

NEW DELHI  
2015  
WORLD BOOK FAIR

NEW DELHI  
WORLD BOOK FAIR  
14th - 22nd February 2015  
Pragati Maidan 2015

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# Show 7 Daily

SG BOOKS  
GUEST OF HONOUR COUNTRY - SINGAPORE

Books opening the mind, Dreams opening the future  
Korea Focus Country 2015  
New Delhi World Book Fair

FEBRUARY 20, 2015

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A visitor to the book fair was asked, what was a rather naïve question, "Do you like books?" Her answer was a bit cryptic. "Honestly I may have nothing to do with books. But I have everything to do with reading," a simple enough reason as to why lakhs of visitors come to the New Delhi World Book Fair.



People today read with their hearts. This was not so. Till about three hundred years ago, people mostly read with their heads and not with their hearts. The idea of people becoming emotionally attached to books and writers



was not cool. It was only over time that reading became a private activity. Books began to enter into a home's very private spaces—bedside tables or children's room. Lullabies began to be replaced with parents reading out to children at bedtime. Gradually from being a serious pursuit reading became a part of our entertainment culture.

and other forms of entertainment. The apprehension is palpable. Is the culture of reading on wane?

In the panel discussion 'Get caught reading—for non-adults only?' organised by GBO on the inaugural day of the Fair, the focus was on the importance of reading. Among the issues that came up for discussion was the reading initiatives undertaken across the world towards promoting reading particularly among adults. The

Panel observed that despite an increase in income and a rise in literacy rate, there is perceptible decline in the culture of reading. Earlier one could easily see the people reading in public spaces like parks, trains, etc. But today the overwhelming influence of smartphones and other devices of reading is bringing in a whole new revolution in the way we handle a text. Nevertheless the act of reading is going through a transition period.

Being a reader becomes an identity unto itself. A world where one retires without the interventions of reality. Today the reader is spoilt for choice. His needs a never-ending list. Unsatisfied he yearns for something more seeking kindred spirits in an imaginary land.

The milling crowds at the New Delhi World Book Fair is a pleasant hope that reading is here to stay and printed books too. But as our visitor reminded, she has only to do with reading.

lonely planet

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## To Kindle or not to Kindle

Shruti Kochhar explores the possibilities that ostracize the traditional world of reading.



In a transient world today that spirals into the sands of time, my books have been my constant. My first best friends, Asterix and Obelix are still there for me when the world around me crumbles, engulfing me in Roman happiness. I wouldn't trade the smell of a new book for the most expensive perfume, or the feel of paper between my fingertips for the fanciest of manicures. But do the technologically inclined consumers feel the same?

The Amazon Kindle has taken readers by a storm- in their own words, 'It is the best device for reading, full stop.' With the e-link screen giving you the feel of reading on paper and anti-glare feature making it easy to read anytime and anywhere, more and more people are trading traditions for the modern touch.

"It's so light and convenient, I fell in love with it the moment I saw it!" said Nishtha, a girl who is using the Kindle. "Not only do I not have to carry 500 pages worth of literature in my bag, it also has internet so I don't have to refer to the dictionary separately" she added. While some people feel that a personal library of over 1000 books in their pocket is pure bliss, others argue that the old way of reading is more realistic, with book marks, dog ears and scribbling being their favourite parts of devouring a book.

"I can't go to bed without knowing that I've flipped through a good fifty pages of a book, folding my favourite excerpts as I go along. Also, if I start using the Kindle, what will I buy bookmarks for?" mused a fellow book lover at Hachette.

With technology establishing unprecedented influence in all aspects of life, will the Amazon Kindle replace the paper bound books? We'll have to find out.

## Zico Zoremsanga in Conversation

Zico is a young footballer who led his state Mizoram to the first ever win in the country's biggest football tournament, Santosh Trophy. His father, an ardent lover of football himself and the driving force in encouraging his love and passion for football named him after the great Brazilian footballer Zico. Coming from a small village Khwanleng which is about 250 kms from the capital Aizawl, the Santosh Trophy prize put Mizoram on the map of a larger audience. The road to this victory was not easy. Lack of equipment, lack of infrastructure in the hilly landscape, problem of transportation and communication are some of the mundane but inescapable travails he had to face to be where he is today. These days the facilities to develop the sport and sportsmen are steadily on the rise in Mizoram. However this was not the case when he started playing. Now with the support of All India Football Association, children from the age of 6 years onwards receive preliminary training in football and the path is paved for them to go ahead in this sport. Zico was at the Theme Pavilion in a conversation with Lallianfeli Pachuau.



The open secret about their victory is the rigorous training and practice, strict discipline, team work and unwavering faith in God. On the status of football vis-a-vis cricket, Zico said that although with the advent of Indian Super League Football 2014, has raised the focus on football, it still has a long way to go in this nation of cricket crazy fans. His message for his fans and youngsters are that football teaches discipline and team spirit, which are important lessons to follow in life.

## The trend in Superheroes

Batman should run away in his Batmobile right now. Superman should hideaway in his red cape. Spider man should spin a web for himself and take a long vacation- we have a new superhero on the block! 'Karm' is a vigilante thriller written by brothers duo Aditya Mukherjee and Arnav Mukherjee. While Aditya is the man behind 'Boomtown', Arnav is a first time author. The brothers, at Reflections, hall no.10 share their experiences of writing a book together. Shruti Kochhar reports.



Sparking the curiosity of the audience with the trendsetting theme of the book, Aditya explained the concept behind their thriller. "A vigilante is an anti-hero hero," he said. "While normal heroes who wear underwear over their pants solve crimes with their virtue intact, a vigilante breaks the law to save the day. He does what the society fails to do by playing bad cop."

With the idea of a superhero changing with time, and vigilante thrillers taking over the crime scene, this book is a mix of different characters that interact with each other to unravel a mind boggling conspiracy.

## New releases by Kurukshetra Prakashan

Two Books - 'A History of Hindu Chemistry' written by late Profulla Chandra Ray and 'Valmiki Ramayan Ek Adhyayan' authored by Shri Ranga Hari (translated into Hindi by Dr. K.C. Ajayakumar) were released at NDWBF '15. Shri Prabhu Chawla, Editorial Director, New Indian Express released the book and Shri Prafull Ketkar, Chief Editor, Organiser, received the first copy. Shri Sreedathan, Asstt. Editor, Business Standard, and Shri K.G. Suresh, Editor & Fellow, Vivekananda International Foundation introduced the books. The books are published by Kurukshetra Prakashan, Kochi, Kerala.



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NBT STALLS**

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Publications  
Hall No. 11  
Stall No  
407 - 431**

**Indian  
Language  
Publications  
Hall No. 12 - 12A  
Stall No  
33 - 52**

**Children's Books  
Hall No.1R  
Stall No  
111 - 130**



Website: [www.nbtindia.gov.in](http://www.nbtindia.gov.in)

## An Insight into Humanity

Good Girls go to heaven, but bad girls go everywhere- and Laxmi Narayan Tripathi claims to be one. Shruti Kochhar reports from Reflections, hall 10

Laxmi Narayan Tripathi, well known hijra and transgender activist is a stepping stone who bridges the gap between mankind and humanity. In a world that reeks of injustice, discrimination and social boundaries towards sexual minorities, she has fought for her rights and many others like her, giving voice to those who have been muffled by the society.

