

**FRONT LIST**



# MAGAZINE



**AUGUST 2021 EDITION**



# ABOUT

The encyclopedia, the guide, the profile and the library – we believe in the power of the ecosystem. Frontlist is India's leading and one of the very few informative online portals for the Indian publishing and affiliated industries, especially promoting publishers and authors. We promote everything of importance in this industry including all the book fairs, physical and virtual, national and international.

If you are a creator, publisher, seller, provider or reader of the published world, this is a must visit destination for you to know the world around you, with an Indian perspective. It brings the newsworthy from the world of publishing (books or journals, educational or non-educational, fiction or non-fiction, printed or digital and everything around it) to its readers.

Covering an array of topics from book business to book passion to industry statistics, we shed light from the already hyped to behind the scenes. Frontlist publishes author & publisher interviews about their work, books, journey et cetera. We also have a talk-show "**Spotlight**" where we talk about issues, works, et cetera related to the author & publisher community.

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## SPOTLIGHT SESSION

"Challenges faced by authors to get their books published".



# EVENT UPDATES



EVENT

# THE EDINBURGH INTERNATIONAL BOOK FESTIVAL 2021



The Edinburgh International Book Festival is a non – profit organization. This year, it began from 14th Aug and will end on 30th Aug 2021 with a hybrid touch of Digitalisation and creativity. This international exhibit celebrates the written word, literature, and ideas and brings together all British and Scottish authors and thinkers to encourage each other.

Discourse, entertaining and interactive events have become pivotal attributes of the Festival. People from different walks of life can exchange their notions with writers and experts on varied issues related to society, literature, and many more.

The main purpose of the Book Festival is to increase the love towards reading and persuade the creating writing and discussion as well.

The Book Festival aims to inspire people of all backgrounds and ages to explore new ideas and expand their horizons.


From its beginning in 1983, the Edinburgh International Book Festival grew to stage over 900 events every August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. Up until 2020, the Book Festival took place in a specially built tented Festival village in Charlotte Square Gardens, in the heart of Edinburgh.

Last year, the raging pandemic shifted this event fully online which opened the doors to a new online atmosphere to all people and gathered a mammoth amount of accolades.

This year, the collaboration of the University of Edinburgh gives a new trajectory to the Book Festival.

EVENT

# GHANA INTERNATIONAL BOOK FAIR WILL BE HELD FROM 26<sup>th</sup>-29<sup>th</sup> AUGUST 2021



18<sup>th</sup>  
GHANA INT'L  
BOOK  
FAIR

Books for  
people from **all**  
**walks of life!**

**26<sup>TH</sup> → 29<sup>TH</sup>**  
**AUG, 2021**

NATIONAL THEATRE OF GHANA, ACCRA  
9AM - 5PM DAILY

Ghana Book Publishers Association has organised 18th edition of the Ghana International Book Fair which was held at Accra International Conference Centre, Accra Ghana from 26th August to 29th August 2021

The four-day event created a marketplace for publishers, writers, printers, booksellers, librarians, and other stakeholders in the industry to interact and market their books and business.

It was also to create a conducive climate through seminars, conferences, symposia, workshops, and other competitions where the intellectual potentials in the book industry could find firm roots to grow.

The book fair was a platform where both local and International book industry people came together to trade books and business.



# **AUTHOR INTERVIEWS**



Frontlist has been conducting Authors' Interviews and has interviewed remarkable authors thus far.

Through interviewing authors, Frontlist would like to bring their writing journey, messages, stories of characters and plots to the readers to give them better understanding about their favourite writers.

**Some of the interviews which have been conducted in the month of August:**



**Vikram Khaitan**



**Ajay k. Pandey**



**Sourabh Mukherjee**



**Shubha Vilas**



**Dr. Parag Diwan**



**VIKRAM KHAITAN**

### **Tell us something about you as well as your book?**

I'm an author of some books by passion and a CFO in a manufacturing company by profession. I've written 4 books till now, they are all into the genre of Life Skills, Personal Development and personal finance.

This is my latest Book " Seeds of Advice to Sail through Hard Times" .Now the uniqueness of this book describes all the specific solutions for specific solutions. There are some wisest minds which are difficult to tackle because we sometimes fail to recognise them. But when we find them we don't know where to find solutions.

For instance, we have a thermometer which works for body temperature and there is no thermometer available for the mind.

So prevention is better than cure and if you can relate to these solutions and if you can find them useful in your life then you don't go to the extent where you actually need medical help.

## **My first question to you is how to cope up when things are not going well in your life and share some tips on how to take control of your life?**


Why do you wish to control and what is there to control. You see, sometimes you feel that you're being controlled by circumstances or by people. Am I Right?

Actually no one can control the life of any other person. So let go of the control you know, it doesn't reward you enough to be overwhelmed or remain freaked out forever that I need to control I'm unable to control. Life has happened, let it flow. Pursue only one thing in life and that is how to attain happiness in whatever you do. Now coming to the first part of your question about when things are not going well in life . Well there is always a relative degree there is a comparison you know mostly there is a cause and effect relation into everything that happens and there is always a purpose which we cannot see so you just have to prioritize and choose whatever ranks highest in your chosen value system in your life and then you have to work on that.

## **So my next question is sometimes our own negative thoughts overpower our minds, so according to you how can we fight these demons?**

It doesn't happen sometimes, it happens always and the tough part is when your mind starts acting up. There are different levels of manifestations of mental issues that are adding up every day. This is at the cost of social degradation. Now in my book seeds of advice I have dealt with these problems with the help of teachings from Bhagavad Gita and also compiled them with the teachings of the modern behavioural science, this is not something which is in the context of an ancient text but the similar things have been spoken by the behavioural scientists and I have incorporated those. Now I have a suggestion, you know, that life has a double prone action.





Firstly, there are various techniques of getting rid of these voices because unless you clear the moug, how will you plant good virtues in them? You need a clear, clean level playing field. And then it is. You know, it is hard to actually do it, but easy to say.

But if you try doing it, you can't. And the second step is how you inculcate certain good values, such as forgiveness, such as being in a state of peace, such as beginning with self awareness. So all these things like it is not just teaching and preaching. I'll give you some examples also. So like, I have given some techniques on how to tackle these vices. Now suppose if you are in a company of friends who on every weekend want to go out for a drink now, once in a while, one can join them, but not every week, not every weekend Right. So what do you do? And what did I do? What I did was I took up some courses which would happen on weekends. So they saw the genuinity in my cause and just spared me. You know, that is one thing. Again. You know, I have used a technique for changing the peg means, like in wooden furniture. In the olden times they had those bamboo pegs instead of nails. So when one peg got rotten, they would just hammer a new peg in it. So like that, if you want to get rid of one habit, you have to develop another simpler habit to get rid of that. So these are some practical techniques that I have given in this book. So it's for you to read and discover.

**Thank you. There is this saying that your thoughts are not you. And I've heard this saying a lot of times. So this is my personal question to you. So what are your thoughts about this statement that "your thoughts are not you". And what would you advise the generation on how to accept the reality? And you know, just how to stop overthinking?**

See, any person gets about three to 4000 different thoughts in the mind in an hour. Okay, that would be like 70,000, 80,000 thoughts in a day. Now, these thoughts are random. We are impressions of your past memories.

Essentially, even what we dream is nothing but a collection of images that we have experienced in life. And the other bunch of thoughts are the visualization for a desired future. So often our thought affiliates between the past or the future. Either we are fixed with the past or we are anxious about the future.

So what is necessary is to liberate yourself by living in the present moment. Now for this. Like if you say, okay, how do we do that? See, mindfulness is essential if you want to live in the moment because you have to be mindful of your existence, your actions, your thoughts versus your values and your sensitivity towards others around you. If you are mindful of all of that, you are living in the present moment, right? Do you agree with me on that? And at the same time, you can mindfully train your subconscious mind to communicate with your conscious mind.

And that would help you in utilizing your hidden energies. Because our brain consists of 90% of a subconscious mind, and 10% of conscious mind. And there is a disconnect often because we have not trained our subconscious mind to communicate with our conscious mind. So if you start doing that, you will be able to harness more energy from within you







## AJAY K PANDEY

*He is currently working with a multinational in Pune and loves traveling, trekking and reading. He aspires to follow his role model Mother Teresa and make some worthy contributions to society. His debut novel You Are The Best Wife was based on his life events and went on to become a bestseller.*

### LET'S EXPLORE HIS JOURNEY

**Book – “The Girl in the Red Lipstick” follows the story of love, life, and friendship between Arun and Lalita with a lot of mysterious hurdles. How did you come up with the idea of this story?**

I had traveled to Kolkata for the launch of my fifth book. I went out to explore the locality and walked into a popular restaurant for dinner. When I stepped out to leave for my hotel, I saw a lady trying to get a lift. It was quite late and she perhaps wanted to go home. I looked at her and noticed that nobody was offering to help her. I gathered she was an escort, but offered her a lift in my cab nonetheless. I treated her like I would treat any other lady. She was thankful to me and willingly shared many things about her life and her experiences in the red light area where she lived. Unknowingly, she gave me a plot for my story.

