



National Book Trust, India

Ministry of Human Resource Development, Govt of India

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Dr M M Pallam Raju unveils the New NBT Logo

On the 56th Foundation Day of National Book Trust, India, Dr M M Pallam Raju, Hon'ble Minister of Human Resource Development, Government of India, unveiled the new Logo of the Trust and also inaugurated the newly created Children's Library in the Trust's campus.

In his inaugural address, Dr Pallam Raju laid emphasis on creating interesting spaces in form of children libraries in all parts of the country which may help them to be a part of the rich legacy of Indian culture and Literature. He also said that new Logo of the Trust developed by National Institute of Design, Ahmedabad, is in tune with today's changing environment. Talking on books and reading, he laid emphasis on digitization of books and dissemination of literature and information in all possible forms and NBT should explore all Government resources to achieve the objective of promoting books and reading.

Earlier Shri A Sethumadhavan, Chairman, National Book Trust, while welcoming the dignitaries said that the new Logo of the Trust is aimed to reinvent and reposition NBT in and outside the country which has been necessitated due to the changes in the global environment.

Earlier, Story-telling Session was organised in the Book Shop of the Trust where children's writers like Smt Paro Anand and Shri Prakash Manu interacted with the school children. Dr M M Pallam Raju also attended the session for a while and appreciated the Trust's endeavour.

Shri M A Sikandar, Director, NBT proposed the vote of thanks to the Minister and other dignitaries and guests present on the occasion.





NBT Foundation Lecture : Prof Andre Beteille

Delivering the second NBT Foundation Day Lecture, Prof Andre Beteille, Eminent Sociologist and National Research Professor, spoke at length on the importance of reading and writing at large. According to Prof Beteille, "As reading and writing developed it also divided the population into those who had monopolized the benefits of reading and writing and those who didn't." The lecture was presided over by Dr Narendra Jadhav, writer and member, Planning Commission.

Earlier welcoming the guest Shri Sethumadhavan, Chairman, NBT said that he was happy to have Prof Andre Beteille and Dr Narendra Jadhav two of India's eminent personalities on the occasion of Trust's Foundation Day.



About NBT Logo

राष्ट्रीय डिज़ाइन संस्थान, अहमदाबाद द्वारा डिज़ाइन किया गया नेशनल बुक ट्रस्ट, इंडिया का यह प्रतीक चिह्न परंपरा एवं नवीनता, कल्पना एवं वास्तविकता के सामंजस्य का प्रतीक है।

बरगद का यह वृक्ष दृढ़ता एवं ज्ञान का प्रतीक है जो एक खुली पुस्तक के उड़ान भरते पत्तों रूपी पृष्ठों के समकालीन दृश्य के माध्यम से प्रकट होता है। लाल के साथ मटियाले रंग का संयोजन भारतीय संस्कृति के साथ ही ज्ञान की उत्कट जिज्ञासा को भी चित्रांकित करता है।

षड्जण्पदकण्ठ को प्रस्तुत करने की यह अनोखी शैली भावी पाठकों को तैयार करने के लिए वचनबद्ध इस संगठन की आधुनिक प्रतिबद्धता को दर्शाती है। 'बोल्ड स्लेब सेरिफ' फॉन्ट पर आधारित इसकी मुद्रण कला इस विचार को एक मज़बूत आधार प्रदान करती है।

कालिदास के 'मेघदूतम्' से उद्धृत आदर्श वाक्य, 'एकः सूते सकलम्' पुस्तकों की दुनिया में वांछित हर संभव प्रयास को पूर्ण करने के एनबीटी के उद्देश्य को प्रकट करता है।

This Logo of National Book Trust, India, designed by the National Institute of Design, Ahmedabad, is a harmony of tradition and innovation, earthiness and imagination.

The Banyan Tree, symbolizing stability and knowledge, reveals into the flying leaves of an open book through a contemporary visual. The combination of red with earthy brown colour portrays the rootedness to Indian soil as well as the passionate urge for knowledge.

The stylistic representation of 'nbt.india' indicates the modernistic commitment of the organization engaged in preparing the readers for a future world. The typography is 'bold slab-serif' which provides a strong base to the idea.

The motto, एकः सूते सकलम्, taken from Kalidasa's Meghdutam, signifies the purpose of NBT for striving to give every thing desired in the world of books.