

Although I have been publishing essays and articles for last over 40 years yet I cannot qualify as an established author to get my works easily published in book format. I wrote an essay on 'New Authors' in late 1998.

This is the age of commercialism. Authors have also to fall in line with it. It needs development of agency of book editors whose judgement can be relied upon by publishers to act as middleman. Besides, handsome cut in initial royalty, they will also share royalty on future sales. Such agency work is prevalent in other fields like films, music, drama, etc.

I wish to suggest the introduction of a Diploma course at university level on book editing. This will provide necessary vocational training for it.

Indore **Dr. N.N. Sachdeva**

I am a regular reader of NBT Newsletter. I liked the article 'New Authors, Old Problems' by Kumar Vikram. The thoughts presented were really factual. All other contents were informative.

Indore **Antara Karvade**

I just received July 2005 issue of the NBT Newsletter. The Newsletter has improved a lot in its outlook and content. Your review on new authors, old problems is reader

friendly and highly informative. NBT is being devoted to all types of readers especially to low-income readers. Emphasis on national heritage and children oriented books need applaud. It will also be nice if latest Newsletter is kept in your website. Now I find only old ones in the site.

Thrissur **K.V. Peter**

I am a regular reader of your Newsletter. It contains all the possible articles, valuable for an ardent reader and scholar and keeps him tuned with the present literary circle.

I went through the 'Scheme for the Subsidised Publication of Books', which I am sure, will prove quite beneficial for the authors, readers and publishers.

Bilaspur **Shrabani Chakravorty**

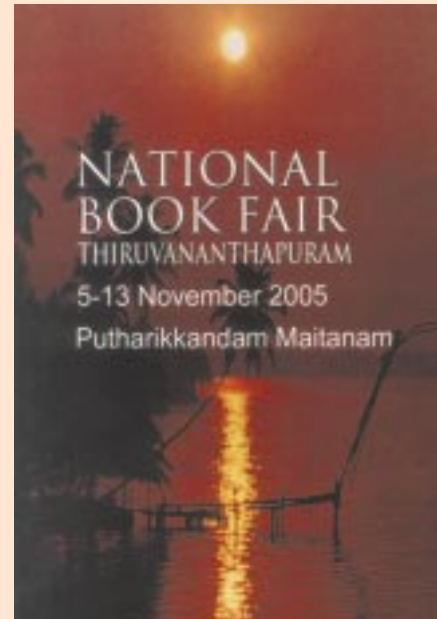
As a regular reader of the Newsletter I can say that it is packed with a wide range of information from the recent publication to the forthcoming books. I would like to appreciate for the exemplary articles such as 'A Voice of the Marginalised' (Feb.), 'Taking Books to North-East' (March), 'Making Peace with Pakistan' (June), etc.

Churachandpur **James Songate**

It is a pleasure to know that NBT has published books on Mass Communication, Press in India and other media related subjects. Please make available these titles in Indian languages.

Ahmed Nagar **V.P. Kamble**

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**NATIONAL BOOK FAIR
Putharikkandam Maitanam
Thiruvananthapuram
5-13 November 2005**

*Last date for receipt of application:
30 September 2005*

On India Government Service

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REMEMBERING SUBHADRA KUMARI CHAUHAN

'Subhadra was an activist writer and had she not participated in the freedom struggle, she might have ended up as a good housewife' said Prof Namvar Singh, foremost critic of Hindi literature and retired professor of Jawaharlal Nehru University, while releasing a recent NBT publication *Subhadra Kumari Chauhan Ki Shrestha Kahaniyan* in the inaugural session of the three-day seminar on Subhadra Kumari Chauhan to commemorate her birth centenary year. Prof Singh observed that she was quite progressive, forward-looking and modern in her approach and she had accomplished a unique congruence between her words and deeds.

Subhadra Kumari Chauhan was born in a North Indian middle class family in 1904. Right from her early childhood, she was interested in poetry. She got married at the age of 15 in 1919. Immediately after her marriage, she joined the freedom movement as an activist. She became famous as a poet. But few people know that she was an accomplished story-teller as



From left: Vibhuti Mishra, Prabhas Joshi, Namvar Singh and Kamala Prasad

well. Incidentally, NBT has published the first ever anthology of stories of Subhadra Kumari Chauhan.

The seminar was organized by Kendriya Hindi Sansthan in association with Hindi Sahitya Sammelan, Prayag at Allahabad during 8-10 August 2005. Delivering the keynote address, noted journalist and activist Shri Prabhas Joshi said that Subhadra found her literary sustenance from the freedom struggle as well as emerging socio-cultural scenario during the first half of the 20th century. Prof Namvar Singh presided over the inaugural session. A film on the life of Subhadra Kumari Chauhan produced by NCERT was also screened on the occasion. The programme began with fascinating recitals of Subhadra's poems by the artists of Vivechana Rang Mandal, Jabalpur.

