

TODAY A NEW BEGINNING WITH A GOOD BOOK

**28TH DARSANA
INTERNATIONAL
BOOK FAIR**
KOTTAYAM

opens its doors at
THIRUNAKKARA MAIDAN,
KOTTAYAM

JANUARY 27 to FEBRUARY 5, 2012

Inauguration
4 pm, 27th January 2012

Organized by:
DARSANA CULTURAL CENTRE
(Reg. No. 457/95, Darsan Cultural Society)
guided by CMI Fathers

with the support of
NATIONAL BOOK TRUST, INDIA





Unveiling a world panorama of human thought

January 27th is the date. Mark it in your mind. Darsana International Book Fair takes centre stage at Kottayam on this very special day. You are invited to participate and befriend those great minds and ideas that changed human thought and destiny for the better. Witness a fantastic medley that ropes in Science, Art, History, Natural Sciences, Religion, Commerce, Social Sciences, Logic, Mathematics, Philosophy, Psychology and what not. So, be there at Darsana International Book Fair and be in the dear delight of wisdom once again. January 27th. Mark the date again in your mind. *Bookmark it perfect in your mind!*

A noble vision, a great venue and a crowd, elite

Darsana Book Fair is the perfect destination of book buffs from across the State. And Kottayam, the first fully literate district in Kerala, plays the proud host. Book lovers have reasons more than one to be at Darsana. The fair offers the widest range of titles for customer segments like libraries, educational institutions, business houses, students and teachers, commercial establishments, researchers and academicians, and general public. The oldest and the most systematically organized book fair of Kerala



presents you a rare opportunity to be with more than a 100 giants of international book publishing. And if you are a printer or publisher, where else can you find an even better platform to launch your new book?

A vision par excellence

Over the years, Darsana has made timely contributions in the cultural realms of Kerala in its own way. Aply steered by CMI fathers, Darsana has always stood for inspiring thoughts and endeavours that enriched the cultural scenario of Kerala.

Accolades all the way....

Darsana Book Fair, now in its 28th year, is widely acclaimed as the most popular one of its kind. It strives:

To popularise the culture of the nation/state through conducting literary and cultural events

To promote an advanced reading culture in the society To acquaint students, teachers and researchers with the latest trends in generation, documentation and dissemination of knowledge

To introduce current trends in literature history and various subject areas by exhibiting latest titles To augment readership of common public and raise the status of the written world

To promote quality education resources To provide a platform for authors, readers, publishers for direct interaction.

NBT rates Darsana as one of the best organized book fairs of South India.



The book fair is actively promoted by reputed public agencies like Kottayam Municipality, MG University, District Administration and District Tourism Promotion Council.

Darsana national book awards

Darsana honours outstanding artistic creativity at the fair by presenting National Book Awards for:

- I a) Excellence in Book Production (For Malayalam and English)
- b) Best Cover Design
- c) Best novel (Malayalam and English) by a writer below 40 years.
- d) Best Children's Book Production.
- II Darsana awards for:
 - a) Best Exhibit Display (various categories)
 - b) Best Public Libraries from E and F grade

Publicity campaign

An extensive promotional campaign, both in electronic and print media, to reach out to the target segment will be meticulously planned and executed, in view of attracting maximum number of visitors

Exhibitors' directory

All exhibitors are requested to send in the details of their organization at the earliest for listing in the exhibitor directory, to be circulated among visitors. No fee is charged for listing in the directory.



General conditions

The executive committee reserves the right to take action against anybody violating the terms and conditions of the Fair. The committee also reserves the right to postpone, alter or to cancel the Fair owing to reasons beyond its control. In case the Fair is cancelled before the inauguration, the rent collected will be refunded after making deductions wherever necessary. All disputes related to Darsana International Book Fair is subjected to Kottayam jurisdiction only. Regarding matters herein not mentioned, the decision of the Executive Committee of the Darsana International Book Fair, Kottayam shall be final and binding upon all exhibitors and visitors.

Application

Application for registration and sponsorship awards shall be sent in the prescribed form (or photo copies) annexed herewith. Consequent to the shifting of venue to Thirunakkara Maidan, organizers are compelled to restrict the number of exhibitors. Hence rent of the stalls will be on the basis of location and allotment of stalls will be on the basis of 'First come First served'.



Fair Days: 27th January - 5th February, 2012
 Visiting Time: 9.00 am to 8.00 pm
 Closing Ceremony: 4 pm, 5th February 2012
 Last Date for Stall Booking: 10th January 2012

To book your stall, mail the completed application form together with the payment on or before 10th January 2012.



*Well spread out, spacious ground assuring prominence to all stalls
 Easy accessibility with bus stand and railway station at walking distance*

Improved publicity and security arrangement s

Ample car parking facility



**THE DIRECTOR
 DARSANA
 INTERNATIONAL
 BOOK FAIR
 KOTTAYAM**

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