

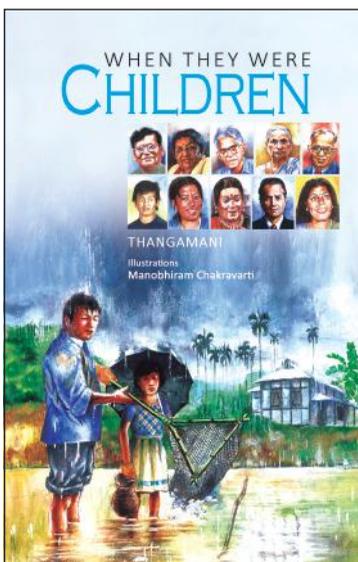
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New Delhi World Book Fair 2018



PICK OF THE MONTH



When They Were Children
Thangamani

Illustrations: Manobhiram Chakravarti
978-81-237-7007-7; Rs 120

One of the better ways to keep oneself warm is to cuddle up with a book. And with the New Delhi World Book Fair opening its doors in January, book lovers will be spoiled for choice, when it comes to reading.

To be inaugurated by Shri Prakash Javadekar, Hon'ble Union Minister for Human Resource Development, Government of India, the New Delhi World Book Fair will be organised from 6-14 January 2018. The Fair brings to you a fortnight of book conversations, workshops, discussions, new book releases, B2B forums cultural programmes and some of the most new and exciting writings that have appeared across the world.

For the Indian publishing industry, that has seen a steady growth in the last few decades, the Fair further provides a unique business opportunity and an ideal venue for promoting new titles, exchange of copyrights and other co-publishing arrangements.

KEY FEATURES

Guest of Honour

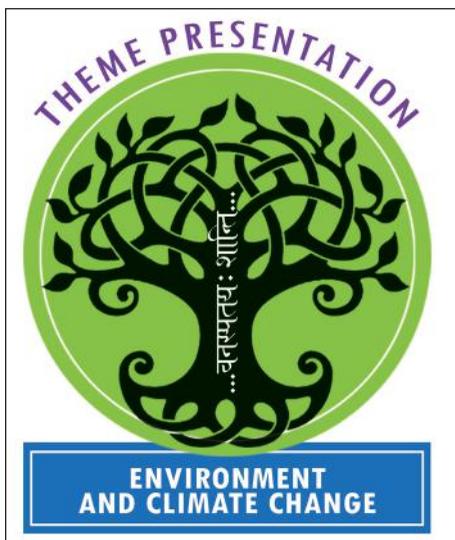
This year the European Union is the Guest of Honour at the Fair. Over twenty countries from across the European Union will participate with a delegation of publishers, editors and authors. Besides, the European Union pavilion will showcase some of the latest publications in English and other European languages, panel discussions, talks, special photo exhibits as well as cultural and musical performances.



EUROPEAN UNION

Theme Programme

One of the burning issues of contemporary times is the declining quality of our environment and the degrading changes that are shaping our climate across the globe. Over the last few decades, the human intervention with nature has increased manifold, which is disrupting the balance of nature. The dependence of humans on natural resources has risen up. The felling of trees, pollution, global warming, emission of poisonous gases, ozone depletion, etc. are leading towards drastic environmental changes thereby causing greater threat to not only human



beings but to other living beings as well. The current situation is alarming and a growing number of scientists, scholars, activists and the general public are focusing on this global issue of our times, and rightly so.

The forthcoming New Delhi World Book Fair is focusing on the theme 'Environment and Climate Change.' The theme attempts to highlight that environment is our basic life support system. It provides us the air we breathe, water we drink, the food we eat and the land we use. The thoughtless use of natural resources is leading towards serious environmental problems. There is a need to protect planet and our own future.

At the specially designed theme pavilion, books in Hindi, English and other Indian languages on environment related subjects viz. climate change, global warming, pollution among others would be displayed. During the Fair,



discussions, conversation with the authors, environmentalists, book release functions, etc. would be organized where the experts would discuss over the ways through which environment can be saved from further deterioration.

CEOSpeak



Among the key networking events is the CEO Speak. Over 100 CEOs of various publishing houses and organisations in the book trade, come together to share and exchange ideas about Indian and International book trade. The event is organised over the Breakfast hosted by Chairman, NBT.

