

Join the dots

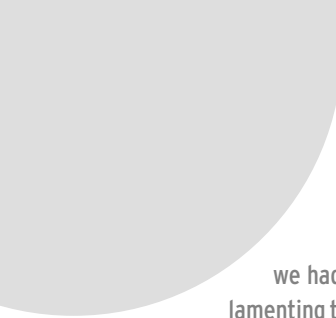
2010

JUMP START

Friday 20th & Saturday 21st August 2010

at Indira Gandhi National Centre for the Arts (IGNCA)
11, Man Singh Road, New Delhi 110 001





In the early days of the German Book Office New Delhi, which was established in 2008, we were intensely brainstorming for future projects. One thing was certain: we had to focus on books for children. More and more people were lamenting the need for more discussions, workshops and seminars on the 'fastest growing' segment of the Indian book market. It was with this in mind that we called in a first meeting for professionals involved in the children's book market in India: publishers, writers, illustrators, booksellers, educationists, and government agencies. The meeting gave us the first push to launch a series of workshops aimed at addressing the issues brought up.

A series called Jumpstart was then launched which saw workshops/seminars spread over most of 2009 and 2010. The workshops mainly focused on writing for children, illustrating for children, libraries for children and marketing children's books. The amazing response that we got for each workshop compelled us to call another meeting in our office to discuss how to take the initiative forward? The result was this two-day event 'Jumpstart: Join the Dots' aimed at bringing together all the aspects and people to intermingle and share the wonderful work they do.

Of course, this could not have been possible without our various sponsors who are listed in the last section of the booklet. We remain eternally grateful to them for their continuous support and the belief in taking this idea forward. We hope that everyone participating in this year's Jumpstart takes back something of value - an idea, a thought, a contact, a conversation - that will act as a catalyst for their own work with children's books. We have loved putting the programme together. Hope you have as much fun participating!

Akshay Pathak

Mary Therese Kurkalang

Anita Roy

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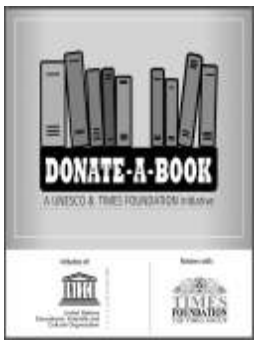
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The UNESCO “Donate-a-Book” Initiative aims to collect and bring books to children who do not have access to libraries or the privilege of owning books.

Guests are encouraged to bring a book for donation to JUMPSTART venue and drop it at the collection point!

SCHEDULE

Day 1: Friday. 20th August 2010

10.30 - 11.30 hrs
Hall 1

**Opening Session:
The Wonderful World of
Children's Books**

Some well known personalities share their memories of books they read as children.

12.00 - 13.15 hrs
Hall 1


**Draw me a story: The Art
of Children's Books**

Children first experience the world through images. A baby's first picture book is their first introduction to the medium of books, and is a vitally important cognitive step.

Moderator
Sirish Rao

Speakers
Anushka Ravishankar
Judith Gueyfier
Ole Koennecke
Pierre Thomé
Sekhar Mukherjee

This session brings together artists, illustrators, educationists, and publishers to look at how illustrations work (or don't) in children's books.



**12.00-13.15 hrs
Hall 2**

**The Library: A child's first
step towards lifelong
learning**

**Moderator
Atiya Zaidi**

**Speakers
Arvind Kumar
Aravinda Anantharaman
Ramesh Gaur
Ute Hachmann**

How can children and parents in the communities benefit from public libraries? What should libraries for youngsters look like and how can they attract readers? How can libraries engage in reading promotion and help youngsters discover the pleasures of reading? What are the benefits of cooperation between libraries and schools? How can libraries become a centre point in the school or community they are in and what are the opportunities they offer? The session aims to answer these questions and many more on the vital need to preserve and educate young children about the importance of libraries in society.

14.00 - 15.00 hrs
Hall 1

Translating children's Literature

Moderator
Urvashi Butalia

Speakers
Alexandra Buechler
Dina Roll-Hansen
Neeta Gupta
Radhika Menon

What are the special challenges facing a translator of children's literature? How can we encourage and develop the translation of children's stories across languages? Is there a need for, and an audience for, translations of popular children's books from other parts of the world, into English and/or other Indian languages? What are the cultural issues that a translator must be sensitive to when dealing with translations of children's books?

14.00 - 15.00 hrs
Hall 2

**Bringing books alive:
Improving your
storytelling Skills**

Moderator
Anita Roy

Speakers
Danish Husain
Neel Chaudhuri
Paro Anand
Swati Mehta

In this fun and interactive session, the audience will be engaged in listening and participating - laughing, joining in - as the speakers demonstrate the art of storytelling. Using the voice, song, modulation, props, humour, questions and dramatic skills to bring the story of the page on to the stage. The audience would come away from this session with concrete ideas about how they can improve their storytelling skills and use various dramatic tools to engage the child's imagination and enhance their own pleasure!