"I was what I was; I didn't choose to be this way. I was made this way" said Laxmi, at the launch of her *Me Hijra, Me Laxmi*. "No family will celebrate Diwali or Christmas if they find out that their child wants to join the Hijra community. Even today, after the Supreme Court verdict, they'd probably shun their children. But my family stood by me, supporting me every step of the way."

An extraordinary journey beginning at Laxmi's childhood, through her struggles with abuse and trauma and finally covering her International success as an activist, the book was first written in Marathi by the author. "I wanted the community that tortured me the most to know what I went through, so I narrated my story in my native language", she said. Laxmi's autobiography endeavors to put an end to the myths and misconceptions about the transgender community; in her own words: "Hijra's don't come from the 7th sky, they are borne by mothers".

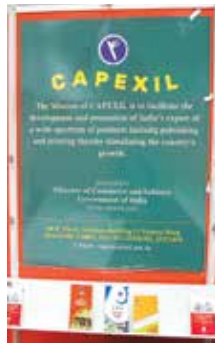


## CAPEXIL promotes membership @ NDWBF '15

CAPEXIL being a premier Export Promotion Council, under the Ministry of Commerce & Industry, Govt. of India, Department of Commerce is responsive trade facilitation organization strengthening India's publishing and printing Industry's footprint in the international arena by: Sponsoring delegations of its members abroad for promotion of export for their Products; Inviting academic and other concerned professionals with a view to promote Indian Books, Publications and Printing in the Overseas market; Organizing collective exhibitions of books, publications and printing on behalf of its members; Representing members in the international book fairs, and initiates discussions conducive to the promotion of the growth of export turnover.

Working in close co-operation with the National and International Publishing bodies, Capexil also impart training, organize seminar / BSMs etc., on aspects pertaining to exports and offer subsidy under MDA/MAI of Department of Commerce, Govt. of India. In view of the above, Capexil's Book Division is promoting Capexil's membership to avail Govt. incentives/facilities as per the Foreign Trade Policy.

For more details contact them in Hall-7 or later at their office in New Delhi, Phone: 011-23356703, 23711479, Fax-011-23311486, Email: sunil.kumar@capexil, capexiln@bol.net.in, Mob: 9899426423.



## Women's Voices from Northeast

Are there emerging realities when we talk about literature from Northeast? We are obviously trying to convey, trying to record and transmit something. Are we always able to convey what we

1986 took place to disarm the men and injure the psyche of the society and render them helpless. The stories of these women remain untold for various reasons and as long as their voices are silent, the narrative will never be complete.



hoped to transmit? In what way is the literature trying to shape the reality that is emerging? As writers, are we able to make any change or are we illuminating dark areas? At the Theme Pavilion a panel discussion on 'Crossover Narratives: Women's Voices from Northeast' was held with Mamang Dai as moderator and Avinou Kire, Cherri L Chhangte and Arupa Patangia Kalita as panelists.

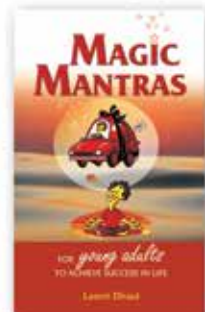
According to Dr. Cherri, in a translation, it is difficult to bring out the nuances of social and cultural contexts of the narrative. In Northeast, the oral literature is very rich. There are amazing folklores and folktales and the only way to bring them to the wider audience is through translation. A translator, as a cultural ambassador, has a huge responsibility. One cannot reduce Northeast into a homogenised one because of its diverse nature. People are trying to find their own voices rather than resort to 'imitative' literature. They try to retain the flavour and cadence of the oral narratives. Although writing is a colonial imposition, the writers have taken what was imposed to subdue them and turned it around in order to emerge and overcome the situation.

The systematic raping of women by the Indian Army during the period of Mizo unrest 1966-

For Dr. Avinou Kire, without a script, knowledge and information was preserved in the form of tattoos, wood carvings and intricate weavings. Our generation is the last link to the past before all fades away. Our grandparents still retain knowledge about traditional heritage and wisdom passed on through oral narratives. Our parents however belong to the generation whose education and developing years were marred by political turmoil and other factors. Hence, it is upon us to save and revitalize the oral heritage before all is lost. Women themselves do not tell their stories because the suffering of their men are also carried by them and they undermine their own suffering especially in conflict situations, their voices are never heard.

Dr. Arupa P. Kalita on the other hand stressed on a particular type of literature created during the freedom struggle. Assamese women played an important role in Indian freedom struggle. There was a moment when Mahatma Gandhi refused to visit Assam as he found it an insignificant region but on the insistence of Gopinath Bordoloi, he obliged. The literature that has been created in the backdrop of violence as a saga of the suffering of the lives of people and not a pornography of violence.

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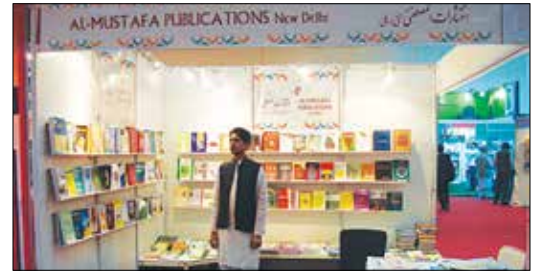
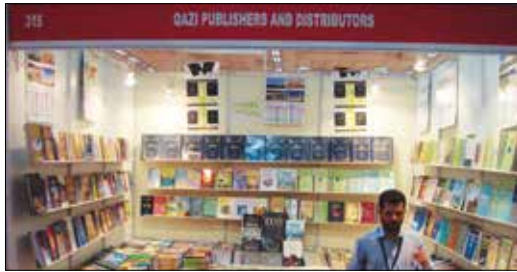
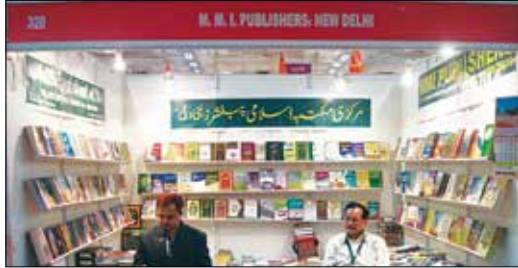
Hall No.: 11


Stall No.: 224-226

# Urdu books spotted!


A bit of *sufi*, poetries and a myriad of Islamic studies are what Urdu publishers and distributors portray in Hall 12. MMI Publications, Al-Mustafa, Idara Impex and Islamic Book Service (IBS) present a long array of Islamic religion books for all age groups and people from different walks of life. Some among the exhibitors,

namely QAZI Publishers & Distributors and Urdu Academy (Delhi) bring some in-depth research and reference books on Islamic history, religion, art and cultures from different parts of the globe. *Ruhat Tasauf* is a book on *sufi* attracting every passerby to the stand of Imam Ahmed Raza Academy while Dara Impex's books on Quran in Urdu, Hindi and English do the same. Visitors in pursuit of best Urdu reads must not miss this arena of Urdu publishers in Hall 12.







