

NBT newsletter

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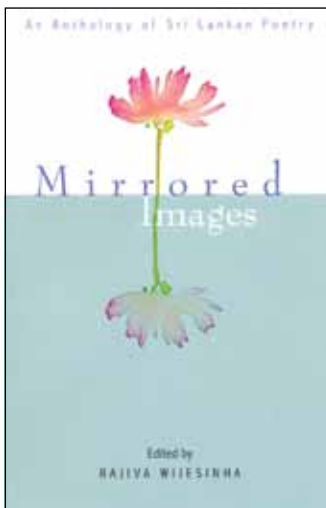


Volume 31 No. 5 • May 2013

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PICK OF THE MONTH



Mirrored Images: An Anthology of Sri Lankan Poetry
Rajiva Wijesinha (Ed.)
ISBN 978-81-237-6734-5; Rs 150

LBF: Making Words Go Further



Essentially a meeting of some of the most serious players in contemporary global publishing industry, the London Book Fair is a global market place for Rights negotiations and the sale and distribution of content across print, audio, TV, film and digital channels.

Organised from 15-17 April 2013, at Earls Court, London, the 42nd London Book Fair, a leading spring publishing event, brought visitors, direct access to customers, content and emerging markets. In three days, more than 1,500 exhibitors from over 60 countries, met to negotiate and seal deals and agreements, chalk

out territorial sales areas, buy and sell translation rights, celebrate new writings and what the world will be reading in the year ahead, showcase technology and innovation shaping the publishing industry of the future.

This year the Market Focus programme celebrated Turkey in all its colours. Turkey's exciting and varied culture, arts and literature was the toast of the Fair. While over 30 Turkish publishers gave us an insight into what Turkey writes today, the 60 odd literary events including seminars and discussions addressed a broad range of areas and conversations with





some of the leading writers and publishing professionals of Turkey. Into its 10th year, the Market Focus programme places the spotlight on a country's publishing industry. India was the Market Focus Country in the year 2009.

Highlights of the Fair

The London Book Fair hosted over 250 seminars, presentations, author events and sessions covering all areas of publishing. The Digital Zone played host to over 60 companies including e-distribution, platforms, applications, devices, mobile and e-readers. Two digital theatres presented a series of showcases and case studies into the emerging technology of the future of books and reading.

The English PEN Literary Café offered visitors to relax and listen to a wide range of writers reflecting on their works and influences. The writers included Authors of the Day—William Boyd, Elif Shafak and Liz Pichon. The programme included signing sessions with the authors.

The LBF Author Lounge, a dedicated area, was the space for seeking valuable advice on all aspects of self-publishing including writing, editing to design, marketing, e-books or for that matter anything you would want to know.

The Literary Translation Centre brought together publishing and translation professionals as well as students, authors and agents opportunity to build relationships and benefit from expert advice. The discussions at the Centre included How to Promote Writers in Translation, Becoming a Literary Translator, Translating Bestsellers; Innovations in Literary Translations; and the Evolving Role of Literary Translators.

The Children's Innovation Theatre ran programmes and events that showcased some of the most exciting developments

and innovative approaches and ideas in the world of children's literature. The visitor could participate in the conversations on expanding the scope of books and reading, books that children want to read, engaging reading, the digital generation and the future of children's story time, as well as an interactive afternoon with illustrators.

Rights Centre

The most important part of the LBF was the International Rights Centre, where over 400 publishers and Rights agents participated. The largest of its kind, the Rights Centre gave agents and publishers the opportunity to meet face-to-face with existing as well as new contacts, negotiate deals and agreements and promote new writings across languages.



NBT Participation

Indian contingent was represented by over 35 publishers and printers including some well known and leading organizations. About 20 Indian exhibitors including NBT India were housed at the India Pavilion. Inaugurating the Indian Pavilion, HE J. Bhagwati, India's High Commissioner to UK, expressed his happiness at seeing the Indian participation and the range of books displayed. Shri A. Sethumadhavan, Chairman, NBT India, apprised him of the various activities of NBT and some of the recent initiatives of NBT to promote Indian books at various international fora. The India Pavilion was coordinated and organized by CAPEXIL, a trade support organisation that lends support to Indian publishing and printing industry's external trade.

The NBT India participated with over 300 books from a cross section of publishers from across the country.

The NBT stall facilitated a large number of visitors with the exciting range of books that India had to offer in English, Hindi and other Indian languages. 'Books from India: A Rights Catalogue' brought out on the occasion provided details of the books published recently in India across various genres and languages. The Catalogue guided foreign publishers and Rights agents by introducing them to the range of new writings from India.

