WORLD BOOK FAIR 4th - 10th February 2013 Pragati Maidan

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ALL ABOUT BOOK PUBLISHING

# Show2Daily

February 5, 2013

*“Nothing delights me more than encouraging people to read”*

said Dr Shashi Tharoor, Minister of State, MHRD at the inauguration of the New Delhi World Book Fair 2013 on February 4, 2013 at Pragati Maidan, New Delhi.

Organised by National Book Trust, India and India Trade Promotion Organisation (ITPO), the New Delhi World Book Fair (February 4-10, 2013) opened up a gateway to the publishing and intellectual world.

The show was inaugurated by Dr Shashi Tharoor, Honourable Minister of State. “Nothing delights me more than encouraging Indians to read and celebrating books and childhood is the time to discover books,” said Dr Shashi Tharoor. He also said that though e-publishing has made inroads in India but

though quantum of publishing is equivalent to the number of readers, but attempt needs to be taken to cover other languages as well. Besides, he also emphasised on the fact that there need to be value-based education in the curriculum.

While, Ms. Rita Menon, chairman & managing director, ITPO welcomed the collaboration of HRD and ITPO and hoped that this would lead to bigger and better book fair in future. She also said that ITPO will promote fair at all international and national levels. Rita also appreciated the B2B activities and



handful of publishing houses in the 1950s, India has grown to be amongst the top five publishing countries in the world. The picture looks bright but the progress is uneven. While some language have made significant progress – English being the most talked about, followed by Hindi, Malayalam, Tamil, Marathi

only 16% of people read digital books, rest 74% still rely on conventional printed books.

While Dr Karan Singh, eminent author, Member of Parliament (Rajya Sabha) and president, Indian Council for Cultural Relations, who was the Guest of Honour said that for a book lover, there is no greater treat than book fair. “Books have played critical and crucial role in civilisation,” he said. He also reiterated the fact that

the France as the guest of honour. “Countries like Ghana, Malaysia and Thailand are participating for the first time,” she said.

His excellency Francois Richier, ambassador of France for India was the special guest on the occasion. “It is a very important occasion for France,” said Mr. Francois, “Though France has not invented writing, printing or internet, they have been contributing a lot to books not only for our consumption



but whole community.”

While, Sudhir Malhotra, president, Federation of Indian Publishers (FIP) said, “From a

and some other, publishing in many other important languages like Urdu, Konkani, Oriya, Kashmiri and other North-East

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languages have not kept pace.” Another important point he highlighted was that the export of books and other printed material stands at over Rs 1700 cr, registering a growth of 60% in the last three years and Indian textbooks are regularly prescribed and used in several parts of the world. “But, we need substantial investments in international marketing efforts. Book exports need focussed attention and cannot be clubbed with industrial products under chemicals and allied products and therefore considered insignificant in comparison,” he added.

The welcome address was earlier given by A Sethumadhavan, chairman, NBT, who said that the hosting of such a fair is a huge responsibility bestowed on us and making it an annual affair needs a lot of planning and hard work. He also mentioned that India has now become an economically and educationally empowered nation. Mr. Sethumadhavan also mentioned the new initiatives in this fair like Rights Table, CEO Speak, authors’ corner, children activity corner, youth pavilion, etc.

The vote of thanks was given by Mr. MA Sikandar,



director, NBT who thanked all the dignitaries, publishers, authors and visitors to the fair.

Baster Band from Chhattisgarh also performed during the inauguration.

## Reading Culture: Solutions Only Please!

The ‘Samanvay: IHC Indian Language Festival’, an initiative of India Habitat Centre, to promote Indian writing, is organising a series of panel discussions during the New Delhi World Book Fair at Hall No. 12, Pragati Maidan. The first in the series ‘Reading Culture: Solutions Only Please!’ was held yesterday. Panelists included Prof. Apoorvanand, Shri Satyanand Nirupam, Ms Manisha Pandey and Shri Maya Mrig. Initiating the discussion, with some statistical facts about readership, reading habit, consumption of books and publishing industry, Shri Satyanand Nirupam raised the moot point: “Does the number of books being sold indicate the reading culture or reading scenario in the country?”

“Reading,” according to Prof. Apoorvanand, “has long been the privilege of a small section of the society. The downtrodden, the marginalised and to an extent even women either do not get the opportunity to read, or are some times prohibited from reading.” As far as the statistics for readership is concerned, Prof. Apoorvanand said that we need to differentiate between the textbooks and real books. In fact, according to him, people don’t have faith that reading will change the present conditions in our society. A literate person does the same things as an illiterate does.

According to Manisha Pandey, “Basically reading is not a part of life or that important for a majority of the population. They may buy properties, jewellery, lands, houses and spend lavishly on marriages etc. but may not have space for books in their lives. It is just not the question of the buying capacity of people, rather

a question of their mentality. And, women in particular need to know that reading will change their lives, improve their decision making capacities and also help to find out the alternate options for themselves. This would help them to think in a larger context rather than limiting themselves with the day-to-day affairs of the family.”

An experimental publisher Shri Maya Mrig came up with some startling facts. “I have been selling 10 books for just 100 rupees for the last three years. I do not give any chance to a buyer saying he does not want fiction or poetry or essay or something else. So I publish in different genres to cater to the needs of every reader’s requirements. In spite, I still have not sold a lakh copies till now. Therefore, it is not that price is the barrier for buying books but rather is the mentality of the people which is the stumbling block.”

At the end of the session Prof. Apoorvanand suggested that we should start mobile libraries in cities and rural areas. The governments should use the occasions such as Gandhi Jayanthi, Children’s Day etc. to promote the writings of national readers. He also suggested that the ministers and MPs to use the funds allocated to them for buying books.

Ms Manisha Pandey suggested that if women and girls can’t buy books, they can come together and form a group, purchase a book and circulate among themselves.

For Shri Maya Mrig, “If people don’t reach for books, the books should reach them. We publishers need to do that. The biggest problem is providing people easy access to books.”

