

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

Jointly published by:  



# Show & Daily

FEBRUARY 22, 2014

## Focus on authors

The New Delhi World Book Fair is not only an happening place but also offers a platform where writers, scholars, critics, publishers, editors, meet and interact with each other. This year one important feature of the Fair was the scores of writers and academics both established and aspiring who read from their works and entered into lively debates with the visitors. About 500 authors spread over 300 sessions were hosted at the four hotspots of the Fair: Reflections, Conversations, Sahitya Manch and Lekhak Manch. The authors, the backbone of the publishing industry, were a great draw among the general public.

The rise of Indian publishing has marched in lockstep with the rise of a new era of Indian writers. Writing in English and other Indian languages, they are today transforming India's landscape. While established writers have scripted their names in world literature, with translations of their works available in almost all major foreign languages, it is the crop of new and young writers that are taking the publishing world by surprise. Venturing into uncharted areas and grappling with modern themes they have also been successful in holding the attention of readers.

This year, interestingly, the publishers seem to be riding high on the wave of popularity that young writers command among the readers. Most of these writers in their twenties or even younger, were seen engaging with the audience conveying and ideating their works and their experiences. The phenomenal success of new writers, publishers say, is an encouraging sign for the industry in general.



## A day with Nicktoons

Kids' favourite cartoon characters — Ninja Hattori and Dora the Explorer — made an appearance at the Kidz Bubble. The Kidz Bubble is a small enclave for very young children, where they are encouraged to unleash their creativity. The kids, along with their parents, had lot of fun and interesting interaction with their favourite toons from Nickelodeon.

The Nicktoons asked the children lot of questions on general topics, and the winners were awarded with gift hampers from Nickelodeon. With the hall bursting with children of all ages, the Nicktoons also happily posed for a photo session with kids and their parents.





The day ended with a performance by children who had come all the way from Kathua (J&K), representing the Dogri, Kashmiri and Ladakhi tradition and culture.



Youngsters to NDWBF enjoying the event organised by Big FM 92.7

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

  
TAMBOLA ON RAPPLES  
  
You could just win your own  
Rapples tablet!



## Explaining Vedanta to the modern world

**V**edanta defines life, said Dr Parthasarathy, on the book release and discussion session organized by Sri SIIM at the Authors' Corner 'Conversations' at Hall 12.



Releasing the book, "Vedanta: The Modern World", Shri Rajeev Shukla, Hon'ble Minister for Parliamentary Affairs & Planning, Govt. of India said that millions of people will be enlightened and motivated on reading Dr Parthasarathy's latest book, since

it is a modern interpretation of Vedanta meant especially for the new generation. He also expressed his happiness over the large number of young book lovers at the book fair. He said that youth are the future of the country and their interest in reading is a good indication.

Speaking on the occasion, Shri Dalip Tahil, well-known actor and the Guest of Honour at the function; said that Vedanta is a union of practicality and spirituality. At the end, he quoted Vivekananda and said, "Vedanta teaches oneness, one life".

## Polish-Hindi Translations and Literary Exchange

**O**n the sidelines of the New Delhi World Book Fair 2014, a conversation with Ms. Anna Tryc-Bromley, Director, Polish Institute; Prof. Harimohan Sharma, an academican and Polish, English, Hindi translator; and Ms. Maria Skakuj Puri and Ms. Monika Browarczyk, translators from Polish into Hindi was organized by Rajkamal Prakashan at the Polish Pavilion, Hall No. 8.

The conversation began on the note of how Indian literature is received in Poland and vice versa. During the discussion, it surfaced



that translations of Polish works, Andrzej Stasiuk's Tales of Galacia, Oglia Tokarczuk's Wardrobe by and Ryszard Kapuscinski's Shah of Shahs into Hindi marks the historic

beginning of literary transaction between the two countries.

Prof. Harimohan spoke about his experience of association with Polish language for more than two decades. He said that he chanced upon himself challenge to learn Polish and then translated in the process. Maria said that it was her dream to bring Poland and India together, and she felt that language is the best medium to do it. She added that during her course of translation, she discovered similar elements in Indian and Polish literature such as the search for an individual space. She mentioned that their next project is to translate any novel by Krishna Sobti, a renowned Hindi fiction writer and essayist.

Ms. Monika admitted that while co-translating their book with Maria, there were points of disagreement between them, for both had their own perspectives. However, they agreed to and present the best to the readers. Ms. Monika was of the view that every country has its literature but one cannot deny the fact that there are elements in literature which are universal.

Ms. Anna applauded the historic event of the Polish-Indian literature transaction through translation. She informed the audience that Polish Institute assists in rights acquisition and translation of Polish books. She also added that there are about 60 percent of foreign books in Poland market, indicating the curiosity of the Polish readers.

The conversation concluded on a positive note that Polish poems and short stories had been translated into English and Hindi, and they looked forward for more translations and of other genres like fiction and drama in coming years.

## Sethu's Book Release

**O**ne of the most innovative of modern Malayalam writers, Sethu pioneered a radical transformation of sensitizing in the sixties and seventies. His most critically acclaimed work *Pandavapuram* has been translated into many languages and has also been made into films in Malayalam and Bangla.



Releasing Sethu's 'During the Journey and Other Stories', a collection of stories in English, Shri Pavan K. Verma, former Ambassador and Advisor (Culture) to the Chief Minister of Bihar, said, "The brilliance of these stories is that it has to be completed by the reader." Referring to the book as a remarkable collection, Mr. Verma said, "The quality of the writing to explore the inner mindscape and the sheer brilliance of understatement mark these stories."

Presiding over the function, Prof. Omchery N.N. Pillai, Principal, PG College of Communication and Management, Bharatiya Vidya Bhavan, said, "Sethu is that rare talent who can blend reality and fantasy, giving the reader the experience of a dream. Every story of his is unique and Sethu never repeats his themes."

"I wrote my first story 47 years ago in a *barsati* in Karol Bagh, New Delhi. I did not write of a small village in Kerala but on Bihar," said Shri Sethu in his address. "My profession as a banker took me to different parts of India and my experiences are most often reflected in my stories giving it a pan-Indian look," he added.

Published by LiFi Publications Pvt. Ltd., New Delhi, 'During the Journey and Other Stories' is rendered into English by Aboobacker Kappad. The stories explore the wondrous world of archetypes, dreams, fantasies and nightmares, shedding precious light on the enigma of experience. A former banker, Shri Sethu (A. Sethumadhavan) is currently the Chairman, NBT India.

## Organisers of AFCC, Singapore impressed!

**A** 20-member delegation representing Singapore and the Asian Festival of Children's Content (AFCC), the National Book Development Council of Singapore and the National Arts Council attended the New Delhi World Book Fair (NDWBF). The first AFCC Midstream Board of Advisors meeting was also held at NDWBF, which is the first to be held outside of Singapore. The attending members discussed key issues regarding India's participation in AFCC 2014 as the Country-of-Focus, as well as planning the future direction of the event. This was followed by the AFCC Forum, where AFCC Board members presented key issues facing publishers of children's content in South East Asia and India.

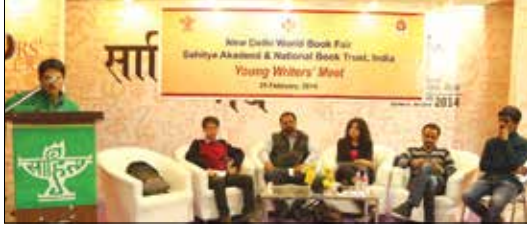
As per Mr. R. Ramachandran, Executive Director, National Book Development Council of Singapore, "With this exploratory trip to the NDWBF, I hope to set the stage for greater Singaporean participation in future years. There is tremendous potential for Indian and Asian publishers from the rest of Asia to cross-sell their rights and to develop more business for mutual benefits. Indian books are excellent both in content and quality and hence I see the possibility of Indian books dominating the growing book market in Asia. I would like to urge Indian publishers to use Singapore as a gateway to the Asian book market and the National Book Development Council of Singapore would be pleased to facilitate the process."





## Meeting Young Writers

**A** Young Writers' Meet was organized by Sahitya Akademi and NBT India, at Sahitya Manch in Hall 8, where young authors and poets representing different languages read out their works to a packed hall. Chongtham Dipu Singh read out a poem in Asamiya, while Tasneef Haider enthralled the audience with his Urdu ghazals. Rati Agnihotri, who writes both in Hindi and English, read out her poems in both. Sanjib Paul Dekka who writes in Asamiya narrated one of his stories in English, while Sanwal Dhami who writes in Punjabi read out his poems in Hindi. The session ended with Bharat Tiwani's rendering of his Hindi poem.



In the evening session, a discussion on the topic "Campus mein Literature", was organized by Samanvay-IHC, which discussed the role of universities and colleges in nurturing and promoting budding writers and poets. The discussants included Prof. Ayub from the Department of Urdu, JNU; Prof. Rachna Singh, Department of Hindi, Hindu College; Prof. Maya Joshi, Department of English, University of Delhi, Shri Arvind Gaur, eminent theatre director; and Shri Satyanand Nirupam, young writer, poet and editor.

## CAPEXIL attracts new members @ NDWBF

**I**n the continuous endeavors to promote Indian publishing and printing industry, CAPEXIL got wonderful response at NDWBF too. There are many new membership enrolments of Indian publishers and printers from all the parts of India, especially Northern region.

Ms M. Lalithambal, Deputy Director, CAPEXIL shared that the fairs are the best platforms for us to promote. "At fair we had meetings with people from Nigeria Book Fair; Sharjah Book Fair; Abu Dhabi Book Fair; Frankfurt Book Fair and London Book Fair. So, I feel it's a great way to promote bilateral trade. This year, we are participating in many other international book fairs as well with large Indian continent to promote their books and services overseas," she added.



