



NEW DELHI  
WORLD BOOK FAIR  
15th - 23rd February  
Pragati Maidan 2014

Jointly published by:  
National Book Trust, India  
ALL ABOUT BOOK PUBLISHING

# Show 1 Daily

FEBRUARY 15, 2014

*The mecca of books is here!*

## New Delhi World Book Fair 2014

Welcome to New Delhi World Book Fair 2014, the most awaited book event which has now become a part of the city culture and an important calendar event. The theme of the fair is apt – Kathasagara – Children’s Literature. Here’s a prelude to Asia’s biggest book fair!

Literature is a part of the culture of the country we live in and with India being a multi-cultural country, the literature has myriad hues. India is a country of stories, storytellers and storytelling traditions. The rich repertoire of fables and legends sourced from its epics and folk traditions have enriched and entertained generations, not only in India but across the world. Some of India’s finest writers have written for children, enriching the genre with new themes and paving the way for future writers. Today, young and innovative publishers as well as young writers who make the Indian children publishing’s scene exciting are experimenting with themes and designs, in the process earning international attention.

Books play an important role in spreading our literature and it is very important that our children – the citizens of tomorrow, are introduced to this vast treasure of knowledge. Keeping this in mind, the theme at the New Delhi World Book Fair 2014 (NDWBF) is Kathasagara – Children’s Literature, which is focusing on the rich and diverse heritage.

The theme of the fair is reflected not just in the children

pavilion but in the entire fair. The presentation includes special exhibit of books, workshops and discussions as well as specially curated panels - *A Tale of Tales*, which takes us on a visual journey showcasing the distinctive and rich treasury of children’s literature in India.

While, 'Children’s Books in India 2014' is an exhibit of select books in print. This brings to you a cross-section of children’s books in English and other languages.

Besides, a dedicated area for children - Kids Bubble, there are illustrators’ corner, discussions, workshops and activities which will enliven the pavilion for nine days. Renowned children’s writers, illustrators, publishers and critics will discuss the current trends and challenges facing children’s books industry in the country.



President of India, Pranab Mukherjee inaugurates the Fair today!

publishers. These include readers, authors, book lovers, critics and public at large. Today, we have much more aggressive players in the market and a whole lot of new entrants in this segment, who need to know what’s happening around and NDWBF is the platform to be. It has been made into a nine-day event keeping in mind the interest of the Indian readers and publishers,” shares A Sethumadhavan, chairman, National Book Trust (NBT), India.

“Whatever changes we made in the last New Delhi World Book Fair, have been well appreciated by the industry. The first being the migration from biennial to annual

Entertaining and informative, the theme programme is a glimpse of the rich, complex and vibrant tradition of Indian children’s literature.

And this is just the tip of the iceberg, the Book Fair offers much more for all. “It is not just a book event. We are involving all stakeholders and not just



MA Sikandar, director, NBT, India briefing the press on Feb 13, 2014.



Anna Tryc-Bromley, director, Polish Institute talking about their participation.

Do visit us at  
Delhi Book Fair  
Date: 15<sup>th</sup> - 23<sup>rd</sup> Feb  
Hall No.: 12  
Stand No.: 11  
[www.reproindia.td.com](http://www.reproindia.td.com)  
contact: [jyotsna@reproindia.td.com](mailto: jyotsna@reproindia.td.com)



Experience an exciting demonstration in a digital classroom. Touch, feel, hear and experience the Rapples impact on teaching and learning.

Join us for a unique game of  
**RAMBOLA**  
TAMBOLA ON RAPPLES  
You could just win your own Rapples tablet!



**राष्ट्रीय पुस्तक भवन, भारत**  
National Book Trust, India  
Ministry of Human Resource Development, Govt. of India

**MESSAGE**



It is a privilege to be part of this exclusive book event that brings together publishers and other participants related to the book industry, from India and abroad.

The New Delhi World Book Fair has earned its reputation over the years and it is heartening to see much bigger participation at our 62th events – Rights Table and CEOspeak. Almost 100 authors attending Author's Corner, where visitors can meet their favourite authors, read from their books and interact with them.

The theme of the Fair this time is Kathasagara – Celebrating Children's Literature, which is focusing on the rich and diverse literary heritage. The presentation includes special exhibit of books, workshops and discussions as well as specially curated panels.

Poland as the Guest of Honour country will provide a characteristic flavor with new writing, discussions and cultural events, which will go a long way towards exchange of literature and stronger relationships between the two countries.

I am happy to welcome all publishers, exhibitors, writers, students, and book lovers from across the world who have come all the way here to participate or visit the Fair.



**www.nbtindia.com**  
New Delhi  
110 002

**Rita Menon, IAS**  
Chairperson & Managing Director



**India Trade Promotion Organisation**  
A Government of India Enterprise  
Department of Commerce  
Pragati Bhawan, Pragati Maidan, New Delhi - 110 002  
Phone : +91 11 2337 2900 (2337 2901)  
Fax : +91 11 2337 8122  
Email : info@itpo.gov.in

**Message**

I am very happy to learn that the 'All About Book Publishing' is bringing out its exclusive issue 'Show Daily' during the World Book Fair (February 15 - 23, 2014) at Pragati Maidan, New Delhi.

The fair, organised by the National Book Trust (NBT) in association with the India Trade Promotion Organisation (ITPO) is an ideal platform for bringing together publishing fraternity not only from South-Asia but also across the world. Books assume special significance for readers as an effective tool for preserving and spreading knowledge and wisdom which are indispensable for global peace and progress.

I am sure that the publication would be immensely beneficial in terms of fulfilling the communication gap between the participants and the visitors to the exhibition.

I extend my best wishes to the team of the 'All About Book Publishing' for success in their endeavours.



**Chairperson and Managing Director**



**राष्ट्रीय पुस्तक भवन, भारत**  
National Book Trust, India  
Ministry of Human Resource Development, Govt. of India

**MESSAGE**



For over 40 years, New Delhi World Book Fair, one of the biggest book fairs in the Asian region, has played a significant role in fostering reading habit, especially among children and youth.

The theme pavilion – Kathasagara – Celebrating Children's Literature – proposes to hold several events like illustrators' corner, discussions, workshops and activities which will enrich the pavilion for nine days. Renowned children's writers, illustrators, publishers and critics will discuss the current trends and challenges facing children's books industry in the country.

I welcome the foreign dignitaries including the delegation from our Guest of Honour country – Poland, which has a rich literature and also is home to many Nobel laureates in this field. It is a good opportunity for both India and Poland to celebrate their relationships.

I welcome all stakeholders of the industry – publishers, authors, illustrators, readers, book lovers, critics and public at large to come and explore the wonderful world of books.



**www.nbtindia.com**  
New Delhi  
110 002



event, which has been a major initiative. India, being a major publishing power in the world, it makes a lot of sense to have an annual book fair as whatever the industry is doing, it needs to be carried forward to keep the activities level high," expressed Sethumadhavan.

Talking about the guest of honour country at the show, MA Sikandar, director, NBT, India, informed that Poland is the guest of honour country this time, which has a rich literature and also is home to many Nobel laureates in this field. "It is a good opportunity for both India and Poland to celebrate their relationship over the years. There is a delegation from Poland comprising of authors, illustrators, publishers, educationists and a cultural troupe as well," he adds. It is notable that NBT has already

published a children book from Poland titled Little Chopin.

There are four designated Author's Corner, for which over 100 authors have been roped in. These areas will bring together some of the new as well as established writers through the days of the fair. Initiated last year, this activity has been much appreciated by the visitors as they can interact and listen to their favourite authors reading from their books at these corners.

Also, there would be a session on Digital Zone where digital service providers will talk to publishers about changing needs and trends. Sethumadhavan, however, feels that print is not going anywhere as the real market lies in villages and may be book reading has come down in urban settings, but print will continue

to be appreciated, sold and read, despite changes in the delivery channels.

"In order to reach to a wider audience, NBT has tied up with FM Radio 92.7, which would relay the happenings at the fair," shares Farida M Naik, joint director (F&A), NBT, India and chief coordinator of NDWBF. "Infact, the nature of the fair is changing from just a book event to a literary event with flavours of cultural heritage in the form of cultural performances by various artists from across the country," she add.

Another important initiative by NDWBF is the Rights Table. It was started last year in a very modest way which brought together participants from both India and across the world at a special forum of B2B sessions. Translation rights, co-publishing arrangements and business opportunities are discussed and negotiated during the forum.

This time, the Rights Table will be held from February 17-18, 2014 and there would be more than 60 participants, which would include Indian publishers like Oxford University Press, Orient-Blackswan, DC Books, Vaani Prakashan, Rajpal & Sons, Xact Studio, to name a few and foreign publishers like Barnes & Noble, Bookshare, Canada Royal, Publish on Demand Global, etc.

According to Pradip Chhabra dy director (exhibition) and incharge NDWBF, "We have also involved students as volunteers."

On the sidelines of the NDWBF, there would be the 'CEOSpeak over Chairman's Breakfast', where CEOs and heads of publishing houses will discuss some of the current trends as well as challenges facing the industry. "Last year, there were 75 participants but this year we have 120 participants," shares Sethumadhavan.



Authors' corner during NDWBF 2013



Children pavilion during NDWBF 2013.

## Guest of Honour Country – Poland

The Republic of Poland is the "Guest of Honour" country for the 16th edition of the New Delhi World Book Fair 2014. HE Prof Piotr Kłodkowski, Ambassador of the Republic of Poland to India, as well as representatives from Poland's Ministry of Foreign Affairs, Poland's Ministry of Culture and National Heritage, Grzegorz Gauden, director of the Polish Book Institute, and Anna Tryc-Bromley, director of the Polish Institute will be opening the Polish pavilion at the Book Fair together with India's National Book Trust.



Officials of NBT, India; ITPO and Republic of Poland had signed MoU for Guest of Honour country during NDWBF 2013.

With the aim of creating understanding between cultures through the exchange of literature, Poland is bringing authors from a diversity of literary genres; Joanna Bator (novelist/journalist/academic), Jacek Dehnel (fiction/poet/translator), Wojciech Jagielski (journalist/war correspondent), Michał Rusinek (academic/

translator/children's literature) and Olga Tokarczuk (best-seller fiction) are some of the writers who will be attending the Fair.

