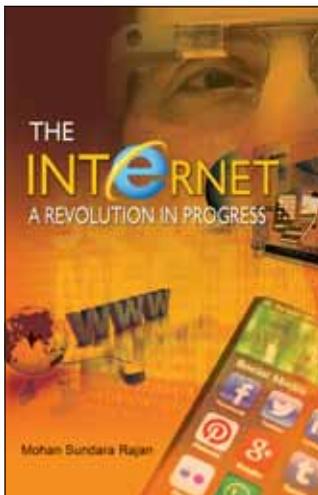


## Contents

Frankfurt Book Fair 2014	2
Vigilance Awareness Week	2
Book Release Function at Cuttack	3
Telugu Books Released	3
Thiruvananthapuram Book Fair	4
Publishers' Meet	5
Faizabad Book Fair	5
Children's Pavilion @ NDWBF	6
Excerpts	7
Books Received	7

### PICK OF THE MONTH



**The Internet: A Revolution in Progress**  
Mohan Sundara Rajan  
978-81-237-7323-0; Rs 380

## Kochi BPC Inaugurated



“For a democracy to succeed, knowledge is essential. Books fuel thoughts and spread knowledge that buttresses democracy,” said Justice V.R. Krishna Iyer. He was inaugurating the NBT Book Shop & Book Promotion Centre at Kochi, Kerala, on 26 October 2014. It may be mentioned that Justice Iyer recently celebrated his 100th birthday.

In his address, Prof. M.K. Sanu, critic, scholar and writer, wished the place will become a cultural space, where one could discuss and debate ideas, literature and thought. He hoped that the BPC would catalyse Kochi’s cultural life and suggested that the Centre should also host musical evenings and exhibition of paintings.

“With the State language institute and the Institute of Children’s Literature also opening their outlets in the same premises, there is a strong possibility of the space becoming a book hub. We are also requesting the Sahitya Akademi to follow suit,” said Shri Sethumadhavan, Chairman, NBT.

“NBT is the brainchild of Jawaharlal Nehru and the visionary in him probably realised that without a publishing house to bring out books in all languages in India at affordable rates, the cultural space

remained incomplete. Since its inception in 1957, NBT has come a long way. At the moment, it publishes nearly 1,000 books in a year including reprints in 30 to 35 languages.” The BPC, he said, puts into practice Nehru’s clairvoyant vision that the NBT should work like a book hospital.

Earlier, in his welcome address, Dr. M.A. Sikandar, Director, NBT India, said that the idea behind the initiative was to reach books to the people. “Our aim is to create book *addas* in various states. This will be a step to sensitise the young generation to reading and books. A BPC in Cuttack, Odisha will also be opened soon.” he added.

NBT has opened BPCs in various cities across India including Guwahati, Patna, Agartala, Chennai and Hyderabad. The Kochi BPC is located at the Revenue Tower on Park Avenue Road.



## Frankfurt Book Fair 2014

National Book Trust, India has been a regular participant at the Frankfurt International Book Fair (FIBF). This year NBT India participated collectively with three Government organizations — Sahitya Akademi, National School of Drama and Publications Division.

Shri Raveesh Kumar, Consulate General in Frankfurt, inaugurated the India Pavilion at the Fair. Shri Raveesh Kumar was happy to note that many government institutions are participating in a big way in the Frankfurt Book Fair. He assured that the Office of Consulate General will support NBT to represent Indian publishing.

Sahitya Akademi organised many literary programmes at India Pavilion where eminent authors including Dr. Gourahari Das, Shri Ramanunni, Shri Damodar Mauzo and Shri Balam Prem Narain participated in the deliberations.

Over 300 titles from 34 Indian publishers including Publications Division,



Sahitya Akademi, National School of Drama and NBT India were displayed at the Pavilion. A large number of visitors came to the Pavilion and held discussions on rights exchange, publishing as well as NDWBF-2015.