With its mandated objective of promoting Indian books abroad, the NBT's recent initiative of providing financial assistance to foreign publishers keen on translating Indian works into their languages created a lot of interest among the visitors. Speaking to a delegation of foreign publishers and Rights agents, Shri A. Sethumadhavan said, "India has a lot to offer particularly in Indian languages. We have initiated this scheme not only to promote Indian writings, but also to create an international awareness of Indian books and to build strong relationships with publishers across the world." Later Shri Sethumadhavan held a series of wide ranging discussions with delegations from Poland, the Guest of Honour Country at the New Delhi World Book Fair 2014; with Turkey as well as Germany among others. He was accompanied by Shri Benny Kurian, Rights Acquisitions & Translations officer, NBT India.

As one of the major international book fairs, the popularity of the LBF partly owing to UK's geographically central location for publishers from Europe, US and also parts of Africa. For those keen on creating new business and exploring newer avenues and for those interested in the business of publishing and ideas it is a must attend event. If not as an exhibitor, the least as a visitor.



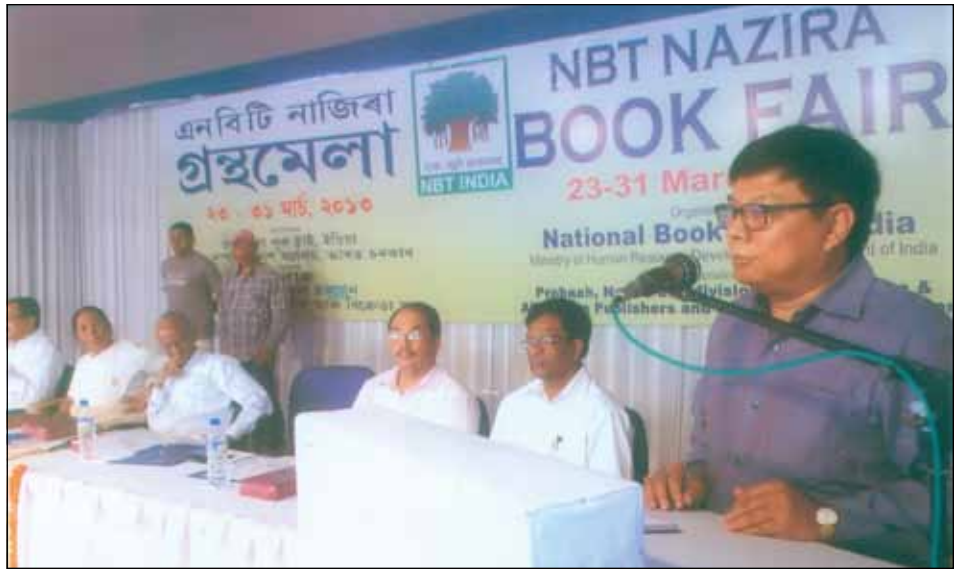
Nazira Book Fair

The National Book Trust, India in association with the civil administration of Nazira and the NGO Probah organised a book fair at Nazira, Assam from 23 to 31 March 2013 at the Nazira Gandhi Maidan.

Inaugurating the first Book Fair of the town of Nazira, Imran Shah, President, Asom Sahitya Sabha expressed his happiness and commended NBT's efforts. Others who were present at the inaugural function included Dr Hemoprobha Saikia, chairperson, Assam Tourism Development Corporation, P.K. Das, SDO, Debobrat Saikia, President All Assam Publishers and Booksellers Association, among others.

Earlier, a colourful Book March was taken out by students of all schools from Nazira and nearby towns carrying attractive placards which exhorted the youth to inculcate the habit of reading and the benefits of a literate and well read society.

The book fair showcased 125 stalls with publishers, booksellers and distributors as participants from all over



the country exhibiting and selling books on a wide array of topics for all age-groups and in all Indian languages in addition to English and Hindi. The major attractions at the book fair were the several seminars, panel discussions, literary programmes and cultural events held for children and general public. Various competitions were also held for students and the winners were given away prizes.

In a seminar on the topic 'Talking

Books Linking Minds', Shri Sandip Phukan, senior journalist, NDTV said, "Indian culture is a book culture and our society carries a great book reading tradition since the ancient Vedic period." He added that regular reading habit, constant scrutiny and active social sense is the feedback for success of all media persons and general people as well.

The Book Fair was coordinated by Shri Deep Saikia, Asamiya editor, NBT.



