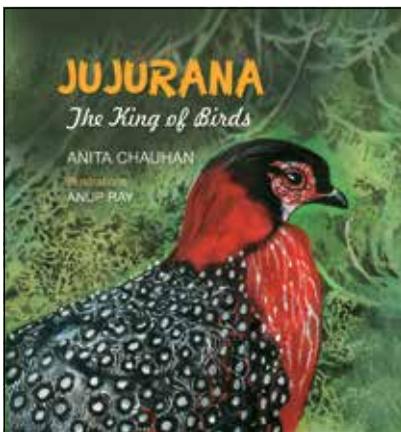


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PICK OF THE MONTH



Jujurana: The King of Birds
Anita Chauhan
978-81-237-8169-3; Rs 90

National Panchayat Book Fair 2018



“Following the book fair, more than 200 libraries will be set up in the Panchayats and the Government will make adequate budget available for the same,” said Shri Dhan Singh Rawat, Hon’ble Minister of Higher Education, Uttarakhand while inaugurating the first National Panchayat Book Fair held at Srinagar, Uttarakhand from 24 to 28 February 2018. The Fair was organized by National Book Trust, India in collaboration with the Department of Education and Department of Panchayati Raj, Uttarakhand Government.

Shri Leeladhar Jagoodi, eminent litterateur and Special Guest at the event, underlined the importance of the role played by NBT. He appreciated the fact that for the first time an innovative Panchayat Book Fair is being organised by the Trust at Srinagar.

In his address, Shri Baldeo Bhai Sharma, Chairman, NBT said “The Panchayats should establish library as book

promotion centre which can position itself as modern chaupal as traditionally the chaupals acted as platforms of information and knowledge dissemination”. He exhorted the Gram Pradhans to act as change agents by introducing the ideas of books and book reading in their villages. Shri Sharma also talked about the endeavours of NBT to provide books to readers in their local languages.

During the programme, 14 Gram Pradhans from different parts of the state were awarded for their remarkable contribution in the fields of sanitation,





education, waste management, health, etc. Besides, three NBT books for children translated into Garhwali and Kumauni languages, namely *Ek Din*, *Suraj aur Shashi* and *Haathi aur Kukur* were released.

Later, Dr Rashmi Bajaj, Uttarakhand State Project coordinator of UNDP, gave a presentation before the participating Gram Pradhans on 'Towards Sustainable Development Goals: The Role of Reading Culture'. She underlined the need to be fully equipped with information and knowledge about various schemes in order to be able to deliver on their goals and targets in more effective way. In that sense, she said that, the establishment of Libraries to act as the nucleus of knowledge and information among the community becomes quite crucial.



In the interaction that followed, Gram Pradhans shared their own experiences from setting up libraries and the poor access to quality books. They remarked that such book fairs surely provided them an opportunity to choose from a wide spectrum.

Dr R K Sharma, Librarian, United Nations Information Centre, New Delhi, also participated in the discussions. He informed them that Uttarakhand government has a Library Act and they should take advantage of it.



During the Fair, various talks, discussions and literary programmes for booklovers, children and young adults were organized. More than 50 publishers displayed a wide range of books in different genres in Hindi, English, Urdu and other Indian languages across 65 stalls at the Fair. Besides the general visitors, the Fair saw the participation of a spectrum of Gram Panchayats, Panchayat Samities and Zila Parishads.

As part of its 60 Years programmes (1957–2017), National Book Trust, India, has taken up several initiatives to promote books and the habit of reading across the country including National Panchayat Book Fair in order to involve the Panchayati Raj Institutions for promoting the culture of reading in the rural sector.