Mr. Kenneth Quek, Deputy Director, National Book Development Council of Singapore; Mr. Mohan Kumar, Sharjah International Book Fair Authority; Ms. Kaoru Iwata, Tokyo International Book Fair; Mr. Osman Gani, President,

Publishers Association of Bangladesh; Mr. Aniruddha Das, Vice Consul, Consulate General of India; Betty Tan, Singapore Book Publishers Association; Ms. Linda D. Cameron, Director, The University of Alberta Press were some of the prominent visitors.

NBT India was respresented by Shri Debu Sarkar and Shri Rajeev Chaudhry. Besides, Dr. Suresh Chand from the Ministry of HRD was present.



## Vigilance Awareness Week

As part of the Vigilance Awareness Week, the National Book Trust, India organised an Interactive session on 'Combating Corruption: Technology as an Enabler' on 31 October 2014, in the Conference Room, Nehru Bhawan, Vasant Kunj, New Delhi.

Speaking on the occasion, Shri Arun Kumar, Director, Central Vigilance Commission (CVC) and Guest Speaker at the function, said that technology plays a big role in the prevention of crimes, it can be a leverage to combat corruption. He said that the scope of corruption has decreased by the day due to the introduction of technology like the government e-portals — e-governance, e-business, e-auction, e-health, e-education, etc.



Shri Arun Kumar also added that RTI is a good method to raise voice and ask questions, which help in combating corruption. In addition, the social media is a good medium to propagate cases related to corruption and in exposing anti-social elements.

Shri Arun Kumar also observed that NBT is a benevolent organisation, working for the society. He said that it is one of the cleaner organisations of the country.

At the end of the session, NBT employees interacted with Shri Arun Kumar where they raised questions regarding transparency in the functioning of government organisations.

Earlier, Dr. M.A. Sikandar, Director, NBT, welcomed the Guest speaker and informed him of the measures taken by NBT to combat corruption in the organisation.



## Book Release Function at Cuttack

As a part of the National Book Week celebrations, National Book Trust, India organised a Book Release function at Satabdi Bhavan, Cuttack, on 16 November 2014 in collaboration with Utkal Sahitya Samaj, the most respectable literary organisation of Odisha since 1903.

Inaugurating the festival, Shri Ramakant Rath, eminent Odia Poet and Padma Bhushan awardee, expressed happiness over the treasured publication of books with high literary value and said that the literary artists are the creators of our inner and metaphysical world. He discussed at length the various aspects of the released books namely, *Mahapatra Nilamani Sahoonga Shrestha Galpa*, *Chandra Sekhar Rathanka Shrestha Galpa* and *Bhima Bhoinka Shrestha Kabyakruti*, compiled and edited respectively by Prof. Dasharathi Das, Prof. Bauribandhu Kar and Dr. Satyananda Swain. Odia translations of three books for



children *Birju Ki Musibat*, *Nanha Paudha* and *A Bond of Love* were also released by the guests.

Prof. Dasharathi Das, eminent critic of Odia literature discussed in depth the stories of Mahapatra Nilamani Sahu and justifiably compared the story writer with Jayadev, a great devotional poet of Odisha. He also said that Mahapatra Nilamani acquaints the readers with an altogether different world which, though apparently seems unreal, becomes real in the readers'

sensibility after reading his stories.

Prof. Prafulla Kumar Mohanty who graced the occasion as the Chief Speaker lauded the endeavour of NBT in publishing much of original Odia literature and thereby promoting reading habit among Odia people. Prof. Bauribandhu Kar, literary critic, discussed various aspects of the released books particularly on Chandrasekhar Rathanka Shrestha Galpa. Dr. Satyananda Swain, a researcher of Mahima Cult, vibrantly focused on the writings of Bhima Bhoi, the exponent of the cult, as the vehicle of social transformation forging divinity among people and his intense humanism and cosmic vision.

The meeting was presided over by Dr. Bijayananda Singh, President, Utkal Sahitya Samaj and Sri Manoj Pattanaik, Secretary, Utkal Sahitya Samaj offered vote of thanks. Dr. Pramod Sar, Odia editor, NBT, coordinated the programme.



