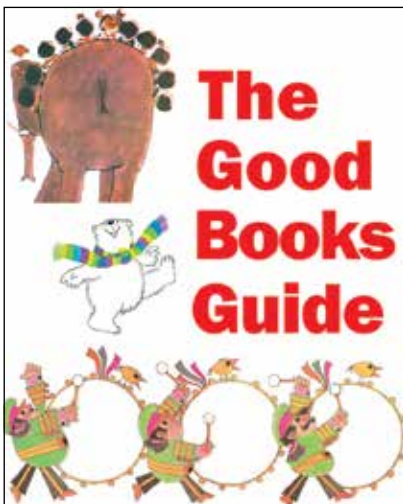


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PICK OF THE MONTH



The Good Books Guide :
How to Select a Good Book for Children
978-81-237-7063-5; Rs 130

Book Promotion Centre in Guwahati



National Book Trust, India, set up its Book Promotion Centre (Grantha Bikash Kendra) at Asom Rashtrabhasha Prasara Samiti Building, Hedayatpur, Guwahati.

The centre was inaugurated at a function on 15 March 2014 by Dr Mridul Hazarika, Vice Chancellor, Guwahati University. In his inaugural address, Dr Hazarika hoped that the centre would be a platform to bring students back to the fascinating world of books and would be an important step towards that end.

Appreciating NBT's role in promoting books, Dr Lakshminandan Bora, eminent litterateur and Guest of Honour at the function urged the reading public to fully utilize the facilities in the Centre. Dr Khirada Kumar Saikia, Mantri, Asom Rashtrabhasha Prasara Samiti and Guest of Honour on the occasion, promised all

kind of help from the Samiti in NBT's endeavour to promote books and reading habit in Assam.

In his presidential remarks, Shri A Sethumadhavan, Chairman, NBT and eminent Malayalam writer, said that the centre would just not be another book selling point. Rather it will encourage literary gatherings and book promotional events by different organizations working for the cause of books.

Earlier, in his welcome address, Dr M.A. Sikandar, Director, NBT India, spoke on NBT's plan to set up similar book promotion centres in different states of the country.

Six recently published titles in Asamiya were also released at the function. These included: *Random Curiosity*, *Easy Guide to Ear Nose and Throat*, *The Great Hedge of India*, *Subhadra Kumari Chauhan Kee Shreshtha Kahaniyan*, *Mulk Raj Anand: Role and Achievement*, and *The Making and Working of Indian Constitution*.

The function was coordinated by Shri Deep Saikia, Asamiya Editor, NBT India.



Ramanathapuram Book Fair

The first ever book fair in Ramanathapuram was inaugurated by Shri S. Sundarraaj, Hon'ble Minister for Handlooms and Textiles, Government of Tamil Nadu. In his inaugural address, he stressed on the importance of cultivating the reading habit from a very young age and insisted parents should buy books like any other gifts they buy for festivals.

He recalled how the former chief Minister Dr. C.N. Annadurai, while hospitalized had requested the doctor to postpone his surgery for a day so that he could finish reading a book in hand. He also added that great leaders like Nelson Mandela, Jawaharlal Nehru and Mahatma Gandhi among others had hoped that imprisonment would give them ample time to read books.

Others who spoke on the occasion included Shri K. Nandakumar, IAS, Dist. Collector; R. Sivakamasundari, Dist. Education Officer; Shri S. Viswanathan, Dist. Revenue Officer; and Shri Mayilvahanan, IPS, Dist. Suptd. of Police. After the inauguration, the Minister visited various stalls of the Fair including NBT stall.

The Fair was organized by NBT India in association with District Administration,



Ramanathapuram from 25 January to 2 February 2014. Many authors and dignitaries visited the Fair and interacted with the booklovers. These included eminent writers Shri Nanjil Nadan, S. Ramakrishnan, Prof. Gnanasambandan and Suki Sivam; Sahitya Akademi awardees Shri Jo De Cruz, S. Venkatesan and D. Selvaraj.

Prominent among the dignitaries included Dr. A.P.J. Abdul Kalam, former President of India. "Books take our heritage to the next generation" said Dr.



