

NBT newsletter

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New Delhi World Book Fair Inaugurated



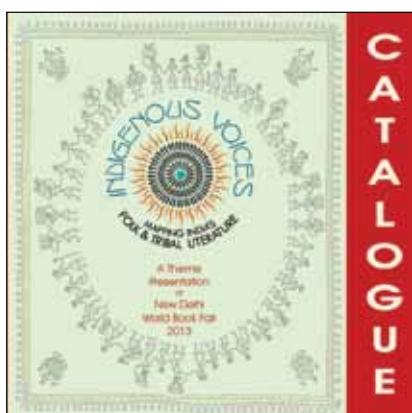
“Nothing delights me more than encouraging Indians to read and celebrating books and childhood is the time to discover books,” said Dr Shashi Tharoor, eminent writer and Minister of State, Ministry of Human Resource Development, while inaugurating the New Delhi World Book Fair 2013. He said that though e-publishing had made inroads in India but only 16% of people read digital books, rest 74% still rely on conventional printed books.

The New Delhi World Book Fair was inaugurated with great fanfare and celebration on 4 February at Pragati Maidan, New Delhi. The Fair was organised by National Book Trust, India and India Trade Promotion Organisation.

In his address Dr Tharoor expressed concern over the growth of intolerance. While people have the right to protest and argue if they are offended over a book, film, or work of art, at the same time they cannot deny others the right to have access to such works. “Whether it is literature or cinema, we have the right to chose. Let us not be cowed down. A group cannot tell us what we can or cannot read,” he added.

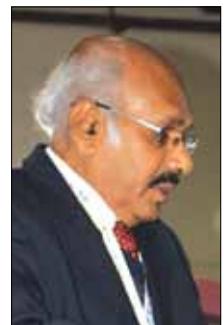
Talking about the theme of the Fair, ‘Indigenous Voices: Mapping India’s Folk and Tribal Literature’ Dr Tharoor said, “I speak for vast majority of readers. I think we need to give attention to this tribal literature also.”

Emphasising on the need to promote value-oriented education for school



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children across the country, Dr Karan Singh, eminent scholar, Member of Parliament (Rajya Sabha) and President, Indian Council for Cultural Relations, said, "We need value-based education in the curriculum. Our constitution does not allow us to teach religion. But what we have done is thrown the baby out with the bathwater. We are worried about the Fundamental Rights, but how many of you sitting here know the Fundamental duties?" He said, while delivering the Guest of Honour address at the inauguration.

For Dr Karan Singh, there is no better place than the World Book Fair, "I started collecting books when I was five and in my library in Jammu I have a collection of 25000 books. Books epitomise the heart of civilisation." Referring to the burning of ancient and valuable manuscripts at Timbuktu, "Unfortunately, there have been terrible incidents like the one at Timbuktu. Historically if we look back we know of how the libraries of Alexandria and the Nalanda University were destroyed."

Referring to this year's World Book Fair theme, Dr. Singh said that every language that flourishes in India is 'indigenous'. No language is second class. "Every language is a vehicle of *sanskriti*."

His excellency Francois Richier, Ambassador of France for India was the special guest on the occasion. "It is a very important occasion for France," said Mr.

Richier, "Though France has not invented writing, printing or internet, they take little pride in producing books dealing with history and science." India and France, according to him, share the same democratic values and expressed concern over the rising tide of intolerance that we see in the burning of books.

Ms. Rita Menon, CMD, India Trade Promotion Organisation (ITPO), said "The association of ITPO with NBT dates back to 38 years. We were delighted when the Ministry of HRD made the New Delhi World Book Fair an annual affair. It is a commendable effort for a book loving country like ours. We are here to facilitate NBT as co-partners but the brains and expertise has been of the NBT."

Elaborating further, she said, "ITPO conducts a lot of events and we have seen that product launches are attractive for visitors, hence came the concept of Author's Corner, wherein authors can launch their books and interact with readers. Besides, folk dances and performances in the evenings will enthral the visitors. Translating all these events into the book fair makes it a truly world-class event."