**Publishers of Literature and Fiction**  
(Novels and Short Stories in English)  
invite you to  
**BOOK RELEASE FUNCTION**  
on Friday, 20<sup>th</sup> February, 2015  
Venue:  
**Author's Corner 'CONVERSATIONS' in Hall No. 14**  
(Time: 04:30 to 05:30 pm)




**From Where I See**  
by Ajay Yadav




**Shameless Betrayals**  
by Rashmi Singh



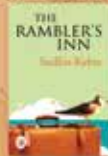
**A Melody in the Wilderness**  
by Leena Sarma




**East West Crossroads**  
by Lopa Mukherjee



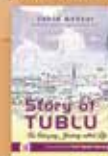
**Soil for My Roots**  
by Minal Sarosh




**The Rambler's Inn**  
by Sudhir Kekre



**The Curse of the Winwood's**  
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**Story of Tublu:**  
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**A 4-hour Mushaira was organised by NBT, India and National Council for Promotion of Urdu Language in hall 7 Foyer. It was a well-attended event.**



**NEW DELHI**  
**WORLD BOOK FAIR**  
14 - 22 February 2015  
Pragati Maidan

## DAY 7 PUZZLE

6		3		8	
3	1	5	2	6	
9		6		1	5
6	9	1	4	5	
4	7	9	6	3	
	2	7	6	4	1
8		7	3		9
7	1	2	9	3	
5		1		4	

The puzzle was popularized in 1986 by the Japanese puzzle company Nikoli, under the name Sudoku, meaning single number. It became an international hit in 2005. Here is a 9x9 grid containing given clues in various places. The object is to fill all empty squares so that the numbers 1 to 9 appear exactly once in each row, column and 3x3 box. *Solution on page 13*

*(Courtesy: Manoj Publications)*

## The art of Sukumar Bose

**A** launch programme of the book titled, *The Art of Sukumar Bose* was organised by National Book Development Council of Singapore with ISEAS Publishing House at Events Hall.

Mr. Raja Bose, grandson of the world-renowned artist Mr. Sukumar Bose, spoke about the works of the great artist while giving a brief introduction about his family. The programme was graced by great artists, architects and historians, and also the family members of Sukumar Bose. Dr. Kamal Bose, the son of Sukumar Bose, also spoke about his father and the art he was mastered of. He also said



that Sukumar's works are displayed in the Rashtrapati Bhavan. The programme was chaired by Prof. Dev N. Pathak and panelists were: Prof. Kamal Bose, Mr. Keshav Malik, Mr. Venka Purushothaman and Dr. Nuzhat Kazmi.

Mr. Lim Thuan Kuan, High Commission of Singapore, said that as we are celebrating the 50th anniversary of India and Singapore relations in art and culture, launching a book like this is definitely a milestone towards strengthening the relationship between the two countries.

The exquisite variety of paintings of Sukumar Bose was also showcased on the occasion. From a bird on a tree to the great Himalayas, all have been painted by the great artist. Kamal Bose said that during the recent visit of Mr. Barack Obama, the President of US, and his wife Michelle Obama, the honourable wife of the President of India, Mr. Pranab Mukherjee gifted Michelle Obama a gift on which was imprinted the fantabulous miniature that was originally painted by Sukumar Bose.

Dr. M.A. Sikandar, Director of National Book Trust, India, gave a vote of thanks to the guests while speaking about the great man-cum-artist, Sukumar Bose.

In the end, Mr. Raja Bose thanked Keshav Malik, Mrs. Kapila Vatsyayan, and Mr. Kamal Bose for their huge contribution in the making of the book.

## Urim Books@ NDWBF '15

**I**n the stall of Urim Books, based in Seoul, (Foreign Pavilion, Hall 7), they are running an event entitled "100 Rupees' Happiness." "We cannot purchase happiness with money, but book fair visitors can buy *The Message of the Cross*, which is a must-read for the whole world in 57 languages, for only Rs 100, so that they learn the art to be



happy," said a spokesperson for Urim Books. They have downsized the book and re-designed the cover to make it economical.

Also on display is *Tirukkural*, a classic Tamil sangam literature consisting of 1330 couplets or Kurals, which has been translated in 37 languages. It was authored by Thiruvalluvar, who was a celebrated Tamil poet and philosopher, India.

## Cultural performances

### @ Lal Chowk

**A**s part of the NDWBF '15, evenings are alive with cultural performances from different states. A contemporary dance by Smt. Sangeeta Sharma and group was organized by Sahitya Kala Parishad and NBT, India. Also, audience were enthralled with Rajasthani folk dance by Avishka Lok Kala Manch, organized by Sahitya Kala Parishad and NBT, India.



A contemporary dance performance with blend of Chhau and Kalaripyattu.



A colourful dance on Holi with the song 'Holi Aai Re...'

Rajasthani Kaal Belia dance.



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# Visitors swarm to Children's & Education Books stalls @ NDWBF

At NDWBF, the kiddies were seen having great time with books and their favourite characters including Chota Bheem, SpongeBob, Turtle...etc. Some were busy colouring, others were seen solving puzzles...but most of them were happy to buy books of their choice. Children books is one segment, which is growing steadily in the Indian book market. The publishers are also coming up with great books, which are at par with international publishers. Like always this year's edition of NDWBF 2015 has also attracted a full-fledged participation of the children book publishers across India.

The children literature is promoted in a big way by The National Centre for Children's Literature (NCCL), a wing of NBT. This year as well, they are organizing various events for children in the Children's



Ved Chawla



Pavilion to promote children's literature and the national 'Readers Club' movement.

It is said that India is the third biggest market for publications

of books with 90,000 new titles being brought out every year in more than 18 languages. On asking about the impact of this on children's books, Ved Chawla of Dreamland Books shared, "I

love to be at such fair, as we get to know the real impulse of the market. Our books are always in demand, due to good quality of our content and production."

We need to promote reading habits in children first and then promote books, and the same thought was shared by Devaraj PR, Assistant Director, sales & marketing, Katha, "We have a unique model that seamlessly connects grassroots work in story,



Devaraj PR

education and urban resurgence. We started with the main objective: to enhance the joy of reading. But to make children read well, we need many things to happen at the same time. And making all this happen is the story of Katha! And our books are always a delight for children."

Vishv Books' stall during the fair was seen buzzing with activities, and Mudit Mohini, while sharing her views added, "In the book fair or in any book shop, if you pick up any well written and good illustrated book of any renowned publisher, one would find that it has been produced under collaboration with some international company. We feel proud of the fact that we are



Mudit Mohini

producing all our books in India and they are of international quality."

Similar enthusiasm could be seen at Scholastic India stall, where children were keeping everyone busy enquiring about titles. Shantanu Duttgupta, head-marketing, Scholastic India Pvt Ltd, shared, "We have mix of customers- children, parents and grandparents. Our books are being bought by all."




Shantanu Duttgupta

Whereas Sandeep Kaushik, publisher and CEO, MACAW Books, shared, "Our books present children with delightful imaginations that not only satisfy a child's never-ending quest for knowledge, but also instill and nurture his or her creative instincts. We have introduced

learning cubes for small children and displaying a range of books catering to toddlers, young children as well as adolescents,




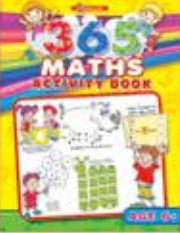






Sandeep Kaushik



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We are one of the leading children book publisher of India having more than 1500 titles in different categories.

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and include picture books, activity books, retold fairy tales & fables, graphic comics, children's classics, fiction, non-fiction, all featuring state of the art, vibrant illustrations and lively, easy to follow text."

