

NBT newsletter

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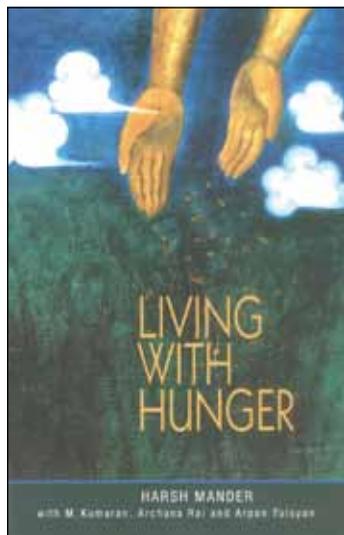


Volume 31 No. 9 • September 2013

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PICK OF THE MONTH



Living with Hunger
Harsh Mander & others
978-81-237-6757-4; Rs 80

NBT's New Logo Unveiled



On the 56th Foundation Day of National Book Trust, India, Dr M.M. Pallam Raju, Hon'ble Minister of Human Resource Development, Government of India, unveiled the new Logo of the Trust and also inaugurated the newly created Children's Library in the Trust's campus.

In his inaugural address, Dr Pallam Raju laid emphasis on creating interesting spaces in the form of children's libraries in all parts of the country which may help them to be a part of the rich legacy of Indian culture and literature. He also said that the new Logo of the Trust developed by National Institute of Design, Ahmedabad, is in tune with today's changing environment. Talking about books and reading, he laid emphasis on digitization of books and dissemination of literature and information in all possible forms and NBT should explore all Government resources to achieve the objective of promoting books and reading.

Earlier Shri A. Sethumadhavan, Chairman, National Book Trust, India in his welcome address said that the new

Logo of the Trust is aimed to reinvent and reposition NBT in and outside the country as a major player in the field. This has also become necessary in keeping with the fast changing scenario around the world.

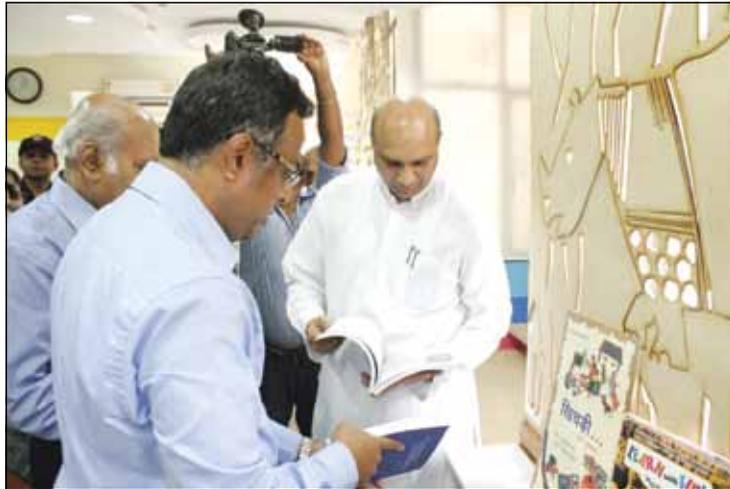
Earlier, a story-telling session was organised in the Book Shop of the Trust where Smt. Paro Anand and Shri Prakash Manu, eminent writers for children interacted with the school children. Dr M.M. Pallam Raju also attended the session and appreciated the Trust's endeavour.

Shri M.A. Sikandar, Director, NBT proposed the vote of thanks to the Minister and other dignitaries and guests present on the occasion.



NCCL Library Inaugurated

Dr M.M. Pallam Raju, Hon'ble Minister for Human Resource Development inaugurated the National Centre for Children's Literature (NCCL) Library, a wing of the National Book Trust, India at Nehru Bhawan on the occasion of the 56th Foundation Day of the National Book Trust, India on 1 August 2013. He appreciated the efforts of the National Book Trust, India and hoped that this Library will serve the children and children's literature.



On this occasion, a story-telling session for school children was also organized at the NBT Book Shop in which Shri Prakash Manu and Ms Paro Anand, renowned authors for children interacted with the children and narrated some of their stories. Dr Pallam Raju also participated in the session and said that such sessions should be held regularly.



Ms Paro Anand said that during her childhood she was not sure what she wished to be but she was sure that she wanted to have knowledge about different subjects and therefore she started reading books. She said that books gave her a path and she started writing stories.