**Who is your favorite romance author? How do they affect your writing style?**

Khushwant Singh and Munshi Premchand are my favorite authors. I have observed that their main protagonists, characters, and

stories always revolve around common people and famous places. Since I love how that combination turned out in their writings, I also try and use a simple writing style, and I am glad that it enables readers to feel connected with the story. My writings embody some social purpose and social criticism as well, rather than mere entertainment.

## **Throughout the journey of being an author, what changes have you noticed in yourself so far?**

Being an author is an amazing feeling. I feel I am carrying a responsibility, to write books on social issues so that there's more awareness by way of storytelling. I started writing for my wife and whenever I get appreciated, it feels like I have done something good for her. It gives me a new direction in life, which I had never earlier explored. I would say I am enjoying every bit of it.

## **How was the experience of working with Srishti Publishers?**

Publishing a book and ensuring that it reaches the masses, irrespective of where they are, needs a team effort. I strongly believe that unless we have a strong team to back up all the efforts, it won't work out. It is great working with Srishti Publishers. They are the only team that knows the pulse of the market so accurately. They know precisely what works and what does not work given the current trends and expectations of the readers.

A reader spends two or three days reading a book. They are not spending their precious time just to know about the protagonist and his/ her liking, what they do in life and all that. They expect an emotional yet valuable experience, along with a deep message which makes them look inwards and shape them in a better way. After finishing reading a book, they should be able to take away something precious, should visualize things differently and it might be a new learning experience for them. I strongly feel every romantic story has to be inspirational.



## **Do you have any specific writing schedule? What writing approach do you follow while writing the book?**

I usually do the brainstorming bit at night and make a note of things that I need to pen down. The subsequent morning, I sit and write those thoughts down afresh.

## **What do you think appeals the most to readers when it comes to romance as a genre?**

We have preconceived notions about romance. It is always written and displayed keeping in mind the chemistry between an unknown girl and a boy. For me, romance is the enjoyment in any relationship. Honestly, the real contentment in a relationship could be between a couple, among friends or with anyone.

## **What is your perception of relationships today? Can love last a lifetime?**

Love and relationships are all emotional things. The biggest relationship is the intensity of care that a person has for you. Just like a mother, who cares for you the most, and we all know it's unadulterated love. For me, caring is equal to loving someone.

Time is the litmus test for love. Initially, in any relationship, attraction, curiosity and other factors could work. But with time, we get to know more about the person. The attraction and curiosity level goes down and there comes a point when we could say real love begins. When love increases with time, that's what real love is.



## **How did you end up as an author? Share your journey with us.**

Actually, I never thought of becoming an author. In fact, I had not even written a short story in my life. My first book was written in the memory of my late wife Bhavna. She was an inspiring lady and I was sure her journey could inspire others. Bhavna, my wife, is the only inspiration behind my writing, a small effort to make her memories everlasting. Initially, it was not very difficult to write as I was penning down my own journey. But I realized soon that I must present the content in a creative manner to trigger the interest of the readers. If they cannot take anything from the books, then the whole purpose of my writing would be beaten.

That's when the struggle really began. I read many books to pick up the nuances of writing. I edited and re-edited drafts dozens of times before sending the final draft to the publisher, almost one-and-a-half years after I started writing.

The journey has transformed me in many ways. I found a confident person inside me. *You Are the Best Wife* is not just a book for me; it is a journey of my life. I feel emotionally stronger after penning it down.





## SOURABH MUKHERJEE

*He is the author of the true-crime book "Death Served Cold". He has earlier authored three psychological thriller novels – The Sinners, The Colours of Passion, and In the Shadows of Death. His books have been made into audiobooks, considered for screen adaptations, and featured in daily magazines, and news and literary portals.*

LET'S EXPLORE HIS JOURNEY

**Death Served Cold is a psychological thriller, a collection of dark stories of a female's dangerous mind. How did you come up with the idea for this book?**

As a society, we tend to look at women as nurturers – the caring mother, the doting sister, the loving wife. We are more inclined to associate acts of violence and aggression with men. There is, of course, no scientific basis for such a perception, and this is a case of gender stereotyping. However, every time we get to know about a woman committing an act of violence, we are shocked.

Over the years, I have been taken aback by some of the incidents mentioned in the book – for example, the lawyer wife strangling her husband with the cord of a mobile phone charger, or a wife listening to the last cries of her husband on the phone as her lover kills him, or an apparently pious and devout woman committing six murders over a period of fourteen years.



I wanted to create an anthology of these stories, as I was sure that they would make for a thrilling roller-coaster ride for my readers.

## **How do you manage your life as an Electronics and Telecommunications Engineer, an author and a speaker as well?**

I feel it's primarily about how well one manages one's time in a productive and fruitful manner. It's about knowing one's priorities and knowing what one is passionate about. One often ends up spending a lot of time every day in idle and aimless browsing, chatting away for hours in multiple WhatsApp groups, or allowing oneself to be affected by the negative vibes on social media. I consciously stay away from these traps.

## **Share some tips for researching and writing a Psychological thriller book.**

I feel it's very important to zero in on a specific theme, and then conduct extensive research on the subject. While writing this book, for instance, I read through court orders, several newspaper reports running for weeks and months on these stories, findings from police investigations and forensics reports. It is also important to filter out the noise and the gossip from these accounts and develop a factual and unbiased view.

At the same time, as in all my psychological thrillers, it is very important to understand and write about the psyche of these murderers. More than the 'who' and the 'how', the 'why' makes for a fascinating read. There is nothing more intriguing than the complexities and unpredictability of the human mind, which can drive the girl next door to commit a gruesome murder.

## **What advice would you like to give aspiring thriller writers?**

I think it is very important to develop a deep understanding of human psychology. It is important for a reader to relate to your antagonist. At the end of the story, the reader should say, 'Had I been in that situation, I would probably have acted in the same way.'

Also, the modern reader is exposed to a wide variety of global content in the form of books, movies and web series across a variety of platforms, and is therefore very mature and smart. It is the responsibility of the writer to come up with themes that are contemporary and relatable, and make sure that methods of investigation are modern and make use of the latest technologies.

## **When did you start your writing journey? Have you ever faced any writer's block ?**

My debut novel *In the Shadows of Death* was published in 2015, and since then, I have been writing regularly.

I have managed to keep a writer's block at bay, by making sure that I never stop writing. For example, when I am between two novels, I write short stories (which explains the three short story collections). I also bring variety to my writing by writing on different topics, like educational books, different themes and even different languages. In fact, my short stories are also in a variety of genres like romance, supernatural, drama and mystery.

## **Your books have also been made into Audio Books. Do you really think Audio Books have brought a new revolution in the Publishing Industry?**

Audiobooks have definitely created a niche for themselves, especially for those willing to listen to stories on the go – like, when they are working out, commuting to work, or going for a walk.

My Audible books have found their own audience. In fact, the audiobook version of my Bengali novel on a popular Indian audiobook platform has been downloaded more than 17,000 times in the last year!





## SHUBHA VILAS

*He is a Tedx speaker, lifestyle coach, storyteller and author. He studied patent law after completing his engineering degree. But, finally, he chose the path of becoming a spiritual seeker.*

LET'S EXPLORE HIS JOURNEY

### Tell us about yourself?

I was born in a very small town in India called Kanchipuram. It's a holy place and an ancient city in Tamil Nadu, but I grew up most of my life in Goa. I studied law, specializing in patent law in Bangalore. While I was studying, I also was working in an international law firm there. And for that, I joined as a monk in a monastery for almost 12 years, lived in temporary, literally nothing, and studied the scriptures very intensely and lived a very simple life. And no bank account had absolutely no possession. But I gained a lot of wealth, the wealth of knowledge, the wealth of experiences of people, aspects of life, and also about spirituality. So while I was in the monastery, that's where I began writing. That's where I began traveling around the world, and speaking and sharing my knowledge with people.

Then I felt I should share this knowledge that I have gained. And speaking in various firms, almost every big company in the world, whether it is Microsoft, Google, Amazon, one of the biggest companies in the world, as they are world headquarters. Over at MIT in Boston, I've spoken at almost all the IITs and IIMs.



I was a visiting faculty at IIMs as well. And so I have, you know, I teach in Chartered Accountancy firms and many other things. In addition to that, I write books. I feel very strongly that the knowledge that the scriptures hold has a very strong and immediate relevance today, and I felt that the medium of writing can really open up a lot of hearts.


