

## New Delhi World Book Fair 2018



“Books belong to a different world, a world that enriches human life,” said Shri Prakash Javdekar, Hon'ble Minister of Human Resource Development, Government of India in his video message while declaring open the New Delhi World Book Fair. The inaugural ceremony was held at the Hamsdhvani Theatre, Pragati Maidan on 6 January 2018.

Urging people to explore the world of knowledge before them, Shri Javdekar added that “Books are as important as we require food to live and sleep to take rest.

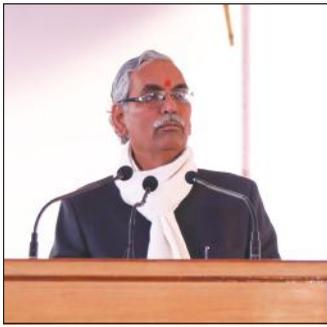
Books and reading help humans to develop. Books encompass all the knowledge.” He further hoped that the forthcoming nine days at Pragati Maidan would be a grand affair for booklovers. They will have an opportunity to browse books from across languages from India and abroad.

Shri Javdekar said that the theme of the Fair, ‘Environment and Climate Change’ is significant. Saying that “We are taking more from nature than she can actually give us and therefore to maintain a balance is the need of the

hour,” Shri Javdekar exhorted people to work together for the protection of environment and stressed on the need to save water, electricity and precious fuel. As European Union is the Guest of Honour at the Fair, he opined that this will lead to better cooperation between Indian and European publishers. He also hoped that the Children’s Pavilion at the Fair will bring children closer to the books.

While welcoming the guests and the assembled diplomats, publishers, writers and booklovers, Shri Baldeo Bhai Sharma,





Chairman, National Book Trust, India, said that in India, *Kumbh Mela* comes once in 12 years, but the *Maha Kumbh* of books, the New Delhi World Book Fair is an annual affair. Speaking of the 60 years journey of the Trust, Shri Sharma said that NBT has been bringing out books in various Indian languages including many minor languages, promoting books and reading culture throughout the country through book fairs, book exhibitions among others. He added that the Trust has also recently brought out books in Sanskrit and initiated the scheme of 'Har Haath Ek Kitab'. Amidst applause he said, "Let us take a pledge that we will give a book as a gift to children on their birthday which can illuminate their life."

On this occasion, three NBT titles in Hindi, namely *Ya Se Yashaswini Ya Se Yatra*, authored by Ms Yashaswini Pande; *Johadi*, authored by Ms Kaushal Panwar and *Rani Kamlapati* authored by Ms Indira Dangi were released. The books have been published under the 'Mahila Lekhan Protsahan Yojana', a recent series initiated by NBT in which writings from young women authors below 40 years are published.

"To be in the vicinity of books and the company of authors and readers is always a pleasure. And book fairs such

as New Delhi World Book Fair are wonderful occasions to learn about the latest trends in the book market, to meet new and established writers, learn about new technologies, and simply to immerse in new ideas and thoughts," said H.E. Mr Tomasz Kozlowski, Ambassador of European Union to India in his address at the Inaugural Function. Expressing happiness over the selection of European Union as the Guest of Honour at the Fair, he said, "During the coming days we will see a large number of discussions, readings, workshops which will underline the role of NDWBF as creative powerhouse. I am proud that EU would contribute in this endeavour in an important way."

Giving a lyrical note to the Inaugural Function, Ms Kallia Papadaki, renowned author from Greece, enthralled the audience with her first few words, "When I was told to deliver a short speech in the inauguration ceremony, I went blank for a couple of days. I am not used to delivering speeches." Explaining her frustration and restlessness in fulfilling parental expectation against her wishes in the initial days of her working as a stock broker she said, "Writing saved me from losing my minds. It took me six years to write my first novel. Reading books has always been my safe haven since my

childhood." Explaining her transformation from a career economist to a writer and script writer she said, "During those times I craved for books because words can explain those terms numbers failed to say. I started writing like there is no tomorrow. This is how I wrote my first book in hope and despair...writings have given me something more than hope, something beyond imagination."