Sudhir Malhotra, President, FIP, said, "From a handful of publishing houses in the 1950s, India has grown to be amongst the top five publishing countries in the world. The picture looks bright but the progress is uneven. While some languages have

made significant progress – English being the most talked about, followed by Hindi, Malayalam, Tamil, Marathi and others, publishing in many important languages like Urdu, Konkani, Oriya, Kashmiri and other North-East languages have not kept pace." According to him, "We need substantial investments in international marketing efforts. Book exports need focussed attention, they cannot be clubbed with industrial products under chemicals and allied products and be considered insignificant in comparison."

Earlier, Shri A. Sethumadhavan, Chairman, NBT, in his welcome address said, "The hosting of such a fair is a huge responsibility bestowed on us and making it an annual affair needs a lot of planning and hard work. India today is an economically and educationally empowered nation, and therefore we came up with new initiatives in this fair like Rights Table, CEO Speak, etc. to encourage business deals."

Shri M.A. Sikandar, Director, NBT thanked all the dignitaries, publishers, authors and visitors to the fair and sought the full-hearted cooperation from the stakeholders for the success of the Fair.

In keeping with the Theme of the Fair, the Baster Band played by the performers from Bastar, Chhattisgarh, dressed in their traditional attire, presented a colourful and folk music performance during the inauguration.



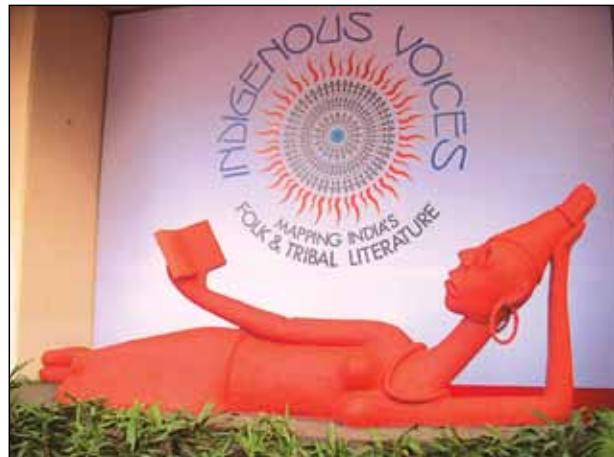
Showcasing Indigenous Expressions

Greeting the visitors at the gates of Hall No. 7 was a huge reclining figure of a lady engrossed in reading. This replica of a figure, a Bengal folk art form, in a way represented the Theme Presentation of the New Delhi World Book Fair 2013.

'Indigenous Voice: Mapping India's Folk and Tribal Literature' was an attempt by the National Book Trust, India to map some of the writings on tribal and folk literature as well as works by and on tribals.

The identity of a nation and her people lie in its many traditions and cultures that have withstood the test of times. Until the time the traditional knowledge of our communities, be it their faith, culture, belief systems, craft, performances, literature were captured for posterity, this wealth was sustained in the vast repositories of 'oral memories' by various communities passed down the generations.

These indigenous voices have found their expressions in medium as varied as handicrafts to performances and literature. In bringing a renewed focus on this tradition and culture, the NBT conceived and put up an impressive pavilion at Hall 7E. The Pavilion transported the visitors to a time and place that still co-exists along with our urbane existence, with its colossal replicas of the dwelling abodes of our community. These included typical traditional houses from the South, the



West, the North, the East as well as the North-east.

Complimenting them were panels on various traditional storytelling art forms like Kalamkari, an ancient style of painting