## Children and Youth Pavilion Inaugurated

There is a perception among people that examination system is driving the children away from books that are not part of the curriculum. I will definitely like to encourage children to read books apart from textbooks”, said Shri Vineet Joshi, Chairman, CBSE while inaugurating the Children & Youth Pavilion at the New Delhi World Book Fair 2013 at Pragati Maidan, New Delhi on 4 February 2013. The inauguration was followed by the release of a Kashmiri title Haput Ti Taangi Haatch, and three English titles My First Aeroplane Journey, Boond, and A Helping Hand—all published by the NBT, India. After the release, Parvez Ahmad and a group of children performed a song on “Kitaben Kartin Hai Baaten” (Books talk). Shri A. Sethumadhavan, Chairman, NBT and Shri M.A. Sikandar, Director, NBT were also present on the occasion.

A Skit on Promotion of Reading was performed by the Evergreen Public School, Najafgarh, Delhi, which was followed by a Programme on Voter Awareness, which was organized by Vote for India New Delhi. Later in the day, the Aga Khan Foundation NGO performed a One act play on Ghalib, followed by Sufi songs by Gulshan Ara.



The programmes for the day ended with a Panel Discussion on the topic ‘Role of Parents in Promotion of Pleasure Reading’. Chaired by Shri Ramendra Kumar, well known writer, the discussion was moderated by Shri Manas Ranjan Mahapatra, Editor, NCCL. Presenting her views on the topic, Ms Sangeeta Sethi, popular writer was of the opinion that parents should first involve themselves in reading and only then will they be able to encourage children to read anything, so that the reading environment starts from home, whether it is newspapers, magazines, story books or serious reading. Whereas, Shri Ashok K. Pande, Principal, Ahlcon International School questioned the current reading status among children vis-à-vis the education system in India. He said that children need to read for pleasure not just for grades. “Pleasure reading prepares children for life not just for next week exams”, he added. Ms Dipanita Roy, well known children’s writer also observed that textbook reading does not aid the child in the habit of reading. The parents, instead of forcing them to just concentrate on syllabus books, should encourage them to read a variety of material to inculcate reading habit among the children and youth.



## French-Bong book connection!

**A**claimed French writer Tahar Ben Jelloun in conversation with Kanchana Mukhopadhyay, publisher Bingsha Shatabdi has created a wonderful confluence of French & Bangla. This literary encounter was followed by a session of book signing, which was appreciated by book enthusiasts.



Tahar Ben Jelloun in conversation with Kanchana Mukhopadhyay

Kanchana interacted with Jelloun on the behalf of audiences and asked some interesting questions. She has already translated his book on racism *L'Islam explique aux enfants* in Bengali.



## Authors' book-reading sessions

**A**t New Delhi World Book Fair, Lifi publications launched six books of different genre. It was a well-attended event that provided a good reader-author interaction.

The titles that were launched were *Pizza Porn* by Sudhir Kekre; *India Unlimited*, *Stories From a Nation Caught Between Hype and Hope* by Kuldeep Yadav; *The Perfume of Promise* by Nandita Bose; *My Father's Mistress* by Ritu lalit; *The House of Twining Roses: Stories the Mapped and Unmapped* by Nabina Das and *Soul Seekers* by Neelam Saxena Chandra.

There were book-reading sessions, where most of the authors read certain extracts from their book, which was applauded by the audience.

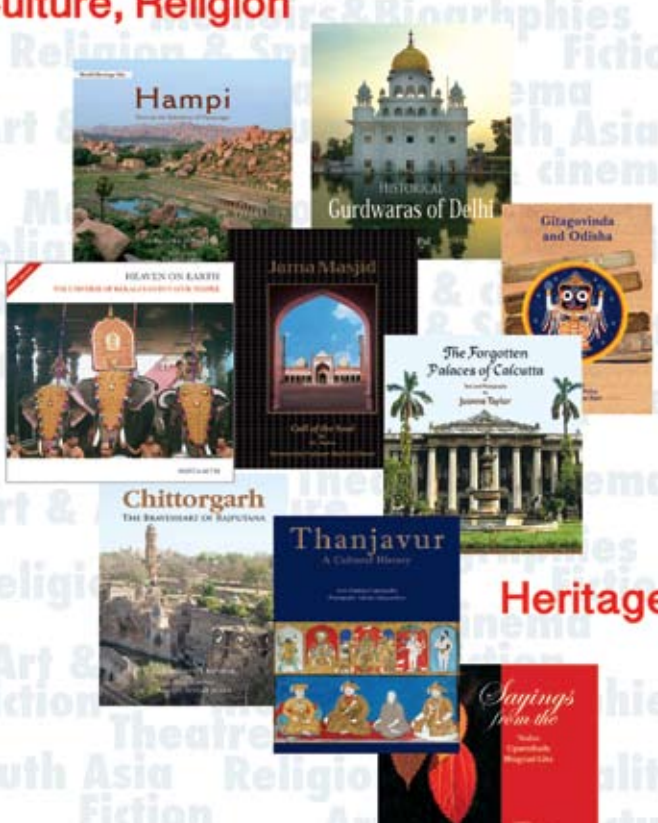
"Lifi Publications signifies Literary Fiction, which focuses exclusively on the literary works of fiction: novels and short stories spanning almost all genres. And we welcome all the young and aspiring authors to be part of us," said Ramesh Mittal of Lifi.



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## Exhibitors talk

**Show Daily** interacted with exhibitors from overseas in Hall No 7 who shared their points of views in general as well as show specific.

"We are here to explore the Indian book publishing industry in search of good distributors and foreign rights for our titles. Such good international exhibition helps us a lot to accomplish our aim and hoping for a good footfalls in the next six days of the show."

- Mr. Greg Taylor, manager/foreign rights & exports, The Choice Maker, Seoul, South Korea



"Our position in Mauritius is quite strong and we are now participating in this fair to mark newer territories in the growing overseas markets like India."

- Mr. Sujeebun Dharmendre, director, Trinity Impressions Ltd, Mauritius



"It's quite good to see rapid development of New Delhi World Book Fair over the last two editions. In addition, we find every edition of the fair quite an interesting showcase and experience."

- Mr. Osman Unalan, vice president, Indialogue Foundation, Turkey New Delhi



"Overall showcase at our stand is a complete array of the most acclaimed titles in Nepal. Since India has a good population of Nepalese speaking people, we receive good footfall at the show."