**15.30 - 16.30hrs
Hall 1**

**Cross-over fiction: myth
or reality?**

**Moderator
Nilanjana Roy**

**Speakers:
Dipa Chaudhuri
Paro Anand
Payal Dhar
Samit Basu**

Much has been made of the recent surge in books that appeal to and are bought as much by adults as by children; J.K. Rowling, Silverstein, Neil Gaiman and Stephenie Meyer, to name but a few. Is this a phenomenon that we are now seeing also among Indian books? Is it restricted to English language publishing, or are the examples in other literatures that we can learn from? What are young Indian teens reading for pleasure these days? And what are the challenges for authors of teen fiction?

**15.30 -16.30 hrs
Hall 2**

The Rights Stuff

**Moderator
Karthika V.K.**

**Speakers
Dina Roll-Hansen
Jayapriya Vasudevan
Renate Reichstein
Rubin D'Cruz
Urvashi Butalia**

Selling rights is an increasingly crucial part of publishing books, whether translation rights, territorial rights, or rights to repurpose/reuse content in different ways. Yet this aspect of publishing is perhaps the least understood by people (authors, illustrators and others) outside the industry. Queries revolve around the role of agents, what the publishers are looking for, and what are the main rights selling forums for children's content in the world today? What kinds of things should authors/illustrators look out for in their contracts? How can authors and illustrators ('content providers') enhance the rights potential for their books? What are the dangers and possibilities of electronic rights?

15.30 - 17.00 hrs
Small Room

**Workshop for Librarians
and teachers**

How to attract children to your library.

Ramesh Gaur
Ute Hachmann

Ramesh Gaur will talk about how to cultivate reading habits in young minds.

Ute Hachmann will give a presentation on creative guided tours and other ways of attracting children to the libraries.

16.45 - 17.30 hrs
Hall 1

**Celebrating Books: Festivals,
Awards, Bookfairs and Book
Initiatives**

Anita Roy

Jayapriya Vasudevan (An Agent's Perspective)

Mary Therese Kurkalang (Frankfurt Book Fair)

Monika Krauss (Abu Dhabi International Book Fair)

Puneeta Roy (DSC -Jaipur Literature Festival)

Rubin D'Cruz (Thiruvananthapuram Book Fair)

Shaguna Gahilote (UNESCO- Donate-a-Book)

Swati Roy (Bookaroo)

Day 2: Saturday, 21st August 2010

10.00 - 11.00 hrs
Hall 1

Getting Organized: The Power of Association

Moderator
Urvashi Butalia

Speakers
Jyoti Singh Visvanath
Manas Ranjan Mahapatra
Renate Reichstein
S K Ghai
Tultul Biswas
Ute Hachmann

Professionals - whether they are writers, publishers, illustrators, librarians - are often at a loss as to how to network with others in their fields. It can be an isolated and isolating activity. Yet there are organizations and institutions which can help them in their work in a variety of ways. We invite representatives of various such professional bodies and institutions to talk about what their members feel and how they can be best used to enhance one's own working life in a variety of ways.

10.00 - 11.00 hrs
Hall 2

Tricky Issues

Moderator
Pratik Kanjilal

Speakers
Anshumani Ruddra
Lene Ask
Sibylle Hoffman
Sudeshna Ghosh

Do teenagers read? And if they do, what are they reading - and what should they be reading? What genre of stories are young people today drawn towards? The kinds of issues and themes that authors tackle in contemporary teen fiction may be upsetting to some, exciting to others, challenging, necessary, corrupting... From sexuality and romance to horror and violence, the spectrum of subjects covered by teen/young adult books around the world has expanded and broadened in diverse and surprising ways. Is this altogether a good thing? What is the response in the Indian market? And are Indian authors and publishers geared up to meet that demand?

11.15 - 12.30 hrs
Hall 1

**New technology: Friend
or Foe?/Nurturing the
next Generation of
Readers**

Moderator:
Akshay Pathak

Speakers:
Ameena Batada
Arti Jain
Dan Peterson
Gautam John
Ira Joshi

Is the computer killing the printed word? Has the book got a future given dwindling resources, and the upsurge of eReaders such as Kindle, iPad etc? Are new technologies fundamentally changing the way in which we access information, or deal with the narrative?

Speakers are invited to share their experiences in how new technologies have helped or hindered in the production and dissemination of and access to children's books.