The story-telling session enthralled the students and visitors as well. Students from various Kendriya Vidyalayas from South Delhi participated in the session.

While visiting the NBT Book Shop, Dr Pallam Raju said that there is a need to connect and communicate the North-east to other parts of India through books. Therefore, more books on North-east should be published. He also said that NBT and National Bal Bhavan should work together for the promotion of reading among children.



He also had a photo session with the participating children.

Recalling his childhood days, Shri Prakash Manu said that he used to read a lot apart from his textbooks and from the habit of reading he developed his skills in writing. He said that books open the world to us, provide us knowledge with pleasure and therefore books are important.



About the New Logo



This Logo of National Book Trust, India, designed by the National Institute of Design (NID), Ahmedabad, is a harmony of tradition and innovation, earthiness and imagination. The Banyan Tree, symbolizing stability and knowledge, reveals into the flying leaves of an open book through a contemporary visual. The combination of red with earthy brown colour portrays the rootedness to Indian soil as well as

the passionate urge for knowledge. The stylistic representation of 'nbt.india' indicates the modernistic commitment of the organization engaged in preparing the readers for a future world. The typography is 'bold slab-serif' which provides a strong base to the idea. The motto, 'Ekah Sute Sakalam' taken from Kalidasa's *Meghdutam*, signifies the purpose of NBT for striving to give everything desired in the world of books.

NBT Foundation Day Lecture

“As reading and writing developed, it also divided the population into those who had monopolized the benefits of reading and writing with those who didn’t.” said Prof. Andre Beteille, eminent sociologist and National Research Professor. Prof. Beteille was delivering the second NBT Foundation Day Lecture on 1 August 2013 at the India International Centre, New Delhi.

Reading and writing open up many things to many people. But, today, certain changes are happening in the world of reading and writing. However, these are not perceptible, he observed. Regretting the lost art of writing letters, Prof. Beteille said, “Writing letters by hand is an art which is gradually dying. The personal touch which these letters communicated is lost by exchanging letters through internet and SMS, a means which is increasingly being resorted to by the younger generation.

Presiding over the function, Dr. Narendra Jadhav, educationist, economist and policy maker as well as a Member of the Planning Commission, congratulated and commended NBT for having Prof. Beteille to deliver the lecture. Himself a prolific writer, Dr. Jadhav was enthusiastic of books brought out by NBT. For the creation of a knowledge society, one



requires good books. NBT has been providing such books for various segments of readership.

Earlier, in his welcome address, Shri A. Sethumadhavan, Chairman, NBT said that “we are extremely happy and proud to have with us two luminaries on this auspicious day in the annual calendar of the NBT.” In his brief address Shri Sethumadhavan reflected on the role of NBT in a vibrant global space.

“Reading habits and the publishing industry have undergone substantial changes over the years and hence this is a time to reinvent and reposition NBT both within and outside the country as a major player in the field. NBT is not just an isolated publisher of books supported by the government, set up in third world country... our ambition is to make NBT a global player,” he added.

Thanking the dignitaries and the guests assembled, Shri M.A. Sikandar, Director, NBT, talked of the various initiatives that NBT has taken in the recent past to promote books and reading in this country. The NBT Foundation Day lecture in a way involves eminent personalities of the country to reflect on the climate of books and reading and in the process create a healthy debate on one of the important issues of our country.



Tehran International Book Fair

The 26th Tehran International Book Fair was held from 1 to 12 May 2013 in Imam Khomeini Grand Prayer Hall, Mosallah Ground, Iran. The National Book Trust, India also participated at the Fair.

The Fair was inaugurated on 30 April 2013, by the Hon'ble President Mahmood Ahmadinejad and Minister of Culture and Islamic Guidance Mohammad Hosseini. On the occasion Mohammad Husseini, stated that the Tehran Book Fair facilitates access to the latest publications in Iran and the world.

Leader of the Islamic Revolution Ayatollah Seyyed Ali Khamenei also visited the Book Fair on 4 May 2013 alongwith several other officials.

Tehran's annual International Book Fair is one of the biggest book events in the world where many domestic and international publishers convene to present their latest publications. It is considered the most significant event of its kind in Asia and the Middle East and a significant venue for publishers and book lovers to exchange opinions and experiences.

For the first time, TIBF allocated a



Persian Gulf. Over 90 publishing companies had been invited to attend the TIBF's World Book Market, a section which has been established to boost cooperation between Iranian and foreign publishers.