- Mr. Keshab Khatri, manager-business development, GEMS Events, Kathmandu, Nepal

"It's indeed a pleasure to be here at the show after 6-7 years of absence. We are really thankful to NBT and as a guest country and our participation this year is renewal of our presence in New Delhi World Book Fair."

- Ms. Judith Oriol, Book Attachee, Institut Francais, French Embassy, New Delhi



"We hope that New Delhi World Fair is indeed a good platform and we expect prospective visitors in the next six days."

- Ms. Saloni Grover, project coordinator, GBO (Frankfurter Buchmesse), New Delhi



"We exhibit Quran in 30 different languages and other titles on the culture of Saudi Arabia. It's quite impressive to see a lot of visitors take keen interest in our showcases."

- Mr. Hisham M A Azmi, student affair (Finance), Royal Embassy of Saudi Arabia, New Delhi



"This is really a good fair and the overall presentation of the show is quite impressive. Visitors are good and interactive."

- Mr. Shahzad Alam, PAGES (Publisher & Distributor), Pakistan



## Desaj: A Festival of Folk and Tribal Performances

Setting the tone for the theme of the New Delhi World Book Fair 2013 titled 'Indigenous Voices: Mapping India's Folk and Tribal Literature', was the inauguration of the Festival of Folk Music, Dance and Drama—Desaj. Organised by National Book Trust, India and Sangeet Natak Akademi, the performances from across the country will entertain and provide a glimpse into the rich treasure of our traditional performances throughout the Fair

from 4.30 pm to 8.00 pm daily at Lal Chowk, Pragati Maidan.

The indigenous performing arts of India contain within themselves a core of contentment which feeds their expressions, a still centre which absorbs and assimilates everything from within. They have much joy to offer and a shared sense of our common humanity.

Speaking at the inaugural function, Ms Leela Samson, Chairman, Sangeet Natak Akademi was hopeful of more



such collaborations with NBT, India. Shri A. Sethumadhavan, Chairman, NBT, said that there is a thin line between art and literature, and they both contribute equally.

The festival began with a presentation by Ms Teejan Bai, Padmabhushan and Sangeet Natak Akademi Awardee. Ms Teejan Bai, an exponent of Pandavani, gave a lively performance by narrating episodes

from the epic Mahabharata in Chhatisgarhi dialect while playing the one-string instrument 'Tamboora'. Pandavani is a form of narration where the narrator sings the story and then starts a religious discourse using mime and dance movement.

Other performances in the evening included Thang-Ta from Manipur, Traditional Bhajans from Gujarat and Bastar Band from Chattisgarh.

## A book reading session with a difference!

In Author's Corner 3 in Hall 2-5, there was a book reading session by Mr. Rahul Bhattacharya, author of 'The Sly Company of People who Care and Pundits from Pakistan.' "This is my first book launched in 2004 and it had been very well-received," he said. He particularly read a chapter from his book which featured the scenes from the India-Pakistan cricket match.

## "Child-oriented topics are universal and not specific to any country"

says SK Ghai, CMD, Sterling Publishers Pvt Ltd

Children's book publishing is on the rise, both in the domestic and international markets. Child - oriented topics are universal and not specific to any particular country, so their appeal is also universal. India exports children's books to various parts of the world - targeting the Indians settled abroad and also the international customers," says SK Ghai, CMD, Sterling Publishers Pvt Ltd (Hall 18, Stand 57-68), which specializes in children's books for the age group of 1 - 14 years. Licensee for International Characters, they export books to Africa, Asia, Europe, USA and Pacific region. "Children books produced in India are reasonable in price as compared to the books produced in the western countries. This makes Indian books comfortable in the world markets," he adds.



At the New Delhi World Book Fair 2013, Sterling Publishers will launch a number of books at the fair. The first series was launched yesterday, titled Quest for the Fine Art of Living Series (Achievement, Development, Enlightenment, Excellence, Inspiration, Perfection) by OP Ghai.

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# READy to Cook!

## - Spicy... Sugary... Salty... Cook Books

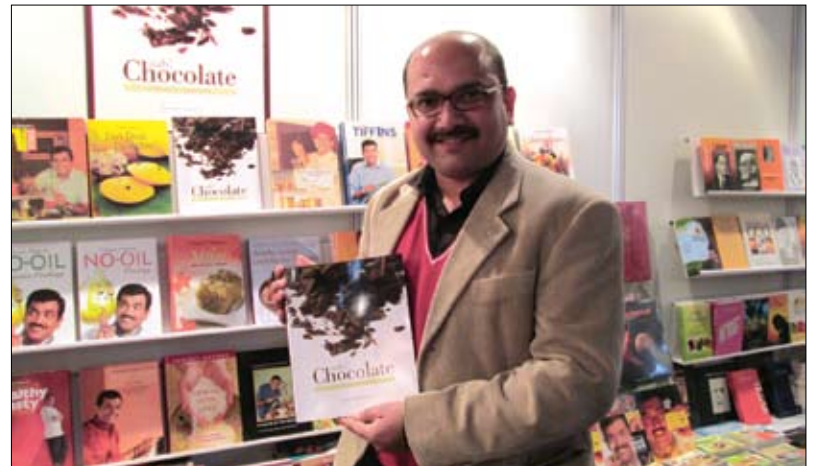
A mere mention of cook book satiates our taste buds. It is one of the most trusted and time-tested methods of learning innovative cuisines and general cooking. These books are quite indispensable to us. Through books, we are able to learn and understand much of the things that we are not yet fully in knowledge of. Here Smita Dwivedi unfolds the mouthwatering cosmos of this great way to gain experience with cookery.

Cookbooks have been the companion for all those who love to do invent and experiment in kitchen. Perhaps, we all need to eat...no matter how good we cook...there's always a scope to learn more. Learning to cook from books is just one way to become a better home chef. Practice makes perfect, so combine those new skills with a lot of practice and patience. There are unlimited books available on myriad topics and cuisines including cooking techniques for the home, recipes and commentary from famous chefs, institutional kitchen manuals, and cultural commentary.

### Thought for food!

A cliché definition of cook books could be - 'A kitchen reference publication that typically contains a collection of recipes served with colorful illustrations and advice on purchasing quality ingredients or making substitutions.' But now it's different, as cook books have come a long way and this niche segment is catching up fast.

