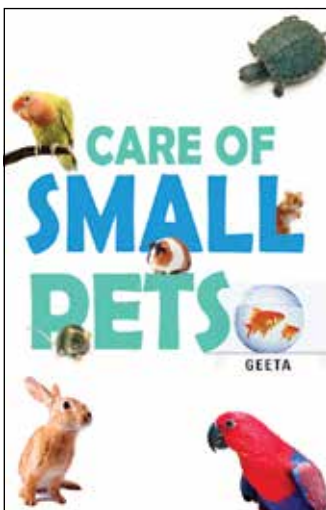


Contents

Suryodaya: Emerging Voices from Northeast India	3
Cuttack BPC Inaugurated	3
Indore Book Fair	4
Kannada Books Released	4
Book on Food Security Launched	5
Cuttack Book Fair	6
NBT Publications of the Month	7
Books Received	7
Adieu	8

PICK OF THE MONTH

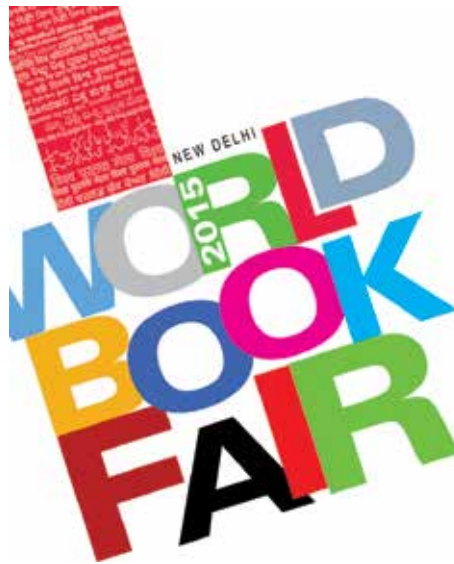


Care of Small Pets

Geeta

978-81-237-7335-3; Rs 180

New Delhi World Book Fair 2015



Delhi in February. With a weather that is simply pleasant, the city wakes up to the first murmurs of an approaching spring. It is also the time when it hosts one of the most happening book events in the world.

The New Delhi World Book Fair.

14-22 February 2015, is a fortnight when publishers, authors, readers and all those associated with the book industry converge at the exhibition grounds of Pragati Maidan, to experience some of the most exciting writings that have appeared across the world, as well to hear the voices behind these writings, and participate in conversations, discussions and workshops.

The Indian Publishing industry has been registering a steady growth for the last many decades. The New Delhi World Book Fair provides a unique business opportunity of doing business with this growing book industry. It is also an ideal venue for promoting titles, co-publishing arrangements and facilitates exchange of copyright.

KEY FEATURES

Guest of Honour Country

Diverse Cultures, Distinct Literature



GUEST OF HONOUR COUNTRY - SINGAPORE

Singapore is the Guest of Honour Country at the New Delhi World Book Fair 2015. As part of its presentation, Singapore will participate with a large delegation of publishers, writers and scholars. Besides, an exhibition of some of its recent publications, the special Singapore Pavilion will host a number of panel discussions, writers' meets, business round tables and cultural programmes.

Focus Country



A first for New Delhi World Book Fair, the Focus Country programme is an initiative to facilitate dialogues, establish relationships and boost trade between Indian publishers and their foreign counterparts. This year South Korea is the Country of Focus. A select list of about 200 books published in Korea would be the focus of attraction. Korea is known across the world for its high quality art and illustrated books for children. There will be a special display of internationally awarded illustrated books and art works.

The books displayed will mostly be children's books and Manhwa (Comics), contemporary literature and books on history, art and culture of Korea.

The Korean presentation will also include a delegation of ten representative contemporary writers who will be interacting with the visitors, poetry reading sessions, discussion of contemporary Korean literature, demonstration of Hangul- the Korean Calligraphy and cultural programmes.

Theme Programme



Separated by the chicken neck corridor from the main land, the north eastern part of India is one of the most beautiful regions of the country. A land of diversity reflected in its peoples, languages, cultures and cuisines.

