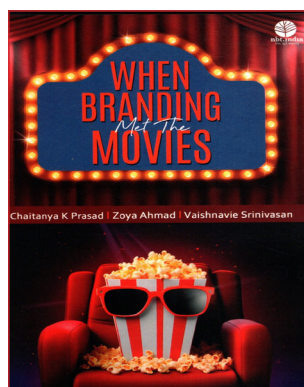


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PICK OF THE MONTH



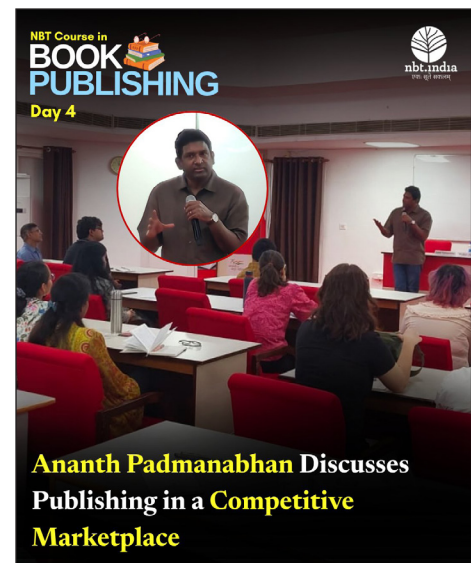
WHEN BRANDING MET THE MOVIES
CHAITANYA K. PRASAD, ZOYA AHMAD,
VAISHNAVIE SRINIVASAN
ISBN: 978-93-6719-083-8

Rs 310.00

Six-Week Long Book Publishing Course: Industry Leaders Impart Knowledge

The six-week long offline Book Publishing Course commenced at the NBT headquarters, New Delhi, on 1 June 2026. Marking a return to in-person publishing instruction after nearly a decade, the course was inaugurated by Shri Yuvraj Malik, Director, NBT, India. In his address he highlighted the enduring value of books, noting that unlike most products, a book can remain relevant and influential for centuries. Shri Kumar Vikram, Chief Editor and Joint Director, NBT also spoke during the inaugural ceremony. He emphasised the fact that while AI and technology are important tools, a publishing professional must also possess a deep understanding of culture, society, geopolitics, and diverse communities. Shri Rubin D'Cruz, Malayalam Editor, NBT, encouraged aspiring publishers to spend time in bookshops, not only to buy books but also to understand, experience, and connect with them.

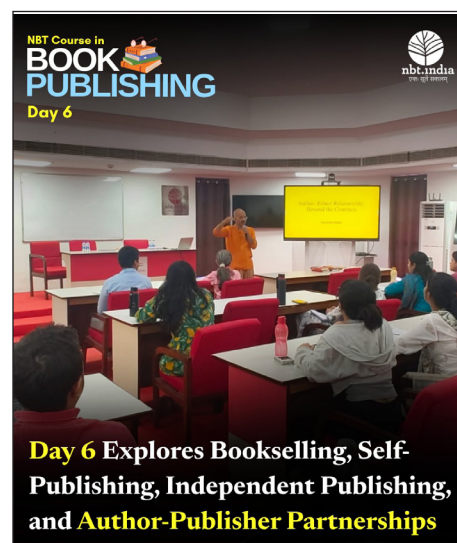
The inauguration was followed up by two



Ananth Padmanabhan Discusses Publishing in a Competitive Marketplace

informative and interesting sessions of the day: 'Publishing as a Career' by Shri Manas Saikia, Managing Director, Cambridge University Press India, and 'The World of Books' by Dr Prasun Chatterjee, Publisher, Primus Books. Participants explored the scope of the publishing industry, emerging opportunities in digital publishing, audiobooks, and rights management. Matters of further discussion included the growing role of technology and artificial intelligence in the sector, alongside the role of editors and changing reader behaviour. The scope of academic and commercial publishing, peer review systems, plagiarism checks, book production, marketing, and distribution were also explored.

The following day was packed to the rafters with sessions from Prof Abhijit Gupta, Department of English, Jadavpur University. In his sessions titled 'History of the Book: From Tablets to Tablet – The Journey of Written



Day 6 Explores Bookselling, Self-Publishing, Independent Publishing, and Author-Publisher Partnerships

Communication’ and ‘Book Publishing in India: A Historical View, he traced the journey of written communication from manuscripts and early printing technologies to modern publishing practices. The lectures covered the emergence of print culture in India, the pioneering contributions of the Serampore Mission Press, the development of Indian-language typefaces, the rise of reading communities, the growth of publishing as a commercial enterprise, the evolution of Indian English publishing, the role of translation in taking Indian literature to global audiences, the development of university presses, and the increasing importance of rights and international publishing networks.

