

25 February-4 March 2012
Pragati Maidan, New Delhi

SUNDAY 4 MARCH 2012



I am pleased to congratulate all the publishers, exhibitors and the book lovers for their successful participation at 20th New Delhi World Book Fair, 2012.

National Book Trust, India has been playing a pioneering role in the promotion of books and culture of reading in the country for more than five decades. In this Fair too, the Trust continued its focus on the youth and children by organising a series of programmes including Workshops, Dramas, interactions with important personalities to inspire them to inculcate the habit of reading. It gives me immense pleasure to learn that the youth and children have been participating in these interactions and programmes quite enthusiastically.

This Fair has been able to showcase the strengths and diversity of Indian book trade with its multilingual profile. The enthusiastic participation of publishers, exhibitors and trade delegations from the overseas underlines the importance the New Delhi World Book Fair holds among the international community.

This Fair commemorated three important events—100 years of Indian cinema, 100 years of Delhi as the national Capital and 150th birth anniversary of Tagore. I understand that the Theme Pavilion drew huge response from the public at large with its exhibit of books on Indian cinema, discussions and talks, as well as screenings of films.

Over the years the Fair has become a confluence of intellectuals, writers and scholars. The series of book discussions, book launches and seminars organised by publishers, libraries, authors, writers' associations, publishing federations etc. have not only been able to bring to light the issues confronting the publishing community but also some of the issues confronting the society at large.

We believe that we will continue getting the support of book lovers, publishers, authors, distributors and the friends of mass media in our endeavour to create a learning society. We again extend invitation to you all to be with us at the next World Book Fair.

Bipan Chandra
Chairman
National Book Trust, India



The curtains are now drawn on 20th New Delhi World Book Fair. I am sure this year the Fair has made a difference to the way we experience the world of books. I take this opportunity to congratulate all the publishers, distributors, exhibitors, and other stakeholders for the successful participation at the Fair. I would also like to congratulate the publishers and trade delegations from abroad for their participation.

This year we had initiated new steps to reach out to the general public at large by sustained publicity through print, radio, visual and social media. This has helped us to bring in more footfalls and in particular the large number of youth and children, at our Fair.

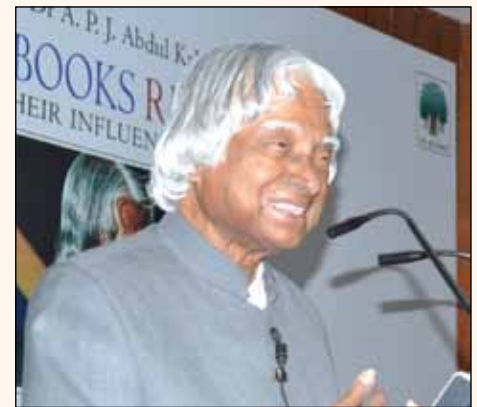
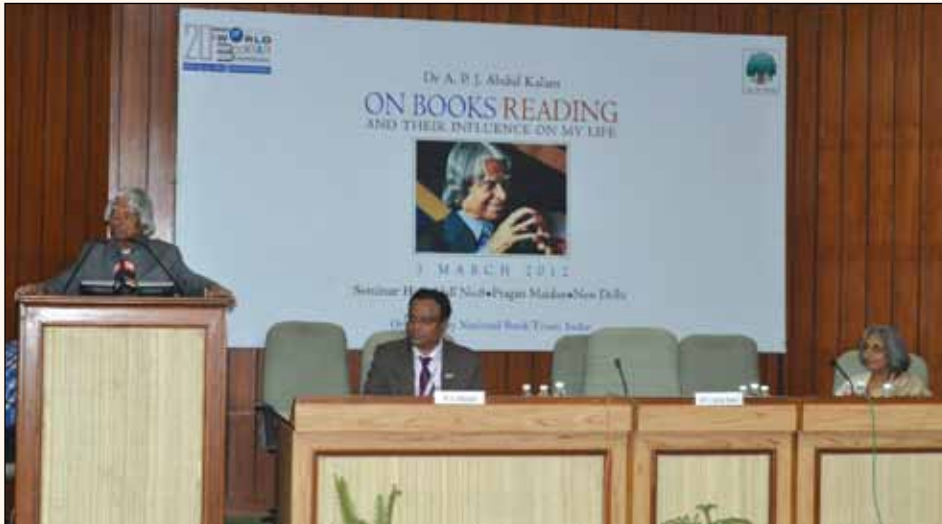
An exhibit of books on Indian cinema commemorating hundred years of Indian cinema was an eye-opener for most of us. The books not only document the history of Indian cinema but also look at its influence on our society, polity and culture. The many conversations, discussions and screening of films at the Theme Pavilion helped us to know the relationship between literature and cinema. Besides, the special pavilions on Tagore and Delhi were an instruction in learning to know more about our heritage, culture and achievements.