Being associated with CAPEXIL for almost 35 years now, Ms Lalithambal feels the need for the support by government and publishers etc for better success of their initiatives.

As per Ms Kamini Sinha, Executive Officer, CAPEXIL, their visitors' book is filled with many elite names of Indian and international book publishing people and said that people feel proud to be CAPEXIL member, thus the list has been increasing really fast."

## A lively day at the Theme Pavilion

**A**n enlightening "Morning with Jeeva Aunty" rejuvenated the children at the Theme Pavilion at Hall 7. When she started singing, "Five Monkeys Swinging on a Tree... Teaching Mr Crocodile..." the children could not stop themselves from singing the story along with her. Ms Jeeva Raghunath (Jeeva Aunty), the well-known storyteller and author in her distinctive style left the audience of all age-groups spell-bound.



In the afternoon, the programme "NBT Express: A Journey to the World of Children's Literature" was organized by NBT in association with Consortium Octet. Dr Shekhar Sarkar asked the children questions related to Indian literature, authors, and popular characters. Later a play on the importance of education 'Janna Zaroori Hai' was presented by the artists of Kala Sankraman.

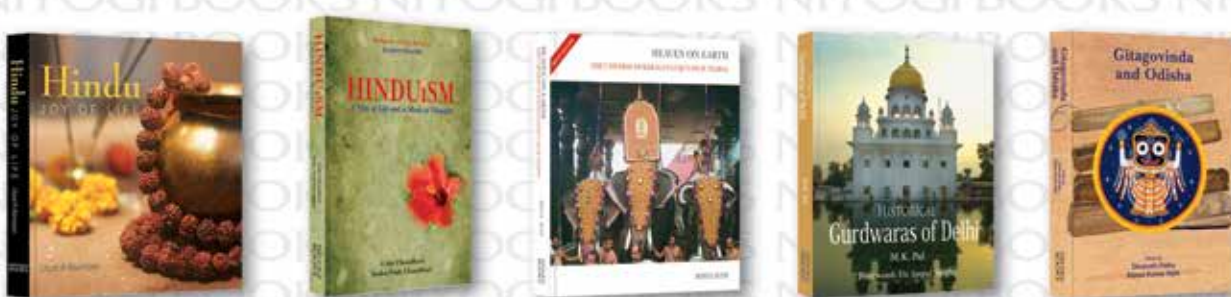


A panel discussion on the topic "Need for Classroom Libraries" was also organized, where Shri Arvind Kumar, Ms Zakia, Ms Sangeeta Chaudhry and Ms Ruchika Mehra presented their views. They talked about the ways through which books can be made appealing to the children through school libraries especially in rural and remote areas of the country.

The book "One Day in Kaziranga" by Sharada Koliluru and published by Macaw Books, India was released at Theme Pavilion in the evening. Releasing the book, Shri A Sethumadhavan, Chairman, NBT said, "The book gives a definite message about the way the nature and animals should be treated". He also commended on the production and presentation of the books.



Illustrated books for those who care to have the best



**NIYOGI BOOKS**  
Fine publishing within reach

**Welcomes you**

Hall No.: 12A

Stall No.: 37

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



## Rapples – a launch with a difference

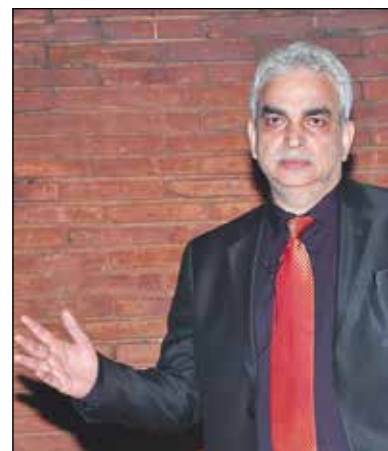
The Rapples tablet was formally launched last evening by Repro India in an unusual way. In the presence of some of India's leading educational publishers, Rapples was launched by the children of the Kaushalya World School, Greater Noida and Ryan International School. Along with their teachers and some of the principals who were also present, the children cut a 'digital' ribbon to formally launch Rapples. Rapples, a 360 degree interactive tablet with text books pre-loaded as selected by teachers, has been



in use by these schools. During the launch, the children and teachers shared their views of Rapples as well as the concept of digital education. Finding that Rapples "was fun to use, and made studies interesting and easy," the students strongly endorsed Rapples. Teachers too supplemented their views emphasizing that Rapples has cut down their paperwork considerably, and helped them manage their classes better.

The evening ended in a spirited bon-homie with various publishers sharing Repro's vision of making quality

education available to students everywhere.



**TULSIANS**

**KEY TO UNLOCK**

**CA-CPT ENTRANCE**

**With QUICK REVISION**

**Key to Unlock**  
CA-CPT ENTRANCE

CA (Dr.) P.C. TULSIAN  
CA BHARAT TULSIAN

**S. CHAND**

**QUICK REVISION**  
for  
**Key to Unlock**  
CA-CPT ENTRANCE

Supplement to the Main Book  
Tulsian's Key to Unlock  
for  
CA-CPT ENTRANCE

REVISION ONE DAY BEFORE EXAMINATION  
TULSIAN'S MODEL TEST PAPERS WITH ANSWERS

CA (Dr.) P.C. TULSIAN  
CA BHARAT TULSIAN

**S. CHAND**

- All-in-one, All iz well
- First Comprehensive Book Covering All Subjects
- 100% Sure Success
- Your Tutor at Home

**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**

**7 Years**  
Educating India  
and Beyond since 1939

## AMITY University Press attracts young visitors

Books for children of class 1-5, showing at the stand of AMITY University Press (in Hall 7) pull young visitors who enjoy reading and experiencing the company's study materials designed to improve analytical skills of kids. "We are happy to see small kids who come down to our stand and browse books which they enjoy seeing and reading," said Rupa Gupta, senior editor, AMITY University Press.



National Book Trust, India

**Show Daily**

**ALL ABOUT BOOK PUBLISHING**

**"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). 406, Sant Nagar, East of Kailash, New Delhi - 110065, Tel.: 011-26232482, 26232684

**Editorial Team:**  
**NBT** – Binny Kurian, Kanchan Wanchoo Sharma; **Production** –R Shahjahan,  
**Photos** – Samar Media Pvt Ltd.  
**AABP** – Varsha Verma, Smita Dwivedi, Jyaneswar Laishram, Shailendra Kumar, Sunita Arora, H Pandey, Sandeep Verma.

Printed at Kaveri Print Process Pvt. Ltd., 114, Patparganj Industrial Area, Delhi – 92.

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



## NBT Express: Kashmir Se Kanyakumari in the world of children literature

**N**BT EXPRESS departure with the whistle blow of the steam engine train from Kathasagar: Children Theme Pavilion was packed to capacity with children from different schools clamouring to book their journey seats in a realistic way to different destinations from Kashmir to Kanyakumari.

Apart from the normal bookings, there were also Tatkal tickets available for children who could instantly give answers to the numerous questions asked by the programme organizer Dr Shekhar Sarkar when the train screeched to halt at a particular station.

The journey from the city of Delhi to Agra, Ahmedabad, Ja mnagar, Dwarka, Ok ha, Kutch Buch, Bhav nagar, Porbandar, Gi r Forests, Diu, Mumb ai, Hyderabad, Chen nai, Rameswaram, B huvneswar, Kolkata, Banares, Kashmir and back to Delhi was a thrilling experience for the participating audience for the NBT Express journey to the world of knowledge and children's literature.

Children who could complete their journey by retaining their seat were rewarded by books to encourage them take similar journey into the world of children literature, while the participating children were given participatory certificate by Sh M.R. Mahapatra, Editor, NCCL –NBT.



## Aurora Production presents Swizz kits for kids

**T**ie d - u p with Swizz publishing c o m p a n y Eduvision Hub, Hyderabad-based Aurora Production at its stand 16A in Hall 7 presents a whole lot of items designed to provide value education to young children. The learning and reading materials which are now showcasing in the ongoing NDWBF '14 include CDs and books on child development, education and parenting.



## What's cooking up @ Nita Mehta Books

**T**he books by Ms Nita Mehta and her publishing company are being loved by all. And her presence at the book fair was an added advantage for all the mums of "Fussy Eaters", who were seen taking help in choosing books for them to buy. And the cherry on the cake was getting a copy signed by her.

The newly launched edition of 18 cook books, which are priced just for Rs 25, was selling really like hot cakes. On asking about her views about the book fairs she added, "Being at a book fair is always a delight and the response we are getting is so heartwarming. This gives me inspiration to keep writing. All my books are so special to me that I can't put in words and when they are loved by others I feel elated."



### Book release function at Sahitya Manch, Hall 8

**Book title:** 'Bharat Me Khadya Suraksha evm Krishi'

**Author:** Umesh Chauhan

February 22, 2014 at 2 to 3 pm

**Speakers:** Shri Sudhir Kumar, Food Secretary, Govt of India; Shri Sanjeev Chaudhary, Joint Secretary, Ministry of Agriculture, Govt of India; Shri N.B. Singh, Former Agriculture Commissioner, Govt of India and Shri Harvir Singh, Senior Editor, Amar Ujala.

### Visit for NBT Publications:

Hall No. 7D, Stall No. 68 - Children's Books

Hall No. 11, Stall No. 134 - Books in English

Hall No. 18, Stall No. 44 - Books in Indian Languages



## Inculcating reading habits in children...

**N**ilima Sinha, President, AWIC; Girija Rani Asthana, Vice President, AWIC and Nita Berry, EC member, AWIC will discuss on inculcating reading habits in young children and will also give tips to choose right books for students/children and storytelling sessions for children aged 3 to 8 years. The event, organized by Vishv Books, will be held in Hall 12 at Authors Corner.