This year the New Delhi World Book Fair will focus on writings that have emerged from the north eastern part of India. Housed in a specially designed pavilion, the theme presentation, *Suryodaya : Emerging voices from Northeast India*, will bring to you a rich corpus of writings from the region. Besides, the pavilion will also host a series of panel discussions on various aspects of writings, films and history of the region as well as performances.

CEO Speak



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 third 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 70 participants from India and abroad have registered for the Rights Table event.

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 wellknown writers both popular and critically acclaimed will engage in lively banter with the visitors. The 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 school children from schools visit the Children's Pavilion, to participate in various activities like drawing competitions, story telling 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.



The NDWBF is organised by NBT India. The ITPO is the co-organiser of the Fair. Doordarshan, Delhi Metro, Sahitya Akademi and BIG 92.7FM are the Event Partners.



Spread over an area of 36,000 sq.m. with about 1500 participants, loads of conversations and scores of discussions, seminars, book releases, workshops, activities 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!



Suryodaya: Emerging Voices from Northeast India

Think Northeast. And the first image that flits to the mind's eye is the land that greets the first rays of the sun. A picture postcard collage of rivers, snow-capped peaks, verdant valleys and a mosaic of multicultural India. A land that as much defines diversity as it is in turn defined by it. A diversity that speaks through its peoples, languages, cultures and cuisines. And through its vibrant traditions of music, arts and performances, both oral and written. Also, the emergence of a host of writers and scholars and their writings is not only a part of the literary imagination



of our country but it also creates a vivid and exciting literary landscape reflecting a

strong sense of tradition, a rich legacy of folklore and a perceptive understanding of today.

Today, we take a leaf out of its literary diversity and invite you to the world of letters from this region. In presenting *Suryodaya: Emerging Voices from Northeast India* as a theme programme at the New Delhi World Book Fair 2015, the NBT India will focus on a rich corpus of writings from the region, the land and its peoples. Come, wake to an intellectual spread of literary works, performances, workshops and discussions.

Cuttack BPC Inaugurated



“The opening of the Cuttack Book Promotion Centre in Odisha is a red-letter day for the readers of Cuttack because many useful and essential books will now be readily accessible at affordable prices,” said Dr. Sitakant Mahapatra, Jnanpith awardee poet and the former Chairman of NBT India. With the opening of this Centre, Dr Mahapatra felt that “NBT will be playing an important role in carrying its books to remote areas of the state”. He was inaugurating the Cuttack BPC on 26 December 2014, at the premises of

Utkal Sahitya Samaj, Cuttack.

Dr. Bijayanand Singh, President, Utkal Sahitya Samaj and the Guest of Honor at the function expressed his deep sense of gratitude to NBT for the tremendous interest and enthusiasm it has

shown in setting-up the BPC at Cuttack. He told that it opened up a new chapter in the literary history of Odisha and expressed hope that it would be a centre of attraction for the booklovers and add glory to the literary heritage of Utkal Sahitya Samaj.

Presiding over the function Prof Dasarathi Das, noted critic of Odia literature, in his address praised the efforts of NBT in opening such an institution in the state. “The culture and civilization of

a country can be known by the books it has produced. Books sharpen our vision, ennoble our mission, hone our imagination. He concluded his speech by saying that the opening of BPC at Cuttack is like the landing of the sacred Ganga on Odisha's soil to purify our consciousness by a holy dip,” said Prof. Das.

Earlier, in his welcome



address, Dr. M.A. Sikandar, Director, NBT India focussed on the need of reading books and appealed for support and cooperation of the writers, translators and publishers for the promotion and popularisation of NBT publications. More importantly he added that it would not only promote the NBT books but also act as a literary hub to foster reading culture throughout the state. Dr Sikandar was also felicitated by the Utkal Sahitya Samaj.

Dr. Pramod Sar, Odia editor, NBT coordinated the function.