MBD Group, India's six decades long top publishing house has now introduced a 3D printing K-12 education programme. MBD's "3D Learning Solutions for K-12 Sector" shows just how serious India's business and technology sectors are about investing in 3D printing education. In fact, the programme, which provides 3D printers and compatible curricula, was introduced at the New Delhi World Book Fair 2015, and people are excited about the potential this printing process has as it applies to almost every academic subject. Monica Malhotra Kandhari, Senior Director of the MBD Group, shared, "We are first company to address 3D printing in India's K-12 student demographic."

"It is our aim to entertain and educate young minds by creating unique illustrated books that recount stories of human values, arouse curiosity in the world around us, and inspire with tales of great deeds and unforgettable people. And we have been



Sahadi Sharma

successful in doing so. And it feels great to be at book fair and interact with young readers," said Sahadi Sharma of Campfire.

Bhopal based, Aadarsh, was also participating in a big way and seen promoting their brand Purple Turtle.

New Saraswati House (India) Pvt. Ltd, the leading Indian publishing houses, is known for its quality educational books in Hindi, Sanskrit, foreign languages like, French and German and regional languages like Tamil, Kannada, Malyalam etc. "At book fair our purpose is to strengthen our brand and make our presence felt all over. Our buyers are also



happy to see us here," shared Ajeet Singh.



BPI has created an impression in the toy market with educational board games, do-it-yourself kits, activity packs and puzzles that are designed around popular cartoon characters like Chhota Bheem, Doraemon, BEN 10, Barbie, Popeye, Johnny Bravo, Ninja Hattori, Dexter, the Powerpuff Girls, Oggy and the Cockroaches and a lot more. "Books are a man's best friend—



so goes a saying. We always want to create books that cater to the varied tastes and interests of readers of all age groups. At fair, we are getting great response, especially for Doraemon goodies," shared Jai Saxena, of BPI.



Jai Saxena



Sandeep Jain

Sandeep Jain of Little Pearl Books was not happy with the placing of children publishers, and said, "Children publishers are placed in hall no 1 and 1 R, which is not easily accessible. Moreover, it is situated almost at the end. So I want



SK Sinha



to request organizers to place us in a better location next year. Otherwise, it is a good show for us. We are dedicated to publishing books with real child appeal, using innovative concepts, high-quality illustrations, informative writing and above all, humour to captivate the minds of young people."

SK Sinha, Head Marketing, Amity University Press, "we are here to strengthen our brand and gain reputation of bringing best text books in the market."



Sushil Gupta, Sunrise Publishers shared about his newly launched school book series and added having got good response. So, it is good to interact with buyers here."

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# Author's Corner



In a book release function organized by NBT, India Dr Mukesh Garg, Dr Anand Ram, Prof. Kailash Narayan Tiwari, Bajrang Bihari Tiwari and Dr Ramesh Tiwari and others discussed on the book 'Birle Dost Kabir Ke' in hall 12.



Shobhana Sansthan organised a Kavita Path by police officials in hall 12. The chief guest at the occasion was Commissioner, Delhi Police, while the programme was moderated by Sumit Pratap Singh.



In a programme organized by IDSA, Prof. SD Muni discussed with Sruti Pandalai the author of the book 'Who Sets the Agenda?' on peace policy of India in hall 10.



Amit Shankar discussed his book, 'Love is Vodka' (published by Vitasta Publishing) with the editor Veena Sharma.



A Kavita Path organized by Moon Weavers: Chand Ke Julahe in hall 8 young poets including Rati Agnihotri, Abhinav Niranjana, Anoop Bali and Shashank Jain discussed on their contemporary poems.



Organised by Kitabnama/Miraki authors, editors and others including Geeta Shree, Vandana Rai, Harisuman Visht, Vivek Mishra discussed on the topic 'Kahani Par Charcha'. They narrated different types of stories and their contemporary aspects regarding society, politics, and other issues.



A book release function and discussion was organised by Jyotiparv Prakashan in hall 8, where Sandeep Meel, the writer of the book 'Duji Meera', Rakesh Kumar and Vijay Upadhyay were also present. The programme was moderated by Arun Chandra Rai.



Laxmi Narayan Tripathi: "I am a Hijria, I am Lakshmi"— a book about the life and times of Indian transgender activist Lakshmi Narayan Tripathi – translated from Marathi into English was released at the World Book Fair in New Delhi



Avtar Singh discusses on his book published by HarperCollins.



Srishti Khanna, the author of the book 'Dillileaks' published by OM Books, talked about her book in hall 10.

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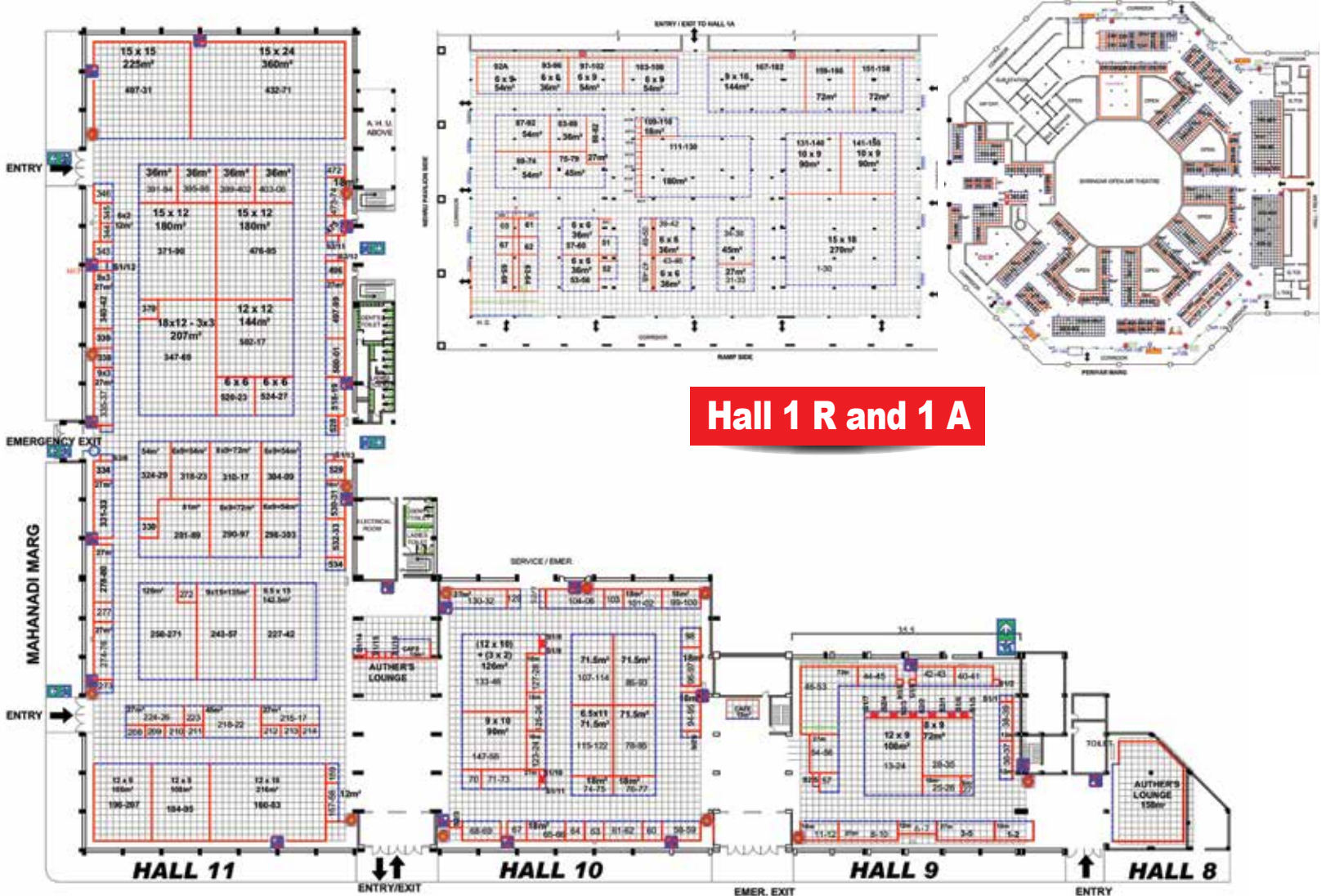