**Your book, “Magic of friendship” – understand it, cherish it, and keep it impart the lessons of the perfect bond of friendship? Have you ever found an ideal friend in your life?**

I have many, many wonderful friends. One of my longest-lasting friendships is with my school friends. Even I have begun the book by talking about that friendship. You know, interestingly, when the book launched, last year, we were celebrating our 25th year of friendship together. From my standard onwards, we have been best friends. We have ever since stayed in touch and been very closely connected to each other, respecting whatever we're doing, but at the same time sharing a very close bond.

**After completion of your education, why did you choose the path of spirituality? What made you take this big step?**

I find that the path of taking you to know the entire world is living, a life of taking right we take so much it takes too much from a world we take too much from people I find that there is greater joy in the path of giving than in the path. So I wanted to really explore what it means to live a life of giving and what it means to live a life of being selfless, loving for the sake of others. And I find I found great satisfaction in that. That is the reason I decided to explore models to quality men the opportunity to live a selfless life and think about others.





**In today's world, the meaning of real friendship is way more different than it used to be in Asia in ancient times, like Krishna and Robbie's friendship and Mahabharata, tell us something about this notion?**

My understanding, friendship now has become more superficial than in the past. I can see it in our own generations, you know, the generation which we grew up in. I found that there was greater depth than connections. And when I interact with youngsters today, the depth of connections that they have is so true. I've been doing hundreds of seminars, and workshops on friendship for teenagers and for young adults. And I find them speaking about their problems and their struggles with friendship, and their struggles. That's such a basic level. And to the extent that many of them haven't even formed a very strong bond, there is so much suspicion, there's so much competition, jealousy and a lot of them also struggle with even having one friend that they can trust. And even if they get that one friend, after some time, that person starts behaving poorly.

I find the difference between the past and the present, of course, the past when we go back to 5000 years, but before when you look at the friendship of so many of the great personalities, Krishna and Rama. You can find very strong depth in the friendship. But remember, even at that time, superficial friendships did exist, like Groupon and Drona, they just couldn't get along in a major clash. So it's not bad, now it only exists in the past. It was always there at both times. But the reality today is that two possible ways in which our society is functioning, you seem to be having more individual differences today, than deeper ones. But at the same time, people simply are told the importance of having different tools, and also guide on how to develop differentials, people will be happy. And in fact, they will have differences. I mean, the very fact that social networks are prevalent, why is it so prevalent, because everyone is looking for a good friend. That's all. The only problem is that you don't know how to make a good friend. That's why I thought I'll write a guidebook on how to make good friends.

That's all. The only problem is that you don't know how to make a good friend. That's why I thought I'll write a guidebook on how to make good friends. I feel like we need to have that one friend, which we can love unconditionally, without expecting anything in return.

## **How much time did you spend writing this book?**

I spent about one and a half months writing this book. But my research has been for quite some time. So it's not easy to write a book on a deep subject matter without having experienced it. I have been studying it from a realistic point of view because I deal with people. You know, I counsel people all the time, day in and day out. So I'm seeing challenges and relationships. I'm seeing delegation, in all kinds of friendships. And also, my own journey. And friendships have been many years that I've kept and managed to sustain. So all active together, and plus my study of the Scriptures put together that helped me write the book. I physically wrote it in one and a half months. But that's not exactly what it takes to write a book like that.

## **Why did you choose the concept of friendship in the first place?**

I did a survey of 2000 youngsters and I tried to find out what are the key things they're struggling with. And in my slow way of talking to problems of youngsters to find out what exactly they're struggling with. So I thought I should begin by writing a book on friendship bonds. And if you actually look at it, you know, from a realistic point of view, almost all the biggest struggles of youngsters. But, in fact, all the bad habits, whether it's drugs, whether it be smoking, drinking, or you know, self-abusive habits are all connected essentially including things like opacity, you're directly connected directly or indirectly. Peer pressure, you can say, directly. People make their career choices based on principles.



## **How has the emergence of the digital world changed friendships and relationships? Is it true that we all lose the essence of heart connections from each other?**

The digital world makes it easy to access people. But it also makes it complicated in the sense that when you are connected with someone just over the phone, it's easy to block a person and that person can't do anything. Yes, so many relationships go through so much complication simply because one person has control over a gadget or the gadget, or the way you access that person. That's not how human beings work. Right? Yes. When you have real relationships in the world, if somebody is angry at you, stop speaking to you. But you can still approach the person and talk to the person and convince the person that you know that you're not wrong. Technology gives you access to people from around the world that you can connect to. But it also gives you control in relationships. Control doesn't work and you should not try to control relations and need to control on both sides rather than one side. Distance makes it much more open to debate discussions and even misunderstanding in friendships because every conflict helps you understand one another better. Today, most people are used to running away from conflicts and confessing feelings as well. When there is any difficult situation, they just leave the friend behind. But for me, Conflict makes your connection healthy, more healthy than toxic. Everything has good and bad sides. A knife has a good side and a bad side. It can be used for cutting vegetables or cutting somebody's throat as well but nothing in this world is absolutely good or bad. Depends on how you tackle it and react in a particular situation.





## DR. PARAG DIWAN

*is presently the CEO of Paradigm Consultancy, a niche consulting firm in higher education. The firm's forte is developing innovative creative education consulting strategies and solutions that are workable, tangible, and contribute to sustained institutional improvement. He has published more than 200 articles and has written and co-authored over 40 books on various management, engineering, and energy subjects, and has also contributed to several journals.*

### LET'S EXPLORE HIS JOURNEY

#### **Tell us something about yourself?**

I was the youngest Vice-Chancellor of the country at the University of Petroleum & Energy Studies, Dehradun. I am an incarnation of many things like academics, adventurer, philanthropic person, an author, and a designer. And that is the reason I call this book - "The professor who broke the wall". Because, you know, normally professors are multidimensional voting teachers. But if you are more than that, that's fine, too.

#### **When did you get this aspiration to write a book? Did something or someone inspire you?**

I have already told the genesis regarding the title of the book.

And you know, once when you have done a lot of things, or a span of life, and life is living differently, a life that is live well, there comes a time you chronicle all those activities, happenings your life journey into a book form, which will help the readers to understand the nuances of institution building, how you grow as the nation was doing, during my big, professional layers, the nation was going under tremendous transformations, nomic reforms and a lot of interesting things happening around the country. So that gave me the inspiration to put it together into a book form. So you can read lots of things and enjoy the story.

## **We would like to know how you manage the balance between your work and writing a book?**

You know life is short and you have to live it fully. The best thing anybody can move forward is to know time management, how to slice and dice 24 hours of activities. Of course, the professional responsibilities of the chosen candidate should not be left behind; these types of things are so important. Don't forget to give time to your family and you should carve out the professional time and then you should have your own hobbies in the meantime is to say the right things like I told you earlier. I'm also a designer, dabbled into car design, conversion of the cars, and things like that. So ideally, if you want to do something you will always find time and if you don't want to do you will never find the time.

## **Are you planning to write more books?**

Well, this is actually not the first book but this would be the 30th book. But all the other books were more academic books like in the area of information technology, energy, science, business but this is kind of a semi-fictional work, which is inherently autobiography, of course, at this stage in time, I'm trying to dabble before I can metamorphize myself into a fiction writer. But that's definitely one of the aspirations.





## **What advice would you like to give to all the entrepreneurs who are future entrepreneurs?**

Entrepreneurship is a big challenge. Visiting entrepreneurs can be made for the unborn. So I believe somewhere in between this, there is a certain kind of entrepreneur mindset that you possess, that can be formed by training or teaching. So my advice is that if you believe in something very, very strongly to be doing, the way you want to do and then speak to become an entrepreneur, that journey is very, very hard. It's not your software. many pitfalls, many MDM statements have to have perseverance, patience, and ability to work with diverse kinds of people, your detractors, your supporters. So entrepreneurship is a hard journey. But if you're determined, you can definitely make it and scale that week.

## **How is your experience as an Authorpreneur so far?**

Well, I have been more Edupreneur. Edupreneurs have been the cause of academic institutions and now that I'm transforming to Authorpreneurship. Maybe, later part of my life can be different like writing fiction, topical books which will find markets that can help me make some living.

## **So you come from a family of scholars, started a career in technology, was it your childhood dream, or things just happened?**

You know, in this book, also, I have a full chapter. DNA program, know sometimes your DNA, if you're coming from an academic, willy nilly, you will get into academics. So yes, I am a technology buff. I like to experiment with whatever is current in technology. But I also saw my parents' life growing up and I didn't want to be a classical Professor who teaches the class. I wanted to be someone who goes into a government, corporate, or professor who will take institutions professionally and be able to see that institutions are in relative surplus so that they can be plowed and make the institution better and give better facilities to students. So that kind of makeup was always in mind.