Kalam. "Good books develop imagination, imagination develops creativity, and creativity develops supreme thinking power. This knowledge will make one a wise man in the society." Going down the memory lane, Dr. Kalam recollected his school days at Ramanathapuram in 1946. He narrated how his teacher Rev. Fr. Solomon and Ramakrishna Iyer taught him well and their words had been etched in his mind. "Books are the support of

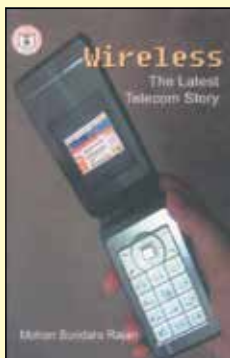


human life. And they would come to us through our life" he said.

Sharing his love for books, Kalam said he was attracted to books after reading Thirukkural. The books would bestow energy to think about past, present and the future, he added.

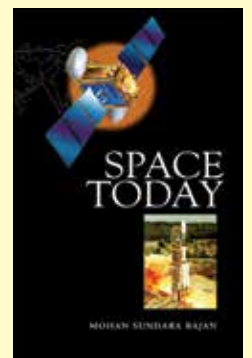
He insisted that everyone should have a habit of reading books for at least 30 minutes every day and should maintain a good library at their houses. If the parents set up a library with 20 books, their children will make it a 200-book library and their grand children will increase it to a 2000 book library. This practice will become a treasure to their children.

The Fair was coordinated by Shri T. Mathan Raj, Tamil editor; and Shri G. Rengarajan, production officer, NBT.



Prof. Mohan Sundara Rajan, renowned science communicator, with about four decades of experience in print and electronic media, has been conferred the Science Communicators Award (2012-13) by the Karnataka Government's Vision Group on Science & Technology for his exemplary contribution to popularise Science. The Karnataka Government's Vision Group on Science and Technology is headed by Prof. C.N.R. Rao, recipient of Bharat Ratna.

Prof. Mohan Sundara Rajan is the author of NBT's books on popular science, including *Space Today*, *Wireless: The Latest Telecom Story*, *Nano: The Next Revolution*, and *Telescopes in India*.



Focus on Authors

The New Delhi World Book Fair is not just a happening place but it also offers a platform where writers, scholars, critics, publishers, editors, meet and interact with each other. An important feature of the Fair this year was the scores of writers and academics both established and aspiring who read from their works and entered into lively debates with the visitors. About 500 authors spread over 300 sessions were hosted at the four hotspots of the Fair — Reflections, Conversations, Sahitya

Manch and Lekhak Manch. The authors, the backbone of the publishing industry, were a great draw among the general public.



The rise of Indian publishing has marched in lockstep with the rise of a new era of Indian writers. Writing in English and other Indian languages, they are today transforming India's landscape. While established writers have scripted their names in world literature, with translations of their works available in almost all major foreign languages, it is the crop of new and young writers that are taking the publishing world by surprise. Venturing into uncharted areas and grappling with modern themes they

have also been successful in holding the attention of readers. This year, interestingly, the publishers seem to be riding high on the wave of popularity that young writers command among the readers. Most of these writers in their twenties or even younger, were seen engaging with the audience conveying and ideating their works and their experiences. The phenomenal success of new writers, publishers say, is an encouraging sign for the industry in general.



The two Authors' Corners — Reflections and Conversations — in Hall 10-11 and Hall 12 came alive with interactions and discussions. Many writers, poets, film critics, actors engaged with the audience throughout the duration of the Fair. These included Dr Karan Singh, Deepti Naval, Ruskin Bond, Vikas Swaroop, Taj Hassan, Michael Fischman, Sudeep Nagarkar, Vikas Swaroop, Kishlay Bhattacharjee, Anupama Chopra, Vinod Nair, Arpita Das, Rajiva Wijesinha, Sonal Kalra, Joginder Singh, Rashmi Bansal, Vesna Jacob, Shekhar Trivedi, Amrinder Bajaj, MK Raina, Shombit Sengupta, Yashodhara Lal, Anna Veticad, Mushirul Hassan, Hindol Sengupta, Dr

Parthasarathy, among others.