The first week of the course continued to take strides towards informing and engaging all participants with sessions such as ‘Publishing Across the World: Major Publishing Houses in Different Countries’ by Ms Claudia Kaiser, Vice President, Business Development, Frankfurt Book Fair. She offered a global perspective on the role of books in education, cultural exchange, and social development, along with international trends in rights markets, audiobooks, and artificial intelligence. Also on schedule was a session by Prof Milind Sudhakar Marathe, Chairman, NBT-India, on the future of publishing in the age of artificial intelligence, covering AI-assisted editing and translation, blockchain, print-on-demand, and data analytics, while reaffirming the indispensable role of human creativity and judgment.

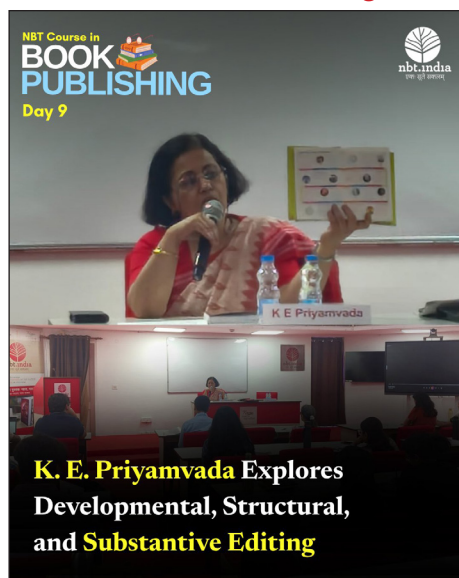
Continuing on this vein of publishing for the current socio-political context, the first week also featured Shri Ananth Padmanabhan, CEO, Harper Collins India, who examined the opportunities and challenges shaping the publishing landscape. He delved into how a great book is only the beginning and that marketing, discoverability, reader engagement, and strategic positioning are essential to ensuring books reach their intended audiences.

The final day of the first week was dedicated to the exploration of the various sectors of the publishing world. Dr Shashank Shekhar Sinha, Publishing Director, Routledge (South Asia) spoke about academic publishing; Ms Preethi Govindan, Managing Editor, Madhubun Educational Books ventured into textbooks and educational publishing; Ms Premanka Goswami, Associate Publisher, Penguin Random House India discussed the

balance between creative vision and commercial success in trade publishing while Ms Sohini Mitra, Vice President, PRH India elaborated on publishing books for children and the need for Indian stories to reach Indian children.

A new week of the course dawned with practical insights into bookselling, self-publishing, and author-publisher relationships. The two sessions by Mr Leonard Fernandes, Founder, Cinnamon Teal Publishing, Goa, revolved around independent bookshops as both cultural spaces and commercial enterprises. He also spoke at length about exploring the opportunities and challenges of self-publishing, including author ownership and print-on-demand technology, and the business realities of independent publishing, from editorial decision-making and production to pricing, distribution, and marketing.

Editorial and Commissioning Functions in Publishing



The publishing course offered an in-depth understanding of the editorial and commissioning functions at the heart of the publishing process. Ms. Milee Ashwarya, Senior Vice President, Penguin Random House India, described the editor’s role as a bridge between authors, designers, production teams, marketers, and sales professionals, and emphasised discovering new voices and preserving originality amid the growing influence of artificial intelligence. Ms. Moutushi Mukherjee, Commissioning Editor, Penguin Random House India, closed the day with insights into manuscript evaluation, commissioning, rights management, profit-and-loss analysis, structural editing, and emerging trends such as artificial intelligence, self-

publishing, and translation publishing.

Copyright, Ethics, and Publishing Contracts

The lectures delivered by eminent experts also focused on the legal, ethical, and contractual foundations of publishing. Ms. Dahlia Sen Oberoi, intellectual property rights lawyer, introduced to participants about the Copyright Act, rights ownership, licensing mechanisms, fair use provisions, anti-piracy measures, and plagiarism prevention and, in a second session, examined open-access publishing models and the legal and ethical challenges posed by AI-generated content.

