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PICK OF THE MONTH



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New Delhi World Book Fair 2023 Inaugurated



Hon'ble Minister of State for Education, Govt. of India Dr Rajkumar Ranjan Singh inaugurated New Delhi World Book Fair 2023 on 25 February at Pragati Maidan, New Delhi. H.E. Mr Emmanuel Lenain Ambassador of France to India, Mr Vincent Montagne President Syndicat National de l'Edition France, Ms Annie Ernaux Nobel Laureate France, Shri Pradeep Singh Kharola, CMD ITPO, Smt. Saumya Gupta Joint Secretary (NIT) Ministry of Education, and Shri Yuvraj Malik Director NBT-India also graced the dais.

Speaking on the occasion, Hon'ble Minister of State Dr Rajkumar Ranjan Singh said that New Delhi World Book Fair is one of the world's biggest stages for the harmonious amalgamation of literature and culture, and it facilitates exchange of ideas.

The Hon'ble Minister launched books published under the prestigious PM-YUVA scheme and various titles under NBT-India's commemorative India@75 series. A Stamp

to commemorate the 50-year journey of NDWBF 2023 (in collaboration with Department of Posts) was also launched to mark the grand event. The Hon'ble Minister also inaugurated the Theme Pavilion on *Azadi Ka Amrit Mahotsav* and visited the special pavilions, G-20, Foreign Pavilion, NEP 2020, Children's Pavilion and Language Publishers' Pavilion.

In his address, Shri Yuvraj Malik welcomed all the guests and stakeholders to the Fair. He said the Fair will be a complete immersive experience and is the perfect opportunity for all publishers and book lovers. He also added that NDWBF is a



platform to educate, empower and enable the citizens of the country.

H.E. Mr Emmanuel Lenain, in his address, said that one thing we appreciate about India is her diversity. It is owing to this diversity that French books have been published in various Indian languages. The exchange of ideas with different professional communities at the fair would lead to new avenues for collaborations between the two countries, he added.

Mr Vincent Montagne, in his address, said that book fairs are a collective adventure that nourish our thought processes. India's presence at the Paris Book Festival in April 2022 as the Guest of Honour Country allowed the French to discover a variety of Indian themes, stories, sacred texts, poetry and theatre.

Ms Annie Ernaux said that India is a land of preserved artistic richness and the literature celebrated here continues to enlighten and change lives across the world.



Coinciding with the *Azadi ka Amrit Mahotsav* celebrations and the Year of India's G20 Presidency, New Delhi World Book Fair celebrated its 50 years' journey this year.

The 9-day long book fair saw a large number of Indian and foreign publishers put up a huge collection of books at the new International Exhibition Centre in the centrally located Pragati Maidan in all its glory.

CEOs Share Thoughts during CEO Speak at NDWBF 2023

On the 2nd day of NDWBF, on 26 February 2023, the annual feature of NDWBF - CEO Speak, a B2B event on the sidelines of NDWBF 2023 was held at Hotel Ashoka, organised jointly by FICCI and National Book Trust, India.

Shri Sanjay Kumar, Secretary, Department of School Education & Literacy (Ministry of Education, Government of India), in his address said that Internet connectivity offers us a great opportunity, and with data usage, we are moving from paper-based books to a digital world, and setting up digital libraries in the country would ensure easy access to content.

Shri Yuvraj Malik, Director, NBT-India, in his address, mentioned that the august gathering is the 'Vasudhaiva Kutumbakam' (One

Earth, One Family) of the publishing ecosystem across languages. "With the G20 Presidency, India has a greater opportunity to explore the potential of books," he added. Talking about the policy front in the Indian education sector, Shri Malik highlighted that the NEP 2020 emphasises on multilingualism, which will create more opportunities for the publishing industry.



Highlighting the opportunities for Indo-French cooperation in book trade, Mr Vincent Montagne, President, SNE said that translation is the key to collaboration between the two nations. "We need to build bridges between languages and cultures," he added.

