

# NBT newsletter

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### PICK OF THE MONTH



**Little Chopin**  
Michal Rusinek  
978-81-237-7007-9; Rs 180

## India at Frankfurt Book Fair



The recently concluded Frankfurt Book Fair organised from 9-13 October, at Frankfurt, Germany, brought together over 7300 exhibitors from around 100 countries. Brazil was the Guest of Honour Country at the Fair. Brazil is the second country, after India, to achieve this recognition.

The Indian participation at the FBF was housed in a specially designed India National Pavilion in Hall No. 8. Created by the National Book Trust, India, the Pavilion had a strong presence of 21 publishers from across the country, including NBT and Sahitya Akademi.

Inaugurating the India Pavilion, Shri Sunder Kumar, Councillor (Economics), Indian High Commission, Germany, expressed his happiness on the strong Indian participation. Given the wide international appeal that Indian writings today command, he hoped that more and more publishers from India participate in such international book fairs.

Leading the Indian delegation of publishers and writers, Shri

Sethumadhavan, Chairman, NBT, said that contemporary Indian writing in languages is exciting and needs to be heard. International fairs provide a good forum for Indian books to reach a wider readership.

Over 300 books brought out recently by publishers from across the country on a wide array of subjects was the focus of attention among the visitors.

Sahitya Akademi participated in a big way, with a delegation of Indian authors. Authors who participated in the reading sessions and deliberations included Dr. Vishwanath Prasad Tiwari, Dr. Ramkumar





Mukhopadhyay, Shri Patel Kanajibhai, Shri Vikram Visaji, Shri Jeet Thayil, Prof. H.S. Shivaprakash and Dr. Pushpa Awasthi as well as Shri Sethumadhavan. The reading sessions organised at the Indian Pavilion drew a lot of visitors, publishers and scholars.

Brazil as the Guest of Honour country occupied a special status at the Fair. Brazil has one of the fastest growing publishing industry in the world. With over 90 Brazilian authors and some of the biggest names in Brazilian publishing, the country offered much scope to do business. Keeping in view its rising status, the NBT, India organised an Indo-Brazil

Business Round Table in association with FBF and German Book Office, New Delhi at the Pavilion. Chaired by Shri Sethumadhavan, the forum, among other things, discussed ways of literary cooperation between the two countries. As part of the BRICS initiative, both the countries sought to participate in each other's book fairs and strengthen literary exchanges. With children's books being the special focus at the Fair, participants from both sides suggested to initially take up children's books.

Meetings were also held with various booksellers associations of USA, France and Canada as well as with Sharjah Book Fair, Tokyo Book Fair and London Book



Fair. Besides, a meeting was held with the representative of Federation of Booksellers from Poland, the Guest of Honour country at the forthcoming New Delhi World Book Fair 2014.

Among the major conversations that took place at FBF was CONTEC, Publishers Launch Frankfurt, the International Rights Directors Meeting and Frankfurt Story Drive. Besides, professional programmes of more than 20 seminars, workshops and business breakfasts were organised over the week.

Shri Pradip Chhabra, Dy. Director (Exh.) coordinated the Indian presentation at the Fair.

## Beijing International Book Fair 2013

The 20th Beijing International Book Fair (BIBF) was held from 28 August 2013 to 1 September 2013, at the China International Exhibition Centre, Beijing.

Spread over an area of 53,600 square meters, BIBF 2013 saw the participation of over 20,000 exhibitors from 76 different countries and regions. The theme of BIBF 2013 was: 'Introducing excellent books from around the world into China and leading Chinese books to the world.'

Organised by the China National Publications Import and Export (Group) Corporation (CNPIEC), the BIBF is jointly sponsored by the State Press and Publication Administration (State Copyright Administration), the Information Office of the State Council, the Ministry of Science and Technology, the Ministry of Education, the Ministry of Culture, the People's Government of Beijing, the Publishers Association



of China, and the Chinese Writers Association.

This year the Kingdom of Saudi Arabia participated at the Fair as the Country of Honour, and Moscow as the focus city. BIBF started a new experiment this year of "Province of Honour", where Hubei was the special attraction. Many authors and publishers from Hubei province were present there.