The NBT publication, which was especially planned for the occasion, was centre of discussion among the scholars attending the seminar. *Subhadra Kumari Chauhan Ki Shrestha Kahaniyan* is a compilation of 22 stories of Subhadra Kumari Chauhan written during the first half of the 20th century. Her stories are very much relevant even today mainly because of their humanistic, valiant and forward-looking

approach. Creative worth of all her stories is immense. There is unique synthesis of feminine compassion and urge to struggle for justice in her stories. Her protagonists are fearless, curious and compassionate.

Stories compiled in the anthology try to raise and examine certain socio-economic and political issues. She has subtly attacked the traditional hierarchy within the family and society which weaken the forward movement of women. Her stories are imbued with social and political concerns rather than being experiential. Social realism with sentimental

streak is the hallmark of her stories. The anthology is a fitting tribute in the centenary year of Subhadra's birth. Anand Prakash, a noted critique of Hindi literature, has edited the volume and written a razor-sharp introduction.

In the sidelines of the Seminar, a play 'Subhadra' was staged by North Central Zone Cultural Centre in association with People's Television and an exhibition was organized to showcase select NBT titles. Prominent scholars who attended the seminar included Prof. Nirmala Jain, Khagendra Thakur, Prof Anand Prakash, Prof Devendra Shukla and Mamata Kalita.

—Dr Srirang Jha

(with inputs from Dr Deo Shankar Naveen)



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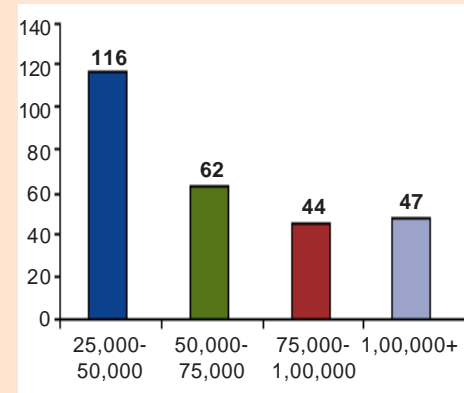
Annual subscription Rs 5.00; 50 paise per copy

2,10,378 AND STILL SELLING!

If somebody tells you that there are no longer enough buyers of books these days, you can very well repeat the headline of this write-up! Because, that is actually the number of copies that one of the NBT titles for children *Our Body* (Author: Ramesh Bijlani) has sold in different languages in the last one decade (1995-2005). It is closely followed by *Stories from Babu's Life* (Author: Umashankar Joshi), the combined language sales of which stands at 2,10,188 copies. Naturally, in the case of both the titles, the share of the number of copies sold in Hindi is the highest considering that it has the largest readership base in the country. While the Hindi version of *Our Body* has sold close to one lakh copies (99,760), the Hindi version of the book related to Babu (Sab Ka Sathi, Sab Ka Dosth) has shown a staggering sale of 1,55,420 copies!

In the sales of *Our Body* (full name being *Our Body: A Wonderful Machine*), the second position goes to Kannada in which 41,970 copies have been sold. The other three languages which make the top five of the title as far as its sales are concerned are Gujarati (18,966), English (13,884) and Marathi (12,108). The title is a simple and lucid account of the functioning of the body and its various organs for the children of the age group of 8-10 with some imaginative illustrations by Niren Sen Gupta. Besides, the languages already mentioned, this original English title is also available in Asamiya, Bangla, Malayalam, Oriya, Punjabi, Telugu, and Urdu.

The title on Babu saw a sale of 13,265 copies in English version. The sale in Asamiya, Malayalam and Kannada languages of the title comes next with the number of copies sold being 9,051, 8,654 and 7,765 respectively. The book, which is beautifully illustrated by Mickey Patel, some interesting episodes from Babu's life have



Different Categories of Sales

Graph showing no. of titles sold under different brackets out of the total titles of 269 figuring in different categories (1995-2005)

been presented in an appealing manner. Besides the languages mentioned, the title is also available in Bangla, Gujarati, Konkani, Manipuri, Marathi, Nepali, Punjabi, Tamil, Telugu and Urdu.