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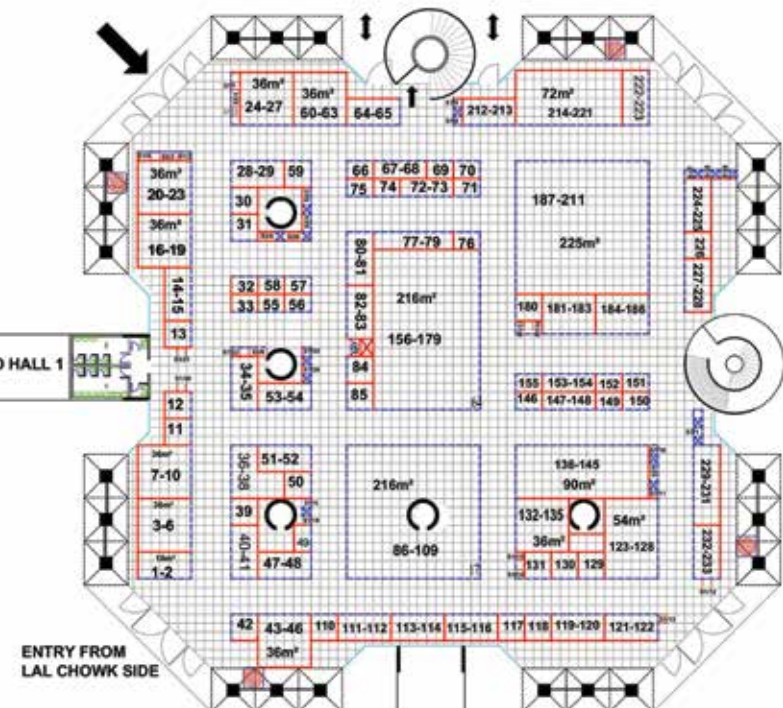
**Hall 8, 9, 10 and 11**



**Hall 1 R and 1 A**

**Hall 6**

**Hall 7A, 7B, 7C, 7D and 7E**



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# There's an untold story in everything around us!

—says Girija Rani Asthana, renowned children author and vice president AWIC

Being a children writer for the last twenty-five years, Girija Rani Asthana truly loves the children world. She has been writing in English and Hindi, both fiction and non-fiction for children of all age groups. She has written about twenty books and 100 short stories for children. Girija has won the Hindi Academy Award for her Hindi book *Dushmani Se Dosti Tak*, in 1993. Involved with the AWIC Library Project for the last two decades, she conducts workshops for librarians, teachers and parents to promote reading habit among children.

## Telling Tales!

Having master's degrees in Psychology and History, Girija was leading a content life of being a housewife of an administrative officer. In her initial days, she was busy taking

care of household and her kids. But one thing, which was always there in her, was her love for story-telling. She had been writing stories all through her life. So, she felt, it was a natural progression for her to start writing. "I loved telling stories to my kids, when they were growing up. But I never used to tell them the same old stories, which we had been listening for ages from our mothers and grandmothers. I never liked fairy tales and folk tales; I always invented my own stories. Even an old tree in our backyard had given me a story, which was published much later and loved by kids... It's called *Ek Dost Saap*."

## Book My Friend

She has been on the organising committee of several international conferences and also travels overseas to organise

and attend book exhibitions from time to time. She feels a life without book is incomplete, especially for growing up kids and added, "Reading is a very important issue which is not only about enjoyment but a necessity; the basic tool of education. Reading makes way for a better understanding of one's own experiences and it can be an exciting voyage to self discovery. It is the art of interpreting printed and written words, the most effective process of conscious learning which influences the extent and accuracy of information as well as the attitudes, morals,



Girija Rani Asthana

come and read. When I started this initiative, I have to go out and call kids to come and enjoy books. Later, I started having story-telling sessions, which kids really enjoyed and today, we have good numbers of visitors to my home library."

## Being a Kid!

According to her, writing for children is both easy and



beliefs, judgement and action of readers."

## Library @home

In the Indian sub-continent, the reading habit of children is waning. The cause of this has been traced to the eroding reading cultures of and other notable factors like non-availability of reading materials and digital media and entertainment. As they say charity begins at home, she also shared same thoughts that we all need to contribute in our own capabilities to the society and should not wait for others to take actions. She also shared about the benefit of home libraries and added, "The reading habit is best formed at a young impressionable age in school, but once formed, it can last one's life. All these are testament to the fact that reading is essential for the inclusive and all round growth of a child and would help shape enlightened citizens for a better nation. In my home I have developed a library for kids, which is open to all to

difficult; it is easy for those, who are still stuck in their childhood wonderland and it becomes really difficult for those, who try to become children author. "As adults, we all are flooded with information, so it's very important that we should know where to stop. If I am writing a story for 4-5 year old kid, I have to finish it in 50-100 words. Similarly, we have to always be a kid, which is the best thing about being a children author too."

## Message to readers!

"I feel it is parents' responsibility to introduce their kids to books. We never think twice, when we buy expensive toys for them or spending a lot of money on junk food. But, when it comes to books, we always give consideration to pricing, which is not a right thought. That is the reason most of CBT, NBT books are priced reasonably, so that each and every kid should enjoy reading. READ INDIA...GROW INDIA," she concluded.

# An unrivalled dictionary publisher

If someone is browsing a English-Hindi dictionary in pursuit of precise meaning of an English word, there is high chance of the book being labelled 'Bhargava'. In a sense, Bhargava to Hindi dictionaries is what Colgate to toothpaste is in India. Brijesh Bhargava from Bhargava Bhushan Press reveals how their dictionaries get to popularity since time immemorial in a freewheel chat with Jyaneswar Laishram.

**L**iterally the establishment of Bhargava Bhushan Press can be dated back to more than a century stretching from one generation to another of the Bhargava family based in one of the oldest cities of the country—Varanasi. Having been recognised as one of the largest publishers of dictionaries, not only in India but across Asian continent, Bhargava Bhushan Press boasts of producing more than 40 million copies of its popular *Bhargava's Concise English Dictionary* (Anglo-Hindi) series. "Around two million



Brijesh Bhargava

Pathak along with some titles from other authors. *Bhargava's Concise English Dictionary*, *Bhargava's Standard Illustrated Dictionary*, *Bhargava's Bal Hindi Shabdkosh*, *Bhargava's Adarsh Hindi Shabdkosh*, *Bhargava's Student's Illustrated Dictionary*, among others are some of the publisher's popular titles designed suitably for academicians, professionals and people from different walks of life. "We keep updating the dictionaries with new vocabularies, usages, etc in every revised edition," mentions Brijesh.

copies of our dictionaries and other related books are produced on annual basis," says Brijesh adding that the counting also includes the export copies going to the overseas markets.

