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COLOMBO INTERNATIONAL BOOK FAIR

Celebrating “a decade of dedication in enhancing knowledge,” the 10th Colombo International Book Fair, took off in a big way. Much more bigger, with 470 stalls including 50 overseas publishers, and very well organised, the CIBF, the biggest book event in Sri Lanka, draws over a million visitors. And as the Fair slogan says, ‘over a million books on sale’.

“The recognition gained by the Colombo International Book Fair in Sri Lanka society has made it the common platform for authors and readers... I consider this as the culmination of our aspiration and determination,” said Shri Ranjit Samaranyake, President, Sri Lanka Book Publishers’ Association. Perhaps, determination has made all the difference.

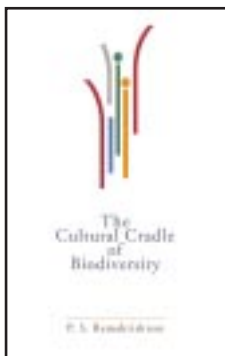
What was once a booksellers’ market, the CIBF has in a decade, been an

important influence in the development of a fledgling Sri Lankan publishing industry. New and enterprising publishers have not only been experimenting with publishing translation of important works from around the world into Sinhala, but have also in a way created more opportunities for a host of new and young writers writing both in Sinhala and English.

The Indian book industry is well entrenched. Thanks to the demand for Indian textbooks and academic books. What is lacking or could be worth exploring is to enter co-publishing ventures with small and independent publishers. Particularly, books for children and general books. Publishers from both countries could immensely benefit from such ventures.

Another area could be to initiate translations of Indian works into Sinhala.

PICK OF THE MONTH

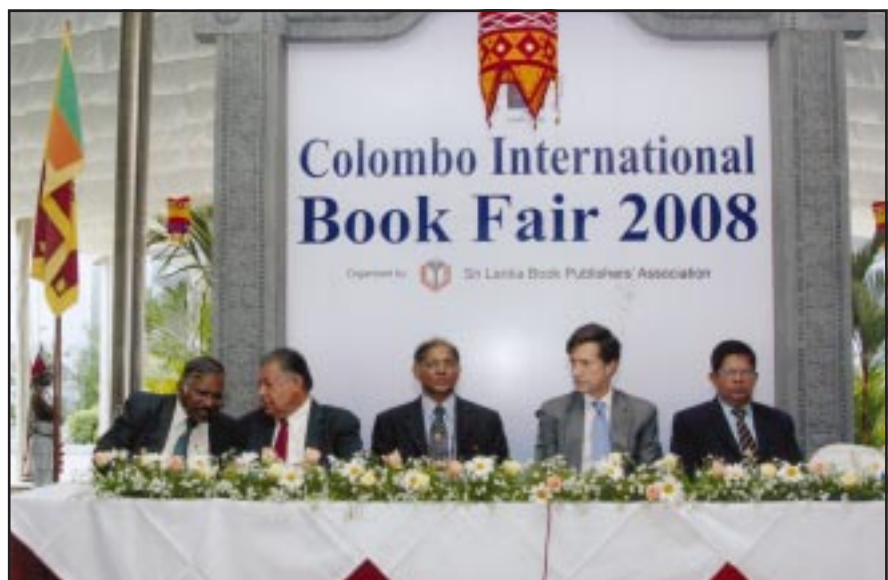


The Cultural Cradle of Biodiversity

P.S. Ramakrishnan

Rs. 90.00

ISBN 978-81-237-5361-4





Sabyasachi Bhattacharya, *India: Historical Beginnings and the Concept of Aryan* by Romila Thapar & others, *The Past and Prejudice* by Romila Thapar; *Development with Dignity* by Amit Bhaduri; *Globalisation and Development* by Sunanda Sen; *Women Who Dared*, edited by Ritu Menon; and



This would help attract a larger Sinhala readership. In this context, it may be mentioned that the Trust's efforts in the last few years have helped to initiate a few of the Trust's publications into Sinhala. The book *The Cinema of Satyajit Ray* by Chidananda Das Gupta has been published in Sinhala. Other books following this initiative include *The Mahatma and the Poet*, compiled by

Traditional Indian Theatre by Kapila Vatsyayan.