The highlights will include the launch of the first Hindi translation of Michał Rusinek's children's book, *Little Chopin*, produced by India's National Book Trust. New Hindi translations of Ryszard Kapuscinski's *Shah of Shahs*, Olga Tokarczuk's *Wardrobe*, and Andrzej Stasiuk's *Tales of Galicia*, published by Rajkamal Prakashan will also be introduced at the Book Fair. Workshops will be presented throughout the week, including works by the acclaimed illustrator, Malgorzata Gurowska.

A particular highlight of this year's Book Fair is the exhibition, *Ryszard Kapuscinski: Poet of Reportage*, showcasing the works of the world-renowned Polish reporter (1932 – 2007). A writer, poet, photographer, 'thinker' and translator of cultures, Ryszard Kapuscinski's works have been recognized by over fifty national and international awards. A mentor for many journalists, Kapuscinski elevated reportage to the status of art through his descriptions of world events during the second half of the twentieth century. At present, Kapuscinski's books have been translated into thirty seven languages, including Urdu and Hindi. The Poet of Reportage exhibition has been produced by the Ministry of Foreign Affairs of the Republic of Poland, the Polish Institute in India and the Polish Book Institute.

In addition to *Ryszard Kapuscinski: Poet of Reportage*, there will also be an exhibition of illustrations from children's books from Poland.



Glimpse of one of the events during NDWBF 2013

Besides, there will be a series of book release functions, literary events, seminars, conferences and discussions.

NBT is an apex body of the Government of India, under the Ministry of Human Resource Development. The show is co-organised by India Trade Promotion Organisation (ITPO), the nodal agency of the Government of India under the Ministry of Commerce, for promoting the country's external trade.

*The number of book readers is increasing and New Delhi World Book Fair has now become an integral part of the culture of the city, bringing books from across the world at a centre-stage. Let's all bask in the world of books!*

### Events to attend!

Theme Pavilion  
(Kathasagara- Children's Literature): **Hall 7E**  
Foreign Pavilion: **Hall 7B&C**  
Children Books & Educational Aids: **Hall 7A,D,F,G & 9**  
Hindi Books: **Hall 14 & 18**  
General Books: **Hall 10 to 12 and 12 A**  
Science & Technology & e-books: **Hall 12A**  
Social Science & Indian Languages: **Hall 14**

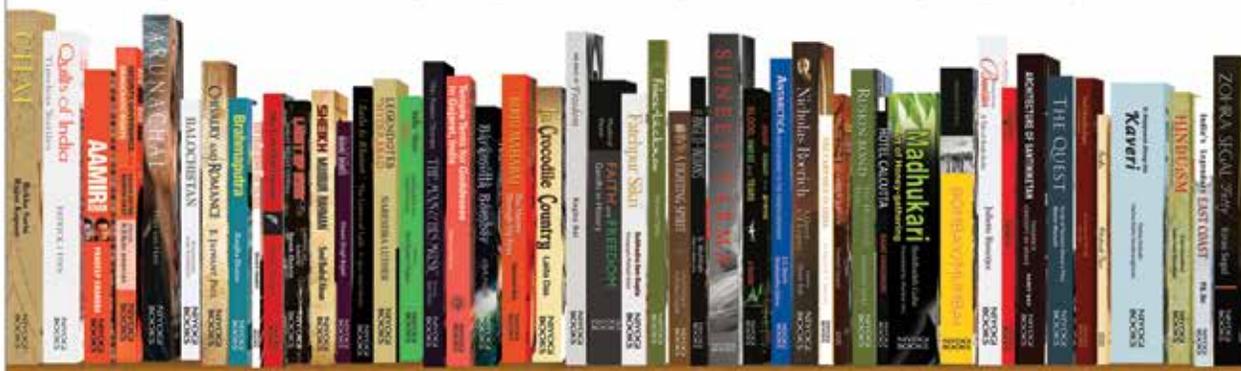
### Authors' Corner

Sahitya Manch: **Hall 8**  
Reflections: **Hall 10**  
Conversations: **Hall 12**  
Lekhak Manch: **Hall 18**

### Cultural Show

Lal Chowk (Near Hall 6)

Delight of Reading: A publishing house of high quality books



**NIYOGI BOOKS**  
Fine publishing within reach

**Welcomes you**

Hall No.: 12A

Stall No.: 37

[www.niyogibooksindia.com](http://www.niyogibooksindia.com)

## DESAJ: the festival of tribal and folk performing arts of India begins today

Sangeet Natak Akademi, the national academy of music, dance and drama in New Delhi and National Book Trust, India are organizing 'DESAJ - the festival of tribal and folk performing arts of India' from February 15 - 18, 2014 at 4:30 pm every day at Lal Chowk Theatre, Pragati Maidan, New Delhi. The festival will be inaugurated today by Leela Samson, chairman, Sangeet Natak Akademi; A Sethumadhavan, chairman, NBT, India and Padma Shri Sonam Tshering Lepcha, a Sangeet Natak Akademi Tagore Fellow.

## GBO at NDWBF 2014

The German Book Office Stand at New Delhi World Book Fair 2014 will showcase latest book collections from Germany, which will include the latest Graphic novels, Literary Works – both fiction and non-fiction, Children's books and much more. Visitors can also join them at a panel discussion on Translation on February 17, 2014 at Hall No. 7, First Floor, Pragati Maidan.

**GBO NEW DELHI**

GBO maps the journey of 'Indo-German' translations and will have scholars and publishers share insights on the profitability of publishing translations at this 45 minute panel discussion. Besides, the 'Berlin' collection of books will be unveiled and presented as part of this session.

Also, a seminar of e-publishing is planned for February 19.

## Seminar on 'Diversity and Dialogue - Translation among Indian languages'

National Book Trust, India in association with School of Translation Studies and Training, IGNOU will organize a national seminar on 'Diversity and Dialogue - Translation among Indian languages' at Seminar Hall (first floor), in Hall No 8, Pragati Maidan on February 18, 2014. The sessions of the seminar include: 'Indian Linguistic Scenario and Culture of Translation' at 10:45 am; 'Translating Oral Discourses: An Inter-language Dialogue' at 12:15 pm and 'Creating New Worlds: Translating Children's Literature in Indian Languages' at 2:30 pm.

## Sahitya Akademi Awards 2013 announced

Annual Sahitya Akademi Awards 2013 were recently announced covering 22 languages whereas Assamese and Gujarati language awards will be declared later. Poetry books are major winners of the awards followed by essays and novels, etc. The winners include eight books of poetry, four of essays, three of novels, two each of short stories and travelogues, and one each of autobiography, memoirs and play which have won the Sahitya Akademi Award this year. The awards were recommended by distinguished jury members representing 22 Indian languages and approved by the Executive Board of the Sahitya Akademi under the chairmanship of Dr Vishwanath Prasad Tiwari, president of the Sahitya Akademi.

Famous poets who have been honoured with the award for the year 2013 include: *Subodh Sarkar for Dwaipayana Hrader Dhare* (Bengali), *Anil Boro for Delphini Onthai Mwdai Arw Gubun Gubun Khonthai* (Bodo), *Sitaram Sapolia for Doha Satsai* (Dogri), *Ambika Dutt for Aanthyo Nahi Din Hal* (Rajasthani), *Radhakant Thakur for Chaladuravani* (Sanskrit), *Arjun Charan Hembram for Chanda Bonga* (Santali), *Namdev Tarachandani for Mansh-Nagari* (Sindhi) and *Javed Akhtar for Lava* (Urdu).



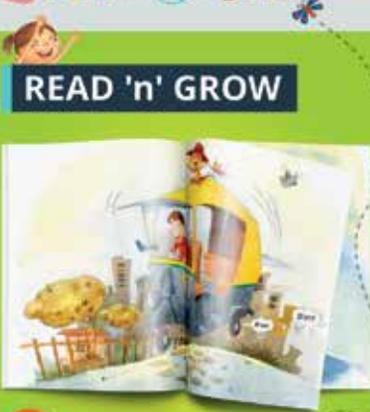
The well-known novelists *Mridula Garg for Miljul Man* (Hindi), *Manmohan for Nirvaan* (Punjabi) and *RN Joe D' Cruz for Korkai* (Tamil) are among those honoured with Akademi Awards 2013. *CN Ramachandran for Akyana-Vyakyana* (Kannada), *Tukaram Rama Shet for Manmotayam* (Konkani), *Satish Kalasekar for Vachanaryachi Rojanishee* (Marathi), and *Katyayani Vidmahe for Sahityaakashmla Sagam* (Telugu) have got the award for their books of essays.

*Temsula Ao for Laburnum for My Head* (English) and *Mohi-ud-Din Reshi for Aina Aatash* (Kashmiri) have got the award for their books of short stories. *Makhonmani Mongsaba for Chinglon Amadagi Amada* (Manipuri) and *Man Bahadur Pradhan for Manka Lahar Ra Raharharu* (Nepali) have got the award for their travelogues. *MN Paloor* for his autobiography *Kathayillathavante Katha* (Malayalam), *Sureshwar Jha* for his memoirs *Sangharsh Aa Sehanta* (Maithili) and *Bijoy Misra* for his play *Banaprastha* (Odia) have been honoured.

The Award in the form of a casket containing an engraved copper plaque, a shawl and a cheque of Rs 1,00,000/- will be presented to the authors of these books at a special function to be held on March 11, 2014 at New Delhi during the Festival of Letters organised by Sahitya Akademi.

**Vishy Books**

**READ 'n' GROW**



Full of action and fun, these refreshing new picture books introduce young readers to a wide range of situations to learn and grow with.

2-5 years

Visit the Authors' Corner Activities, quizzes, games and Storytelling Session  
On 17<sup>th</sup> Feb. Hall No. 12  
On 22<sup>nd</sup> Feb. Hall No. 11  
Timing 2 p.m. to 3 p.m.