Predominately the Bhargava's Hindi dictionaries are compiled by Prof RC

"Correct and standard pronunciations, Hindi phonetics, explanations, derivations, phrases, up-to-date word meanings and other useful supplements for students are distinguished features of our dictionaries," explains Brijesh adding that the standards have been maintained for decades.

Apart from its widely popular Hindi dictionaries, Bhargava Bhushan Press publishes Ratna's *Nepali English Nepali Dictionary*, compiled by Babulall Pradhan and distributed widely in both Nepal and India.

Bhargava Bhushan Press is well equipped with a robust portfolio of a line of state-of-the-art printing presses. Installed currently in the company's production facility are four Planeta Variant sheet-fed offset machines running currently to print 30,000 copies of dictionaries the company usually keeps in advanced in one-time stock. Printing, finishing, dispatching and all other activities at Bhargava Bhushan Press are completely maintained in-house under the strict supervision of a strong

well-experienced team of professionals.

"We are associated with a network of 2500 bookshops across the country to sell our dictionaries," asserts Brijesh. But in today's trend of online marketing, Bhargava Bhushan Press is totally out of the loop and not yet set to switch to the ongoing online e-culture. The reason is not that the company is so naïve in this development. Fully conscious about the current online marketing trend, Brijesh rightly mentions that they are not in need of any new distribution model as long as the company's books are successfully distributing and delivering to the right target customers through their wide network of bookshops.



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**DAY 7 PUZZLE SOLUTION**

7	6	5	9	3	1	2	8	4
3	1	4	5	8	2	9	6	7
2	9	8	4	6	7	3	1	5
6	3	9	1	2	4	5	7	8
1	4	7	8	9	5	6	2	3
5	8	2	3	7	6	4	9	1
8	2	6	7	4	3	1	5	9
4	7	1	2	5	9	8	3	6
9	5	3	6	1	8	7	4	2



**Through the lens...**



**GENERAL INFORMATION**

<b>Fair Timings</b>	11.00 am to 8.00 pm
<b>Entry Tickets</b>	For entry to the Book Fair, tickets for Rs 10/- (for children and Rs 20/- (for adults) are available at Pragati Maidan Gate nos. 1, 2, 7, 8 and 10. Tickets are also available at 37 select Metro Stations.
<b>Fair Office</b>	Hall No. 7D
<b>Special Pavilions</b>	<ul style="list-style-type: none"> <li>• Theme Pavilion ..... Hall No. 7E</li> <li>• Foreign Pavilion ..... Hall Nos. 7A, B &amp; C</li> <li>• Children’s Pavilion ..... Hall No. 7B (Foyer)</li> </ul>
<b>Programme Venues</b>	<ul style="list-style-type: none"> <li>• Seminar Hall I ..... Hall No. 6 (Mezzanine)</li> <li>• Seminar Hall II ..... Hall No. 6 (Mezzanine)</li> <li>• Auditorium Hall I ..... Hall No. 7 (1st Floor)</li> <li>• Auditorium Hall II ..... Hall No. 8 (1st Floor)</li> <li>• Cultural Shows ..... Lal Chowk (Near Hall No. 6) &amp; Hamsadhvani Theatre (Opp. Hall No. 7)</li> </ul>
<b>Author’s Corners</b>	<ul style="list-style-type: none"> <li>• Events Corner ..... Hall No. 7A</li> <li>• Reflections ..... Hall No. 10</li> <li>• Conversations ..... Hall No. 14</li> <li>• Sahitya Manch ..... Hall No. 8</li> <li>• Lekhak Manch ..... Hall No. 12</li> </ul>
<b>Participants</b>	<ul style="list-style-type: none"> <li>• General Publishers ..... Hall Nos. 6, 9, 10 &amp; 11</li> <li>• Science &amp; Technology, E-books, Government Organisations &amp; Miscellaneous ..... Hall No. 14</li> <li>• Foreign Participants ..... Hall Nos. 7A, B &amp; C</li> <li>• Hindi &amp; Regional Language Publishers ..... Hall Nos. 12 &amp; 12A</li> <li>• Social Science Publishers ..... Halls Nos. 1R &amp; 6</li> <li>• Children’s Books and Educational Publishers including Educational Aids &amp; CDs, etc. .... Hall Nos. 1A &amp; 1R</li> </ul>

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

# Delhi Book Store @ NDWBF '15

## Gets outstanding book distributor award from Afro-Asian Book Council

Visitors to the stand of Delhi Book Store (Hall 14, Stall 112-119), can see an array of books on various subjects at their stand. It is imperative to mention that Vijay Ahuja of Delhi Book Store has recently been conferred with Life Time Achievement Award by FPBAI (Federation of Publishers and Booksellers Association of India). Also, DBS



has received the Outstanding Book Distributor Award from Afro-Asian Book Council during the ongoing NDWBF '15.

For the benefit of the visitors, DBS has opened their newly-renovated showroom in Daryaganj on Sundays as well. With more than 2,00,000 titles under one roof, Delhi Book Store has been the number one choice for book lovers for more than five decades. Spread over 20,000-sq ft., the five-floor showroom in Daryaganj houses some of the rare, out-of-print, collectible and innovative books as well. Knowledgeable, friendly and pro-active staff is always ready to lend a helping hand. For tech-savvy people, Delhi Book Store runs their portal [www.delhibookstore.com](http://www.delhibookstore.com) where one can easily choose and place an order for the books at the comfort of home or office.

Besides purchasing books from renowned international publishers, Delhi Book Store has taken exclusive distribution of more than 4,000 titles of well-known overseas publishers like, Springer (more than 500 titles), Auris Reference (more than 200 titles) and Koros Press (more than 400 titles). These books are meant for higher education, targeting mainly libraries. More recently, they have joined hands with US based two publishers namely Arcler Press LLC and Delve Publishing LLC.



The DBS under the leadership of Vijay Ahuja and younger generation Prateek Ahuja is envisioning a new world of books which is a unique platform to serve the nation by enlightening the lamp of education in every sphere of life—mundane or supra-mundane. The DBS have added a feather in its cap by entering into the world of publishing with excellence covering all streams like Agriculture, Literature, Mass Communication, Tourism, Management, Science, Technology, etc., under DBS Imprints. More recently, they have published a key series on various subjects like Library and Information Science, Digital Library, Restaurant and Food Services, Professional Services and so on—providing research monograph related to leading edge aspects of the field by key authors.

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## Visitors' Views

"Reading a book is like re-writing again and getting closer to yourself. Anything you read has an impact on our personality, so I am at book fair to find books that I love to read to improve my persona. You bring your history and you read it in your own terms."



-Priya



"Who that loves a book will never want a faithful friend always. By study, by reading, by thinking, one may reinvent himself. Being a student, I am always there at book fair...not only to buy books. But to feel books as well."

-Himanshi

"I am handling production in publishing house and when I see so many books. I only check them for production quality and I am amazed to see improvements in books available here."

-Gaurav Kumar



"Being at a fair gives me immense pleasure, not because I am an avid reader...also because of the atmosphere and ambience that is being created around books."