## Telugu Books Released

The book release function of recently published two NBT titles in Telugu was held at District Centre Library, Kurnool, Andhra Pradesh on 18 October 2014.

*Choogh the Squirrel*, written by Bitty Mithal and translated by Munjaluri Krishan Kumari; and *Admi aur Prachai wa anya Kahaniyan*, written by Rajeev Thambe and translated by T. Srivalli Radhika were the titles released and discussed at the function.

Prof. K. Krishan Naik, Vice-Chancellor of Rayalaseema University, released the books. In his address, Prof. Naik emphasised on the importance



of reading and the influence of NBT's children's books in nurturing the reading habit among children.

Others who spoke on the occasion included Dr M. Harikishan, writer

of children's books and activist; Dr V. Triveni, author, critic and translator and Asst. Professor, Telangana University; Sri Dasari Venkata Ramana, Sahitya Akademi Balsahtya Awardee; and D.K. Chaduvula Babu, noted children's writer and activist. Sri Viyogi, writer of children's books and critic presided over the meeting.

Earlier, Dr Pathipaka Mohan, Telugu editor, NBT India, welcomed the guests and informed the audience about the activities of the Trust. Sri Veldandi Sridhar, Asst Professor, Silver Jubilee Govt. College, proposed a vote of thanks.



“In a county like India with its diversity of languages, the importance and role of an institution like National Book Trust, India is invaluable,” said Prof. O.N.V. Kurup, eminent Malayalam poet and lyricist. Prof. Kurup was inaugurating the Thiruvananthapuram Book Fair held from 4-12 October 2014 at Putharikandam Grounds, Thiruvananthapuram. The Fair was organised in collaboration with Thiruvanthapuram City Corporation.

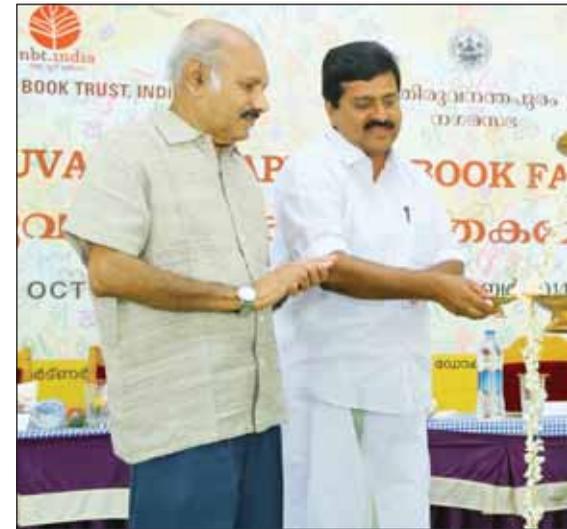


fact that reading is not dead,” said Shri V.S. Sivakumar, Minister for Health, Govt. of Kerala. “As responsible citizens we must strive to nurture reading as a habit among children, to create a thinking society,” he added.

The Mayor of Thiruvananthapuram, Ms K. Chandrika, also spoke at the inauguration.

In his address, Shri Sethumadhavan, Chairman, NBT India, elaborated the role

## Thiruvananthapuram



books and reading habit by organising book fairs across the country is invaluable, he added. On the declining market for books across the world, Shri Sethu said, “Kerala sells more books and is doing very well in the book trade,” This according to him is because of the prevalence of reading culture, brought about by the village library movement.

Earlier, in his welcome address, Dr. M.A. Sikandar, Director, NBT India,



Speaking of the dangers of cultural colonialism and the importance of preserving the culture, languages and literature, Prof. Kurup expressed his strong reservations on the influence of western cultural mores, which according to him, “is not only a bane on our contemporary life, but also a type of enslavement, which if not restricted will make us slaves. Take a weapon, the weapon of our culture and literary lineage to thwart the overwhelming cultural onslaught of the west,” he noted.