Every year the CIBF awards a Swarna Pusthaka Award for the best Sinhala novel. This year, the award which carries a prize money of Rs. 500,000 was given to Shri Samaraweera Wijesinghe for the novel *Svayanjata*, published by Soorya Prakasakayo.

Organised by Sri Lanka Book

Publishers' Association, the 10th CIBF was inaugurated by Mr. Robert O Blake, the US Ambassador to Sri Lanka, on 20 September 2008 at the BMICH Convention and Exhibition Centre, Colombo. Prof.S. Sanderesegaram, Dean, Faculty of Education, University of Colombo, was the Chief Guest. This Fair was organised from 20-28 September 2008.

CELEBRATING HINDI IN NBT

With an aim to promote the use of Hindi as the chief language in administrative and official work, the annual Hindi week was celebrated in the National Book Trust, India on the 15th and 18th of September 2008.

On 15 September 2008, a written quiz competition was held. The questions were based on topics regarding NBT'S activities, its various series, aim etc. The participants were asked to write the answers in Hindi. The quiz competition was inaugurated by Ms. Nuzhat Hassan, Director, NBT, India.

On 18 September 2008, an essay competition in Hindi was organised on the topic 'Contribution of NBT's books in promoting cultural amity'. India is a culturally diverse nation where people follow variety of traditions and customs. And NBT through its emphasis on translations from one language to another aims at forging national integration through exchange of literature.

The session was chaired by Dr. Devendra Chaube, Professor of Hindi at Jawaharlal Nehru University, New Delhi. Prof. Chaube commended NBT's efforts in promoting book reading in the country.

He was particularly happy that lot of non-Hindi persons from the Trust had participated in the Hindi week. Dr. Baldev Singh, Chief Editor & Joint Director, NBT and Shri Manglesh Dabral, noted poet and critic, also spoke on the occasion. The function was coordinated by Dr. Deo Shankar Naveen, Hindi Editor, NBT.

A large number of officials belonging to both the editorial as well as other departments enthusiastically took part in various programmes to promote Hindi. All the successful candidates were given cash prizes.

— Kanchan Wanchoo Sharma



TRAINING COURSE IN BOOK PUBLISHING

I like this course and normally we do not find this type of courses in the market, it is helpful for the participants.

- Zoya (Syeda Tauer Fatima)

It is a good course for the upcoming professionals and the new entrants into the profession.

- G. Raghava Rao

Very extensive and futuristic. I feel this training course is equal to a one-year diploma in terms of quality and content. Keep it up!

- K. Chalapati Rao

These were some of the responses to the Training Course in Book Publishing held at Hyderabad from 10-23 September 2008 organised by the Trust in collaboration with Literacy House, Andhra Mahila Sabha.

About 40 students, including those already employed by different organisations, received a golden opportunity to be trained by the Trust on book publishing.

Prof. R.V.R. Chandrasekhar Rao, former Vice-Chancellor, Dr. B.R. Ambedkar Open University, Hyderabad, inaugurated the Course. Prof. Y. Saraswathy Rao, former Vice-Chancellor of S.K. University, Ananthapur was the Guest of Honour and Shri Sridhar Balan, consultant to Ratna Sagar Publishers and one of our faculty members was the Special Invitee for the inaugural function. Justice S.V. Maruti (Retd.), Chairperson, Literacy House, presided over the function.



In his inaugural address, Prof. R.V.R. Chandrasekhar Rao expressed his appreciation for the Trust for organising such a course which was new to the region. He also hoped that this course would be useful to the aspiring publishers and writers who had enrolled themselves as participants for this course.