# **PUBLISHER INTERVIEW**



## ARUP BOSE

*He is the Publisher at Srishti Publishers & Distributors. He specializes in Publishing, Marketing, Marketing Research and Consultancy, Advertising, Social Media Marketing.*

LET'S EXPLORE HIS JOURNEY

### Tell us something about yourself?

Born and brought up in Delhi, I am an avid bibliophile and librocubicularist. Legend has it, I started reading books before I started speaking. I grew up in an environment where education and reading were deeply revered. That helped me gain insights into varied topics and helped me become a verbose speaker.

After graduation, I did my MBA from a premier B-School and got placed from campus with top financial institutions. While the work was fun and the learning was great, there was a nagging feeling of something missing somewhere. That is when I decided to quit my corporate life and join the family business, Srishti Publishers. I am also a Business Development Coach and work with many entrepreneurs to help them scale up their small and medium-scale businesses to the next level. I have been invited to many key industry conferences and have been the key-note speaker at many of them.

### How did you get started in Publishing?

My association with books and publishing has been since childhood. Growing up in the 90s,



entertainment mostly meant reading books or watching Doordarshan. Added to that, a positive family environment deeply entrenched in publishing and education led to intense respect and preference for books over other media.

After working for a year as a Risk Consultant and Mitigation expert for a leading corporate house, I decided to hang up my boots and enter the world of publishing. The shift was but a logical extension of my background of both love for books and association with the industry. Suffice to say that the last nine years have been most satisfying, both personally and professionally.


### **You must have faced a lot of challenges as a publisher. Share any challenge which helps you to flourish in your career.**

The life of every individual is full of challenges. The attitude with which we approach these challenges is what sets us apart. There have been many such cases in the past where I faced challenges, albeit with a positive mindset and a never-give-up attitude. This is why I have been able to face and surmount most

of them successfully. I have, in my almost decade-long stint in the industry, seen everything – from corrected proofs misplaced by the author to the guest of honor bowing out of an event at the last moment. There is no dearth of such experiences. We have had cases where industry partners defaulted on big payments due to bankruptcy, to key retail stores closing down due to issues out of

our control. However, I have been able to put them behind due to the immense support I get from my colleagues, our authors, and fellow industry professionals. Their collected pool of knowledge and guidance has helped me flourish in my career the most.





## **Books are being translated into different languages these days. How do you find translators or do they come up to you?**

We are currently publishing in English only. We do not publish translations as of now. We have published translations from Indian languages to English in the past, but the translators were always in-house.

## **How has the pandemic affected the publishing industry?**

As the nation went into complete lockdown last year, there was a sudden rush in people to stock in on essentials. But books were not deemed as essential, given the circumstances, and hence were unavailable for sale. And there started a tale of woe for our industry.

The pandemic forced people indoors, with limited means to entertain themselves. Thanks to that, reading acquired a premium space in everyone's mind. However, their inability to buy physical books meant that this soaring demand was unmet. All major summer releases had to be pushed back. It also meant that there were literally zero sales of physical copies of books during these times. In a country where physical books still constitute around 85-90% of the total sales, the publishing industry was badly hit.

When the unlock process started, the sales of print books started soaring once again. While brick-mortar shops were still deeply affected and slowly re-starting their operations, online stores were able to capitalize on this gap and slowly scale back up. Subsequent cases of further lockdown due to the deadly second wave this year forced a lot of retailers to the brink of oblivion, with many of them closing shop permanently.

Readers, it seems, have rediscovered their taste for reading and are voraciously consuming books. Now what remains to be seen is if the industry will be able to fulfill the demand of the consumer and capitalize on the same. While the industry does face uncertain times ahead, they are certainly going to be interesting times.

## **What kind of content interests readers? What changes have you seen so far related to reading culture?**

Readers are looking for anything which is an interesting, pacy, and light read. Readers are reading everything from narrative non-fiction to light-hearted fiction. Some of the most popular genres

remain self-help, mind-body & spirit and true crimes in non-fiction while romance and thrillers are the kings in fiction.

The major change we have noticed since the pandemic is that people are looking for light reads over serious, dark ones. Irrespective of genre, people are looking for more masala reads, true stories, and feel-good stories.

## **How does the emergence of Mobile Publishing (Digital) change traditional Publishing?**

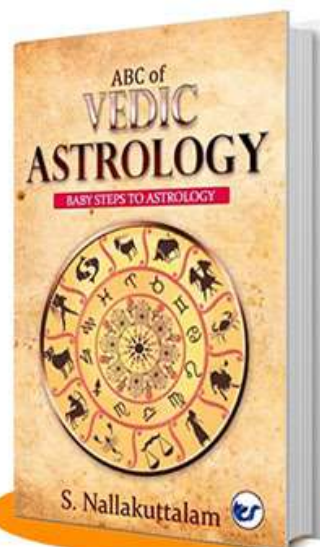
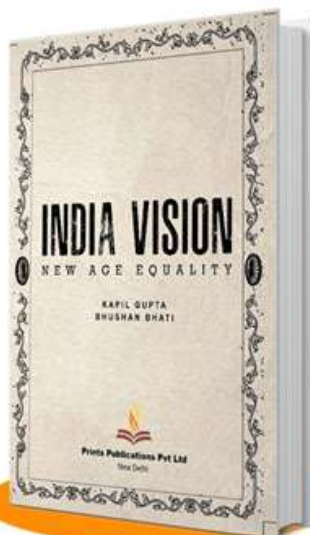
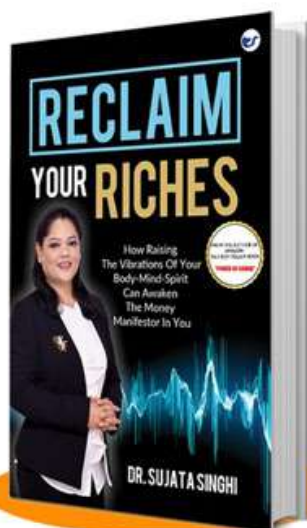
Digital publishing has been around for more than a decade and has been a complementary arm of traditional publishing. We are selling all our books via eBook platforms like Kindle, Google Play, etc.





# BOOK LAUNCH

# EXCLUSIVE BOOK LAUNCHES ONLY AT FRONTLIST



Frontlist has offered a mammoth opportunity to all authors who want their books to be launched. Now they can do exclusive Book Launch only at Frontlist and integrate their books with Buy Books India as well.

In the month of September, we have three authors who launched their books on our platform.



## About the Author - "Reclaim Your Riches"

Dr. Sujata Singhi is the author of the international Amazon no.1 best seller book "Power of Sound". Along with Masters in Business Administration she has been conferred with five Doctorates in the field of Life Skill Education with specialization in NLP and Sound Bowl Therapy, Doctorate in Holistic Living with specialization in Happiness and Wellbeing. These doctorates are from universities registered with the HRD ministry, Government of India and recognized by the United Nations.

She is a Doctorate in Sound and Spiritual Sciences, Doctorate and founder of MERT i.e., Music and Emotion Release Therapies, Doctorate in Humanities and has also been awarded D.Litt. (Doctor of Letters) in Musical Arts by University accredited and affiliated to Cambridge UK.

Apart from being an accomplished author, Dr. Sujata Singhi is the Founder of Divine Soul Sound and an expert in Wellness, she is also a Business Spiritual Coach who has won accolades in India and various other countries.

*Dr. Sujata Singhi*



# FAVOURITE CHAPTERS OF THE AUTHORS



## **Dream to Design your Destiny - Dare to Dream.**

This chapter is based on her own life experiences. Dr. Sujata says, "Having studied for an MBA (Medallist), it was obvious that I would settle in a good corporate job and continue living a life most dream of. However, my dreams were different. I dared to dream. The near-death experience at age 12 surfaced and I started seeking answers about how one has to lead a fulfilling life. Balancing spiritual and material life became the motto.

I set the goals which were more fulfilling and also laid the pathway to living a purposeful life. The systems and understanding of the same has been depicted in detail in this chapter and when the readers read this, they will definitely see a transformation in their life goals becoming money magnets by vibrating high spiritually."