This year, for the first time, a forum was provided to discuss issues concerning exchange of rights, particularly in the context of digitization. This Rights Table also provided a 'Marketplace' for publishers to exchange and negotiate copyrights. Also, a two-day Seminar on Translation helped us to understand the practice of translation in a better perspective.

I thank all the publishing associations and federations, MHRD, ITPO, National Film Archive of India, Delhi Government, Sahitya Akademi, Sahitya Kala Parishad, NGOs, schools, media, special guests who participated in all our programmes and discussions, and all others for their wholehearted cooperation and support in making the 20th New Delhi World Book Fair a grand success. I also take this opportunity to invite you to the next edition.

M.A. Sikandar
Director
National Book Trust, India

GREAT BOOKS IGNITE IMAGINATION



“Books are great companions — intellectual and beautiful. I often come to World Book Fair to select some good books”, said Dr APJ Abdul Kalam at an interactive session on ‘Books, Reading and their Influence on My Life’ organized by the National Book Trust, India.

Talking about the books that influenced him most, he mentioned Tirukkural by Tiruvalluvar, Jalaluddin Rumi’s poem *Wanted to Fly*, the Code Named God by Dr Mani Bhaumick, *Light from Many Lamps* by Lillian Eichler Watson and his latest read *The Grand Pursuit* by Sylvia Nasar among many others.

Dr Kalam read out a few lines from *Wanted to Fly*. He made the entire audience to repeat after him the lines. Dr Kalam made the young and the old to take an oath of starting a library in their homes even if they start with twenty books in the beginning. “Dedicate at least one hour per day to reading”, he advised the young audience. At the same time he told the parents that reading habit begins from home so the parents need to read as well.

Exhorting the young towards the habit of reading Dr Kalam observed that dedication and determination towards reading makes gaining knowledge and whatever you want



A True Inspiring Story

Referring to the joys of reading, Dr Kalam narrated a true story of his driver who had the inclination to read. Dr Kalam helped him to study further and from passing his class 10 to attaining his PhD., Dr Kalam said he was one day pleasantly surprised to find him as a professor at a university. “When he can do it so can you”, said Dr Kalam emphasizing on what dedication and determination can lead to.

quite possible. “Great books ignite imagination, imagination leads to creativity, creativity to knowledge and knowledge is what makes us great!”

In the interactions that followed, curious young children had loads of questions for Dr Kalam which he answered patiently. Replying to one of the queries, Dr Kalam said “E-books can never replace real books”.

Earlier, in her welcome address, Ms Vibha Puri Das, Secretary, Ministry of HRD said, “Dr Kalam is a person who has ignited the imagination of the nation. One gets ignited and empowered through his talk”. She was positive that “we would become a much more reading and learning society after we listen to Dr Kalam”.

Delivering a vote of thanks, Shri M.A. Sikandar thanked Dr Kalam for having spared time to share his reading experiences and encouraging all to develop a reading habit.



READING FILMS



In an interesting workshop held at the Theme Pavilion, Anil Zankar, former professor of Film direction and Film appreciation at FTII, Pune, and well-known media professional discussed the art of screenwriting in the Indian context.