Advisory Panel Meeting

The Advisory Panel Meeting of Hindi language was held at Nehru Bhawan, NBT, New Delhi on 4 April 2013. Shri Namwar Singh, eminent Hindi writer attended the Meeting as the distinguished Member. Other Members of the Panel included prof. Kedarnath Singh, Prof. Manager Pandey, Prof. Rambaksh, Shri Prabhakar Shotriya, Prof. Krishna Dutt Paliwal, Ms Chitra Mudgal, Shri Ravindra Kalia, Dr Sher Jung Garg, Shri Abdul Bismillah, and Ms Nasira Sharma. From the NBT, Shri A. Sethumadhavan, Chairman, Shri M.A. Sikandar, Director, Dr Baldev Singh Baddan, Chief Editor & Joint Director, Ms Uma Bansal, Hindi Editor, Shri Pankaj Chaturvedi, Asst Editor Hindi and Dr Lalit Kishore Mandora, Asst Editor, Hindi, participated in the Meeting.



Book Fair & Reading Festival at Gangtok

A five-day long Book Fair and Reading Festival was organized by the National Book Trust, India in association with the Sikkim Akademi at Hotel Rendezvous, Gangtok from 15 to 20 March 2013. The Book Fair sought to achieve the social objective of inculcating the habit of reading amongst the citizens, the young and the old alike.

“The joy of reading books cannot be described in words. I hold the view that books

constitute one of the finest expressions of human spirit,” said Shri Balmiki Prasad Singh, Governor of Sikkim inaugurating the Book Fair. He said that the book fairs



Padmashree G.S. Lama, General Secretary, Sikkim Akademi, and the special guest at the inaugural function, said, “It is not only a book fair but also a celebration of

books.” Popularly known as Sanu Lama in literary circles, he said that the state should be thankful to the NBT having organized a book fair in the state. Commending NBT’s efforts, Shri Lama reiterated that NBT has been trying its best to inculcate reading habit among the youth. He appealed to everyone, especially students, to take

full advantage of the fair and benefit from it.

Dr. Baldev Singh Baddan, Chief Editor and Joint Director, NBT and Shri P.N. Tamang, President of Sikkim Akademi spoke at the inaugural function.

About 15 publishers, booksellers and distributors from all over the country

are significant as they help in reviving interest in reading at a time when most people are attracted towards television, the internet and other modern day means of learning and entertainment. “The reason why I recommend reading as a habit to be instilled is because when one spends hours reading, it is more likely to leave a lasting impact. The habit of reading good content exercises the mind and keeps one mentally fit and flexible,” he added.

Congratulating NBT for organizing the book fair the Governor hoped that the book fair would provide an excellent platform for interaction among authors, publishers, booksellers, book distributors, librarians, book lovers and students.

Speaking on the occasion,

displayed some of their latest publications. The NBT stall visited by many book lovers, exhibited a wide range of books in Hindi, English and other Indian languages.

A special attraction at the book fair was the Reading Festival organised by the NBT’s Children Literature wing—the NCCL. There were story-telling sessions for children, book discussions, creative writing workshops, drawing & painting competitions, panel discussions, short skits, and a wide range of other literary events and competitions. A poet’s meet was also held where Rajendra Bhandhari, Kapil Adhikari,