“An annual increase of 25-30 per cent in book sales is a clear indication of the



of NBT in promoting books and reading. “NBT is the only organisation that publishes books in over 30 languages,” he said. The role of NBT in promoting



# Book Fair 2014



informed the audience on NBT's efforts to open Book Promotion Centres in various states. These centres will work as a kind of literary hubs where one can buy NBT books as well as organise literary programmes. He also informed that a NBT Book Promotion Centre will soon be opened at Kochi.

The Thiruvananthapuram Book Fair saw the participation of over 100 publishers and booksellers, both from



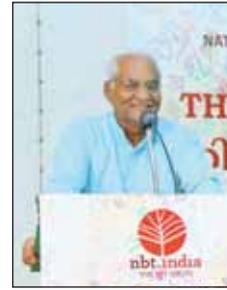
Kerala and other parts of the country. Lakhs of visitors from the city as well as neighbouring areas visited the Fair. A number of book release functions took place during the Fair.

Everyday hundreds of children from various schools participated in numerous programmes and competitions. Talented young children, including budding writers, artists, performers and cinematographers were felicitated.



was a unique initiative to familiarise rich literary heritage of our country.

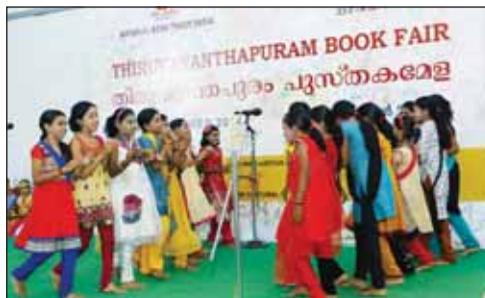
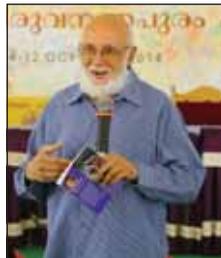
Smt. Sugatha Kumari, renowned Malayalam poet and activist; Shri Laxmi Nandan Bora, one of Assam's best loved novelists and short story writers; Dr. Viswanath Prasad Tiwari, eminent Hindi poet and critic and currently President of Sahitya Akademi; Prof. Sirpi Balasubramaniam, renowned Tamil poet and critic; Prof. Mamta Sagar, noted



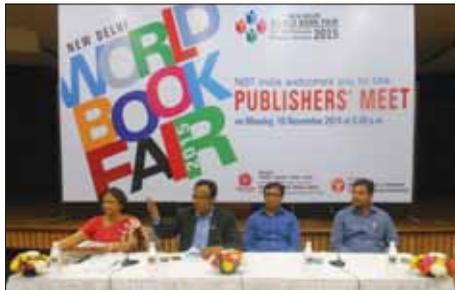
The Thiruvananthapuram Book Fair also hosted some of India's eminent writers in a series of lectures every evening at the Fair grounds. Organised in association with Centre for Culture Studies, University of Kerala, this public lecture series on 'My Language My Literature'

Kannada poet and playwright; Prof. Nirmal Kanti Bhattacharjee, Bangla writer and critic; Prof. N. Gopi, eminent Telugu writer and former Vice-Chancellor, Telugu University; Dr. Sitanshu Yasharchandra, award winning poet, writer and scholar were the speakers in the lecture series. All the lectures were moderated by well known scholars, including Dr. K.S. Ravikumar, Shri M.G. Radhakrishnan, Dr. P.K. Tilak, Ms Saraswathy Nagarajan, Ms. Bhawani Ceerath, Dr. Sajeew S Rose, Dr. N.K. Mohandas and Dr. Meena T. Pillai.

Rubin D'Cruz, Malayalam editor, NBT, coordinated the Fair.



## Publishers' Meet



In order to discuss some of the aspects covering the organising of the New Delhi World Book Fair 2015, NBT India held a Publishers' Meet on 10 November 2014 at the India International Centre,

New Delhi. Around 50 publishers and representatives of publishing associations attended the Meet. The 23rd NDWBF is to be held from 14-22 February 2015 at Pragati Maidan, New Delhi.