11.15 - 12.30 hrs
Hall 2

Session with Illustrators

Judith Gueyfier
Ole Koennecke
Pierre Thomé
Sekhar Mukherjee

Illustrators discuss their work with fellow illustrators, publishers and writers. The session will involve networking and feedback.

14.00 - 15.00 hrs
Hall 1

Comics and Graphic novels

Moderator

Mary Therese Kurkalang

Speakers

Appupen/George Mathen

Karan Vir Arora

Lene Ask

Sarnath Banerjee

Sekhar Mukherjee

Pictures and words work together very differently in graphic novels and comics. This is a large and growing segment of the children's/young adults market and needs to be, perhaps, better understood. The speakers here will be showcasing their own work - either in physical form or presentations, and talk about the rich new possibilities offered by this genre to attract a different kind of reader (perhaps reluctant readers) to the book.

14.00 - 15.00 hrs
Hall 2

Marketing Children's Books- the tricks of the trade

Moderator

Sirish Rao

Speakers

Aravinda Anantharaman

Priyanka Malhotra

Sayoni Basu

Varun Chaudhary

It's a constant moan that children's books in India are not marketed well - or even at all! What are the ways in which we can reach out to attract a young audience to books and writers? Bookshops offer one particular outlet, but how is the space there being used and repurposed? What lies beyond the traditional publisher-distributor-bookstore chain of distribution? We are looking to our speakers to offer inspirational, perhaps out-of-the-box ideas about how the challenge of marketing children's books in a country as huge and diverse as India can be addressed. Blue-sky ideas are welcomed! Who knows - one or other of them may take off!

16.00 - 18.00 hrs **THE LAST ACT**
Hall 1 **JUMPSTART Join the Dots PECHA KUCHA**



In a PECHA KUCHA presentation, seven young people (aged 8-17 years) talk about what they've written and what they think of their world of books, libraries, bookshops and publishing.

PechaKuchaNight™

Anshuman Bagaria
Atin Bose
Gayathri Sankar
Jay Singh Vishvanath
Pancham Yadav
Ria Kashyap
Sarah Kumar
Devised and shared by Klein Dytham architecture



PERFORMANCE by The Tadpole Repertory

Why do we tell stories? As a way to remember things, as chronicles, as places to escape, as beautiful possibilities. Stories are history books, dreams, myths and monsters. They are imaginary friends. And, one of the first things we do, as children, is discover them in ourselves. We make them up: from the bogeyman in the closet to the homework-eating dog. It doesn't matter whether we like them or not - every time we open our mouths, we tell stories.

Picking storybooks off the mantle, from ridiculous rhymes, queer mysteries, fables of no-sense and the unusual memories of a chimeric world, the Tadpole Repertory presents a selection of short readings, playful verse and curious tales for all ages, particly the young 'uns.

The Tadpole Repertory is a collective of theatre practitioners, encouraging new and innovative work on stage: offering writers, performers, and technical designers a space in which their creative energies can combine, collide and bounce off each other to create something new, something fresh and unexpected.


SPEAKER PROFILES

Alexandra Buechler is the Director of Literature Across Frontiers (LAF) and a member of the Executive Committee of Culture Action Europe and of the Translators' Association (UK), and co-author of the report 'Making Literature Travel: support for literary exchange and translation in Europe'. She is also a member of the editorial board Transcript -European Internet Review of Books and Writing, and editor of New Voices from Europe and beyond series of contemporary poetry anthologies from Arc Publications.

Ameena Batada, Dr PH, is director of education, research, and outreach at Galli Galli Sim Sim Educational Initiative, the India office of Sesame Workshop. She has worked on a wide range of programmatic and research projects involving children, media, and health and she is particularly interested in developing and understanding how media can positively influence young people's learning and well-being.

Anita Roy is Senior Commissioning Editor with Young Zubaan, Associate Editor at Geo magazine, and a freelance writer, enthusiastic storyteller and mother of one. She has worked as a consultant on the Jumpstart series for the German Book Office and was one of the founders of the Bookaroo Children's Literature Festival

Anshumani Ruddra has authored four books for children including India's first multiplayer gamebook, The Enemy of My Enemy, and its sequel, Banana Republic. His short stories have appeared in various anthologies and he is currently putting finishing touches to his first novel for adults.



Anushka Ravishankar is a widely published children's author whose books have been translated into German, French, Spanish, Italian, Korean and Dutch. She has been invited to various international and national literary festivals. And she was Editor at Tara Books and Scholastic India. Anushka is also a playwright and has written plays for both adults and children.

Aravinda Anantharaman has been associated with the Bangalore-based organisation, Hippocampus since its inception in 2003. She is a part of the Hippocampus Book Council which aims to be a comprehensive resource on children's literature in India. She is mainly involved in book selection, creating good reading guides, offering library support services, and organising their annual story carnival, HOO's Tales.