Organised by Vishy Books



5-7 years



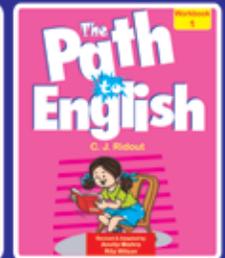
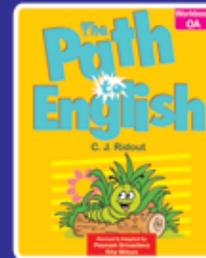
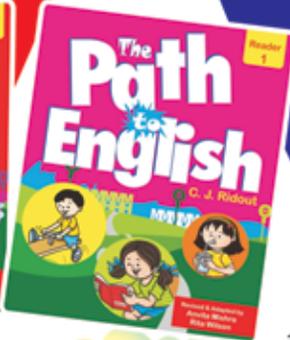
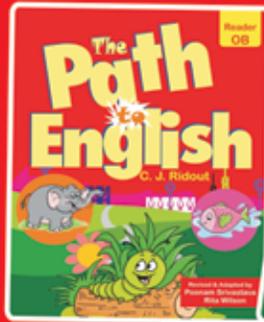
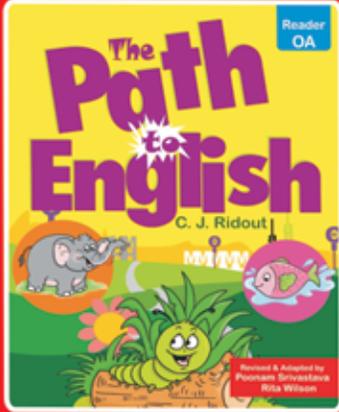
A-36, Site-IV, Ind. Area, Sahibabad, U.P. [India] | Ph. 0120-4111553, 4129326, Fax: 0120-4111552  
For appointment please contact: +91-9899888203 for general books  
+91-8826099624, 9910160123 for schoolbooks  
email: mybook@vishybook.com | website: www.vishybook.com

# The Path to English

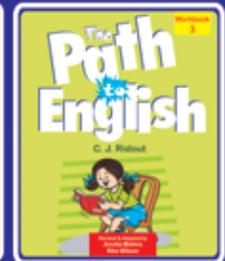
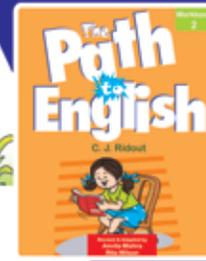
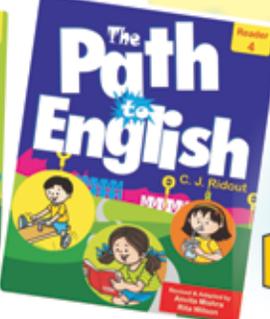
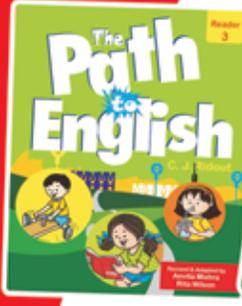
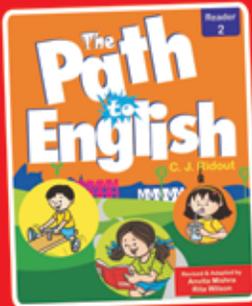
Series OA-8

Readers & Workbooks

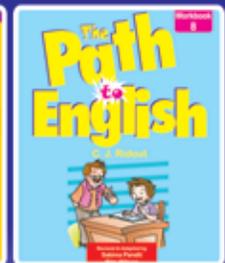
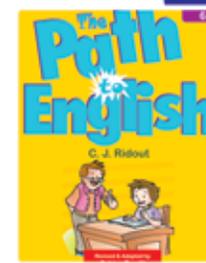
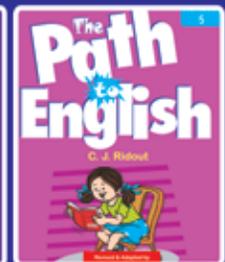
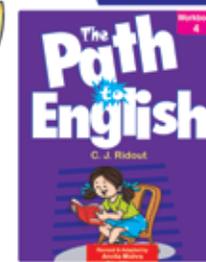
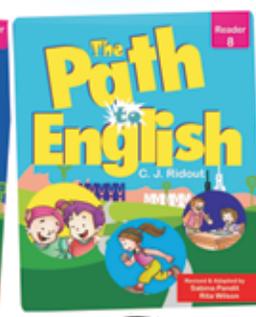
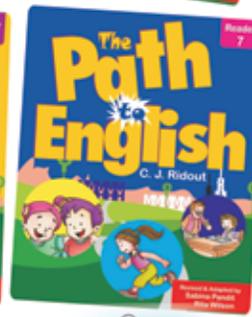
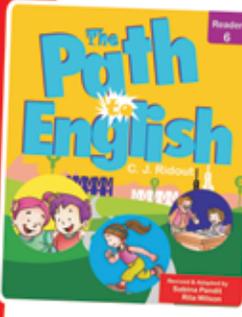
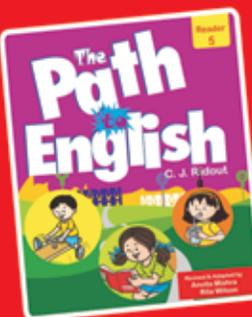
A complete package of English readers and workbooks (0A-Grade8) for a firm foundation in English language with global vision in innovative method of teaching



Let's Talk



Knowing Words



Working With Words



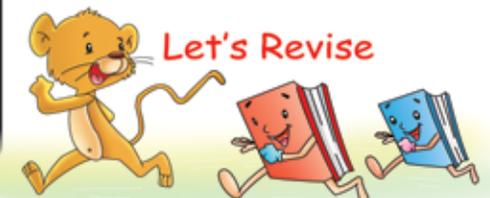
Pick A Pencil



Visit us at  
Hall No. 12A  
Stall No. 101



**BLACKIE & SON**  
7361, Ram Nagar, Qutab Road, New Delhi-110055  
Ph: +91-11-23672080-81-82  
Mb: 9899107446, 9911310888,  
Fax: +91-11-23677446



Let's Revise

## CAPEXIL honours book producing fraternity

For the year 2011-12, CAPEXIL awarded several publishers for performance. At the award function, Dr EM Sudarsana Natchiappan, hon'ble minister of state for commerce & industry, Govt. of India was the chief guest while Dr Anup K Pujari, IAS, director general of foreign trade, Govt. of India was the guest of honour.



Repro India Limited, Brijbasi Art Press Ltd and UBS Publishers' Distributors Pvt Ltd, Goyal Books Overseas Pvt Ltd, Sterling Publishers Pvt Ltd, Navneet Publications (India) Ltd, Laxmi Publications Pvt Ltd and Multivista Global Limited were honoured in the Books, Publications & Printing Panel category.

## Sahitya Akademi completes 60 years!



For the last 60 years, Sahitya Akademi promotes and publishes literary works of various authors of 24 languages. To commemorate this, there will be a yearlong diamond jubilee celebration, which would be a delight for all lovers of literature. According to Dr K Sreenivasarao, secretary, Sahitya Akademi, New Delhi, "This year, being a special year we are planning to have some special events, which include All India Women's Writers Festival, Young Writers Festival and Theatre Festival. There will be many literary workshops and seminar as well coupled with stage performances, in the evening."

## Guided Tour to NDWBF

German Book Office, New Delhi brings today a group of visitors to New Delhi World Book Fair (NDWBF 2014). These visitors were in New Delhi to attend the annual 'GLOBALLOCAL: The Forum for Content.' The visit will be an experiential discovery of the publishing and allied industry in India.

## Cameo's solutions in e-publishing

Headquartered in Chennai, Cameo Corporate Services Limited provides business process outsourcing services which specifically include e-publishing services for publishing houses and others like document management and custody services, payment processing and cheque truncation services for banks, registry & transfer agency services (R&T) for companies listed on stock exchanges, etc. Serving clients across geographies in India, US, Africa and Australia, Cameo serves well more than 350 clients, amongst which in the e-publishing companies comprising Pearson, Oxford University Press, Taylor & Francis and Wiley, amongst others.



Cameo has its offices in more than 100 locations in India viz Tamil Nadu, Kerala, Karnataka, Andhra, Pondicherry, Maharashtra and Gujarat and also in US and Uganda. The company Cameo has in-depth understanding of the requirements of fixed layout ePub conversion services and offers customised solutions to their clients. Also, the company has expertise in integration of read aloud ePub content in fixed layout ePub format and they convert the content, integrate the read aloud facility and also make sure that the overall quality of the eBook that they develop is impressive. In addition, Cameo offers Enhanced ePub Conversion Services that convert data into latest format of ePub3.

The First  
**PUBLIC LIBRARY**  
on Smartphone!!

**GET YOUR BOOKS LISTED HERE AND EARN ADDITIONAL REVENUE**

ACCEPTED FORMATS: EPUB/PDF

- Classic books for free
- Multilingual support
- Completely customizable platform
- Easy-to-use search
- Animated books
- Read-aloud books

**CONTACT:**  
PUBLISHER@ZENELIB.COM  
OR CALL: +91 9971217719

A PRODUCT FROM:  
**ZENHANCER TECHNOLOGIES**  
(FORMERLY RS TECHNOMEDIA)

**DREAMLAND**  
QUALITY BOOKS & CHARTS FOR QUALITY EDUCATION  
J-128, Kirti Nagar, New Delhi -110 015 (INDIA)  
Ph: 011-2510 6050, Fax: 011-2543 8283  
E-mail : dreamland@vsnl.com www.dreamlandpublications.com

Hall No. - 11      Stall No. - 103

Sindh heritage is very rich but not very well-known. We all remember its famous mention in our National Anthem (Punjab...Sindh...Gujarat...Maratha) but maybe not beyond this. Language is a pivotal part of any culture, and being a stateless language, the efforts of The Sindhi Academy to save its literary treasure is really praiseworthy. Sindhu Bhagia Mishra, secretary, The Sindhi Academy, in conversation with Smita Dwivedi shares her views about the undertaken task of promoting the state's language and culture through literature.

**“We are on a mission to save Sindhu heritage, world's earliest civilization”**

*-says Sindhu Bhagia Mishra, secretary, The Sindhi Academy*



The Sindhi Academy was established in the year 1994 for propagation, promotion and development of Sindhi language, literature and culture as an integral part of composite culture of NCT of Delhi. Ever since its inception, it has been playing a catalytic role in the proliferation of the Sindhi literary and cultural activities in the sphere of music, folk dances, seminars, symposia, short story, poetry, novel, literary criticism, drama, etc. “Our goal is to achieve all-round development of Sindhi language, literature and culture. During the last few years, the academy has assumed a significant role and status of premier organisation in the same field,” Sindhu proudly shares.