“Contrary to popular belief,” Zankar said, “scriptwriting is not a literary genre. It requires a different set of skills.” Thus, you may not find many writers skilled in writing a screenplay. This is because, while writing a literary

piece a writer begins with a blank space and imagination is private. Whereas, while writing for cinema, one has to incorporate various artistic effects including audio-visuals and a language in a spacio-temporal setting. Exceptions have often been there like M.T. Vasudevan Nair who is not only a great writer but also an exceptional screenwriter.

“A film script is not the final product. It is just a blueprint. And an intermediate step in the process of filmmaking,” explained Zankar at the workshop where a select audience of students from the schools of media and films were present. “A screenwriter needs to have specific skills. He or she has to have a good technical knowledge on filmmaking like pre-shooting, shooting and post-shooting,” he added.

In the second session on How



to Read a Film, the audience was hooked to the engrossing presentation of the renowned film critic Anupam Siddhartha. Elaborating his points through the screening of a French classic, he said, “Film making is like a design. The filmmaker first looks for motif or elements. He would then start weaving the elements. And he will do it with a single vision. To understand that vision you need to see the visual and the audio composition of the film frame by frame with an aesthetic sense.”

THE ART OF LISTENING

“It was a day during my stint in the UNICEF working for the National Mission on Immunization. A strange thought came to me. Here are children who are actually responsible for the salary I get. Am I doing something meaningful for them in return? All these years they have been listening to me. Why can't I listen to them?” Thus began the journey of the man who strongly feels that listening is the heart of communication. He is here at the Fair to promote culture of listening.

“My name is Augustine and I am a lomhom. That is a new word for you. I coined this word. Lomhoms are listeners on the move and harvesters on a mission.”

There are over 120 publications and documents on the art of listening displayed at his stall. He is providing the list of 20 best books on listening, 9 best links on listening, the listeners' reading list and 100 documents on the



Art of Listening—all for free!

Augustine Veliath, Founder Director, Listeners' Institute had an illustrious career in Voluntary Health Association of India, Department of Social Welfare, Government of India as the Media Advisor and UNICEF and all his assignments were essentially centred around constant interaction with children. Though his new and innovative institute is taking part in the World Book Fair for the first time, he is a veteran of the Fair. “I have fond

memories of the WBF since 1972, the very first edition of the Fair.”

Augustine in his new avatar is determined to fill the gap in the art of communication. “I am pained to see that we stop talking to our children. Corporate does not listen to its customers. We all are guilty of exclusion, the act of non-listening. Let people read books, open the links on listening. Let them see the books. I am not here to sell those.” But then how would

he survive? “I ensure my survival through corporate consultancy but at my own terms. I do not believe in SWOT analysis. My mantra is SOAR—Strength, Opportunity, Aspiration and Research. I believe in quality response to need.”

His innovative ways of working with children through the act of listening has already made wonders in states like UP and Bihar. He is ready to work in new and remote areas of the country. May his tribe increase!

AT CHILDREN'S PAVILION



A number of interesting programmes were held at the children's pavilion yesterday which kept the children captivated for the whole day. A 'Cartoon Workshop' was held by Katha where Ajit Menon, the famous cartoonist drew cartoons for children on the spot. The children were then asked to choose one cartoon of their choice and draw it. Ajit Menon looked at all the drawings later and then

shared with children some tips on how to draw good cartoons. Children later dressed up themselves as books of their choice and urged those present in the pavilion to read them.

In another programme, a storytelling session was organized by Pratham which was followed by a puppet show. Later Ms Manisha Choudhary, Editor, Pratham Books had a lively interaction with the children.



A programme in association with NCERT was also held in the afternoon where a puppet show and story session mesmerized children.

The evening ended with an activity-based programme by Eklavya where children were taught how to make a small drum using card paper, thread and some beads. It was followed by fun games where children made various types of caps from newspapers!