Arti Jain is the co-founder of FriendsOfBooks.com, an online library and bookstore. She is also a filmmaker and a freelance writer.

Arvind Kumar is an independent publisher and consultant. He founded Scholastic India Pvt Ltd in 1997 and he headed it till 2005. From 1987 to 1997, he served the National Book Trust, India as Director. In 1985-86, he was a member of a Working Group to formulate a National Book Policy.

Atiya Zaidi is the head of publishing at Ratna Sagar, the largest national publisher of children's books in India. She has 24 years of experience in writing, editing and preparing books for children, her specialization being ELT.

Dan Peterson serves on Wink's (EC Media International) Board of Directors. He is presently the President and CEO of ePAY Healthcare™, a patient payment portal company for the healthcare industry. Dan also serves on the Board of Directors of California Software Company, Ltd. Dan's 40-year career as software engineer, consultant and senior executive has given him a unique perspective on the interrelationships between technology, strategy, and organizational behavior.

Danish Husain is an actor, poet and dastango. He collaborates with Mahmood Farooqui and Anusha Rizvi in performing and propagating the old art of storytelling 'Dastangoi. Currently he is working on two feature films, one of them being the award-winning film 'Peepli Live.

Dina Roll-Hansen works as an adviser for children's and young adult literature in NORLA - Office for Norwegian Literature Abroad. She has a university degree in Russian literature and has been working with various aspects of cultural exchange: in the Ministry of Foreign Affairs, at the Norwegian museum of Cultural history as well as in NORLA. She is also working as a translator of fiction.

Dipa Chaudhuri With a background in French Literature, Dipa Chaudhuri has over a decade's experience in publishing. Having started out as a freelancer with Oxford University Press and Penguin India, she was in charge of International Co-editions at Roli Books before she joined Niyogi Books as Chief Editor. Presently she is Chief Editor, Om Books International.

Gautam John was an Intellectual Property Rights lawyer, who was an entrepreneur and now works in the non-profit field within the folds of education and publishing.

Appupen/George Mathen makes comics. He draws his stories from Halahala - a strangely familiar world he has been secretly observing for many years. The graphic novel, 'Moonward' was the result of his prolonged visit, and documents the key events and characters that shaped the course of Halahala, right from its birth. During his undercover visits Appupen claims to have unearthed enough material for another book - 10 short silent graphic stories of love - which he is currently working on.

Ira Joshi, MSc, is education and research manager at Galli Galli Sim Sim Educational Initiative, the India office of Sesame Workshop. Ira has a Masters degree in child development from Lady Irwin College, Delhi University. Ira enjoys formative research, working on radio, and eating.

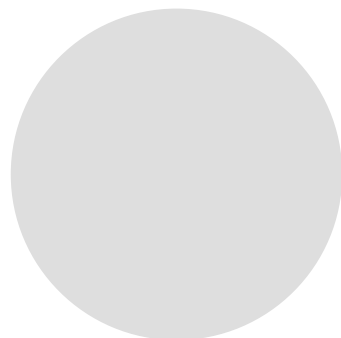
Jayapriya Vasudevan, Singapore resident for the last few years, set up Jacaranda twelve years ago to work with first-time authors and manage their work in a professional manner. Jayapriya has worked in the publishing industry for over twenty years. It's the only profession she would choose.

Judith Gueyfier started working with magazines and children's book publishing after completing degrees in applied art and illustration. Her graphic universe has been developed around her travels and fed by African and Maghrebi literature. With great sensitivity, she uses her experiences to capture the emotions of the texts she illustrates. She has also had several exhibitions of her paintings.

Jyoti Singh Visvanath is a best selling author of children's books. She has been a member of SCBWI since 2003, in United Kingdom and Hong Kong. She currently works as a Consultant with UNICEF and is the Regional Advisor for SCBWI India. Jyoti has also exhibited her artworks in India and abroad.

Karan Vir Arora is a conceptual writer, publisher, and CEO of Vimanika Comics, the first Indian comics publisher in the USA. He is a dedicated researcher of Indian mythology, working with a team of archaeologists, researchers and journalists to endow his comics with historical and cultural authenticity. He has won the Star Young Excellence in Innovation Entrepreneur Award.

Karthika V.K is responsible for the growth and vision of the local publishing programme including the management of the editorial and rights teams at HarperCollins India. She joined HarperCollins India in 2006 from Penguin India, where she served as Executive Editor and Rights Director, with the additional roles of Publisher-Puffin, Ladybird and Penguin Malayalam. Boasting a premier track record and 11 years in the publishing industry, Karthika has helped to build many top writers and brands.