Shri Sridhar Balan spoke about the scope of the publishing industry and also its booming growth in the country. The faculty members from major publishing houses included Shri G.S. Jolly, Ms. Malabika Guha Mustafi, Ms Sharmila Abraham, Ms Aparajita Basu, Shri Subir Roy, Shri Kalyan Banerjee, Shri N.K. Bhattacharjee, Shri Sukumar Das and Shri Joseph Mathai.

The Valedictory function was held on 23 September 2008. Shri Mandali Buddha Prasad, Minister for Animal Husbandry, Dairy Development, Veterinary University & Fisheries, Govt. of Andhra Pradesh was the Chief Guest. In his address he requested NBT to organise more programmes in the different districts of Andhra Pradesh so that the youth in other districts also may come at par with the youth of Hyderabad. He also awarded the certificates to the participants of the course. Shri Vijaya Kumar, Managing Director, EMESCO Publications, presided over the function. Shri Sumit Bhattacharjee, Asst. Director (Prod.) NBT, organised the course.



Ms. Sitaram Bhai, Secretary, Andhra Mahila Sabha, Shri Mandali Buddha Prasad, and Shri Vijaya Kumar



National Book Trust, India, as a part of its programme to promote books and culture of reading, has been organising book fairs and literary events particularly in the North-East. Places like Shillong, Aizawl, Itanagar, Barapeta, Dulyanganj, Nalbari, Pathshala, Kohima, Manu Bazar, Darang, Tura, Gangtok etc have been some of the venues of book fairs and book related events. Book fairs at Dibrugarh/Jorhat, Dharam Nagar and Tezpur are in the offing. Besides, the mobile book exhibition vans of the Trust regularly travel through the interiors of the North-East areas connecting remote villages and reaching books. Also, the Trust with the objective of providing books in the languages of the North-East, brings out translations of its publications in Aao Naga, Kokborak, Khasi, Garo, Nebari, Bodo, Bhuriya, Mising, Mizo, Limbu, Lepcha among others. Besides, it also organises special language workshops in the North-East, bringing together scholars and language experts to generate original works in these languages.

Along with the languages of the North-East, Trust also endeavours to project the written and oral literature of other languages like Maithili, Bhojpuri, Sindhi, Nepali, Kashmiri, Dogri, Himachali among others by bringing out books and organising activities in these language areas. In this context, it may be pertinent to note that a national seminar on the Bhojpuri Language and Literature was recently organised at Patna to prepare ground for serious discussion on the issues of Bhojpuri language, literature, society and culture.

Wajahat Qureshi

A SKEWED GLOBAL ORDER

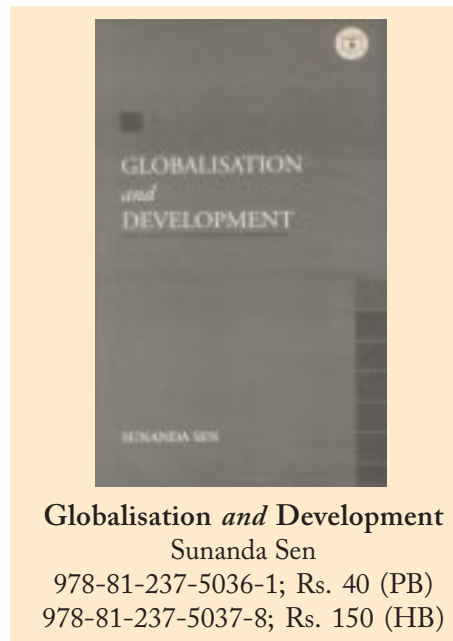
As the world economic system gets mired deeper in perhaps the most unprecedented crisis since the two world wars, the debate on globalisation is becoming even more strident. On the one hand, there are those who feel that the only way out is to align even more strongly with the forces of economic liberalisation and globalisation. For instance in a recent interview (*Tehelka*, August 13, 2008) the finance minister P Chidambaram pronounced that he envisaged a future where 85 per cent of the country's population lived in cities, whatever that means. On the other hand, there are news reports of deteriorating living conditions of the poor across the globe – children surviving on animal feed in Ethiopia, farmer suicides in Maharashtra, food riots in Haiti, discontentment in Vietnam – the list is becoming longer by the day. To complicate matters further, the debate on globalisation either turns technical and goes beyond the reach of an intelligent lay person, or, the contending parties talk through (instead of talking to) each other through partial arguments, like counting the costs or benefits of a particular project or of a particular corporation, the employment provided, the persons displaced, and so on.