Indore Book Fair

A book revolution is the need of the hour for reaching books to every home," said Ms Sumitra Mahajan, Hon'ble Speaker, Lok Sabha. She was speaking at the inauguration of Indore Book Fair. "We must make sure that we speak in a language that is civil. Books teach us good language and also correct us," she added. While Prof. Prabhat Bhattacharya graced the occasion as the Chief Guest, the Special Guest on the occasion was Dr. Gyan Chaturvedi.

The Indore Book Fair was organised by NBT India in collaboration with Sri Madhya Bharat Hindi Sahitya Samithi from 6-14 December 2014.

Many seminars and discussions



were organised during the fair including a session on Potential of Journalism as a Career. Among the personalities who took part in various events include Shri Radhey Shyam sharma, Shri Prabhakar Shrotriye, Shri Dinesh Atta, Ms Kusum Lata Singh, Dr Nisha Dubey, Ms Urmila Shirish,

Prof. Surendra Bihari Goswami, Shri Kailash Pant, Ms Surbala, Dr Meenakshi Swami, Shri Vinay Jhelawat, Shri Gulab Sharma, Dr Satyanarayan Sattan, Prof. Suryaprakash Chaturvedi and Shri Sushil Joshi.

A unique feature of the Fair was that, each day was dedicated to an eminent personality of the region. They include Rajendra Mathur, Devi Ahalya Bhai, Capt. Mushtaq Ali, Justice Gowardhanlal Ojha and Dr. Shyam Sunadar Vyas.

Over hundred publishers and booksellers from across the country participated in the nine-day Fair.

The Fair was coordinated by Shri Pankaj Chaturvedi, Hindi editor at NBT.



Kannada Books Released

A book release function was organised on 20 November 2014 in Chikkamagaluru (Karnataka) in collaboration with Adichunchanagiri Institute of Technology, as part of the National Book Week celebrations. Kannada translations of two NBT titles *Gandhi-Nehru Correspondence: A Selection* and *The Child's Language and the Teacher* were released on the occasion followed by a discussion on the books.

Releasing the books, Dr K. Chidananda Gowda, former Vice-Chancellor, Kuvempu University, said, "We not only read a book, but we can also create our own world by reading a book." In his observations on the Gandhi-Nehru



Correspondence, Dr Gowda said that there was a cordial relationship between Gandhi and Nehru despite differences of opinions.

Discussing the book *Gandhi-Nehru Correspondence*, Shri Manjunath

Belavadi, wellknown Kannada writer, said that the book gives an insight into the history of our freedom movement. In her observations on the book *The Child's Language and the Teacher*, Ms. D. Nalina said that the book is an important pedagogical tool for teachers, for its analysis of the development of language skills among the children.

The function was presided over by Dr. J.P. Krishna Gowda.

Others who spoke on the occasion included Dr. C.K. Subbaraya and Shri Sampath. An exhibition of NBT books was also organised on the occasion.

The function was coordinated by Shri H. Nagarajappa, Kannada editor, NBT India.

Book on Food Security Launched

Food Security of India: An Overview authored by Dr. S C Modgal, eminent agricultural scientist, and a former Vice-Chancellor of G.B.Pant University of Agriculture and Technology, Pantnagar, and published by National Book Trust, India under its Popular Social Science series was formally launched by Dr. S. Ayyappan, Secretary (DARE) and Director General, ICAR.

The function was held on 23 December 2014 at the Dr. B P Pal Auditorium, IARI PUSA Campus, New Delhi. Terming the book 'an excellent read', and 'timely', Dr. Ayyappan congratulated the author and the Trust for bringing out a book on such a vital subject for the general readers and policy makers.

In his observations on the book, Padma Bhushan Dr. R B Singh, a pioneering agricultural scientist, brought home the cultural and political aspects of food security for a billion plus population



of India. He appreciated the 'pro-poor' approach of the book in dealing with the subject, and underlined the fact that physical and economic access "of all people at all times to safe and nutritious food of their 'preference' is the actual goal of a society trying to achieve food security for its people.

