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New Delhi

## **Children in Wonderland at New Delhi World Book Fair 2024**

New Delhi World Book Fair 2024 has become a captivating playground for young minds, offering an immersive universe of stories, educational toys, and cultural experiences. Even before children step into the fair, they are greeted with a tapestry of tales all around -from metro rides to the QR-based multilingual invitation, attractive selfie-points, interactive mascots -their journey towards books & reading is quite an experience for them to relish.

Storytelling has taken a centre stage at this year's edition, captivating children with engaging tales from different regions of India. Learning is fun at Children's Pavilion in Hall 3 – where creative writing workshops, art of letter writing, calligraphy and caricature workshops, awareness on mental health and environmental conservation, poster-making and cover-designing competitions, vedic maths, quizzes and contests, and sessions on future aspirations that foster creativity and holistic development among children.

The Children's Pavilion also hosts many young authors. In an engaging session, the child authors spoke about their literary journey and how writing instills confidence in one's self. Child authors included -Kashvi Managal (Class 7), Nitya Lohia (Class 8), Arushi Dua (author of God and Soul Relation), Anaya Narula, Pranvy Bajaj (author of Pia's Journey), Anahita Kush (author of My Trip to Australia) and Sehaj Sabharwal.

Hall 3 also showcases the best of the children's publications in more than 100 languages. One can easily find Indian publishers like Amar Chitra Katha, National Book Trust India, Tulika, Pickle Yolk Books, Eklavya, Sam & Mi, Ektara, Vishva Books and many others in the designated Hall. With an estimated market size of Rs. 10 billion, the children's books market is evolving very fast and innovation has been the key. Ignitor App revolutionizes learning through a content-agnostic platform, fostering collaboration between publishers and schools and integrate multimedia, quizzes, interactive exercises in reading materials and assessments online. Another start up Starter Smart Learning emphasizes "gamification" in education, offering 3D-enabled interactive boards and books..

In tune with the National Education Policy's focus on experiential learning, the fair features a dedicated zone of Toy-Integrated Learning. This section showcases a diverse range of interactive learning materials.

### **Writers and Thinkers' perspectives into Bahubhashi Bharat**

In the Theme Pavilion, Editor-in-chief of Rajasthan Patrika and famous author, Shri Gulab Kothari's book 'Why to wear Jewellery: Social, Cultural, Scientific Study', published by NBT-India, was released by Dr. Rajkumar Ranjan Singh, Hon'ble Minister of State for External Affairs and Education. Prof. Milind Marathe, Charman, NBT-India and Shri Yuvraj Malik, Director NBT-India also shared the dais.

In another session, 'Suryodaya,' an Odia poetry title was released at the Theme Pavilion, which was followed by an insightful discussion on the role of literature in transforming society. Speakers included Shri Sangram Mishra, Retd IAS, and Shri Pradeep Singh Kharola, Chairman, ITPO.

Megha Parmar, the first woman from Madhya Pradesh to summit Mount Everest spoke about her book 'The Everest Girl' with the author Brijesh Rajput. Ms. Parmar shared her challenges



in conquering Everest and emphasized the crucial role of mental and physical health during diving and mountain climbing.

Under the Festival of Festivals, Bharat Literature Festival organized a session on 'Unleashing Potential: The Power of Attitude and Mental Wellness' featuring speakers Shiv Khera and Kapil Gupta.

### **International Pavilion**

The Delegation of Kingdom of Saudi Arabia organized a presentation by Mr. Asim Al-Tokhais, on 'Ibrahim Alqadi and the Indian Cinema and Saudi Voice.' They talked about the role of Indian cinema in influencing Saudi Arabia's film industry. They highlight the reach and impact across the globe. Later in the day, a screening of the pre-release of 'Jungle Kids', an animated children's film by the Russian producer, Oleg Roy which was dubbed in Hindi was also screened for the attendees.

### **Unveiling books and engaging in scholarly discourse at Authors' Corner**

At the Authors' Corner, Om Books organized a session on 'When Corporate Honchos Turn Writers' featuring SafirAnand, an accomplished brand strategist, author and lawyer. This was followed by a book discussion on Rupa Publications' 'Modi's Northeast India', authored by Tuhin A. Sinha and AdityaPittie. It includes essays by ShriKirenRjiju, Shri. HimantaBiswaSarma and ShriPemaKhandu.

### **Melodies of Multilingual, Multicultural India**

Riwayat, unique fusion band led by Siddhartha Banerjee enamored the audience with their renditions of Classical and Bollywood music. A highlight of the night was the Sufi Qawwali Evening organized by the Yusuf Nizami & Group which was an immersive, syncretic and moving experience.

As the book fair approaches to close on Sunday, a large footfall is expected, and organizer has arranged for additional shuttle services for the convenience of the visitors. Entry to the book fair is FREE for Children in school uniform, senior citizens and the differently-abled. For general visitors, tickets are available at select metro stations and online.

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Amit Kumar Singh  
Head (Public Relations)  
National Book Trust, India  
(Ministry of Education, Govt. of India)  
prnbtindia@gmail.com