In such a scenario, *Globalisation and Development* by Sunanda Sen is a welcome addition to the literature on globalisation, which, in a compact manner attempts to provide a critical overview of the present debate to an informed lay reader in a very affordable edition by the National Book Trust.

For a Chosen Few

The primary aim of the book is to examine if the much touted benefits of globalisation have reached the masses beyond the select few at the top echelons. The author asserts right in the beginning that globalisation has failed to do so and goes on to scrutinise the underlying reasons. The book is an attempt to highlight the contours of the present order of "globalisation sans development".

It begins by introducing the concept of the present form of globalisation and what makes it unique in human history. The yardstick the author applies to judge globalisation is not merely the quantity and growth of the output produced but also its distribution. Sen argues that the outcome of globalisation is not the same for everyone. It is dominated by rich nations, is biased in favour of specific capitalist institutions like markets and technologies like information and communication technologies, which often bolster capital further by replacing human



Globalisation and Development
Sunanda Sen
978-81-237-5036-1; Rs. 40 (PB)
978-81-237-5037-8; Rs. 150 (HB)

labour, and is primarily being governed by the finance capital. It favours currencies like the dollar due to specific historical and geopolitical reasons. Sen emphasises that the present form of globalisation is not people-centred, in fact it is precisely the opposite.

The second chapter traces the changes that have taken place in the global order under the present regime of globalisation. Through the experiences of countries like India and Argentina the author explains the process through which the locus of control has been shifting from within to outside for the developing countries. Yet, the control is now more subtle and hegemonic under the garb of "market forces" unlike colonial

times. Markets have come to be controlled by large corporations, often with their origins in the industrialised nations of the west, and they have acquired considerable influence over the states in the third world. In this chapter Sen reminds the reader briefly about the interlude immediately after the second world war when the imperial system and rich nations suffered a retreat. Nationalism grew amongst the developing countries and third world solidarity began to be built up. But through the example of India the author points out that this was also a time of missed opportunities. The welfare regimes in the newly independent third world nation states were hardly able to live up to their promise and the aspirations of the people, partly due to the compromises they made with the conservative elite, and partly due to the constraints posed by the interests in the rich nations, especially under the leadership of the Bretton Woods institutions.

The climate turned unfavourable for the welfare states and statist policies after the global recession in the 1970s. While examining the experiences of the developing countries in the 1980s and 1990s the author finds that market-friendly policies hardly led to the benefits propagated and in fact often resulted in exactly the opposite outcome. Often such policies led to rapid redistribution of wealth in favour of the elite and extreme polarisation of productive resources. For instance in Argentina while more than \$ 10 billion were borrowed in the first quarter of 1981 a similar amount found its way out of the country as private deposits. Thus by the end of the century Argentina was under massive external debt, and in a state of serious political instability, making things worse for the poor. At the same time the rich managed to acquire further control over wealth and resources in collaboration with foreign interests. Finally, Sen brings out how finance capital has come to reign under the present neoliberal order. Bretton Woods institutions, which were

conceived in order to prevent ravages like the world war and to foster development, have become handmaidens of the powerful transnational financial institutions. The primary objective of their economic policies has been reduced to merely protect the interests of the finance capital which are usually pitted against the interests of the masses and the long-term development of the economically backward societies.