BIBF 2013 had a Digital Publishing Zone and the Children's Book, Cartoons

& Animation Zone, Periodical Zone, Publishing on Demand Zone, the Rights Centre and the Library Acquisition Zone. The Fair also hosted various seminars, launches and roundtable forums. This year BIBF also introduced a Literature Night that featured Russian authors Pavel Basinsky and Dmitry Glukhovsky, and Chinese writers Zhijun Yang and Jiang Nan.

During the five-day event, the fair attracted more than 300,000 visitors looking for particularly hard-to-find titles as well as foreign books. For individuals, the fair provided a cheaper option with more trendy titles than conventional bookstores.

The NBT stall had showcased 200 titles in English which included books of 33 Indian publishers. The NBT books were well received by the visitors to the NBT stall and many publishers showed keen interest in our books.

Shri Pankaj Chaturvedi, Hindi editor, represented NBT at the Fair.

## NBT and Delhi Metro Join Hands

The National Book Trust, India joined hands with the Delhi Metro Rail Corporation (DMRC) to promote books in different Indian languages and encourage reading habit amongst the masses. The organizations signed an Memorandum of Understanding (MoU) on 23 October 2013.

“This move will encourage people to read books while travelling, especially during the ‘non-peak’ hours”, said Shri M.A. Sikandar, Director NBT. “It is great that two government organizations are coming together to promote the reading habit in Delhi,” he added.

On this occasion, Shri Mangu Singh, DMRC Managing-Director said, “Delhi Metro gets 23-24 lakh commuters daily and anything done in Metro gets maximum visibility. Even if it is a small step yet it will go a long way in spreading the reading habit”. Shri Sharat Sharma, DMRC Director-Operations, said,



“DMRC is joining hands with NBT for a noble cause”.

As part of the agreement, NBT will have static and mobile bookshops at major stations. DMRC will initially allot space at Kashmere Gate and Udhog Bhavan to NBT for opening a bookshop. The Kashmere Gate bookstore is now operational. DMRC will also identify and allot space at prominent Metro Stations to publicize the various book promotional

activities of NBT and the New Delhi World Book Fair (from 15-23 February 2014). Apart from this, DMRC also agreed for a joint initiative with NBT to promote reading habit through visual publicity material like posters, etc, to target young Metro commuters under Corporate Social Responsibility initiatives.

This initiative will benefit DMRC employees too. NBT has agreed to offer NBT Book Club Membership to interested employees of the DMRC free of cost against which they can avail 20 per cent discount on sale price of NBT books at all NBT outlets across the country. NBT shall provide booths free of cost to DMRC for the purpose of setting up of stalls/kiosks for the promotion of Smart Cards during Book Fairs/Exhibitions during New Delhi World Book Fair.

This initiative will also attract students of Delhi University and other institutions many of whom travel by the Delhi Metro.

## Samanvay — Indian Languages Festival

The National Book Trust, India collaborated with the India Habitat Centre (IHC) to organise Samanvay — Indian Languages Festival 2013, from 24 to 27 November 2013, on the theme, ‘Jodhtee Zubaane... Judhti Zubaane...’ or Language Connections.

The Festival was inaugurated with the lighting of the lamp by Shri M.A. Sikander, Director NBT, Raj Liberhan, Festival Director, Shri Vinod Kumar Shuka, renowned Hindi litterateur and Shri Samsher Rahman Farooqi, well-known Urdu scholar.

Speaking on the occasion, Shri Sikandar said, “India is a country of many languages and so we can have the privilege of celebrating our languages. This festival is a forum for interaction between scholars of different languages”. He further added that NBT publishes books in more than 30 Indian languages. He requested the scholars, present at the festival, to be a part of the reading sessions at the book



fairs organised, by the NBT, all over the country.

“This year’s theme goes beyond the literary and cultural connections across languages and encompasses the connections between divergent media of expression, like literature, cinema, music, between various ideologies and between languages and dialects”, said Satyanand Nirupam, Editorial Director of Rajkamal Prakashan Group and Festival Creative Director.

Raj Liberhan, Festival Director said, “For us Samanvay is not an event but a

cause. All of us in this country find ways of translating our thoughts into words. Samanvay is a multilingual platform to debate, share and ideate on issues affecting us.”

The third edition of the four-day festival brought together 20 languages and dialects. Apart from sessions on Telugu poetry, the relationship between two Urdu and Punjabi languages, on tradition and modernity in Hindi literature, and the oral literatures of Karnataka; there were sessions on Khasi, Rajasthani and Bhojpuri. The sessions over four days had conversations over oral literature, media and translations, poetry performances, folk art, stand-up comedy, theatre and cultural evenings, Dalit and women writing.