The data is a product of a recent initiative of the Trust to bring out a catalogue of its fastest selling titles combining the sales of all languages in the last one decade (1995-2005) wherein it was amazing to notice that *Our Body* and *Stories from Babu's Life* top the charts. The last decade has been chosen for two reasons: first, this is the period of which computerized data of the sales inventory is now available and secondly, which is more important, is that it will throw a light on the reading trends and preferences of the contemporary generation to help the Trust mould its publishing programme accordingly.

Fastest selling titles or bestsellers have been categorized thus: those selling more than 25,000 copies but less than 50,000 copies; those selling more than 50,000 copies but less than 75,000 copies; those selling more than 75,000 copies but less than 1,00,000 copies and lastly, those selling more than 1,00,000 copies.

It is really an eye-opener when we go through some of the most outstanding aspects of the data. Out of the 269 titles that find place under various categories of fast-selling titles as spelt out above, there are 47 titles that come under the highest bracket of having sold more than 1,00,000 copies. In fact, there are many of them that have crossed 1.5-lakh mark or are already at the threshold of crossing it.

Mention may be made of the titles like *Books Forever* (Author: Manoj Das; 1,47,535), *I Like the World* (Author: Jeyanthi Manokaran; 1,76,945), *Little Old Woman*

(Author: Margaret Bhatt; 1,742,18), *Mangu's Top* (Author: Kamakshi Balasubramanian; 1,47,906), *Name that Animal* (Author: Niranjan Ghoshal; 1,41,261), *Once in a Village* (Author: H C Madan; 1,59,302), *Our Constitution* (Author: Subhash Kashyap; 1,45,425), *Pollution* (N Seshagiri; 1,64,706), *Sava Ser Gehun* (Premchand's story adapted by Mannu Bhandari; 1,52,504), *Tails* (Author: Hydrose Aaluwa; 1,49,490), *Tales for All Times* (Author: Santha Rungachary; 1,69,786), *The Littlest Wave* (Author: Sumana Chandavarkar; 1,43,136), *We Indians* (Author: Mehroo J Wadia; 1,48,920) etc.

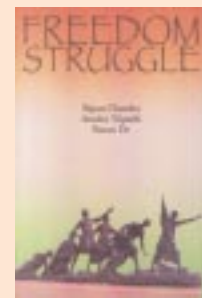
There are 44 titles that come in the bracket of titles having sold more than 75,000 copies but falling short of one lakh mark. Of these, some like *Tilli the Butterfly*

(Author: Ramesh Bakshi; 99,383), *Freedom Struggle* (Author: Bipan Chandra et al; 99,000), *A Voice in the Jungle* (Author: Jagdish Joshi; 97,040), *A Story About Water* (Author: Ravi Pranjape; 95,116), *Matsya: The Beautiful Fish* (Author: Shanta

Rameshwar Rao; 92,088), *Waiting for the Rain* (Author: Kamakshi Balasubramanian; 91,078), *Totkon Ke Pher* (Author: Prem Singh Negi; 91,007), are all set to break into the one lakh bracket soon.

In the bracket of more than 50,000 but less than 75,000 copies sold, as many as 62 titles figure. Some of the titles that are all set to cross the 75,000 mark are *Water* (Author: Rama; 74,995), *Bhoot Aya* (Author: Chitra Naik; 74,363), *How Films Are Made* (Author: Khwaja Ahmed Abbas; 74,288), *How Munia Found Gold* (Author: Jagdish Joshi; 73,742), *Lalu and the Red Kite* (Author: Ashish Sengupta; 73,483), *The Magician* (Author: Vishakha; 74,574) and *The Pool in the Jungle* (Author: Uma Anand; 73,040).

In the last bracket of more than 25,000 but less than 50,000 are as many as 116



These two titles of the Trust have registered combined languages sale of more than 2 lakh copies each in the last one-decade (1995-2005)

INDIAN FICTION IN ENGLISH TRANSLATION

A Quest for Freedom, Volga, ISBN 81-237-3877-3, 188 pp Rs. 100

Aruna, the protagonist of the novel, is an educated, financially independent middle class woman in modern society. Suppressed at her parental home, she seeks here freedom in her eloped marriage with Prakasam. However, Aruna soon becomes disillusioned. She has to relinquish her individuality. Her space and body become a casualty.

Adrift, Harcharan Chawla, ISBN 81-237-3902-8, 186 pp, Rs. 65

Dislocated by the turn of events following the partition, the protagonists of the novel have a chance meeting in Germany. In taking us through their adventures all over Europe and India, the novel not only depicts the complex social and emotional relationships, but also grapples with the trauma of alienation. Well translated from the Urdu original titled *Bhatke Hue Log*, this novel is a significant contribution to contemporary Indian fiction.