Expectations Dashed

In the next chapter Sen shows how market-led globalisation has failed to live up to its supposed promise in terms of growth and efficiency, by analysing the actual experiences of the developing nations in the recent decades. The author provides a simple picture of the theoretical model of free market and what the theory offers in terms of expectations. She points out that the theoretical model of neoliberalism is based on alluring ideas like individual freedom and efficiency but the ideal conditions in which it is supposed to work prevail only in textbooks. Further, she elaborates, that if at all there has been growth it has been in enclaves – specific industries or geographical spaces or for particular elite economic interests. The author also brings out how the rich and powerful often indulge in double speak and double standards, as for instance in the case of textiles, where the producers in developing nations like India have huge advantage over rich nations. In contrast to their own prescriptions, countries like the US continually employ new devices through agencies like the World Trade Organisation (WTO) to deprive the poor nations of free access to their textile markets. It is the same with agriculture, which has been the subject of the recent breakdown of the Doha round of WTO and perhaps one of the prime reasons for the present global food crisis. The rich nations provide massive subsidies to their agriculture and yet proscribe protection of farmers and agriculture in the developing countries.

Sen throws light on other aspects of such double standards as well. For in-stance, while “free capital” is promoted

by the advocates of globalisation, all kinds of restrictions are put against the movement of labour! One can find similar discrimination in the domestic policies as well under globalisation. For instance, the loans for priority sector, like small industries and artisans are more expensive than for the non-priority sector, like retail lending to the middle classes. Thus the “bene-fits” of globalisation have actually moved even further away from where they are most required – the poor masses across the world.

In a brief chapter Sen also takes up the issue of technology and development under globalisation and questions the notion that technology is a free public service available to all and is neutral to the divisions in the global order. She emphasises that the control and benefits of modern technology are skewed in favour of the economically prosperous,

The book poses a serious question regarding the sustainability of such a skewed global order. Unrests all over the world from China to Haiti and also the fast spread of counter globalisation movements within our own country are indicators of the answer.

whether the developed nations or the elite in developing countries. Moreover technology is not something which can be simply bought off the shelf and used; on the contrary, technological development requires nurturing of competencies and fostering of appropriate institutions. Thus technology is a process and not merely a “service”. Moreover, the policies of large corporations and the new regime of intellectual property under globalisation have put further obstacles against technological development in the developing economies and moulding it in appropriate ways to their own specific needs.

Growth versus Development

In the final chapter Sen concludes that in fact “growth” and “development” have become opposites of each other under globalisation. She argues that the state on the one hand has moved away from

its commitment to economic development of the people, and on the other, has become hyper active in protecting the interests of the corporations, especially finance capital. Sen stresses that there is no natural law that ensures that prosperity will trickle down from top to bottom unless there are explicit state policies that do so. And given the reality that such policies are conspicuous by their absence, actually a reverse distribution from the poor to the rich is happening at a very rapid rate. A point which may be substantiated by observing the decrease in average per capita calorie intake data and counter posing it with the Forbes data on burgeoning number of billionaires and millionaires in India.

The author provides details of various development indicators and figures to explain how abysmal has been our recent record in ensuring the economic well-being of the poor. Thus at best the benefits of globalisation seem to have completely failed to reach the poorest sections of the society, and often in fact have made things worse for them in absolute terms. Through examples of China and India Sen demonstrates that, unlike what the textbooks tell us, the risks for uncertainties of the global order are being borne by the “footloose” labour. Moreover, even though the present regime is reaping the benefits from some of the earlier policies of the so-called “socialist” state, like investment in higher education in India which the information technology industry has primarily leveraged, there is amnesia when it comes to acknowledging it.

The book poses a serious question regarding the sustainability of such a skewed global order. Unrests all over the world from China to Haiti and also the fast spread of counter globalisation movements within our own country are indicators of the answer. Though at times one gets the feeling that certain involved issues have been dealt with too briefly, on the whole it is a good introductory text to provide a brief overview on globalisation to an interested lay reader.