Lene Ask is a Norwegian children's and comic book writer. Initially a photographer, but since the debut of her graphic novel in 2006, she has worked extensively in the field of comics and illustrations and has won several prizes for her works. One of her picture books (*Familien Rotle flytter*) is to be published in Hindi by A & A publishing in August 2010.

Manas Ranjan Mahapatra is an Indian educational activist, poet, translator and editor. He has founded 2 major literary organizations at Puri namely Sanibar Sahitya Sandhya and Puri District Writers' Cooperative Society. In 1976 he started editing an Oriya periodical 'Badadanda'. Since then he has edited several magazines and collections. He worked as the editor for Oriya language publishing in the National Book Trust, India from 1990 to 2001. At present he edits Readers' Club Bulletin, a bilingual monthly for children brought out by NBT. He also heads the National Centre for Children's Literature, a wing of the Trust and works for promoting reading habits among children, especially of the deprived sector.

Mary Therese Kurkalang has held various posts in art and cultural institutions as well as publishing over the last 15 years. Since 2009 she has been managing projects and marketing at the German Book Office New Delhi, where among other roles, she facilitates the participation of Indian Publishers and related industry in the Frankfurt Book Fair along with the Abu Dhabi International Book Fair and Cape Town Book Fair.

Monika Krauss became the new General Manager of KITAB, the Frankfurt Book Fair's joint venture with the Abu Dhabi Authority for Culture and Heritage (ADACH), in May 2009. She joined KITAB following two years with the German publisher Prestel Verlag in Munich, where she worked as both an in-house lawyer and Personal Assistant to the Publisher.

Neeta Gupta is the Publisher at Yatra Books. She is also the editor of Anuvad: a quarterly journal on translation.

Neel Chaudhuri is a playwright and theatre director. He was formerly the Artistic Director of The First City Theatre Foundation (2007-09). He moonlights as a film programmer and critic because he has qualifications that cost money, and he is a proud, propelling member of The Stiff Kittens' Medicine Show - an irreverent late-night variety programme.

Nilanjana S Roy is a literary columnist and critic who has worked extensively in the worlds of Indian media and publishing. She is currently working on a collection of literary essays, *How To Read In Indian*, for HarperCollins, and on a crossover fiction novel, *Cat's Whiskers*.

Ole Koennecke is a self taught illustrator who initially focused on studying German Literature and never planned on being a children's book illustrator. Since 1990 when he published his first picture book and was urged by his publishers to continue, he has been drawing and writing ever since. He has concentrated on picture books for young children. He is a recipient of numerous awards, his latest being the Picture Book of the year in 2009 in the Netherlands for his book 'Anton can do Magic'.

Paro Anand has published 20 books for children and is a performance storyteller. She runs a program, *Literature in Action*. Her first novel for adults comes out later this year. She is a world record holder for helping 3000 children make the world's longest newspaper.

Payal Dhar is an author, freelance writer and copy-editor. She writes on technology, books and other subjects for various publications. She has written three books -- the 'Shadow in Eternity Trilogy', and has contributed to a number of anthologies. She is currently awaiting publication of her fourth book.



Pierre Thomé published his first illustrations in 1975 in a local newspaper and has since pursued a career as a self-employed illustrator. He studied in Stuttgart, Germany from where he started as the founding editor of the Swiss Comic-Art-Magazine 'Strapazin'. His work covers areas from children's books as well as editorial illustration. He heads the illustration department at the Lucerne University of Applied Sciences and Arts - Art & Design (HSLU-D&K).

Pratik Kanjilal has worked with The Indian Express, The Economic Times and Business Standard. He received the first New York University Prize for Hyperfiction (1998) and the Sahitya Akademi Translation Prize (2005). He is a columnist with Time Out, New Delhi, Hindustan Times and Free Press Journal, and along with Antara Dev Sen edits and publishes The Little Magazine.

Priyanka Malhotra is Director of Full Circle Publishing and Bookstores. She handles editorial at Full Circle Publishing and runs the Full Circle Bookstores and Cafe Turtle chain. She has completed her BA Hons Publishing from the London College of Communication Msc in Media & Communications from the London School of Economics. She has also worked briefly with Simon & Schuster UK and Macmillan UK.



Puneeta Roy is the Executive Director at The Tehelka Foundation.

Radhika Menon started Tulika in 1996. It is India's first independent publishing house doing multilingual books for children, which currently publishes in nine languages. She is a very hands-on publisher and is deeply involved in the editing, visualizing, designing and marketing of the books. Her valuable experience in the field sees her on committees of the National Council of Educational Research and Training (NCERT), the National Book Trust (NBT), Eklavya and other organisations, both government and non-government.