New Delhi Rights Table

A business conclave for trading content, the New Delhi Rights Table (NDRT) is now an important event for both Indian and



foreign publishers. In its sixth edition, the NDRT offers B2B match making sessions between publishers in a refreshingly new business ambience. The unique format enables the participants to book their own Rights Table, meet each other and present their products and ideas. As the trading floor for content, the NDRT acts as facilitating platform to trade with some of the best contents from India as well as from across the world.

This year, over 50 participants from India and abroad have registered for the Rights Table event which will be held on 8 and 9 January 2018.

Authors Corners

A book fair is not just a celebration of books but rather at its heart it celebrates authors. The NDWBF hosts hundreds of authors, both established and emerging, writing not only in English and Hindi but also in Indian languages. This year too some of the well-known writers both popular and critically acclaimed Ruskin Bond, Rakshanda Jalil, Jairam Ramesh,



Seema Mustafa, Jerry Pinto, Michael Creighton, Paro Anand, Bulbul Sharma, Perna Bindra, Ranjit Lal, Gillian Wright, K K Goenka, Narendra Kohli, Chandra Kanta, Prem Janmejaya, Girish Pankaj, Mridula Garg, Mridula Sinha, among others will engage in lively banter with the visitors. Coming together of both the author and audience makes conversations





at the Fair livelier. Now that you have heard your author, you can buy their books!

Children's Pavilion

One of the most visited places at the Fair is the Children's Pavilion. Thousands of children from various schools visit the Children's Pavilion, to participate in various activities like drawing competitions, storytelling sessions, skits, meet your favourite authors, discussions, etc. Besides, the Pavilion also showcases



some of the best of recent publications for children from across the country.

Cultural programmes

The evenings at the Fair will be entertained by Sanskriti Utsav. Every day there will be special performances showcasing India's traditional as well as classical performing arts at Hamsdhwani Theatre. The artists from across the country will perform folk songs and dances.



Spread over an area of 36,000 sq.m. with about 1000 participants, loads of conversations and scores of discussions, seminars, book releases, workshops, activities for children and cultural performances, the NDWBF promises to be a grand affair and a treat for students, writers, booklovers and those associated with the book industry.

Happy Reading!

What is Where at the Fair

Fair Dates & Timings

Date : 6-14 January 2018

Timing : 11 am to 8 pm daily

Entry Tickets: For entry to the Book Fair, tickets of the denomination Rs 20/- (for children) and Rs 30 for (for adults) are available at Pragati Maidan gate nos. 1 and 10. Tickets are also available online and at select Metro Stations in Delhi.

Entry Gates: Gate 1 (Bhairon Marg), Gate 8A (Mathura Road) and Gate 10 (Metro)

Halls

General & Trade, Science & Technology and

Hall Nos. 8 to 11

Social Science & Humanities:

& Hangar over Lake

Hindi & Other Indian Languages:

Hall Nos. 12, 12 A

Books for Children:

Hall No. 7 FGH & Hangar

Foreign Publishers:

Hall No. 7ABC

Special Pavilions

Theme Pavilion: Hall No. 7 (E)

Foreign Pavilion: Hall No. 7 (ABC)

Children's Pavilion: Hangar near Hall No. 7F

Inauguration/Cultural Programmes: Hamsdhwani Theatre

Author's Corners

International Events Corner : Hall No. 7A

Reflections: Hall No. 11; Conversations: Hangar over Lake

Lekhak Manch: Hall No. 12-12A; Sahitya Manch: Hall No. 8

Seminars/Workshops/Other Events

Seminar Hall: Hangar over Lake

Auditorium: Hall No. 8 (First Floor)

Conference Hall: Hall No. 7 (First Floor)

Health Care: by Kailash Health Care Ltd near Hall No. 7

ATM vans shall also be stationed at main places.

There are restaurants, kiosks, snack counters and cafeteria all over the Fair grounds.

Fair Daily

The visitors' pick and a must read for the New Delhi World Book Fair goes is the *FAIR DAILY*. An NBT initiative, the *FAIR DAILY* is the only daily publication which is distributed throughout the fair grounds. It is the best and unique opportunity for publishers, booksellers and other fair participants to be seen and heard.

Readers are free to send in their ideas and pieces on books, and book industry to be featured in the *Fair Daily*.

You can also advertise your contents/products to attract visitors to your stall at the Fair.

For advertising please contact Shri Binny Kurien, at the Fair Office in Hall No. 7.