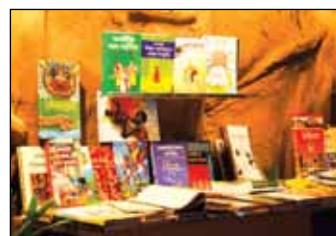


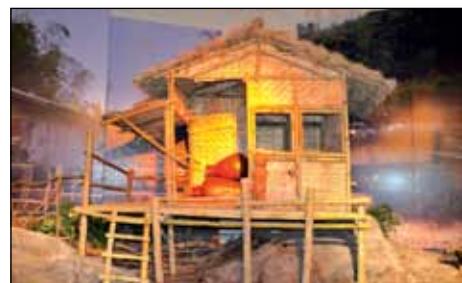
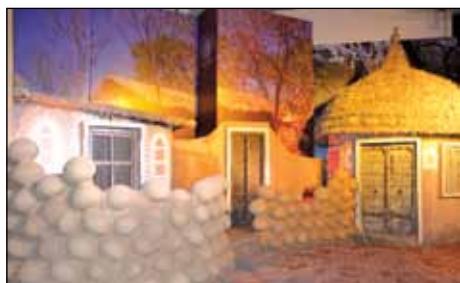
from Andhra Pradesh; Kavad, story telling in pictorial tradition; Pattachitra painting from Odisha; Warli painting from Maharashtra; Gond art from central India; Patwa style of painting from Bihar and West Bengal; Pinguli Chitrakatha story telling tradition; Mata-ni-Pachedi textile art tradition by nomadic Waghati community of Gujarat; Pabuji ka Phad,

storytelling through painting; Rajwar murals style of painting practised by women of Rajwar community of Bihar, Chhattisgarh and Madhya Pradesh; Ravan Chaya traditional shadow-puppet theatre form of Odisha; Thanka, painting on silk with embroidery, used as tools to depict the life of Buddha; Tholpavakoothu, a shadow-puppetry of Kerala; Pithora paintings of Rathwas, Bhilas and Naykas of Gujarat and Madhya Pradesh; Jadu Pat painting and story telling tradition of the Santal tribes; and Madhuban or Mithila style of painting traditionally done by the Women folk. Together they showcase the rich and diverse artistic traditional ways of communication.

Making a transition from orality to written, that documents and preserves this knowledge for posterity was the display of over 500 books in English, Hindi and other Indian languages including tribal languages like Lepcha, Gondi, Chhattisgarhi, Bhili-Gujarati, Himachali, Santali and Kokborok. A display of mixed genres they included fiction, non-fiction, folklore and some incisive scholarly studies on the communities, their way of life, as well as their struggles for survival under the onslaught of change.

Besides, the exhibit showcased new refreshing voices that are emerging today from among the communities themselves, creating an alternative literary landscape. These voices from within are much more than simple narratives but also include





novels, essays and dramas. In the process, they augur a new idiom and change that will continue to strengthen the national fabric of India. Many such writings in English and tribal languages were displayed at the Theme Pavilion. An annotated catalogue of the books displayed was available for the general public at the Pavilion.

During the seven days of the Fair the Theme Pavilion hosted discussions where writers and scholars from across the country participated in the deliberations. They included Narayan, Ivy Hansdak, Ram Rahman, Mini Krishnan, G.N. Devy, Jivya Soma Mashe, Muthukumarasamy, Badri Narayan, K. Satchidanandan,

Temsula Ao, Tabu Taid and Arjun Deo Charan.

The Pavilion also showcased various folk music, dance and drama presentations from all over the country every day at the Lal Chowk Theatre, like Pandavani, Choliya, Kabui Naga, Bhand Pather, Purulia Chhau, Naqqal, Pulikali, etc.

Desaj: A Festival of Folk and Tribal Performances

Setting the tone for the theme of the New Delhi World Book Fair 2013 titled 'Indigenous Voices,' was the inauguration of the Festival of Folk Music, Dance and Drama—*Desaj*. Organised by National Book Trust, India and Sangeet Natak Akademi, the performances from across the country entertained and provided a glimpse into the rich treasure of our traditional performances throughout the Fair from in the evenings at Lal Chowk, Pragati Maidan.

The indigenous performing arts of India contain within themselves a core of contentment which feeds their expressions, a still centre which absorbs and assimilates everything from within. They have much joy to offer and a shared sense of our common humanity.

Speaking at the inaugural function, Ms Leela Samson, Chairman, Sangeet Natak Akademi was hopeful of more such collaborations with NBT, India. Shri A. Sethumadhavan, Chairman, NBT, said that there is a thin line between art and literature, and they both contribute equally.



The festival began with a presentation by Ms Teejan Bai, Padmabhushan and Sangeet Natak Akademi Awardee. Ms Teejan Bai, an exponent of Pandavani, gave a lively performance by narrating episodes from the epic Mahabharata in Chhattisgarhi dialect while playing the one-string instrument 'Tamboora'. Pandavani is a form of narration where the narrator sings the story and then starts a religious

discourse using mime and dance movement.