The NBT, India along with other publishers like Delhi Press, Pratilipi Books, Hind Pocket Books, Full Circle, Rajkamal Prakashan, Vani Prakashan and others had exhibited their books on special discounts for the book lovers.

## A Morning with an Illustrator

In its efforts to promote reading habit in the country especially among the children, National Centre for Children's Literature (NCCL), a wing of National Book Trust, India organised an interactive storytelling session at Nehru Bhawan, Vasant Kunj, New Delhi on 21 October 2013 for school children with the well-known illustrator Shri Jagdish Joshi, who has also authored over two-dozen picture books for children. The session, divided into two parts, was held in NBT's book shop and NCCL Library.

Shri Jagdish Joshi talked about the skills of illustration and making of picture books, and especially deliberated on his title in *Hindi, Ek Yatra*, recently published by NBT. He confessed that most of his books are based on the real-life facts and not imagination. He said that he began his career as an illustrator when he was studying Fine Arts at the Indian College of Arts and Draftsmanship in Kolkata and later on worked for organisations like *Hindustan Times* and



Children's Book Trust. "My books brought out by NBT have not only flourished my

professional career, but also given me a distinct identity," he added.

The school children also put up lots of queries to Shri Jagdish Joshi regarding illustrations used in his books and his hobbies.

The children also went around looking through the books available in the NCCL Library, and were extremely happy to find books on various subjects in different Indian and foreign languages. Many students wished to enroll for the NCCL membership and were seen asking details.

Earlier, Shri M.A. Sikandar, Director, NBT welcomed Shri Jagdish Joshi and the children from various schools participating in the discussion. He talked about various activities undertaken by the Trust to promote reading habit including mobile book exhibitions, festivals of reading, book fairs and the New Delhi World Book Fair. He also encouraged children to visit libraries and read more often.



## Celebrating National Book Week with NCCL

As part of the National Book Week Celebrations, National Centre for Children's Literature (NCCL), a wing of National Book Trust, India organised an interactive storytelling session for school children with Shri Suryanath Singh, author and Ms Mistunee Chowdhury, illustrator of NBT book *Saat Suraj Sattaavan Tare* at its premises, Nehru Bhawan, Vasant Kunj, New Delhi on 19 November 2013. The session, divided into two parts, was held in NBT's Book Shop and NCCL Library.

Shri Suryanath Singh said that he likes to write science fiction stories based on aliens and planets, especially for children and young adults. He added that as he had been a science student, he could fantasize the life of aliens using different kinds of gadgets living in different planets in the universe.

Ms Mistunee Chowdhury gave a presentation on her illustrations used in the book and gave tips to the children for preparing illustrations. She said



that illustrations are an integral part of children's books as they attract children and inspire them to read books and open

up their faculties to imagination.

The children glanced through the books available in the NCCL Library on various subjects related to children's literature in different Indian and foreign languages. The children also asked several questions to the author and illustrator regarding their favourite authors, books and hobbies, besides queries on basics of writing and illustrating.

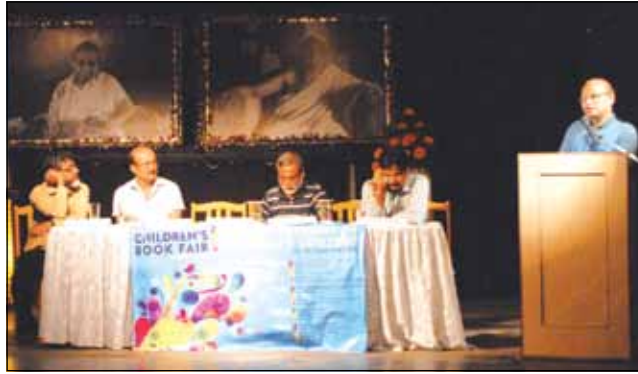
Earlier, Shri M A Sikandar, Director, NBT welcomed the participating school children and teachers present on the occasion. He urged children to read books apart from their textbooks as books provide immense pleasure, impart knowledge and develop reading habit.

Over 150 students accompanied by their teachers from different schools of Delhi and NCR including Bal Bharti School, Dwarka, Bloom Public School, Vasant Kunj and Sri Sathya Sai Vidya Vihar, Kalkaji participated in the session.