In his address, Dr. M.A. Sikandar, Director, NBT, discussed some of the new programmes being introduced at the Fair. The business programmes include the CEO Speak and the New Delhi Rights Table. The Rights Table will be organised from 17-18 February 2015.

The Guest of Honour Country is Singapore which is participating with a

large group of publishers and will organise many discussions related to book trade between the two countries. Besides, South Korea will be the Focus Country at the Fair. South Korea is participating with a large contingent of publishers at the Fair.



## Faizabad Book Fair

The National Book Trust, India participated in the Faizabad Book Fair, organised by Narayan Das Khatri Memorial Trust, from 14-19 October 2014. The Fair was inaugurated jointly by Shri Ravinder Kalia and Ms Mamta Kalia. The Fair saw the participation of over hundred exhibitors.

The NBT stall was inaugurated by G.P.T. Saral, Panel Member of NBT's



Sindhi Advisory Panel, and by Ms Rita Khatri, Fair In-charge.

The NBT stall had an exhibit of books in English, Hindi, Urdu and Sindhi across a wide range of genres and for all age-groups.

The NBT stall was adjudged the best and received the first prize. Shri Suresh Kumar, Sales personnel from NBT received the award on behalf of the Trust.

## Children's Pavilion @ NDWBF 2015: Call for Proposals

### Are You ...

- A School / NGO / Publisher of Children's Books?
- A Govt. organisation engaged in promotion of children's reading habit?
- A newspaper / magazine / social media for children?
- An individual expert in the field of children's literature?

### And do you want to ...

- Stage a skit / play on books and reading?
- Hold a session / workshop on books and reading?
- Organise a panel discussion and / or reading session?
- Hold a seminar / talk on children's literature?
- Organise a children's author meet?
- Conduct any event aimed at promoting reading habit among children?

We can provide you a platform at the Children's Pavilion, during the New Delhi World Book Fair, Pragati Maidan, New Delhi from 14-22 February 2015.

### Interested?

Send us the details about your organisation / you and the proposed event(s) with preferred date(s), latest by 31 December 2014.

Write to: **The Director**  
National Book Trust, India  
Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi – 110070

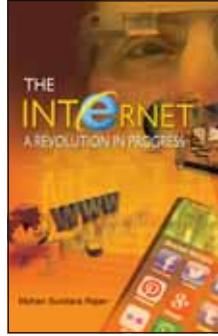


## Excerpts

NBT has recently published a book titled *Internet: A Revolution in Progress* under its Popular Science series. Herein we reproduce an excerpt from the chapter 'In the Shadow of Hackers' - Editor

Today the definition of a hacker is different. A hacker is someone who gains unauthorised access to a computer system and breaks the code for passwords. Hackers literally crack the code in software to bypass the security mechanism. Hacking has become a notorious menace aimed at commercial, political and military gains. In 2011, McAfee — a security company, disclosed details of sustained computerised attacks against businesses and governments across 14 countries. Many victims, the company said, did not even know they were attacked. And the stolen data were sensitive and significant. Only some of the affected companies have plugged the leaks.

In India, several high-profile cyber attacks have been reported. In April 2012, the Lok Sabha was told that over 130 government websites were hacked during the first three months of 2012.



### **The Internet: A Revolution in Progress**

Mohan Sundara  
Rajan  
978-81-237-7323-0;  
Rs 380

The attacks were tracked by the Indian Computer Emergency Response Team. The House was told that the Government was considering plans to set up a Cyber Coordination Centre to stop cyber crimes and issue early warnings. The Department of Information Technology and the National Informatics Centre announced that they were upgrading firewalls to tackle the threat. According to industry estimates, 14,000 government and corporate websites were hacked or defaced in 2011.

Anonymous struck again in May 2012. It attacked 14 government websites, besides the sites of the Supreme Court

and two political parties, by bombarding them with data, as a Distributed Denial of Service attack. The attack had only partial success, as most of the affected sites soon recovered. Anonymous said the attack was in retaliation against blocks imposed on well-known video and film-sharing sites.