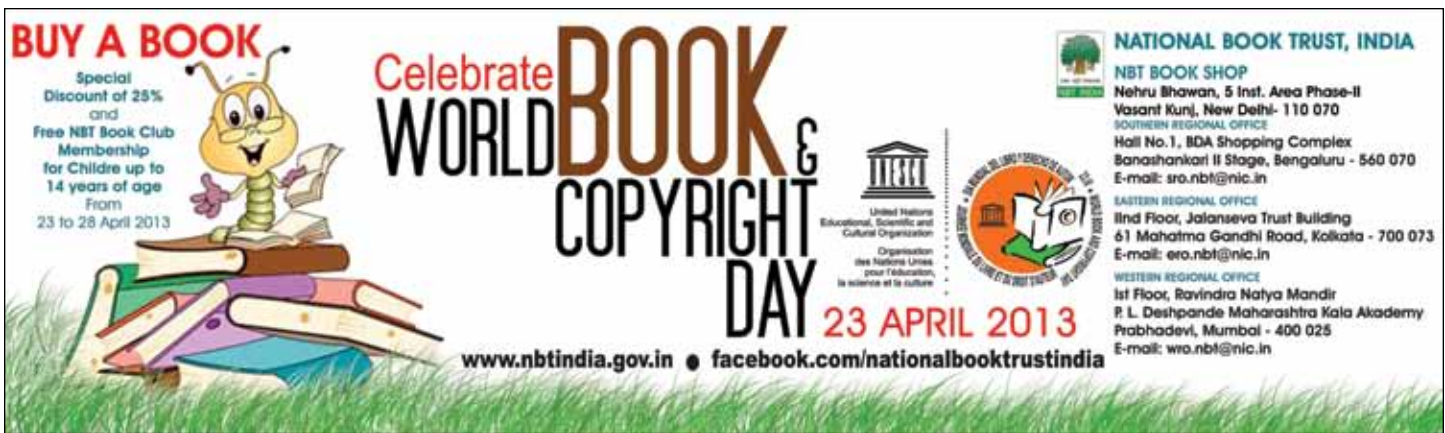


Praveen Khaling, Bheem Rawat, Binarsi Kharel, and others rendered their poems to a packed audience.

A Panel discussion on ‘Re-telling of Popular Folktales as Pleasure Reading for Children’ was held where Sang Mu Lepcha, Kavita Lama, Ruchi Singh, Nita Nirash, Shubhvat Dev, and S. Brijeshwar Sharma presented their views. The discussion was presided over by Pempa Tamang, Shri M.R. Mahapatra, Editor, NCCL coordinated the programmes.

Children from various local schools including Devali Government School, Tasi Namgayal Academy, Daffodils School and others participated with enthusiasm and showcased their talent. The young winners of all competitions were given away prizes on the last day of the Fair.





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.

This year, the city of Bangkok has been designated as the 'World Book Capital 2013' in recognition of its programme to promote reading among young people and underprivileged sections of the population. The government of Thailand, in cooperation with local government units, is putting out much effort in order to inspire the Thai people to build a peaceful and resilient society by reading.

Port Harcourt, Nigeria has been named as the World Book Capital 2014.

Celebrating World Book and Copyright Day 2013, the United Nations seeks to increase awareness on literacy programs worldwide. And in addition, the UN intends to promote careers in book shops, schools, libraries and publishing so

that men, women, and children all have access to the written word.

Irina Bokova, the Director General of the UNESCO (United Nations Educational, Scientific and Cultural Organization) delivered a message to mark the annual World Book and Copyright Day. She reiterated that diversity in editorial and book content provides enrichment. As such, diversity must be supported and nurtured by protecting content from uniformity and with the institution of appropriate public policies. She termed this important characteristic as "bibliodiversity."

The National Book Trust, India also celebrates 23 April annually by organising various literary programmes, seminars, competitions, discussions and workshops all over the country, involving various schools, NGO's, publishers, book shops, media, government bodies and others.

India Guest of Honour at Seoul

India is the Guest of Honour Country at the Seoul International Book Fair to be held from 19-23 June 2013. The Logo for the Guest of Honour Country Presentation is inspired from the image of two kissing fishes that is closely associated with a major legend regularly mentioned in the context of India-Korea history. In this logo, the image of the fishes has been interpreted as one created with books with the flags of the two countries on them.

As per the legend mentioned in Sam Kum Yusa, a text on ancient history of Korea, in AD 48. Princess

Sriratna, born in a royal family in Ayodhya, India, was sent by her father, the King of Ayodhya, on divine revelation on a long sea

voyage to the Garak Kingdom in Southern Korea to marry King Suro. And thus was founded the Garak Kingdom in Korea.

A monument in the name of Princess Sriratna has been erected at Ayodhya and at Gimhae in South Korea. The slogan 'Reading to Connect, Connecting to Read' has been mooted to underline that reading of history helps establish cultural connections and how such connections can be starting point to establish better literary and publishing ties in the contemporary times between the two countries.



Festival of Reading at Damanjodi

As part of NBT's continuous effort to promote reading habit and books in the tribal areas, a Festival of Reading was held from 29 March to 1 April 2013 at Damanjodi (Koraput, Odisha) in collaboration with National Aluminium Company (NALCO), M&R Division. A Seminar, a Women Poets' Meet, a Reading Session with eminent Hindi Poet Shri Manglesh Dabral, a Literary Conference and a 4-day exhibition of books were held in this Festival.



conference the same evening.

Mangalesh Dabral, eminent poet in Hindi and Executive Editor, the Public Agenda, Dr. Paramananda Rajabanshi, Vice-President, Assam Sahitya Sabha, Dr. Krutibas Nayak and Sailabala Mahapatra, eminent children's author in Odia interacted with children. Over 20 children recited their poems on the occasion.