Just glance at the cookbook section of any book store and you will notice the difference. It's no longer a cooking mate of housewives. Today, they are more specific and focused. There are cook books



available on all the national and international cuisines. There are books on healthy and nutritional cooking also there are cook books available on different community and profession as well.

### Kitchen Kings!

In India, when we talk about these books, there are a few names that shine bright, which include Sanjeev Kapoor, Nita Mehta, Tarla Dalal, Madhur Jaffrey, Suvir Saran and Pushpesh Pant etc. They all have contributed a lot in making Indian cook books most wanted in India and abroad.

Phaidon's India Cookbook has won 'Best Indian Cuisine Cookbook in the World' at the 2011 Gourmand Cookbook Awards, held in Paris. Pushpesh Pant, author and culinary academic wrote this book after a research of 20 years, which is the first comprehensive home cooking guide to India's rich and colourful culinary heritage. Hence research is very important for these books.

Nita Mehta who has authored 350 cookbooks as of now still fondly remembered his journey as a cook book author and explained, "Readers share that they felt that their mother is standing beside them and guiding them when they cook a dish, while reading my book."

SNAB (H14-B47-49) is India's largest publishers of cook books having over 400 titles in cook

books alone. Most of the titles have been reprinted 20-21 times in the span of a few years. Till date, SNAB has sold over 5 million Nita Mehta cook books.

Whereas Tarla Dalal, today is one of the top five best-selling cookery authors in the world. She has written a total of 170 titles, several of which have been translated in various languages like Hindi, Gujarati, Marathi, Bengali and even Dutch and Russian! The total sales of her cookery books exceed 4 million copies. She shared that cook book should be dynamic in nature; it should always have a new content....not the old wine in new bottle. According to her cook books help people to try new recipes and eat great food even at home. "My recipes are economical, easy to follow



## Beijing International Book Fair 2013

The Beijing International Book Fair (BIBF), now held nineteen times since its inception (1986), continues to uphold its principle of "introducing excellent books from around the world into China and leading Chinese books to the world". Over the past twenty years, the BIBF has been an event of the utmost importance to publishers, and has received major support and participation from domestic and overseas book and publishing industries, gradually confirming BIBF's international brand status, and turning it into a major international publishing event incorporating



copyright trade, book trade, cultural events, displays, consultation services and professional networking.

The 20th Beijing International Book Fair will be held at the China International Exhibition Center (New Venue) from August 28 to September 1, 2013. The exhibition area will cover 53,600 sq m, and the Kingdom of Saudi



Team BIBF in their Beijing office

Arabia will take part as the Country of Honor. Besides, expanding and improving on the General Publishing Zone, 2013 BIBF will also have the Digital Publishing Zone and the Children's Book, Cartoons & Animation Zone, Periodical Zone, Publishing on Demand Zone, the Rights Center and the Library Acquisition Zone.

The 19th Beijing International Book Fair was held during August 29 - September 2, 2012, in the China International Exhibition Center (New Venue) with an area of 53,600 sq m and 2,262 stands displaying more than 2,00,000 titles.

For more info, visit [www.bibf.net](http://www.bibf.net)

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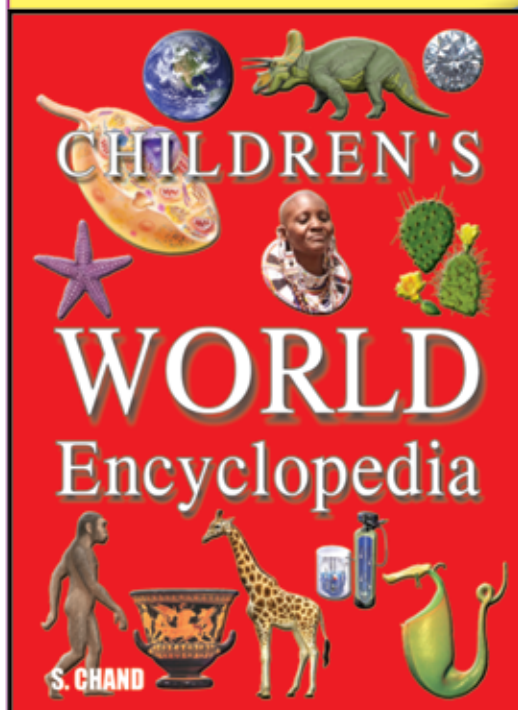
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# Need for book kiosks!

The crowd at the New Delhi World Book Fair is a testimony to the fact that people love to read. Then why is it that there are very few book kiosks in the city.



Every nook and corner of an Indian city would boast of a kiosk – a panwallah selling paan and other items like cigarettes, etc...but we seldom find book kiosks in the city. While railway stations do have a few book kiosks, there's a need to have more such kiosks in the city – a sure shot way to promote reading!

I still remember the time when I had come to Delhi fifteen years back. That time, wherever I went, I could find vendors selling newspapers, magazines and popular books on the pavements. I saw people drawn towards these vendors – children pestering their parents to buy children magazines, women browsing at health and beauty publications while men going through business and self-help publications.

Where have these vendors gone? No one knows. Have people stopped reading? No. Reading is and will always be the favourite pastime of many and the means to gain knowledge for all. Though books are now available at the click of the mouse, but of the 1.4 billion population of India, how many actually have access to computers. Moreover, of the people with access to computers, how many actually buy a book online? The numbers, I believe, would be insignificant as against the population of the country.

Look at the book kiosks at the railway stations, you must have seen them buzzing with travelers looking for something to read during travel and waiting hours. If such kiosks are readily available at prominent locations like bus stands, taxi stands and other waiting areas, people are bound to pick up something to read.

We often complain that children have become very tech-savvy and they are losing interest in books. Have we ever given a thought that why they behave like this? It is, probably, because they are getting access to technology – they have a desktop/ a laptop sitting at their study table, they love to try their hands at your tablet or a touchscreen phone, they probably have a playstation or they play games on phone/computer. Amidst all this, where are the books which we want them to read?

How many times do we take our children out to buy books... books which children can read for fun? Perhaps it is more often the book fairs organized by the publishing houses like Scholastic India, right in the premises of the schools. Children make a beeline for such fairs and we still say children are not interested in reading.