Over 2,545 Iranian and 1,600 international publishers participated in the Fair spread over a space of 1,20,000 square meters. Foreign publishers from 77 countries such as Germany, India, Syria,

Saudi Arabia, Britain, Lebanon and United States among others participated.

The Fair concluded with a closing ceremony and was attended by Seyyed Mohammad Hosseini, Iranian Minister of Culture and Islamic Guidance, along with a number of cultural officials.

The Organization for Research and Composing University Textbooks in the Humanities (SAMT) was named as the best publishers of the year in the public sector while Sokhan Publications was honoured as the year's best publishers in the private sector.

Shri Syed Haider M. Rizvi, Manager (Sales & Marketing) represented the NBT at the Fair.



section to electronic publishers and over 100 digital publishers took part in the event. Over 150 specialized meetings and book unveiling sessions were held on the sidelines of the book fair. TIBF also allocated a section for books on the

Book Exhibition at Kendriya Vidyalaya

National Book Trust, India organized a Book Exhibition in collaboration with Kendriya Vidyalaya No.2, APS Colony, Delhi Cantt., New Delhi from 15 to 20 July 2013. A good number of books

in English and Hindi were displayed at the exhibition.

The book exhibition was jointly inaugurated by Shri M.A. Sikandar, Director, NBT and Shri Samer Singh, Principal, Kendriya Vidyalaya.

Parents, teachers and students of the Kendriya Vidyalaya visited the book exhibition and purchased books of their choice. Students and teachers from Kendriya Vidyalaya No.4, Delhi Cantt. and Kendriya Vidyalaya, Tagore Garden also visited the book exhibition. They requested NBT to hold such exhibitions in future in their schools as well and

hoped that it will generate interest among students for book reading.

Shri Karun Kumar, Asst, Director (Northern Regional Office), NBT, coordinated the exhibition.



Book on Mathematics Released

“This book is a great service to popularize Mathematics among students”, said Prof. M. Ram Murthy, Head, Department of Mathematics and Statistics, Queen’s University, Canada, while releasing the book *What is Mathematics* written by Shri Balkrishna Shetty and published by National Book Trust, India. The book release function was organized at Institute of Mathematical Sciences, Taramani, Chennai on 12 July 2013.



“Maths is the foundation of everything. And, therefore, no nation can progress without a sound foundation in Mathematics”, he added. “Maths”, according to him, “trains the human mind to logic and understanding”. Today, we need more books on mathematics and this book goes a long way in fostering an understanding of the subject among students.

“Generally people will not say that



they don’t understand literature or even poetry, but they are not scared of saying

that they don’t like mathematics”, said Prof. R. Ramanujam, Department of Theoretical Computer Science, Institute of Mathematical Sciences, Chennai. “This book while raising many questions, also looks at mathematics as truth, as an activity and as a language”, he added.

Others who spoke at the function included Prof. Shyam Kumar Gupta, Department of Computer Science, IIT Delhi and Prof. R. Balasubramanian, Director, Institute of Mathematical Sciences, Chennai.

In his brief address, Shri Balkrishna Shetty, author of the book said, that the book focuses on the basic foundation of the subject and hoped that it would have a wider appeal.

Shri Binny Kurian, English Editor with NBT, coordinated the function.

Nepal Book Fair

The National Book Trust, India participated in the 17th Nepal Education & Book Fair held from 24 May 2013 to 1 June 2013 at Bhrikuti Mandap, Kathmandu, Nepal.

The inaugural function of Nepal Education & Book Fair took place on 24 May 2013 with the welcome address by Mr. Basanta Thapa, President, National Booksellers & Publishers Association of Nepal. The Fair was inaugurated by

Mr. Bairagi Kainala, Chancellor, Nepal Academy and Mr. Amber Gurung, Chancellor, Nepal Academy of Music and Drama by lighting Panas.

Mr. Jayant Prasad, Ambassador of India, Embassy of India, Kathmandu and Mr. Meena from Nepal Bharat Library visited the NBT stall at the Fair.

Shri S.K. Arya and Shri Raj Kumar from NBT’s Exhibition Department represented the NBT at the Fair.



MOBILE EXHIBITION AT MANDSOUR

National Book Trust, India flagged off a Mobile Exhibition at Shyamgarh, Suvasra in the district of Mandsour in Madhya Pradesh state on 23 July 2013.