So, what role does literature plays in it? “Books are important part of our mandate. Sindhi script

is written like Urdu and it has 54 alphabets, which is the highest number of alphabets in any language. So, it is a difficult language to read and write for young upcoming Sindhis. So, we are publishing our magazines (Sindhu Jyot and Jhir Miri) in both Devnagari and Arabic script. And this has helped us a lot in reviving our language,” she adds.

Another initiative aimed at reviving Sindhi language, they have recently published Sindhi-Hindi-Sindhi Dictionary, “This was one of our efforts to make younger Sindhis aware of their language, which is being used by the earliest of world's civilization, which is really a matter of proud,” she shares.

To plan the schemes and activities of the Sindhi Academy, the chairperson of the academy (hon'ble chief minister) nominates 20 members to its governing council (GC) for two years, which include renowned litterateurs, authors, poets, journalists and cultural activists. All the schemes and budget of the



*Sindhu Bhagia Mishra*

Academy is approved by GC. Besides sub-committees are constituted which ensure that selection of the beneficiaries is transparent.

“We promote young writers. Once our literary committee decides on the merit of the manuscript, we give them full assistance and support...and of course grants. We publish around 10-20 books every year with a minimum print run of 500 and we have many books with reprints as well,” she shares.

Talking about bestsellers, she further adds, “*The Sindh Story*, published in the 1984 is the most significant contribution of KR Malkani towards the Sindhi literature. Even today many Sindhi scholars are drawing references from this book for their writing. Moreover literally works of prominent Sindhi scholar-cum-writer Dr Motilal Jotwani is always in demand.”

Sindhi Academy also organises seminars, conferences, workshops, kavi sammelan and cultural programmes.

Besides, elocution contests and competitions for the schools and college students as well as young poets and writers are organized. “We have a huge mailing list, and every year, we are adding thousands new names to it. We also organize summer kids' conference every year and more than 1,000 students participate in it. There our literature is circulated in a big way,” she narrates.

Access to digital media and declining readership amongst youngsters is a prime concern for Sindhi literature as well, “There was a tremendous decline in the Sindhi readers, we have made marathon efforts to save it in every possible method, we tried to generate interest and so it has revived. For last two years Sindhi books are selling again. And we know that to survive we need to go digital. Hence, e-publishing and e-learning are our main projects for coming days,” she shares.

On a concluding note, she wants to convey just one message, “Love books, there is no bigger and closer friend than books. They will guide and entertain you...so just depend on books.”



# REPLIKA: SHAPING THE FUTURE OF BOOK PRINTING

One stop solution for all your book printing needs with excellnet finishing. And that too at the cost you can well afford without compromising quality.

Winner of  **PrintWeek** Post Press Company of the Year Award 2013 for third year in a row.



Replika Press Pvt Ltd

310 - 311 & 444 - 445, EPIP Kundli, Haryana-131028, (India), Tel : +91 130 2219044/45/46, Fax : +91 130 2219042, E - Mail : info@replikapress.com, Website : www.replikapress.com

Certified by



BSCI SAP Replika Press SAP B1 ERP

# Children book publishing: even brighter days ahead! (PART-1)

Despite the said gloomy status of the publishing industry, children book industry seems to be growing continuously. Innovative books, new authors, better illustrations and production quality – the industry is getting better every day. And the habit of reading needs to be cultivated when the child is young. To promote reading and to showcase its importance, the theme of the New Delhi World Book Fair 2014 has been aptly kept ‘Children literature.’

The children book publishing market in India is very huge, progressive and growing steadfastly. India is reckoned among the top seven publishing nations of the world. “India ranks third after the US and UK in English language publishing,” tells Rajneesh Chowdhry, director, Goodwill Publishing House proudly. “And it is the 7th largest worldwide, when all languages are counted,” adds Mudit Mohini of Vishv Books.

But, there are no statistics available for the industry. There are guesses and all seem to say

that the industry is huge and the market is growing. “If the guesstimate, of having more than 20,000 Indian publishers producing a 1,00,000 books or more each year in multiple Indian languages and generating a revenue of around USD 2.5 billion or so (includes academic/non-academic books) is to be believed then the children’s publishers market is around 30 percent of this number. Within the children publishing, the language split is around 50 percent for Eng/Hindi alone vs other 28 or more languages produced. But for sure

there is no doubt that, India is one of the fastest growing publishing industry across globe, may it be printed books, digital books or STM’s, etc,” informs Himanshu Giri, CEO, Pratham Books.

While SK Ghai, managing director, Sterling Publishers, feels that the market is approximately Rs 750-1,000 crore. Sahil Gupta of V&S Publishers adds, “Given that half of India’s population is under the age of 25, it’s no wonder a large part of the book trade is dominated by academic and children’s books, which account for 40 percent and 30

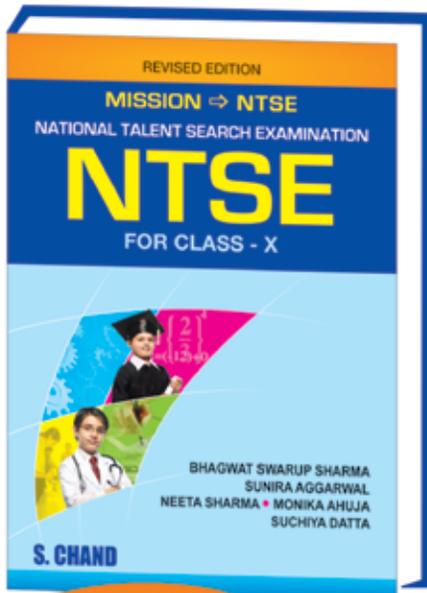
percent of the market respectively. The remaining 30 percent constitutes trade publishing or other categories. Total value of books produced in India each year is roughly about Rs16, 000 crore.”

While, Radhika Menon of Tulika Books adds, “What we do know is that the market penetration of children’s books is very low at three percent. There are 300 million children in India and we produce three books for every 100 children compared to the UK which has six for every child.” So, there’s still a

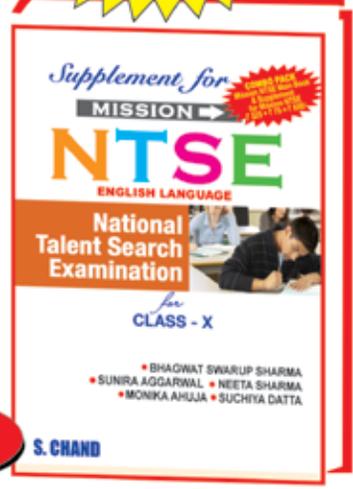
“MISSION → NTSE” FOR STUDENTS OF CLASS X

**Unique Features of The Book :**

1. Strictly according to the latest syllabus prescribed by NCERT, New Delhi.
2. All required information about both the exams STSE & NTSE with the latest addresses and telephone numbers of respective liaison officers are given in the book for further assistance.
3. Level of difficulty of problems in the book is properly matched with latest pattern of questions asked in the question papers in order to avoid extra burden.
4. All topics are explained with detailed theory and facts.
5. Large number of graded solved problems are given in portion of Mental Ability and Maths.
6. Book is classified in three parts separately.
  - Part – I : Mental Ability**
  - (a) Verbal Ability      (b) Non-verbal Ability
  - (c) 10 Unsolved Model Test Papers (MAT)
  - Part – II : Scholastic Aptitude**
  - (a) Mathematics      (b) Physics
  - (c) Chemistry
  - (d) Biology              (e) History (f) Civics
  - (g) Geography          (h) Economics
  - Part – III : 10 Unsolved Model Test Papers (MAT & SAT) for Practicing**



Code: 06A190  
ISBN: 81-219-4167-9  
₹ 525/-



Code: 06C190  
₹ 75/-

Mission NTSE Code: 06A190 ₹ 525/-	Supplement for Mission NTSE Code: 06C 190 ₹ 75/-	COMBO PACK Code: 06D190 ₹ 600/-
--------------------------------------	---	------------------------------------

Visit us at Hall No. 12A Stall No. 101



**S. CHAND**  
PUBLISHING  
empowering minds

S. CHAND PUBLISHING

( A DIVISION of S. CHAND & CO. PVT. LTD.)  
7361, Ram Nagar, Qutab Road, New Delhi-110055.  
Ph: +91-11-23672080-81-82, Mb: 9899107446, 9911310888  
Fax: +91-11-23677446; e-mail: info@schandgroup.com



5 Years  
Educating India  
and Beyond since 1939



lot of scope in the children book publishing market.

“Based on impressions, assumptions and some speculation we can say that the growth is somewhere between 20–30 percent annually. But in my personal opinion, majority of this is based on contributions from the ever growing school books consumption at the primary level and supplementary material for children, but overall landscape is perfect for a robust growth barring the challenges of the recent economic downturn and reduced purchasing power. So because of increasing awareness, globalisation, stress upon education and literacy as also because of the increase in income, the future of children book publishing market seems quite bright,” adds Vineet Sharma, MD, Parragon Publishing.

Many a times, we find ourselves comparing Indian and foreign books. So, what do our publishers think about it. “The Indian parent often lament about the quality of children’s books published by Indian publishers, the poor paper quality, the insipid illustrations, and the moralistic nature of the content. They compare our books with beautiful picture books from France and the US and wonder when the industry will ‘come of age’. But often, what they don’t realise is that our situation, our stage and our needs as a culture, economy and industry are completely different. Contrary to popular belief that the reading habit in India is dying, children’s books in India are thriving and growing. The awareness is growing, the variety is growing and Indian parents are seeking much more than the ubiquitous nursery rhymes and fairy tales books. With this the publishing Industry is also changing and the publishing houses are striving hard to offer better quality books at affordable prices,” tells Vineet.

“We cannot compare our industry to international

counterparts. Firstly, the emphasis on children reading has been huge internationally. In India reading is mostly limited to schoolbook reading. Internationally books have been written and rewritten. They have been researched. Their authors and illustrators have become seasoned over the years. Indian books have a long way to catch up with them. But given the resources some publishing houses are producing excellent books. Cost is another factor. We cannot expect Indian publishers to produce same level of quality for one-tenth of the price the international publisher is selling,” shares Mudit.