PubliCon 2017

“Knowledge economy can play a significant role in the development of society and can change the mindset of the people,” said Shri Baldeo Bhai Sharma, Chairman, NBT at PubliCon 2017 held at FICCI, New Delhi on 1 December 2017.

Emphasising upon the role of publishers in the society, Shri Baldeo Bhai Sharma said that books can act as a medium towards initiation of a crime-free society. He urged FICCI to create a similar platform for Hindi and other Indian language publishers so that the message could reach to a larger population.

In his keynote address, Shri Dependra Pathak, Special Commissioner and Chief Spokesperson of Delhi Police said that we are entering into a new era. We are in the age of quantum mechanics. He added that all this has not come suddenly. The human civilisation has gone through many changes. Therefore, he added that young minds need to be made aware of the history and development that human civilisation has gone through.

He further said that engaging publishers in social orderliness would be a new initiative. He said that small modules may be created to inform youth about how we have come to the stage that we are in. He suggested that FICCI could work along with publishers in creating such modules to make society a much better place to live in.

Shri Pathak urged FICCI to collaborate with Delhi Police in engaging publishers to create material in the form of storybooks, comics, cartoons, etc. on road safety, traffic rules and also on safety of



women, senior citizens and children.

Shri Surendra Mohan Pathak, popular author delivered the plenary keynote address on ‘The future of pulp fiction.’ He said that ‘pulp’ needs elaboration as it is misunderstood. People think that the fiction, which does not come under the mainstream, is pulp fiction.

Talking about the history of pulp fiction in India, he said that pulp fiction in India is as old as it is in western countries. He was of the view that pulp fiction in a way helped in enhancing reading habit of the people as these are low-priced books. He added that authors like Babu Chandra Khatri popularised pulp. He said that people were crazy about his writings, those who did not know Hindi, learnt Hindi and patronised it.

He also shared his concern about the diminishing of pulp fiction publications in Hindi and observed that it is now a diminishing trade. However, he said that English pulp fiction has a bright future as there is a good number of writers and readers in English language.

In luncheon keynote address, Shri Christopher C Doyle talked about the ‘Resurgence of mythology in Indian writings.’ He said that if you look at mythology in any vernacular language in India, it has not faded. However, he added that for many decades only source of mythology was Amar Chitra Katha. There was nothing else available in English.

Talking about the current scenario of mythology in India writings, he said that readers are reading all kinds of mythology. Curiosity among young readers about our

past has increased. They are not interested in reading plain story. They are no longer stuck with interpretation of about good or evil. Readers are seeking varied interpretations.

He observed that Indian mythology is treasure trove for creating stories. As readers wish to know about our past and are open to different interpretations of the mythology, we can use our creativity to solve dilemmas in our lives.

Shri Ratnesh Jha, Co-chair, FICCI Publishing Committee talked about the progress made by the FICCI Publishing Committee in terms of its contribution in creation of knowledge economy. He expressed his concerns towards impact of changed tax regime and highlighted the role publishers have played in creating knowledgeable society.

Earlier, Ms Urvashi Butalia, Chair, FICCI Publishing Committee welcomed the guests present on the occasion. She spoke of the initiatives taken by FICCI to felicitate best literary works in various categories through FICCI PubliCon Awards.

During the programme, the distinguished speakers also discussed about the strategies for content (IP) monetization across platforms; copyright, piracy and publishing; opportunities for publishers, authors, translators and illustrators with French creative industries; and marketing beyond picturesque cover and catchy blurb.

Over 300 delegates from various government agencies, authors, illustrators, publishers, marketing managers among others participated in the programme.



Frankfurt Book Fair

National Book Trust, India participated in the Frankfurt Book Fair (11-16 October 2017) with a Collective Exhibit of more than 250 titles representing the works of 35 Indian publishers. The Fair, which is considered to be the biggest get together of the publishing and intellectual community of the globe, provided an important window to the publishers from India, in general, and to the Trust, in particular in furthering its objectives of promoting Indian books abroad, and for promoting its showpiece event, New Delhi World Book Fair.

Among the many distinguished visitors to India Collective Stand of National Book Trust, India included Ms. Pratibha Parker, Consul General, Consulate General of India, Frankfurt, who took interest in the exhibition of books and discussed the possibilities of furthering the spread of Indian book business through the platform of Frankfurt Book Fair. The Counsel General also organised a visit of the delegates of the German Chamber of Commerce to the Stand, which provided the right opportunity to the NBT officials to introduce the work of National Book Trust, India to the leaders of German industry.