# Kolkata Festival of Children's Content

The National Book Trust, India organized the 2nd edition of the Kolkata Festival of Children's Content at the Future Foundation School, Regent Park, Kolkata from 23 to 26 September 2013. The Festival was organized in association with the Publishers' and Booksellers' Guild, West Bengal and Sri Aurobindo Institute of Culture, Kolkata.



Renowned singer, composer and actor, Shri Anindya Chattopadhyay inaugurated the Festival with the signature Boimelar Gaan at the school premises on 23 September 2013. He felt that in this age of Internet and Smartphones, the written world will never die. He added, "Books are like music. Many singers rue that the CD sales are down because of piracy but the fact is that people are listening to the music. And people do read. Tell children that reading is as important as career counselling. May be he/she will pick up a pen."

Shri Debajyoti Dutta, eminent publisher and former President, Federation of Indian Publishers, Shri Sourin Bhattacharya, noted academician, Shri Tridib Chatterjee, General Secretary,

Publishers' and Booksellers' Guild, West Bengal, Shri Manas Mahapatra, Editor (NCCL), NBT and Shri Ranjan Mitter, Principal, The Future Foundation School spoke on the occasion. They hailed NBT's pioneering effort for celebrating Indian children's literature in the city with school children and help them discover their creative skills through workshops on illustration, publishing and interactive sessions with authors. They were of the view that this 'unique concept' will empower children to make their own path.

The Children's Book Fair organized on the occasion was open from 11.00 am to 7.00 pm everyday for general readers. Thousands of children's books were put up

on display-cum-sale in this Fair by the National Book Trust, India and the Publishers' and Booksellers' Guild, West Bengal. A large number of book lovers showed keen interest in the exhibition.

The Festival was a treat for booklovers as well as the professionals in the field of children's literature as a host of activities related to children's literature were organized during

the Festival. On 24 September, a thematic session on the topic How to Illustrate a Book for Today's Children: New Challenges was held. The discussion was chaired by Prof. Jayanta Choudhury. Shri Debasis Deb from Kolkata, Shri Durlabh Bhattacharjee from Assam and Shri Debu Sarkar, Deputy Director (Art), NBT were the speakers on the occasion.

On 25 September, Authors' Readings took place in which Shri Amar Mitra, renowned Bangla author and Ms Jash Sen, noted author in English interacted with the children and read from their books. Shri Bratin Dey, Bangla Editor, NBT and Ms Virginia Redden from The Future Foundation School facilitated the programme.

## Japanese Delegation at NBT

Mr. Katsuma Doi, Director General, and Ms. Nachiko Yamamura, Assistant Director, The Japan Foundation, New Delhi, visited the office of the Trust. They held wide ranging discussions with Shri M.A. Sikandar, Director, NBT, on various areas of cooperation including participating in each other's book fairs.

Japan is a regular participant at the New Delhi World Book Fair. Last year, the Japanese stall had introduced to Indian readers, the hugely popular Manga comics.

This year, Mr. Katsuma said, he would like to introduce Ms. Maiko-San, who will present a demonstration-cum-lecture on Japanese traditional dances.

Later, the delegation visited the NCCL Library and the NBT bookshop. Impressed by the wide range of books in all Indian languages, Mr. Katsuma said that he would like to introduce more contemporary Japanese literature to Indian readers.



## Shiksha Shivirs in Delhi

A Shiksha Shivir was organised at Govt. Sr. Sec. School (GSSS), Ambedkar Nagar, New Delhi on 7 October 2013. Renu Sharma, Dy. Director (Education), Delhi Admn., inaugurated the event. Dr. Ritu Arora, Physician, Krishna Jabh, Principal, Govt. Girls Sr. Sec. School No. 2, Sector 4; and Sharada Goel, Principal and Ramasaree, Vice-Principal, GSSS were present on the occasion.

Smt. Renu Sharma commended NBT's efforts in promoting books and encouraging the reading habit. Smt. Sharada Goel hoped that NBT would hold such exhibitions in future as well.

The second Shiksha Sivir was organised at Kautilya Govt. Sarvodaya Bal Vidyalaya, Chirag Enclave on 17 October. It was inaugurated by Renu Sharma and Zareen Taj, Education Officer. Dr. Manisha Sharma, Cardiologist, Dr. Sanjay Chaturvedi, Principal and Alka, Vice-Principal of the Vidyalaya were also present.



