

Press Release

14th February, 2024

Mythology, Self-Help and Classics: Most preferred genres at the New Delhi World Book Fair 2024

Books are all galore at New Delhi World Book Fair 2024 – for all age-groups, across all genres and subjects and in all Languages. Titles vary from non-fiction, fiction, children’s books, spirituality, yoga, health, mythology, science & technology, personality development, business, biography & autobiography, patriotism, art, culture, self-help, textbooks, supplementary reading material, teachers’ learning materials, educational aids, toy-integrated learning material and books, and so much more!

Readers of all ages from young to old, from parents to teachers, from children to their grandparents - are visiting the book fair in large numbers – browsing and buying books of their choice - with such a delectable spread of books available to them across Halls 1 to 5 in Pragati Maidan.

Although some genres and subjects are commonly sought after by readers of varying ages, but this year it is interesting to see that people are searching for books that connect them to their roots and their own culture. A noted publisher says, “This time the interest of children and youth towards books has increased. They are buying more mythological books. Children want to read Ramayana and Mahabharata and youth are demanding books published in regional languages to understand their culture. The understanding of the youth develops according to the subjects they are mostly surrounded by or the reels or posts they see on social media and they also like to read books on the same subjects. Although books are mostly published in Hindi and English, but in order to be proud of their local culture or to reconnect with it, the youth are demanding that books should also be published in other regional languages including Gujarati, Marathi, Bangla, and others”. This sentiment aptly encapsulates the event’s diverse stalls, ranging from competitive literature such as Pratiyogita Darpan to fiction and non-fiction by publishers like Penguin, Crossword, Bloomsbury and many more.

Language no barrier at New Delhi World Book Fair

On Day 5, at the International Events Corner, an interactive session on Spanish language and publishing was organized by the Delegation from Spain, as also the ‘Engaging Espanol’ session that delved into the significant role of language in connecting people. In the afternoon, the Austrian Embassy organized a discussion on the evolving nature of Austrian literature in the global and digital era. The Institute for Literary Translation, Russia has been receiving numerous queries from readers of Classic Russian literature, as there is a great interest in the Russian language and translated works in various regional languages, for example, Chekhov in Telugu. The exhibitor from Nepal, White Lotus Book Shop, that has been participating in NDWBF since decades has with them a poet - Amar Akash who released his debut poetry collection ‘Tungana’ at NDWBF 2024. Few steps away,

Instituto Cervantes, Embassy of Spain promotes Spanish language and courses for all attendees. Sri Lanka Book Publishers Association brings with it various Buddhist books, Folktales, Anatomical and Political Science related texts with Tamil collections receiving the most attention.

Diversity in content, language and forms of books for Children at Hall 3

At Hall 3 comprising Children's publishers, Eklavya Pitara focuses on regional languages, crafting innovative stories and poems in dialects such as Bundelkhandi, Gondi, and Kurku. One can explore the enchanting world of Pluto and Cycle from Ektara, where children engage in conversations about poetry, nature, and science. Award-winning illustrator Richa Jha's 'The Pickle Yoke' invites young minds to ponder the mysteries of the human psyche through beautifully crafted picture books. There is a Toy-integrated Learning Zone at the book fair, where play meets education, sparking creativity and igniting young minds with immersive learning experiences. Such innovations go hand-in-hand with 'Jaadui Pitara' learning kit that explores hands-on activities and innovative toys fostering curiosity and critical thinking in learners. Inkmeo's Reusable Coloring Rolls revolutionizes creativity with colorable wallpapers and interactive app integration for our wall-scribblers. Find books, periodicals and curated rare box sets at FunReads for educationalists, libraries and young adult enthusiasts of Enid Blyton, Sherlock Holmes, and Percy Jackson alike. Oswal Books and Learning breathe life into educational materials for all ages, fostering intellectual capacities through question banks and sample papers. Pegasus captivates young learners with illustrated encyclopedias and moral stories, while BrijBasi offers international interactive art sets and pop-up books. As a start-up, there is a publisher who has books made of cloth and fabric as well!

At the Children's Pavilion, among regular features, in the storytelling session, Ms. Swati Sinha beautifully narrated a Maharashtrian folklore 'The Magic Ring' to spread the message of kindness and empathy towards animals with the help of famous Warli Art to our young curious minds. Shakuntala Kalra recited Hindi poems named "Patang aur Dori", "Meri Amma Mere Papa" to impart the importance of moral values in life for the young audience.

In the Authors' Corner, Dr. Annurag Batra, Chairman & Editor in Chief, Business World shared his perspective on the topic 'Life of a Journalist in the Modern Age of Artificial Intelligence' where he mentioned that "Artificial Intelligence cannot take over in case of journalism as long as you are creating the original content which is beyond AI's capability". He shared his views on the integration of AI in media, and how India itself has evolved in its digital infrastructural prowess. On the auspicious occasion of Basant Panchami, he asserts, "Books are a great way to know about culture, they are our companions and real knowledge givers, Basant Panchami, it is the day of Goddess Saraswati, the knowledge givers, if you read more, you develop your perspective, critical thinking."

Harmony in Verse: Poetic Brilliance in Multilingual Splendor

In the enchanting ambiance of the amphitheater, an immersive Kavi Sammelan unfolded, featuring acclaimed poets reciting verses in Gujarati, Hindi, Urdu, Rajasthani, and Punjabi. Renowned wordsmiths like Keshav Tiwari, Vinod Shrivastava, Shariq Kaifi, Madan Mohan



Danish, Udayan Thakker, Ambika Dutt, and Sukhwinder Amrit captivated the audience with their profound poetry and eloquent expressions.

Book Release Function - 'Krantdarshi Mahatma Basaveshwar'

Dr. Shyama Ghonse's book 'Krantdarshi Mahatma Basaveshwar' and Varsha Pargat's book 'Shri Krishna' was released by Shri Vinod Tawde in the presence of Shri Sudhir Sachchidananda Mungantiwar, Hon'ble Minister of Forest, Cultural Affairs & Fisheries, Govt. of Maharashtra. Shri Vinod Tawde said, "The thoughts of every great man are inspiring in themselves. Many of the sayings of Mahatma Basaveshwar ji are relevant even in today's time. I am happy that the youth of today are reading good literature."

Authors, Leaders and dignitaries line up at the Book Fair

Some of the dignitaries and luminaries who visited the fair on day 5 included popular authors like J. Sai Deepak, Akshat Gupta, as well as Karine Pansa (President, IPA), Alison Barrett, Director, British Council India. Mr. K.C. Tyagi, esteemed politician and former Rajya Sabha member, described New Delhi Book Fair 2024 as "Upyogi bhi, shaandaar bhi aur jaandaar bhi". He further stressed that this year's Book Fair is significantly larger in size, concept, and purpose compared to previous years, underscoring its remarkable significance.

As part of the cultural program under the theme 'Multilingual India: A Living Tradition', a Multilingual Kavi Sammelan was organized in which poetry was recited in languages like Hindi, Urdu, Gujarati, Rajasthani, Punjabi etc. Under the cultural programs, cultural performances of Maharashtra state were also organized. The youth were seen dancing in these programs till late night. The cultural stage will host Shadaj Band and Himalayan Beats by Faisal Ashroor Khan and Band.

Public Relations Dept.
National Book Trust, India
prnbtindia@gmail.com