Steps to Success, Vanathi Pathippakam, 23 Deenadayalu Street, T.Nagar, Chennai - 17, Rs. 150 An Autobiography of Thirunavukkarasu, a successful publisher who established the famous publishing

house in Tamil Nadu in 1955, which has published more than 4,700 titles.

Bihar Mein Bachchon Ka Adab (Urdu), Syed Zeyaur Rahman Ghausi, P.O. Box No. 8607, Delhi - 110054, Rs 300 The book presents the

Fall, R.R. Borade, ISBN 81-237-2764-X, 106 pp, Rs. 30

Through the Monologic narration of Parvati, the protagonist, the novel unfolds the struggles of a family, particularly women, caught in the matrix of change that rapid urbanisation brings to rural India. It is one of the finest novels in modern Marathi literature.

Fuel, Hamid Dalwai, ISBN 81-237-3952-4, 133 pp, Rs. 50

A modern classic in Marathi titled *Indhan*, this short novel, translated into English by the noted poet Dilip Chitre, grapples with the complex theme of contemporary communal strife remarkably well and with sensitivity.

Kali Ganga, Mahabaleshwar Sail, ISBN 81-237-3857-9, Rs. 80

One of the finest novels to have emerged from Konkani literature, the novel translated by Vidya Pai, tells the tragic story of the young girl Suman growing up in a small village on the banks of the river Kali Ganga.

scenario of Urdu children's literature in Bihar and other parts of the country during 60s of the past century. The book contains poems, stories, articles and cartoons.

Prachina Saryatara Kahani: Mesopotamia, Sarat Kumar Mohanty, Mita Books, Prachina Saryatara Kahani: Misara, Sarat Kumar Mohanty; Mita Books, Badambadi, Cuttack-9; Rs. 200.

These two illustrated books written by Prof. Sarat Kumar Mohanty is an interesting account of two of the greatest civilizations of ancient world. **Total Quality Management in Education, Marmar Mukhopadhyay, Sage Publications, New Delhi, ISBN 0-7619-3368-9, Rs. 395** A guide to the management of quality education through TQM, this book will help

Of Hemlock I have Drunk, Manubhai Pancholi 'Darshak', ISBN 81-237-3877-3, 261 pp, Rs. 95

This moving love story written at the backdrop of freedom movement is not only a socio-historical document of a period, but also attempts to employ Gandhian vision, often enriching us with moments of brilliant insight into love and compassion. Translated from original Gujarati, the novel is an acclaimed classic of modern Indian literature.

Saheb Bibi Golam, Bimal Mitra, ISBN 81-237-4068-9, Rs. 170

This is a story of the Bengal of the late 19 century and early 20 century. This is also the story of the house of Chowdhurys. Through the eyes of the narrator, Bhutnath, whose life is inextricably linked to the Chowdhury household, the novel not only tells us the story of its gradual decline but also the disintegration of a feudal system. And a profound statement on life and its destiny.

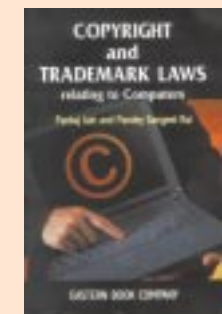
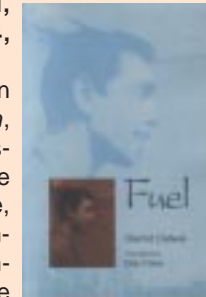
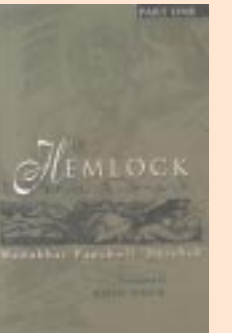
BOOKS RECEIVED

educational planners to build on their beliefs, fine-tune their mission and work towards the goal of providing quality education.

Copyright and Trademark Laws, Pankaj Jain and Pandey Sangeet Rai, Eastern Book

Company, Lucknow, ISBN 81-7012-830-7, Rs. 285

This book deals with the copyright and trademark issues pertaining to computers and Internet. Useful book for IT professionals to make them conversant with the legal implications.



1955: FIRST BOOKS FROM INDIA 2006: FOCUS COUNTRY INDIA

The Frankfurt Book Fair is the biggest book fair in the world - with 6,700 exhibitors from 110 countries. India will be Guest of Honour at the Frankfurt Book Fair 2006, as has now been announced by the world's biggest fair for books and contents. This means that for the first time in the programme of guest countries that began in 1976, a country has been asked to return for a second time. India was already the guest country in 1986. At this prestigious moment, we reproduce an article published in *German News*, bringing you the memories of 1955 when India participated in the Frankfurt Book Fair for the first time.