## S. CHAND BOOKS FOR CA COMMON PROFICIENCY TEST (CPT)

<b>Quantitative Aptitude</b> (MATHEMATICS & STATISTICS) FOR CA COMMON PROFICIENCY TEST (CPT) A Self Study Textbook Dr. P.C. TULSIAN BHARAT JHUNJHUNWALA S. CHAND Code : 07B459 ₹ 500/-	<b>COMMON PROFICIENCY TEST</b> <b>QUANTITATIVE APTITUDE MATHEMATICS</b> VOLUME I P.N. ARORA S. ARORA S. CHAND Code : 07B435 ₹ 395/-	<b>COMMON PROFICIENCY TEST</b> <b>QUANTITATIVE APTITUDE STATISTICS</b> VOLUME II P.N. ARORA S. ARORA S. CHAND Code : 07A436 ₹ 350/-
<b>COMMON PROFICIENCY TEST</b> <b>Grewal's ACCOUNTANCY</b> CH. M.P. GUPTA DR. B.M. AGARWAL S. CHAND Code : 07C443 ₹ 395/-	<b>COMMON PROFICIENCY TEST</b> <b>GENERAL ECONOMICS</b> MRS. ECONOMICS PUBLICATIONS, DELHI S.K. AGARWAL S. CHAND Code : 08G233 ₹ 275/-	<b>COMMON PROFICIENCY TEST</b> <b>MERCANTILE LAWS</b> P.P.S. GOENKA S. CHAND Code : 07C438 ₹ 250/-

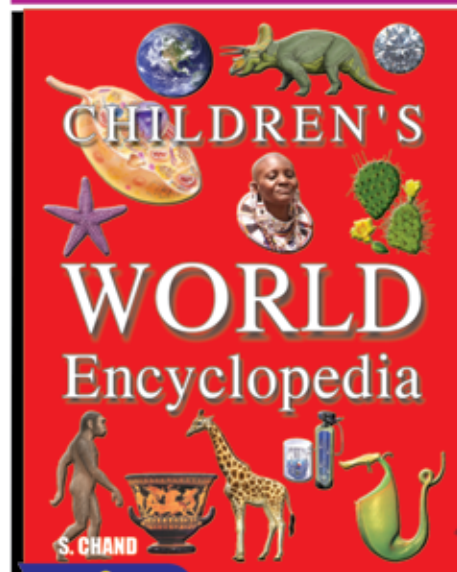
Visit us at Hall No. 12A Stall No. 101

**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

**7 Years**  
Educating India  
and Beyond since 1939



# S. Chand's Children Books for Senior School



Total Set of  
91 Books  
Price ₹ 9849/-



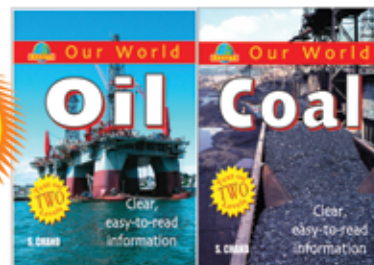
**Eating for breathing**  
Doctors now think that a diet rich in fruit and vegetables may help you avoid breathing problems. Researchers have found that foods rich in vitamin C and E can protect against damage to body tissue, such as the lining of the airways.



## Special Features of the Series

S. Chand's Children Books are created to inculcate colossal knowledge about Our World, Environment, Science World with Fascinating Science Projects, Healthy Body, Mastering Art, Atlases, World Issues, Children's World Encyclopedia for Senior School children. The exciting new approach and lucid language with colourful illustrations have shaped the books a "Treasure of Bookshelf" and a showcase of "Information Library." The young readers can imbue the knowledge of 21st Century Education through these books which have been moderately priced. These incredible 91 Titles will fulfil unending desire of the children to translate their dream into reality.

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



**S. CHAND**  
PUBLISHING  
empowering minds

**Exclusive Distributor**  
**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

OUR NETWORK : AHMEDABAD, BENGALURU, BHOPAL (Indore) CHANDIGARH, CHENNAI, COIMBATORE, CUTTACK, DEHRADUN, GUWAHATI, HYDERABAD, JAIPUR, JALANDHAR, KOCHI, KOLKATA, LUCKNOW, (Haldwani, Varanasi, Allahabad) MUMBAI, NAGPUR, PATNA, PUNE, RAIPUR, RANCHI, (Jamshedpur) SILIGURI, VISAKHAPATNAM, (Vijayawada, Warangal, Nellore, Tirupati)

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



**75 Years**  
Educating India  
and Beyond since 1939



# Technology to woo children



**"Baba black sheep have you any wool?..."** reverberates as you enter any hall in the Fair, particularly in Hall No. 7, which houses a large number of the children's publishers. Many of these publishers are now developers and producers of multimedia products. And with developments in information technology and the spread of internet, the market seems to tend to respond to their efforts.

The changes in technology tend to change the market attracting a new set of readers. The reason why many CD developers like Dove Multimedia from Chennai, Genius Hive from Delhi, Chennai Multimedia, Tech-Kids from Delhi, X-Nine from Gurgaon, to name a few, are active at the Fair. All of them are developers of educational animated CDs for students from pre-school to high school, according to CBSE syllabus, as well as language learning and general knowledge CDs. Very few have 2D-animated versions and most of their products are 3D animations.

To attract students who use tablets and other devices, many publishers sell pre-loaded educational content in pen-drives. These are widely used by students nowadays. Future Vision in its

stall has the 'Xamidea' series of books with CDs which are widely sought by +2 students. With the slogan 'Now your child can also score 96%', it is not surprising that these stalls are crowded with students and parents.

Besides, one can learn languages like German, French and Spanish, Russian and even Chinese too, through specially developed interactive language learning CDs/DVDs. Publishers like Digital Media and BMS Education are selling exclusive software learning tools ranging from Microsoft Office to AutoCad.

Meritnation.com, Smartschool Education Pvt. Ltd., Math Mastermind among others are promoting their online learning websites. The websites offer multimedia tutorials, interactive exercises, practice tests as well as expert help. AIETS.com and CD Point have in their stall books with CDs for various competitive exams like GATE, IIT JEE, CAT, BITSAT, AIPMT, NEET, SSC, UPSC, etc.

Family Eduvision is the sole distributors for Aurora Productions AG, which publishes religious and children's books, quotable quotes, moral stories, etc., provides multimedia CDs with the printed versions. Goyal Brothers Prakashan also has a good

number of titles with animated CDs. Jeevandeep Prakashan markets its CDs under a series called 'periwinkle' and all of their products are education oriented. They also have an online education website under the same name.

There are a few who provide services to publishers. Edit-One International is one among a few who provides book designing and animation services to the prospective publishers. And there is Pratham Infotech which provides school management softwares.

Concoct Services, a first timer in the NDWBF, has come out with different products. They have developed applications for

publishers as well as for users. Their apps such as Animal Voices, English Vocabulary, etc. for children as well as Visit Delhi series for tech-savvy people are distributed free and they can be used in mobile phones. A game developed by them called 'Santa Dance' has been downloaded by more than a lakh users, claims Ms Neha Agarwal.

Olivia English Lab from Kochin sells language learning equipments. "We are here for marketing our product to schools and colleges. Our English language learning courses could be connected with upto 40 Student Consoles and the students can greatly benefit from the clarity and quality of sound," said Jayakumar from Olivia.

While every other publisher turning to e-format, religious and philosophical publishers also toe the line. Celebrating Life Foundation sells CDs of Archana Didi. One can also get CDs in the stalls of Hasyayoga, Osho World Foundation, Swami Jyotirmayananda Ashram.


About one in four stalls sell CDs/DVDs or content-loaded pen drives or kids laptops or other gadgets, and in the years to come their number is sure to grow.

## Aadarsh presents fun of learning

**C**hildren's exclusive items comprising learning toys, books and others which are currently putting on display at Aadarsh's stand in Hall 7 are some of the best exhibits which NDWBF presents for kids. This company is engaged in printing, international licenses, publishing, designing, illustration and many more to create a complete combo of products which children always get amused in the first sight.

Some of the demanded items on display at Aadarsh's stand include children's learning and reading items from Purple Turtle, Ben 10, Fido Dido, Angel Cat Sugar, Heroes of the City, Pookie, to mention a few. "We are actively present in SAARC region and this fair is one of our promotional activities which help us find new contacts and other business opportunities," said KN Krishnanand, head-publishing and licensing, Aadarsh Pvt Ltd. He further appreciated NBT for this radical book fair through which Aadarsh could get new trading prospects.



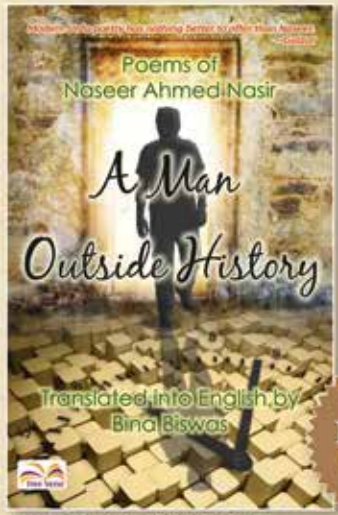


**The Publishers of Literary Fiction**

## A Man Outside History

Foreword by Gulzar  
Translated into English by Bina Biswas

Your literary fiction partner



Price: ₹ 300 | ISBN: 978-93-82536-67-3

A Man Outside History is a collection of English translation of 111 Urdu poems written by Naseer Ahmed Nasir, a famous poet from Pakistan, translated into English by Bina Biswas. It is a record of poetic exploration of a man's reaction to history that is about time, psychological and chronological, in all its vivid poetic details. Nasir excels in romantic, rural, local and natural imagery.