Other performances in the evening included Thang-Ta from Manipur, Traditional Bhajans from Gujarat and Bastar Band from Chattisgarh.

Other events that enthralled the audience throughout the Fair days included: Pulikali and Naada Samanwayam from Kerala, Lai Haraoba from Manipur, Jhumur & Nagpuri Songs from Jharkhand, Choliya Dance & Lok Geet from Uttarakhand, Kabui Naga Dance from Manipur, Mand from Rajasthan, Bihu Dance from Assam, Ragini from Haryana, Bhand Pather from Jammu & Kashmir, Bamboo Symphony from Kerala, Dance & Music of Ao Tribe from Nagaland, Purulia Chhau from West Bengal, Naqqal from Punjab, Parichakkali & Attam from Lakshadweep, Raas & Mayur Dance from Uttar Pradesh, Bagrumba & Bodo Dance from Assam, Bohura Godhani from Bihar, Ghumara from Odisha, Hojagiri from Tripura, Bohada Dance from Maharashtra, Dhol Cholom from Manipur and Bajashal Dance from Odisha.



France: The Guest of Honour Country at the Fair

France was the Guest Country for the New Delhi World Book Fair 2013 to foster French literature in India as part of the 'Bonjour India' festival. In partnership with the Bureau for the International Promotion of French Books (B.I.E.F), the Embassy of France in India and the Institut français en Inde, the French publishers had close to 2,000 French titles hosted many literary events during the seven days. Also showcased was various aspects of French culture through an exhibition entitled "France Remains", and a series of film screenings.

The French Book Office of the Embassy brings together the French and Indian professionals from the publishing industry in touch. It assisted both Indian and French publishers, translators, writers and readers, working as a channel of connection between the two publishing worlds. As a result, professional and rights exchanges between Indian and French publishers have increased considerably over the past few years. French and Indian publishers were brought together through the Indo-French Professional Round Table Meetings at the Fair.



The French Delegation included institutions, authors and publishers, besides a group of 25 students, Master in Management for the Publishing Industry. The participations from institutions included Alain Gründ, president, Bureau International de l'Edition Française



Acclaimed French writer Tahar Ben Jelloun in conversation with Kanchana Mukhopadhyay at the French Pavilion.

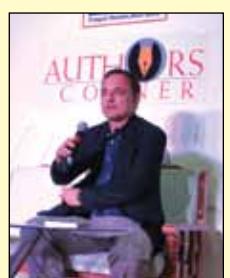
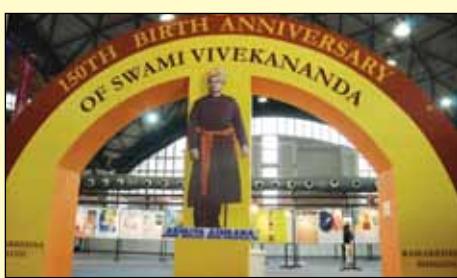
(B.I.E.F); Jean-Guy Boin, director, B.I.E.F; Christine Karavias, project manager, B.I.E.F and Muriel Vandeventer, policy officer for books, Ministry of Foreign Affairs. The authors included Tahar Ben Jelloun, Kenizé Mourad and Dominique Sigaud while publishers at the show were Hatier & Didier Jeunesse; Casterman - Flammarion / Père Castor – Autrement; Esmod Publishers; Le Seuil; Stock; Le Seuil; Nathan Jeunesse; to name a few.

Photography Exhibition on France Heritage, and French Delicacies: Le Bistrot, French Cuisine were regular events throughout the Fair days.

France also hosted a series of film screenings in the Sakunthalam Theatre which included: La Délicatesse, directed by David Foenkinos & Stéphane Foenkinos; L'Autre, directed by Patrick Mario Bernard & Pierre Trividic; La Princesse de Montpensier, directed by Bertrand Tavernier; Astérix et les Vikings, directed by Stefan Fjeldmark & Jesper Møller, Le Voyage du directeur des ressources humaines, directed by Eran Riklis; and La Princesse de Montpensier, directed by Bertrand Tavernier.