The Art and Craft of Editing

Presentations by eminent industry experts immersed participants in the art and craft of editing, demonstrating how editors transform raw manuscripts into coherent, engaging, accurate, and reader-friendly books. Ms. K. E. Priyamvada, Editor, India International Centre, and former Managing Editor at Niyogi Books, introduced developmental, structural, and substantive editing, drawing on examples from art books, mythology, history, photography, and illustrated publications to show, how editors shape content, organise narratives, and collaborate with designers.

Book Design, Typography, and Cover Design

The publishing course also focused on book design, typography, visual communication, and cover design. Prof. G. V. Sreekumar, IDC School of Design, IIT Bombay, introduced the principles of publication design, emphasising that book design is fundamentally about communication rather than decoration, and covered content and form, visual hierarchy, readability, typography, grid systems, and page layout. Ms. Bena Sareen, independent book designer and former Creative Director at Penguin India and Aleph Book Company, offered an insider’s perspective on book cover design through practical case studies, demonstrating how covers function as marketing tools and visual storytellers.

Across its sessions, the course connected participants with senior figures from across the publishing industry and reinforced publishing’s role in connecting knowledge, ideas, and stories with readers in meaningful and sustainable ways.

Literary and Creative Activities Sparks Joy Amongst School Children

NBT, through its children's wing, the National Centre for Children's Literature (NCCL), organised a series of literary, creative, and digital literacy programmes for school students across the country. The sessions introduced young readers to the art of storytelling, creative writing, theatre, and the Rashtriya e-Pustakalaya digital library, while encouraging imagination, self-expression, and a lasting reading habit.

Storytelling and Writing Workshops at Sucheta Memorial School

Students of Classes 3 to 8 at Sucheta Memorial School, Delhi participated in a day of activities organised by NCCL. The morning session—"Let's Hear a Story!"—was led by storyteller and children's author Ms Kiran Kaur, who narrated the tale of Sunny, a young boy who explored nature alongside his friends Ballu, the ant, and Mitthi, the bird; students sang along and became co-adventurers in the story. This was followed by a storytelling and creative writing workshop conducted by storyteller and author Ms Neeta Joshi, who introduced students to the craft of original storytelling through impromptu sessions and interactive cues, after which the children designed their own stories based on imaginative prompts. The day concluded with an orientation on Rashtriya e-Pustakalaya, where students learned how to access more than seven thousand free e-books in twenty-three languages through the platform's website and application. The programme reinforced for young learners that reading is

a doorway to creative possibility, not merely a habit.

Storytelling, Theatre, and Inquiry Sessions at Oak Grove School, Dehradun

Around one thousand students from Classes 4 to 12 at Oak Grove School participated in a series

of literary activities organised by NCCL. The day opened with a storytelling session by Ms. Somali Rawat, who narrated a Korean folk tale of a brother-sister duo whose journey across the peninsula culminates in their transformation into the sun and the moon; students cheered and sang along as the story unfolded through unexpected twists and turns. The same facilitators then conducted a session titled "Art of Asking Questions", encouraging students to move beyond hesitation and frame thoughtful, out-of-the-box questions as a path to greater empathy and understanding. The day concluded with an exhibition of books put up by NBT-India on the school premises.

Summer Camp at NBT's Bengaluru Regional Office

NBT organised a Summer Camp at its South Regional Office Book Shop in Bengaluru, conducted by Smt. Anupama, who led more than thirty students through storytelling and painting activities. Participants took part



enthusiastically in all the activities, and their creativity and eagerness to learn made the camp a memorable and enriching experience, continuing NBT's broader effort to promote a culture of reading, learning, and creativity among young minds.

Creative Session for Students of Saksham Asha Centre, Delhi

Students aged eleven to sixteen from Saksham Asha Centre (RGF), Badarpur, participated in a day-long literary and creative programme organised by NCCL at NBT headquarters. The day began with "Meet the Author" session by storyteller, trainer, and children's author Ms. Usha Chhabra, who shared her journey as a writer and encouraged students to develop reading and writing habits as tools for self-expression and personal growth. This was followed by "Clay Carnival," an art session led by artist Mr. Mukesh Kumar, in which students experimented with clay modelling to create animals, plants, and fantasy-inspired figures.