**Nominated for NOBEL PRIZE 2014**

**LIFI PUBLICATIONS PVT. LTD.**  
211, 2nd Floor, Gagandeep, 12 Rajendra Place, New Delhi-110008  
+ 91-11-25741000 | info@lifipublications.com  
www.lifipublications.com

For more information please visit us  
**NEW DELHI**  
WORLD BOOK FAIR 2014 **Hall No. 11, Stall No. 104**



## New titles released...

**D**r Charles Dias, Member of Parliament and the distinguished Hindi poet Shri Ashok Chakradhar, released six titles from LiFi Publications: A Box of Stolen Moments by Dr Usha Bande; Caught in Two Winds by Monika Pant; Soul Seekers by Neelam Chandra Saxena; Seeing The Girl by Anuradha Vijayakrishnan and Life, Odds and Ends by Anvita Bajpai. The release function was followed by book reading and discussions. There was also book reading by Shubha Sarma from her book 'Fly on the Wall'.



## A talk on meditation at NDWBF

**S**awan Kirpal Ruhani Mission is organizing a spiritual talk titled "Meditation - The Blue print to Success" in auditorium 2 of hall no. 18 today. This talk is aimed at apprising the attendees with the benefits of meditation on the physical, mental and spiritual front. It will be discussed how a simple technique of meditation can not only help us achieve success in every sphere of our lives but can also help us experience the divine power of the Lord within each one of us. The audience will also be given a brief introduction of Sawan Kirpal Ruhani Mission and its principles. Another programme is planned for children to be held at 12.45 in hall 7.

## Movement for multilingual India

**O**n the occasion of the International Mother Language Day, language activists from across India came together in New Delhi to discuss some of the issues and demands and to launch a movement called Movement for Multilingual India (MMI). Representatives of Bangla, Kannada, Punjabi, Tamil, Maithili, Koshali, Urdu and others participated in the event.

MMI, according to the organizers, will create an awareness campaign to recognize the regional languages as official languages of India, providing official status by the inclusion in the Eighth Schedule of Constitution for more than 30 languages that has already approached the Indian government formally, and to make efforts to save hundreds of



minor languages at the brink of extinction.

It was also proposed to advocate for a Language Rights and Equality Bill. With consulting language organizations, linguistics, educationists, civil rights movements, ethnic organizations and constitution experts, the draft will be developed in a process of serious discussions.

Mr. Senthil Nathan, Federal Coordinator of MMI said "MMI will create awareness campaigns and ensure the bill is presented in the Parliament. We know that it's a long term goal but eventually that is the way forward."

Mr. B.H. Raghavendra, representative of Banavasi Balaga; Mr. Prashant Kumar Meher, Kosali language poet and activist; Mr. Valar Mathi, an independent film maker; Mr D. Manjit, Member, PUDR; Dr. Prithvi Raj Thapar, General Secretary, Punjabi Lok Manch; Mr Sunandan Roy Chowdhury, Working President of All Bengali Publishers Association; Mrs Veera, a writer from Delhi also spoke on the occasion.

## S. Chand Group celebrates 75 successful years in publishing!



**O**n the sidelines of the NDWBF 2014, S. Chand Group celebrated their platinum jubilee at a glittering ceremony, which was attended by over 1000 people, including authors, publishers, publishers and booksellers associations, school and college teachers, academicians and government officials. A coffee table book containing the history of 75 years of S. Chand group was also launched at the occasion.

The archetypal story of any association is a performance of the timeline in the chronological

its efficient, motivated and committed human resources individually and as a team.

This recognition has not come overnight. It is the recall of splendid journey crisscrossing 75 years that set off with the single step by Padmashree Late Shyamlal Gupta Jee in 1939, who created an educational power house which is known for its quality, transparency and commitment to education.

S. Chand Publishing is the first Indian ISO 9001:2008 certified publisher and has been the pioneer in using information technology



growth. The successful and unbeaten record of S. Chand Group holds distinction of a publishing started during pre-independent India. The company is now poised to be a knowledge conglomerate that provides educational resources both in print and digital, services for teacher training, assessment, analytics, school management, vocational training which are driven with innovation, led by quality, supported by customer support and services and this would be made possible by

for educational content development and has the unique distinction of producing books for the four main segments of school books, higher academic books, engineering & technical books and competitive & reference books. S. Chand has a Pan India network across 33 locations.

With a commitment of precious and timeless achievements, just like the prized metal platinum, S. Chand celebrates with the aim of forthcoming centenary celebrations...!





**Discover  
the future of  
PRINT &  
BEYOND.**

**Ricoh**  
Production  
Printing

**Book  
Printing/  
Publishing  
Solutions**



## **RICOH satisfied customer for POD**

Repro India, Mumbai; Navneet Publications, Mumbai; Pulyani & Pulyani Law Publishers, Bengaluru; Bhavish Graphics, Chennai are using RICOH Technology to print books digitally.



**IP 5000 VP/ IP 5000 GP/ IP 5000 MP**  
Up to 220/ 128/ 128 metre per minute  
Continuous-feed inkjet  
(colour & mono)



**IP 4100**  
330 linear feet  
(100.6 metre) per minute  
Continuous-feed laser (mono)



**Pro C901/C901s Graphic Arts+**  
90 ppm  
High volume  
full colour powerhouse



**Pro C651ex/C751ex/C751**  
65/75 ppm  
Exceptional blend of quality &  
productivity in mid-colour production



**Pro C5100s/C5110s**  
65/80 ppm  
Compact solution with  
outstanding colour and high speed



**Pro 8100s/8110s/8120s**  
95/110/135 ppm  
B/W production printing solution  
for printing & publishing environment



**Aficio MP W2401/MP W3601**  
2.4/3.4 ppm (A0 Colour & B/W)  
Wide-format multifunctionality  
in a compact footprint



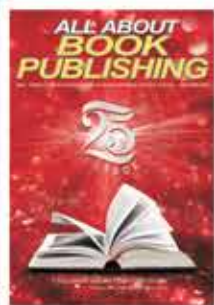
**Aficio MP CW2200sp**  
1.1/3.6 ppm (A1 Colour/B&W)  
Wide-format colour digital  
imaging system



**RICOH**  
imagine. change.

FOR ENQUIRIES, PLEASE CONTACT: Avijit Mukherjee (Email: avijit.m@ricoh.co.in), Anjana Saha (Email: anjana.saha@ricoh.co.in)  
Ricoh India Limited, 2nd Floor, Salcon Aurum Building, Plot No. 4, District Centre, Jasola, New Delhi-110 025  
Tel: 011-49103000, 49103100, 49103200 Fax: 011-49103099, 49103199 Email: ril.info@ricoh.co.in SMS: 'RICOH PP' to 53456 [www.ricoh.co.in](http://www.ricoh.co.in)





KEEP ABREAST  
WITH THE  
LATEST IN THE  
BOOK PUBLISHING  
INDUSTRY!

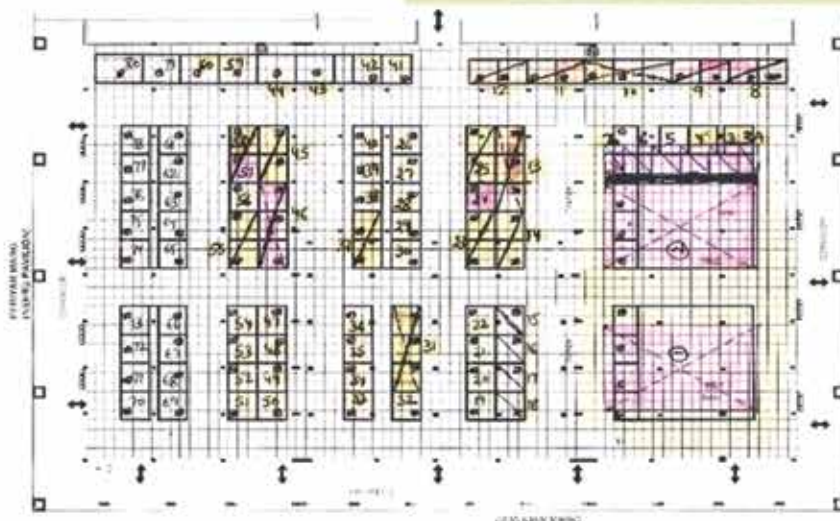
To subscribe:

Meet us at: Hall No. 11, Stall No. 67



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

## 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, 9811083930  
e-mail : [kaveriprinters@gmail.com](mailto:kaveriprinters@gmail.com), Web : [kaveriprintprocess.com](http://kaveriprintprocess.com)

### Shree Swastic Sales Corporation Pvt. Ltd.

(IMPORTERS REPRESENTATIVES DISTRIBUTORS)

Corporate Office: 4261/3, 1st Floor, Ansari Road, Darya Ganj, New Delhi-110002

Ph: 23262626, 23273388, 23255500, Mob: 9810154725, 9311531101,

Res: 011-23911110, 23915777, Fax: 011-23277070,

e-mail : [rajiv@swastipaper.com](mailto:rajiv@swastipaper.com), website : [www.swastipaper.com](http://www.swastipaper.com)

Head Office: 1014, Chawri Bazar, Delhi-110006

Distributors: THE WEST COAST PAPER MILLS LTD.,  
CENTURY PULP & PAPER LIMITED, BINDAL PAPER MILLS LTD.,  
STAR PAPER MILLS LTD., KUANTUM PAPER MILLS LTD.,  
K R PULP & PAPERS LTD., SHREE BHAGESHWARI PAPER MILLS LTD.