For the first time the New Delhi Book World Fair introduced the concept of Book Art installation. Attracting the curious interest of thousands of visitors the Book Art installation was a popular feature of the Fair. Commemorating the 150th birth anniversary of Swami Vivekananda, a special Pavilion was also put up at the Fair. For the first time, NBT introduced the Author's Corner, where many writers interacted with the bookcovers. More details will be covered in the next issue of the *NBT Newsletter*.



New Delhi Rights Table: A New Initiative

“India is one of the largest publishing industries in the world. We publish books in all Indian languages, besides Hindi and English. It has been our dream to reach our books across the country and to the world. The Rights Table, initiated first time in India by NBT is a major step towards that direction”, said

Shri A. Sethumadhavan, Chairman, NBT while inaugurating the New Delhi Rights Table on 2 February 2013, at Pragati Maidan, New Delhi.

“The initiative has started with a good number of participants having enrolled for the sessions from India as well as abroad. I am very hopeful that in the coming years, this number will increase manifold”, Shri A. Sethumadhavan added.

The New Delhi Rights Table was a two-day event that attempted to bring together publishers, Rights’ agents, translators and editors from India and abroad at a forum to network and explore business opportunities together. The Rights Table offered B2B ‘match-making’ sessions between publishers. Initiated by the National Book Trust, India the New Delhi Rights Table is a part of its effort to promote Indian books abroad, through its recently launched initiative for providing financial assistance to foreign publishers for translating Indian books into foreign languages. The rights trade is a major component of the book trade. Besides augmenting business interests it also helps to promote writings across the world.



Speaking on the occasion, Shri S. K. Ghai, Sterling Publishers, congratulated NBT and Director and Chairman for organizing this event first time in India. He said that India had a treasure of good books and literature and which should definitely be translated into other languages so that it reaches a wider readership.

Welcoming the Indian and foreign participants, Shri M.A. Sikandar, Director, NBT expressed his happiness at the response that this new initiative had received from publishers in India as well as abroad. He thanked everyone and hoped that more will be participating next year, when the event will be held on 17–18 February 2014 at Pragati Maidan, New Delhi.



The inauguration was followed by a Panel discussion on “Perspectives on Indian Publishing Industry in the Context of Rights Trade”, where some of the best publishing minds offered their views on the current scenario in India regarding the exchange of Rights in publishing industry.

Shri Sudhir Malhotra, President, FIP, was of the opinion that though not much attention was given in this direction till now in our country, this is now the need of the hour. Shri Ramesh Mittal, President, CAPEXIL felt that it was important for the books to be translated first in all Indian languages and then be taken up for foreign translations. Ms V. Karthika, CEO Harper Collins (India) said that India had already made a place in the world as a major publisher. She said what was required now was to tell the world that besides fiction India publishes a wide genre of books and that too in various Indian languages. She added that time had come when instead of us approaching, the world should approach us for our books and the Rights Table initiated by NBT was a major step in that direction.

Bipin Shah, Mapin Books was happy about the Rights exchange programme by NBT, and said, “I appreciate this initiative; it’s the right way to move forward.” Rahul Singhal, Xact Books said, “We have attended several such programs overseas and it feels good to have such an initiative in India too.”



Inauguration of Children & Youth Pavilion

“There is a perception among people that examination system is driving the children away from books that are not part of the curriculum. I will definitely like to encourage children to read books apart from textbooks,” said Shri Vineet Joshi, Chairman, CBSE while inaugurating the Children & Youth Pavilion at the New Delhi World Book Fair 2013 at Pragati Maidan, New Delhi on 4 February 2013.

The inauguration was followed by the release of a Kashmiri title *Haput Ti Taangi Haatch*, and three English titles *My First Aeroplane Journey*, *Boond*, and *A Helping Hand*—all published by the NBT, India. After the release, Parvez Ahmad and a



There was also an Illustrators' Corner where major illustrators from across the country participated, including Pulak Biswas, Ravi Paranjape, Niren Sengupta, Somen Bhowmick, Sigrun Srivastava, Durlabh Bhattacharya, Atanu Roy, Viky Arya, Durgadutt Pandey, Amitabh Sengupta, Anup Rai, Shashi Shetye, and Partha Sengupta.