The Lekhak Manch hosted many talks on varied topics like 'Social Media: Challenges and Prospects', 'Women Writing', 'Children's Literature', 'Diaspora Writings', 'Art & Poetry', 'Prose vs. Poetry', and many others. The discussants included Ravindra Kalia, Divik Ramesh, Prem Janmejay, Gurcharan Singh, Jeetendra Srivastava, Vishnu Nagar, Irshad Kamil, Vartika Nanda, Neelesh Misra, Vibhuti Narain Rai, Girish Pankaj, Sherjung Garg,

Mamta Kalia, Manager Pandey, Ashok Vajpayee, Ashok Chakradhar, Ramesh Tiwari, Subhash Chander, Satyanand Nirupam, Pratap Sehgal, Vishwanath Tripathi.

The Sahitya Manch had discussions on 'North-east and Northern Poets' Meet', 'Young Writers' Meet', 'Literature in Campus', 'Indian Languages and World Stage', among others. The speakers included K. Satchidanandan, Desmond L. Kharmawphlang, N.K. Bhattacharjee, Ashar Hashmi, Vijay Verma, Tarsem, Giriraj Kiradoo, Purushottam Agrawal, H.K. Kaul, Rattan Singh, Anees Azmi, M.K. Raina, Santanu Tamuly, among others.



Dialogue among Bhashas



“Diversity is not about how we differ, diversity is about embracing one another’s uniqueness,” quoting Ola Joseph, Delhi University’s visiting Korean Professor Dr Kim Do’young inaugurated the seminar on “Diversity and Dialogue: Translation among Indian Languages” organized by the NBT India, in association with School of Translation Studies & Training, IGNOU as part of the New Delhi World Book Fair 2014, at the Seminar Hall, Pragati Maidan, New Delhi.

In his presidential address, Prof M. Aslam, Vice-Chancellor, IGNOU, said, “While democratising higher education in India, we bring in book culture and we believe in imparting education in regional languages.” Echoing the sentiment, Shri A. Sethumadhavan, Chairman, NBT India, in his address to the august gathering said, “Indian literature is not all about Indian writings in English. The soul of Indian literature is there in the writings in regional languages of India.”

Earlier, in his welcome address, Dr M.A. Sikandar, Director, NBT India, said that with its mandate to promote books and the habit of reading, the Trust is looking forward to a long-standing collaboration with the School of Translation Studies and Training, IGNOU in extending dialogue among different languages of India. Prof Avadesh Kumar Singh, Director, SOTST, IGNOU promised that the deliberations of the seminar would go a long

way in strengthening dialogue among our bhashas.

Speaking in the session titled “Indian Linguistic Scenario and Culture of Translation,” the eminent writer and former Chairman of Lalit Kala Akademi, Shri Ashok Vajpayee proposed a series of measures to augment the dialogue among different regional languages of India.

Prof Ranjit Kumar Dev Goswami, professor of English literature at Guwahati University, gave a comprehensive analysis of the body of translated works into Asamiya from the 13th century onwards. Prof Goswami said that a parochial mentality causes irreparable damage to our unity among diversity. Prof K Satchidanandan, in his presentation, gave an overview of literary dialogue between Indian bhashas and analyzed the problem of culture transfer in translation.

The second session on “Translating Oral Discourses: An Inter-language Dialogue” witnessed some thought provoking discussions from three prominent scholars involved in the study of linguistic diversity of India. Smt

Vandana Tete from Jharkhand in her illuminating speech threw light on the urgent need of bringing rich folk tradition of tribal societies before a countrywide readership. Amidst huge applause she said, “A language cannot claim to be a superior one to another just because it has larger number of speakers. See us with the same affection. You will discover the soul of real India.”

While discussing the ethos and culture of Khasi society, Prof Esther Syeim, in her presentation said, “In big societies like Delhi’s, we may be outnumbered. But measure us from our rich heritage, not from our looks. Understand our culture, our folk tradition.” Talking about the Indian linguistic diversity, Prof Ganesh Devy, exhorted the writers to make good use of translation to save scores of languages from imminent destruction.