Highlighting the importance to protect environment, Ms Sunita Narain, distinguished environmentalist said, "Countries like India are the worst sufferers of climate change. We are beginning to see the impact of the climate change and our victims of the climate change are the poorest, the marginalized and the farmers. In India, we are beginning to see the impact of the climate change in terms of extreme weather events. We do not need to be told that climate change is going to happen. It is here, it is happening." In tune with her reputation as a writer-activist she said, "India's true Finance Minister is our monsoon. And today we are beginning to see the change in the monsoon. And the impact of this change on the poorest of our farmers is visible. I feel, the person of 2017 has to be the weather. The most important event of 2017 is the changing weather. And we know this is having a





huge impact on the poorest in the world, which means that the efforts we need to make, to mitigate emission, to change the way we do business, has to become far more serious.” She also cautioned, “Cars alone do not make a sensible city and unless we ensure right to walk for all our men and women we cannot claim right to clean air, which is why we need to reinvent the ways we do our cities. We need an inventive India to understand and imagine what growth is all about. And that is what we learn from books.”

Shri Madhu Ranjan Kumar, Joint Secretary, Ministry of HRD, observed that

we need to hand over clean environment to future generations as was given to us by our ancestors.

Shri Deepak Kumar, Executive Director, ITPO said that New Delhi World Book Fair is an ideal platform for promoting reading habit, books and publishing. He observed that for bibliophiles the book fair would offer a large number of books in different languages from across the world. Quoting Anna Quindlen, American author and columnist, he said, “Books are the plane, and the train, and the road. They are the destination, and the journey. They are home.”

“As a Guest of Honour, the EU has



not only enriched this Fair with interesting and meaningful programmes but also paved way for future cooperation between Indian and EU publishers,” said Dr Rita Chowdhury, Director, NBT. In her brief address, she thanked all the stakeholders who continue to contribute to the success of this Fair.

The inaugural ceremony began with the *Swagat Geet* and concluded with the song *Saare Jahan se Achcha* by the students of Bal Bhawan, New Delhi. Calendar 2018 brought out by the Trust on the theme ‘Environment and Climate Change’ was also released on the occasion.

## Curtain Raiser

“The theme of the New Delhi World Book Fair 2018 is Environment & Climate Change to create awareness and to create better perspective on the issue through the world of books,” said Shri Baldeo Bhai Sharma, Chairman, NBT at Press Conference held at Constitution Club on 4 January 2018.

He said that this year more than 800 publishers are participating in the Fair. During the fair, several programmes based on the theme will be organized such as folk songs, musical renderings, panel discussions, workshops among others. In the theme pavilion, more than 500 books in different languages would be displayed. Besides, this year children’s pavilion will be a special feature in which several programmes will be organized to make children aware about the need to protect environment.

Shri Sharma also underlined the importance of European Union as the



Guest of Honour at the Fair thus enriching it significantly.

Shri Baldeo Bhai Sharma also informed about the various activities of Trust including book fairs, exhibitions, book release functions, etc. across the country. He also talked about NBT’s initiative ‘Har Haath Ek Kitaab’ to provide books to financially weaker children.

While addressing the media, His Excellency Mr Tomasz Kozlowski, Ambassador of European Union to India, said that this book fair is a remarkable

event not only for India but for other countries also. It has a very high reputation of creating awareness and bringing change in the society. This book fair is a medium to develop cultural ties between India and European countries, he added. European Union is the Guest of Honour at this Fair.

Mr. Kozlowski informed about the literary activities that the European Union will be organising at the Fair. He said that European Union delegation will comprise 32 authors from its 13 member states. He further added that 5 award winning European Union authors are participating in the Fair, and 35 events will be organized on various topics.

Sh. Jayanta Das, General Manager, ITPO said that National Book Trust, India and ITPO are working together for the promotion of books and literature.

Dr. Rita Chowdhury, Director, NBT was also present on the occasion.

## Guests at the Inaugural Function

### Guest of Honour

**A** former member of the Polish Diplomatic Service and a strong votary of Free Trade Agreement and strategic partnership between India and the EU, H.E. Mr. Tomasz Kozlowski is the Ambassador of the European Union to India and Bhutan (non-resident).

Prior to his New Delhi posting, he served as the Ambassador of the European Union to the Republic of Korea (2011 - 2015). During his tenure, he played a crucial role in the implementation of the EU-Korea free trade agreement (FTA).

