

## CONCEPT

# YOUTH PAVILION

## Bringing Youth and Books Closer

In every New Delhi World Book Fair, National Book Trust, India has been putting up a Theme Pavilion and Children's Pavilion which draw a lot of visitors. However, it was felt that a special platform dedicated to the young visitors that can attract the youth of our society should be made available. Though generally, youth is referred to the age group 18-25, now in recent times, the term has been broadened to make it 15-25 years and the programmes that have been envisaged are most likely to appeal to this age-group.

Drawing the youth to the World Book Fair (which has become a brand in itself) in an institutional manner is a worthwhile exercise because in the present age of commercialization and technological advancement, it is generally observed that there has been a decline of reading habit among the youth in the country. This platform in the shape of Youth Pavilion to discuss various youth related issues by involving youth icons of the country, will go a long way in creating the right kind of ambience among the youth about the book fair, in particular, and about the need to have reading habit in general. It will also promote the brand of World Book Fair to the contemporary generation.

In this context, it may be worthwhile to mention that according to *World Population Prospects* (2000) brought out by the UN, the youth population of the world is currently more than 1 billion of which 17-18 % are from India. It is all the more significant to underline that literacy level among the youth in India is almost 77%, which is much higher than the national average of 62%. In this light, a Youth Pavilion, which, *inter alia* will discuss issues confronting the youth, with the major focus being books and publishing as it impinges upon the life of youth in India, is the most welcome thing to happen.

With this end in sight, the Youth Pavilion has been put up in association with Nehru Yuva Kendra Sangathan, wherein celebrities from different walks of life like public service, film, sports etc will interact with the youth on book related themes and share their ideas about creating a reading society.

A major component of the concept of the Youth Pavilion is the panels and posters of icons from different walks of life, both contemporary and from the past. The captions have been coined to underline their achievements in young days to inspire the present generation to dream big, to think big and to achieve big.

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**Youth Pavilion**  
*Bringing Youth and Books Closer*

**Auditorium  
Hall 18**

**Programme**

<b>Date</b>	<b>Programme</b>
<b>27/01/06</b>  <b>4 PM</b>	<b>Inauguration</b>
<b>28/01/06</b>  <b>11 AM to 3.30 PM</b>  <b>4.30 PM</b>	<b>Book Designing Contest for Young Designers</b>  <b>Cultural Programme by NYKS</b>
<b>29/01/06</b>  <b>1 PM</b>  <b>3.30 PM</b>  <b>4.30 PM</b>	<b>Talks on Careers in Book Publishing</b>  <b>An Interaction with the Youth by Shri K. Srikanth, Former Indian Test Cricketer</b>  <b>Nukkad Natak on Reading Habit by Nehru Yuva Kendra</b>

<p><b>31/01/06</b></p> <p><b>5 PM</b></p>	<p><b>A Discussion on <i>Knowledge Dissemination Among Youth through Public Service</i> by Young Parliamentarians</b></p>
<p><b>01/02/06</b></p> <p><b>4 PM</b></p>	<p><b>A Talk on <i>An Actor in Search of Some Characters</i> by Farukh Sheikh</b></p>
<p><b>02/02/06</b></p> <p><b>5.00 PM</b></p>	<p><b><i>Changing Perceptions of the Youth in Modern India</i> By Prof Bipan Chandra</b></p>
<p><b>03/02/06</b></p> <p><b>5 PM</b></p>	<p><b><i>Decoding the Image of Youth in Contemporary India</i></b></p>

# Youth Pavilion

Bringing Youth and Books Closer

*17 New Delhi World Book Fair  
Pragati Maidan  
27 January- 04 February, 2006*

**NATIONAL BOOK TRUST, INDIA**

In association with

**NEHRU YUVA KENDRA SANGATHAN**