Over 300 students participated in various competitions and were awarded NBT books. Dr. Dipankar Gupta and Smt. Sunita Narotra coordinated the events.

## An Indo-Polish Book for Children

An illustrated book for young adults on Frederic Chopin (well-known Polish composer) titled *Little Chopin* was released at the curtain-raiser for New Delhi World Book Fair 2014, which will be held from 15–23 February 2014 at Pragati Maidan, New Delhi. The event also formally announced Poland as the Guest of Honour country at the New Delhi World Book Fair 2014. ‘Literature for children’ will be the focus at the Fair.

To coincide with NBT’s National Book Week celebrations, the book was released on 14 November 2013 at the event at the Oxford Bookstore, New Delhi.

Written by Michał Rusinek, translated by Antonia Lloyd-Jones, and illustrated by Joanna Rusinek, the Indian edition of *Little Chopin* has been published by the NBT, India. This book is a splendid, funny, and rhymed story about how little Chopin became a brilliant composer. The book has been translated into ten languages all over the world, including Italian, Chinese and Japanese.

Poland’s participation at the New Delhi World Book fair is the result of collaboration between the Polish Book Institute based in Krakow, Poland and the National Book Trust, India. The Polish Book Institute and the Polish Institute will collaborate on bringing Poland’s outstanding literary gems for the Fair with the intention of drawing audiences to Polish works and providing a space for Polish authors, critics, illustrators and publishers to catch a glimpse of the book market and audience in India. Important literary figures from Poland who will be participating at the Fair include Wojciech Jagielski from the famed Polish School of Reportage, Olga Tokarczuk (whose book *Szafa* will be made available to Indian audiences with its translation into Hindi), renowned translator and literary critic Magda Heydel, as well as representatives of the Polish book market. A photographic exhibition on the life and works of acclaimed



Polish author Ryszard Kapuscinski will also be featured at the Book Fair, along with the Hindi translation of his critically and commercially acclaimed Polish book, *Shah of Shahs*.

“The focus for Delhi World Book Fair 2014 will be literature for children and Poland will showcase children’s illustrations through an exhibition and bring books for children,” said Anna Tryc-Bromley, Director, Polish Institute, New Delhi. “We are recognised for excellent graphic design and nowadays Poland’s publishing for children is blossoming. I am sure we can collaborate with Indian publishers in bringing new, mutual publications, hence we start with a book for children about one of the greatest Polish composers — Frederic Chopin,” she added.

Shri M.A. Sikandar, Director, NBT said, “The participation of Poland as Guest

of Honour Country in NDWBF 2014 will enrich our book fair and the visitors and book lovers will certainly benefit from this wide-ranging presentation of Polish literature and culture for the first time at the international book fair in India.”

On this occasion, His Excellency, Piotr Kłodkowski, Ambassador of the Republic of Poland to India, welcomed the nomination of Poland as the focus country at the Fair and stated “The participation in this international book fair is an opportunity to share knowledge and to learn from each other”. Commenting

on the literary exchange between Poland and India, Ambassador Kłodkowski added that Indian literature in different languages, such as Tamil, Sanskrit and Bangla that include the works of Tagore, Premchand, Ashok Vajpeyi and the scripts of the Bhagvad Gita and the Rig Veda, have been translated into Polish.

The Ambassador’s sentiments were echoed by Grzegorz Gauden, Director of the Polish Book Institute, who said, “As the director of the Book Institute, the national institution responsible for the promotion of Polish literature abroad, I want to express my joy at the fact that Poland will be next year’s guest of honour at the international book fair in New Delhi. I am convinced that Poland’s participation in this important event will contribute to the dissemination of our literature in India, and allow us to establish contacts with Indian publishers so that

Indian readers will be able to access, read and appreciate the breadth and richness of Polish literature in their own languages.”

Speaking on the occasion, Shri A. Sethumadhavan, Chairman, NBT said, “We are happy to join hands with a country like Poland which has had four Nobel laureates in literature. The association will be fascinating and facilitate rich exchange of literature between two countries”.



## Literary Programme in North-east

The National Book Trust, India in collaboration with the Cultural Affairs & Heritage Department, Government of Sikkim and Cinedarbaar organized a two-day literary programme titled 'Ten, Ten, Ten' at Manan Kendra in Gangtok on 8 & 9 November 2013. The programme was part of NBT's efforts to promote books and reading in the North-eastern states of the country.