Since 2004, he has been working for the European Union in Brussels as Head for Asia at the Office of Javier Solana, EU High Representative for Foreign Affairs and Security Policy and later as Principal Adviser for Asia and Latin America at the European Commission. He was posted at the Polish Embassies in Indonesia and Malaysia. He served as the Ambassador of Poland to Pakistan (concurrently accredited to Afghanistan) in 2001 – 2003 and as Director General for Asia at the Ministry of Foreign Affairs in Warsaw in 2003 – 2004. He also worked for the United Nations in Cambodia (1993) and South Africa (1994).

A prolific writer and thinker, his publications include articles and book chapters on development cooperation, security issues and EU-Asia relations.



### Special Guests

#### Kallia Papadaki

**A** professional screenwriter, poet, short story writer and novelist, Kallia Papadaki is a much-discussed name in the contemporary Greek literature.

Her first book *The Back-Lot Sound* (2009), a short story collection, earned critical acclaim and won the New Writers Award from the Greek literary journal Diavazo. Her second book *Lavender in December* (2011) was a poetry collection. Both her short stories and poems have been published in a number of international anthologies and literary journals. Her third book *Dendrites* (2015), a critically acclaimed novel, won her European Union Prize for Literature in 2017.

Her first feature script *September* won the International Balkan Fund Script Development Award and was premiered at the 48th Karlovy Vary Film Festival. To Papadaki, both fiction writing and screen writing are the offshoots of “the need to narrate a story”. However, she places poetry closer to cinematic language.

#### Sunita Narain

**A** crusader for environmental protection and sustainable development with national and international reputation, Sunita Narain is a leading environmental and political activist and powerful writer. She is the director general of the



Centre for Science and Environment, director of the Society for Environmental Communications, and editor of the fortnightly magazine, *Down To Earth*.

In 2016 she was included in the *Time Magazine's* list of 100 Most Influential People. She co-edited the State of India's Environment report (1985). In 2005, she also chaired the Tiger Task Force at the direction of the Prime Minister. She was a member of the Prime Minister's Council for Climate Change as well as the National Ganga River Basin Authority. She is known for her strong advocacy for the introduction of CNG in Delhi, to reduce air pollution.

In India, her constant struggle led to a new and more vibrant regulatory system to ensure that contamination in food and water is minimised. She has co-authored or co-edited many publications on various issues like local democracy and sustainable development, environmental management vis-à-vis human rights, global negotiations on environment, water harvesting, global warming and climate change etc.

In 2005, she was awarded the Padma Shri. Her other awards include the Stockholm Water Prize, the Raja-Lakshmi Award and the IAMCR Climate Change Communication Research in Action Award. She did her education in the Delhi University, Cranfield University (USA) and Calcutta University.



H.E. Mr Tomasz Kozlowski inaugurated the Theme Pavilion at the Fair.



After inaugurating the EU Pavilion, H.E. Mr Tomasz Kozlowski and Shri Baldeo Sharma visited the stalls.

## Theme Pavilion

Environment is an integral part of existence of all living beings on Earth. It provides us with all the basic resources like food, water, clean air that we require for our survival. The declining quality of our environment and the degrading changes that are shaping our climate does not augur well for the future of our planet. Over the last few decades the human intervention with nature has increased manifold. We have been exploiting the natural resources incessantly, thus, disrupting the balance of nature. The dependence of humans on natural resources has also grown exponentially.

The Theme of this year's New Delhi World Book Fair on 'Environment and Climate Change' was an effort to focus our attention on the health of the world around us.

As soon as one entered the pavilion, a big revolving globe greets, reminding us of our pristine habitat. It also bodes portent of what we are doing over centuries and rapidly in the last many decades, to this habitat—carbon emission, global warming, deforestation, pollution, ozone depletion—need our special attention.

The specially-designed Theme Pavilion, had been largely made from the environmental-friendly materials such as bamboo, cane, husk, MDF board, eco-solvent digital prints, eco-friendly colours, etc. At the entrance to the Theme pavilion, an eco-friendly rickshaw told us the ways we can conserve fuel and also reduce pollution.