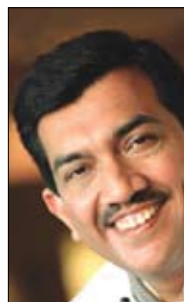
The fact is that books need to be seen on an ongoing basis. What better way to reach readers than to have book kiosks at prominent locations around the city? Books have a magnetic quality of their own...they attract readers and book lovers would definitely agree!

–Varsha Verma

(Continued from pg 6)



Tarla Dalal



Sanjeev Kapoor



Priya Kapoor



Kapil Kapoor

and healthy.”

“Our upcoming new books are Gluten free and Breakfast cookbook. A few of my recent launches have been *Exotic Diabetes Cooking*, *Kebabs & Tikkis*, *Growing Kids Cookbook*, *Mughlai Khana*, *Non-Fired Farsans and Punjabi Khana*, *Cooking with Sprouts*, *Sti-fries*, *Noodles*, *Corn*, *Chips & Dips*, *Baked Dishes* and many more... and they have been very fast-selling titles across the world,” she added.

## A pinch of publishers

Cook books segment is doing well and showing steady growth as well. This might be because of the reason that Indian cooks... especially females are not tech savvy. We still love to hum while cooking, so i-pads and gadgets are not welcome. Moreover, we can refer them anytime.

So here are some publishers' views on these books.

## Popular's Sanjeev Kapoor

Popular Prakashan (H2-5, st1-2), the publishers of celebrity author Sanjeev Kapoor cook books have added a new dimension to his cookery and has ensured that his books are widely distributed in India and abroad. “We are getting wonderful response for these books. And this segment is not going to see any fall in popularity. It was easy to market Sanjeev Kapoor books, as he was loved by the Indian people as a chef in his TV series *Khana Khazana*,” shared, Manish Purohit, chief executive, Popular Prakashan.

## Anurag Mehta's success recipe

As per, Anurag Mehta, marketing director, SNAB Publishers Private Limited, the scope of cook book publishing is perhaps huge, especially in India as publishing is a relatively new field here. Moreover, there are big retail companies who are retailing books now and soon books would become something like a FMCG product.

“Cook books are the need of today, everybody be a male or female needs one. Earlier girls used to get guidance from their mothers ...but now when

most of the moms have career responsibility and girls too are busy with studies, so they need to these books to learn cooking. Moreover guys too are staying away from their moms...so they also need cook books”, explained Mehta.

On stressing about the USP of their cook books, he added, “We give a huge importance to content. Our recipes are easy to understand and are written in a very reader friendly way. Moreover, we choose such recipes, whose ingredients are easy to procure. One doesn't have to worry about the marathon of collecting rare herbs and spices.”

Mehta concluded with affirmation about the success of cook books in today's e-world, “Cooks books certainly have a great future as it is more convenient to hold a book while cooking instead of expensive ipad or tablet. They are economical and you won't mind spilling oil or spices on book.”

## Roli's innovative cooking!

Priya Kapoor, director, Roli Books (H1R-B137-150) and CMYK feels that this is timeless segment and books on cooking will always be on demand. “We have a lot of cook books; I feel genre and scope of these books are huge. I love to collect and gift rare cook books.”

“These books are not limited to particular target group.... like we have a book called *Dining With The Maharajas A Thousand Years Of Culinary Tradition* which is priced Rs 4000 and we have cook books which cost mere Rs195,” she added further.

While Kapil Kapoor, MD Roli Books finds this segment a profitable venture, “We have a good market for our cook books in India and overseas. And every year, we are increasing our profits.”

“We believe in innovation... even if the subject is same, one can add value to it. Like if see Roli Books' cookery books, they are not just books...they are object of desire. We give lot of importance to pictures and layout designs. Moreover quality and content are also good.”



# Future of Book Publishing

## How can POD be so useful to book publishers?

**W**itness the feel of real book in one print sample - the digital technology facilitates the publisher to print only one sample copy of book within no time, prior to going for bulk print order. The modifications, corrections or additions can be managed economically.

### Print as much as you need:

It is a general practice to print 1,000+ copies for any title in offset printing. But with digital process, the cost is always based on per copy basis not on 1,000 quantity as in offset process. Publishers can also make profits in short run high priced books, while going for optimum quantity resulting in no unsold leftovers and lesser investment on small runs. The new editions can be brought more frequently to attract the target reader.

### Revive the out of print titles:

Many publishers have a huge

**the digital technology facilitates the publisher to print only one sample copy of book within no time, prior to going for bulk print order. The modifications, corrections or additions can be managed economically.**

backlist (Out of Print), which they would love to bring to life. POD is the option to bring these titles on board. Additionally, the cover price of these books can bring more profits..

### Print what you want:

Coffee table books are mostly printed through POD, wherein an order for 100-200 copies is also feasible and it gives faster turnaround. Not just the books, publishers can even use the technology for printing their brochures, profiles, price lists, etc. Sometimes, they can even come up with personalised catalogues for specific segment.

### Save environment:

Publishers can print only

the number of books they need, resulting less wastage of paper, thus saving environment.

(Information on Print On



*Demand by MN Pandey, Avantika Printers Pvt Ltd, New Delhi, Winner of various national printing awards.)*



To know about the difference in offset and POD through digital printing, check out tomorrow's issue...



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# Ghalib celebrated @ NDWBF 2013

Ghalib means all conquering, superior, most excellent... and he truly was! One of the best-known Urdu poets of all times, Mirza Ghalib is a name that is synonymous with Urdu poetry. It was a good thought to have *One Act Play and Songs on Ghalib*, which took place at NDWBF. It was well attended and applauded event attended by numerous Ghalib's fans.



Performers enacting 'One Act Play and Songs on Ghalib'

*Ghalib spent last few years of his life in Old Delhi in a haveli in Ballimaran. It was here that he created magical legacy of Urdu poetry. Smita Dwivedi visited this place where Mirza stayed lost in thoughts for hours - penning down verses.*

Born Mirza Asadullah Baig Khan, Ghalib was a pen name he adopted, which was his pseudonym. He was born in Agra on December 27, 1796. He never strived for earning a decent livelihood and led his life on the generosity of his friends or state sponsorship. Though no one gave him due importance then, fame came much later. Today, he is the most written about and the most read poet in Urdu. From 1860 to 1869, he stayed in narrow alleys of *Purani Dilli* and on February 15, 1869, this great poet breathed his last.