In the concluding session on “Creating New Worlds: Translating Children’s Literature in Indian Languages,” Dr T. Kikuchi shared her experience in translating literary works from Japanese into Hindi. Dr Divik Ramesh analyzed the

problems and prospects of translating children’s literature with special reference to Hindi as a target language.

The entire deliberations of the seminar were interpreted through sign language for the benefit of the large number of differently-abled students who were a part of the audience.



Seminar on E-books

Today e-books are a reality. According to Mr. Kailash Balani, Director of Balani Infotech, more than three million e-books are on the devices. The foreign publishers are able to sell their books in a large way, whereas, the Indian publishers are not able to sell as much as they can. This is despite their brilliant content. He was speaking at a Seminar on E-publishing, which was organized by Goethe Institut/Max Mueller Bhawan, NBT India, German Book Office, New Delhi and Academie des Deutschen Buchhandels.

Mr. Balani, who has digitized much of his contents on to digital platforms, says, "In India the biggest market for e-books is the north-east. This is because, inaccessible areas, like in Nagaland, e-books are the best way to reach the reader."

"E-books are the need of the hour," said Dr. M.A. Sikandar, Director, NBT, India. According to him, since 60 per cent of our population is young and mostly tech-savvy, it becomes imperative to give them content in whatever form they require. Keeping this in mind, he



said, "NBT is already in the process of converting about 300 of its publications as e-books. Yesterday, as a first step, Dr. M.M. Pallam Raja, Minister of HRD, Govt. of India released the e-book version of the book on Swami Vivekananda." Moreover, the Government is also making efforts to make available e-books in rural areas, he added.

"The slow acceptance of contents on digital platform by Indian publishers has slowed down the path of the technology in India," said Sudhir Malhotra, President, Federation of Indian Publishers. However, he hoped that in the next ten years or less

we would be at par with the rest.

The day-long programme was designed for publishing executives in India who are looking to develop their knowledge of digital publishing. It addressed four main challenges in the e-publishing sector, viz. new formats, products and ways to reach a customer; business models; new competitors and technology rules and the ecosystems.

The seminar was conducted by Harald Henzier, Founder & Managing Director, Smartdigits and Fabian Kern, Managing Director, Digital Publishing Competence. Earlier, Ms. Ute Reimar-Bahner, Director, Goethe Institut, welcomed the guests.

Polish Writing in Hindi

The Hindi translation of Michal Rusinek's 'Little Chopin' published by National Book Trust, India was released by His Excellency Mr. Piotr Kłodkowski, Ambassador of the Republic of Poland in the presence of Dr. M.A. Sikandar, Director of NBT, India; Mr. Michal Rusinek, the author, Mr. Manglesh Dabral, translator (Hindi) Ms. Anna Tryc-Bromley, Director, Polish Institute, New Delhi and various other dignitaries. The function was held as a part of the New Delhi World Book Fair 2014, where Poland was the Guest Country.

The release of the book was followed by a discussion on the book and readings from the same, which was chaired by Shri A. Sethumadhavan, Chairman, NBT, India. When asked what made him write the book *Little Chopin*, Mr Michal Rusinek was quick to answer that children



dislike being taught about monuments but music is something that easily catches their attention. The author also noted that he is fortunate to have two young children who helped him write the way he would talk to them. On the hind side, he appreciated the venture taken by NBT to translate 'Little Chopin' into Hindi because he knows that it is not an easy book to translate.

Mr. Manglesh Dabral, eminent Hindi poet and also the translator of this Hindi version, remarked that 'Little Chopin' is an interesting book yet a very difficult one to translate, especially because the rhymes are tricky and the musical notes are difficult to translate into Hindi. However, he noted that this book makes it a very interesting read because it begins with a monument, a dead thing, then the narrative moves to a living thing. Other elements that make this book all the more interesting and educating is the introduction of the knowledge of music and Polish culture.

Shri A. Sethumadhavan was glad that NBT had published this book and said that it was symbolic of the growing Indo-Polish diplomatic ties. He hoped to look forward for more such projects in the future.

Our Language is Our Identity

“Our mother tongue is our identity. We all need to work together to promote our Kashmiri language,” said Dr Farooq Abdullah, Hon’ble Union Minister of New and Renewable Energy. He was speaking at the release function of eight Kashmiri titles for children, published by the NBT India, in Hall No. 8 at the New Delhi World Book Fair 2014.