The Hindi Radio Channel of *Deutsche Welle* did a special programme from the NBT Stand and also covered the participation of other Indian publishers.



Similarly, in its report on Indian participation at Frankfurt Book Fair, major online platform Scroll.in made a special mention of NBT stating, 'From India, the National Book Trust had a lovely stall with the rest of the international publishers, with their books displayed, while the bigger Indian and multinational publishers had their place within their larger group.'

France was the Guest of Honour Country at the Fair, and the Fair was jointly inaugurated by the German Chancellor, Angela Merkel, and the President of France, Emmanuel Macron, on 10th October on the eve of the official



opening of the Fair. While underlining the close friendship and solidarity between the neighbours, both the leaders stressed on the need for more translations among different linguistic traditions as the basic requirement for "deeper eurozone integration."

This year the Fair had nearly 7,300 exhibitors from 102 countries. One of the insights that one could get from the

Fair that while there were lots of interest in Indian books on spiritualism, yoga and self-help books, memoirs, autobiographies, and travelogues saw many enquiries from the international publishers and Rights agents, which indicate a greater desire of the readers to read and learn about life and times of the successful personalities of our times. Similarly literature for the young adults is another area that is in great demands.

National Book Trust, India had wide-ranging discussions with the organisers of Guadalajara Book Fair, Mexico; Paris Book Fair, Jakarta Book Fair, Abu Dhabi Book Fair, Sharjah Book Fair, and London Book Fair, besides Frankfurt Book Fair, for increasing participation in each others' book fairs via-a-vis New Delhi Book Fair organised by the Trust, and work on many new projects are on as follow-up.

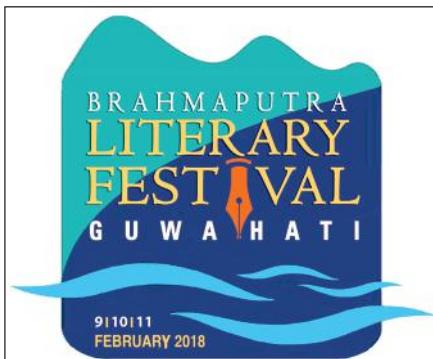
NBT, India was represented by Shri Kumar Vikram, Editor (English), and Ms. Kanchan Wanchoo Sharma, Assistant Director (Exhibition) at the Fair.



Brahmaputra Literary Festival

Over five decades NBT, India has been playing a decisive role in the promotion of books and reading. Towards this goal NBT not only continues to publish good books at affordable prices but also organizes book fairs at region, national and international levels, literary events like translation workshops, discussions, seminars, conversations with authors, readings across the country. It also continues to introduce innovative programmes to draw in people and to create in them an awareness of the importance of imbibing the habit of reading.

Brahmaputra Literary Festival was a step in the direction and complements NBT's efforts to further the cause of books and reading. The first edition of the Brahmaputra Literary Festival was organized from 28-30 January 2017. It was inaugurated by Shri Prakash Javadekar, Hon'ble Minister for HRD, Government of India in the presence of Shri Sarbananda Sonowal, Hon'ble Chief Minister of Assam and Dr Himanta Biswa Sarma, Hon'ble Education Minister of Assam. Others who spoke on the occasion



include Shri Vinod Kumar Pipersenia, Chief Secretary, Govt. of Assam, Shri Baldeo Bhai Sharma, Chairman, NBT, Dr Rita Chowdhury, Director, NBT, Shri Ajay Tewari, IAS, Commissioner & Secretary to the Govt. of Assam, Ms Mamang Dai, eminent poet, Shri Damodar Mauzo, eminent Konkani author and MS Randy Taguchi, well-known writer from Japan.

Literary Festivals, today, are generally perceived to be an important platform for the promotion of books and reading.

The Brahmaputra Literary Festival not only focuses on the languages, literatures, culture, society, politics, performance traditions, music, identity,

media but also national and international elements packaged in the three day event. It brings together prominent personalities and celebrities, writers, thinkers, artists and other performers both from the northeast and across the country as well as internationally acknowledged litterateurs and other intellectuals from across disciplines. The event encourages new ideas and their dissemination as well as create an atmosphere of enthusiasm and offer a platform for intellectual exchanges.