A sneak-peek into his Haveli where he lived and wrote all his memorable shayaris.

At Ballimaran - Chandni Chowk, there's a lane called Gali Qasim Jan, and the third building on the left is the Haveli of Mirza Ghalib. Restored by the Indian Council of Cultural Relations (ICCR) in association with Government of Delhi, Ghalib's haveli wore a new

lively look.

A muslim octogenarian greeted me on entering the Haveli...his name was Fakhruddin (the proud owner) and he informed, "It was hard to imagine that a decade ago it was not more than a warehouse - a heater factory. I want to thank Uma Sharma, famous dancer and great Ghalib fan for all her efforts to revive Ghalib's legacy."

"The other supporters of this initiative were Gulzar, Sheila Dikshit, Pavan Varma, Haroon Yusuf, etc," he added.

There are details of the life history of Mirza Ghalib and also some of his most famous couplets. The original writing dairies of Ghalib are displayed along with some of the couplets in his own handwriting. Also there's a small collection of books on Ghalib as well.

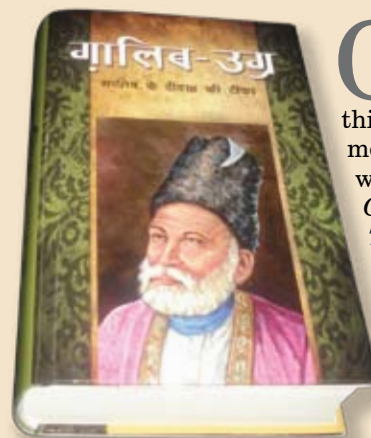
The walls of the Haveli are adorned with Ghalib's life incidents and important milestones. The haveli still

preserves some of the belongings of Ghalib and also houses a typical replica statue of him with a Hookah in hand. The Ghalib's favorite dress - a Mughal era Salwar-Kameez is displayed along with his other favourites like Chauser and Shatranj.

It's not just the charm of bygone era or the melting pot of one of the greatest wordsmiths of Urdu...there is much more to this place, which is beyond words! So spare some time and do visit Ghalib's Haveli...which he never owned and interestingly never paid a penny as rent.

## Ghalib-a-Ugra

### - Ghalib ke Diwan ki Teeka



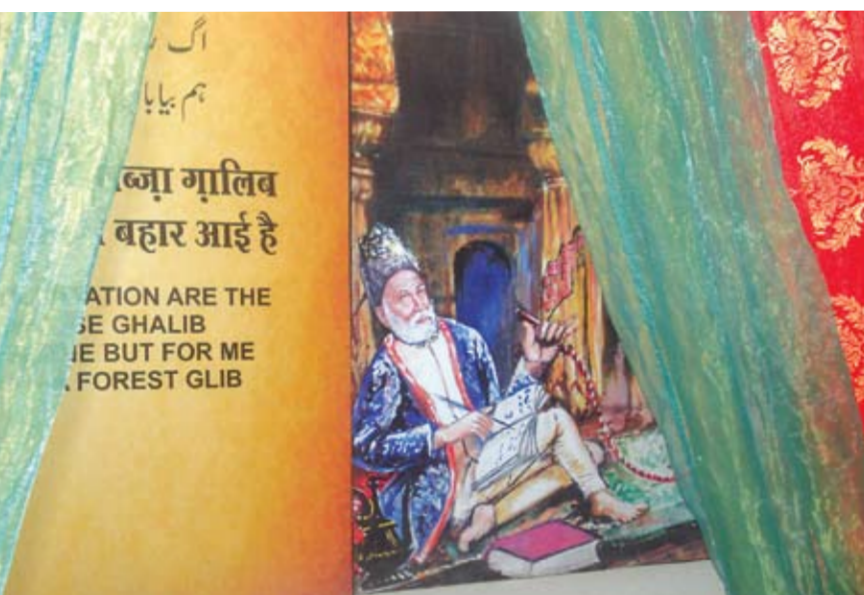
Ghalib, an outstanding poet was a man of no worries. His poems and writings too have this unique style, which makes him most read and wanted Urdu poet and writer, even today. And this book *Ghalib-a-Ugra: Ghalib ke Diwan ki Teeka*, which was first published in 1993 by Ranjit Publishers has the unique distinction of presenting, in one compendious volume, the best of Ghalib in poetry and prose. It contains ghazals, poems, besides a few striking couplets and qitas.

Ghalib, an Urdu calligrapher would have never thought that non-Urdu-knowing reader would equally love his words. And the credit goes to books like this, where Urdu is written in Hindi, for better understanding. In this book, the ghazals are explained in Hindi with the meanings of certain Urdu words. Thus, the content is simple and easy.

This book, reprinted by Tekson Publishers with good production quality, has a price tag of Rs 995. The hardbound well-designed cover makes it more appealing to pick and read. The inner pages are also well-designed and have reader friendly font size and type.

The publishers are quite happy with this book and take pride in informing that they sold 800 copies in first week. So, we also recommend it...as he said!

*Hai aur bhi duniya mein sukhanwar bahut acchhe  
Kehte hain ke ghalib ka hai andaaz-e-bayaan aur*





## Indo-French Professional Round Table Meetings

In the Conference Hall (Hall 7, 1st Floor), duos of panelists, one French and one Indian, who are editors or experts in the book industry, will today share their knowledge and experiences in the context of the general panorama as well as the main fields of book publishing: non-fiction, fiction and children's literature like for international cooperation concerning illustrated books.

Comparing the editorial movements and exploring what's published in both the countries will help define what is expected by the French market from India and vice-versa. By sharing experiences and getting to know each other better, this "four-moments / two-voices" seminar

intends to consolidate the bridge between both the countries and seek a favorable perspective for the future.

The seminar will include 4 sessions (General, Children's Books, Fiction and Non-Fiction), each with a French and an Indian publisher / editor. Speakers will include experts from France and India will include Jean-Guy Boin, director, B.I.E.F.; Alain Gründ, president, B.I.E.F.; Hugues Jallon, editor, Non-Fiction and Essays, Le Seuil; Marianne Durand, director, Nathan Jeunesse; Benita Edzard, Foreign rights Manager, Robert Laffont; Anita Roy, publisher, Young Zubaan; Karthika V.K., HarperCollins India and Neeta Gupta, publisher, Yatra Books.