Winning Accolades at the 25th Neyveli Book Fair

National Book Trust, India, participated in the 25th Neyveli Book Fair, held from 19 June to 29 June 2026. The NBT stall quickly became a focal point of the Fair, showcasing an expansive and beautifully curated collection of books across genres in Tamil, English, and Hindi. This multilingual display drew an overwhelming response from visitors of all age groups, bridging generational gaps in the shared exploration of literature.

Beyond bustling book sales and direct reader engagement, NBT used this prominent platform to actively promote Rashtriya e-Pustakalaya. By introducing both school children and the general public to this digital library resource, the Trust encouraged a seamless blend of traditional reading and digital literary access. Adding to the prestige of the event, NBT publications were honoured by the Neyveli Book Fair Committee during a special felicitation ceremony on 20 June 2026, held as part of the Fair's historic Silver Jubilee celebrations.



This recognition serves as a testament to NBT's continuous contribution towards nurturing a deep-rooted reading culture and advancing multilingual publishing across the nation, reinforcing the Trust's role as a bridge between readers, languages, and literary traditions in Tamil Nadu and beyond.

Pune Pustak Parikrama 2026 Reaches Book Lovers

Pune Pustak Parikrama 2026 (6 April to 15 May) successfully brought books closer to readers across Pune through NBT's Mobile Book Exhibition Bus. The outreach programme visited leading colleges, universities, schools, public spaces, societies, and government institutions.

It engaged, students, educators, and book lovers alike, who also took part in public events and a four-day Children's Book Fair, strengthening reading habits among young readers.

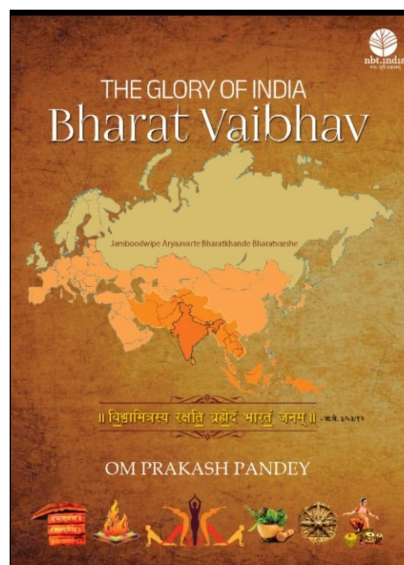


With over 50,000 visitors and enthusiastic participation from educational institutions and the public, this initiative received widespread appreciation and several invitations for future mobile book exhibitions.

Latest and Forthcoming Titles

The Glory of India: Bharat Vaibhav

Om Prakash Pandey



When the glory of India is spoken about neither triumphs nor material prosperity or monuments or empires should be the focus.

Rather the contribution of Rishis or Seers who witnessed the mystery of manifestation; of Knowers of Self who composed the Upanishads facilitating the secret of transition from the tangible to the intangible;

of mothers who taught their sons to sacrifice their lives to protect

Dharma and also embolden them to such heights that they may dare to count the teeth of lion's cubs; of kings who renounced thrones and accepted exile merely to abide by their pledges.

Bharat is not just a nation that can be likened to the modern Western concept that defines a territory, but it is, in fact, a Rashtra in the real spirit of Vedic doctrine.

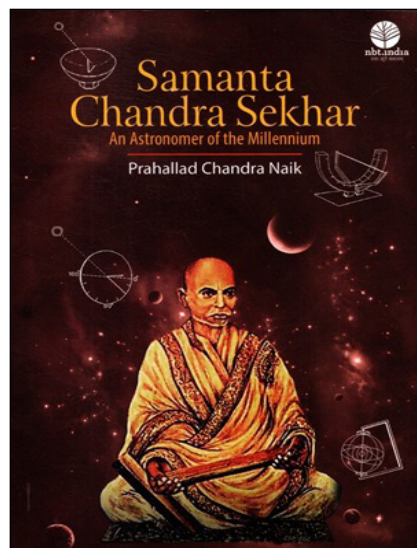
Thus, Bharat cannot be understood merely through changing geographical territories, cultural achievements, philosophical perspectives, religious excellence, or even spiritual superiority, but it can be experienced only by internalising the invisible emotional substratum of its unmatched consciousness, which has been continuously pulsating through the austere and enlightened practices of thousands of sages over thousands of years. Here, time does not simply pass but it meditates. Here history is not linear; rather it spirals in dharmic rhythms.