Releasing the books, of which three were written in Kashmiri, and five were translations from Hindi and Urdu, Dr Farooq Abdullah told the children present in the audience to read as much as possible, and never forget their mother-tongue. “Language is our identity; it unites us. Jammu & Kashmir and Ladakh is like mini-India, different languages yet together. If we do not respect our languages, we will not be able to unite India”.



Talking about the rich tradition of Kashmiri language since ages, he said, “Kashmiri literature is rich and varied. From Lal Ded, Kalhan in earlier times to Nadiq, Mahender Kaul, Rahab Khar, and others in the modern times who have kept the language alive through their poetry, radio drama, writings and folk songs”, Commending NBT’s efforts in publishing books in Kashmiri for children, Dr



Abdullah was hopeful that this endeavour will take the language forward positively.

Speaking on the occasion Dr O.N. Kaul, well-known linguist and writer informed the audience that Kashmiri is a unique language; it is different from the other Asian languages. He said that Kashmiri poses a challenge to linguists, as the verb positioning in Kashmiri is different from other languages; it is closer to Yiddish or German. “Not many books for children in Kashmiri are available, I am glad that NBT has taken up this challenge to fill in the gap,” he added.

Sharifuddin Shariq, Member of Parliament, was of the view that English has crept so much in our everyday language, that we are gradually losing touch with our mother-tongue. He was sad to note that the new generation from Kashmir is unable to identify with their culture or mother-tongue.

Well-known educationist, writer and poet, Dr Aziz Hajini said that Kashmiri is one of the oldest languages in the world. He added that Kashmiri has a treasure-house of writers, poets, linguists. Speaking about Sheikh Abdullah, Dr Hajini said that he was the first one to introduce Kashmiri as a subject in schools. Though it was

discontinued later, Dr Hajini informed the audience that Dr Farooq Abdullah was to be congratulated for reviving it and re-introducing it in school curriculum. “Kashmiri language needs to get the status of classical language,” Dr Hajini added.

Speaking on the occasion, Shri A Sethumadhavan, Chairman NBT India, said that books unite people. “One India, one language”, he added.



Earlier, in his welcome address Dr M.A. Sikandar, Director, NBT India, said that NBT recently organized a book fair in Srinagar, which was a huge success. He said that NBT hoped to hold it every year.

The programme ended on a note of hope when Dr Abdullah invited all the school-children present in the audience onto the dais and they all broke into the song “Hum Honge Kaamyab...”.

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E-mail: sro.nbt@nic.in

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E-mail: ero.nbt@nic.in

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Prabhadevi, Mumbai - 400 025
E-mail: wro.nbt@nic.in

Publishers' Meet

Following the huge success of the New Delhi World Book Fair 2014 organised from 14-23 February 2014, a Publishers' Meet was organised to discuss some of the aspects and issues that had come up, as Dr. M.A. Sikandar, Director, NBT India, said in his welcome address, "to get inputs from the publishers so as to make the Fair better and to improve its facilities further."

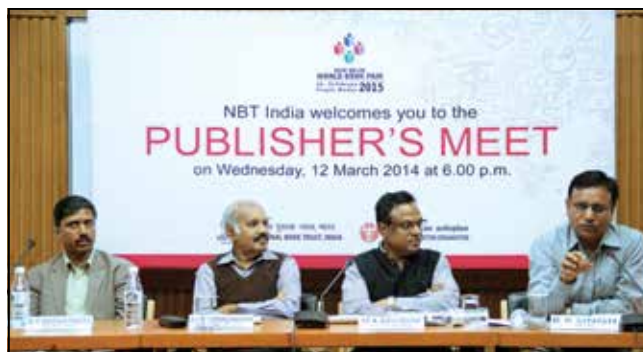
Addressing a large gathering of publishers, Shri A. Sethumadhavan, Chairman, NBT India, said, "The migration of the Fair from biennial to an annual event was a tall call, particularly for a government organisation. But with the immense support received from stakeholders in the industry, we could



together put up a big and successful show."