Ramesh C. Gaur is the Librarian & Head, Kalanidhi Division at Indira Gandhi National Centre for the Arts (IGNCA), New Delhi. A Fulbright Scholar, Dr. Gaur is a Science graduate with Ph.D in Library and Information Science, with exposure to several-advanced training programme on the applications of IT to Library Management, Digitization and Digital Archiving of Indian Cultural Heritage. In 2009 he was awarded the Satkal Young Librarian award of the year. He is Member of Delhi Public Library Board.

Renate Reichstein studied Philosophy and European History. Since January 2004 she is the Vice President of the avj - Association of German Children's Book Publishers. In April 1989 she started working with Verlagsgruppe Oetinger in Hamburg and became Rights Director in 1996, a position she is also currently holding. From 1980 to 1984 she was a researcher at the University of Hannover, researching the history of Luebeck and its architecture.

Rubin DCruz is the Director of Kerala State Institute of Children's Literature (KSICL), which works to promote and publish children's literature in Malayalam. KSICL is one of the leading publishers in Malayalam. Before KSICL, he worked in the National Book Trust, India for 13 years as Assistant Editor (Malayalam). Rubin has a deep interest in publishing, especially children's books.

S.K.Ghai has been actively involved with the world of publishing since 1965. He has participated in all the major international book fairs around the world. An active member and participant in numerous book publishing organizations, he is on the course faculty of National Book Trust, India, Examiner of PG Diploma Course in Publishing at Delhi University and on the experts committee (Publishing) of IGNOU. He was appointed to the editorial board of Publishing Research Quarterly, New York in 2007 and is also the editor of PUBLISHING TODAY an e-journal.

Samit Basu is the author of three fantasy novels and one young adult novel. He also writes comics and screenplays. His next novel, a superhero novel for adults set in India, Pakistan and England, is out this winter (2010-11).


Sarnath Banerjee is author of graphic novels, 'Corridor' and the 'Barn Owl's wondrous Capers'. He has a degree in biochemistry and an MA in Image and communication from Goldsmiths College. His works have been presented in several international exhibitions. He is also a fellow of the Macarthur Foundation and Akademie Schloss Solitude, Stuttgart. He is co-founder of the publishing house, Phantomville.

Sayoni Basu works as Publishing Director for Scholastic India, where she drinks free coffee and reads uncorrected proof copies all day.

Sekhar Mukherjee mistakenly completed his commerce graduation in 1989. He then worked for two years as a cartoonist, illustrator and info graphic artist with Economic Times, Kolkata. He is an NID (National Institute of Design) Alumni, where he specialized in Animation Film Design course. After 6 years of work in teaching, production, consulting and writing, he joined his alma mater to teach animation and comics since 2002, where he heads the department.

Shaguna Gahilote is the Project Officer at the UNESCO Office in New Delhi India. Her current assignment with UNESCO, 'Donate-a-Book' Initiative is aimed at strengthening book collections in school libraries especially for the underprivileged and to promote reading. She writes in her spare time and has a collection of stories ready for print.

Sibylle Hoffmann lives in Germany as a freelance radio journalist and is editor of a journal on children's cultural needs. She has published books and short stories. She has recently written a book based on the slums in India: 'Geeta and the secret toilet.'



Sirish Rao has authored 20 books, from commentaries on popular culture to children's books to fiction and retellings of Greek plays. His titles have been translated into seventeen languages and won several international awards. Formerly a Director of Tara Books, the award-winning visual books publisher, he spent 12 years wearing a variety of hats (metaphorically) and juggling editorial, design, marketing, and foreign rights sales. He is currently a freelance publishing consultant, working with publishers, museums and cultural institutions around the world.

Sudeshna Shome Ghosh studied in Delhi and has been working in publishing for over twelve years. She is deeply interested in children's writing and is the Editorial Director of Penguin Books India's children's imprint, Puffin.

Swati Mehta, MSc, is content specialist at Galli Galli Sim Sim Educational Initiative, the India office of Sesame Workshop. Swati has a Masters degree in human development and childhood studies from Lady Irwin College, Delhi University. Swati likes traveling, reading, learning about new cultures, and being with kids.

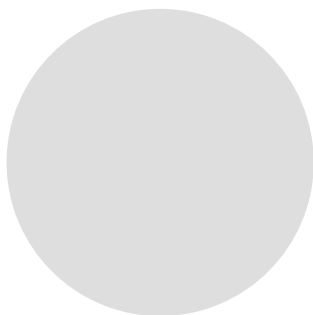
Swati Roy is a media professional who decided that setting up a bookstore was more fulfilling. She is the co-founder of Eureka! Bookstore, Delhi's only specialist children's bookstore, as well as Bookaroo, India's first, and extremely successful, children's literature festival. Roy is always on the look-out for ways to bring children and books together.