–Rahul Varman
Courtesy: EPW, 20 Sept. 2008

UJJAIN BOOK FAIR

Inaugurated by Shri Shiv Shekhar Shukla, IAS, District Collector, Ujjain, the Ujjain Book Fair was organised from 30 August-7 September 2008 at Dussehra Maidan, Ujjain. The Chief Guest at the inauguration was Shri Rameshwar Gupta, Commissioner, Nagar Nigam Corporation, Ujjain. Shri S.K.Sharma, Education Officer, was also present on the occasion.

Inaugurating the Fair, Shri Shiv Shekhar Shukla, said that the book fair was a great opportunity for the people of Ujjain to browse and buy books. He particularly urged the children to come to the Fair and buy books of their choice.

Speaking on the occasion, Shri Rameshwar Gupta hoped that NBT would make this Fair an annual affair so that it would help promote reading habit

among the people.

Earlier Shri Vijay Pal, DD (Exh.), NBT, while welcoming the guests spoke on the various activities of the Trust, particularly the many book fairs which the Trust organises all over the country. Around 50 participants including publishers and booksellers participated in the Fair.



CREATIVE WRITING WORKSHOP

A Creative Writing workshop was held on 1 September 2008 at the Police D.A.V. Public School in Ambala, Punjab. Organised by the National Book Trust's children's wing, the NCCL (National Centre for Children's Literature), the programme was attended by a huge number of school children from various schools across the region.

The function started with a Meet-the-Author programme, in which Dr. Divik Ramesh, eminent writer had an informal conversation with the school children. Later, he regaled them with a few interesting stories from his collection. He encouraged them to comment on his stories and was delighted to hear their

intelligent remarks on the same. This was followed by a 'Book quiz', aimed to encourage children take up the habit of book reading.

Finally, a creative writing workshop was held, where under the guidance of the experts, the children were asked to

write stories or poems or real life incidents so that these could be included in the forthcoming issue of *Readers' Club Bulletin*. The *Readers' Club Bulletin* is a bi-lingual children's magazine for children, published every month by NCCL.

At the end of the session, children were given books as prizes. Shri S. Kaviraj, Senior SP, Ambala commended NBT's efforts of book promotion, especially for children. He was hopeful that the material churned out by children in the workshop would be published in the *Bulletin*.

The programme ended with a vote of thanks proposed by Ms. Abha Gupta, Principal, Jawahar Navodaya School, Ambala.



IMPACT OF SCIENCE & TECHNOLOGY ON MANKIND

Written by K.V. Gopalakrishnan, NBT is to bring out a publication titled *The Impact of Science & Technology on Mankind*, under its Popular Science series. Herein we reproduce excerpts from a chapter 'Social Effects of the Industrial Revolution'.

Industrialisation led to people conglomerating in towns and cities. Urbanisation has been one of the key social fallouts of industrialisation. Most of the world's population now is city dwelling. Social life in a city is far different from that in the countryside. Social interactions become more impersonal. Support systems like the local community or network of relatives is absent. The strain of travelling in crowded trains or buses to work, the inability to set one's own pace of work as in farm or trade, the bustle and the noise etc. are certainly sources of physical and psychological stress. Particularly a first-generation migrant from a village to a city finds the transition bewildering and stressful.

But city life had its plus points too. Many of the restrictions and discriminations that certain groups of people suffer from in villages either disappear or are greatly reduced in cities. A black man shifting from the rural south of the USA to New York or Chicago experiences far less discrimination. A village youth from a depressed caste in India is much relieved to melt into the vast and unconcerned mass of a great city. It is notable that untouchability, still a blot on our nation and practised in some rural areas is almost non-existent in big cities....

Family and Clan

The family too is affected by the technology-induced move to the towns and cities. Since industrialisation offers a variety of careers, members of a family tend to choose the education and career that most suit them. This is definitely good for individual development and

independence. But in the process the family gets scattered. Bondings are weakened. The support network formerly provided by the extended family has to be replaced by pension and insurance systems, state-supported medical care etc. Parental authority over children is eroded in cities and when children reach adulthood, it is completely lost due to their financial independence. City women with troublesome husbands are less willing to put up with them than their rural sisters. The divorce rate in advanced countries is at levels never imagined in earlier days. While there may be many justified reasons for this, the effects on the young children of a broken marriage are often pathetic. Equally problematic is the lot of old people....