FIRSTS IN THE FAIR

Two interesting initiatives by National Book Trust, India at the 20 New Delhi World Book Fair have attracted the curiosity of visitors: Electronic Information Kiosks and the three Souvenir Shops selling memorabilia of the Fair.



There were many interactive Kiosks stationed at various spots in all the halls at the Pragati Maidan. Curious visitors were happy to get any information about any publisher, Hall and Stall Numbers, food court, auditorium, exit gates, etc.

at their fingertip on the touchscreen and it is right before them.

The Souvenir Shops had many interesting memorabilia for visitors. With the copy *Just Read* inscribed on coffee mug, T-shirts, badges, fridge magnets and caps the products were a big hit among the visitors particularly students and children. So, everytime you drink coffee or sport the T-shirt or wear the cap you remember to *Just Read*.



CHILDREN'S CORNER

Located on the mezzanine of Hall 14, the Children's Pavilion has a special section which has an exhibit of over 1200 books for children to read.

Sitting in different 'reading corners' placed at various parts of the special hall, the children are delighted to have a world of books from Norway, select AWIC collections, and books in 13 Indian languages for reading.

The special hall also has a computer giving information through a database of books available in the library of NCCL at Vasant Kunj.

Children are also drawn to the attractive posters put up at the hall with beautiful illustrations from some NBT books for children. Besides, there are posters showing various images from Hiroshima-Nagasaki bombing sites with an aim to inform children of the destruction caused by nuclear bombs.



URDU AND INDIAN CINEMA

A panel discussion on Urdu Language and Indian Cinema was organized at the theme pavilion by the National Council for the Promotion of Urdu Language. The speakers in the discussion were Shri Farooq Sheikh, eminent film actor, Shri Sagar Sarhadi, noted film-writer and director, Shri Javed Siddiqui, noted screen writer



and playwright, Shri Salim Arif, eminent theatre activist, Shri Basharat Ahmad Farooq, well-known critic

and Prof. Aziz Siddiqi, well-known writer and critic. The speakers discussed about the significance of Urdu as a language of communication for common people, print and electronic media. They also discussed about its role in enriching Indian Cinema by providing it with unique idiom, audio-visual form and grammar.

NBT CATALOGUE IN CD



Taking into account the digital revolution, National Book Trust, India, for the first time, has come up with a Catalogue in CD format. It was released by Ms. Vibha Puri Das, Secretary, Ministry of HRD, at a

function held in the Fair.

Along with the details of each English title published by NBT, it also provides all informations about NBT including the past New Delhi World Book Fairs. Another interesting section is the Archives where one can find images of the past—for instance, image of Pt. Nehru and Dr. S. Radhakrishnan at the foundation ceremony; illustrations by M.F. Hussain for a title written by Dr. Zakir Hussain and translated by Khushwant Singh.

The CD has been designed in a user-friendly interactive format where one can navigate from one section to another, from one series to the other, with a single click.

LET US SEE THE WORLD

In Hall No. 10, the stall of the All India confederation of the Blind, an NGO working in the field of promotion of Braille books are getting curious visitors to see and know more about the books for blind readers. They



are not necessarily visually impaired readers. "My best friend, a year senior to me, is blind. I sat with him in his tenth standard national examination to take dictation from him. Whenever I come to see World Book Fair, I always remember him. But my joys know no bound after seeing the stall with Braille books here at the Fair. Next time, I will bring him along," says Devanjan, a student of the University of Delhi. With a thriving book publishing programme the Confederation has been trying hard to bring books of all genres and for all age groups. They have a co-publication programme with National Book trust, India. They bring out popular magazines like Griha Shobha, Chandmama, and Champak for blind readers.

TAGORE PAVILION



Commemorating the 150th birth anniversary of Rabindranath Tagore, a special Tagore Pavilion was organised at the Fair. The Pavilion has a select display of books on and by Tagore, as well as posters, panels and sketches and paintings of Tagore. A life-size statue of Tagore greets the visitors at the Pavilion.

The Pavilion was organised by Sahitya Akademi.