The basic components of the festival includes panel discussions on issues concerning books, literature and language, In-Conversation sessions with writers, reading sessions, book signing sessions as well as cultural programmes showcasing indigenous cultures.

The second edition of the Festival will be held from 9-11 February 2018 at Srimant Sankardeva Kalakshetra, Panjabari, Guwahati, Assam. The Festival is being organized in association with the Ministry of Human Resource Development, Govt. of India, Publication Board Assam and Government of Assam.

FAIR DAILY

Publishers can advertise your contents/products to attract visitors to your stall at the New Delhi World Book Fair.

The Rates for the Advertisements are:

Full page	One issue	Rs. 15000/-	Inside pages	Nine issues	Rs. 30000/-
Full page	Nine issues	Rs. 110000/-	(Bottom/side strip)		
Half Page	One issue	Rs. 8000/-	Back cover	One issue	Rs. 20000/-
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Half Page	15.5 cm	x	21.5 cm
Quarter Page	15.5 cm	x	10.5 cm

For further details contact :

Shri Binny Kurian

Rights, Translation & Acquisition Officer

National Book Trust, India

Nehru Bhawan, 5 Institutional Area, Phase II,

Vasant Kunj, New Delhi-110070

Tel.: 26707764, 9868268105

Books on Indian Polity

The nation is to celebrate its 68th Republic Day on 26 January 2018. On that day the nation gave itself a constitution that assured fundamental rights to its citizens and a federal structure for its multilingual and multicultural society. NBT India has brought out a number of books on Indian Constitution, Parliament, Judiciary, democracy, Indian polity and important laws that shaped India, and a few of them are listed below.

Democracy in India

Chander Prakash Bhambhri

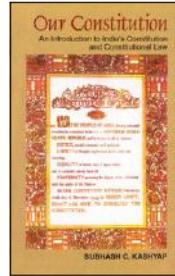
This thought-provoking primer essays the working of India's democratic experiment of creating myriad avenues for popular political participation. The book also provides a balanced overview of its multiple facets—the opportunities and challenges facing Indian democracy today.

ISBN 978-81-237-5266-2; Rs. 55



authoritative study of our Constitution. It is useful not only for students and scholars of political science and constitutional law but also to lawyers, teachers and others wanting to understand the Constitution and the political system under which we live.

ISBN 978-81-237-0734-1; Rs. 175



functions and how do they interact in making it citizen friendly.
ISBN 978-81-237-5251-8; Rs. 140

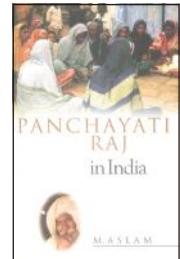
Panchayati Raj in India

M Aslam

The institution of Panchayati Raj is now recognised as an important mechanism for decentralising power and ensuring people's participation in development activities.

This publication considers the various stages through which it evolved and also the promise it holds for the future.

ISBN 978-81-237-5188-7; Rs. 90

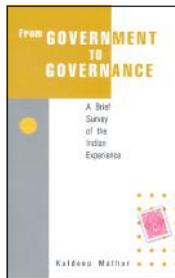


From Government To Governance

Kuldeep Mathur

This volume provides an introduction to the concept of governance and the kind of transformation of the state that is taking place in India. It explores the way cooperative networks of state, market and society are taking over roles that were earlier confined to the state alone.

ISBN 978-81-237-5410-9; Rs. 70

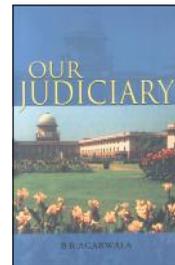


Our Judiciary

B R Agarwala

This book traces the development of the judiciary in India from ancient times to the present day and examines the different courts, commissions and tribunals in detail. A handy reference tool for the layman interested in our judicial system and the processes of the law.

ISBN 978-81-237-0635-1; Rs. 80

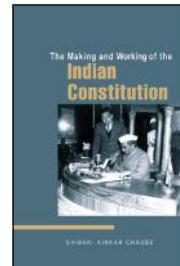


The Making and Working of the Indian Constitution

Shibani Kinkar Chaube

The book integrally underlines the 'expectation of permanence' on which a constitution is based and in its analysis lays as much emphasis on the making of the invaluable document called Constitution of India as on its 'working'.

