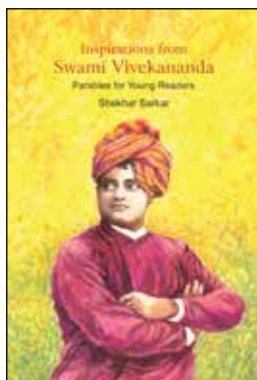


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PICK OF THE MONTH



Inspirations from Swami Vivekananda
Shekhar Sarkar
978-81-237-7381-0; Rs 95

Translation and the Idea of India



“India is the second largest country in the world which has the second largest number of endangered languages and dialects. To preserve such languages we need translations,” said Shri A. Sethumadhavan, eminent writer and former Chairman of NBT India. He was inaugurating the seminar on ‘Translation and the Idea of India’ held during the New Delhi World Book Fair. “We find many people who translate from foreign languages to English or Hindi or vice-versa, but we cannot find translators among Indian languages,” he added, setting the tone for the seminar.

Arguing the need to be creative, Rev (Prof.) Valson Thampu, Principal, St. Stephen’s College, Delhi, said, “Creativity

is clarity and clarity is creativity.... There is a great need today to return to the creative.” Reflecting on his initiative to set up the Centre for Translation Studies in St. Stephen’s College, Prof. Thampu said that “The College was a place where people from across the country with different traditions came to study. But over a period of time with the dominance of English, people began to abandon their respective traditions. The Translation Studies was an intervention in this regard.”

Prof. K. Satchidanandan, eminent poet, scholar and former Secretary of Sahitya Akademi, looked at the relations between translation and nationalism, and how translation plays a pivotal role in



creating the consciousness of India. Ms. Mitra Phukan, well-known short story writer and scholar, spoke on the practical problems of translating a work.

Dr. M.P. Ashley, Co-ordinator, Centre for Translation Studies, St. Stephen's College, said that Indian language literature is enriching the English language more than our languages. Reflecting on the notion of talking to another Indian, he observed that India is a kind of social experiment with its diverse culture and languages. Therefore, the need of the hour



is making translations possible among Indian languages.

Earlier, Dr. M.A. Sikandar, Director, NBT India said, "We need to create equal space for all Indian languages. Therefore, the Seminar assumes importance."

The deliberations of the Seminar were in two sessions—'Translator's Consciousness and the Nation' with Nirmal Kanti Bhattacharjee, Mamta Sagar, Prema Jayakumar and Giti Chandra as panelists; and 'Editing and Publishing for an Indian Reader' with Kannan Sundaram, Mini Krishnan, Aditi Maheshwari, Sridhar Gowda and Karen Gabriel as panelists.

The Seminar was organised by NBT India in association with Centre for Translation Studies, St. Stephen's College.

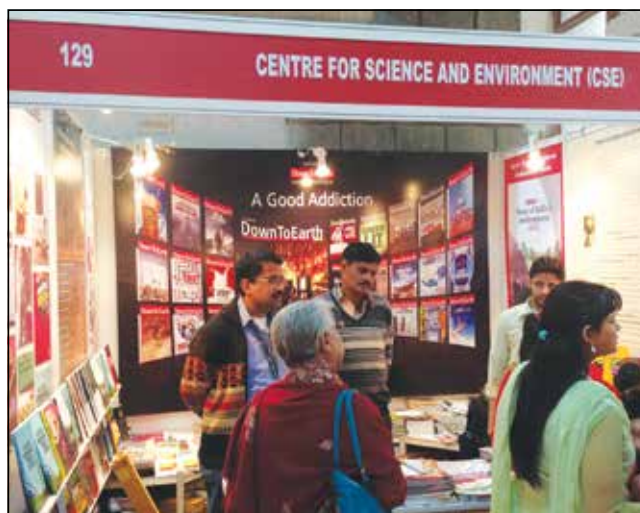
Publishing Going Green

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it is the only one thing that ever has." The world today is unequivocally aware of the dangers that haunt the environment. The cradle that once nourished the human race is now being burnt as fuel.