“In terms of authors and illustrators, I would say India has tremendous talent offering quality similar to the west, having said that creativity neither can be compared nor is restricted by boundaries. All we need is platforms that connect this talent to publishers and facilitate content creation. As far as production quality is concerned I think there is a tremendous change and we can achieve the same quality as anywhere else in the world but certain aspects need to be worked upon such as sharpening the input material costs, delivery timelines and the QC processes,” adds Vineet as a matter of fact.

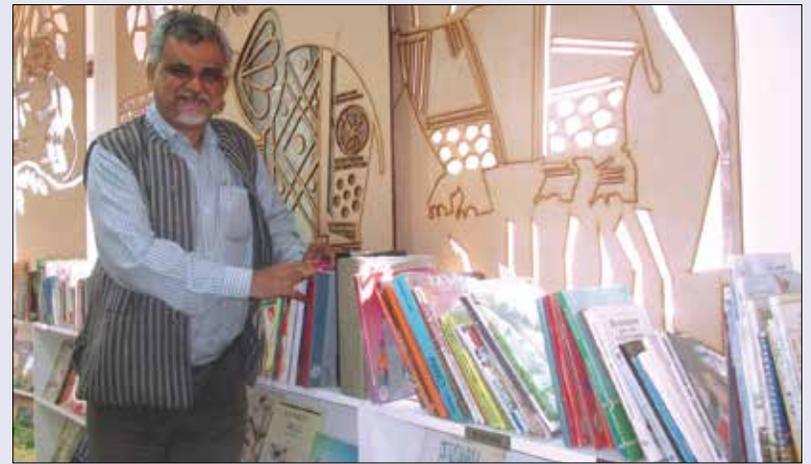
“Moreover, India is not a homogeneous country but a heterogeneous one with people, to a large extent, preferring to buy publications in their mother tongue. This restricts an economically viable scale because of segmentation in the Indian market. Publishers are guided by the market demand. Meeting demands from different language segment imposes a huge limitation on size of print-runs. If the publisher doesn’t sell a title in large numbers, the earnings shrink. This puts paid to commissioning authors who could drive demand. Same limitation restricts usage of top

## Promoting children literature!

The Indian children publishing industry is growing for three major reasons – parents have become more conscious, a lot of government schemes like *Sarv Shiksha Abhiyaan* have come up and a lot of NGOs promoting reading, says Manas Mahapatra, editor, National Centre for Children’s Literature (NCCL), NBT, India.

Established in 1993 to promote, create, coordinate, monitor and, aid the publication of children’s literature in Indian languages, NCCL provides assistance and expertise to teachers, librarians, editors, writers and illustrators by arranging creative workshops across the country, especially in rural areas for promoting reading habits among children.

NCCL runs the Readers’ Club Movement to promote the habit of reading at school level. It has been instrumental in establishing 35,000 Readers’ Clubs till date. A bilingual monthly magazine Readers’ Club Bulletin is also published to foster the Movement.



Manas Mahapatra

Besides, NCCL also organizes workshops, discussions, seminars, and exhibitions for children and professionals to explore new avenues in children’s literature and creative skills in children and participates in international book fairs to promote Indian children’s literature abroad.

An important component of NCCL is the Library-cum-Documentation Centre with a collection of over 15,000 books on children’s literature covering wide range of subjects in 44 languages of the world (18 Indian and 26 foreign languages). Besides, it has a collection of over 600 rare reference books for the help of professionals, scholars and researchers.

As an advice to parents, Manas says that parents should treat the child as an individual and he/she should select the book. “Promote the habit of reading and set a communication between the book and the child,” he says.

illustrators, superior page usage, etc. However, with the growth in literacy, and disposable income in the hands of people, demand for books will grow; publishers then can visualize publishing books with large print-runs; catching up with the publishers of advanced nations,” adds Sahil.

English language publishing is a big market and therefore a very dominant section of publishing. Worldwide also English language publishing has a long history and tradition and India with its sizeable population that understands the language constitutes an important market. “However, it doesn’t lessen the importance of Hindi and other Indian languages. Books written in Hindi, Urdu, Kannada, Tamil, Marathi, Punjabi, Bangla, Malayalam, and others have their own importance and are equally popular.

There’s another dimension to this discussion. Do we really

need to measure our industry against them? “I think we need to get over this mind-set of always measuring ourselves against foreign counterparts as our trajectory has also been influenced by our history and we need to develop our own standards and idiom that reflect our realities,” adds Himanshu.

To summarise it, we can say that the children book publishing industry in India is booming, despite all odds. Children books and authors/illustrators are now gradually getting the recognition they deserve. “The good news is that things are changing. There’s much more interest in children’s books now than there used to be, and we’re seeing some wonderful new writing and illustration and hearing fresh voices,” concludes Anushka Ravishankar, well known author and publisher at Duckbill.

(Read tomorrow’s issue of *Show Daily* to know what makes a good children book.)

# Rapples creates ripples in the e-learning market...



Repro India offers Rapples which just not provides e-learning solution, it hand-holds and trains teachers in the use of technology by providing on-site full-time support for initial three months for smooth adoption of new technology-enabled Rapples solution. It's fully supported LMS empowers teachers by effective delivery & smarter assessments of all students individually. Rapples is being launched at New Delhi World Book Fair after three years of development, investments in the solution and successful trials in some schools.

The idea that technology can revolutionise education is not new - in the 20<sup>th</sup> century almost every new invention was supposed to have big implications for schools. With the advent of computers, again it was said that this is going to change the way education is delivered. But the core of the system has changed little since the Middle Ages: a teacher standing in front of rows of students and delivering lessons. This time it is different. As per Bill Gates, this is a special time in education. This is largely because a number of big changes are coming at the same time: high-speed mobile networks, cheap tablet devices, the ability to process huge amounts of data cheaply and sophisticated online gaming and adaptive-learning software.

And more or less everything is getting remarkably cheap to provide, thanks to faster processing, widely available broadband and the resources of cloud computing.

“Having said this, tablets are a very recent invention. Their use in education is still at a nascent stage. Rapples is a pioneering effort in this direction. In fact, the solution being provided by Rapples is the



latest, state-of-the-art with very few other comparable solutions available globally,” tells Pramod Khara, executive director, Repro India, the provider for Rapples. Repro is known for its significant backward and forward integration which involves managing customer’s content, printing and delivering in different formats. This has helped Repro to build strong relationships with over 500 publishers in the education sector. Mumbai based Repro India has state-of-the-art facilities in Navi Mumbai and Surat.

Rapples unfolded...Over the last three years, Repro has been working in the digital space to provide the Rapples and ReproCloudstore platforms to publishers for distributing their content electronically. With this, Repro is able to offer the complete value chain of services to publishers as described in the diagram (shown on the right).

Telling more about Rapples, Pramod informed, “Rapples is a comprehensive School solution provided to schools that enables them to deploy technology based education in their schools.”

The components of the solution includes converting all the subjects books into digital books (e-books), delivering all the subjects through a dedicated Tablet for each student as well as the teachers. Apart from the e-books, they also offer Server, Wi-Fi connectivity, projectors in classroom; student-teacher interactivity, etc. “The content is continuously enhanced by teachers, students and integrated and shared. We also offer back-end LMS to track student data and provide reports to teachers and principal,” added Pramod.

**S. CHAND'S ELEMENTARY HISTORY & GEOGRAPHY BOOKS**

By **Dr. M. P. ROZARIO, M.A., M.Ed., Ph.D. (USA)**  
Principal & Secretary, St. Sebastian's School (Kolkata),  
President: Association of Schools for the Indian School Certificate (ASISC)

**FOR CLASSES III, IV & V**

<p><b>S. Chand's ELEMENTARY HISTORY</b></p> <p>Code: 13B 265 ₹ 95/-</p>	<p><b>S. Chand's ELEMENTARY HISTORY</b></p> <p>Code: 13B 266 ₹ 105/-</p>	<p><b>S. Chand's ELEMENTARY HISTORY</b></p> <p>Code: 13B 267 ₹ 115/-</p>
<p><b>ELEMENTARY GEOGRAPHY BY DR. RANJANA GUPTA</b></p>		
<p><b>S. Chand's ELEMENTARY GEOGRAPHY</b></p> <p>Code: 12A046 ₹ 70/-</p>	<p><b>S. Chand's ELEMENTARY GEOGRAPHY</b></p> <p>Code: 12A047 ₹ 80/-</p>	<p><b>S. Chand's ELEMENTARY GEOGRAPHY</b></p> <p>Code: 12A048 ₹ 90/-</p>

Visit us at Hall No. 12A Stall No. 101

**S. CHAND PUBLISHING**  
A Division of S. Chand & Co. Pvt. Ltd.  
(An ISO 9001 : 2008 Company)  
H. O: 7361, Ram Nagar, Qutab Road, New Delhi-110055  
Ph: +91-11-23672080-81-82, Mb: 9899107446, 9911310888  
Fax: +91-11-23677446; e-mail: info@schandgroup.com  
www.schandgroup.com

**C-SOFT™**  
consultants

Complete Business Solutions

**Presenting World Class Softwares & Web Solutions for Publishers, Distributors, Wholesalers, Retailers & Bookstores.**

See LIVE Demo at

**Hall No.-14, Stall No.-44**

For Appointment:- Rishi : +91 98101 74282,  
Kundan : +91 97172 44886

**www.csoft.co.in**

**The USPs...** So, how is Rapples different from the current digital classroom solutions available in the market? "Firstly, it is

minimally disruptive – the existing method of teaching and resources used by teachers need not be changed, which means that the existing printed books used by school are used as e-books and existing manual procedures / methods, assessments used by teachers are integrated onto the technology platform. It uses current resources with teachers like lesson plans, videos, presentation, documents, assignments, projects etc. It can also utilise existing infrastructure available at school including servers, white-boards, projectors, etc.," told Pramod.