This book seeks to sing Bharat's song in prose, to paint her face in metaphor, and to gather her scattered jewels across the sands of time.

Samanta Chandra Sekhar: An Astronomer of the Millennium

Prahlad Chandra Naik

Samanta Chandra Sekhar (1835-1904), popularly known as Pathani



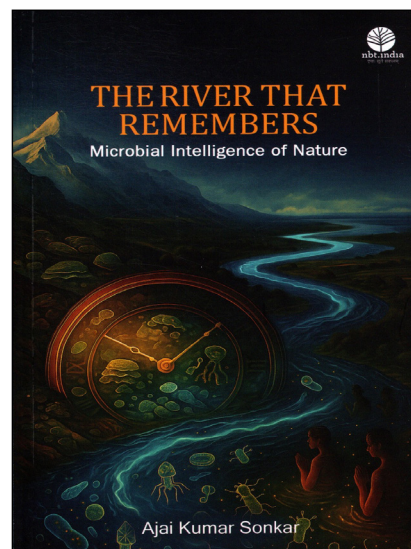
Samanta, is an important figure in traditional Indian astronomy. His main work, Siddhanta Darpana, written in Sanskrit, was published with Prof J. C. Ray's English Introduction in 1899.

A small volume summarising the life and works of this scientist was a long-awaited need, which this book aims to fulfil. It outlines the works and

achievements of the astronomer and presents a portrait of the man along with his innovation, perseverance, patience and intellectual honesty.

The River That Remembers: Microbial Intelligence of Nature

Ajai Kumar Sonkar



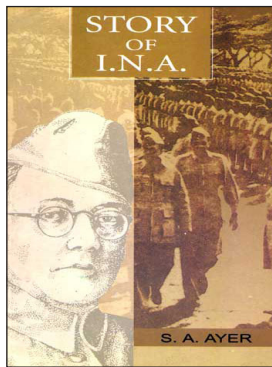
This book is an exploration of the river Ganges. Blending microbiology, virology, and cultural memory, this study reveals a river alive with intelligence and an ancient immune system that has archived humanity's microbial past.

Both a scientific journey and a call to protect our waters, this book uncovers what our

rivers remember, and why we must listen.

Dr. Ajai Kumar Sonkar, a Padma Shri awardee and independent research scientist based in Prayagraj, is widely recognized for his pioneering contributions to black pearl culture through advanced tissue engineering techniques.

Glory and Gallantry of the Armed Forces



STORY OF I.N.A.

S A Ayer

2025 | 118 pp | ₹ 165

ISBN 978-81-237-2122-4

This book, by a loyal colleague of Netaji Subhas Chandra Bose, presents a concise account of Netaji's role in India's struggle for freedom with the constitution of the Indian National Army (I.N.A.). Besides highlighting Netaji's serious nature, his high regard for Swami Vivekananda and

his inclination towards social service, the book describes the events that led to his being caught in the vortex of politics and subsequent exile and disappearance.



MAJOR SHAITAN SINGH

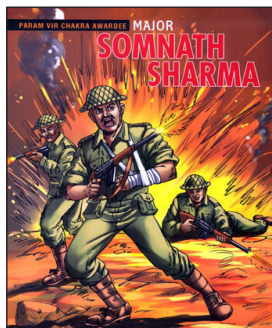
Gaurav C Sawant

ISBN 978-81-237-7867-9

2024 | 22 pp | ₹ 65

An illustrated life story for young readers of the bravery displayed by the Param Vir Chakra Awardee Major Shaitan Singh brought out as part of a series of titles called Veergatha. Also published in Asamiya, Gujarati, Hindi, Kannada,

Odia and Punjabi.



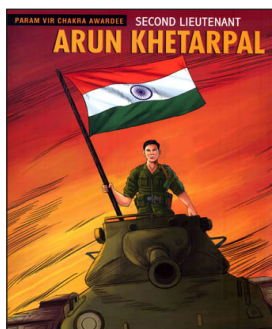
MAJOR SOMNATH SHARMA

Gaurav C Sawant

ISBN 978-81-237-7865-5

2024 | 22 pp | ₹ 65

An illustrated life story for young readers of the bravery displayed by the Param Vir Chakra Awardee Major Somnath Sharma brought out as part of a series of titles called Veergatha.