## **Practical Spirituality**

Living consciously as guided by your spirit is practical spirituality-Dr. Sujata Singhi

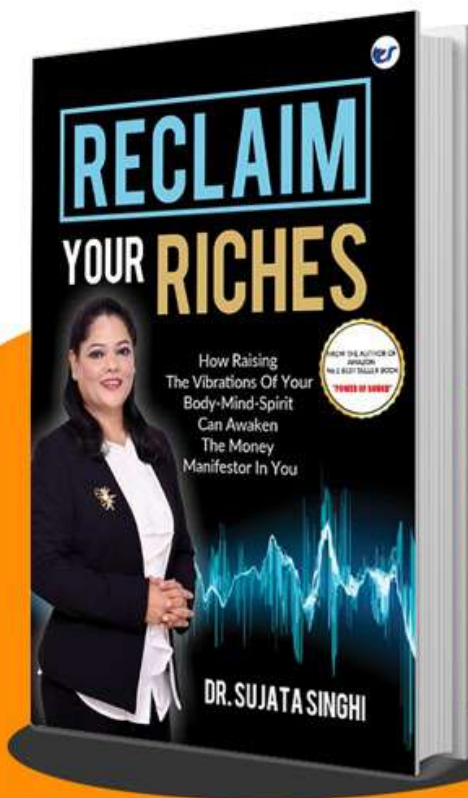
This is one of my favourite chapters of the book. Though the whole book is very dear to me, in the sense that it is like the core me been able to reveal limitlessly. However, since specifically asked to pick up my favourite chapters, I choose this chapter 8. In this chapter, I have explained the 10 important strategies and steps to practise spirituality which help create a deep connection to your core, raise your vibrations and help you attract the life of your dreams. The 4 steps to embody practical spirituality in modern days is simple to follow to make one limitless. I personally have been following them unconsciously and have used it on my clientele who are enjoying the freedom by manifesting their dreams.

# ABOUT THE BOOK

How often have you dreaded the days when you receive the bills?  
Have you envied the rich and thought of life being rough on you?  
Cut the Crap! Luck, uncertainty, hard work, challenges, global economic fluctuations!!!!  
Are these thoughts weighing you down?

In Reclaim Your Riches, Dr. Sujata Singhi will seed you with secrets to transcend to the state of being a "manifestor" and leading a magnetic life forever with full freedom to live joyously. This is one of those rare books which will transform your whole life. To live an exceptional life, various ancient, time-tested, scientifically proven and holistic processes that are easy to follow are shared in the book that will truly astonish you.

This book will guide you "how to be" as you create a "Beingness," a vibration, with the flow of creating your ideal life as a natural consequence of what you truly are. Learn the secrets of "Spirituality that leads to Prosperity." Spiritual empowerment will help you dive deep into your potential and enjoy the pearls of "Wisdom" to see your "Identity" with clarity, strength, power, courage, intellect, and raise your vibrations to become a money magnet.





# INTERVIEW

## **Apart from being an author, who is the real Dr. Sujata Singhi?**

To describe my core self, I would say I am a simple human, a wanderer always seeking answers. Meditation is like my breath as it gives me the answers and acting upon the answers makes me feel complete. Freedom of thought and analysing my decisions practically keeps me grounded. Relationships have helped me evolve as it gives rise to questions for which I seek answers. It's a spiralling cause and effect movement. I love nature, travelling, discussing with spiritual seekers and intellectuals, sharing my knowledge through training, talks, workshops, researching, contributing education and healthcare and am associated with various NGOs, Rotary and for hunger free India and education for all. Appointed as the national President, education at the National Child and Women Development Council, India, speaker on peace and sustainable development at organisations under the United Nations. I Help researchers as hon. Editorial team member at the IJBST along with other global researchists onboard. I find my strength in developing the youth and women of our country and learning the ancient Indian wisdom.

## **At what point in life did you decide to become an author?**

Having been a book lover since childhood, I had always seen all my family members reading in spare time. My parents always encouraged all of us to share our experiences or learnings, be it from a picnic or a movie or just about expressing our emotions by writing or painting. I used to enjoy this activity. I used to write for my school annual magazine from grade 4 and would be elated, with a sense of pride.

In 2000, when my son was 2-year-old, my husband told me to write a book on parenting and while conducting my research on Sound as Medicine in 2017, finally I went ahead to publish the best seller book, "Power of Sound". My journey of writing resumed and there is no looking back. I enjoy writing and look forward to writing a series of books.

### **The book name is so unique. What was the inspiration behind it?**

Reclaim your Riches, the inspiration was the seeker within me wanting to share what had unearthed. What took me over 40 years to figure out, came up seamlessly as I started writing this book. Wanting to share this ancient wisdom in the simplest and most practical form was my motto. We as humans are magnets who can attract abundance, prosperity and happiness. This book includes the 3 bonus guided meditations with specific music recorded in my voice which will help the readers to vibrate at a higher frequency on a regular basis. These meditations have been tried by my clients and participants showing a 100% success in transforming them at varying degrees.

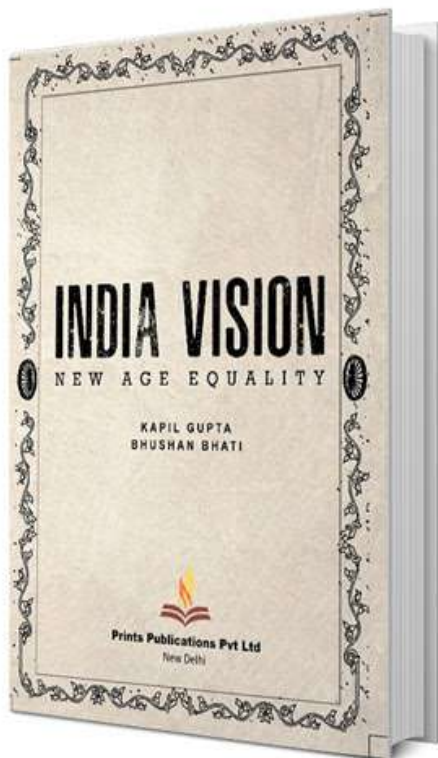
### **Have you started working on your next project and if yes then share some glimpse about it?**

My next project is on "Being the Wizard"-I am looking at unlocking the ancient science of spiritual living for wealth and wellness. How can we revive the ancient systems of life to lead a healthy and wealthy life? I feel the world needs to go back to its roots rather than just treat the branches to bear healthy and nutritious fruits.



# INDIA VISION

Our special love with this book comes from our association with its author, who is also the CEO of Frontlist. Let's gain a new perspective of India and explore the concept of India deeply with the Virtual Book launch of India Vision: New Age Equality by Kapil Gupta and co - author Bhushan Bhati.





## About the Author

A marketer to the core, Kapil Gupta is an entrepreneur, both in thought and in style who believes that the power of a message & its delivery is what causes true revolutions. Kapil Gupta is a parallel entrepreneur who believes in providing true meaning to the various organizations he runs and builds them in sync with one another. He jokingly calls himself the jack of all trades and a master of some. He is the founder and the CEO of OMLogic (One of India's leading digital marketing agencies), PragatiE (a virtual exhibition platform), Frontlist (portal for the publishing industry), Solh(a mental wellness platform & his current passion project), Advit Toys (a board games company).

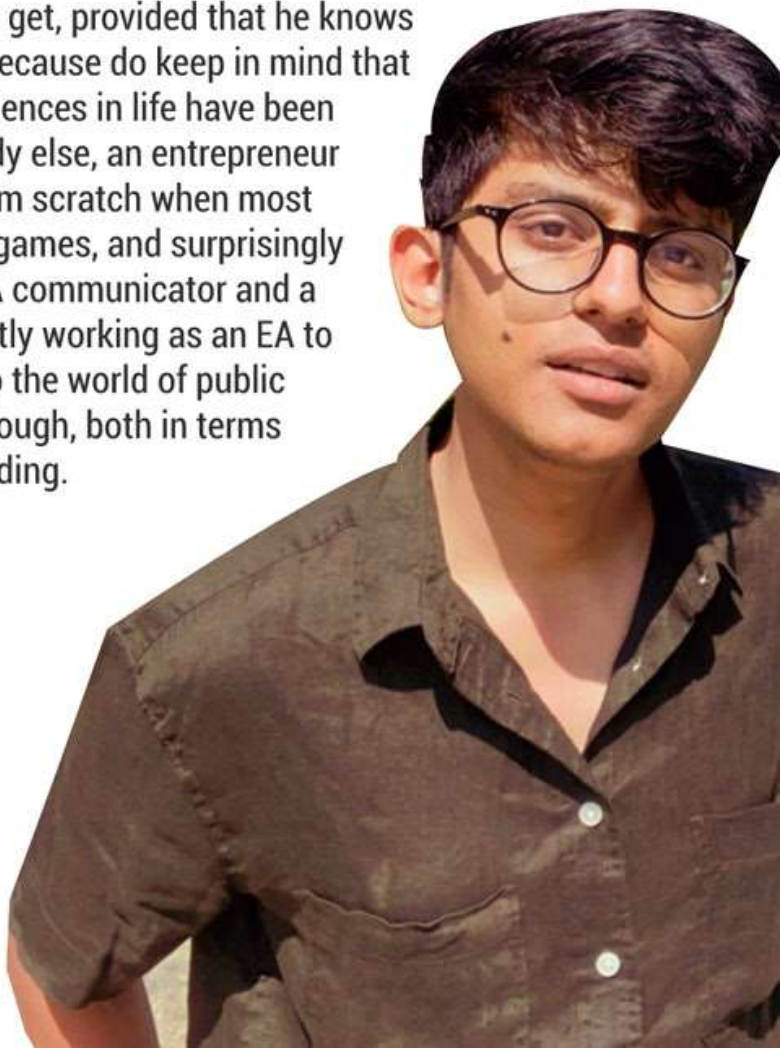
Kapil is a true believer in new-age equality, which for him is deep rooted in providing equal opportunity to all. He believes that the current world of equality is still a 20th century way of working, which is rotten with personal benefits in the forms of subsidies & reservations (women, LGBTQ religion, race, caste, region based). For true equality, everybody MUST be treated equally, Period.