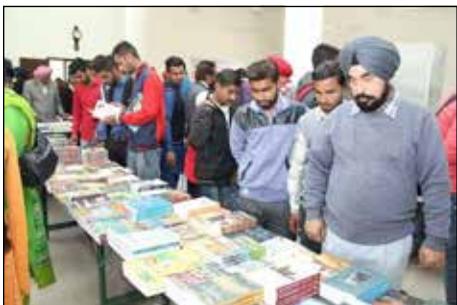
Activities in Punjab

Faridkot: National Book Trust, India organized a Book exhibition at Shaheed Bhagat Singh Government College, Kotkapura, Faridkot from 10 to 17 February 2018. The Exhibition was organized in collaboration with People' Forum Bargarhi. Dr Subhash Parihar, noted historian inaugurated the Exhibition. On this occasion, the Trust also organized two panel discussions on the topics 'Role of Media in Literature' and 'Poetry in Punjabi Literature'. Well-known scholars and litterateurs participated in these discussions including Dr Paramjit

Singh Ramana, Dr Balbir Parwana, Shri Rajiv Sharma, Shri Vijay Vivek and Shri Ajit Pal. This was the first Book Exhibition organized in the border area of Punjab. A large number of students, teachers and booklovers enthusiastically participated in the Exhibition.

Patiala: National Book Trust, India participated in the annual Book Fair organized by the Punjabi University, Patiala from 20 to 23 February 2018. The Trust exhibited a number of books in different genres and languages at the Fair. A large number of booklovers showed keen interest in buying NBT books especially children's books, folklore and literature.

Mobile Book Exhibition: Besides, NBT India organized mobile book exhibitions (Pustak Parikrama) in Punjab from 8 February to 12 March 2018. The exhibition vans travelled across different regions of Punjab including Bhatinda, Faridkot, Fazilka, Gurdaspur, Hoshiarpur, Jalandhar, Mansa, Navashahar, and Patiala. The exhibition vans visited rural areas, schools, colleges, major bus stands, city markets, Panchayat samitis and Aanganwadi of these districts. Special 20 per cent discount was given on purchase of NBT books in Punjabi language.



NBT and Akashvani Enter into a MoU



National Book Trust, India and Akashvani have entered into a Memorandum of Understanding on 27 February 2018. The MoU has been signed under the project namely, Akashvani Lok Sampada Sanrakshshan Mahapariyojana.

The project seeks to preserve and promote folk and cultural heritage of India. As per the MoU, several folk songs recorded by Akashvani on various occasions across the country would be published in the form of books by National Book Trust, India.

The MoU was signed between Dr

Rita Chowdhury, Director, NBT and Dr Raj Shekhar Vyas, Additional Director General, AIR in the presence of Shri Baldeo Bhai Sharma, Chairman, NBT and Shri F. Shehreyar, Director General of AIR.

Appreciating the initiative, Shri Baldeo Bhai Sharma said that as per the MoU, NBT would publish the books in an attractive manner for its readers. He added that NBT has already published three volumes under the project which were released during New Delhi World Book Fair, 2018.

Agra Book Fair

National Book Trust, India organized the Agra Book Fair at Agra College ground from 10 to 18 March 2018.

While inaugurating the book fair, Dr Arvind Dixit, Vice Chancellor, Dr Bhimrao Ambedkar University said that printed books cannot be replaced with technology and their significance will not diminish. According to him, book lovers can correlate themselves better with printed books than ebooks. He further added that books are the carrier of tradition and culture of a country. He also urged people present on the occasion to inculcate habit of reading among children and young by gifting them books on their birthdays.

Shri Baldeo Bhai Sharma, Chairman, NBT also spoke on the occasion. He remarked that UNESCO has declared *Rigveda* as one of the most ancient text

in the world. He further said that in *Rigveda*, it is mentioned that to become a better person, one needs to read more and more books as they show the right path to human beings. He also talked about the various activities of the Trust to promote books and reading including New Delhi World Book Fair and recently launched initiative 'Har Hath Ek Kitab.'

During the Fair several literary and cultural programmes were organized including panel discussions on folk culture and literature, literature and media, role of magazines; poets' meet; and workshops for children on creative writing and drawing, storytelling sessions, etc. Well-known litterateurs, writers, scholars like Ms Kshama Sharma, Dr Usha Yadav, Dr Som Thakur, Shri Rajendra Milan, among others participated in these programmes and interacted with the visitors.

Book Exhibition in Mumbai



On the occasion of International Women's Day, National Book Trust, India in collaboration with Western Railways organized a one-day book exhibition at Chrchugate, Mumbai.