"If, then, I were asked for the most important advice I could give, that which I considered to be the most useful to the men of our century, I should simply say: in the name of God, stop a moment, cease your work, look around you." As rightfully put by Leo Tolstoy, the need of the hour is awareness. And a monumental step taken by the realms of publishing towards creating a stable environment are the Green Books. A report on green publishing at the New Delhi World Book Fair.

Green books are the books that focus not only on protecting the environment, but creating a world where the environment doesn't need any protection. Some of the leading publishers participating in what has now come to be known as the 'Green Book Phenomenon' are Centre for Science and Environment (CSE), The Energy & Resources Institute (TERI) and Natraj Publications to name a few.

CSE, in its publications, is actively talking about waste water harvesting, green architecture,



renewable energy, sustainable development and the importance of accommodating with the public transport. Apart from printing their esteemed magazine *Down to Earth*, they are also contributing by conducting training programmes for teacher-trainers as well as for volunteers. They believe in strictly abiding by the government policies and are stringently dedicated towards making a difference. Some of the green titles published by CSE

are: *State of India's Environment*, *Environmental History: Reader and Building Sense*.

Embracing the Green Book not only in concept but also by printing them on recycled paper; TERI has established itself as a leading publisher in propagating the urgency behind the green movement. With over 40% of their titles being distributed free for children, their main focus is to ensure that children learn important concepts in a joyous, interactive manner. Most of their books for children throw

light on concepts such as carbon foot printing, lifecycles of different animals, water management, green architecture and sustainable living and are in the form of comics or story books. TERI also believes that the next generation needs to comprehend the gravity of the situation and what the earth is battling with today. It is not only essential in the social sphere but also pertinent on humanitarian grounds.

They also support the inculcation of environmental studies in the school curriculum of young minds. Apart from this, they also have research titles for adults.

Today there are many more publishers looking at the advantages of green publishing.

The environment today is crumbling around us. Let's hope that the soldiers from the green publishing world are successful in saving the day. Amen!



Shri Baldeo Bhai Sharma: New Chairman of NBT India

Shri Baldeo Bhai Sharma, senior media personality and thinker, took over as the Chairman of National Book Trust, India from 3 March 2015. He succeeds Shri A. Sethumadhavan.

Shri Sharma has served as Editor of prestigious dailies such as *Dainik Swadesh*, *Dainik Bhaskar*, *Amar Ujala*, etc. Appointed as Editor of national weekly *Panchjanya* in 2008, Shri Sharma served there till 2013. Thereafter, as Editor of the daily *National Duniya*, he took it to new heights. He has contributed numerous articles on issues of national and social importance to major magazines and newspapers.

A noted figure on various Hindi



news channels for his participation in socio-political discourse, he has also been associated with Akashvani through its numerous programmes for a long time. Shri Sharma is also associated with various

social institutions.

After taking charge as Chairman, Shri Sharma interacted with the officials of the Trust. In his brief address he said, "We need to make NBT as one of the most efficient, vibrant and strong organisations so that it can cater to the changing needs and aspirations of the society." Expressing his happiness to be a part of the NBT family, he added, "only if we all work together in a positive manner, the organisation can flourish," and sought cooperation from one and all.

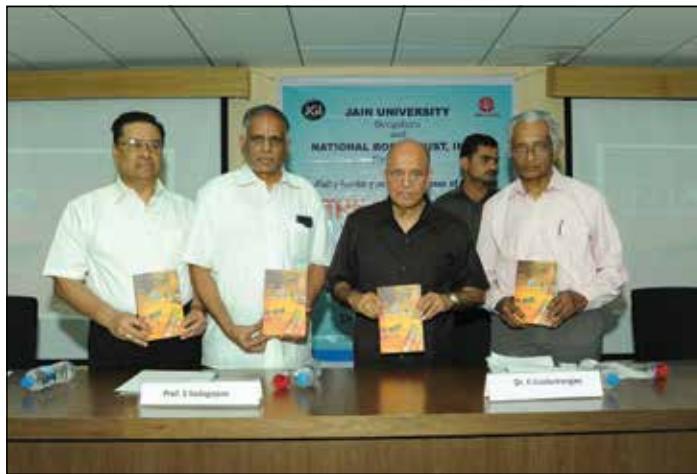
Earlier, Dr M.A. Sikandar, Director, NBT India, welcomed the Chairman and introduced him to the officials.