Inaugurating the Mobile Exhibition, Ms. Meenakshi Natrajan, MP (Lok Sabha) spoke about the activities of the National Book Trust, India and the Ministry of HRD. She said that the project of spreading awareness of books and creating reading habit among the people of villages and towns through Mobile Exhibitions is highly commendable. She wished a great success for the project.



Shiksha Shivirs in Madhya Pradesh

Shiksha Shivar at Ambha

The first Shiksha Shivar was organized at Ambha on 11 July 2013. The Shivar was inaugurated by Shri Badam Singh Tomar, Block Education Officer of Ambha at Govt. Kanya Utkarsh Mahavidyalaya. Shri Badam Singh Tomar, while inaugurating the Shivar, said that the efforts made by National Book Trust are highly commendable. He said that event of this kind was being organized in



of children and inculcates good values in them. He said that every child must read books. He also highly appreciated the efforts of National Book Trust in developing book reading habits. Shri Sharma desired that such activities should be regularly organized in Porsa.

A small cultural programme was also arranged by the students of the Kanya Madhvik Vidhyalaya in which they performed dance and sang poems and songs. The



Shiksha Shivar at Porsa

The second Shiksha Shivar was organized at Porsa on 12 July 2013. The Shivar was inaugurated by Shri Anurudh Sharma, CEO, Porsa at Govt. Kanya Utkarsh Mahavidyalaya. Shri Anurudh Sharma, while inaugurating the Shivar, spoke about the value of books. He said that reading of books make the future



the Ambha Block for the first time. He wished that book exhibitions should be organized at Ambha regularly, if possible, at least once every year. The Trust also deputed an exhibition van there.

There were about 250 children present in the Shivar. NBT books were gifted to all children who participated at the Shiksha Shivar.



dignitaries gave away prized in the form of cake and chips to the children.

More than 200 children from schools and 20 children from the Anganwadi attended the Shivar.

Smt Madhu Gupta DD (C&F), Dr Deepankar Gupta, AD (Exhibition), and Smt Sunita Narotra, Assistant coordinated the functions from NBT.

NBT IN SOCIAL MEDIA

Modern digital channels of information like internet and mobile phones have become the order of the day. India today is the third largest user of internet in the world. Keeping in view its popularity and wide reach, the National Book Trust, India through its social media initiative, has set up a Facebook page to update the readers on its various activities and programmes.

The page, updated daily, has posts about NBT's activities, publications and other interesting information related to the world of letters. NBT's Facebook page is already being followed by more than 3200 users from over 10 countries. With a view to reach out to a wider audience, the information is posted both in English and Hindi. At present, the posts are viewed by nearly 20,000 people every month!

Join our Facebook page at: <https://www.facebook.com/NationalBookTrustIndia>

We have set up another Facebook page dedicated to the annual New Delhi World Book Fair. This page is exclusively used for providing information related to the mega book event.

Join us on this page at: <https://www.facebook.com/NewDelhiWorldBookFair>



NBT Books on Creative Learning

Every year September 5, birthday of Dr. S. Radhakrishnan, educationist, philosopher and also the former President of India, is celebrated as Teachers Day in India. Under its *Creative Learning* Series, NBT brings out books on new educational concepts and tools, specially designed for the needs of teachers and other professionals working in the field of education. Many of these books are also available in Hindi and other Indian languages.

A HANDBOOK OF PUPPETRY

Meena Naik

The book introduces the children to the fascinating world of puppetry.

53 pp / Rs 45.00 / 978-81-237-4206-9

ART: The Basis of Education

Devi Prasad

A pioneering study on the importance of art as a foundation for the education of the individual. The book also takes a detailed look at the various stages of its expression in a child, its importance in shaping the individual's thinking and cognitive faculty, the role of teachers and parents and most importantly its role in an angst-ridden society.

182 pp / Rs 85.00 / 978-81-237-2314-3

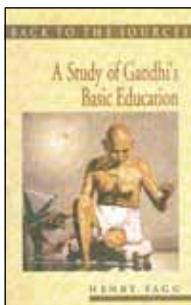


BACK TO THE SOURCES: A Study of Gandhi's Basic Education

Henry Fagg

The title of the study indicates a dissatisfaction on the part of its author with much of the material that has so far been written on Gandhi on education. The present writer has attempted to construct a detailed contextual study of the most decisive period in the evolution of Gandhi's beliefs on education.