The theme of the Book Exhibition was 'Women Empowerment.' During the exhibition, books on women's welfare, working rights, well being, self care, biographies, etc. were displayed.

On this occasion, Dr. Sanghmitra, IRPS, Dy Chief Personnel Officer (Welfare), Western Railways sponsored one book to every woman employee who visited the exhibition. The women employee could choose book of their choice from the exhibition.

The Western Regional Office of NBT India organised the exhibition.



More than 70 publishers participated in the Fair and displayed wide-range of books on literature, art, culture & tradition, children's books, science and technology, textbooks, general books in Hindi, English and other Indian languages.

Training Course in Publishing

National Book Trust, India organized a certificate course in book publishing at Dr Bhimrao Ambedkar University, Agra from 20 to 27 February, 2018. Shri Hriday Narayan Dixit, Hon'ble Speaker, Legislative Assembly, Uttar Pradesh and Shri Baldeo Bhai Sharma, Chairman, NBT inaugurated the programme. Dr Arvind Kumar Dixit, Vice Chancellor of Dr Bhimrao Ambedkar University presided over the function. Dr U C Sharma, Dr Girja Shankar Sharma, among others were also present on the occasion.

Over 50 participants attended the programme. The valedictory function was



held on 27 February 2018 in which Prof. J N Gautam, Jiwaji University, Gwalior, was the Chief Guest. Dr Arvind Kumar Dixit was also present on the occasion.

During the course the participants were given information about the various aspects of book publishing like copyright, editing, e-publishing, sales and marketing, designing and publishing.

The faculty members were Shri Prabhat Kumar, Managing Director, Prabhat Publications; Dr Suresh Chand, former Special Officer, MHRD; Shri B D Mendiratta, former, Principal, Pusa Polytechnic; Prof. Rajeev Ranjan Giri, University of Delhi, Shri Subir Roy among others.

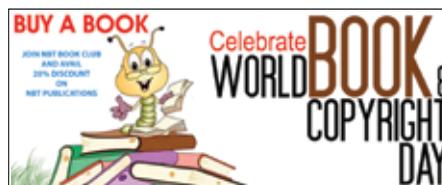
The programme was coordinated by Shri Narender Kumar, Production Officer, NBT India

The World Book and Copyright Day

The World Book and Copyright Day is marked annually on 23 April, a symbolic date for World Literature. It was celebrated for the first time on 23 April 1995, at Paris, when UNESCO decided to mark 23 April as World Book and Copyright Day and for paying worldwide tribute to authors and books, as well as to encourage everyone (particularly the young) to discover the pleasure of reading to gain a renewed respect for the irreplaceable contributions of those who have furthered the social and cultural progress of humanity.

On this day in 1611, Miguel de Cervantes, William Shakespeare and Inca Garcilaso de la Vega died. It is also the date of birth or death of other prominent authors such as Maurice Druon, Haldor K.Laxness, Vladimir Nabokov, Josep Pla and Manuel Mejía Vallejo. The connection between 23 April and books was first made in 1923 by booksellers in Spain as a way to honour the author Miguel de Cervantes, who died on that day. Each year, UNESCO and the international organizations representing the three major sectors of the book industry - publishers, booksellers and libraries, select the World Book Capital for a one-year period, effective 23 April each year.

For 2018, the city of Athens was chosen for the quality of its activities,



supported by the entire book industry. The aim is to make books accessible to the city's entire population, including migrants and refugees. The proposed programme includes meetings with writers, translators and illustrators, concerts, thematic exhibitions, poetry readings and workshops for publishing professionals.

Cities designated as UNESCO World Book Capital undertake to promote books and reading and to organize activities over the year. Past winners include Madrid (2001), Alexandria (2002), New Delhi (2003), Anvers (2004), Montreal (2005), Turin (2006), Bogota (2007), Amsterdam(2008), Beirut (2009), Ljubljana (2010), Buenos Aires (2011), Erevan (2012), Bangkok (2013), Port Harcourt (2014), Incheon (2015), Wroclaw (2016), Conakry (2017).

Sharjah (United Arab Emirates) was named World Book Capital for the year 2019 by the Director-General of UNESCO, Irina Bokova, on the recommendation of the Advisory Committee.