Mr Neeraj Jain, MD, Scholastic India highlighted the opportunities that G-20 countries could leverage through various collaborative models like Rights trading, translation, adaptation and co-publishing.

A panel discussion was organised on 'Opportunities in Book Trade among G-20 Countries,' moderated by Mr Ratnesh Jha, CEO, Asia Pacific, Burlington Group of Companies. The other panelists included Ms Emma House, Managing Consultant, Oreham Group, UK; Mr John Cabeca, U.S. Intellectual Property Counselor, USPTO; Mr Nicolas Roche, MD, BIEF France; Ms Nitasha Devasar, MD, Taylor & Francis; and Mr Yoshiaki Koga, India Project Director, Kodansha Ltd., Japan. The panel recommended creation of a working group on Publishing among G20 Countries for formal and institutional mechanisms for book trade.



New Delhi Rights Table @ NDWBF 2023

The New Delhi Rights Table (NDRT) – a two-day B2B Forum held at Pragati Maidan during the New Delhi World Book Fair on 27 & 28 February 2023 – was inaugurated by Prof Angus Philips, Director, Oxford International Center for Publishing, Oxford Brookes University; and Shri Ramesh Mittal, President, FIP, in the presence of Shri Yuvraj Malik, Director, NBT-India.

While inaugurating the event, Prof Angus Philips said, “Rights forums or trade are all about striking long term personal relationships. The business deals are done at the spur of the moment and it requires continuous follow ups and better understanding of each other’s needs before a deal comes to fruition. The participant should know which titles they want to sell or buy so that discussions move in the right directions.”

Shri Ramesh Mittal spoke of the opportunities that NDRT provides, “It is heartening to note that like International book fairs in Frankfurt and London, the NDRT has gone very professional in its structure and approach.”

Shri Yuvraj Malik said that from this year an inbuilt online appointment system has been introduced through which the participants are able to fix their meetings easily.

A business conclave for trading content and part of New Delhi World Book Fair, NDRT is a two-day event, which offers B2B match-making sessions between publishers in a refreshing business ambience. The unique format enables the

participants to book their own Rights Table, meet each other and present their products and ideas. As the trading floor for content, the NDRT acts as a facilitating platform to trade with some of the best content from India as well as from across the world.

This year, over 80 participants from India and foreign countries including Algeria, Egypt, France, Hong Kong, Hungary, Iran, Kenya, Nepal, South Korea, Sri Lanka, Turkey, UAE and USA participated in the event.



Nobel Laureate Annie Ernaux at NDWBF 2023

“Writing is about writing the truth, it’s not for me. The Nobel prize came later in my life. I’m still processing it,” said Ms Annie Ernaux, renowned French author and winner of the 2022 Nobel Prize in Literature in an interactive session held at International Events Corner during New Delhi World Book Fair 2023. She added, “I didn’t want it previously because it would rob me of my solitude. But now it reminds me of my journey.”

Sharing her thoughts on how writing makes her feel, she said, “Happiness is not even a question from the moment I committed myself to writing. It was secondary. Quest to be happy remains.” Among her famous works are – A Man’s Place, A Woman’s Story,

and Years. Ernaux started her literary career in 1974 with *Les Armoires Vides* (Cleaned Out), an autobiographical novel.

During the session, she remarked, “Literature is not for entertainment, but it shows something within oneself.” She advised young authors to not be afraid of writing about the evils of society. She also talked about how her mother encouraged her to read and write.



Hon’ble Finance Minister Lauds NBT-India’s Efforts in Promoting Reading during Budget 2023

“To build a culture of reading, and to make up for pandemic-time learning loss, the National Book Trust, Children’s Book Trust and other sources will be encouraged to provide and replenish non-curricular titles in regional languages and English to these physical libraries,” said Smt Nirmala Sitharaman, Hon’ble Minister of Finance, Government of India, as she lauded NBT-India’s efforts in inculcating the habit of reading across the country during the Budget

Session of 2023. During the speech, Smt Sitharaman recognised National Book Trust, India’s efforts towards promoting reading habits among people of all age-groups in the country with a special focus on non-curricular reading in regional languages.