Tultul Biswas has crossed her teens twice over and yet has a great battle with her four year old daughter when it is time to get hold of the new picture book! She worked with the editorial team of the children's magazine Chakmak - published by Eklavya, and now takes care of Eklavya's Publications Programme. She is part of the coordinating team of the Centre for Children's Literature being incubated in Eklavya to promote professional advancement, sharing and networking in this area.

Urvashi Butalia is a feminist and writer and is presently the director of Zubaan. She co-founded Kali for Women, India's first publishing house which published books to educate the women of the third world countries. Her first book 'The Other Side of Silence: Voices from the Partition of India' has been one of the most influential books in South Asian studies of the past decade.

Ute Hachmann is Director of Brilon Public Library, Germany. From 2003 -2009 she was Chair of the German committee of children's and young adult's libraries of the German Library Association. And from 2004-2009, a member of the Committee of Children's and Young Adult's Libraries of the International Federation of Library Associations (IFLA). Since 2009, she is a member of the jury for the National Children's Book Award Germany. She is also the Coordinator for the German summer reading event of the German library association.

Varun Chaudhary, an MBA in Marketing and Postgraduate in Mass Communication, has been associated with the Indian publishing industry for over five years. He is presently with Penguin India as Manager - Publicity and Promotions, and is responsible for marketing Puffin and Portfolio. He has been involved with developing and implementing publicity and promotion plans for authors / books. He has spearheaded many marketing initiatives for Puffin with direct consumer outreach.



PARTNERS & SUPPORTERS



The Frankfurt Book Fair is the most important marketplace for books, media, rights and licences worldwide with more than 7,300 exhibitors from 100 countries, 299,000 visitors and over 10,000 journalists. The Fair is a meeting place for the industry's experts. Be they publishers, booksellers, agents, film producers or authors - each year in October, they all come together and create something new.



The Abu Dhabi International Book fair is the ideal platform for professionals in the publishing industry to make connections. The event provides a platform for current international literature and the media world to meet with the dynamic Arab publishing industry, opening doors for inspiring fresh ideas and new, ambitious partnerships.



The Book Office of the French Embassy offers a wide range of opportunities and services to professionals and personnel of the Indian publishing industry. One of the aims of the book office is to mediate in obtaining rights to French books for Indian publishers. It runs several programmes and workshops related to translation of French books into Indian languages, including English. The Book Office holds regular events and book releases involving Indian and French writers as well as participates in international/national book fairs and literary festivals in India. It also invites French language authors to participate in Indian seminars and colloquiums.



The Goethe-Institut is the cultural organization of the Federal Republic of Germany. In India the Goethe-Institut is known as Max Mueller Bhavan in honour of the German Indologist Friedrich Max Mueller. Max Mueller Bhavan is dedicated to fostering intercultural exchange between India and Germany. The Goethe-Institut is represented through 136 institutes in 92 countries.



The Deutsche Gesellschaft fuer Technische Zusammenarbeit (GTZ) GmbH was established by the German Government in 1975. As an international cooperation enterprise for sustainable development with worldwide operations, the federally owned GTZ supports the German Government in achieving its development-policy objectives. Working under difficult conditions, GTZ promotes complex reforms and change processes. India and Germany celebrated 50 years of development cooperation in 2008. GTZ is active in India on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



EC Media International was founded in 2009 with the vision of the delivering a cost effective electronic book reader and reading content in English and all Indian languages for the Indian market. EC Media International Pvt. Ltd. is a Bangalore based company which seeks to create a synergy of in-house expertise in technology and publishing through the release of e-book readers. The firm seeks to transform the way electronic information reaches and engages users while being considerate to nature as well. EC Media is strongly tied to the book world through renowned Kerala-based publishing house DC Books, owners of over 2,00,000 titles.



Good Luck

A house of quality books, **Good Luck Publishers Limited** has made its presence felt as a leading Publishing house of quality books. It has marked an era of well researched well-designed books, catering to the educational need of schools.

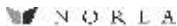


Indira Gandhi National Centre for the Arts

The **Indira Gandhi National Centre for the Arts (IGNCA)**, established in the memory of Smt. Indira Gandhi by the Government of India, in 1987, as an autonomous institution encompassing the study and experience of all forms of the arts - each form with its own integrity, yet within a dimension of mutual interdependence, interrelatedness with nature, social structure and cosmology. The IGNCA's view of the arts encompasses a wide area of studies, such as creative and critical literature, written and oral; the visual arts, ranging from architecture, sculpture, painting and graphics to general material culture; photography and film; the performing arts of music, dance and theatre in their broadest connotation; and all else in festivals, fairs and in lifestyles that has an artistic dimension.



Literature Across Frontiers is a Europe-wide program of literary exchange and policy debate managed in cooperation with a network of over forty organisations and supported by the Culture programme of the EU.