ISBN 978-81-237-5548-9; Rs. 250

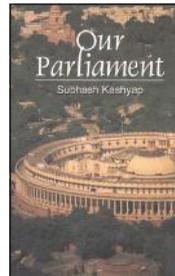


Our Parliament

Subhash C Kashyap

A study of the Parliament in its proper historical perspective describing its multifarious activities, the working of the Rajya Sabha and the Lok Sabha, the role of the presiding officers, the Question Hour and other various procedural devices like the different types of motions, the budgetary committee and legislative processes, etc.

ISBN 978-81-237-0147-9; Rs. 135



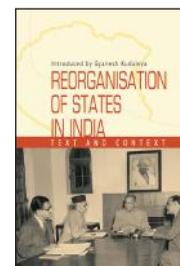
Reorganisation of States in India: Text and Content

Gyanesh Kudaisya

States Reorganisation Commission was set up to investigate the demands and to formulate principles upon which new states could be created.

Recommendations, ideas, method of working and manner in which recommendations were dealt with by Nehru government may have important insights for all those interested in the history of contemporary India.

ISBN 978-81-237-7195-3; Rs. 285

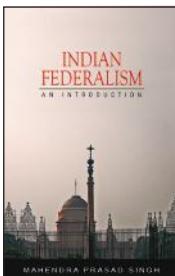


Indian Federalism

Mahendra Prasad Singh

The book attempts to introduce and analyse the federal structure as enunciated in Indian Constitution from the theoretical as well as practical perspectives and how it has been able to put in place and evolve mechanism to meet the various and varied aspirations of different regions, communities and classes.

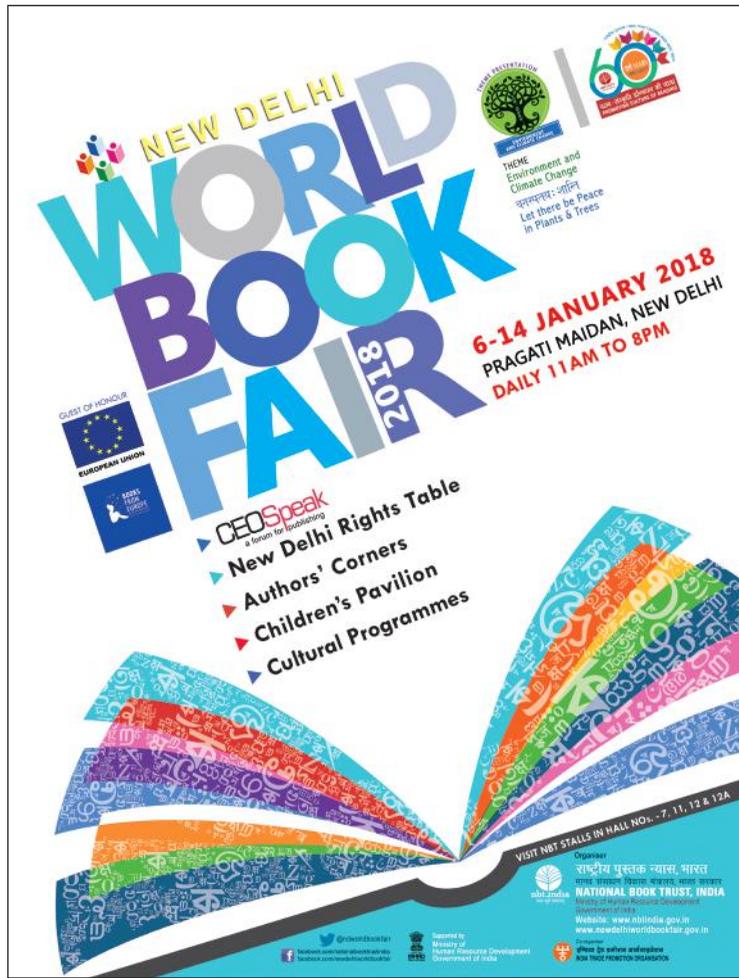
ISBN 978-81-237-6187-9; Rs. 80



Our Constitution

Subhash C Kashyap

Factual, objective and analytical, this highly readable book is a handy but



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National Book Trust, India
wishes all its readers a very
Happy New Year 2018

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Editorial Associate: Surekha Sachdeva

Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area,
 Vasant Kunj, Phase-II New Delhi-110 070
 E-mail: office.nbt@nic.in

Website: www.nbtindia.gov.in

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