Theme Pavilion Pays Tribute to India's Bravehearts @ NDWBF 2023

The Theme of New Delhi World Book Fair 2023 was *Azadi Ka Amrit Mahotsav*, celebrating and commemorating 75 years of India's independence and the glorious history of its people, culture and achievements. NDWBF 2023 celebrated the sacrifices and achievements of brave men and women of India by hosting seminars, talks, and discussions around them across the 9-day Fair.

The magnificence and beauty of the specially-designed Theme Pavilion bore its prominence at NDWBF 2023. Amidst the stories of legends and heroes, the Theme Pavilion created a world in itself.

The Pavilion was designed/modelled on the concept of the river of knowledge. The splashing waves around the pavilion signified the flow of knowledge and learning across time and space. The resilience and persistence of the river, personified through the Pavilion connected visitors to the flow and rhythm of the past, the present and the future.

The multi-dimensional Pavilion covered the different aspects of *Azadi ka Amrit Mahotsav*. The different zones visualised as gateways into time. The stage was surrounded by sketches of exemplary leaders of the country, like Jawaharlal Nehru, Subhash Chandra Bose, Mahatma Gandhi, Bal Gangadhar Tilak, Swami Vivekananda, Sardar Vallabhbhai Patel, B. R. Ambedkar and many more. Facing these legends were different book shelves, lined with displays of extraordinary books about the lives of famous and unsung heroes of India's freedom struggle alike.

A photo exhibition featuring the portraits and life-stories of the upholders of India's pride, including Munshi Premchand, C.V. Raman, Sarojini Naidu, and Rabindranath Tagore, among others let visitors know more about the people who shaped up India. The Constitution of India took the centre stage, reflecting the source through which Indian society and values emanate in all directions.

The picture wall labelled 'A Journey Called India', presented a three-part exhibition of India's journey which was symbolic of connecting India's history from 1857 to 1947 India, culminating in the present.

The most marked spot in the pavilion was the statue of Shaheed-e-Azam Krantikari Bhagat Singh, sitting barefoot in a



white 'kurta' and 'Basanti' turban, tied in shackles. Beside the statue was an exhibition of his original handwritten Jail Diary, he wrote during his imprisonment and reflecting the spirit of national consciousness, pride and unity.

A talk with ShriYadvinder Singh Sandhu, grandson of Shaheed Bhagat Singh was also organised on 25 February 2023, in conversation with the PM-YUVA Authors. ShriYadvinder gave invaluable insights into the life of Shaheed-e-azam Bhagat Singh and his contribution in India's freedom struggle. He stated that he is not the only heir to Bhagat Singh but everyone in India is.

Talking about Shaheed-e-Azam Krantikari Bahgat Singh, he talked about his struggles, his family and how he assured his mother in his last moments that he will live eternally in the hearts of Indians.

While talking about Bhagat Singh's contemporaries, the speaker highlighted that they all were young revolutionaries between the age of 23 and 26 fighting for the future of India. He expressed his gratitude to the PM-YUVA Authors who have helped bring forward these lost and forgotten personalities.

Talking about Bhagat Singh's Original Jail Diary, he said that these letters have helped us know how Bhagat Singh and his mates went on a strike for 116 days against the unjust discrimination against Indian and foreign prisoners, and as a result they were given papers to pen down their thoughts about an ideal nation. He concluded his speech by reciting Bhagat Singh's last letter written in 1931 which was addressed to his sister, Aman Kaur.



NDWBF 2023 Celebrates India's G-20 Presidency

This year, India is celebrating 75 years of independence and the honour of being given the G-20 Presidency. To mark the 50 years' journey of the New Delhi World Book Fair, a dedicated G-20 Pavilion was designed and installed at the fair to showcase the art, culture and literature of the countries that are a part of the G-20 forum.