Book Release at Bengaluru

"A very timely and relevant

book, as India today has the world's second largest users of the Internet", said Dr K. Kasturirangan, eminent scientist and former Chairman, ISRO. He was speaking at the release of the book *The Internet: A Revolution in Progress*, written by Prof. Mohan Sundara Rajan and published by NBT India. The function organised at Auditorium of Jayanagar Campus, Jain University, Bengaluru on 8 January 2015, by the National Book Trust, India in association with Jain University, Bengaluru.

Dr K. Kasturirangan congratulated both the NBT and the author of the book, for encouraging and promoting science communication among youth. Talking



about the book, Dr Kasturirangan said that the book has been planned well, with comprehensive contents, lucid writing, clearer fundamental concepts and updated information. "A highly readable book applicable to all ages", he added.

Speaking on the occasion, Prof. S. Sadagopan, Director of the International Institute of Information Technology (IIIT), Bengaluru said that the book is a must read for the younger generation, as it would inspire them to reach new heights of excellence in their career. He also added that though there are a few books

available on the Internet, "this book is more contemporary, has clarity, is recent and up-to-date with relevant information, and is written by an excellent science communicator".

Dr N. Sundararajan, Vice Chancellor, Jain University, spoke on the occasion and pointed out that the book contains a treasure of information relevant to a wider range of disciplines. Others who spoke on the occasion included Dr Mythili P. Rao, Dean - Languages, Jain University and Prof. Mohan Sundara Rajan.

The programme was coordinated by Shri S.R. Veesh, Regional Manager (SRO), Bengaluru, and Ms Kanchan Wanchoo Sharma, Asst. Director (Exhibition), NBT India.



Gandhiji is Relevant Forever

To mark the death anniversary of Mahatma Gandhi, National Centre for Children's Literature (NCCL), a wing of NBT India, organised an interactive session for children on 30 January 2015 at the NBT premises. On the occasion, the Trust invited Shri Anupam Mishra, noted Gandhian thinker, writer and editor, to interact with the children.

Shri Anupam Mishra said that "We should not limit our perception of Gandhiji to the popular beliefs. If we follow the path showed by him, it would be the best way to reinforce the relevance of Gandhiji in the contemporary world."

He emphasized particularly on the value of honesty that Gandhiji practised in every walk of life. He felt that while scoring good marks in examinations is required for better result, honesty is required to become a good human being. He cited how James



Thomason the founder of the Roorkee Engineering College, one of the oldest colleges in the country, was also instrumental in digging a canal for irrigation. He also gave an example of the innovative approach of Lapodia School of Rajasthan in the field of children's education.

The children who participated in this interactive session were chosen by DPS as best readers from their classes. They read out some of their writings and got tips from Shri Mishra for their creative improvement.

Earlier, Dr. M.A. Sikandar, Director, NBT welcomed the guests and participants and briefed them about the books on and by Gandhiji brought out by the Trust. The programme was coordinated by Shri Pankaj Chaturvedi, Hindi Editor and Smt. Mithlesh Anant, Librarian cum Documentation Officer of NCCL.

NCCL Organises Children's Activities

A two-day workshop on creative writing was organised in collaboration with Indian Railways at DLW Inter-College in Varanasi from 14 to 15 November 2014. The theme of the workshop was 'Travelogue Writing' and participants were made aware of nuances of creative writing. Around 50 students and 10 teachers participated in the workshop. The writings developed by children were published in December 2014 issue of Readers' Club Bulletin, a monthly bilingual magazine published by NCCL.