SECOND LIEUTENANT ARUN KHETARPAL

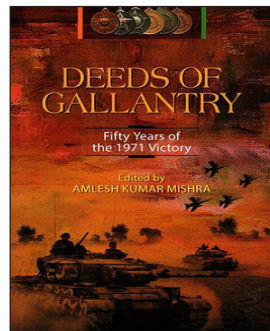
Gaurav C Sawant

ISBN 978-81-237-7863-1

2024 | 24 pp | ₹ 65

An illustrated life story for young readers of the bravery displayed by the Param Vir Chakra Awardee Second Lieutenant Arun Khetarpal brought out as part of a series of titles called Veergatha. Also published

in Asamiya, Hindi, Kannada, Odia and Punjabi.



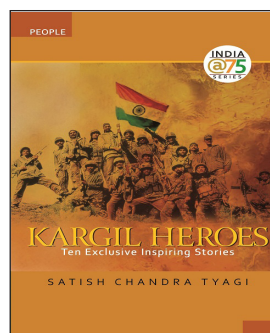
DEEDS OF GALLANTRY

Amlesh Kumar Mishra

ISBN 978-81-237-9825-7

2025 | 210 pp | ₹ 415

The India-Pakistan war of 1971 lasted for fourteen days. India had to pay a heavy price both in terms of men and resources. About six hundred officers and men of the Indian army were decorated with gallantry awards after the war. This book is the documentation of the deeds of gallantry that made possible this great victory of India in the war.



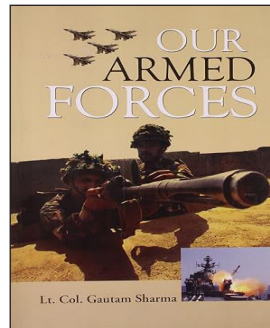
KARGIL HEROES: TEN EXCLUSIVE INSPIRING STORIES

Satish Chandra Tyagi

ISBN 978-93-549-1905-3

2025 | 105 pp | ₹ 165

This book presents to us the inspiring stories of 10 heroes who bravely fought in the Kargil War of 1999. Exploring the lives of all these heroes from childhood to training to the harsh and unforgiving conditions of War, it delves into extraordinary acts of bravery, kinship and love for one's country.



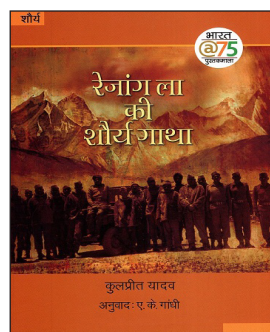
OUR ARMED FORCES

Lt. Col. Gautam Sharma

ISBN 81-237-2785-2

2024 | 223 pp | ₹ 245

This book describes the contribution of the Indian armed forces in safeguarding the sovereignty and integrity of the world's largest democracy. The book contains graphic descriptions of different operations, proxy wars and combats with insurgency.



REZANG LA KEE SHAURYA GATHA

Kulpreet Yadav

ISBN : 978-93-5491-415-7

2024 | 185 pp | ₹ 290

This book chronicles the legendary "last stand" of 120 soldiers from the 13 Kumaon Regiment who defended Rezang La against overwhelming Chinese forces during the 1962 war.

A Two-Day Workshop on Chhatrapati Shivaji Maharaj

NBT, in partnership with Savitribai Phule Pune University and the Samarth Yuva Foundation, jointly organised a two-day workshop titled “Chhatrapati Shivaji Maharaj: A Visionary Administrator” on 12th and 13th June. The workshop was inaugurated by Shri Shivendraraje Bhosale, Minister of Public Works, Government of Maharashtra, who emphasised the



importance of studying the lesser-known aspects of Chhatrapati Shivaji Maharaj’s administration, leadership, and governance.

NBT-India Chairman Prof. Milind Sudhakar Marathe stressed the need to communicate Shivaji Maharaj’s diverse achievements to the younger generation through books, workshops, and research initiatives, and underlined the importance of strengthening reading culture as a foundation for a developed India. Vice-Chancellor Dr. Suresh Gosavi highlighted the relevance of Shivaji Maharaj’s management principles for contemporary education and youth development, while NBT-India Trustee Shri Rajesh Pande pointed

to the workshop’s transformative potential in nurturing young researchers and writers, proposing that selected student writings on Shivaji Maharaj’s life and legacy be developed into publications and disseminated nationally through NBT-India.