Several senior functionaries from NALCO, M&R Division including Shri Rabi Narayan



The Festival was inaugurated by Shri B.N. Mohanty, Executive Director, NALCO, M&R Division on 29 March evening. Lauding NBT's effort for the promotion of reading habit in remote areas, Shri Mohanty hoped that such endeavours will help in creating a book reading society in the under-privileged sector.

Dr. Chaganti Tulasi, eminent scholar in Telugu and Odia chaired over the seminar on the topic Amara Adivasi Sanskruti O Ajira Sahitya. Shri Pravakar Swain, Subash Chandra Mishra, Dr. Narayan Panda, Bijay Upathyay, Rabi Satpathy, Deepanwita Das among others took part in the discussion.

The Women Poets' Meet on 31 March was chaired by Dr. Prativa Satpatty, eminent poet. Several noted women poets from the state including Dr. Ranjita Nayak, Pravasini Mahakud, Sailabala Mahapatra, Paramita Satpathy, Sujata Choudhury, Deepanwita Das, Dr. Pritidhara Samal, Madhuri Panda and Rajalaxami Sahu participated in the meet. This was followed by a Literary



Tripathy, GM, Hemant Kumar Pal DGM and R.S. Das, DGM graced these events as chief guests. Manas Ranjan Mahapatra, Editor, NBT, Chandiprasad Rao, Convener, Welfare Committee, NALCO and Ameya Vikramanandan Bhuyan, poet and activist coordinated this festival.

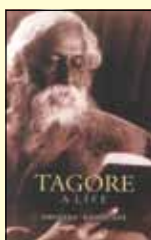
Remembering Tagore (7 May 1861 – 7 August 1941)

Tagore: A Life

Krishna Kriplani

Written by a close associate of Tagore himself, this biography impressively records the development of the personality of the man through the various influences, the ordeals he faced in life and his zest for life. This is one of the best known biography of Tagore.

978-81-237-1959-7; Rs 80.00



The Mahatma and the Poet: Letters and Debates Between Gandhi and Tagore 1915-1941

Sabyasachi Bhattacharya (Comp.)

Put together for the first time from various published and unpublished sources, this

book is a collection of letters and debates exchanged between Mahatma Gandhi and Rabindranath Tagore between 1915 and 1941. The introduction by the compiler examines the historical context of the correspondence and provides an overview of the major issues discussed.

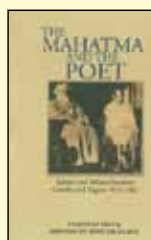
978-81-237-2201-X; Rs 65.00 (PB)

978-81-237-2202-3; Rs 125.00 (HB)

The Twin Dreams of Rabindranath Tagore: Santiniketan and Sriniketan

Ajit K Neogy

Focussing on the years 1901-41, this meticulously researched book narrates the



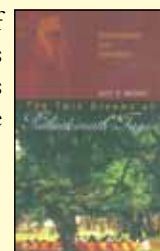
evolution and growth of Visva-Bharati from its struggling initial days to its present status as one of the finest centres of learning.

978-81-237-5731-5;

Rs 80.00 (PB)

978-81-237-5732-2;

Rs 300 (HB)



Rabindranath Tagore: Philosophy of Education and Painting

Devi Prasad

The book presents Tagore's approach to education and art. Views of Tagore on education and painting have been supplemented by a comprehensive and critical evaluation of his philosophy.

978-81-237-3318-X; Rs 45.00

Recent Books from NBT

Worlds Apart: Science Fiction Stories

N. Bhaskara Rao
978-81-237-6619-5
Rs 110

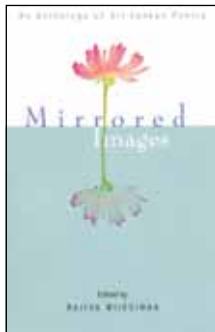
Ten stories that push forward the boundary of the possible to bridge the separate worlds of reality and imagination. From a flower that exposes a murderer to a flower that wins the heart of a lady on Mars, from the perils of little learning to the dangers of great power; these inspired stories explore the realms of what might just happen. Spun using threads of scientific facts, decorated with embroidered truths and embellished with gems of fantasy, each story is imaginatively original. The separate worlds of romance, murder, apocalypse, humour, redefined mythology and future realities—all come together between the two covers.