## Wiley India, PHI Learning, Pentagon & Viva avail POD services

**Anticipating the need for digital printing in book publishing, Syndicate Binders is poised to add another Ricoh printer after having excellent production with the existing one.**

One of the leading book printers in Delhi NCR, Syndicate Binders who installed a Ricoh Pro 1357EX black and white production printer with EFI Fiery controller around two years ago, continues enhancing profitability due to excellent production efficiency of Ricoh technology. The company boasts of several high-end book publishers as their clients, which include Wiley India, PHI Learning, Pentagon Press, Viva and Dreamtech.

"With our Ricoh printer, we print around 30-40 titles of books every month, generally with 300-400 pages in size of 9"x6". For each title, average 300-400 copies are printed for both domestic and overseas publishers. Experiencing outstanding performance of this Ricoh printer and supportive approach of Ricoh, we are soon to purchase one more such printer from Ricoh," conveyed Vinod Rajpal of Syndicate Binders, in conversation with Show Daily team.

The RICOH Pro 1357EX digital imaging system enables to deliver the speed, flexibility and reliability to maximize productivity in production-grade environments. This powerful system provides precise black & white output at speeds up to 135 pages-per-minute with versatile inline finishing. With it, one can turn jobs faster, increase efficiency and consistently exceed customers' expectations in terms of short-run book production capacity.

Established in the year 1972 with investment of just Rs 3,000, Syndicate Binders has now reached to the annual turnover of around Rs 04 core. Presently, they have been producing books for more than ten publishers, including three from overseas market. "The quality being provided by Ricoh printer is efficiently helping us to export books significantly, and we are expecting greater growth, leveraging advantages of our state-of-the-art printing equipment," concluded Vinod.



## Author's Corner building better tomorrow of children

Involving children actively with practical workout on the storyline of a story facilitates them to improve their power of imagination, and this is important for their better all-round growth, said the story teller Michal Malinowski, director and creator of The Story Teller Museum, Poland, during a story telling session organized at the Authors Corner at Children's Pavilion in Hall No 18 in New Delhi World Book Fair. He narrated the story of 'King Matt' by Korczak. Later children who were listening to the story constructed various castle (as the character did in the story) based on their imagination with the help of carton blocks and showed it to the story teller. "In this type of activity they learnt self confidence, power of imagination, team work and create new things," Michel said further, adding, "In the next session we have a plan to say another story based on cream and a huge spoon in which children will learn to share things which is important for survival and leading a better life in the society."



Michal Malinowski during a story telling session organized at the Authors Corner at Children's Pavilion in NDWBF 2013.

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

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EVENTS TODAY					
Hall No. 7 Foyer	"Book Art": An exhibition of Book Art Installations organised in association with College of Art, Delhi (daily)				
Hall No. 7 ABC	Guest of Honor Country (France)	11:00am to 7:30pm (all days) France Heritage: A photographie Exhibition of French Heritage in India	11:00am to 7:30pm (all days) French Delicacies : Le Bistrot, French Cuisine	10:30am to 5:30pm Indo-French Professional Round Table Meetings (registration required)	5:00pm (in Shakuntalam Theater) Film Screening Film: L'Autre Director: Patrick Mario Bernard, Pierre Trividic (2009) Cast: Dominique Blanc, Cyril Guel, Peter Bonke, Christèle Tual, Anne Benoît, Charlotte Clamens Running time: 1h37min
Hall 7E	Theme Pavilion	12:00pm to 1:00pm Workshop on Naada Samanuam	2:00pm to 5:00pm Indigenous People's Philosophy on Global Environment and Peace Panel Discussion with Santali Writers: S.C. Soren, Advocate, Supreme Court; Mangal Marandi, Dy. Secretary, UPSC; Dr. P. C. Rai, Professor, Maulana Azad Medical College, Delhi; U.N. Majhi, writer; K.C. Kishpotta, Project Manager, DWF		
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 Naada Samanwayam, Kerala by Delhi Panchavadya Trust Lai Haraoba, Manipur by Huyen Lailong Manipur Thang-Ta Cultural Association Jhumur & Nagpuri Songs, Jharkhand by Mukund Nayak with Kunjaban Choliya Dance & Lok Geet, Uttarakhand by Gopal Mathpal with Ram Ganga Sanskritik Kala Kendra Kabul Naga Dance, Manipur by Huyen Lailong Manipur Thang-Ta Cultural Association			
		3:30pm to 4:30pm Meet the author: Anuja Chauhan Event hosted by HarperCollins Publishers India Ltd	5:00pm to 6:00pm Meet the author: Yashodhara Lal Event hosted by HarperCollins Publishers India Ltd		
Hall 1R	Author's Corner 2	12:00pm to 1:00pm Meet the author: Girja Kumar Event hosted by Vitasta Publishing Pvt Ltd	1:30pm to 2:30pm Meet the author: Meenu Mehrotra Event hosted by Vitasta Publishing Pvt Ltd		
Hall 2-5	Author's Corner 3	3:00pm to 4:00pm Paro Anand and Ankit Chadha Reading from I'm Not Butter Chicken and Wild Child (Penguin) Event organised by National Book Trust, India		6:00pm to 7:00pm Anita Roy Reading from her yet to published book Dead School Event organised by National Book Trust, India	5:00pm to 6:00pm A Meet with Narendra Kohli Event by Vani Prakashan
Hall 12/12A	Author's Corner 4 (Hindi)	2:00p.m. to 3:00pm A Discussion with Tarun Tejpal Event by Rajkamal Prakashan	3:00pm to 4:00pm Missing Readers: Books for Children Anvita Abbi Neelabh Ashk Sushil Shukla Moderator: Milhir Pandey Organised by: Samarvay, IHC, Indian Language festival	4:00pm to 5:00pm Poets Meet Presided by : Leeladhar Jagdi Amarnath Amar; Upendra Raina; Kanupriya; Govind Prasad; Pratap Singh; Yogendra Datt Sharma; Rakesh Renu; Sowmitra Mohan Event organised by Hindi Academy, Delhi	
Hall No. 7D	Children & Youth Pavilion	10.30 am to 11.45 am Storytelling through Puppetry Event by Sangeet Natak Akademi, Ministry of Culture, Govt. of India  A Skit on books and reading Event by Jaishankar Memorial Centre (NGO), New Delhi	12.00 noon to 1.15 pm School Librarian's Meet Catching Them Young- Challenges before School Libraries Chief Guest: Prof. Deepak Pental, Chairman, National Mission for Librararies Chair: Dr H K Kaul, Director, DELNET. Organised by NCCL (NBT) and Consortium Octet (NGO), Delhi	2.30 pm to 3.45 pm Professional Courses and Opportunities for Young Adults A session by experts from Galgotias University, Greater Noida  Amazing Facts A participatory programme by Department of Botany, University of Delhi :Delhi University Botony Society (DUBS)	5.30 pm to 6.45 pm An evening with Authors and Illustrators Organised by NBT Guests: Shri Jagdish Joshi; Shri Ravi Paranjape; Shri Pulak Biswas; Shri Niren Sengupta; Shri Shigrun Srivastava; Shri Ramendra Kumar; Shri Atanu Roy; Shri Subir Roy Moderator: Mrs Neera Jain, Editor (NBT)
Hall 18	Seminar Hall 1	11:30am to 1:30pm An Event by AMAZON	2:30pm to 4:30pm Book release Ancient Publishing House	5:00pm to 7:00pm An event by Mahatma Gandhi Antarrashtriya Vishwvidyalay, Wardha	
Hall 18	Seminar Hall 2	11:30am to 1:30pm ROYAL EMBASSY OF SAUDI ARABIA Cultural Attaches Lecture	2:30pm to 4:30pm Book Release Publications Division Ministry of I & B, Govt. of India	5:00pm to 7:00pm An Event by Sahiti Sanchay, Delhi	
Hall 18	Seminar Hall 3	11:30am to 1:30pm An event by Read Elsevier	2:30pm to 4:30pm Book Release Sarjana, Bikaner		