## About the Co-Author

A born critic, Bhushan has been analyzing things since he was 10. A 22 year old journalism graduate, you might wonder what he knows about the world & you will be right, not much, but enough to make a difference. His ability to simplify things gives him an edge when it comes to communicating with the masses. A behind the doors activist, the reason why he has authored this book is because he believes in unlearning. Another reason why he chose to work with Kapil is because they seldom agree on anything, which is why they have been able to fine tune this book.

A debater of sorts, Bhushan is known to never back down from an argument, no matter how heated it may get, provided that he knows what he is speaking about, because do keep in mind that he is still learning. His experiences in life have been starkly different from anybody else, an entrepreneur at 13, he built a business from scratch when most kids were just playing video games, and surprisingly in the field of video games. A communicator and a people's person, he is currently working as an EA to Kapil and hopes to delve into the world of public policy once he has grown enough, both in terms of knowledge and understanding.






# FAVOURITE CHAPTERS OF THE AUTHORS

## **Equality & Entitlement**

Equality is not creating an environment where everyone gets everything. Equality is not food security, equality is not farm waivers, equality is not subsidies, equality is not free this and free that. Simply put, equality is equal opportunity.

## **Women Empowerment**

Women empowerment could be about justifying the gap between a nurse's and an engineer's salary, it can't be about making an equal number of nurses and engineers. That will be a biological anomaly. Every girl interested in becoming an engineer should become an engineer and that's equality, but promoting housewives as disempowered is as wrong as promoting house husbands as henpecked.



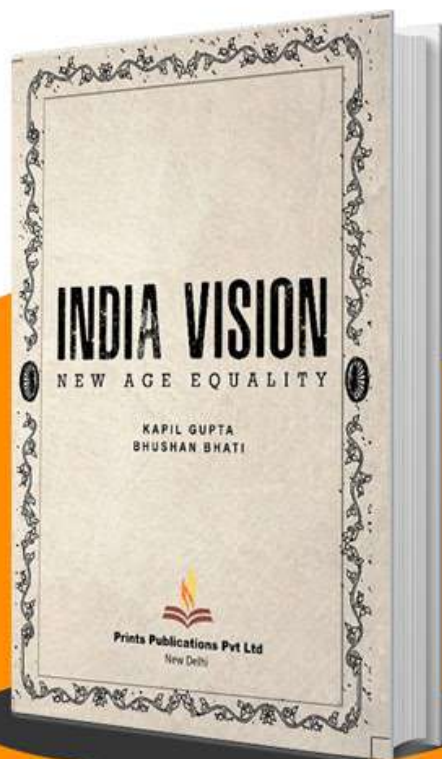


# ABOUT THE BOOK

Equality, a fickle concept. What is equality for you? Kapil's concept, 'New Age Equality' doesn't offer anybody special privileges based on something that may have happened a century back, it doesn't give reservations or subsidies or special rights just because some great great grandfather had to suffer back when some king was ruling. New Age Equality doesn't give a pedestal just because there are enough people asking for it, nor does it submit to the whims or fancies of whichever mob you might belong to. Simply put, New Age Equality is an equal opportunity for all.

As you read this book, your concept of equality and your concept of India may change. Kapil deeply explores India and what it means for different people. Is it the land or the people; if it's the people, then which people? Who defines and completes India?

As you read through this book, some of this will get answered and what doesn't get answered will remain as an enquiry for the readers to define for themselves. And that's the beauty of it. You get to define it for yourself.





# INTERVIEW

**The book in detail talks about equality, the equality as perceived by you. Equality of the 21st century. Can you elaborate on that?**

**Kapil Gupta :** Equality in the 19th, 20th century was about reservations, subsidies, uplifting the oppressed. However, 21st century equality is equal treatment for everyone. Forget the past. Treat everyone equally. No special status, neither to the rich, nor the poor. Some special instruments can be brought in to curb the rich getting richer (read the chapter on India's anti-socialism).

**What has been your contribution as co - author?**

**Bhushan Bhati:** My contribution as a co-author has majorly been editing the book and giving a unique perspective towards the things that have been written. While I have done my fair share of writing as well in the book, I think the book has benefited most from the contrasting point of views that me and Kapil possess, the different experiences we have had throughout our lifespan and our ability to debate things out to get to a common ground which is unbiased and real.

**Do you think that this book has the potential to offend our intolerant audience?**

**Kapil Gupta :** I will be surprised, rather than offended myself if some readers don't get offended. :)

Well, people get offended by almost anything these days but that is not going to be a matter of concern for me. My book reeks of truth and if that is offensive for anybody, they're welcome to it. But I think it's a must read.



**Is working with somebody almost half/double your age on a written opinion piece challenging because of the generation gap?**

**Bhushan Bhati :** I think the generation gap has been more helpful rather than being a difficulty because it has helped the both of us gain newer perspectives and understand how each of our generations think. The difference in opinion, as I said before has helped us fine tune the book to another level as I mentioned earlier. On a personal note, I have been able to gather so much from the unsurmountable knowledge that Kapil possesses.


**Do you believe that the government's new "National Monetisation Pipeline" scheme, which intends to lease public assets to the private sector, will help in the development of a better India?**

**Kapil Gupta:** I don't think anyone is informed enough to say 'yay' or 'nay'. The problem is never in such schemes, it's in their implementation. I truly believe that minimum government intervention in the corporate world is indeed the right thing but that shouldn't come at the behest of creating a monopoly in the hands of some crony capitalists.

**As per Taliban forces' statement, women will be allowed to work within the Islamic Sharia Law. What do you think about the future that holds for Afghan women?**

**Kapil Gupta:** Well, the first problem is that such statements are usually made up by the media, not by the Taliban. Afghanistan is a very badly understood country, especially by the western media.





Taliban 2.0 is unknown right now, we will have to wait and see. What is important is that they are popular and strong enough to take over the entire country within 10 days. Such support!

**Is consensual sex important in marriage? Does it allow people the freedom to have sexual gratification anytime they want?**

**Kapil Gupta:** Well, I sincerely believe marriage is an archaic institute and an antiquated contract. It needs to evolve. You need to see my truth shots and the 4 people theory as it relates to marital relationships.

**Some final quotes that you would like to end with.**

**Kapil Gupta:** When things are truly bad, just put your head down and forget everything. This too shall pass!

## About the Author

Shri S. Nallakuttalam is a reader of English non-fiction and appreciates Indian art and culture. He always had an interest in the study of Astrology, Numerology, Palmistry and mostly in Vedic Astrology and has over 40 years of experience in this field.

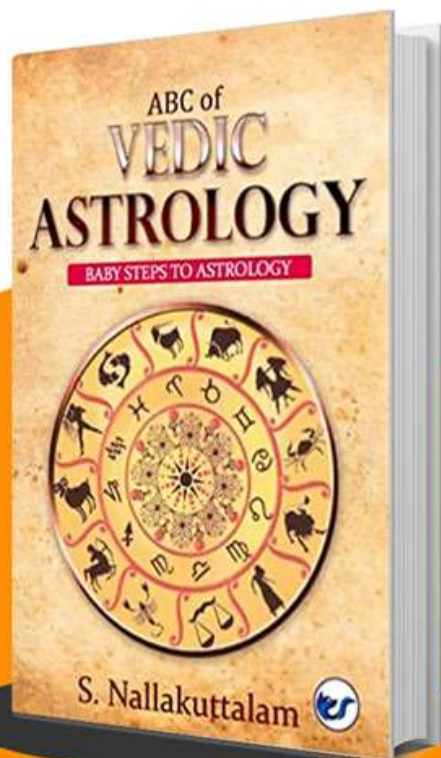


# ABOUT THE BOOK

ABC of Vedic Astrology is a genuine effort to bring Astrology closer to the aspiring students and beginners. The book is well structured, simplified and adheres to the principles of Vedic Astrology.