G-20 or Group of Twenty is an international forum of economic cooperation and is made up by the governments and central bank governors of 19 countries and the European Union. The G-20 was established in 1999 with the aim of promoting international economic cooperation and decision-making on important issues affecting the global economy.

The G-20 countries include Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom, and the United States.



The pavilion displayed literature of nine of these nations including India, France, Russia, Mexico, Japan, Brazil, Argentina, Australia, and Turkey in various genres like fiction, non-fiction, history, economy, indigenous culture, etc.

Major attractions of the G-20 pavilion included the Wall of History that documented the journey of G-20. The wall displayed the history, vision, and future goals of the member countries and the upcoming events that India

has planned during its G-20 presidency.

A sound shower was also set up with an audio technology that activated as soon as someone stepped inside the area, letting one experience and listen to all there is to know about G-20.

A dedicated space for getting to know about and read the literature presented by different member countries was also there. The Pavilion remained one of the most sought after attractions amongst the visitors during the fair.

Kargil War Hero Graces NDWBF 2023

The book *Grenadier Yogendra Singh Yadav*, authored by Shri Rishi Raj, Joint General Manager/Operations, DMRC and published by Prabhat Publication was released during NDWBF 2023. The book highlights the significant role that Subedar Major Yogendra Yadav, Param Vir Chakra recipient, played during the Kargil War.

Shri Piyush Kumar, Shri Prabhat Kumar, Shri Rishi Raj and Shri Yuvraj Malik, Director, NBT-India were also present on the occasion.

The release was followed by an interactive session with Subedar Major Yogendra Yadav, where he talked about his childhood and his life as a soldier.

Subedar Major Yadav said that as a student, he used to imagine himself as an Army officer and read books about Shaheed Bhagat Singh and Chandrashekhar Azad whom he idolised. He added that he had joined the army at a very young age of 16 years and got his formal training under extreme conditions at the Army training centre.

While talking about his role in The Kargil War of 1999, Subedar Major Yadav said that he was a member of the Ghatak Platoon which was given the task to capture the Tiger Hill. He said that a strong physical and mental strength is important when in the army. Highlighting the struggles he faced, Subedar

Major Yadav said that a soldier needs to be physically and mentally strong to overcome difficulties successfully.

More than 100 signed copies of the book were distributed among school children and NCC Cadets.



Vikram Sampath Talks about his Book, “My Name is Gauhar Jaan!”

An interactive session with celebrated Historian and Author Shri Vikram Sampath was organised during NDWBF 2023, where he remarked that coming back to the NDWBF is sort of a homecoming for him.

He talked about his motivation to write about topics less discussed and said

that before forming an opinion about someone or something, we should be well informed about the topic.

While talking about his book, ‘*My Name is Gauhar Jaan!: The Life and Times of a Musician*’, he talked about unheard topics that no one writes about. He also expressed his views about Veer Savarkar

and his struggles during his time in Port Blair. As the session concluded, he added that History is a very sober discipline.



NBT-India as Knowledge Partner at SEHAR 2023

National Book Trust, India was the Knowledge Partner at SEHAR 2023 - the annual academic meet, organised by the Bachelor of Elementary Education (B.El.Ed) Department of Lady Shri Ram College, University of Delhi. The meet was organised on 16 February 2023 in the college campus on the theme “Happiness

in Indian Classrooms”.

Various books published by NBT-India are one of the main resources utilised by the students of B.El.Ed studies under their practicum, Story-Telling and Children’s Literature (ST&CL). A Storytelling competition and a Poster-Making competition for the budding teachers

were also organised and the winners of the competitions were presented with books as gifts.

NBT-India also put up a book exhibition at the college campus where the professors and students appreciated and enjoyed browsing books related to their curriculum and otherwise.



NBT-India at Amritpex 2023 as Knowledge Partner

AMRITPEX 2023 - a National Philatelic Exhibition, was organised from 11 to 15 February 2023 by the Department of Post, Government of India. The event provided a platform to introduce the current generation of youngsters and children to the world of stamps and the art of collecting stamps and its delightful charms, also called ‘philately’.