NORLA - Norwegian Literature Abroad, Fiction & Non-fiction is a government-funded, non-commercial foundation which promotes Norwegian literature to other countries. Foreign publishers of Norwegian books may apply for a translation subsidy. More than 2000 books by Norwegian authors have been published in more than 50 languages with grants from NORLA since 1978.



Blaft Publications is an independent publishing house based in Chennai, India. Launched in 2008, Blaft publishes translations of Indian-language fiction, including pulp fiction and crime thrillers as well as literary and experimental fiction, graphic novels and art books.



Eklavya is a non-government organization that develops and field tests innovative educational programmes and trains resource people to implement these programmes. It functions through a network of education resource centres located in Madhya Pradesh. Eklavya has built up an extensive base of resource materials that includes educational literature, children's literature, magazine, textbooks and other learning aids.



HarperCollins India is a joint venture between the India Today Group and HarperCollins Publishers worldwide, one of the top three publishers in the world. The partnership brings together the dynamism and reach of one of India's largest media groups with the publishing experience and expertise of a premier international publishing company. This combination makes HarperCollins India the publisher of choice in the Indian subcontinent. HarperCollins is home to many highly acclaimed authors such as Amitav Ghosh, Isabel Allende, Kiran Nagarkar, Paulo Coelho, Manju Kapur, Michael Crichton, the Dalai Lama, Tarun Tejpal, Sidney Sheldon, Thrity Umrigar and B.K.S. Iyengar. It is also the publisher of the bestselling Collins dictionaries.



Books@Jacaranda was set up in 1997. It is a full service literary agency, working with first time writers as well as established ones, covering the entire range of activities associated with successfully placing a manuscript - from assessing and editing, to handling publicity and launches for writers. In 2008, the agency expanded to open a branch in Singapore. 'The Better Man' by Anita Nair, and 'Night of the Krait' by Shashi Warrier were amongst its first successes.



The story of **Oxford Bookstore** began over 80 years ago in Park Street in the city of books - Kolkata or Calcutta, as it was known then. In 1995 to commemorate its platinum anniversary the store was recreated as Oxford Bookstore - Gallery by Apeejay Surrendra Group. In its new avatar it became a contemporary, multi- dimensional experience in keeping with the international trends. The new facilities included well-stocked and well-researched book sections, India's first Alternative Art Gallery and top of the line amenities and services. It had reinvented itself to celebrate the "word". Today, Oxford Bookstore is present in Kolkata, Mumbai, Bangalore, New Delhi, Goa, Chennai, Shillong, Coimbatore, Amritsar, Guwahati, Dimapur, Siliguri and Ranchi.



Pratham Books is a not for profit publishing house that publishes high quality, affordable books for children in many Indian languages. It was set up as a part of Read India, a nation-wide campaign to promote reading among children. The publishing program of Pratham Books is driven by the mission of putting A Book in Every Child's Hand. We believe that all children have the right to read good books in the language of their choice. We have shipped out over six million books and eight million story cards in 18 states of India and reached 12 million children since 2005.

SCHOLASTIC

Established in 1997, **Scholastic India** runs a dynamic publishing programme that aims to bring out innovative titles from the best of Indian authors and illustrators. Scholastic works closely with teachers, parents and students to encourage reading and promote the highest quality of reading and educational material in English. Scholastic distributes its products and services through a variety of channels including school-based book clubs and book fairs. It also works with trade distributors to sell books through retail stores throughout the Indian subcontinent. The Indian authors published by Scholastic are Ruskin Bond, Anushka Ravishankar, Paro Anand, Manjula Padmanabhan, Meera Uberoi, and Samit Basu, among others.



Vimanika Comics is an Indian Comics Company, with its Head Office located in Mumbai & Philadelphia (USA) and Studio in Delhi. They are the winners of CNBC TV 18 & Animation Xpress Golden Cursor best comics Award. The company currently houses an extremely energized and talented team of writers and award-winning artists.



Young Zubaan, headed by Anita Roy, is an imprint of Zubaan. Our books reflect Zubaan's commitment to publishing innovative, progressive, high quality, non-sexist books for children and young adults in the South Asian region.

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German Book Office (GBO), New Delhi is a joint venture of the Frankfurt Book Fair and the Foreign Ministry of the Federal Republic of Germany. The Frankfurt Book Fair has five International Book Information Centres, which include the GBO in New York, Book Information Centre (BIZ) in Beijing, Bucharest and Moscow.

Besides promoting German books and the activities of the Frankfurt Book fair, GBO New Delhi serves as a contact point between German as well as international book industries and the book industry in South Asia.

In balancing both culture and commerce, the German Book Offices and the Book Information Centres operate in the challenging arena between both clear representation of interests and the fulfillment of a cultural and political mission.



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