- Editor

The Indian National Flag fluttered from one of the flagpoles at the Frankfurt Buchmesse for the first time on October 6, 1955. Personally I was delighted and also proud of the moment as it was the result of a planned course of action that I and some of my colleagues in the profession had programmed.

I had my first meeting with Siegfried Taubert of the Börsenverein in 1951 during my tour to Europe. I was not a stranger to any one who counted in the book trade. They were receiving copies of *The Indian Publisher and Bookseller*, a monthly that was being published from November 1949 edited by me and my wife Nirmala.

Book trade was already a meaningful part of society and culture in India earlier but received a new fillip after independence. However, the trade just beginning to get organized had to be motivated to think of an all India federal body. In 1953 it was possible for some of us to establish the Federation of Publishers and Booksellers Association in India. While the Indian Publisher and Bookseller was the first milestone, the Federation was the second important event in the history of the Indian book industry. The third step did not take much time. We had enough information about the 'Frankfurt Buchmesse' and its importance in the world of books. This book fair was then (and remains to be so to this day) the most important venue for display of all kinds of books and exchange of ideas amongst the book trade, acquisition of translation and reprint rights, etc.

The decision to participate in the Fair was taken on August 20, 1955 and within a month nearly 400 publications, mostly in English but a few in Hindi, Marathi and Gujarati, were collected. The only way to transport these books was as accompanied baggage on our steamship. We did manage to get a good cabin berth, and wanted to carry the four manageable parcels in the cabin itself. However, the steamship company insisted on the parcels being handed over



to them for storage in the hold.

Landing at the nearest port to Frankfurt in Europe, I took a train and was able to be at the Fair site well in advance to make arrangements for the display at our stall titled 'Bücher aus Indien'. This was the first time that we were participating in a fair of this magnitude. That year we recorded that 22 nations had participated with about 50,000 books on display.

Our display of book was obviously comparatively larger than what it should have been, with books from 75 publishers. The reason for this lopsided selection became obvious to us at the conclusion of the fair after six days. Firstly, the point of view taken by us in selection of the books for the exhibit was different from what it needed to be. Normally, the latest (or at the most recent) books have to be exposed at such fairs. Our circular distributed at the Fair stated our approach:

"This collection of about 400 books published in India in English and the other major Indian languages will give you an idea of the progress made in the industry within a short time, in the standard of

production, presentation of matter and also as contribution to the world of knowledge and learning. Several publishers and booksellers in India are in a position to offer publications in Technical, Mechanical, Legal, Educational and General subjects. These books are suitable for schools and colleges as well as for libraries and private collection. Books are available in English for export and in Indian languages for translation abroad. Several Indian books have found a market in Africa, Burma, Pakistan and other foreign countries."

Secondly, the Frankfurt Book Fair is essentially a trade fair and not like the mela we in India are accustomed to. In fact, sale of books to general public is allowed only on the last day of the Fair and the public is allowed admission on other days too for limited hours.

For several years after 1955, intermittently India did participate in the annual event through the National Book Trust. Several important special events can be cited in the history of India's participation at Frankfurt. In 1961, Dr. S. Radhakrishnan received the coveted peace prize at the Paulskirche. In 1963, I was invited along with Shoichi Noma of Kodansha by the Börsenverein as representative of the international book trade.

-Sadanand Bhatkal

Courtesy: *German News*
Vol. XLVI July 2005

Frankfurt Book Fair Facts

Korea has been selected as Guest of Honour for 2005

In 2004, more than 2,70,000 visitors from all over the world came to view the collections shown by 6,691 exhibitors and 79 national and collective exhibitions from 110 countries.

350,619 titles were presented on an exhibition space of 163,883 m² and that nearly 30 % of these titles were new publications.

The turnover is 1,000 million euros in Frankfurt and vicinity and 600 million euros at the Fair itself.



TRAINING COURSE IN BOOK PUBLISHING



shows interest and passion for books even if he has no experience, he would certainly have an edge over others. To this, Sumit Bhattacharya, Assistant Director (Production) NBT, and coordinator of the Course, informed everyone that people from SPI publishers were coming for campus interview that evening itself.

Inaugurating the Valedictory



"National Book Trust has a lot of things on its agenda, and it is surprising how they do it all", said Joseph Mathai, Chief Editor, Vikas Publishing House on the concluding day of the one-month NBT Training Course in Book Publishing on 30 July 2005. Shri Mathai was speaking at the Interactive Session between the students and the faculty members of the course. Atiya Zaidi, Chief Editor, Ratna Sagar Publications observed that the average age of the participants had gone up since the past few years, as more and more mature, and working people were attending the course than youngsters. There had been 200 applicants out of which only 40 were selected.

