

Press Release

One Lakh Booklovers Throng New Delhi World Book Fair

The second day of the New Delhi Book Fair being Sunday saw a huge footfall. More than one lakh visitors attended the Fair. Book lovers of all age groups were seen buying books and participating in various literary activities being organised at the Fair.

Theme Pavilion

Renowned environmentalist Padma Shri Sant Balbir Singh Seechewal and Dr Indrajeet Kaur from Punjab had a candid conversation with Dr Manjeet Singh and Sardar Jaswant Singh. They talked about the Seechewal model which is an attempt towards pollution free environment. Shri Baldeo Bhai Sharma, Chairman, NBT appreciated the efforts of the social activists for the well-being of the society.

Later, students of Gurukul (Delhi) and Shri Niwas Sanskrit Vidyapeeth recited Vedic mantras based on Nature. The programme was conducted by Shri Baldevanand Sagar, former Sanskrit news reader at Doordarshan. The mantras were also explained in Hindi.

European Union Pavilion

A number of events were organised at the European Union Pavilion during the day. The sessions began with a panel discussion on 'Cooperation Opportunities Between India and Slovenia.' The speakers on the occasion were: Ivo Svetina and Evald Flisar, both authors and editors from Slovenia; and Yuyutsu Sharma, editor; and Renata Zamida, Director of the Slovenian Book Agency. The speakers discussed about the translation and publishing from Slovenia. A presentation on cooperation between Indian and Slovenian publishers was also given.

Later, a publishers' workshop and a reading session with 12 authors from 9 countries was organised in which celebrated European authors including Kallia Papadaki (Greece), Norman Ohler (Germany), Jakub Malecki (Poland) among others participated.

Children's Pavilion

The activities being organised at the Children's Pavilion attracted a large number of children from various schools and NGOs. They enthusiastically participated in the events organised at the Pavilion including poetry session, storytelling, Prakriti vandana among others. These events were based on environment to create awareness among children and inspire them to protect environment. Well-known authors including Deepa Agarwal and Dr Madhu Pant interacted with the booklovers at the pavilion.

Seminar Hall

New Delhi World Book Fair provides a platform to publishers to promote books in all Indian languages, especially minor languages. A discussion on Maithili literature was organised by Centre for Studies of

Traditions and Systems in association with Maithili Bhojpuri Akademi at Seminar Hall. During the programme, a book titled *Nirgun* authored by Usha Kiran Khan was released. Shri Nachiketa and Ms Swati Paul were the speakers on the occasion. They discussed about the Maithili literature in contemporary times. They also discussed about the writings of Ms Usha Kiran Khan and her contribution in promoting Maithili literature. An exhibition on Maithili paintings was also put up.

Lekhak Manch

A book release function was organised by Udbhav at Lekhak Manch. The book titled *Mann Wahin Khada Raha*, authored by Rajeev Jaiswal was released. The guests on the occasion were: Shri B L Gaur, Shri Shiv Sachdeva, Shri Shailendra Shail and Ms Alka Singh. Later, a poets' meet was also organised on this occasion. Well-known authors including Ms Taruna Mishra, Ms Kanchan Sharma, Shri Ravi Kumar Sharma, Ms Sushma Gupta, Dr Veena Mittal among others rendered some of their best works.

Sahitya Manch

Neel Narayan Prakashan organised a panel discussion on the culture of reading was at Sahitya Manch. The speakers on the occasion were Shri Swaran Singh Jaggi, CEO & MD of Wyn Technology Pvt. Ltd., Shri Ram Sharan Gaur, Chairman, Delhi Public Library and Shri Deepankar Sinha. Shri Jaggi was of the view that in recent times, people gather knowledge through various audio-video sources. But this information is incomplete and for correct information one should rely on books.

The book *Advani Ke Sath 32 Saal*, authored by Vishwambhar Shrivastav was also released at the Sahitya Manch.

CEOSpeak: A Forum for Publishers

Terming the World Book Fair a festival, **Dr. Satya Pal Singh**, Minister of State for Human Resource Development (Higher Education), Government of India insisted everyone to celebrate this festival of literature. He was speaking at the CEOSpeak over Chairman's Breakfast jointly organised by FICCI and National Book Trust, India, Government of India.

Highlighting the need of taking forward the message of spirituality and harmony, he appealed the publishers to promote and come out with more Vedic literature and also focus on spiritual books.

While discouraging plagiarism in the publishing sector, the Minister said that the government is taking effective measures to curb the menace.

Dr. Singh applauded FICCI and National Book Trust India for creating a forum like CEOSpeak where exchange of ideas and knowledge can take place.

H.E. Mr. Tomasz Kozlowski, Ambassador, Delegation of European Union to India highlighted the rich cultural and literary tradition that both, Europeans and Indian nurture and said "It is clear that interest

among European publishers in the Indian market will continue to grow in the coming years as the Indian book market promises considerable growth potential”.

The book publishing sector in Europe employs some 150,000 people directly and up to some 700,000 indirectly. In the 36-40 billion Euros global book market, the European book publishing sector takes a 22-24 billion Euros share.

Mr. Kozlowski in this regard said “New trends in the publishing industries such as the use of e-books might revolutionize the book markets both in Europe and India. This opportunity will allow us with the Member States to jointly showcase the dynamic European publishing production in the growing Indian market, and bring contemporary European literature even closer to the Indian people”.

Mr. Baldeo Bhai Sharma, Chairman, National Book Trust, India emphasised on the need of advertising translated literature in the global market and said “The business of publishing does not take sustenance only from the publication of original titles, which is of course the basis of the business, but it is the translation that provides the major dynamo”.

He added, “It is our urge to know each other’s culture and literature that proves to be the main guiding spirit for the business of translation and copyright exchange.”

Mr. Ratnesh Jha, Co-Chair, FICCI Publishing Committee and Mg Director, Cambridge University Press said, “There is a need for right interpretation of law relate to Copyrights, IP, Rights and License”. The knowledge economy requires collaboration and cooperation from all the stakeholders to further create capacity building program for younger generation.”

Mr. Antoine Gallimard, Head, Madrigall, France; **Ms Ambika Sharma**, Director General (International), FICCI; **Ms Annemarie Blumenhagen**, Director of Rights, Ullestein Buchverlage, Germany and **Ms Marisol Schulz Manaut**, Director General, Guadalajara International Book Fair, Mexico also made their presentations about the respective publishing market.

The Conference witnessed participation from over 150 CEOs from India and the European Union.