Show Daily printed on KR Briteone 78gsm

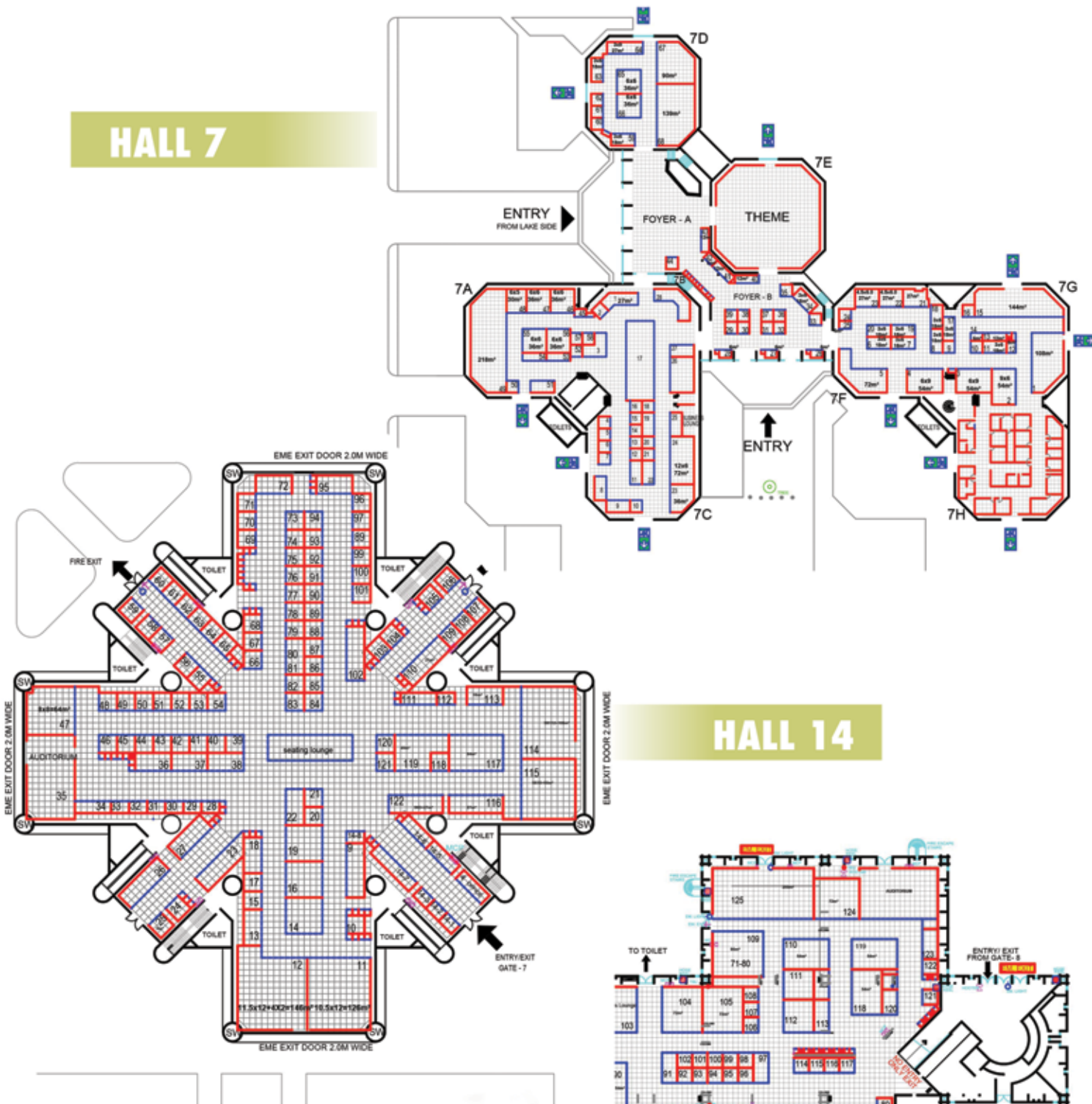


# FLOOR/STANDS PLAN

## Pragati Maidan, New Delhi



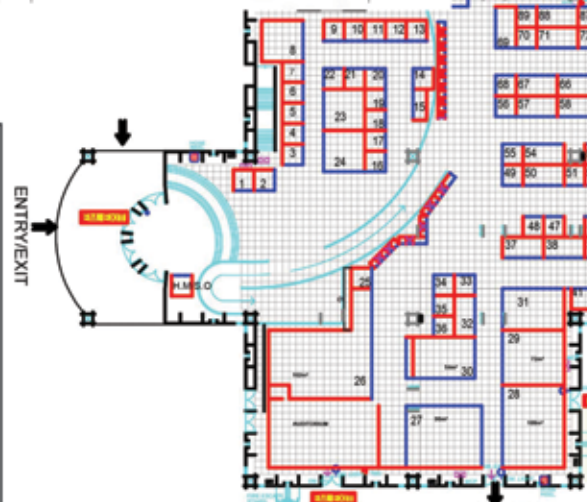
### HALL 7



### HALL 14



### HALL 18

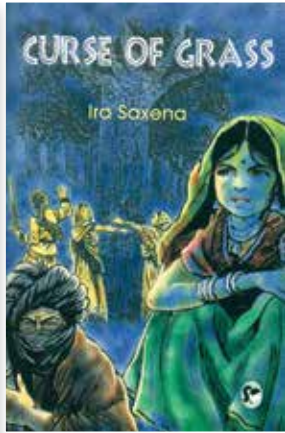


## Show Daily

This special publication is brought to you jointly by National Book Trust, India and All About Book Publishing magazine.

Contact the Show Daily team at:  
Hall 07, Media Stand  
T: 9810297693  
e: bookpublishing@smediagroup.in





# Reading is feeling; reading is healing too!

**A grieving child who reads (or is read to) a story about another child who has lost a parent will naturally feel less alone in the world. The story becomes the catalyst of healing mental turbulence and emotional instability, enabling the reader to project their personal flaws on the main character in the story-line to find a way out of life-storms. Dr Ira Saxena, child psychologist, writer, and critic of children's books, shares more on the healing powers of reading.**

**T**he young people, in particular, facing discrimination in society, ethnic distance, cultural intolerance, and personal traumas seek a peaceful resolution. The disasters manufactured by man always cause greater injury, both physical and psychological to the entire social fabric. The extent of suffering is powerful; the anguish is so deep and concentrated it throbs unimaginably through the psyche of humanity for a long time. The psychological wounds are deep and intense, sometimes pushing children into the security of silence, withdrawal and a psyche tarnished by simmering hatred.

Stories offer solace; literature can show a way through conflict that enables the young minds to think and comprehend, ensuring an emotional release and coming to grips with their situation. Book therapy is the art of healing through literature, stories and poetry – precisely books. The idea of book therapy seems to have grown naturally from the human inclination to identify with others through their expressions in literature and art.

Story-reading and storytelling aids in overcoming fear and

depression and restoring sanity in adverse situations. The process may be accompanied with accessories of book therapy such as, storytelling, discussions, child art, role-playing etc. The method articulates a significant dimension of promoting reading skills that not only encourage learning but soothe the troubled mind.

The simple activity of directed reading and subsequent activities involves understanding the circumstance of the children or the child, selecting the right kind of books which is subject appropriate and suitable for the age and reading level of the child and encourage and assist reading. The selected book could be a picture book captivating the young reader with its charm. The simplicity of the plot, pictures, and colours bear a powerful impression on the traumatised mind, uncannily spreading a balm to relieve hurt. Maturity of the reader enables him to read more meaning into the story and see beyond the pictures.

Usually real life adventures that are imaginative, rich in emotional content and inspiring hope dealing with traumatic situations are capable of providing solutions to conflicts.

Lighthouse in the Storm - a collection of 24 heartwarming stories projecting remedies to inner turmoil, A Clear Blue Sky are stories of conflicts and tolerance, Sorry Best Friend relates stories of the real situations of divisive forces of communalism, guiding school children to handle difficult situations. Faces in My Cupboard, a collection of sensitive stories presents images of emotional conflicts and acceptance in socially approved channels. The Road to Peace and One World are collections of peace stories resolving conflicts and inspire hope. Hope becomes the antidote of despair and tolerance is the moving force to overcome despair.

Sometimes it may be a good idea to draw the young readers into stories of parallel worlds. Explorations in myths of monsters and metaphors and imagery of enduring evil as in the vampire stories could prove to be a



Dr Ira Saxena

diversion. Many science fiction disaster tales and real prophecies of the apocalypse strike to surface inner feelings in children. Unconsciously they touch upon the repressed anger within the reader empowering him or her to merge with the main character and conquer, hence uplifting their ego-strength. However, there is a word of caution, a close observation is required to allow that fantasy tales do not slide the reader further into unreal, the actual emotional unburdening occurs in realistic stories.

Much of the adventure fiction that remains a favourite genre with young readers rests upon conflicts complicated further into enigmas with definite emotional content and rarely becoming traumatic for the protagonist works out an acceptable solution in the end. The prose revolves around action, exploration, hunt, quest, capture, and stances of physical substance leading to the resolution of conflict. Among the long list of fiction Kaziranga Trail and The Blind Witness, Faces in the Water, The Ghost of Gosain Bagan, I am Sona, Curse of Grass, Stories by Premchand, Jhansi Ki Rani remain exception owing to the choice of the accent and incentive of the adventure circumstance. The Curse of Grass is a historical event converging on environmental morals strike a chord of positive actions absorbing the spirit of non-violence. The limitations of the main characters accomplishing major trophies just like an insignificant underdog reaching immeasurable heights underscore the adventure. The fluidity of prose carries the reader into the scene, enabling them to project their personal flaws in the limitations of the main character, to experience vital recovery of self-esteem on general approval in the end. It has been observed that tales of real-life heroes and episodes of valour strike a positive note in flight from fear. The achievement at the end becomes cathartic, producing lofty feelings of general wellbeing. The emotional content, as I have been emphasizing, also tends to reduce the hurt of children confined in hospitals.