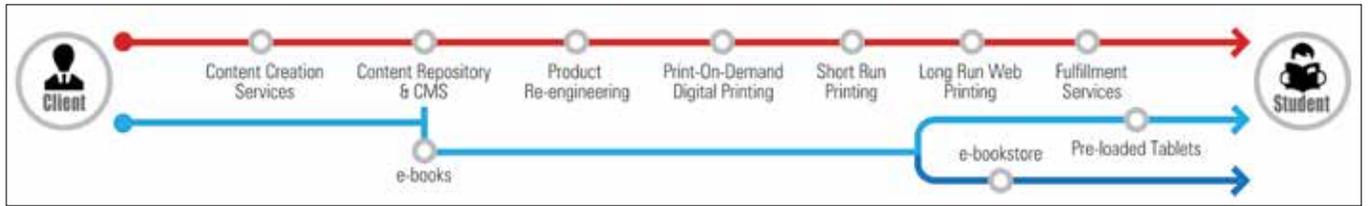
Besides, Rapples uses teacher-determined content, which means that the school / teacher decide what content is required. It provides access to repository of free supplementary learning resources that can be used by teachers to enhance the eBooks. It also integrates Digitised learning resources available with school / teachers. "It also provides additional paid learning / reference eBooks, learning material, etc. from multiple sources and content can be continuously enhanced by teachers, students and integrated and shared.

**Augmenting teacher's capabilities...**The LMS (Learning Management System) which is implemented by Rapples helps in Augmenting Teachers' Capabilities. It allows teachers to organize tasks for the academic year; schedules assessments, formative and summative tests, activities, projects, etc and provides Lesson Plan which helps teachers to plan their lessons that they need to teach. "The assessment plan includes projects, activities and tests while assessment marking helps teachers to track the students' performance level on each subject. Besides, teacher can evaluate essay questions once students submit for evaluation. Reports can be generated on the system as well," told Pramod.

**Converting users into 'fans'...** Rapples platform is technology independent. It runs on all platforms – Android, iOS, Windows and on all devices. "Today's generation is very comfortable with technology. Most of the students are familiar with the use of smart phones and tablets. Rapples provides them a platform whereby the students are able to use technology for their education – this excites them and increases their interest in learning. Wherever we have implemented this solution, the students have become instant fans of Rapples and have started viewing learning more as fun rather than a chore..." proudly informed Pramod.

**Challenges faced...**"All school and University boards still upgrade their texts and equipment on slow, unsynchronised cycles. Education is a highly regulated public utility in which rules can govern everything, from what goes into textbooks to what should be the composition of a classroom. Teachers fear technology is a means for replacing properly trained humans. Hence, it is important to enable teachers with the technology for it to be successful," told Pramod.

**Future of e-learning solutions...** The tablets offer a unique opportunity to provide education content to all economically and with enhanced effectiveness. The cumbersome middle layer of production and



distribution of textbooks can be replaced by an electronic delivery of the right enriched content in the hands of the student. "In fact, the tablet can become a powerful e-learning tool that can improve the effectiveness of education multi-fold. It is a unique opportunity, especially for the emerging economies of South Asia, Africa and China to spread education to the masses in a short period of time. In fact here, the promise is of better teaching for millions of children at lower cost," told Pramod. "Over time the solution will become more adaptive and will be able to offer customized teaching for each student. The vision is that the solution will offer from 'one-size-fits-all' education to a more personalised approach, with technology allowing each child to be taught at a different speed, in some cases by adaptive computer programs, in others by 'superstar' lecturers of one sort or another, while the job of classroom teachers moves from orator to coach."

**What's next?** "Initially, solution will be offered to all school. After six months, Rapples will introduce a solution for higher education that can be deployed in colleges and universities. We also have plans to take Rapples international starting with Africa and some Asian countries," shared Pramod.

**Message to educators/learners...**"An e-learning solution that enhances the teachers' capability is the one that should be selected because even the best technology will get nowhere without the teachers' support. The promise in all this for teachers is less drudgery, since some of their duller tasks can be automated, and interesting new challenges as they work out how to reorganise their classes. If the technology can be used as an extra pair of hands in the classroom, teachers will find it possible to do more," concluded Pramod.

# Choosing the right book for your kid!

## Here are a few tips to choose the perfect book for your child:

- Choose topics your child enjoys. Better let children choose their own books, from an appropriate selection. This helps build a lifelong love of reading.
- Consider pictures and words. Younger children enjoy more illustrations and fewer words. For preschool-aged children, you can choose slightly more complex texts with good rhythm, word repetition, and stories.
- Choose books that reflect your child's everyday activities, such as playing with friends, visiting family, and going-to-sleep routines. Not only do these books help you teach valuable lessons, but they also help you avoid conflicts with your child.
- Be sure that the subject matter is appropriate for your children's age and/or maturity level. Are they ready to learn about sibling jealousy, loss, or grief?
- Choose books to help explain an upcoming experience. If your child is anxious about an event coming up (trip to the zoo, a play date), choosing similar themes in a book will help the child to get excited and feel more comfortable with the idea.
- Choose books that reflect your child's concerns, such as fear of the dark or some classmate. These books help children realize that their feelings are normal and that they're not alone. These books also help your child learn how to handle their anxiety in a positive way.



Mudit Mohini

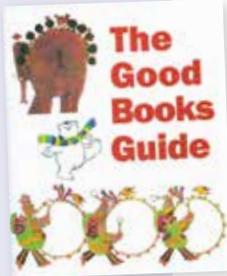
## A good book is a good book!

With the publishing scenario for children's books having changed dramatically over the last few years, there is a wide and diverse range of books now available. This wide range makes selecting books for libraries a daunting task.

Further, the Right to Education (RTE) Act 2009 mandates that every government school in every district of every state across the country has to select and buy books for libraries each year.

*The Good Books Guide* by National Book Trust, India offers key criteria for selecting the best children's books from among the hundreds on offer, based particularly on the requirements of such a mass scale selection procedure. Librarians and teachers from all schools, government and non-government as well as private institutions, will find useful guidelines from this draft report/document as to how to identify the ideal one for the target group.

The Good Book Guide will be released by Dr MM Pallam Raju, hon'ble minister of HRD, Govt of India on Feb 17 at the theme pavilion.



- Select a wide variety of books and reading materials, including fiction and nonfiction books, graphic novels and comics, folk and fairy tales, and jokes and riddle books.
- Books should make a point without being overly didactic or preachy
- On repeated readings the book should offer fresh revelations or details that may not have been caught the first time through.
- And quite simply, not all 'old' books are classics! Just because we have loved them doesn't mean that they are still relevant.

–Mudit Mohini, Vishv Books

A S-MEDIA group INITIATIVE

A group you can trust to discover the world under one roof !



www.smediagroup.in

Contact:

VN Kutty  
09313480469  
kutty@smediagroup.in

Gopal Bhargava  
09810404449  
gbhargava@smediagroup.in

Srinivas Rao  
09989299945  
psrpeeta@gmail.com

Manoj Hatwal  
09911162621  
manoj.smedia2012@gmail.com

## STUDYeBUDDY- a buddy for the eGeneration

In India, a practical approach towards learning is gaining pace. Educational institutions want the classrooms to be highly interactive with insightful project presentations and demonstration of theories. Teachers are encouraged to use audio-visual examples to teach concepts. Parents want their kids to attend institutions that provide technology-enabled education. Also, studying is not confined to mugging-up class notes or prescribed textbooks today. To be successful in any stream, students need quality online resources which become their stepping stones to success. Traditional libraries have books with limited number of copies that will be insufficient for the rising number of students each year.

Additionally, the concept of learning has reached a stage where people just go online and start looking for information on random websites with the help of search engines. While seeking information in this manner, time gets wasted and there is distraction from pop-up ads and other elements. Also, it is not necessary that relevant information is still found at the end of the day. This leads us to the thought, 'What if there is a place online where finding relevant information is quick and easy without any distraction?'

eBookstore can be a solution. eBookstore is an online bookstore that is home to a wide range of eBooks. A good eBookstore usually offers eBook applications with a variety of functions. Search function in eBook applications makes finding specific details even easier. According to Bowker's Global e-Book monitor survey, more than 20 percent Indian respondents agreed to have purchased an eBook six months prior to the survey. Bowker's research indicated that in 2012, millions of eBooks were purchased in India and the eBook market is bound to grow tremendously in future. Again, finding subject-specific eBooks for educational needs can be a daunting task. There needs to be a single platform where eBooks for various study requirements are available.

After doing extensive market research, STUDYeBUDDY realized that an online platform providing quality eBooks under one roof can be the answer to the growing demand of information seekers in the education domain. STUDYeBUDDY launched an eBookstore that provides quality eBooks



with audio-visual aids specifically for educational needs. A wide range of titles from various national and international publishers are made available on a single platform. For the gadget-friendly generation, STUDYeBUDDY provides Buddy Apps for intuitive learning and an enhanced eBook reading experience. These easy-to-use apps allow online and offline access of eBooks on various devices. Reading is made more appealing with features such as add notes, highlight important points, bookmarks, search keyword, etc. Thus, STUDYeBUDDY paves the way for an eBook-ready future.

In India, eBooks are getting more and more popular with each passing day. Companies are working on introducing low-



cost tablets in India to address the need for affordable feature-rich handhelds. Publishers are also collaborating with eBookstores to provide quality eBook content for these devices. Joining hands with eBookstores gives publishers the benefit of institutional subscription and retail sales. Everyone is working on solutions for the eBook generation. So, let's start preparing for the next-generation education system which will be flooded with eBooks.

**Visit [STUDYeBUDDY.com](http://STUDYeBUDDY.com) at Hall 12, Stall No. 54**

**THE LONDON BOOK FAIR**  
**TUE WED THU 8/9/10 APRIL 2014**  
**EARLS COURT LONDON UK**

**25,000 ATTENDEES**

**1.7 MILLION UNIQUE PAGE VIEWS PER YEAR**

**114 COUNTRIES REPRESENTED**

**OVER 250 SEMINARS**

**1,500+ EXHIBITORS FROM 61 COUNTRIES**

Book your ticket now for  
 The London Book Fair 2014  
[www.londonbookfair.co.uk/aabp](http://www.londonbookfair.co.uk/aabp)

### Forum for publishing professionals!

Organised by NBT, India and FICCI, 'CEOSpeak over Chairman's Breakfast' is one-of-its-kind forum of CEOs and Senior Executives of the publishing industry. Initiated last year as part of the New Delhi World Book Fair, this edition of CEOSpeak on February 16, aims to bring greater interaction within the publishing community in India, and to establish a forum of the CEOs to discuss and share business and book-trade related issues and concerns. There will be presentations on Foreign Book Markets, Emerging Trends in Digital Distributions, Industry Pulse and Digital Printing, besides an open house to share ideas to strengthen the Indian publishing industry.