-Dr. Neena Jha

"I am amazed to see such a vast collection of books and looking to find more books on art and culture...illustrated coffee table books and few more, which I love to read."

-Natasha Nanda



## Personality development through story

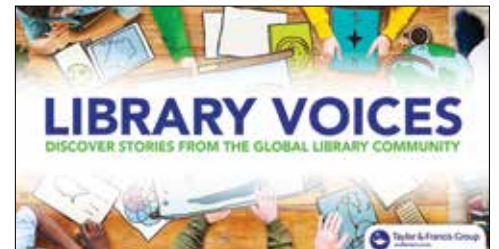
An interactive storytelling session was organised by Medo Meo on 'personality development'. Dev Sharma Vedalankar, the storyteller narrated stories from Upanishad. The programme was moderated by Manas Ranjan Mahapatra.



## Tell your story with Library Voices

Taylor & Francis (Hall 14, stand 100-111) has launched an endeavour called Library Voices, specifically aimed at librarians to share their stories with the world as they are often overlooked.

In collaboration with the global library community, Library Voices aims to capture stories from academic librarians around the world, focusing on what their library roles entail, how they are changing, and to demonstrate the positive and considerable contribution libraries are making to the research community, particularly those in developing regions.



This output will primarily be a collection of short videos, but will also include audio recordings, images, and text-based accounts. The accounts will be collated together to create a growing online resource which will provide interest, inspiration and insight into the roles of librarians working in different institutions around the world.

## The Offsetters churns 30,000 books every month on RICOH Pro C5100s

The trend of short-run book printing keeps surging to a new momentum as commercial printers in various parts of the country start engaging in this job aggressively using digital presses. The Offsetters in Patna is an accurate example. This printing firm has been actively indulging in book printing using a RICOH Pro C5100s. In a brief chat to Show Daily, Rohit Jain of The Offsetters Pvt Ltd reveals that they deliver around 30,000 books per month for a number of customers in the city. Bharati Bhawan, publisher of school and college books for state boards, is an eminent one among others including UNICEF and Health Department, Government of Bihar.



RICOH Pro C5100s is perfectly engineered digital machine for short-run book printing job. "We are very satisfied with the overall competency of the machine," appreciates Rohit. This RICOH digital machine is capable to deliver prints in the resolution of 1200x4800 dpi at the speed of 65 ppm (FC/B&W). In addition to RICOH Pro C5100s, the production setup of The Offsetters is also equipped with RICOH Aficio MP C2051 printer, which is an all-round functionality with copying, printing, scanning and optional faxing.

**Your guide to responsible pet parenting**

DIAGRAM: A collage of magazine covers for 'DOGS & pups'. The main cover features a Papillon dog and the text 'Diamonds are a dog's best friend!!' and 'Breed Profile: Papillon: the butterfly dog'. A pink speech bubble says 'Visit us at NDWBF '15 Hall 11 Stall 209'. The logo at the bottom says 'DOGS & pups BI-MONTHLY MAGAZINE FOR PEOPLE WHO LOVE DOGS'.

## Repro opens gateway to business growth for publishers

Constant endeavour of Repro, rather known for 360° multi-sensory Rapple tablets with pre-loaded textbooks, has been to help its customers (publishers) grow business ever since it started providing educational solutions to book publishers globally over the last two decades. This is the theme the company adorned in the ongoing NDWBF '15. "Repro has cultivated insights into various markets on the line of developing solutions to the changing needs," says Kunal Vohra, business development, Repro India Limited. He adds, "We have been meeting the needs of educational publishers across India, Africa, UK and US with a firm objective to enable their contents reach students everywhere."



Of the 500 Indian and overseas publishers that Repro has so far been tied up include Autumn Publishing, Chetana Publishers, Hodder Education, Jeevandeep, Laxmi Publications, McGraw Hill, Oxford University Press, Dachepalli, Pearson, Penguin, among others. "Our strong association with schools enable educational publishers augment their business in this segment," asserts Kunal adding, "We are present in 22 countries in which the African education market is one of the focused arenas where we help Indian publishers penetrate into it." Repro extensively engages in creating, enhancing, managing, warehousing and repurposing contents for the publishers. And in the physical book front, print-on-demand activity of the company ensures delivery of even a single copy of textbook cost-effectively. Catch these opportunities at the company's stand in Hall 6.

## Learning craft with performance on poem

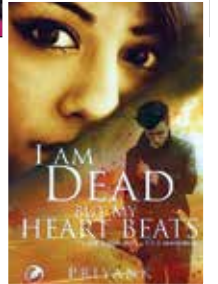


An interactive session on craft making and poem learning was organised at Children's Pavilion by Scholastic India with the author of 'Top Craft' Rita Das, where the children performed on the poem 'five little monkey jumping on the bed'. They also made a monkey by painting and cutting it.



## I Am Dead But My Heart Beats released

Teenage Publishers launches *I Am Dead But My Heart Beats*, a novel by Priyank, at Author's Corner. Inspired by real life events, theme of the novel revolves around the orthodox in the Indian society about inter-community relationship. "Every year, more than 1000 youngsters in India either commit suicide or are being honour killed just because they fell in love outside their community. My novel is an appeal to our society to stop believing in these old thoughts and insane beliefs and tries to logically, spiritually make people understand that love should be allowed to live free," says Priyank at the launch session.



## Colombo International Book Fair 2015

CIBF is present in hall 7, stand 28 to promote the annual Colombo International Book Fair (CIBF) 2015. "The show will be organized by SLBPA from September 18-27, 2015," revealed Vijitha Yapa. CIBF, the soul of Sri Lankan literature has grown to become a premier event on Sri Lankan cultural and literary calendar. Spanning a duration of 9 days, this unique festival draws over a million attendees, providing a variety of opportunities for international publishers.

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OR Connecting in new ways with students: Positive Strategies for Classroom Management
- ★ **RISING STAR**  
Making the Mark: Young /New Teacher - infusing new ideas into the teaching/learning community
- ★ **SUPER STAR: LIFETIME ACHIEVEMENT AWARD**  
Shaping the Change - Outstanding contributions to the teaching/learning community
- ★ **STAR LEAD TEACHER**  
Setting the Benchmarks/Standards in the teaching/learning community
- ★ **STAR CAT (CURRICULUM and TRAINING) TEAM/HEAD**  
Raising the Bar: Strengthening the teaching/learning practices in school
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# Events Today

## Singapore Pavilion: Hall No. 7-ABC

Time	Event / Organiser
14:00 – 15:00	Short Workshop for Children by Vinitha Ramachandran

## Korea Pavilion: Hall No. 7-ABC

Time	Event / Organiser
14:00 – 17:00	Hangul Calligraphy Event by Calligraphy artist Song Cha Nayng

## Theme Pavilion : Hall No. 7 E

Time	Event
11:30 – 13:00	Khasi Folk Songs by Rida Gathphoh and her troupe The Musical Folks
14:30 – 16:00	Panel Discussion: My Land My Stories: Children's Literature from Northeast India (Moderator: Arup Dutta, Panelists: Siddhartha Sarma, Santanoo Tamuly and Ashes Gupta)
17:00	Asamiya Film Halodhiya Choraye Baodhan Khai and Face-to-face with Director Jahnu Barua