Poetry utilizes imagination and creativity to heal. Poetry (Paper Boats – Tagore, Why are You Afraid to Hold My Hand and Little Fingers, Look at the Moon) as therapy uses the traditional





Children author Paro Anand discusses her experience of sessions with traumatic children

## Truly an ocean of stories!

Children literature in India is born of its multilingual and multicultural ethos. They celebrate certain pluralism and continue to explore opportunities that come with contemporary challenges. Young and innovative publishers as well as young writers who make the Indian children's publishing scene exciting are experimenting with theme and designs, in the process earning international attention. Also, the changing dynamics of storytelling tradition with technological advances is transforming the way stories are told and retold. They still find their way back to our hearts.

The theme pavilion Kathasagara: Celebrating Children Literature brings the vibrant children literature alive. The specially curated panels 'A Tale of Tales' take us on a journey of its rich and varied heritage. The subjects for these panels include Myths, Legends and Folktales; Storytelling Tradition in India; Epics and Classics Retold for Children; Towards Freedom; Tales for a New Nation; Expressions – Illustrating the Indian Way; and Tales Today.

These 36 panels are beautifully designed and visitors can be seen reading and admiring them. These panels showcase the distinctive and rich treasury of children's literature, which is an exhibit of select books in print, in English and other languages.

techniques – rhythm, sound, metaphor, etc. – but the focus is on the spirited imagination of the writer. As children grow into teens their mind's eye evolve to sensitive appreciation of fine arts. Themselves they express their thoughts and fervent ideas passionately. Amateur poetry becomes only a means to an end, therefore an important one for growth in selfhood and emotional awareness through self-expression.

Sensitive insights into handling traumas readers accept the read solutions in their approach to life. There is evidence that reading story

books to a child on one to one basis has wide ranging impact on the development of a child's personality influencing class performance and verbal skills. There is a possibility of the child turning fragile, cease to mature along the developmental timeline and become depressed. The book therapy issues stress on the spirit of resilience integrating healing of the body and the mind simultaneously. The books/stories draw the child out from the depths of their problems; assist interaction with peers, eventually facilitating them to settle in their circumstance and eventually changing attitudes.

**EXPLORE ASIA**  
WITH THE WORLD'S  
LEADING TRAVEL EXPERT

Bhutan . Dubai . Hong Kong  
Nepal . Singapore  
Sri Lanka . Thailand

**Available at all leading book shops and online stores**  
www.lonelyplanet.in . www.facebook.com/lonelyplanetindia . www.twitter.com/lonelyplanet\_in

**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.

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

Organised by Vishv Books

7-9 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@vishvbook.com | website: www.vishvbook.com



# Readers' delight!

**-Indian regional language books@NDWBF**



**New Delhi World Book Fair is being visited by book lovers from all over India. And, it would be a great delight for a book lover to discover myriad books in his regional language. There are books available in Urdu, Punjabi, Sindhi, Odia, Kannada, Malayalam, Tamil, Telugu, Bangla, Assamese, Marathi and Sanskrit at Hall 14 and Hall 1R. Here Smita Dwivedi brings an update of her interactions with the publishers and buyers of these books.**

The Hall 14, Pragati Maidan is buzzing with regional language publishers and book buyers from all over India. One of the common reasons for their presence at NDWBF is to get publicity for their books. The stalls of Malayalam, Urdu and Bihari Hindi Granth books are garnering good footfalls. We've already shared insights about the regional publishers from down South with our readers. So, today, we bring a

brief on other regional publishers.

The Urdu book sellers are experiencing good sales as there are large numbers of Urdu book buyers. There are over 40 Urdu language stalls at Hall 14, and they are selling everything from religious literature to poetry to fiction. "We are the only one to have original translation of Ramayan in Urdu, the original manuscript of which is preserved in our Library," shared Mr Fiasal of Rampur Raza Library. Also attracting good sales is Bihar Hindi Granth Academy's books, as there are some genuinely priced classical literature available at their stand.

The visitors at Punjabi Publishers Welfare Association are keen to get Amrita Pritam's Book and other classics of Punjabi. Also, there are also visitors thronged at Delhi Sikh Gurudwara Management Committee and Shiromani Gurudwara Parbandhak

Committee, Amrtisar, who are selling 'Guthkas' (religious text in compact form) like hot cakes.

The Oriya books displayed at the Orissa Publishers & Book Sellers Association (OPBSA) were getting few buyers this time. Sharing views about the books and buyers, Mr Rajesh Roa, of OPBSA shared "We are not happy with response we are getting at the fair."

As per the representatives of

Visitors to NDWBF can also find books in Sindhi and Sanskrit.

Not just printed books, e-books in regional languages are also available iMusti.com, a prestigious label that offers digital entertainment worldwide is giving an exciting dimension to the concept of regional eBooks, as iMusti has more than 3,500 books in English, Hindi, Gujarati, Bengali, Marathi, Kannada, Malayalam, Oriya, Sanskrit, Telugu, Urdu, Manipuri, etc. iMusti will also soon introduce famous Punjabi collections. The books are on various titles such as literature, politics, history, music, spirituality as well as children's books.

Mr. Samir Khandwala, Founder & CEO iMusti.com said, "The NDWBF is an ideal platform to showcase books and reach out to avid readers. In India, regional eBooks/content are not frequently available as compared to international eBooks. We at iMusti, aim to provide and promote regional literature accessible across the globe and this is the best place to convey our message to the public at large."

Some of the new collection of legendary authors available



## eBooks at Urim Books

Visitors to the stand of South Korean publishers Urim Books, were in for a pleasant surprise, when they found the Punjabi edition of the eBook of 'The Message of the Cross.' Infact, the company showcases eBooks in 58 languages, including Telugu, Punjabi, Tankhul and Simte.



Marathi Prakashan Parishad, Pune, Marathi literature is always in demand and despite being not well placed with other regional language, they are still generating good sales figures everyday.

The classical literature of Assam and Bangla has its own charm and is loved by all. Also, at their stall, one can find rare books, "Bangla literature is outstanding, and there are lots of Bangla readers in Delhi and we are getting good response," shared, Ms Tonoy Chakarborty of Bhabani Offset. Assamese books are also attracting buyers, "Our fiction titles are getting good response," shared Mr Debananda Phulean, Anwesha, Guwahati.

at iMusti includes Mohandas K. Gandhi, Sardar Vallabhbhai Patel, K. M. Munshi, Khushwant Singh, R.K Narayanan, Harivansh Rai Bachchan, J. Krishnamurti, Amartya Sen, E.T. Shankaran Kutty, etc. The eBooks are available in their original format and the customers can easily read them on iPad, Android tablets and Amazon Kindle devices and tablets. They can also buy the books through iMusti website or tablets instantaneously. iMusti is able to fulfill orders in all parts of the world through their own digital platform and also through www.amazon.in. They also offer audio and video books in regional languages.

**RemoteXs**

Stall No. 24  
Hall No. 12

**Remote Access Solution for Libraries**

- 24X7 access to library resources anywhere...anytime!
- SaaS based solution for providing remote access requiring no investment in hardware and IT
- Complete independence to Librarians
- Simple Admin GUI
- Smart Automation
- Simple for user
- Prevent abuse of resources
- Whitelist

**Balani Infotech Pvt. Ltd.**

www.balaniinfotech.com, info@balaniinfotech.com, Tel: +91-120- 2484152



# Digital presses offer add-on opportunities to book publishers

**R**apid increase in demand for short-run productions and POD jobs in the book publishing market has correspondingly augmented the role of digital presses which provide publishers various add-on advantages the industry has ever experienced. **In this respect, Avijit Mukherjee, chief operating officer, production printing business group, RICOH India talked to Show Daily during NDWBF '14 giving a spotlight on the revolution that RICOH digital presses have swept in across the book printing segment.**

"Arrival of a host of digital



Avijit Mukherjee

companies introducing e-books or other digitised book formats in the book publishing market is not at all a 'threat' to the conventional book printing activities. Such trend still embracing printing as a very integral part to handle short-run productions of books in which digital presses play a vital role," said Avijit adding that digital presses save paper wastage

and production cost which is significantly cost effectiveness of digital technology against offset. He further explained that the advent of digital presses will eventually reduce the volume of books lying unsold in bookstores, stocking untouched in libraries, etc.

RICOH's digital presses are perfectly engineered to cater sheer requirement which book publishers all over the globe keep demanding for efficiency and consistency in quality. "The trend of accepting digital presses among book publishers has been witnessing at various book fairs and events. New Delhi World

**RICOH**  
imagine. change.

Book Fair, International Kolkata Book Fair and Jaipur Literature Festival are some events where I have witnessed a number of book publishers already adopted RICOH machines for unique production jobs," mentioned Avijit. He added that the new role of online technologies and digital presses has brought in the concept of 'global publishing' which in turn brings all in the world of book publishing closer than we imagined.

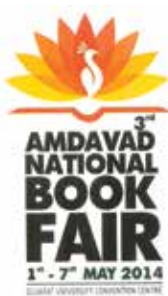
## Through the lens of Show Daily





## 3rd Amdavad National Book Fair

Organised by Ahmedabad Municipal Corporation, in association with National Book Trust, India, the 3rd Amdavad National Book Fair is scheduled from May 1-7, 2014 at Gujarat University Convention Centre, Ahmedabad. Talking to Tejas Bhandar, Asstt Municipal Commissioner, Ahmedabad Municipal Corporation, on his visit to NDWBF, he revealed that they have planned the new initiative of 'Rights Table' this time. The event is organized with co-operation of Gujarati Sahitya Parishad and participation of Gujarat Prakashak Mandal.