The workshop focused on leadership, administration, military strategy, environmental awareness, and nation-building, and was attended by university officials, NBT-India representatives, academicians, students, faculty, yoga practitioners, and senior officials of the Ministry of Education. A live telecast of the Prime Minister’s Kolkata programme was screened at the event, connecting participants in Delhi to the larger national moment.



International Day of Yoga Celebrations

Ahead of and during the International Day of Yoga 2026, NBT organised a series of yoga sessions for its officers and staff. On 19 June 2026, a yoga practice session was held at the auditorium of NBT headquarters, New Delhi, under the guidance of Yoga Guru Dr. Puran Chand wherein employees gained a deeper understanding of yoga and reaffirmed their commitment to incorporating it into their daily lives for better health, balance, and well-being.

On 21 June 2026, marking the twelfth International Day of Yoga under the theme “Yoga for Healthy Ageing,” NBT organised a Yoga Sangam session at its premises in Vasant Kunj, New Delhi. Officers, staff members, and yoga practitioners participated both in person and online, together performing the Common Yoga Protocol (CYP) in synchronisation with the nationwide Yoga Sangam initiative led by the Hon’ble Prime Minister of India, Shri Narendra Modi, from Kolkata’s Red Road. Closer to home, Union Minister for Education Shri Dharmendra Pradhan led Delhi’s celebrations at the South Campus Ground, University of Delhi, an event attended by students.



The sessions reaffirmed NBT staff’s commitment to health, harmony, and mindful living, forming a community of practice that extended beyond the Trust’s physical premises.

PM-YUVA Masterclass on Multilingual Bharat

RNI-39456/82

Date of Publication: 01/07/2026

Total number of pages: 8

As part of the PM-YUVA 3.0 Scheme, NBT organised an online masterclass on 18 June 2026 titled “Reading, Writing and Thinking in Multilingual Bharat.” Shri Bhushan Bhawe, scholar, linguist, and author, delivered the keynote address to selected young authors from across the country.

Shri Bhawe emphasised that deep reading, responsible writing, and critical thinking, form an inseparable trilogy vital to any literary journey, and described India’s multilingual civilization as ultimately converging into a civilisational unity reflected in the philosophy of Vasudhaiva Kutumbakam, or “the world is one family.” He further asserted that thinking is the mechanism that transforms raw information into true understanding and shapes positive public sentiment and meaningful literary work.

Shri Bhawe encouraged the young authors to focus on discovering constructive possibilities rather than dwelling on criticism and social problems, citing the works of thinkers such as J. Krishnamurti, Shenoi Goembab, and A. K. Ramanujan. He concluded by describing the Indian Knowledge System as a vast and invaluable treasure that the new generation must document and digitalise, and called translation a vital tool for nation-building that allows transformative ideas to travel freely across borders and fosters national integration through linguistic exchange. He left participants with the message that a multilingual Bharat should be a civilisation in which many languages participate in development while connecting communities and contributing to the cultural renaissance of India.

NBT E-Newsletter
9 June-23 June 2026



PM-YUVA
Mentorship Masterclass

**Noted Scholar Bhushan Bhawe
Conducts PM-YUVA Masterclass**

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Editor: Dwijendra Kumar

Assistant Editors:

Surekha Sachdeva, Vasundhara Lal & Carolyn Pao

Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA
Ministry of Education, Government of India
5 Institutional Area, Vasant Kunj
New Delhi-110 070
E-mail: office.nbt@nic.in
Website: www.nbtindia.gov.in

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Two New Book Series for Children Launched

NBT has launched two book series aimed at connecting children and adolescents with the timeless classics of renowned Hindi writers, including Munshi Premchand, Jaishankar Prasad, Mannu Bhandari, and Subhadra Kumari Chauhan, presented with colourful illustrations and book designs.

Aimed at children aged eight to twelve, the series titled “Adhunik Kaljari Bal Kahaniyan” (Modern Classic Children’s Stories) includes Premchand’s “Mitthu” and “Nadan Dost” and Bhisham Sahni’s “Chamgadad ka Ras” and “Do Goraiya.” Illustrated and presented in simple language, these stories are intended to



help children understand the emotions and nature of living beings, while Jaishankar Prasad’s well-known story “Chhota Jadugar” introduces a child who, despite being small, becomes great through the fulfilment of his duty.

You can also find the e-Newsletter on our website www.nbtindia.gov.in

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