Earlier, the author Dr. S C Modgal, briefly touched upon the approach of his book, and proposed that the government should not only concentrate on 'Make in



India', but should also make a determined pitch for a 'bake in India' programme for the larger benefits of farmers and agriculturists.

In his presidential address, Shri Anand Sarup, former Secretary (Education), Govt of India, former Vice-Chancellor, G.B.Pant University of Agriculture and Technology, Pantnagar, and former Chairman, National Book Trust, India, while appreciating the book, raised some fundamental questions about agriculture science education in the country and appealed to the scholars of the field to do some introspection about the actual benefits that accrue to farmers and citizens out of their research.

Others who spoke on the occasion included Dr. Ramesh Chand, Director, National Centre for Agricultural Economics and Policy Research (NCAP), Prof. Y Singh, Former Professor and Head, Department



of Agronomy, G.B.Pant University of Agriculture and Technology, Pantnagar, Prof. U S Singh, Senior Scientist, International Rice Research Institute, India Office and Dr. Ravindra Kaur, Director, Indian Agricultural Research Institute.

Earlier, Dr. M A Sikandar, welcomed the guests and termed the programme as not merely a book release function, but 'an outreach programme' of the NBT to



associate the scholars of agriculture science with the publishing activities of the Trust for wider dissemination of knowledge and development of the subject area among the general reader, as well as among young readers and children.

Dr. Rameshwar Singh, Project Director, Directorate of Knowledge Management, ICAR, proposed a vote-of-thanks. Shri Kumar Vikram, Editor, NBT India, conducted the programme.



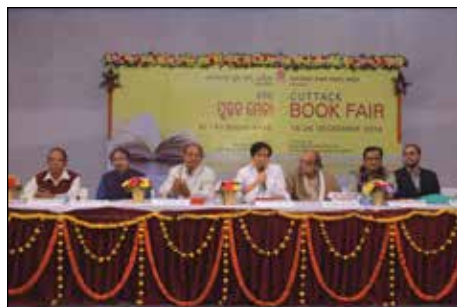
Cuttack Book Fair

“Books are the most valuable treasures of the world. They embellish the readers with a cosmopolitan vision and link man’s soul with the macrocosm. The triangle formed by the writer, publisher and reader is a bridge of enduring relationship and the reader’s role is particularly vital in keeping together this fraternity, said Jnanpith awardee Dr. Pratibha Ray. Dr. Ray was inaugurating the Cuttack Book Fair organized by National Book Trust, India in collaboration with Odisha Publishers’ and Booksellers’ Association and District Administration, Cuttack on 18th December 2014 at Baliyatra Ground,



programmes were organized both by NBT and other literary organizations every evening.

A symposium on ‘Promotion of Reading Habit: The Role of Literary Organizations’ was held on 19 December. Shri Aruna Kumar Panda, Er Pravakar Swain, Dr. Hussain Rabi Gandhi and Shri Debasnana Das were the panelists. The symposium was presided over by Shri Annada Prasad Ray, former President, Utkal Sahitya Samaj.



A symposium on ‘Promotion of Reading Habit: The Role of Odia Journals’ was held on 21 December. Dr. Babaji Pattnayak, Shri Saroj Ranjan Mohanty,



Cuttack. She further added that we are born in a culture that worship book and the parents’ and teachers’ sincere endeavour can promote a healthy reading habit among the students. She deeply regretted over the non-function of school libraries and the teachers’ indifference to inspire the students to read more beyond their text books.

in organising such events in the future. In his address, Prof Sourindra Barik, an eminent Odia poet and critic said that only books can transport the readers’ mind to a different world unlocking the doors of kindness and empathy in his heart. He also regretted that in today’s world knowledge is lost in the ocean of information.

Shri Sunil Prusty, Dr Govind Chandra Chand and Shri Manas Ranjan Samal were the speakers. The event was presided over by Prof Bijay Kumar Satpathy.