The first-ever Children's Literature Festival was organized at Vidyantariksh

School, Bhiwani, Haryana on 30-31 January 2015. During the festival, interactive storytelling and illustration sessions for children were conducted by Shri Sanjiv Jaiswal 'Sanjay', well-known author and Shri Atanu Roy, renowned illustrator. A discussion on 'What Do Children want to Read?' was also organized. The programmes were coordinated by Shri



Dwijendra Kumar, Assistant Editor, NBT, India.



Open Doors, an NGO working for the promotion of reading among children, arranged a visit of a group of girl children to NCCL library. Throughout the day-long visit, the children engaged themselves in various activities including reading, drawing pictures, and writing reviews of the books they read, as well as interacted with the editors of NBT India. Later, they were given NBT publications as gift. The programme was coordinated by Shri Manas Ranjan Mahapatra, Editor, National Centre for Children's Literature.

Government Publications at the NDWBF

While the theme of the recently concluded New Delhi World Book Fair was Emerging Voices from the Northeast India, many government organisation engaged in publishing also showcased their titles on the subject. Located in almost every hall of the Fair, the government organisations attracted visitors for their valuable reports and publications.

The Central Institute of Indian Languages (Mysore) brought a gamut of books on the region's dialects and traditions. "We are under the Ministry of Human Resource Development, Govt of India and our aim is to promote regional languages, which have been unexplored for years," said R Nandeesh from Publication Unit, Central Institute of Indian Languages. Special linguistic publications on Hmar (dialect of a small tribe in Manipur), Bodo and many others filled the institute's stand.

Participation of Lalit Kala Akademi, a conservatory of Indian arts and cultures, was more of a depiction of rich folklore, arts, cultures in the academy's publications. "Our exhibits consist of a range from tribal traditions to contemporary arts," mentioned Dilip Kumar Rai, publication-in-charge, Lalit Kala Akademi. The academy's stand is adorned with select books on tribal traditions of India, such as Santhal, Madhubani, etc. Also showcased notably at the stand were timeless art collections of Satish Gujaral, Ram Patel, among others.

Visitors roaming around the fair floors in pursuit of some valued Indian agricultural books ended their quest at the stand of ICAR (Indian Council of Agricultural Research). Books showing in



line at the Council's stand fairly depicted valued research works based on Indian agricultural activities. Pointing at some newly released books, such as Agricultural Technologies (Horticulture), Nutrient Requirement of Cattle & Buffalo and Medicinal & Aromatic Plants, Neelam Nagpal, technical officer, ICAR remarked, "We are delighted to be part of the NDWBF 2015 to showcase our books on indigenous values."

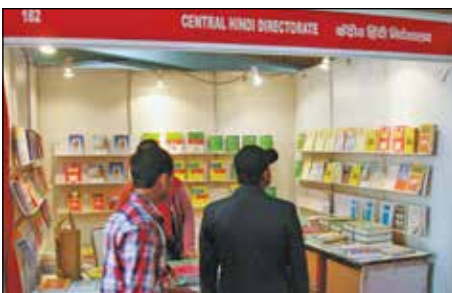
Those interested in learning fluent Hindi visited the stand of Central Hindi Directorate where one could find piles of books designed to help non-Hindi speaking people learn the language in easy and efficient ways. "We have a complete range of books in 18 different Indian languages, such as Tamil, Malayalam, Bodo, Bangla, etc. In addition, we also produce bilingual and trilingual dictionaries," said the official who was manning the stall. The Directorate's Hindi-learning books were also available in audio-visual formats.

Konkani arts, cultures and traditions could be traced at the stand of Krishnadas Sharma Goa State Central Library. Operated under the Directorate of Art & Culture (Goa), the library based in Panaji is a treasure of books depicting the region's ancient artifacts, music and theatres, which were put up on display in the fair. "We have 57 popular titles on different topics in Konkani, Marathi and English. Of the list, 22 are now showcasing in the Fair. Our firm objective is to promote the ethnic regional values to a larger extent, to a wider geography, to a broader readership via such strategic platform of NDWBF 2015," said Carlos Fernandes, curator of the library.