Replying to the question of job prospects and placements in publishing houses, Shri Sridhar Balan said that if a bright student

Function, Ms. Nuzhat Hassan, Director, NBT said that this course was only one of its kind in India, being conducted exclusively by NBT. She was happy to know that publishers were coming for campus interview. She asked students to give their feedback about the course on the questionnaire provided.

Ms. V.K. Karthika, Executive Editor, Penguin, the Chief Guest of the Function said that this course gave a lot about publishing. Hence, as an editor, publisher, marketing or sales personnel, etc. one gets an overview of publishing as a whole. Having been on the faculty of the course, Karthika revealed that she herself had been a student of this course long back. She expressed her view that though India has never lacked talent, yet the country took a long time to take up publishing as a career. Now, there are thousands of publishers in

the country. She said that publishing could be of different kinds, e.g. Film posters, Braille books, books for mentally challenged, etc. She implored students to take up this profession, which is not just a 9-5 job but an exciting adventure for those who wanted to know more about books, printing technology, rewriting, etc. She informed everyone that publishing in India was at a point where anything was possible, because one is selling something that can improve peoples' minds.

Sh. Satish Kumar, Joint Director Production, NBT presented the vote of thanks. He believed that the course would definitely enhance the knowledge of people already in the field and help new people to take it up as a profession.

-Kanchan Wanchoo Sharma

NBT BOOK EXHIBITION AT VARDHA

National Book Trust conducted a book exhibition from 15 to 19 July 2005 at Satyanarayan Bajaj Public Library, Vardha. The exhibition was inaugurated by Shri Prahant Deshmukh of daily newspaper *Loksatta*.

The exhibition was coordinated by Dr. Gajanan Kotewar of the Development of Reading Habit Project. He informed that the exhibition is held as a part of the project.

148 books recommended by the Sarva Shiksha Abhiyan were specially made available for this exhibition by the Trust.

Shri Gaurishankar Tikdiwal, Secretary of the Library, Prof. V.M. Deshmukh, Shri Madan Mehta and Principal Rajan Mundhe were present on this occasion. Prof. Amrit Yeolkar gave the vote of thanks.

-W.R.O.



WOMEN AUTHORS RULE IRAN'S WORLD OF FICTION

Over the past decade, Iran's best-selling fiction titles have been dominated by women, an unprecedented development abetted by recent upheavals in Iranian society.

The number of women who have published novels has reached 370, said Hassan Mirabedini, a scholar of Iranian literature, whose findings recently appeared in the magazine *Zanan* (Women).

That is 13 times as many as a decade ago, the research showed, and is about the number of men today.

But the women's books are outselling the men's by far, thanks to simple—some critics say simplistic—language and compellingly personal narratives, often delving into once-taboo subjects like romance and sex.

While the average Iranian novel is issued in print runs of 5,000 copies, some women's books have enjoyed printings exceeding 1,00,000.

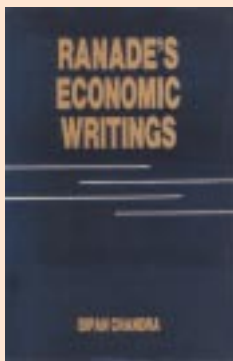
"Women writers have not only become the avant garde of Persian literature, but have also changed society's view of them as writers," Majid Eslami, a critic and editor of the literary and art magazine *Haft* (Seven), said in an interview.

"There was a time when women writers were constantly at odds with society, but now being a women novelist is valued," he said.

Courtesy: *The Times of India*

UNDERSTANDING POLITICAL ECONOMY THROUGH RANADE

Ranade's Economic Writings, Bipan Chandra (ed.), Gyan Books Pvt Ltd., New Delhi; ISBN 81-212-0328-7; pp xc+461, Rs. 450



Ranade's Economic Writings edited by Prof Bipan Chandra is a voluminous compilation of the incisive essays of Mahadev Govind Ranade which helps the readers in understanding the political economy of India during the British Raj. Ranade had

challenged the idea of the universality of classical economics and dared to explain the issues of Indian economy by using the state policies prevalent at the time and socio-political scenario as frame of reference.

For a long time, the economic writings of Ranade were not available in one comprehensive volume. Prof Chandra has not only compiled the entire range of Ranade's economic writings but also provided a critique of the essays in the volume in the form of a longish Introduction.