## Atanu Roy illustrates happiness for kids

The famous illustrator Atanu Roy of 'The Puffin book of magical Indian myth' by Anita Nair and 'Wingless a fairy tale' by Paro Anand was seen having great time with kids at Ratna Sagar stall. Kids loved this interesting cartooning workshop with Atanu, who has received many international awards and prizes for cartooning and illustration.



## Appreciation for NDWBF!

Prof. Aditya Mukherjee from Centre for Historical Studies, JNU and Prof. Mridula Mukherjee, Dean, School of Social Sciences, JNU shared their experience at the NDWBF, "The NDWBF has improved dramatically over the years. The frequency of the fair from biennial to annual is a good move. The Authors' Corners are very lively and it is heartening to see good number of people there." They, however, suggested that publishers of same categories must be grouped collectively to make it easier for the visitors. They also appreciated the overall infrastructure at Pragati Maidan, including the washrooms and other facilities.



## Another title to be released!

Development and Communication Morphosis by Gaurav Sharma is one of the new titles to be released today at NDWBF. The guests to the release function will include Abhigyan Prakash, anchor, NDTV; Nishant Chaturvedi, channel head, News Express, besides other dignitaries. The book will be released at Gyan Books Stall in Hall 14 Stall 7.

# S. CHAND'S CHILDREN BOOKS FOR JUNIOR SCHOOLS

### About the Series

S. Chand launches its wonderful Children Books, a series of 103 Books for junior school to build self esteem in children and helps to teach children the power they have in controlling and creating their thoughts and feelings, encouraging and inspiring them to be great through becoming responsible and respectful people in their communities. Each book teaches a different lesson to help raise positive children, through reading these colourful books either on their own or with a parent or a teacher. Colourful pictures, pages of easy-to-read phrases, fun quizzes and activities are the distinctive features of these series in empowering children, and help to make them the assets to our community and world. Our Books address the issues of self-improvement, self-care, and collective community responsibility focused toward a youthful audience and we think that it is very important to teach our children about personal value and self empowerment.

**Total Set of 103 Books**  
**Price ₹ 9797/-**

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

**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



## Finding Hindi Bestsellers

A panel discussion on "Kyon Nahin Hote Hindi Me Best Seller" was organized. The panel comprise of Mr Prachand Pravir, IITian author; Mr Shailesh Bharatwasi, ace Hindi blogger; Ms Aditi Maheswari of Vani Prakashan and Ms Meenakshi Thakur of Harper-Hindi. It has brought some reality checks for the readers and they all loved it.



## Woman Power

### Vani embraces woman writers

The Vani Prakashan stall has come alive with the presence of female writers and bibliophiles for the release of two books 'Afro American Sahitya: Stri Swar' by Ms Vijay Sharma, 'Sahitya Ki Zameen Aur Stri Mann Ke Uchhawas', by Ms Rohini Aggarwal.

### Book Reviewed: Refining womanhood

A book 'Panchkatha' by Ms Manisha Kulshrestha was reviewed by Ms Chitra Mudgal and Ashok Vajpayee in the presence of Vartika Nanda. This book is a praiseworthy initiative of the author to represent modern woman in a most respected way.



## C-SOFT offers complete book publishing software combo

A complete combo of customised software solutions for almost every need in book publishing is now showcasing at C-SOFT's stand 44 in Hall 14. "Our customised software solution is designed in such a way to provide book publishers everything they require for e-publishing, dynamic e-catalogues, web applications, web hosting and other requirements in the industry," asserted Rishi Mehta, director-business development, C-SOFT Consultants. He further mentioned that the company's software solution is compatible with tablets, smart-phones, laptops and other devices.



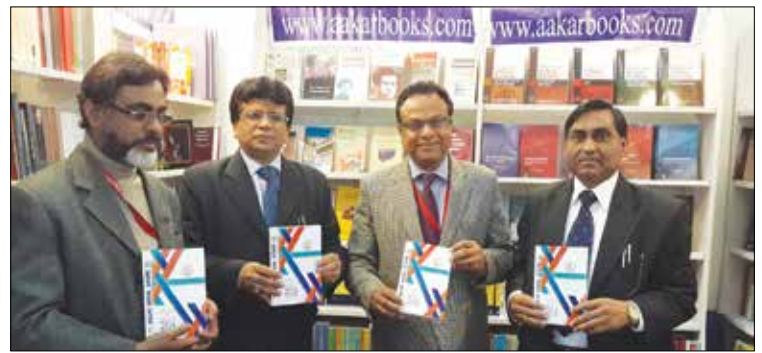
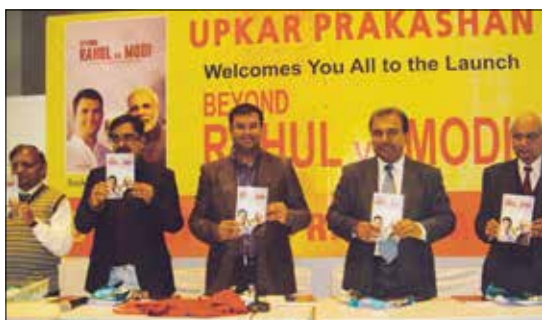
Rishi Mehta

"NDWBF '14 is an ideal networking place for making contacts with our existing customers as well as those who come down to our stand for fresh inquiries," said Rishi adding that the fair has helped them in 'brand' promotional activities as well as taking business to a new level.

## Upkar Prakashan launches Beyond Rahul Versus Modi

A book authored by Sutanu Guru, a journalist and economist for 25 years - 'Beyond Rahul Versus Modi, 2014-2024: The Battle for India's Soul' was released by Upkar Prakashan in the presence of Dr S Agnihotri, Ex Director, SSC and Mr Rahul Jain, CEO, publisher of Upkar Prakashan and Pratiyogita Darpan.

The book is a chronicle of the fascinating battle between the forces that represent Rahul and Modi.



New edition of Directory of Members 2014 of Delhi State Booksellers' and Publishers' Association released at NDWBF.

## e-book library at NDWBF

Balani Infotech Pvt. Ltd. is showcasing world's largest e-book library with over three million e-books at the New Delhi World Book Fair. It consists of award-winning eBook collection and eDocuments and is perfect for academic research. It allows patrons access to a humongous 30 lakh eBooks from across the world, besides audio books, graphical teaching & research aid.



World eBook Library is the only source of more than 1,000,000 digitally re-mastered eBook editions for library academic research. These editions preserve the original look of the scanned books and are optimized for download in mobile devices and integration into the library's catalogue. The list comprises the most influential books of the last 1,000 years. Visit Balani Infotech in Hall 12, stall 24.



## What's the word?

Alphabets are jumbled, tell us what is the word.

1. HENTCKI

\_\_\_\_\_

2. ESUOH

\_\_\_\_\_

3. PPLEA

\_\_\_\_\_

4. REDVIDI

\_\_\_\_\_

5. ELACS

\_\_\_\_\_

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



Polish Pavilion: Hall No. 7

Time	Event
11.00 – 19.00	<i>Author’s Corner: meet and greet</i> interaction between Indian and Polish authors with Joanna Bator, Jacek Dehnel and Małgorzata Gurowska
16.00 – 17.00	<i>Delhi’s Diplomatic Domains: Chanceries &amp; Residences of Chanakypuri &amp; Imperial New Delhi</i> with the author Gladys Abankwa-Meier-Klodt

Theme Pavilion, Hall No. 7E

Kathasagara: Celebrating Children’s Literature

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)
◆ <b>11.00 am to 12.15 pm:</b> Presentation on Indian Folk Tradition (Navratan Foundation)  ◆ <b>12.15 pm to 12.45 pm:</b> A Play on <i>Meet Mr Zero</i> & Puppet Show on <i>Red Riding Hood</i> (Children’s Creative Club)  ◆ <b>12.45 pm to 1.15 pm:</b> A Play on <i>Importance of Peace</i> , Colouring Activity and Quiz (Sawan Kripal Ruhani Mission & NBT)	◆ <b>1.30 pm to 3.00 pm:</b> <i>Kathakar: Storytelling&amp; Skit/ Song (Katha, Bachpan Society)</i>  ◆ <b>3.00 pm to 4.30 pm:</b> Panel Discussion on <i>Children’s Literature and Education</i> (Department of Adult Continuing Education & Extension)  ◆ <b>4.30 pm to 5.30 pm:</b> Counselling Session for Children & Young Adults (University of Delhi & NBT)	◆ Children’s Interaction with an Author-Illustrator duo: Neena Sabnani (Illustrator) and Ankit Chaddha (Author)
◆ <b>6.30 pm to 7.30 pm:</b> <i>Yaad Sheher:</i> Vartika Nanda in conversation with Neelesh Mishra (NBT, India)		
* There will be Screening of Films on Shankar, Pulak Biswas and Harekrishna Devsare everyday in the evening		