The National Association of Software and Services (NASSCOM) and Data Security Council of India have recommended the setting up of a National Centre for Research in Encryption and Cryptanalysis. Their report entitled 'Securing Our Cyber Frontiers' suggests the appointment of a fully empowered national head for cyber security backed by a national structure. The report envisages a centre for excellence for best practices in cyber security and research, and the formation of a cyber command within the Defence forces, besides a national threat intelligence centre. The report maintains that encrypted communication is essential for fostering trust in electronic transactions, while lawful interception of such messages in real time would be needed to meet the cyber crime.

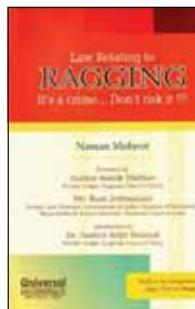
## Books Received

**The Yellow Elephant**; Tansen Ali; Orient Publishing, 5A/8 Ansari Road, Darya Ganj, New Delhi-110002; 978-81-222-0570-1; Rs 225



A strong memory helps one to stay ahead in many aspects of his life; to become more effective, more imaginative and more powerful at work, at keeping track of appointments or studying for exams, recall names or telephone numbers. All it takes is some simple techniques to keep brain fit and improve the way one remembers. Memory Master Tansen Ali's encouraging writing style and practical exercises with step-by-step instructions will help to build memory skills quickly and reduce stress and improve focus.

**Law Related to Ragging: It's a crime... Don't risk it!**, Haman Mohnot; Universal Law Publishing Co. Pvt. Ltd., C-FF-1A, Dilkush Industrial Estate, G.T. Karnal Road, Delhi-110033; 978-93-5035-470-4; Rs 425



Ragging has become deeply rooted in the Indian educational set up and gradually it is taking shape of black hole for the temples of education. This serious issue lacks wide-ranging study. This book encompasses each and every aspect of ragging, viz., definition, psychological and legal aspects, judicial trend, alarming statistics, role of different mechanisms, etc. It goes beyond and gives the steps to be followed after being ragged.

**The Deadly Royal Recipe**, Ranjit Lal; Duckbill Books, Venkat Tower, 165 P.H. Road, Chennai - 600095; 978-93-81626-94-8; Rs225



Mix one lonely princess with a bunch of school friends and a little boy; add a top secret Recipe Masterbook, lots of exotic food, a villainous raja and his even more villainous son; garnish it with action, adventure, car-chases and elephant rides; cook it all to perfection with a fast paced plot ... what you get is a wacky, racy adventure, which will have you burping in satisfaction! The book reads like the finest of Bollywood actually with action, adventure, humour, tension, high-speed car races and stunning settings.

*Participate at the*  
**NEW DELHI WORLD BOOK FAIR**  
Pragati Maidan, New Delhi  
14–22 February 2015



**For more details, visit:**  
[www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in)

*Book your Table at the*  
**NEW DELHI RIGHTS TABLE**  
16–17 February 2015



**For details, email at:**  
[rights@nbtindia.gov.in](mailto:rights@nbtindia.gov.in) / [newdelhirightstable1@gmail.com](mailto:newdelhirightstable1@gmail.com)

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### FORTHCOMING BOOK FAIRS

Indore Book Fair, M.P.	6-14 December 2014
Cuttack Book Fair, Orissa	18-26 December 2014
Itanagar Book Fair, Arunachal Pradesh	22-30 Nov. 2014
Jammu Book Fair, J&K	November 2014
Jodhpur/Bikaner Book Fair, Rajasthan	December 2014
Ranchi Book Fair, Jharkhand	March 2015
Dehradun Book Fair, Uttarakhand	December 2014
Aizawl Book Fair, Mizoram	Dec. 2014-Jan 2015
Patna Book Fair, Bihar	March 2015

*For more details please contact:*

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### On India Government Service