Mirrored Images: An Anthology of Sri Lankan Poetry

Rajiva Wijesinha
978-81-237-6734-5
Rs 150

This select anthology of poetry brings to you representative works of some of Sri Lanka's most respected poets. Written mostly after independence, the collection maps the trends and developments in the growth of poetry from the island nation. Drawn from Sinhala, Tamil and English, this anthology holds a mirror to today's Sri Lanka, casting kaleidoscopic images of many hues. Poems that reflect a patchwork quilt of identities, human emotions and struggles. Lines that chart the eventful journey of a country in transition.

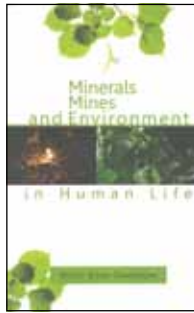


Minerals, Mines and Environment in Human Life

Kaulir Kisor Chatterjee
978-81-237-6733-8
Rs 90

Minerals are essentially a part of nature, having been formed by natural processes. They are used for making various industrial products, as well as required in the technologies for protecting and preserving the environment. Since minerals lying underground have to be mined, the land is destroyed in the process, unlike other industries and resources. There is a seemingly endless conflict between the industries and the environmentalists, who are trying to apply brakes on the industries—which includes the mining industries.

This book seeks to bridge all the gaps between the mining industries and the environmentalist groups and clear the confusion in the minds of all the stakeholders by treating the subject through a blend of geology, social science and environmental science. It is presented in a simple style, such that common people and the intelligentsia are able to form a holistic view about the entire issue.



The Future of Indian Agriculture

Yoginder K. Alagh
Rs 100

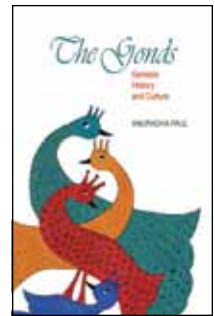
The Future of Indian Agriculture first sets up the Backdrop of India's resource endowments of its land, water, population and work force. It then models the demands on agriculture of a fast growing economy. It models demand separately for the rich and poor in rural and urban areas and shows the rapidly diversifying food needs of India. The Supply potential of India's agricultural resources is worked out and the impact of technological change required is estimated using Factor Productivity analysis. Alagh then models alternative growth paths and their outcomes in terms of meeting demand to avoid the food inflation problem and solve the poverty removal and food security objectives. He works out the infrastructure requirements of widespread markets and processing and transport needs also in smaller towns in

a 'Rural Urban Continuum' and shows the outcomes of a 'Benign' and a 'Cruel' scenario. Finally he describes the needed policies for the 'Benign' outcomes. A must read book for the development expert and practitioner and anyone with interest in agricultural and rural development in the fast growing Indian economy.

The Gonds: Genesis, History & Culture

Anuradha Paul
978-81-237-6787-1
Rs 95

The Gonds are one of the largest tribal groups in India. Inhabiting largely the central hinterlands of India, this indigenous community is believed to be of the Dravidian stock. Based on the teachings of Pahandi Pari Kupar Lingo, the preceptor of the Gonds, the book provides deep insight into the genesis, history, culture, philosophy, and belief systems of the Gonds. A must read book for sociologists, anthropologists, students of culture studies and also for the general reader.



We Are Different

Ramendra Kumar
978-81-237-6685-0
Rs 25.00

This is the story about how creatures of different species can become good friends for a peaceful coexistence. The book promotes a cosmopolitan outlook where everybody is equal and all respect each other.



Who is Sharper?

Gunamani Nath
978-81-237-6730-7
Rs 35.00

An animal tale that dwells on the importance of wit and how it can become a tool to survive in a world deplete of morality. The story has been translated from Asamiya to English by Deep Saikia.

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Forthcoming Book Fairs

Dharamshala Book Fair, Himachal Pradesh	May 2013
Mumbai Book Fair, Maharashtra	May-June 2013
Srinagar Book Fair, Jammu & Kashmir	June 2013
Kanyakumari Book Fair, Tamil Nadu	July 2013
Bilaspur Book Fair, Chhatisgarh	September 2013
Chennai Book Fair, Tamil Nadu	September 2013
Bhopal/Indore/Book Fair M.adhya Pradesh	October 2013
Allahabad Book Fair, Uttar Pradesh	October 2013
Children Book Fair, Cochin/Trivandrum	Oct.-No. 2013
Ranchi/Patna Book Fair, Bihar	November 2013
Chandigarh Book Fair, Union Territory	December 2013
Hyderabad Book Fair, Andhra Pradesh	December 2013
Mangalore Book Fair, Karnataka	January 2014

For more details please contact:

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