

ALL ABOUT Book Publishing

BI-MONTHLY MAGAZINE ON BOOK PUBLISHING INDUSTRY IN INDIA

SAHITYA AKADEMI @ GUADALAJARA INTERNATIONAL BOOK FAIR

Participating for the first time, India's premiere literary institution, Sahitya Akademi has undertaken few Cultural Exchange programmes in the Spanish speaking world in the past, but the 2019 Guadalajara International Book Fair provided literary exchange vis a vis Indian writers' delegation and also opened avenues for taking Indo-Spanish literature forward through interaction with Mexican authors and publishers. K S Rao, Secretary, Sahitya Akademi shared his first-hand account of the visit in conversation with AABP.

On asking about the best moments of this year's visit, he added, "All the programmes where Akademi delegation members were involved were very well received and that was highly gratifying. If I have to pick one or two programmes, I will choose Symposium on Indo-Mexican Literature and Translation: United the Cultures, that not only enabled showcasing of Indian literary gems to Mexican audience but also laid broader roadmap for getting each country's classics into each other's home."

On asking about books business, he replied, "Sahitya Akademi is of the view that there is a huge market for literary books published in Indian languages and very little of modern Indian literature are available in Spanish in Mexico. We have not commenced exporting our books to Mexico yet. As outlined in three programmes during 2019 Guadalajara International Book Fair, Symposium on Indo-Mexican literature, Translation: United Cultures and Institutionalizing India Mexico Publishing ties, Indian publishers should target taking modern Indian literature across all the genres to Mexican public while Mexican publishers can target bringing out ancient and medieval Mexican mystical literature in targeted Indian languages (given at least 24 Indian languages are there for books to be translated into) and then modern Mexican literature (stories and novels) in phases."

Commenting on Indian diaspora, he added, "Indian diaspora is increasing by the day and soon there will be a large population spanning different strata of society if the India-Mexican relationships continue in the current pace. This augurs well for the publishing industry of both these great countries."

Recently, India is the guest of honour at three leading fairs, commenting on same, he proudly explained, "It is very significant that the world has started recognizing importance and relevance of Indian culture and literature. Many Indian classics (ancient and medieval) literature were translated and promoted in many languages of the world including Spanish, showcases India's contribution to world thought."

"We look forward to take Literary Exchange programmes between India and Mexico and with other Spanish speaking countries across the globe one notch high by not only sending writers' delegations to these countries but also receiving writers' delegations from these countries. Also, another idea is to identify and promote groups of translators in Indian languages and Spanish targeting specifically literature of India and Mexico," he concluded.



*K S Rao, Secretary,
Sahitya Akademi*