# NEW DELHI WORLD BOOK FAIR

15th - 23rd February 2014  
Pragati Maidan **2014**

## HALL 1 REAR



## HALL 8,9,10,11



## HALL 12, 12A

**Kaveri Print Process Pvt. Ltd.**  
Quality and Affordable Printing & Binding Solution Under Single Roof

- Books
- Leaflets
- Catalogues
- Souvenirs
- Posters
- Magazines
- Brochures
- Dangers
- Annual Reports
- Folders

114, Patparganj Industrial Area, Delhi-110092,  
Phone : 011-22142030, 31, Mob : 9810003943, 9811083939  
e-mail : [kaveriprinters@gmail.com](mailto:kaveriprinters@gmail.com), Web : [kaveriprintprocess.com](http://kaveriprintprocess.com)



Not very long ago, while searching for Indian books for classes 11 and 12 we found just a few books that could be considered suitable for the older age group. Now, suddenly, there is a spate of books for young adults in the market. Indian authors for children have at last emerged on the Indian scene, just as writers of adult fiction had done several years ago. Here, Nilima Sinha, president, AWIC, talks more on the books available for young adults in India.



# Myriad shades of young adult fiction in India!

Earlier, the children books were mainly picture books and read-aloud books for younger kids and fiction for the eight to twelve years age group. There were mystery-adventure, short story collections and fantasy galore for the latter group. It is a pleasant surprise to find that now the missing category of Young Adults, too, is being catered to, publishers having realized that it was necessary to fill the gap.



Nilima Sinha long passages became engraved in my memory.

Older readers may remember, as teenagers we were exposed to all that adults read. There was no fine distinction to separate the two categories. Whether it was Indian literature, with books by Premchand, Sharatchandra Chattopadhyaya, Tagore, Ashapurna Devi and others with their focus on social issues, or literature from the West, such as *Little Women*, *Pride and Prejudice*, *A Tale of Two Cities* and that perennial favourite of all teenagers, *Gone With the Wind*, they were loved by both adults and adolescents. As a fourteen years old, I remember swooning over Rhett Butler and Mr. Darcy, and reading the above two classics so many times that

Nowadays, of course, with adult fiction acquiring much greater depth and complexity, and containing explicit sexual details and descriptions, there is definitely a need for books for adolescents not mature enough to deal with adult issues.

**Defining young adults...** The teenager is a child poised on the threshold, not yet an adult, but no longer a kid, either. The young adult is prepared to deal with serious issues, is curious about and interested in the other sex and mature enough to read

about broader social, national and international subjects. At the same time, he/she clings to the delight, innocence and joy of being a child.

A separate category for the coming-of-age, developmental needs of the in-between age group is definitely needed today. It is this difficult group, roughly between 13 and 20 years of age, that the Young Adult literature is aimed at. At the same time, though, it must not be forgotten that avid readers will read what they will. Many are bound to bypass their special category status to make a beeline for adult fiction! And if they are ready for it, why stop them?

**What they need...**The young adults' concerns include larger issues such as the environment, peace versus conflict, gender, growing sexuality, peer pressure, poverty, social matters and other subjects of general interest. They seek answers for the many disturbing occurrences like death, separation and loss, emotional shocks and hurts, traumas and disasters, not only in their own personal lives but also in the larger world around them. Books can play an important role by helping adolescents deal with their concerns by providing inspiration through role models and guiding them through difficult periods in their lives through suitable stories and novels.

**What's available...?** We found there were two distinct types of reading material available. While some books are centered on modern, sophisticated, elite children from metropolitan cities and public schools, there are others that are set in the hinterland of our vast country.

Books in the first category are light, fast moving and easy to read. They deal with the problems faced by teenagers in cities, where there is a much more liberal

attitude towards life. Boys and girls mingle freely, go out together, rock and sway to music and have understanding elders. Their world consists of Facebook chats and twitter, dating, parties, shopping, movies and popcorn. Their problems, even their language, are different. The issues their books deal with are those of any teenager anywhere in the world. Some novels are even set abroad, in the US or UK, where the characters must face problems based on their different cultures and Indian backgrounds.

Books in the above category include *The Confessions of a List Maniac* by Meenakshi Reddy Madhavan, *The Summer of Cool*, by Suchitra Krishnamurty, *Yesterday* by Swapna Dutta, *Maya Running* by Anjali Banerjee, *Skunk Girl* by Sheba Karim and *Summer Job* by Maya Chandreshekar, to name just a few.

Certainly these titles will find a good market in bookshops in metropolitan cities. Readers there are bound to relate to the modern themes and will have pockets big enough to buy the books.

Books in the other category, set in the hinterland as mentioned earlier, are more rooted to the Indian soil. Non-elite readers from small towns and rural areas, who constitute India's majority population, will find such novels closer to real life, set as they are in cultures they are familiar with and based on characters they can identify with.

There are some remarkable books in this category that merit attention from all young readers. They bring out the flavour, colour and richness of culture of the various regions of our diverse and beautiful country, through exciting novels about local characters. The issues they deal with are wide ranging, bringing depth to the novel and motivating the reader to

Leading Providers of Children and Educational Books, Smart Class Solutions, Teacher Resource / Reference Books & Library Books

Stall No. 17 Hall No. 09

**A 2 Z Teaching and Learning Solutions Pvt. Ltd.**  
www.a2ztl.com, a2zteachlearn@gmail.com, Tel: +91-120-2484152

pause and think. This is not to say that these books are too serious or dull for the modern reader. The exotic settings and the real life issues and characters make them as exciting for the city reader as for the other. Many, indeed, can be categorized as adventure, historical, growing up, school, sport, or stories of courage in the face of adversity. They are well written, gripping and catch the readers' attention. They will definitely be enjoyed by every type of reader.

Deepak Dalal's set of thrilling adventure stories based on exotic locations such as the Andamans, the lush Sahyadris, the Himalayas and Ladakh are good examples of such books. *The Snow Leopard Adventure* is just one of a series of his adventure novels. Surekha Panandiker's *Bridge at Borim* is another title in the adventure genre. The *Grasshopper's Run* is a serious novel dealing with the theme of revenge. Another outstanding book is *Faces in the Water* by Ranjit Lal. Nita Berry's beautiful, colorful book, *Delhi – City of Rainbow Dreams*, is an exciting journey through time, encompassing events, personalities and places. It is another title to embellish the non-fiction category.

Fantasy has also been included in the YA category, with books like Samit Basu's *Terror on the Titanic - A Morning Star Agency Adventure* and Payal Dhar's *Shadow in Eternity*. Anil Menon's *The Beast with a Billion Feet* is science-fiction.

*Now or Never* by Ramendra Kumar represents the sports category. Historical works are represented by Deepa Agarwal's book on the Rani of Jhansi, Subhadra Sengupta's on Jodha Bai and Devika Rangachari's on Harsh Vardhana. A collection of stories set in different periods of our struggle for freedom, entitled *Together We Marched* is another book in the genre of historical fiction, written by Nilima Sinha, Ira Saxena and Surekha Panandiker. *Search for the Sacred Gem* by Nilima Sinha is a mystery- adventure- fantasy set in 18th century India.

Several novels are based specially on the problems of the girl child, like Deepa Agarwal's *Not Just Girls* and *Favorite Stories for Girls* with stories from different authors, published by Puffin. Rupa Gulab's *Chip of the Old Blockhead* is another title which girls may like.

Real life problems are dealt with sensitively by Paro Anand in her two books *No Guns at my*

*Son's Funeral* and *Weed. The Road to Peace* and *A Clear Blue Sky* are both collections of moving short stories on the theme of peace and harmony as opposed to enmity and conflict, written by different authors. While, Samarpananand's *Tiya*, based on the journey of a parrot, succeeds in subtly conveying spiritual messages bound to guide the adolescent through the adult world he is about to enter. Manorama Jafa's *I am Sona* provides information on HIV and teenager sexuality, a subject authors may shy away from. School and detective stories find their place in YA literature. They include the *Juneli Series* by Swapna Dutta and the *Foxy Four Series* by Subhadra Sen Gupta. The important issue of environment is the subject of Ira Saxena's *The Curse of Grass*, where a girl from the Bishnoi community helps save the trees near her village.

To conclude, almost every genre is represented in Young Adults' literature by Indian authors. Besides the titles mentioned above there may be others not taken note of for which I would like to apologize.

It is certainly heartening to note that publishers have come forward to fill this vital gap. However, it was felt that authors and publishers are still groping to find the right mixture that will click with Indian readers. There is so much disparity in our country between reading levels, education, class, taste, regions and cultures that many more titles are required to fulfill the needs of the vast readership.

It must be noted that there are plenty of books available for the elite child who may not really depend on Indian literature, for markets in big cities are flooded with books from the West. This category of reader is totally addicted to such books and will not be weaned away from his favorite series. He is not going to give up his Percy Jackson, Princess's Diaries, Harry Potter and other popular titles just because Indian authors have also emerged in the field.

The obvious felt need is for more books addressed to readers belonging to what may be termed 'real' India. There are countless small towns and villages where English is being taught. Thousands of young adults are totally deprived of any kind of reading material, whether in English or in Indian languages.

Why not make reading material available in the markets of the country's hinterland, where there is complete lack of books? Publishers must make an effort to sell in our smaller towns where there are no bookshops at all, though people do have the buying power.

Authors too must write books, in Indian languages as well as in English, relevant to readers from smaller towns, with characters they can identify with and about issues related to their own problems. There are countless burning issues to disturb the adolescent in socially backward, non progressive families, and

none to guide or motivate him. Biographies that inspire, sport and adventure, even folk and humour, stories to deal with social conflict and struggle, will surely benefit our young adult population.

Through good marketing or through libraries we do need to reach out to the Young Adult in small town and rural India. That is, if entire generations of our youth are not to be lost to darkness and ignorance, deprived of the joy of reading.

(With permission from the *The Book Review Literary Trust, New Delhi.*)

**"SHOW DAILY"** – official newsletter during New Delhi World Book Fair 2014 – February 15-23, 2014, is jointly published by Director, National Book Trust (NBT), India & All About Book Publishing (AABP) and printed at Kaveri Print Process Pvt. Ltd., 114, Patparganj Industrial Area, Delhi – 110 092.