An attraction at this Corner was the on-the-spot portrait sketches of visitors made by an artist. Among the visitors who had their sketches done was Prof. K.V. Thomas, Hon'ble Minister of State for Agriculture and Consumer Affairs & Public Distribution.

Some of the events that took place in the Pavilion and personalities who participated at various discussions at the Pavilion:



Prof. Yash Pal, eminent science communicator, interacted with children at a Panel Discussion on the topic ‘Science Writing for the Youth’. Dr S V Ishwaran, Dr Madhu Pant, Shri Pramod Joshi and Ms Sangeeta Sethi also presented their views on the topic.

Popular children's writers Ravi Paranjape, Ramendra Kumar, Sangeeta Sethi, Dipanita Roy, Ashok K. Pande and Deepa Aggarwal interacted with children and parents on the habit of reading.

Dr Pratibha Ray, Jnanpith award winner and Dr Judith Oriel, Book Attaché with the Embassy of France interacted with budding writers at the Young Writers' Meet held at the Pavilion.

Dr H.K. Kaul, Director, DELNET spoke at a session on the importance of libraries in encouraging the habit of reading in children and how schools can aid in taking it forward. Shri M. K. Raina, eminent theatre personality and activist conducted a theatre workshop at the Children & Youth Pavilion.

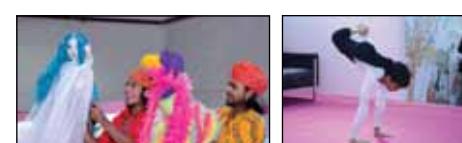
Usha Albuquerque, prominent career counsellor and psychologist, as well as Nitin Saraswat, Career Counsellor from



Jaipur interacted with young adults to guide them for appropriate career.

Other personalities who interacted with children included Prof. Shyam Menon, V-C, Ambedkar University; Ms Saika Khan, Rehabilitation Officer; Ravinder Sangwan, celebrated wrestler; Surinder Kaur, Captain of the Indian Women's Hockey; and Dr Judith Oriel, Book Attaché with the Embassy of France.

Shri A. Sethumadhavan, Chairman, NBT said that the Children & Youth Pavilion was the most visited pavilion in the Fair. And as an author he felt young at heart whenever he visited it.



group of children performed a song on “Kitaben Kartin Hai Baaten” (Books talk). Shri A. Sethumadhavan, Chairman, NBT and Shri M.A. Sikandar, Director, NBT were also present on the occasion.

The Children & Youth Pavilion was a major attraction at the Fair. A host of activities for children, discussions, interactive sessions with authors and illustrators, motivational talks for the youth were all organised at the Pavilion. The Pavilion had a special exhibit of books for children on Folk and Tribal Literature in English and many Indian languages.



Poland to be the Guest of Honour Country at NDWBF 2014



Shri A. Sethumadhavan, Chairman, NBT said that the Guest of Honour country concept would stay with the New Delhi World Book Fair and hoped that it would be a platform for cultural exchange between the two countries and declared Poland as the Guest of Honour country for 2014 edition of the New Delhi World Book Fair. The Fair is scheduled from 15-23 February 2014.

Prof. Piotr Kłodkowski, Ambassador of the Republic of Poland, Embassy of the Republic of Poland in New Delhi, expressed his pleasure to be at the Fair. He also said that it was a challenge to get perfect translations and so hoped to have a session on translation. He also wished that Polish translations would be taken up directly from the original Indian languages to maintain the expressions.

Ms. Rita Menon, Chairman and Managing Director, said that ITPO was proud to be partnering with NBT in the endeavour to organize New Delhi World Book Fair and hope to take forward this amalgamation of literature, music, folk, and others.

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Earlier, Shri M.A. Sikandar, Director, NBT, thanked France for being the Guest of Honour at the New Delhi World Book Fair 2013. Mr. Max Claudet, Counsellor for Culture and Cooperation, Embassy of France in India, expressed his happiness to be part of the fair. Shri B.L. Meena, OSD, ITPO, thanked the guests and informed them that there had been an increase in the number of visitors since last year.

According to NBT sources, the number of visitors to the show has surpassed all previous records and the average number of visitors rose to around 75,000 per day. The last day witnessed more than 1 lakh visitors. And, this time the show attracted substantially higher number of school children, college students, young adults and librarians.



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