Focussing on some of the new initiatives that have made the Fair more meaningful, Shri Sethumadhavan said, "events like CEOspeak, Author's Corner and the Rights Table have created a certain amount of interest among participants in particular the business sessions." He however, said that the publishers of books in Indian languages should take more interest in these business sessions. For the benefit of publishers, the NBT is bringing out 3 Rights Catalogues—Fiction, Non-fiction and Children's Books, for an international readership where publishers can send in their entries to promote their titles.

Congratulating the NBT and its team for organising a successful



Fair, Shri Sudhir Malhotra, President, Federation of Indian Publishers, said, "in recent years we have not had such a good and compact fair."

Among the other issues raised included rentals for the stalls, which was a major hurdle for small and independent publishers, and the indiscriminate discounts offered by a few publishers.

Shri G.R. Raghavender, Director, Book Promotion Division, MHRD, and Shri R.K. Singh, ITPO also addressed the publishers. Among the publishers who attended included representatives from Ratna Sagar, Star Publications, Sterling Publishers, Macaw Books, Lifi Publications and All About Publishing.

Seminar on Copyright and Reprography

The Indian Reprographic Rights Organisation (IRRO) organized an International Seminar on 'Copyright and Reprography – Benefiting Creativity and Economic Growth' on 17-18 February 2014 at India Habitat Centre, New Delhi. Experts on various aspects of copyright and reprography, leading authors, publishers and legal luminaries, especially involved with the Intellectual Property Rights, both from India and abroad participated in the Seminar.

Mr. Asoke K. Ghosh, former Chairman, IRRO, in his welcome address, said that the IRRO needs to have the cooperation from the Government as well as more teeth in its functioning.

The Chief Guest, Mr B.K. Sharma, former Chairman, Copyright Board, Government of India and former Chairman, National Book Trust, dwelt on the intricacies of the various sections of the Copyright Act and enlightened the audience about the new developments therein and how to enforce them.

The keynote address on 'Benefiting Creativity and Economic Growth' was delivered by Mr. Pravin Anand, eminent IPR Advocate. He gave a brief analysis and interpretation of the Copyright Act.

Other speakers at the seminar included Mr. Kevin Fitzgerald, Chief Executive, The Copyright Licensing Agency of UK, Mr. Michael Healy, Executive Director, Copyright Clearance Center of USA, Mr. Olav Stokkmo, Chief Executive, International Federation of Reproduction Rights Organisations, Ms. Emma House, Director, Publishers Association of UK, Mr. Sudhir Malhotra, Chairman, IRRO, Dr. Poonam Dass, Associate Professor, Law Centre-I, University of Delhi, Dr. H.K. Kaul, Director, DELNET, Mr. Manas Pratim Saikia, former MD, Cambridge University Press, Mr. P.M. Sukumar, Managing Director, Harpercollins India, Mr. Jagdish Sagar, Advocate, Mr. Ameet Datta, Advocate, Saikrishna Associates and Dr. S.S. Awasthy, Secretary General, Authors Guild of India.

Presentations were made on subjects relating to (i) Indian and International perspective of IRRO; (ii) Economic Value Chain of Publishing (iii) Fair Dealing, Fair Use & Legal Issues in Reprography in the Indian context (iv) Reprographic Rights in the light of India's National Policy on Education and (v) Reprography with special reference to Library & Information Services.

Mr. Anand Bhushan, former Secretary General, IRRO, proposed a vote of thanks.



Shri Beni Singh, Assistant, NBT India, passed away suddenly on 17 February 2014. He joined the Trust in 1979.

We at NBT offer our deep condolences to the bereaved family.

Adieu

Shri Surinder Kumar Pruthi, Asst. Director, NBT, retired from service after a long innings of 39 years. Joined in 1975 as LDC, Shri Pruthi was promoted as Jr. Storekeeper in 1980, Assistant in 1981, Accountant In-charge in 1997 and Assistant Director in 2013. During his service he worked in various sections of the Trust including Administration, Establishment, Accounts, NRO and Production. We at NBT wish him a happy retired life.



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Production Officer: Narender Kumar



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area,
Vasant Kunj, Phase-II New Delhi-110 070
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Website: www.nbtindia.gov.in

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