Several topics in the book are presented with a contemporary outlook and easy to remember fashion. The book starts with an introduction to Rasi, Nakshatras and planets and also goes on to explain the various facets of Vedic Astrology. There are also deliberations, case studies, Astro charts and useful tabulations for better understanding of Vedic Astrology. The USP of the book is brevity shown in the narration.

Normally beginners are bewildered with several rules and this book makes an attempt to dispel the same. The book though short and crisp, is exhaustive enough for the beginners to understand the basics of Vedic Astrology. In fact my earlier book, 'Astro Musings' is compliment to this book.







# **FAVOURITE CHAPTERS OF THE AUTHORS**

## **Planets and their significance**

The role of planets and their relationship with humans has been discussed in this chapter. An attempt has been made to make easy remembrance of the ruling Planets and the Rasis through easily understandable charts. The relative strength of the planets and their affinity towards each other had been discussed at length.

## **How to read a horoscope**

Evaluation of horoscopes needs analytical skill. This particular chapter enabled the reader to understand the casting of horoscopes, reading of horoscopes and significance of various houses. A valid attempt has been made to classify the various houses arranged in the chart. At the end of the chapter a crisp note on evaluation of houses are also spelt.

# INTERVIEW

## **A part from being an author, who the real Nallakuttalam is?**

I had been working and associated with Life Insurance Corporation of India for the past 37 years. Retired from the Corporation as an Executive Director on 31st May 2021. Right from my adolescent age i had been passionate about Star gazing and Astrology. Details of which I speak later. Working across the length of the country I could acquaint myself with thousands of people and had the opportunity of analysing quiet a few of their birth charts. This gives me a rich experience in Astrology.

## **The first few chapters are devoted to Rasi, Nakshatra and Planets which will kindle the curiosity of beginners. Tell us about your favorite chapter and why?**

Planets and their significance

The Planets relationship with Nakshatras and Rasis had been brought out clearly. Various elements, the role of Planets and their relationship with humans has been discussed in this chapter. An attempt has been made to make easy remembrance of the ruling Planets and the Rasis through easily understandable charts. The relative strength of the Planets and their affinity towards each other had been discussed at length. Once the above elements are understood in full then the predictions will be more accurate



## **You have an experience of 40 years as an amateur Astrologer, what struggles and challenges did you face in your journey?**


Though it was a pleasant experience there were struggles and challenges. When you are travelling from place to place it is difficult to get a Guru and one has to do self study. There is another challenge that in the initial years not many people will come for consultation and therefore lack of case studies. Considerable effort and time was spent on locating case studies which enabled furtherance of Astrological Knowledge.

## **Since when did you start gaining interest in vedic astrology?**

I started getting interest in Astrology at the age of 19. That was the first time I had visited an astrologer for consultation. The Prasanam and the predictions that he had uttered were astounding. From that day onwards I got a keen inclination to pursue the science of Astrology.

## **Have you started working on your next project and if yes then share some glimpse about it?**

The theme has been conceived and it would be Frequently asked questions (FAQ) in Astrology. The effort would be to prepare a compendium of 365 questions and answers. It may take several months to work on this project.







# **BOOK OF THE WEEK**

# **HAS STARTED TO FEATURE A BOOK OF THE WEEK.**

**BOOKS ARE BEING SELECTED WEEKLY ON THE BASIS OF  
THEIR POPULARITY AMONG READERS.**

The chant of 'Azadi!' – Urdu for 'Freedom'-is the slogan of the freedom struggle in Kashmir against what the Kashmiris see as the Indian Occupation. Ironically, it also became the chant of millions on the streets of India against the project of Hindu nationalism.

Even as Arundhati Roy began to ask what lay between these two calls for freedom-a chasm or a bridge?-the streets fell silent. Not only in India but all over the world. Covid-19 brought with it another, more terrible, understanding of Azadi, making a nonsense of international borders, incarcerating whole populations, and bringing the modern world to a halt like nothing else ever could.

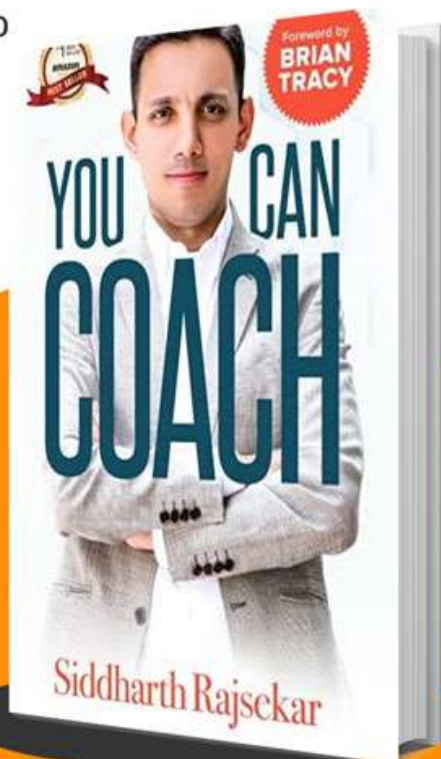
In this series of electrifying essays, Arundhati Roy challenges us to reflect on the meaning of freedom in a world of growing authoritarianism.

The essays include meditations on language, public as well as private, and on the role of fiction and alternative imaginations in these disturbing times. The pandemic, Roy says, is a portal between one world and another. For all the illness and devastation it has left in its wake, it is an invitation to the human race, an opportunity, to imagine another world.

# "YOU CAN COUCH" BY SIDDHARTH RAJSEKAR

A book that will redefine the Education System. The only way to fix our broken education system is to build a new breed of teachers and mentors who are implementers. 'You Can Coach' is a book that will provide a tangible solution to our outdated system. Siddharth Rajsekar decodes how he was able to plan, launch, and grow one of the largest communities of coaches, trainers, and experts, starting from scratch. This book features interviews with legendary coaches, Jack Canfield, Dr. John Demartini, Blair Singer, and many more. Filled with practical strategies and principles, this information has already helped over 10,000 experts from across the world and created numerous success stories. The e-Learning industry is booming into a multi-billion dollar industry and this is just the beginning. This will be 'the manual' for coaches, experts, and teachers who want to take their game to the next level! If you are keen to ride this wave of digital transformation and impact peoples' lives with your knowledge, this book is for you.

You Can Coach!







# **AUTHOR OF THE MONTH**

# WE HAVE FEATURED **3** CELEBRATED AUTHORS

**Radhika, Siddharth and Krishna Mavila**  
in the august edition of  
frontlist magazine.





## *Author of the month*

**Radhika**, a doctorate in Mathematics, has won many distinctions for her abstract inventiveness, remembering a gold decoration for public level brief tale contests. Her advantage in story composing surfaced at an early age as she found that her accounts were understood well and left an enduring impact on perusers. She has as of late distributed her book of brief tales named 'A Canopy of Carnations' which was recognized well with great surveys.

Her straightforward language and kind of nativity help the peruser bond with the characters in her accounts. Subsequent to finishing her post-graduation from Madras Christian College and her Ph.D., she proceeded to help Mathematics to design understudies at prestigious establishments for over 10 years and presently mentors understudies in Chennai while fulfilling her craving for composing.





**Krishna Mavila:** Author of the best selling book "Cracking the secrets of stock market investing", an NISM certified Research analyst, investor, full time trader, entrepreneur, spiritualist, minimalist and a wealth coach, have helped hundreds of people to achieve financial freedom through trading in stock markets.

A coach and a mentor in the field of capital markets, have developed systems in trading that can work in any type of markets.

An IHM mumbai graduate, who worked with some of the prominent multinational companies over the years, now exclusively venturing into stock market trading where he mentors a community of traders in the name of Acetrader hub.



## *Author of the month*

**Siddharth Rajsekar** aka Sidz is an International #1 best-selling author of the book "You Can Coach" and founder of the Internet Lifestyle Hub, one of the world's largest communities for coaches, trainers, teachers, and experts with over 10,000 members.

As an acclaimed business person, and worldwide speaker, Siddharth has prepared more than 200,000 individuals over the most recent 10 years. Recognized as one of India's leading and sought-after "info-marketing" specialists, Siddharth has worked closely with eminent International specialists like Robert Kiyosaki, T Harv Eker, Tony Robbins, Brian Tracy and Jack Canfield.