A precise flashback of the history of science, philosophy and culture in the Indian civilization was on display at the stall of the Centre for Studies in Civilizations. Limited edition books on science, philosophy and culture in historical perspective; maths, astronomy and biology in Indian tradition; ancient yoga and modern science, to name a few, were some of the books available at the stall. "Our latest releases showcased during this fair include Constitutional History of India: Federalism, Elections, Government and Rule of Law," pointed out KS Bisht from Centre for Studies in Civilizations.

Indian Council of Medical Research was another exhibitor who displayed wide array of books on indigenous essence of Indian medicinal plants, nutritive values of Indian foods and many others, including clinical manuals, diet guidebooks, etc. Prem Chand, technical support, ICMR mentioned that ICMR has been working towards just one goal—improving people's health!

Some of the other government publishing houses that attracted the crowd included Publications Division which publishes in all Indian languages; Commission for Scientific and Technical Terminology, engaged in publishing bilingual and trilingual dictionaries; Central Hindi Institute, Agra, engaged in promoting Hindi; NCERT with its variety of books for students and academics; Indian Council for Philosophical Research with its books by renowned scholars; Indian Institute of Advanced Study, Shimla which publishes books on humanities and social science; and Gandhi Smriti and Darshan Samiti with Gandhian literature.



New Delhi Rights Table

It was a unique opportunity for publishers from across the world to meet each other on a one-to-one basis to tentatively finalize their interest and agreements for transfer of translation rights available in English, Hindi and other Indian languages. The New Delhi Rights Table organised on the sidelines of the New Delhi World Book was held from 16-17 February 2015.

Seen participating in a big way were publishers from Singapore, who were happy to learn more about Indian book trade and were fascinated by the size of Indian publishing market. Also seen were participants from US, China, Tehran, Poland, Malaysia, UK and Canada. "The Rights Table is a single window shop to explore the exciting world of Indian books and also a unique opportunity to promote Indian books," shared Mr. Phoon Kon Hwa of Candid Creation, Singapore.

Mr. Shah Johar, Editor, FIXI books, Malaysia, said, "Our purpose here is to buy the rights of Indian bestsellers. Also we want to become distributor of Indian books in our country. So I feel this is an ideal platform for us."

Mr. Rakesh Nath of Vishv Books was proud to present his Made In India books to the participants at Rights Table, and said, "We produce books for all segments and all topics. Our books are always in demand. And I do believe that the kind of exposure we get here is real and worthy."

Prof. Anand Bhatt, coordinator, University Granthnirman Board, Ahmedabad, said, "We participated for the first time last year and within one year we have done a lot of work with Oxford University Press, Wiley India, Orient BlackSwan and Cambridge University Press. It is really good to be here, I hope to get better results this time as well."



Ms Nisha of Adaiyaalam, Tamil Nadu was in search of books related to social issues, mainly women centric. "I feel in India people are proficient in both English and their mother tongue. So, basically I am here to buy rights of English books from translating into Tamil," she shared.

Whereas Ms. Sanya of Red Ink Literary Agency explained that they cater to both publishers and authors, "It's a win-win situation for us to participate," she added.

"We are part of this initiative since it was introduced by NBT, it's a good cause. As a publisher, my purpose is to meet and communicate with industry peers and know what is happening in the publishing industry. It's not always about business for us, we feel responsible for the content we publish," shared Mr. Devaraj PR, Assistant Director, Sales & Marketing, Katha.

"We are here to meet with publishers from South Korea. We only produce graphic novels, so I hardly see any possibility of selling rights. But still, we are happy to interact with other participants especially Chinese and Malay," shared Ms. Sahadi Sharma from Campfire.

Mr. Bob Song, Royal Collins Publishing Group Inc, China, while sharing a unique thought added, "I was of the opinion that the biggest fair in Asia is Beijing International Book Fair, but I was surprised to know that NDWBF is the biggest one and I am really amazed with its grandeur. Next year, we are Guest of Honour country, so I am all set to participate in a big way."