Shri Nirmal Chandra Mishra, the Collector & District Magistrate, Cuttack, and the Guest of Honor at the function highly commended the role of NBT in organizing such a book fair at Cuttack and assured to extend all cooperation and help

Presiding over the function Dr. Ratnakar Chaini, a distinguished Odia author observed that books are the only unfailing friend of a solitary life. It is the mother who can build the bedrock for reading habit. Shri Pitambar Mishra, president, Odisha Publishers & Booksellers Association thanked NBT for such a noble venture. The secretary of the Association Shri Shubhendu Shekhar Rath offered vote of thanks.

A programme on ‘My Life, My Literature’ was held on 23 December. Speakers included Shri Anadi Sahu, Dr. Dinanath Pathy and Dr. Archana Nayak. The programme was presided over by Dr Maheswar Mohanty.

Many literary and cultural

About 85 publishers and booksellers, both from Odisha and other parts of the country participated at the Fair. The Fair was coordinated by Dr. Pramod Sar, Odia editor, NBT India.

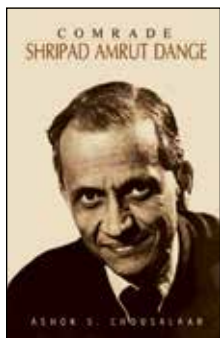


NBT Publications of the Month

Comrade Shripad Amrut Dange

Ashok S. Chousalkar

978-81-237-7361-2; Rs 165

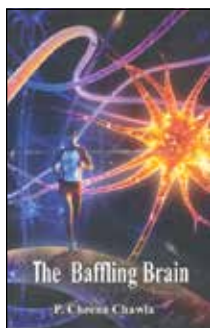


Comrade Dange played a significant role in the Indian Communist movement as well as in the Trade Union movement. As a disciple of Lokmanya Tilak and Mahatma Gandhi, he took

part in the Indian Freedom movement and was imprisoned for 13 years. He was instrumental in making textile mill workers of Bombay the strong arm of working class movement in India. A keen student of Indian history, culture and literature, he sought to understand early Indian history through the Marxist perspective. He did not favour blind imitation of the Soviet or the Chinese model of development and held that every country should evolve its own model of development with genius of its people.

Books Received

The Baffling Brain; P Cheena Chawla; Publications Division, Ministry of I&B, Sookhna Bhavan, CGO Complex, Lodi Road, New Delhi-110003; 978-81-230-129-1; Rs 60

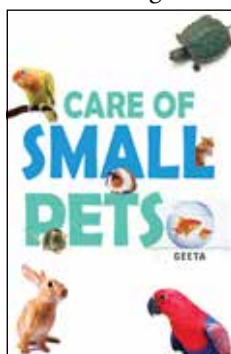


Written in an easy-to-understand style, this book provides answers to many mind-boggling questions such as: How the primordial brain cells in a foetus grow and develop? In what way the genetic material one is born with and the adaptations and learning from the environment contribute to brain development? etc. It also explains common brain afflictions, while highlighting the role of good night sleep, positive thinking and mind relaxation techniques.

Care of Small Pets

Geeta

978-81-237-7335-3; Rs 180

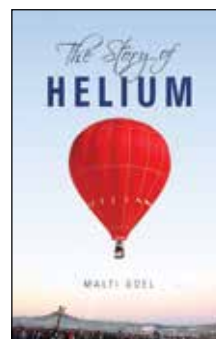


Pets can change one's life and be the best of companions. From a social standpoint, pets play a large role in many lonely people's lives. Keeping pets also helps in the physical and mental development of growing children. However, with the changing lifestyle, lesser space and limited time, big pets are no longer the ideal choice for most families. Smaller pets, which were earlier thought to be only 'pocket' pets, are now getting popularity as house pets. This comprehensive book gives details about various small pets available, their characteristics, lifespan, housing, breeding, diseases and much more. The aim is to help readers in choosing a pet ideal for them.