Inaugurating the literary festival, Smt. Nalini G. Pradhan, Secretary, Cultural Affairs & Heritage Department, Government of Sikkim and the Chief Guest at the function; thanked NBT for organizing such programmes that promote reading culture among the youth, that too at a time when technology and e-books are a cause of decline towards the reading culture. She lauded the initiatives taken in reviving the traditional art such as storytelling tradition, and urged the youth present in the audience to utilize library facilities and read more. "It is very important that the folklores are documented so that they don't disappear with the flow of time," she added.

The two-day event was a fusion of tradition and literature. It started off with the presentation of Dastongoi—the lost art form of Urdu storytelling—by



the artists Nadeem Shah and Surender Dhingra. This was followed by a talk by Dr Ayeja Jha, Head, Department of Management Studies, Sikkim Manipal Institute of Technology, on 'Folklores through a Scientific Eye'. Shri Salil Mukhia, co-founder of Acoustic Traditional, put up a performance exploring the oral folklores and storytelling traditions in the session on 'Tribal Oral Storytelling' session.

Nepali being an important language



spoken by the majority of people in Sikkim, a discussion was held on Nepali Literature and its current scenario. Prof. Balaram Pandey from Sikkim University spoke at length about Nepali literature.

The last session held was a Poet's Meet where Apsara Dahai and Meena Subba rendered their poems to a packed audience.

The second day hosted a discussion on the book, *Legends of the Lepchas: Folktales from Sikkim*, where the author, Ms. Yishey Doma, spoke about the book and interacted with the audience. The book traces the origin of the Lepchas through folktales. The next session saw Panel Discussions on the following topics: 'Blogging as the Emerging New Media', 'Word of Mouth as in Oral Storytelling Traditions and its Relevance in the Urban Context', and 'Publishing Scene in Sikkim — its Future and the Importance in the Local Literary Scenario'.

The two-day event concluded with the screening of the film, 'Tony Takitani', which is a 2004 Japanese film directed by Jun Ichikawa, based on the short story by Haruki Murakami.

The programme was coordinated by Carolyn Pao, English editor, from NBT, India.

## Celebrating National Education Day

The National Book Trust, India in collaboration with the Sikkim Akademi organized a Special Book Exhibit at Nepali Sahitya Parishad Bhawan, Gangtok from 8 to 11 November 2013, to celebrate the National Education Day.



Special exhibit of NBT books ranging from biographies, fiction, non-fiction, essays, children's literature, to books on science & technology, social and political sciences as well as books on folklore were displayed in English and in Hindi, Nepali, Bhutia, Lepcha and Bangla languages.

Many school children, teachers and book lovers from across the town visited the book exhibition, and bought books of their choice.



## CNR Rao Conferred Bharat Ratna

The Government of India has conferred the Bharat Ratna 2013, the highest civilian award in India to Prof. Chintamani Nagesa Ramachandra Rao FRS. He is the third scientist after C.V. Raman and A.P.J. Abdul Kalam to be given the honour.

A National Research Professor and Linus Pauling Research Professor, CNR Rao is the Head of the Scientific Advisory Council to the Prime Minister of India. He is also Director of the International Centre for Materials Science (ICMS), Bangalore,



and founded the Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR) to promote world-class research and training in science and engineering, ranging from materials to genetics.

An authority on solid state and structural chemistry, Dr Rao's work on transition metal oxides led to the understanding of novel phenomena and the relationship between materials properties and their structural chemistry. He has also made immense contributions to nano-materials over the past two decades, besides working on hybrid materials. Dr Rao has Honorary Doctorates from 60 Universities worldwide, and has authored about 1,500 research papers and 45 scientific books.

CNR Rao has authored a number of books for NBT, India including *Understanding Chemistry* and *Learning Science* (4 vols.).

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## Awarded



Dr. Pathipakka Mohan, Telugu Editor, National Book Trust, India has been awarded with the Chandamama Raave Award for children's literature for the year 2011. The award, instituted by the Potti Sriramulu Telugu University, Andhra Pradesh, was presented on 3 October 2013. The award carries a cash prize of Rs. 20,116, a memento and a certificate.

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**Editor:** Binny Kurian

**Editorial Associate:** Kanchan Wanchoo Sharma

**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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## On India Government Service