Mr. John Vater, Vani Foundation shared, "We are always happy to interact with new publishers and always appreciate good literature by translating them for our target audience."

Now in its third year, the New Delhi Rights Table has grown in stature as one of the best platform to conduct rights business, particularly for books from India and south Asia.

Moradabad Book Exhibition

National Book Trust, India organized the Moradabad Book Exhibition at Panchayat Bhavan, Civil Lines, Moradabad from 9 to 15 January 2015, in collaboration with the District Administration of Moradabad, Uttar Pradesh. Shri Sudhir Garg, Deputy Commissioner and Shri Deepak Agarwal, District Magistrate, Moradabad, inaugurated the exhibition.



Shri Sudhir Garg said that with the efforts of the District Administration the first-ever book exhibition in association with NBT has been organized in the city. He added that books not only increase our knowledge but also helps us to lead a better life.

While speaking on the occasion, Shri Deepak Agarwal said that everyone should develop reading habit as books play a significant role in personality development.

Earlier, Shri Imran-ul Haque, Deputy Director, NRO, NBT welcomed the guests and informed about the activities undertaken by NBT to promote books and reading habit in the country.

On this occasion, the students from KCM Public School and Ramchandra Girls College presented cultural programmes. NBT along with Sahitya Akademi displayed books in English, Hindi and Urdu languages.



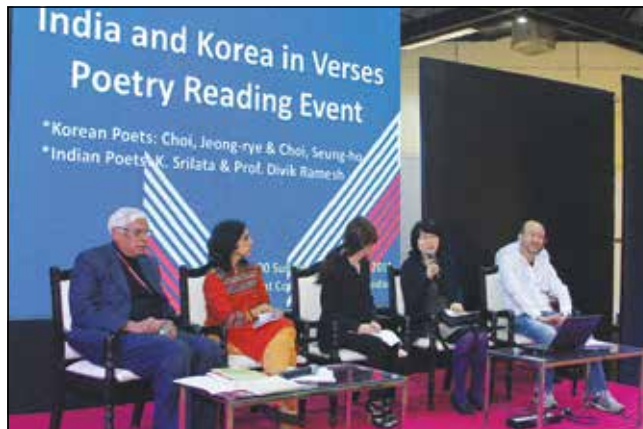
Poetry Sessions @ NDWBF

At the New Delhi World Book Fair, Foreign Pavilion witnessed a number of literary and cultural activities presented by the Guest Country Singapore and Focus Country Korea.

At a Indian-Korean Poetry Reading Session, poet Choi Jeongrye from Korea read her poems—*Kangaroo Is Kangaroo, I Am I* in English and Korean. The poems brought out every day events in a unique manner.

Korean poet Choi Seungho recited his poems—*The Mystery of the Body, Or Love and A Butterfly* in Korean and English. According to him, “A butterfly is a kind of philosophical text, a metaphor of a person who has nothing in life and is free and peaceful like the butterfly. There is no fear, because it has nothing to lose. It does not have anything other than its own body.” The Hindi translation of the Korean poems was read by Prof. Divik Ramesh.

The session continued as Indian



poet K Srilata read *Arriving Shortly* and *A Graveyard of Faces*. Her poem *Arriving Shortly* depicted the situation of Indians

going to a country abroad and how they strive to fit into the social milieu of the foreign land. It was then followed by Prof. Divik Ramesh reading his poem *The Gardener* in Hindi.

The programme in which Indian and Korean poets shared and exchanged their poetic ideas together on a common platform witnessed the strong ties between the two countries in literature as well.

In a thought-provoking session held at Singapore Pavilion on ‘Poetry and Bilingualism: State of Affairs of Singapore Literature’ the state of affairs of poetry, bilingualism and the general landscape of literary arts in Singapore, were discussed. The panel featured award-winning authors Isa Kamari and Yong Shu Hoong.