According to Prof Chandra, the broad formulations of Ranade were (i) the same propositions of economics or economic doctrines cannot be applied to countries at different stages of economic development (ii) these propositions should be formulated in the context of the general social conditions and economic needs of the country (iii) economic ideas and policies should serve and be subjected to socially derived and socially integrated goals and perspectives; and (iv) since India's economic conditions and interest differed from England's, the principles of economics applicable to it must also be different or at least should be differently applied. Interestingly all these formulations have been very significant in the development of economic thinking and policy perspectives in India.

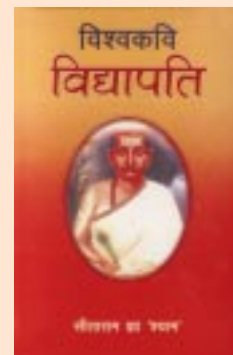
In his Introduction, Prof Chandra has also debunked the myth that Ranade was opposed to the 'Drain of Wealth' theory which was used by the Nationalist leaders to expose the colonial role. He writes: "In fact Ranade was one of the first persons in India to propagate the Drain theory. He had done so almost simultaneously with

Dadabhai Naoroji...." However, as Prof Chandra writes, Ranade had failed to understand the character of the colonial state: "He was opposing the subordination of Indian economy to British economy and challenging the very basis of British Rule. Yet he failed to draw the requisite political conclusion that British economic policies in India were not the result of ignorance of failure to understand Indian society and reality or of dogmatic adherence to classical Political Economy, but were rooted in the basic structure of the colonial relationship..."

Some of the important essays in the volume are The Agrarian Problems and its Solution, Land Reforms and Agricultural Banks, political Economy The Reorganization of rural credit in India, etc.

BARD OF MITHILA

Vishwakavi Vidyapati (Hindi), Sitaram Jha "Shyam", Publication Division, New Delhi; ISBN 81-230-1265-9; pp. 108, Rs. 80



Publications Division has recently released an incisive biography of Vidyapati who is the most popular poet of Mithila region of Bihar and whose songs have survived through the medieval period to the present days without losing their proclivity. The

author has meticulously delineated the contributions of Vidyapati in composing heart rendering songs of devotion and love. His verses are sung on all occasions such as child-birth, sacred thread ceremony, marriage, sowing, harvesting, and all festivals in the Mithila region. His lyrics are so simple that anyone without training in music can follow the tunes and entertain the audiences. This is why his songs are so popular even today.

The author has examined the issues of the veracity of the verses of Vidyapati quite objectively. He has mentioned that a single authoritative volume of complete verse of Vidyapati is not available. There are instances when the compilers have included their own verses in their volumes.

The author has evaluated the contributions of Vidyapati to Hindi Literature as well as his relevance in the contemporary socio-cultural scenario. The issues related to the period of Vidyapati have been discussed in great detail. Family Tree of Vidyapati is also provided separately. Some of the most popu-

lar verses are provided in the appendix to arouse the literary taste buds of the readers.

PERCEPTIVE ESSAYS ON PREMCHAND

Katha Samrat Premchand (Hindi), Publications Division, New Delhi; ISBN 81-230-1249-7; pp. 216, Rs 75.00

The Book under review is a compilation of 37 insightful essays on life and literature of Premchand written by different people and at different times. The common thread is derived from their publications in the literary magazine *Aajkal* published so assiduously by the Publications Division. The book has been conceptualised by Prof Umakant Mishra. It is a fitting tribute to the great litterateur while celebrating 125th year of his birth. The book provides vivid glimpses of all the facets of the life and works of Premchand. Prof. Manager Pandey has added value to the project by writing a comprehensive introduction to the volume.

According to Pandey, the book provides a new paradigm towards appreciating the worth of Premchand. Essays of Indranath Madan, Shivkumar Mishra, Vishwamber Nath Upadhyay, Mahendra Mittal, Madan Gopal Sharma, Vinay, Gopal Krishna Kaul, Narendra Mohan, Maheep Singh, Kamal Kishore Goenka, Hardy and Rajkumar Saini provide new insight into the literary world of Premchand. They have tried to read the literature of Premchand from a different prism. Essays of P.A. Raju, Aarigpudi, Puttparti Narayanacharya, Yadunath Thatte, Chandra Prakash Deval and Tantranath Jha indicate the penetration of Premchand's literary influence among the non-Hindi litterateurs.

- Dr. Srirang Jha

Indian Railways: Glorious 150 Years, R.R. Bhandari, Publication Division, New Delhi; ISBN 81-230-1254-3; Rs. 250

The book celebrates the successful march of Indian Railways for 150 years and vividly documents its phenomenal growth during this eventful period.