# Future of the Publishing Industry

- by Pankaj Kalra, head -

Graphic Communications Business, Xerox India



Pankaj Kalra

**A**reas of long-term profits are emerging, as every segment of the book business undergoes dramatic change. It's time to seek ways when technology can improve distribution and manufacturing inefficiencies and the end user's experience.

It is predicted that Digital print book solutions will take off when electronic book readers become popular. And E-books aren't the only alternative that brings uncertainty to the book business. Books on demand, custom publishing and paperless education curricula are all contributing to changes in what gets printed, where and in what quantity is affecting every segment of the book industry.

These disruptions are exacerbated by the book publishing industry's vast penchant for waste. About 30 per cent of the books produced in the United States each year are destroyed or returned - a level that few industries can tolerate. So anyone who is serious about the book business has two clear non-content-related challenges: Determination of book products and delivery platforms, which will meet the needs of end users and lastly methods of controlling waste.

Time has come to seek ways in which technology can improve today's manufacturing and distribution inefficiencies and the end user's experience by taking a holistic view of the book supply chain. We see three distinct printed book manufacturing business models emerging:

## Centralised systems:

Powerful but shrinking Centralized systems has been the primary means of supplying major book publishers for decades and remain so today. Publishers minimise costs by optimising their offset presses to achieve economies of scale and by using standardised processes that limit variables. They deliver primarily to book publishers' warehouses; large-scale fulfillment and distribution is not a core competency. This centralised print model contributes to significant waste in traditional publishing. Publishers usually forecast demand, which leads to an excess of books in the supply chain. Many centralised operations mitigate some publishers' risk by filling smaller orders on

digital presses, focusing on offset presses where they are more cost-effective on the longer run. Digital monochrome continuous feed printers and the new generation of high volume, continuous-feed inkjet presses bring short-run cost efficiencies to these high-volume environments.

Centralised operations will continue to play a vital role in book manufacturing, but offset volume is decreasing and will continue to drop as book publishers migrate to alternative delivery models that reduce inventory, risk and waste. The result would be a consolidation in the segment. For companies entering the book manufacturing market, the diminishing volume and high cost of capital equipment where investments can easily reach eight figure, make the centralised print model unattractive.

## POD on rise:

Print on demand reduces the publishers' risk by manufacturing after the orders are placed, in precisely the quantities needed. Books-on-demand operations also distribute to retail stores or end users from the local print facility, eliminating the step of shipping to publishers' warehouses to control costs and speed delivery.

Leading POD manufacturers employ a range of evolving business models:

### On-demand printers:

The companies produce and distribute for various publishers.

**Self-publishing:** Some attempt their own production and distribution; others contract for it.

### Publishers who print:

Tate Publishing and Bridge Publications do their own production and distribution.

### Facilities management:

Traditional offset book manufacturers run digital book manufacturing operations in publishers' warehouses to reduce distribution costs and delivery time.

**Custom publishing:** College and university course packs and custom materials are produced on campus by publishers who contract with commercial digital printers and deliver to campus bookstores.

These platforms are driven by digital print solutions, which automate manufacturing with end-to-end workflow systems that drive ordering processes, printing on colour and monochrome cut-sheet and continuous feed digital devices, and finishing. The field is competitive, but opportunities remain. Print providers entering the market should start by developing relationships with publishers, colleges and universities, local retailers and other on-demand printers seeking to develop books-on demand networks.

## On the horizon: in-store production

The newest model for book production places an on-demand book manufacturing system in locations with potential book buyers, such as bookstores and libraries. Customers place orders and their books are produced while they wait, typically about five minutes per book.

The approach improves upon

the POD model by eliminating the considerable costs and time required for physical distribution and by tying orders even more tightly to end-user demand to achieve zero waste and zero returns. The systems can extend the titles available in bookstores or provide the entire inventory, for example, at shops in emerging markets. It's an ATM for books, a book super store in a box.

Print providers entering the market should start by developing relationships with publishers, colleges and universities, local retailers and other on-demand printers seeking to develop books-on-demand networks. Centralised operations will continue to play a vital role in book manufacturing, but offset volume is decreasing and will continue to drop as book publishers migrate to alternative delivery models that reduce inventory, risk and waste.

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