Caste Barriers

One visible result that technological transformation is bringing about in our country is the gradual dissolution of caste barriers and language barriers. When young men and women of different castes and different regions study together, work together and live in thoroughly mixed neighbourhoods the prejudices their parents and grand-parents suffered from gradually weaken. They learn to overlook the differences in castes, religions and languages....

Decline of Superstitious Traditional Beliefs

The decline of superstitious traditional beliefs is no less evident. A travelling salesman can hardly refuse to travel on an "inauspicious" day! The needs of the job take precedence. Besides intermingling of people brings about the realisation that traditional beliefs and practices vary greatly between groups.... This finally leads to the realisation that all of them are arbitrary and man-made, without any inherent validity. This has a strong effect on the mind and liberates it from self-imposed limitations.

When any country develops technologically throughout the world it

has been observed that traditional beliefs that hamper growth and freedom gradually decline. In many countries religious leaders and organisations exercised great power once. They could excommunicate monarchs and goad their people into launching religious wars. But as scientific facts percolated to the population and education increased their awareness, the power of religion in secular affairs declined. Political nationalism also moved people's minds for some centuries but now the realisation is spreading that cooperation among nations brings greater benefits than confrontation. The questioning of long-accepted beliefs that science launched is still continuing in all societies. We no longer ascribe natural disasters or epidemics to the wrath of the Gods but try to find out their causes and take remedial measures.

Modern biological sciences have proved that mankind is essentially one unit. The differences between races are purely superficial like skin colour, hair colour etc. Political democracy has also emphasised this fact by granting one vote to each individual regardless of race or creed or income and in the eyes of the law all are equal....

The Welfare State

The combination of the above knowledge and the availability of the surplus wealth created by industrialisation led to the concept of the Welfare State. Its basic premises are well defined. The society as a whole, through its government or voluntary organisations, has the duty to ensure that all its members are provided with the basic needs of food, housing and medical care. If a person loses a job for reasons beyond his control like down-sizing, economic depressions etc. he has to be supported by the state until he finds another job. Basic education must be made available to all, free if one can not afford to pay for it. Weaker groups like children, old people etc. have to be taken care of by the state if the situation demands it. It must be emphasised that only an industrialised state can be a Welfare State.

MAIL BAG



Thank you for October Newsletter. It has a good new look. It looks glamorous. All the best.

Hyderabad

Latha Rao

I liked that you had given all the books published by you on Mahatma Gandhi at one place. It has become a reference page for me.

Baroda

Devang Desai

Congratulations on your moving to a new building. Hope NBT would move on to greater heights.

Cuttack

Prafulla Behera

BOOKER PRIZE FOR ARAVIND ADIGA



Chennai-born novelist Aravind Adiga won the Man Booker Prize for Fiction 2008 for his work *The White Tiger*. In this novel, the 33 year old journalist who lives in Mumbai, tells the "story of two Indias". Adiga is the fourth India-born writer to win a Booker prize after V.S. Naipaul, Salman Rushdie, Arundhati Roy and Kiran Desai.

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FORTHCOMING BOOK FAIRS

National Book Week, Patna	8–16 November 2008
National Book Week, Pune	29 Nov.–7 Dec. 2008
Baroda Book Fair	6–14 December 2008
Jamshedpur Book Fair	27 Dec.2008–4 Jan. 2009
Dibrugarh/Jorhat Book Fair	Dec. 2008–Jan 2009
Dharamnagar Book Fair	Dec. 2008–Jan 2009
Ludhiana Book Fair	3–11 January 2009
Bhilaspur Book Fair	17–25 January 2009
Tezpur Book Fair	7–12 February 2009
Mangalore Book Fair	21 Feb.–1 March 2009
Golaghat Book Fair	March 2009

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