**Editorial Team:** NBT – Binny Kurian, Kanchan Wanchoo Sharma; **Production** – R Shahjahan.

**AABP** – Varsha Verma, Smita Dwivedi, Jyaneswar Laishram, Shailendra Kumar, Sunita Arora, H Pandey, Sandeep Verma.

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






## Power drawing.

Draw anything that catches your attention.



Name:
Age:
Phone No.:

Please visit Pratham Books Stall No 44, Hall No 7.  
Winners would be contacted on phone for delivery of book hampers.

Please drop your entries at Drop Boxes located at gates of Hall #7

# Events Today

## Polish Pavilion: Hall No. 7

Date	Time	Event
<b>Saturday 15 February</b>	12.30 – 13.30	Official inauguration of the Polish Pavilion in Hall No. 7
	15.00 – 16.00	Polish Book Institute presentation on the Polish book market Grzegorz Gauden, Director of the Polish Book Institute Venue: Hall No. 7, Lounge, 1 <sup>st</sup> Floor

## Theme Pavilion, Hall No. 7E

Kathasagara: Celebrating Children's Literature

15.2.2014 / Saturday		
Pre-Lunch (11.00 am to 1.00 pm)	Post-Lunch (2.00 pm to 4.30 pm)	Kathasagara Evening (5.30 pm to 7.00 pm)
<p>◆ <b>12.30 pm:</b> Inauguration of Theme Pavilion and Musical Presentation on <i>Indian Multicultural Society</i> (NBT &amp; Ahlcon International School)</p>	<p>◆ <b>1.30 to 3.30 pm:</b> Meet the <i>Honey Hunters</i> with Karthika Nair and Joelle Jolivet (French Book Office, Mount Carmel School, Ahlcon International School)</p> <p>◆ <b>4.00 to 5.30 pm:</b> Panel Discussion on <i>Indian Children's Literature and Harekrishna Devsare</i> (NBT, India)</p>	<p>◆ Children's Interaction with an Author-Illustrator duo: Kshama Sharma (Author) and Durga Bai (Illustrator)</p> <p>◆ Screening of films on Shankar, Pulak Biswas and Harikrishna Devsare</p>

## Sahitya Manch: Hall No. 8

<b>Saturday 15 Feb.</b>	5.00 p.m. to 6.00 p.m.	<b>"Safalta Jivan Prabandhanka Naam Hai"</b> Speakers: Arun Maheshwari, Arvind Jain, Vijay Shankar Mehta, Gautam Jadia	Rajkamal Prakashan
-----------------------------	------------------------	---	--------------------

## Authors' Corner: Reflections, Hall No. 10-11

15-Feb	1:00 to 2:00	Anupama Chopra	Om Books International
15-Feb	2:30 to 3:30	Christopher C Doyle	Om Books International
15-Feb	4:00 to 5:00	K S Subramanian	Niyogi Books
15-Feb	5:30 to 6:30	Karan Verma	Rupa Publications
15-Feb	7:00 to 8:00	O P Singh	Wisdom Tree

## Authors' Corner: Conversations, Hall No. 12

15-Feb	2:00 to 3:00	M J Akbar	Roli Books
15-Feb	3:30 to 4:30	Hindol Sengupta and Ashutosh	HarperCollins Publishers
15-Feb	4:30 to 5:30	Aruna Chakravarti	HarperCollins Publishers
15-Feb	5:30 to 6:30	Saba Mahmood Bashir	HarperCollins Publishers
15-Feb	7:00 to 8:00	Manish Sharma	Diamond Pocket Books

## लेखक मंच: हॉल क्रमांक 18

दिनांक : 15 फरवरी 2014/शनिवार		
समय	कार्यक्रम	आयोजक
12 से 1 बजे तक	सोशल मीडिया : चुनौतियां और संभावनाएं वक्ता - डा. रमेश यादव,, कौशललेन्द्र प्रपन्न, कुलपति उत्तराखंड वि. वि., डा. सुनीता, डा. मंजू, र्मा	भारती कॉलेज
2 से 3 बजे तक	प्रवासी साहित्य फिक्त्ना प्रवासी वक्ता - रवींद्र कालिया, विभूति नारायण राय, लीलाधर मंडलोई, प्रेम जननेजय, हरजेंद्र चौधरी, नारायण कुमार, सुरेश ऋतुपर्ण	प्रवासी संसार पत्रिका
3 से 4 बजे तक	हिंदी कविता और फिल्मों - इरशाद कागिल से चर्चिका नंदा की बातचीत	हिंदी महोत्सव आयोजक - वाणी प्रकाशन/रा. पु. व्यास)
4 से 5 बजे तक	अवधारणा और समाज वक्ता - गोपाल गुरु, संजीव, रजनी अनुरागी, संचालन : अनीता भारती	दलित स्त्रीवाद
5 से 6 बजे तक	साथ प्रशिया पर केंद्रित डा. धनंजय त्रिपाठी, पंकज सिंह पुस्तकें लोगों को जोड़ती हैं	आगाने दोस्ती
6 से 7 बजे तक	स्त्री कथा - कथा अन्तता, राष्ट्रीय पुस्तक व्यास) अर्चना वर्मा, प्रताप सहगल, अशोक गुप्ता, अजली देश पाडे, रंजन जैदी	स्त्री विमर्श
7 से 8 बजे तक	लेखक से मिलिए - डा. दिविक रमेश/डा. प्रकाश मनु	राष्ट्रीय पुस्तक व्यास

## Seminars & Discussions: Hall Nos. 7, 8, 14 & 18

15-02-2014, Saturday			
12 noon to 1.45 p.m.	Discussion	Auditorium I, Hall No 14	Om Books International, New Delhi
12 noon to 1.45 p.m.	Quiz competition	Auditorium II, Hall No 18	Encyclopedia Britannica Pvt. Ltd, New Delhi
3.00 pm to 4.00 pm	Book Release	Auditorium (First Floor), Hall No 7	Vani Prakashan
4.00 pm to 5.45 pm	Music Learning & Production	Auditorium I, Hall No 14	M & M Musicology Production Pvt. Ltd, New Delhi
4.00 pm to 5.00 pm	Book Release	Auditorium - III, Hall No 18	Indra Publishing House
06.00 pm to 7.45 pm	Book Release	Auditorium II, Hall No 18	Dalit Dastak, New Delhi

## Desaj: Festival of Tribal and Folk Performing Arts of India

Organised by Sangeet Natak Akademi & NBT, India

15th February 2014, Saturday	
SINGARI MELAM, Kerala	Delhi Panchvadyam Trust
LANGA & MANGANIAR SONGS, Rajasthan	Rupayan Sansthan, Jodhpur
RAI, Madhya Pradesh	Bundeli Lok Nritya Evam Natya Kala Parishad, Sagar
FOLK MUSIC & DANCE, Himachal Pradesh	Manimahesh Sanskritik Kalamanch, Bhamour
SINGARI & CHUTKUCHUTA NRITYA, Orissa	Prativa Group, Odisha
HILL MUSIC OF MANIPUR (HAO Music), Manipur	Guru Rewben Mashangva, Imphal

## Intriguing reading experience with STUDYeBUDDY.com

STUDYeBUDDY is a one-of-its-kind eBookstore with subject-specific educational content catering to every single educational need.

STUDYeBUDDY.com has unique Buddy Apps and Readers designed for a superior audio-visual reading experience. Users can write individual notes on the eBook and manage/view saved notes. Besides this, users can bookmark pages and locate content through search keyword option.

STUDYeBUDDY's Readers are available both, online for Windows & MAC, and offline through STUDYeBUDDY Apps for iOS and Android. STUDYeBUDDY Apps are also available on iTunes and Google Play.



### STUDYeBUDDY Features:

- Supports online reading on Windows and MAC OS with features including bookmarks, add notes, search keywords and zoom in/out.
- Buddy Apps for offline reading on iOS and Android.
- Offline reading features include bookmarks, add notes, highlight, horizontal/vertical reading, search keywords and audio-visual learning.
- eBookstore with categories of subject-specific eBooks, Buddy book club, webinars and lots more.
- eBookshelf/eLibrary for retail and institutional users.
- Secure DRM delivery mechanism.



Scan me with your smartphone

Visit us at: New Delhi World Book Fair 2014 - Hall 12, Stall no. 54

STUDYeBUDDY Online Services Pvt. Ltd.

Tel.: 91-22-4066-3600 | E-mail: info@studyebuddy.com

For sales queries: sales@studyebuddy.com

www.studyebuddy.com

STUDY<sup>e</sup>  
BUDDY



India's First Educational eBookstore

Importers  
Distributors  
Wholesalers

# Delhi Book Store

Importers  
Distributors  
Wholesalers

with more than 60 years of trust and experience,  
proudly launches its imprint & invites you to a sneak preview at

22<sup>nd</sup> New Delhi World Book Fair 2014

**Hall No. 12-A | Stall No. 63**

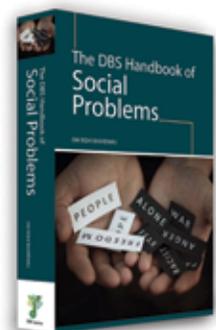
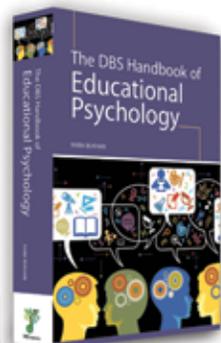
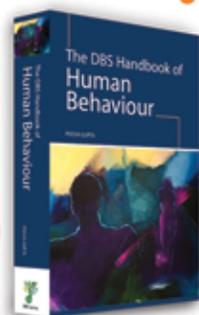


**DBS Imprints**  
an imprint of Delhi Book Store

**Special  
offers,  
Great  
discounts...**

\*Our showroom will remain open  
on Sunday during the World Book Fair.

- We procure books from Publishers worldwide
- Buy books at a very Special Price
- More than 2,00,000 titles under one roof
- Floor-wise display of titles
- A must visit showroom with 25,000 sq ft of display area
- Books for all Age Groups and Genres



## Our showroom

19, DBS Building, Ansari Road  
Darya Ganj, New Delhi 110 002

**phone** +91 11 2328 3333

**fax** +91 11 2328 3781, 2325 9595

**email** [info@dbsimprints.com](mailto:info@dbsimprints.com)

**website** [www.dbsimprints.com](http://www.dbsimprints.com)