Several panels and posters put up across the Pavilion portraying many examples of our cultural practices that



reflect a traditional way of living with nature, captured the attention of the visitors. These panels gave an insight into the ancient Indian wisdom which suggest that human beings can co-exist with nature without disturbing the ecological balance. One of the posters showed how the left-over cooked rice is fermented and is eaten differently in several states like Assam, Odisha and West Bengal. This traditional form of cooking helps in minimizing food waste. Similarly, there were posters and panels depicting traditional agricultural practices, for instance how ginger-garlic is used for pest control, festivals related to harvesting like Bihu, Onam, among others. These panels and posters had been sourced from the Parampara booklet published by the Ministry of Environment, Forest and Climate Change, Government of India.

The Theme Pavilion also showcased the art work from the NBT 2018 Calendar based on the theme, titled 'Reading Our Ecosystem: A World of Infinite Interdependence'.

A number of panel discussions, talks, conversations, documentary

shows, presentations, book release functions etc. were organised at the Pavilion in which well-known scholars, artistes, environmentalists including Dr Sonal Mansingh, Sunita Narain and Prof. R K Pandey participated. The programmes, discussions and conversations not only looked at the harsh treatment we mete out to our environment, but also offered fresh perspectives as well as ways in which each one of us can play a role to mitigate the suffering of the nature around us.

Nearly 400 titles displayed in the Theme Pavilion showcased the rich and diverse corpus of writings, not only on environment but also on crises faced by environment as well as climate change. The books displayed brought together a diverse range of contents. The finest paintings of the Himalayas by the great Russian painter Nicolas Roerich captured on camera by renowned photographer Ashok Dilwali, history of India's places of worship in the eyes of eminent poet Keki N Daruwalla, meandering rivers and life and culture on their banks, national parks and reserved forest areas dotting India's ecology, awe inspiring photographs of India's flora and fauna, all were there on the Pavilion.

Books for children and young adults, with much to cheer about, was also an attempt to create awareness on the importance of environment. Books on environment and wildlife, touching tales of man- animal bonding, books on serious environmental issues in comic form, books spreading awareness about cleanliness and hygiene, informative books on evolution of vegetables and crops, myths and legends around environment, all brought out by



some of India's well known children's books publishers, across languages were on display.

For environmental activists and researchers, the Pavilion was an academic hub. Stories of environmental disasters, rules, roles and players of environmental politics, climate change vis-a-vis human rights, sustainable development, ecology in the context of growth and democracy including significant reports on environmental surveys and encyclopaedias on environment formed part of the display.

General books on birds and animals, water bodies and aqua wealth, forests and forest dwellers, lifestyle and communicable diseases, trees, flowers and fruits, natural and man-made disasters



and many more were there in the Pavilion. India's best environmental writers and photographers are there to welcome you.

The first event at the Theme Pavilion began with the chanting of Shlokas in Sanskrit in relevance to the theme that showcases the ancient Indian wisdom that illustrates the inter-relationship of nature, environment and human beings. Akshay Kumar Nagar and troupe chanted the shlokas accompanied by classical Indian music ushering in a sense of calm and peace to the venue.

It was followed by a dance performance by Guru Kavita Dwivedi and her troupe. They brought the message of the theme to life through their dance. In

the intricate, articulate and expressive grace of Odissi, she inculcated the message of the importance of the river Yamuna on which the multicultural, multi religious and multi dimensional city of Delhi continues to exist.

The river Yamuna is a part of innumerable accounts in the history and culture of the city and also in the lore of Lord Krishna. Today's reality finds this important river turned into a dirty sluggish stream heavily polluted with the waste of the city. 'Yamuna Ashtakam' was a tribute to this beautiful river which has been the redeemer of its inhabitants and provider of resources. It implored the river to save humanity and lead us once more to the path of enlightenment.



## New Delhi Rights Table

The two-day New Delhi Rights Table business session concluded 9 January 2018. With over 70 participants both from India and abroad, the Rights Table provided a unique platform for publishers, literary agents, translators, authors and editors to explore business opportunities. At the Rights Table, the participants shared their interests, negotiated, exchanged, and discussed selling/buying copyrights and transferring translation rights.