## Reflections: Hall No. 10-11

Time	Author	Organiser
11:00 – 12:00	Udai Bhanu Singh, Vishal Chandra, P V Ramana, Brig. Rumel Dahiya	IDSa
12:15 – 13:15	Hugh & Colleen Gantzer	Niyogi Books
13:30 – 14:30	Vandana Bhandari, Mushtaq Sheikh	Om Books
15:00 – 16:00	Rakesh Kumar Rousan	DMRC
16:30 – 17:30	Mahesh Bhatt	Speaking Tiger
18:00 – 19:00	Nirmal Kumar, Preeti Chaturvedi	Sage Publications

## Conversations: Hall No. 14

Time	Author	Organiser
11:00 – 12:00	Kunal Savakar	Scholastic India
12:15 – 13:15	Aanchal Broca Kumar	TERI
13:30 – 14:30	Sudesh Verma	Vitasta Publishing
15:00 – 16:00	Ira Singh, Anuradha Marwa	Pan Macmillan
16:30 – 17:30	Ajay Yadav, Rashmi Singh, Leena Sarma, Jahid Akhtar, Minal Sarosh, Sudhir Kekre, Puja Miri Yajnik, Lopa Mukherjee, Pramila Khadun	Lifi Publications
18:00 – 19:00	Gajra Kottary	Harper Collins

## लेखक मंच हॉल नं.-12-12A

समय	संस्था	विषय	संचालन
11.00 से 1.20 बजे	राष्ट्रीय पुस्तक न्यास, भारत	लेखक से मुलाकात मृदुला सिन्हा राज्यपाल, गोवा	पंकज चतुर्वेदी
1.40 से 2.40 बजे	कथा यू.के. लंदन	प्रवासी साहित्य पर चर्चा	तेजेंद्र शर्मा
3.00 से 4.00 बजे	प्रवासी संसार	प्रवासी हिंदी साहित्य गांधी का प्रभाव पर चर्चा,	राकेश पांडेय
4.20 से 5.20 बजे	राजकमल प्रकाशन प्रा.लि.		अशोक माहेश्वरी
5.40 से 6.40 बजे	काका हाथरसी सम्मान समारोह		पद्मश्री अशोक चक्रधर
7.00 से 8.00 बजे	हिंदी अकादेमी, दिल्ली सरकार	चुनिंदा व्यंग्यकारों का व्यंग्यपाठ	हरिसुमन बिष्ट

## साहित्य-मंच हॉल नं.- 8

समय	संस्था	विषय	संचालन
11.00 से 12.00 बजे	हिंदी युग्म	नॉन-फिक्शन लेखन पर चर्चा	शैलेश भारतवासी
12.20 से 1.20 बजे	मेघ प्रकाशन	मुहब्बतों के देश में लेखक : अन्विता अग्रवाल की पुस्तक का लोकार्पण एवं चर्चा वक्ता : स्मिता मिश्र, प्रताप सहगल, दिविक रमेश	कौशलेंद्र प्रपन्न
1.40 से 2.40 बजे	व्यंग्य यात्रा	वर्तमान संदर्भ में व्यंग्य की चुनौती, तिर्यो मुख्य अतिथि गौतम सान्याल वार्ताकार-डॉ. प्रेमजनमेजय	सुभास चंदर
3.00 से 4.00 बजे	वाणी प्रकाशन	स्त्रीवादी साहित्य व नए विमर्शों की परंपरा	अरुण माहेश्वरी
4.00 से 6.00 बजे	साहित्य अकादेमी	बाल-साहित्य	बृजेंद्र त्रिपाठी
6.00 से 7.00 बजे	राष्ट्रीय पुस्तक न्यास	लेखक से मिलिए वक्ता : नासिरा शर्मा चित्रा मुद्गल, मुद्दुला गर्ग	गीताश्री
7.00 से 8.00 बजे	लिखावट मंच	काव्य पाठ	मिथिलेश श्रीवास्तव

## Children's Pavilion: Hall No. 7 B (Foyer)

Time	Event/Organiser
11:00 – 13:00	Storytelling Session by Usha Venkataraman (6-10 age-group) Organised by NBT, India
	Freedom Run Book Launch and Interactive Session with Subhadra Sen Gupta and Tapas Guha Moderator: Manisha Chaudhry & HimanshuGiri (6-10 age-group) Organised by Pratham Books
15:00 – 16:30	Seminar on Children's Literature Moderator: Dr. Madhu Pant (For School Children, Teachers, Authors, Illustrators & Editors) Organised by Lekhika Sangh
	Live Demo on Books Facilitator: Sangeeta Raj (For School Children, Teachers, and artlovers) Organised by Kala Sanskriti
17:30 – 19:00	A session on Vedic Mathematics by Sourabh Jain (12-18 age-group)
	Top Craft : An interactive session with the author Rita Das Moderator: ShaileeChouhan (9-12 age-group) Organised by Scholastic India

## Seminars & Discussions

### Hall No. 6 (Mezzanine Floor) / Hall No. 8 (1st Floor)

Time	Venue	Event/Organiser
14:00 – 15:45	Seminar Hall-I, Hall No. 6	Book Release Function by Dakhal Prakashan
16:00 – 17:45	Seminar Hall-I, Hall No. 6	Talk on the book 'Spark on The Divine' by Sawan Kripal Ruhani Mission
16:00 – 17:45	Seminar Hall-II, Hall No. 6	Book Release & Panel Discussion by Directorate Of Hindi Medium
18:00 – 19:45	Seminar Hall-I, Hall No. 6	Book Release Function by Jyotiparb Media & Publication

## Cultural Presentations

### Lal Chowk, Near Hall No. 6 / Hamsadhvani, Opp. Hall No. 7

Time	Venue	Event	Organiser
18:00 – 20:00	Lal Chowk	Qawwali by Shadab Sabri and group	Sahitya Kala Parishad & NBT India
18:00 – 20:00	Lal Chowk	Punjabi Folk Dance - Bhangra and Gidda by Sabrang Group Services	Sahitya Kala Parishad & NBT India

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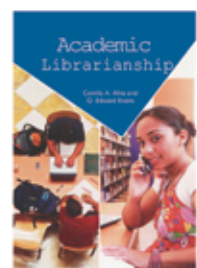
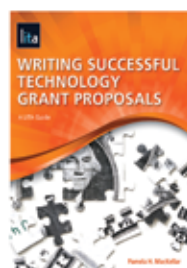
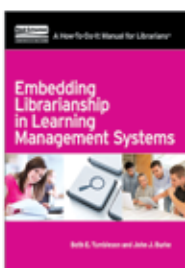
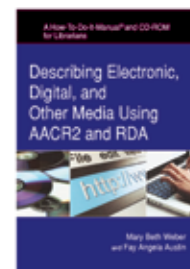
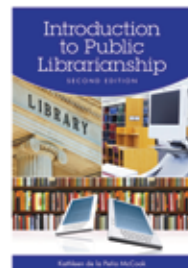
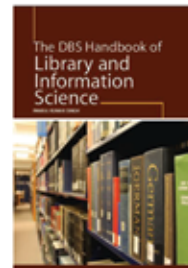
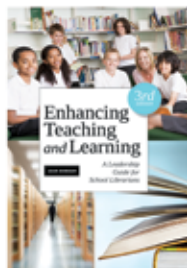
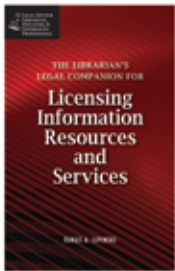
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