The city was selected because of the very innovative, comprehensive and inclusive nature of the application, with a community-focused activity program containing creative proposals to engage the very large migrant population.

With the slogan "Read - you are in Sharjah", the program focuses on six themes: inclusivity, reading, heritage, outreach, publishing and children. Among other things there will be a conference on freedom of speech, a contest for young poets, workshops for creating Braille books and tactile books as well as many events for Sharjah's multi-ethnic population.

Running parallel to this chain of events, Sharjah will also launch Sharjah Publishing City, a space entirely dedicated to publishing and printing. It will be the first place of the kind in the region, specifically developed to meet the needs of companies and institutions operating in the publishing field. Its objective is to reinforce the book industry by encouraging the widespread production and dissemination of publications in the Arab world.

One can get involved in celebrating the world book day by buying / reading / presenting books. Special programmes can be conducted by schools, NGO's, publishers, book shops, media, government bodies and others.

Majuli: A SACReD Initiative

The youngest and the smallest district of Assam, a bio-diversity hotspot, a bio-diversity heritage site, a place that resides in every Assamese heart and a travel destination of the connoisseurs of art, craft and culture—Majuli today walks the talk on climate change. Majuli is the first carbon neutral district in India.

At the Theme Pavilion of the New Delhi World Book Fair a lively discussion on the

project SACReD, a word that epitomizes the very unique social and cultural fabric of Majuli, gave the visitors insights about issues like carbon emission, carbon neutrality and biodiversity conservation etc.

The first of its kind in the entire country, SACReD stands for Sustainable Actions for Climate Resilient Development in Majuli. Dr Sumana Bhattacharya, Vice President, Climate Change, IORA Ecological Solutions moderated the discussion.

In his opening remarks, Shri A K Johri, Principal Chief Conservator of Forest (Bio-diversity & Climate Change), Govt. of Assam said, “Climate is bound to change. But our worry needs to be about climate change due to anthropogenic reasons. We need to take both mitigation and adaptation measures to counter climate change. In this context Assam’s vision is in line with national action plan on climate change.” By planting more trees we can address 50 percent of the problem of carbon emission, he said. Advocating scientific intervention he said



that bio-diversity conservation is the most important step towards the goal of carbon neutrality.

Deliberating on the woes of Majuli, Shri Pallav Gopal Jha, Deputy Commissioner, Majuli district said, “Once a thriving river island of 1250 sq km area, Majuli is now reduced to 550 sq kilometer thanks to its perennial problems of erosion and flooding.” Seeking cooperation of all the stakeholders for the project that started last year with the personal intervention of Assam’s Chief Minister Sarbananda Sonowal, he said, “Majuli is destined to make a mark on the world map for its climate-resilient growth while nurturing



its rich cultural heritage and biological diversity.”

On a philosophical note Dr Rita Chowdhury, Director, NBT said, “As the centre of Assam’s Bhakti Movement and as the place that gave us the greater Assamese identity, Majuli is always close to my heart. I may not be the right person to talk about carbon emission. All I can say this project, for future generation, would make Majuli a

diamond, which is also another form of carbon, without disturbing Majuli’s innate hospitality and cultural diversity.”

Sharing the details of the project, Shri Swapan Mehra, Founder and CEO, IORA Ecological Solutions, the implementing agency of the project said, “This is the first initiative in India that has been materialized under direct political jurisdiction.” He also gave the details of the 10 year action plan involving introduction of electric vehicles, solar panels, replacement of fuel wood by LPG and construction of roads by more efficient materials. Seeking full cooperation of the community as a whole, he said, “Carbon Neutrality is just another name of non-violence where people don’t need to be coerced.”

In her remarks, Ms Chaya Bhanti, Co-founder, IORA Ecological Solutions said that the project is a positive example for India where the dual goals of carbon neutrality and eco-system conservation are being achieved keeping the spiritual and cultural tradition of Majuli in tact.

A short booklet on the project was also released in the function.