84 pp / Rs 45.00 / 81-237-3969-9



CREATIVE DRAMA AND PUPPETRY IN EDUCATION

Meher R Contractor

The book provides a general guide to help those who want to conduct training courses in puppetry and creative drama or to use these techniques in education, social

work, recreation, occupational therapy and audio-visual education for communicating ideas to both children and adults.

122 pp / Rs 45.00 / 81-237-3422-0

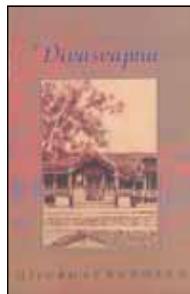
DIVASVAPNA

Gijubhai Badheka

Written by Gujarat's famous educationist and teacher, this minor pedagogical classic is the story of a teacher who rejects the orthodox culture of education

but remains enthusiastic towards children and continues to experiment while consciously neglecting the traditions of teaching through prescribed textbooks. First published in Gujarati in 1932, the book propounds a new theory on child's education by emphasising the need for an atmosphere of independence and self-reliance.

104 pp / Rs 45.00 / 978-81-237-1237-6



DUISHEN

Chingiz Aitmatov

The book tells the story of Altyani, a teacher, who, inspired by the great Russian leader Lenin, decides to open a primary school in his native village and holds his forte despite resistance from all.

71 pp / Rs 35.00 / 978-81-237-3848-2

EDUCATION FOR CREATIVE LIVING

Dayle M Bethel (Ed.)

The book outlines Japanese educational philosopher of the early 20th century Tsunesaburo Makiguchi's inspiring philosophy and revolutionary proposals for reforms. The basic idea of Makiguchi that students must experience happiness in school and that school must be directly relevant to their lives is pertinent to the present day education system.

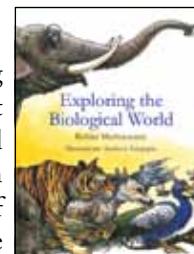
260 pp / Rs 70.00 / 978-81-237-3650-1

EXPLORING THE BIOLOGICAL WORLD

Rohini Muthuswami

An interesting manuscript that explains biological concepts through various streams of science, for example why the honey comb cell is hexagonal and so on.

60 pp / Rs 135.00 / 978-81-237-6165-7

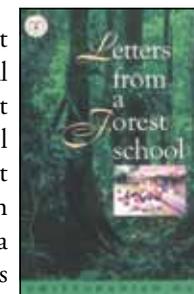


LETTERS FROM A FOREST SCHOOL

Chittaranjan Das

A passionate account of an educational experiment carried out in the 1950s in a school established in a forest in Orissa. Written in the form of letters to a newspaper, it records the joys and difficulties accompanying the founding of an ideal in a world rotten with prejudice, mired in bureaucratic apathy and burdened with a mindset that is suspicious of any kind of change. The experiment continued for four years, but its significance continues to be relevant as it dramatizes the courage to be different and the passion to transform human fate through education.

168 pp / Rs 55.00 / 81-237-4877-9



LITTLE TOYS

Arvind Gupta

A step-by-step, well-illustrated manual which children can use to prepare innovative, low-cost and eco-friendly toys from materials like discarded tetra packs, camera roll cases, soda straws and other junk.

59 pp / Rs 20.00 / 81-237-2060-2



INDEPENDENCE DAY CELEBRATIONS

The National Book Trust, India celebrated India's 67th Independence Day in its office lawns, at Nehru Bhawan, New Delhi.

The National Tri-colour was hoisted by Shri M.A. Sikandar, Director, NBT. The unfurling of the National Flag was followed by the National Anthem. On this occasion, mementos were presented to those employees of the Trust who had completed 25 years of service with NBT.

Shri M.A. Sikandar wished all employees of the Trust on this happy occasion and also remembered the national heroes and martyrs who fought for the freedom of the country.



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Forthcoming Book Fairs

Bilaspur Book Fair, Chhattisgarh	September 2013
Chennai Book Fair, Tamil Nadu	September 2013
Bhopal/Indore Book Fair, Madhya Pradesh	October 2013
Allahabad Book Fair, Uttar Pradesh	October 2013
Children Book Fair, Cochin/Trivandrum	Oct.-Nov. 2013
Ranchi/Patna Book Fair, Bihar	November 2013
Chandigarh Book Fair, UT	December 2013
Hyderabad Book Fair, Andhra Pradesh	December 2013
Mangalore Book Fair, Karnataka	January 2014

For more details please contact:

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www.nbtindia.gov.in

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