Publishers from countries like Egypt, Iran, Japan, Nepal, Slovenia and publishers from across India including Amar Chitra Katha, Campfire Graphic Novels, Dolphin Press, Green Books Pvt. Ltd., Katha, Oxford University Press India, Pan Macmillan, Sterling publishers Pvt. Ltd., Tara Books Pvt. Ltd., University Granth Nirman Board, Xact Studio International,



Pickle Yolk, The Energy and Resources Institute, Delhi among others participated.

In the concluding session, National Book Trust, India in association with German Book Office, New Delhi organised a discussion on 'Business Versus Responsibilities in Publishing.' Moderated by Arunava Sinha, speakers included Annemarie Blumenhagen, Director of Rights, Ullstein Buchverlage, Germany; Fabrice Piault, Editor-in-Chief,

Livres Hebdo, France; Manas Saikia, Managing Director, Speaking Tiger Publishing; Shobit Arya, Founder and Publisher, Wisdom Tree; and Meenakshi Thakur, Westland Publications.

Since its introduction in the 2014 New Delhi World Book Fair, the Rights Table has become a regular business session at the Fair.



## CEOSpeak

Terming the World Book Fair a festival, Dr. Satya Pal Singh, Minister of State for Human Resource Development (Higher Education), Government of India insisted everyone to celebrate this



festival of literature. He was speaking at the CEOSpeak over Chairman's Breakfast jointly organised by FICCI and National Book Trust, India, Government of India on 7 January 2018.

Highlighting the need of taking forward the message of spirituality and harmony, he appealed to the publishers to promote and come out with more Vedic literature and also focus on spiritual books. While discouraging plagiarism in the publishing sector, the Minister said that the government is taking effective measures to curb the menace.

H.E. Mr. Tomasz Kozlowski, Ambassador of the European Union to India highlighted the rich cultural and literary tradition that both Europeans and Indian nurture and said "It is clear that interest among European publishers in the Indian market will continue to grow in the coming years as the Indian book market promises considerable growth potential".

The book publishing sector in Europe employs some 150,000 people directly and up to some 700,000 indirectly. In the 36-40 billion Euros global book market, the European book publishing



sector takes a 22-24 billion Euros share. Mr. Kozlowski in this regard said, "New trends in the publishing industries such as the use of e-books might revolutionize the book markets both in Europe and India. This opportunity will allow us with the Member States to jointly showcase the dynamic European publishing production in the growing Indian market, and bring contemporary European literature even closer to the Indian people".

Shri Baldeo Bhai Sharma, Chairman, National Book Trust, India emphasised on the need of advertising translated literature in the global market and said "The business of publishing does not take sustenance only from the publication of original titles, which is of course the basis of the business, but it is the translation that provides the major dynamo".

Mr. Ratnesh Jha, Co-Chair, FICCI Publishing Committee and Mg Director, Cambridge University Press said, "There is a need for right interpretation of laws relating to Copyrights, IP, Rights and License". The knowledge economy requires collaboration and cooperation from all the stakeholders to further create



capacity building programmes for the young generation".

Mr. Antoine Gallimard, Head, Madrigall, France in his address said, "Forums like this allow future exchanges with a better knowledge of the expectations of the market and linguistic, demographic and creative dynamics that inhabit it."

Ms Ambika Sharma, DG, FICCI in her welcome address said, "India and EU have a great potential for cooperation in the publishing sector. The Publishing sector stands to gain through this collaboration, in reaching out to emerging economic paradigms in the region and seek opportunities for Indian industry".

Ms Annemarie Blumenhagen, Director of Rights, Ullestein Buchverlage, Germany and Ms Marisol Schulz Manaut, Director General, Guadalajara International Book Fair, Mexico also made their presentations about the respective publishing market.

Dr Rita Chowdhury, Director, NBT India, in her concluding remarks hoped that this programme will herald a new chapter in cooperation between Indian and EU publishers.





**SRIMANTA  
SANKARDEVA KALAKSHETRA  
Guwahati**

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Hamsdhwani Theatre at the Pragati Maidan came alive in the evenings with the cultural presentations of Folk Songs, Music & Dance organised by Song & Drama Division.

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**Editor:** Binny Kurian

**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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