IORA Ecology Solutions in collaboration with Assam Project on FOREST & BIODIVERSITY CONSERVATION conducted a quiz program on climate change at Children’s Pavilion of the NDWBF. Children from different schools participated and the winners were presented with a T-shirt each. The



purpose of the event, according to Dr Sumana Bhattacharya, Vice-

President of Climate Change, IORA was to spread awareness of conserving Majuli, one of the biggest river islands in the world. The others present at the event were the CEO, IORA Ecological Solutions Swapan Mehra and her team Rebekah Singh, Shweta Pandey, Sonia Patel and Suraj Cariappah.

A Chat with Kallia Papadaki

Popular screen writer, novelist and winner of the European Union Prize for Literature, Kallia Papadaki was the Guest of Honour at the inaugural function of the New Delhi World Book Fair. A member of the delegation of European writers, Kallia Papadaki was at the many literary discussions and readings at various fora at NDWBF. Fair Daily stole some moments from her busy schedule for a small chat.

Q: Is this your first visit to India?

A: Not actually. I have been to Mumbai, Kerala and few other towns in coastal India.

Q: What is your impression of the New Delhi World Book Fair 2018?

A: It is a really a big fair in terms of size and it seems to be extremely popular as there are large crowds thronging the stalls.

Q: Can you tell us something about your writing?

A: Some books are with you for a long time even before you start writing. My book 'Dendrites' is about the immigration Diaspora and is based on the second generation American Greeks who no longer really know their country of origin nor do they feel a sense of belonging in America. There is a sense of displacement that runs through the story. This is a story about three generations of Greeks who went to America to chase the American dream but did not really meet their expectations. We always hear stories



about winners and not about losers and their struggles. This is a story about those who could not make it. 'Dendrites' are at the core of a neuroscientific process of communication. On an abstract sense, the title signifies memory – located in the neuron synapses and its transmitters – family trees and the mark they leave on future generations. It also reflects on the ephemeral beauty of human nature – delicate and mouldable which lasts only for a moment but leaves a mark on its succeeding generations.

Q: Your writing seems to reflect a lot of sadness. Why is that?

A: We all know that happiness is a momentary truth. A perfect day can last a moment but a miserable day can last forever and writing about it is helpful in overcoming it. Stories about such experiences resonate with many and can bring people together.

Q: Do you write with an audience in mind?

A: Not really. As an avid reader, we

can understand whether a piece of writing is good or bad. I try to write at least a page and a half each day and edit it at the start of each and edit it at the start of another day. I write for myself.

Q: How do you find the courage to write about your personal fears and emotions which can be hard to share?

A: Writing has been my safe haven. If I did not write about the things that troubled me, I would have lost my mind. As writers, as introverts, we spend most of our time alone during which we tend to have monologues. Writing is a way of releasing them into the world and from ourselves.

Q: Do you have trouble detaching yourself from the book that you are writing?

A: A book can have many characters. Mine has 25, although all of them do not remain till the end. At many times, it is like these dead people that you may have known in life. In a strange way, they live in your head and they trail behind you. There are so many people that we carry with us and in a way we spend a lot of time with them.

Q: Is there a way we can get your writing in India or in English?

A: Well, Greece is a small country and although some translations works are underway, they are in major languages that surround the country. English is a barrier in that region where French, German and Italian are more popular.

Advisory Panel Meeting

National Book Trust, India organized the Hindi advisory panel meeting with well-known scholars and litterateurs at NBT Committee Room, Vasant Kunj, New Delhi on 19 February 2018.

During the meeting, the members discussed about various aspects of publishing. They suggested that the Trust may explore possibilities of bringing out more and more biographies, especially on women pioneers; translate books in



Hindi from other Indian languages like Urdu and vice versa; promote children's

literature in the form of ebooks; promote Hindi, regional and tribal languages among others.

The panel members included Dr Kamal Kishore Goyanka, Dr Chaman Lal Gupta, Dr Nandkishore Pande, Shri Somdutt Sharma, Dr Indu Shekhar Tatpurush, Ms Kshama Kaul, Shri Anant Vijay, Dr Manoj Patairyra, Dr Dinesh Chandra Chamola, Dr Devendra Deepak, and Shri Yatindra Mishra.

