



Aaju Goja

Why in News?

On 22-23 February 2025, the **first Children's Festival 'Aaju Guja'** was organized in **Bikaner, Rajasthan**.

Key Points

- **About the Festival:**
 - The festival was organised **by the district administration**, in which **more than 50 artists from across the country participated**.
 - During the festival children were introduced to **dance, music, painting and many other art forms**.
- **Arts and Crafts Activities:**
 - The festival captivated children with a **vibrant array of performances**, including **puppetry, storytelling, theatre, painting, mime, clown acts, magic shows, ventriloquism, Kavad, bioscope, and folk music and dance**.
 - **An exhibition of children's literature books was also organised** by various publishers, prominent among them being **Pratham, National Book Trust, Eklavya, Amar Chitra Katha, Adidev, Raj Comics, and Callastic**.

National Book Trust (NBT)

- NBT, India is an apex body established by the Government of India (**Department of Higher Education, Ministry of Human Resource Development**) in the year **1957**.
- The **objectives** of the NBT are:
 - to produce and encourage the production of **good literature in English, Hindi and other Indian languages**.
 - to make such literature available at **moderate prices to the public**.
 - to bring out **book catalogues, arrange book fairs/exhibitions and seminars** and take all necessary steps to make the people book minded.