NBT-India participated in this commendable initiative as the Knowledge Partner.

A workshop on stamp designing for students was organised with Renowned Postage Stamp Designer Shri Sankha Samanta.

A stamp-designing contest was also organised for all, divided into 2 categories (below and above 18 years of age). During the course of 4 days of the fair, various schools participated in the competition. The competition was a huge success, as many students and stamp enthusiasts participated with great zeal. More

than 500 entries were received by the end of the fair.

NBT-India also put up a stall displaying the bestselling titles published under various genres, in more than 50 Indian languages. Special titles on postage stamps including— *Bhartiya Dak: Sadiyon Ka Safarnama*, *Daak Ticket Ki Kahani*, *Daak Ticketon Me Bharat Darshan*, among others were also displayed.

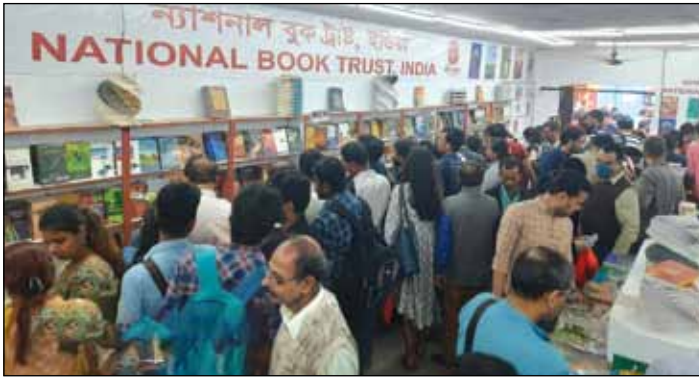


NBT-India at the International Kolkata Book Fair

National Book Trust, India participated in the 46th International Kolkata Book Fair (IKBF) from 31 January to 12 February 2023. The IKBF is an annual book fair, organised at the Boimela Prangan (earlier Central Park Mela Ground), Salt Lake where top Bengali and other Indian publishers participate.

Appearing as the theme country for the second time, Spain was the focal country this year, showcasing Spanish literature. Numerous Spanish authors, publishers and stakeholders also participated in the fair who shared their experiences and provided an insight into the Spanish publishing industry.

National Book Trust, India set up a display of a wide range of books in English, Bengali, Hindi, and other Indian languages. With the newly launched India@75 series, the Veergatha series and others. The exhibition gained special interest from the visitors.



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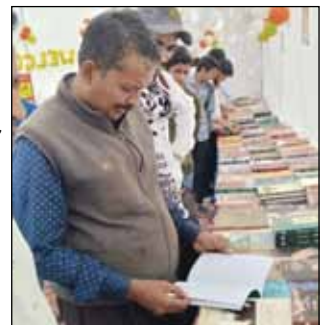
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NBT-India at Jalore Mahotsav

The Jalore Mahotsav was celebrated in various districts of Rajasthan from 15 to 17 February 2023. The 3-day cultural event focused on celebrating the excellent combination of Rajasthani heritage, customs, and culture. The Jalore Mahotsav was jointly organised by the Tourism Department, the District Administration of Jalore and the Jalore Development Committee.

National Book Trust, India participated in the Mahotsav by displaying a varied range of books showcasing India's culture and literary heritage published in multiple Indian languages. Visitors excitedly browsed through the books published by NBT-India.



NBT-India's Mobile Exhibition Van at Surajkund Mela

National Book Trust, India participated in the 36th edition of the Surajkund International Crafts Mela, Faridabad from 3 to 19 February 2023. This annual crafts fair presents a rich showcase of regional and international crafts, handlooms, traditions, and cuisines.



At the fair, NBT-India's Mobile Exhibition Van was stationed on the venue grounds for the visitors and book lovers. The visitors took special interest in the Mobile Book Exhibition and browsed through the variety of books displayed. The exhibition displayed a varied range of books based on the National Education Policy 2020.

You can also find the e-Newsletter on our website www.nbtindia.gov.in

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