Youth Power at Hindi Book Stalls

That today's youths are captivated by digital devices and hardly read books is really not true, said Hindi publishers at the New Delhi World Book Fair. Whether it is just browsing through one or buying books or interacting with authors at the stalls of the Hindi publishers, young adults were the frontrunners this time. "It augurs well for the future of Hindi publishing. Around 95 percent of our visitors are youth," said Arun Maheshwari of Vani



Prakashan. Echoing his sentiment Piyush Kumar of Prabhat Prakashan said, "This has been a trend in the last 2-3 years, but this time the footfalls, particularly the number of young visitors, have increased manifold belying our apprehension that the ongoing renovation work of Pragati Maidan would be a spoiler. May be the proximity of Hall No 12 to Metro Station is the reason." Alind Maheshwari of Rajkamal Prakashan said there is a renewed interest for Hindi books and also the publicity the Fair has garnered has made it possible.

What are the Hindi books the young adults are looking for? You can guess only at your own peril. A section was frantically looking for books to crack competitive examinations and books on motivation and personality development. The stalls keeping these books were making a killing. An unusually large number of youth were looking for biographies and autobiographies.

Thespian Dilip Kumar's biography



by Saira Banu was selling like hot cakes. So was the case with *Andhakaar Kaal*, the Hindi translation of Sashi Tharoor's latest publication, *An Era of Darkness: The British Empire in India*. "Fiction, both in classic and contemporary forms, in originals and Hindi translations are fast disappearing from our racks," said Piyush Kumar. Books on tribal discourse and women issues were also getting much attention this year. Rajeev Ranjan, the author of books like *Amcho Bastar*, *Bastar 1857* and *Bastarnama*, was overwhelmed by the response he had been receiving at the Fair.

Books on Pakistan and Hindi translations of fictions by Pakistani writers were selling well. *Kitne Pakistan* by Kamalleshwar and *Kashmirnama* by Ashok Kumar Pandey were a hit with the readers. Bhagwant Anmol, the author of *Zindegi 50-50*, a book about the trials and tribulations faced by third gender, was overjoyed with the response he received at the Fair.

There was a steady stream of young readers to buy books on unusual topics. A case in point is the book *Chunav Kaise Jite: A to Z of Indian Electioneering* by Sharad Pandey. Books on journalism, career opportunities and skill development have a strong readership among young readers in Hindi.

"Books on satire by new

and established writers are a major hit among Hindi readers this year," said Rajen of K K Publications. School children accompanied by parents are buying a lot of books, particularly on science and science activities. Publishers of books for children and pedagogy were a happy lot because of institutional buyers, informed Rajesh Pareskar of Eklavya-Pitara.

Hindi readers, particularly the younger ones, were showing renewed

interest on the works of eminent Hindi writers of yore like Premchand, Jayshankar Prasad and Harivanch Rai Bachhan. "It is heartening to note that books on mythology and philosophy are also becoming increasingly popular among the young readers," said Chandrasekhar Chaturvedi of Rajpal & Sons.

Hindi publishers left no stone unturned to indulge the new generation of readers. Digital books, e-books and audio books were the new mantras with many leading Hindi publishers. They were busy with B2B meetings with players like Flipkart, Amazon and Kindle. Many of them have dedicated portals for new writers. The concept of books on demand are the in-things in Hindi publishing today. One can even download Hindi audio books, both classic and contemporary, from the Play Store or App Store. A large number of young professionals are continuously hearing good Hindi books these days. And, book fairs are not for readers only!



Daman Book Fair



National Book Trust, India in collaboration with UT Administration of Daman & Diu (Directorate of Education and District Panchayat organized a three-day Daman Book Fair from 26 to 28 February 2018. Shri Suresh Bhai J. Patel, Chairman of the Daman Zilla Panchayat inaugurated the Fair. Shri P.S. Jani, CEO District Panchayat; Shri Harshit Jain, Director Education among others were also present on the occasion.

During the Fair, a wide range of books covering various genres in major Indian languages were exhibited. A large number of students from various schools availed the UT Administration's scheme where the students visiting the Fair along with their teachers could select a book of their choice. These books were sponsored by the UT government.

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