Isa Kamari wooed the audience with a poem in Malay titled, *Homecoming* while Yong Shu read a poem which he wrote about his grandmother who passed away.

Publishers’ Meet

The National Book Trust, India held a Publisher’s Meet on 16 March 2015 at the India Habitat Centre, New Delhi in order to gather feedback from various publishers and associations who participated at the New Delhi World Book Fair 2015, and also to receive suggestions for the next NDWBF 2016. Around 50 publishers and representatives of publishing associations attended the Meet.



Shri Baldeo Bhai Sharma, Chairman, NBT, also spoke on the occasion and said that publishers have an integral role in organising the NDWBF and we all need to work together to make it a success.

The next NDWBF will be held from 09 to 17 January 2016 at Pragati Maidan, New Delhi. The People’s Republic of China will be the Guest of Honour Country at the Fair.



Welcoming the participants, Dr. M.A. Sikandar, Director, NBT spoke about the programmes and initiatives introduced in the recently concluded edition of the NDWBF and discussed new aspects to be included in the next NDWBF 2016.



92.7 FM @ NDWBF

The movie *Social Network*, the story of Facebook founder Mark Zuckerberg, is based on a novel; what is the name of that novel? The movie *Haider* is based on two works; first part is based on *Hamlet*; which book is the basis for the second part? Which author from Tamil Nadu recently announced that “The author is dead, he won’t write anymore” because of the opposition to one of his novels?

These were a few of the questions which the visitors were put to at the 92.7 Big FM live programme that was aired from the World Book Fair grounds at Pragati Maidan. Visitors enthusiastically took part in the quiz programme on books. Prizes were given to the right answers.

For readers’ curiosity: *Social Network* is based on *The Accidental Billionaires: The Founding of Facebook, A Tale of Sex, Money, Genius, and Betrayal* written by Ben Mezrich. The second part of *Haider*



Mani Bhushan Prasad student and author of the book ‘*The Mummy Mystery*’, receiving the prize from the Radio Jockey.

is based on the novel *Curfewed Night* written by Basharat Peer, a Kashmiri writer. The Tamil writer who faced opposition from fringe groups and stopped writing was Perumal Murugan; his novel was *One Part Woman*.

RNI-39456/82
Postal Regd. No. DL-SW-1-4076/2015-17
Licenced to post without prepayment.
L.No. U(SW)21/2015-17
Mailing date: 5/6 Same Month
Date of Publication: 01/04/2015

Statement on Ownership of the Journal NBT Newsletter Form IV (See Rule 8)

Place of Publication : New Delhi
Periodicity of Publication : Monthly
Printers Name : Satish Kumar
Whether citizen of India : Yes
Address : Nehru Bhawan,
5 Institutional Area, Phase-II
Vasant Kunj, New Delhi - 70

Editor's Name : Binny Kurian
Whether citizen of India : Yes
Address : Nehru Bhawan,
5 Institutional Area, Phase-II
Vasant Kunj, New Delhi - 70

Names and addresses :
of individuals who own the
newspaper and partners or
shareholders of more than
one per cent of the total capital
National Book Trust, India
5 Institutional Area, Phase-II
Vasant Kunj, New Delhi - 70

I, Satish Kumar, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated 31-3-2015

Satish Kumar
(Signature of Publisher)

NBT Newsletter is the house magazine of the National Book Trust, India — an autonomous organisation of the Ministry of Human Resource Development, Department of Higher Education, Government of India.

The views expressed in the signed articles do not necessarily reflect the official views of the Trust.

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Readers are requested to write to the editor expressing their views about the NEWSLETTER.

Printed and published by Satish Kumar on behalf of National Book Trust, India and printed at Aravali Printers and Publishers Pvt. Ltd., W-30 Phase-II, Okhla Industrial Area, New Delhi-110020, and published at National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070.
Editor: Binny Kurian.

Typeset and designed at Capital Creations, Subhram Complex, Munirka, New Delhi-110 067.

If undelivered please return to:

National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, New Delhi - 110 070

On India Government Service