The Story of Helium

Malti Goel

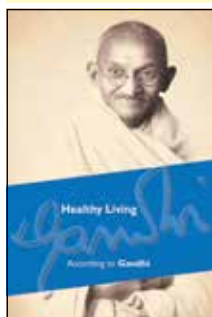
978-81-237-7336-0; Rs 135



Helium — a colourless, odourless, tasteless, non-toxic, inert, and monatomic gas — heads the Noble Gas group in the Periodic Table. Its boiling and melting points are the lowest and it exists only as a gas except in extreme conditions. Named after the Greek god of Sun 'Helios', Helium was first observed in the Sun's spectrum in 1868. This book is a scientific journey of Helium and its mysterious properties. It traces the history of Helium, its occurrences on Earth, its unique properties, and methods of its sourcing and production. Immensely valuable in both gaseous and liquid form, Helium is useful in nuclear physics, medical science, metallurgy, meteorology, rocket operations, cryogenics and many others.

Healthy Living According to Gandhi;

Orient Publishing 5A/8 Ansari Road, Darya Ganj, New Delhi-110002; 978-81-222-0573-2; Rs 195



"Illness is the result not only of our actions but also of our thoughts. More people die out of the fear of disease than the disease itself. ... It is far easier and safer to prevent illness by observing the laws of health than to set about curing it.... It is the duty of all thoughtful men to understand aright the laws of health," - said Gandhiji. This book is a discerning selection of thematic essays on health and sustainable wellness by one of the truly great figures of the twentieth century.

Justice V.R. Krishna Iyer: Our

Heritage, Avni Nagaria; Universal Law Publishing Co. Pvt. Ltd., C-FF-1A, Dilkush Industrial Estate, G.T. Karnal Road, Delhi-110033; 978-93-5035-049-2; Rs 225



The book reflects the mind and faith of a restless, humanist judge, Justice Krishna Iyer and the appreciation thereof by legal luminaries like Justice Michael Kirby, Supreme Court of Australia; and judges of Supreme Court of India. The work is full of Krishna Iyer's love for justice, his sensitivity and willingness to help the needy who healed social ailments by a miraculous drug called 'Justice'. It is a tribute to one of the greatest sons of India .

Adieu

Shri Mange Ram Thakran, Assistant, retired from his service on 31 December 2014. Appointed in 1979, Shri Mange Ram was later promoted as UDC and Assistant during his long innings of 35 years in NBT India. He has worked in Production, Accounts, Sales and Establishment sections of the Trust.



Smt. Bimla Bhardwaj, Assistant, retired from service on 31 December 2014. Smt Bimla joined the Trust as LDC in 1980 and has rendered her service to the Trust for 34 years. She has worked in Sales, Accounts, Editorial and Exhibitions sections of NBT India.

We at NBT wish them both a happy retired life.

RNI-39456/82
Postal Regd. No. DL-SW-1-4076/2015-17
Licenced to post without prepayment.
L.No. U(SW)21/2015-17
Mailing date: 5/6 Same Month
Date of Publication: 01/02/2015

Visit

NEW DELHI WORLD BOOK FAIR
Pragati Maidan, New Delhi
14–22 February 2015



For more details, visit:
www.newdelhiworldbookfair.gov.in

NBT Newsletter is the house magazine of the National Book Trust, India — an autonomous organisation of the Ministry of Human Resource Development, Department of Higher Education, Government of India.

The views expressed in the signed articles do not necessarily reflect the official views of the Trust.

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

Readers are requested to write to the editor expressing their views about the NEWSLETTER.

Printed and published by Satish Kumar on behalf of National Book Trust, India and printed at Aravali Printers and Publishers Pvt. Ltd., W-30 Phase-II, Okhla Industrial Area, New Delhi-110020, and published at National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070. Editor: Binny Kurian.

Typeset and designed at Capital Creations, Subhram Complex, Munirka, New Delhi-110 067.

If undelivered please return to:
National Book Trust, India, Nehru Bhawan, 5 Institutional Area, Phase-II, New Delhi - 110 070

On India Government Service