Kidz Bubble: Hall No. 7

Centre Stage	11.00 am to 12.00 noon	Puzzle	Organised by NBT, India
	12.00 noon to 1.00 pm	Listening Skill Activities	
	1.00 pm to 2.00 pm	Poem Recitation Competition	
	2.00 pm to 3.00 pm	Extempore speech	
	3.00 pm to 5.00 pm	A Day with Nicktoons (Nickelodeon)	
Art Corner	11.00 am to 12.00 noon	Mosaic painting	Organized by Macaw Books and NBT, India
	12.00 noon to 1.00 pm	Wax resist painting	
	1.00 pm to 2.00 pm	Thread painting	
	2.00 pm to 3.00 pm	Leaf printing	
	3.00 pm to 4.00 pm	Collage-making	
Crafts Corner	11.00 am to 12.00 noon	Mask-making	Organized by Macaw Books and NBT, India
	12.00 noon to 1.00 pm	Leaf craft	
	1.00 pm to 2.00 pm	Waste recycling crafts	
	2.00 pm to 3.00 pm	Papier mache	
	3.00 pm to 4.00 pm	Origami	
Creative Corner	11.00 am to 12.00 noon	Paper Folding	Organised by NBT, India
	12.00 noon to 1.00 pm	Clay Toys	
	1.00 pm to 2.00 pm	Story Telling	
	2.00 pm to 3.00 pm	Fruit & Vegetable-Clay	
	3.00 pm to 4.00 pm	Drawing Competition	
Fun Corner	11.00 am to 12.00 noon	Paper Toys	Organized by SARD & NBT, India
	12.00 noon to 1.00 pm	Flower Making	
	1.00 pm to 2.00 pm	Best use of Waste	
	2.00 pm to 3.00 pm	String Puppet	
	3.00 pm to 4.00 pm	Finger Puppets	

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

Time	Event	Venue	Organiser
12 Noon to 1.45 pm	Discussion	Auditorium I, Hall No 14	Narayani Sahitya Academy, New Delhi
12 Noon to 1.45 pm	Work Shop	Auditorium II, Hall No 18	Sawan Kirpal Ruhila Mission, Delhi
12 Noon to 1.45 pm	Discussion	Auditorium III, Hall No 18	Amazon Sellers, Bengaluru
2.00 pm to 3.45 pm	Discussion	Auditorium I, Hall No 14	Antar Rashtriya Kisan Parishad, New Delhi
2.00 pm to 3.45 pm	Discussion	Auditorium II, Hall No 18	Sahitya Upakram, Karnal
2.00 pm to 3.45 pm	Discussion	Auditorium III, Hall No 18	Amazon Sellers, Bengaluru
4.00 pm to 5.45 pm	Book Release & Discussion	Auditorium I, Hall No 14	Basanti Prakashan, New Delhi
4.00 pm to 5.45 pm	Music Learning & Production	Auditorium II, Hall No 18	M & M Musicology Production Pvt. Ltd, New Delhi
4.00 pm to 5.45 pm	Discussion	Auditorium III, Hall No 18	Amazon Sellers, Bengaluru
06.00 pm to 7.45 pm	Book Release & Discussion	Auditorium I, Hall No 14	Manjuli Prakashan, New Delhi
06.00 pm to 7.45 pm	Book Release & interaction	Auditorium II, Hall No 18	Recharge Tallent Pvt Ltd, Indore
06.00 pm to 7.45 pm	Discussion	Auditorium III, Hall No 18	Amazon Sellers, Bengaluru

Authors’ Corner: Reflections, Hall No. 10-11

Time	Author	Organiser
11:00 to 12:00	Dicussion & Video Screening on J. Krishnamurthi	JK Foundation
12:00 to 1:00	Rashmi Bansal	Amazon
2:00 to 3:00	Nita Berry, Nilima Sinha and Girija Rani Asthana	Vishv Books
3.30 to 5.30	Kunar Kapoor	Random House
4:30 to 5:00	Ashok Kumar	BSF
5:00 to 6:00	Preeti Chhabra, Ritu Arora, Pushpa Goyal S C Manchanda, Devendra Dewal	NBT India and Sir Ganga Ram Hospital
6:30 to 7:30	Manisha Taneja	HarperCollins Publishers

Authors’ Corner: Conversations, Hall No. 12

Time	Author	Organiser
11:30 to 12:30	Sangita Menon	HarperCollins Publishers
1:00 to 2:00	Avijit Ghosh	Westland Books
2:30 to 3:30	Ajit Balakrishnan and Hindol Sengupta	Pan Macmillan
4:00 to 6:00	Ravi Venkatesan	Amazon
6:30 to 7:30	Rukmini Bhayananar	HarperCollins Publishers

लेखक मंच के कार्यक्रम : हॉल क्रमांक 18

समय	कार्यक्रम	आयोजक
11 से 12 बजे तक	प्रवासी मंच के तहत विदेशी अतिथियों का संचाद	अक्षरम संगोशठी
12 से 1 बजे तक	अनीता कपूर बिटेन) पुशिपत्ता अवस्थी नीदरलैंड), जय वर्मा बिटेन) सुरेश शुक्ल मदनलाल मथुर रूस), महेन्द्र वर्मा बिटेन), कृशण कुमार बिटेन) सं. - अनिल जोशी)	
1 से 3 बजे तक	'थोड़ा हंस ले यार' व्यंग्य संग्रह पर चर्चा - नरेन्द्र कोहली, प्रेम जनमेजय, रमाशंकर श्रीवास्तव,, आलोक पुराणिक, सुभाशा चंदर	भावना प्रकाशन
3 से 4 बजे तक	‘हम लोग’ मनोहरूयाम जोशी का रचना संसार वक्ता - त्रिपुरारी शरण, मृदुला गर्ग, प्रभात रंजन, श्रीमती जोशी	हिंदी महोत्सव आयोजक - वाणी प्रकाशन/ स. पु. न्यास)
4 से 5 बजे तक	बेहतर भारत के निर्माण की चुनौतियाँ वक्ता: पवन कुमार वर्मा, रितिका खेड़ा, पुरुषोत्तम अग्रवाल, रवीशा कुमार	राजमकमल प्रकाशन
5 से 6 बजे तक	कविता की एक युवा शाम - नीलम मेहदीरत्ता, वंदना गुप्ता, मृदुला शुक्ला, आनंद द्विवेदी, वंदना गोंवर, अंजुर्मा, सईद अयूब, सीमांत सोहल, लालित्य लखित	बोधि प्रकाशन
6 से 7 बजे तक	काव्य पाठ - सुरेश वशिष्ठ आईएएस), रेनू पंत, रवि शर्मा, हरीश अरोड़ा, वंदना गुप्ता, निवेदिता झा, हर्षावर्धन, आशीशा कांधवे अध्यक्षता - बलदेव वंशी, संचालन - कौशलेंद्र प्रपन्न	आधुनिक साहित्य
7 से 8 बजे तक	युवा व्यंग्य लेखन पर चर्चा - प्रदीप पंत, मनोहर पुरी, राजेंद्र सहगल, गिरिराज शरण अग्रवाल अध्यक्षता - शेरजंग गर्ग,	व्यंग्य यात्रा

Sahitya Manch: Hall No. 8

Time	Event	Organiser
4.00 p.m. to 6.00 p.m.	“Aaj Ka Drama” (Interaction with drama writer/director)Speakers: Shahid Anwar, Danish Iqubal, K S Rajendran Moderator: Anees Azmi	National Book Trust, India
6.00 p.m. to 8.00 p.m.	Samanvay Sangat: “The Curious Case of Young Generation” Speakers: Prabhat Ranjan, Ganga Sahay Meena, Manisha Pandey, ArunDev, Ashok Kumar Pandey Moderator: Giriraj Kiradoo	Samanvay: IHC Indian Languages' Festival

Festival of Tribal and Folk Performing Arts of India

Organised by Sahitya Kala Parishad & NBT, India  
Lal Chowk (Near Hall No. 6) 6.00 pm onwards

Programme	Performing Troupe
Bhojpuri Singer	Gajadhar Thakur
Gidda & Bhangra	Sabrang Group Services



## Carry STUDYeBUDDY eBookshelf wherever you go

STUDYeBUDDY is a one-of-its-kind eBookstore with subject-specific educational content catering to every single educational need, from kindergarten-to graduates-to master's programmes.

STUDYeBUDDY.com is a personal library with no boundaries. Study and add notes on the move by carrying your personalized eBookshelf. Study at leisure anytime or anywhere with any Internet-enabled personal computer, laptop, tablet device or smart phone. Buy books online with a secure payment gateway.



www.genius.in Feb/2014

### 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](mailto:info@studyebuddy.com)

For sales queries: [sales@studyebuddy.com](mailto:sales@studyebuddy.com)

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

STUDY<sup>E</sup>  
BUDDY



India's First Educational eBookstore



# Delhi Book Store

**More than 60 years of trust and experience...**

- ≈ We procure books from Publishers worldwide ≈ Every book 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 & Genres ≈

**proudly launches**



**DBS Imprints**

an imprint of Delhi Book Store

**Our showroom shall specially remain open on Sunday during the World Book Fair**

**Our showroom address**

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

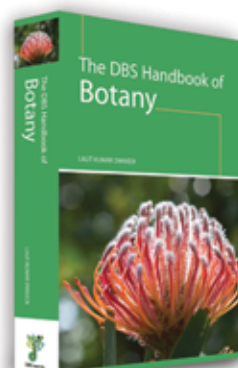
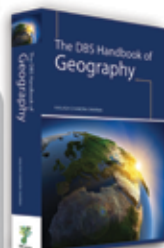
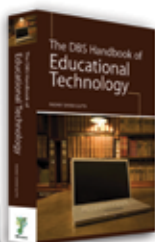
**phone** +91 11 2328 3333 | **fax** +91 11 2328 3781, 2325 9595

**A sneak preview of Our Imprints at**

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

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

**Exclusive offers for Booksellers during World Book Fair**



**email** [info@dbsimprints.com](mailto:info@dbsimprints.com)  
**website** [www.dbsimprints.com](http://www.dbsimprints.com)