BOOK RELEASE

A book release function was held at the Fair where two books authored by Shri Balmiki Prasad Singh, Governor of Sikkim were released by the Shri A. N. Ram, Former Secretary



(ER) and Ambassador of India to the European Union. Published by the Oxford University Press, the book *Bahudha and the Post 9/11 World* (with a foreword by His Holiness the Dalai Lama) looks at the rise of terrorism and fundamentalism. The other book *India's Culture: The State, the Arts and Beyond* takes the reader on a fascinating journey of exploring India through analyses of broader themes and events, and some personal accounts.



The Cultural Evening at Lal Chowk witnessed a Magic Show by Ashok Bhandari that mesmerised the audience; and old Hindi songs by carried the audience to yester years.



The Cultural Evenings organised by Sahitya Kala Parishad entertained the visitors throughout the Fair.



A literary magazine Universal Musings, published by Universal Voice, New Delhi was launched at the Fair by Shri N. Kunju, Editor of the magazine.

TODAY'S EVENTS : Sunday, 4 March 2012

Date/ Time	Event	Organiser
Theme Pavilion Hall No. 7E		
12:00 - 14.00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Charulata</i>	National Book Trust, India and NFAI
15:30 - 17.30 hrs	Literature that Walks, Talks and Sings: Screening of <i>Uski Roti</i>	National Book Trust, India and NFAI
18:00 - 20:00 hrs	Literature that Walks, Talks and Sings: Screening of <i>Atithi</i>	National Book Trust, India and NFAI
Children's Pavilion Hall No. 14		
10:30 - 13:00 hrs	Kabaad se Jugaad	Eklavya
	Aoo Jadoo Seekhein	Katha
	A Skit based on a Book	Raahein Development Society

Date/ Time	Event	Venue	Organiser
13:00 - 15:00 hrs	Discussion	Conference Room 1 Hall No. 6	Unique Publishers
13:00 - 17:00 hrs	Discussion: Society, Literature & Cinema	Conference Room 2 Hall No. 6	Authors Guild of India
15:00 - 17:00 hrs	Book Release Function	Conference Room 1 Hall No. 6	Indraprastha Sahitya Bharati
15:00 - 19:00 hrs	Workshop DVD	Conference Room 1 Hall No. 6	Frozen Thoughts
	Book Release Function	Conference Room 2 Hall No. 6	Diamond Pocket Books

18:00 - 20:00 hrs	Cultural Programmes at Lal Chowk organised by Sahitya Kala Parishad : Folk ensemble — Dandia, Garbha (Gujarat); Dhamal, Ghumar (Haryana); Lawani (Maharashtra); and Music Band—Latest popular Hindi Songs		
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WHAT'S WHERE AT THE FAIR

Theme Pavilion	Hall No. 7E	Hall Nos.	Participants
Delhi Pavilion	Hall No. 7D	Hall No.1 to 6	Publishers & Distributors of English Books
Rights Table	Hall No. 14 (Mezzanine)	Hall No. 7B-C	Foreign Participants
Tagore Pavilion	Hall No. 6 (Mezzanine)	Hall No. 8-9	Books on Social Sciences & Humanities
Children's Pavilion	Hall No. 14 (Mezzanine)	Hall No. 10	Books in Regional Languages
Conference Room -1	Hall No. 6 (Mezzanine)	Hall No. 11	Books in Hindi Language
Conference Room -2	Hall No. 6 (Mezzanine)	Hall No. 12	Educational Aids, CDs, Games & Miscellaneous
Conference Room -3	Hall No. 14 (Mezzanine)	Hall No. 12A	Books on Science & Technology
Seminar Hall	Hall No. 8 (First Floor)	Hall No. 14	Books for Children & Educational Books

Visit NBT Stalls at :
Hall No. 1 Stall Nos. 168 to 183 : English Publications
Hall No. 11 Stall Nos. 256 to 271 : Language Publications
Hall No. 14 Stall Nos. 70 to 79 : Children's Publications

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