FOUNDATION DAY CELEBRATED

National Book Trust celebrated its 48th Foundation Day on 1 August 2005. On this occasion, 71 employees of the Trust were felicitated. Director Ms. Nuzhat Hassan gave away memento to those employees who had completed 25 years of service in the Trust. Besides, Essay and Poetry competitions were also held.



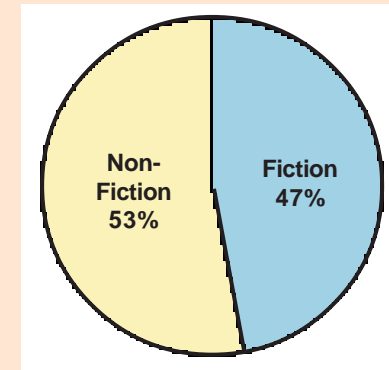
In the Essay competition, Dwijendra Kumar, Vimla Bhardwaj and Mukesh Kumar were adjudged first, second and third respectively while Sudarshan Lal, Shyam Lal Kori and Sanjay Kumar won consolation



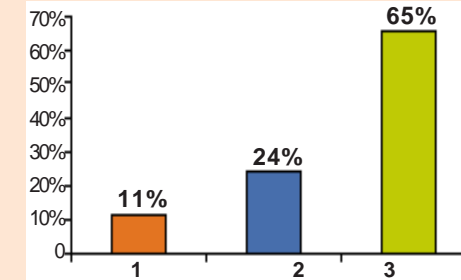
prizes. Kamal Ahmed got first prize in Poetry competition while Bhayendra Patel and Deepak Kumar Gupta won second and third prizes respectively. Rabindra Chadha, Shyam Lal Kri and Ramesh Kumar Pathak won consolation prizes.



Noted poet Kunwar Bechain regaled the audience with his ghazals. Famous critic Harish Naval also spoke on the occasion. Essay and Poetry sessions were compered by Dr. Lalit Kishore Mandora while Subir Dutta conducted the felicitation session.



Percentage share of fiction and non-fiction titles among the total number of best selling titles under children and neo-literates & rural reader segments



Percentage Share of titles among bestsellers during 1995-2005

1. Books for Adult General Readership
2. Books for Neo-Literate & Rural Readership
3. Books for Children

really possible in the case of books for general adult readers.

But it is no mean achievement to see that near about 31 titles which are meant for general adult readers figure in these lists under different brackets. There as many as 10 titles that have crossed the sales figure of 50,000 copies. While the titles like *Our Constitution* (1,45,425), *Netaji Subhash Chandra Bose* (Author: Sisir Kumar Bose; 1,00,169), *Freedom Struggle* (99,000) certainly lead the pack, the other noticeable ones are *Totto Chan* (Author: Tetsuko Kuroyonagi; 86,683), *Our Parliament* (Author: Subhash Kashyap; 85,514), *Indian Society* (Author: S C Dubey; 60,972), *Joy of Making Indian Toys* (Author: Sudarshan Khanna; 59,595), *Common Birds* (Author: Salim Ali & Laeeq Futehally; 57,282), *Medicinal Plants* (Author: S K Jain; 53,629), *Some Common Ailments* (Author: Anil Aggarwal; 54,458), *Energy* (Author: A K Bakshi; 50,975), etc.

-Kumar Vikram

titles figure. Of these the top five selling titles are *Baiju Mama* (Author: Rambriksha Benipuri; 48,433), *Bullock Carts and Satellites* (Author: Monisha Bobb; 48,870), *Panchtantra Ki Kahaniyan* (Author: Bhagwan Singh; 49,447), *Son Pahari Ka Rahasya* (Author: Chitra Naik; 48,303), *The Cosmic Gift* (Author: Mohan Sundara Rajan; 49,407).

Two things are quite obvious from the comprehensive data. First, sale of titles for children and those meant for neo-literates and continuing education readership forms the bulk of the list. Secondly, the sale of Hindi editions, whether original or in translation, takes the biggest share of the cake. The sale of Hindi titles is quite understandable considering that it on its own accounts for more than 50% of the country's population. That books for children and neo-literates and the rural readers form the bulk of the sale stems from the fact that they generally have large print runs, which are not

TAMILNADU-PONDICHERRY PUSTAK PARIKRAMA

28-8-2005 to 6-10-2005



From 28 August	Kanyakumari
From 1 September	Tirunelveli
From 5 September	Tutucorin
From 9 September	Virudunagar
From 13 September	Ramanadapuram
From 17 September	Madurai
From 21 September	Pudukkottai
From 25 September	Tanjavur
From 29 September	Cuddalore
From 3 October	Pondicherry