## UNKNOWN FACTS ABOUT

**SIDDHARTH  
RAJSEKAR**

**Q4** Favorite Cuisine?

South Indian

**Q5** Your go to outfit?

Nike Drifits

**Q6** Your Bollywood movie?

Not into Bollywood. Big Chris Nolan fan

**Q1** Your Favorite Book?

Becoming Supernatural

**Q2** Beaches or Mountains?

Beaches

**Q3** Favorite Tv series?

Ultraman





# UNKNOWN FACTS ABOUT

**RADHIKA**

**Q1** Your Favorite Book?

Ayn Rand's 'The Fountainhead'

**Q2** Beaches or Mountains?

Mountains

**Q3** Favorite Tv series?

Breathe: into the shadows

**Q4** Favorite Cuisine?

Pav Bhaji

**Q5** Your go to outfit?

Saree

**Q6** Your Bollywood movie?

Taare Zameen Par



# **AUTHOR OF THE WEEK**

WE HAVE FEATURED

# **4** AUTHORS

in august as author of the week on weekly basis.

These 4 authors are **Shri S. Nallakuttalam,**  
**Kapil Gupta , Dwijisha Katkar, Vikram Khaitan.**





## SHRI S. NALLAKUTTALAM

**Shri S. Nallakuttalam** was born in the year 1961 at Rajapalayam. A Post Graduate in Management, he is a reader of English non-fiction and appreciates Indian art and culture. He had his initial schooling in Sainik School, Amaravatinagar, and did his college studies in Madurai Kamaraj University.

Apart from his academic and sporting activities, he was always a keen enthusiast in the study of Astrology, Numerology, Palmistry and had a major interest in Vedic Astrology. He evinces a keen interest in analysis and predictions and has over 40 years of experience in this field.

He has also done a large number of case studies involving permutations and combinations on different birth charts. He runs a Public Charitable Trust, Sundaram Aspire Public Charitable Trust, enabling children, destitute and elderly people who are in dire straits. He has worked in various places like Life Insurance Corporation of India and LIC Housing Finance Limited throughout the length and breadth of India. He was also the Chief Vigilance Officer of General Insurance Corporation of India, Mumbai.



## KAPIL GUPTA

**Kapil Gupta**, a marketer to the core, Kapil Gupta is an entrepreneur, both in thought and in style who believes that the power of a message & its delivery is what causes true revolutions. Kapil Gupta is a parallel entrepreneur who believes in providing true meaning to the various organizations he runs and builds them in sync with one another. He jokingly calls himself the jack of all trades and a master of some. He is the founder and the CEO of OMLogic (One of India's leading digital marketing agencies), PragatiE (a virtual exhibition platform), Frontlist (a news portal for the publishing industry), Solh (a mental wellness platform & his current passion project), Advit Toys (a board games company).



## DWIJISHA KATKAR

**Dwijisha Katkar** is a whimsical and quirky Doctor with her head in the skies and heart in her own world. She strives to create a change; the kind she hopes to see around her.

She's been dealing with life's challenges through music, writing, thrifting, her loved humans, weird humor, and tonnes of animals of course.

Her debut book – "The Loopy Window – own your quirks" is a collection of deeply intrusive and reflective thoughts on the current ongoings of life in general through her eyes and experiences. This book serves to be a companion through your good and tough times and hopes to make people feel like they belong and not so alone.



## VIKRAM KHAITAN

**Vikram Khaitan** is an author, mentor, creator and a speaker. He is a seeker and philosopher who looks beyond the existing challenges to find solutions for the future. His keen sense of observation and comprehension of life makes him look at things differently. He brings across solutions to help improve life, develop a positive attitude, enhance the thought process, improve career, money, finance, health, relationships and the mind.

Vikram's international bestselling books include *The Secrets To A Magical Life*, *How To Grow Rich & Become Wealthy*, *Master The Art Of Ageing Gracefully*, *Seeds of Advice to Sail Through Hard Times*.

He is also a creator on YouTube with his unique show "Sip n Talk with Vikram" where he brings out interesting stories out of people and their experiences through one to one interviews and also presents lovely book reviews in his own inimitable style. He also shares practical learning with a unique technique called Lateral Learning.





# **DELHI BOOK FAIR 2021**



The second edition of the Virtual Delhi Book Fair held from 3rd September to 5th September 2021 garnered a lot of attention in the publishing world. Audience got to interact with the greatest minds of the literature world & bought latest books at top discounts. The literature festival, pragatiEVichaar & Webinar Sessions by various publishers happened alongside the book fair.

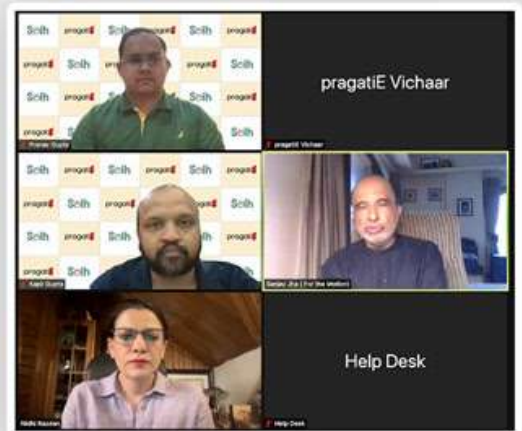
PragatiE Vichaar is a literature festival outlined to capture and raise awareness or promote action in prominent social issues.

The themes for this year's pragatiE Vichaar 2021 were "Mental Health" and "Sustainability", one of the two key issues that need to be addressed.

The event focused upon mental health and sustainability through the source of panel discussions.

Many esteemed authors and eminent personalities came for discussing on some of the important topics.

Sessions other than mental health and sustainability have happened such as "Why are more and more people commitment phobic? Is it just sex for the city?".

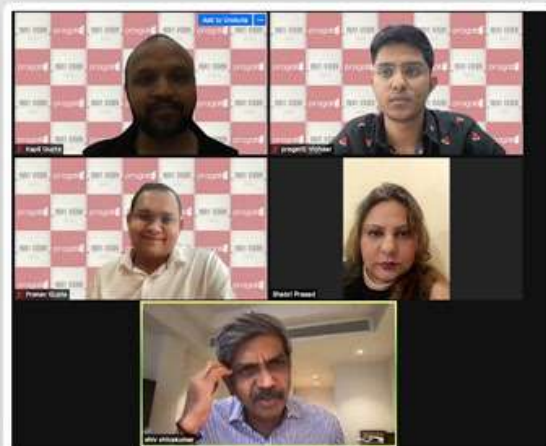
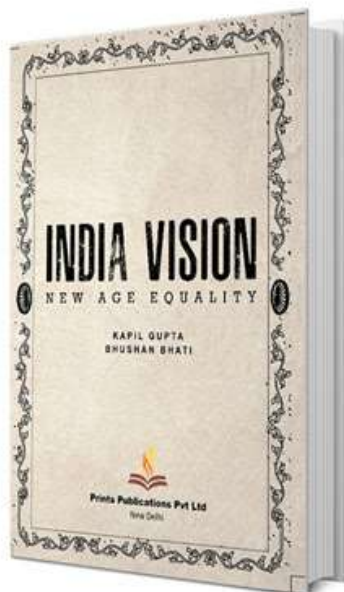


"Solh app" launch have also happened in the pragatiE vichaar session on the third day of Delhi Book Fair 2021.

Solh, an Arabic phrase that means peace over war.

Solh is a mental health platform for people who are in the extreme need to be heard and understood.

Solh is meant to be a platform for people while they are traversing the path from sadness to clinical depression. It is an early detection community-based support mechanism. It's main mission is a create a marketplace which can connect people needing help with other peers in different parts of the country that can provide help. Basically, a safe space for people to be heard, not judged.



The launch of Kapil Gupta's book "India Vision" took place on the 4th of September. Shabri Prasad Singh moderated the session and Mr. Shiv Shiva Kumar gave his honest opinions on the book. Bhushan Bhati, the co-author of India Vision was also a part of the launch ceremony.





Short for web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the web using video conferencing software. A key feature of a webinar is its interactive elements and the ability for a presenter to give, receive and discuss information in real time.

Webinar sessions of exhibitors such as purushottam publishers, orange publishers on different topics like relevance of children's books in the post-pandemic World, Women in Computing among other topics took place alongside the Virtual Delhi Book Fair 2021.

My secret book shelf has been a part of 4 sessions with esteemed authors on very interesting topics like The World is a Shade of Grey, Digital Storytelling. One launch has also taken place of Sujata Singhi's book "Reclaim Your Riches".

## CONTESTS



A story writing challenge for young writers, presented by Room To Read happened during the Book Fair.

Room to Read invited exciting and imaginative stories, from 8-14 year olds for "Spin a Tale" story writing contest.

We did the promotion of the contest on our social media platforms as well.



A contest was run on the occasion of Teacher's Day to get creative and share a greeting for their teachers using recyclable materials. Winners won exciting Pogo goodies.



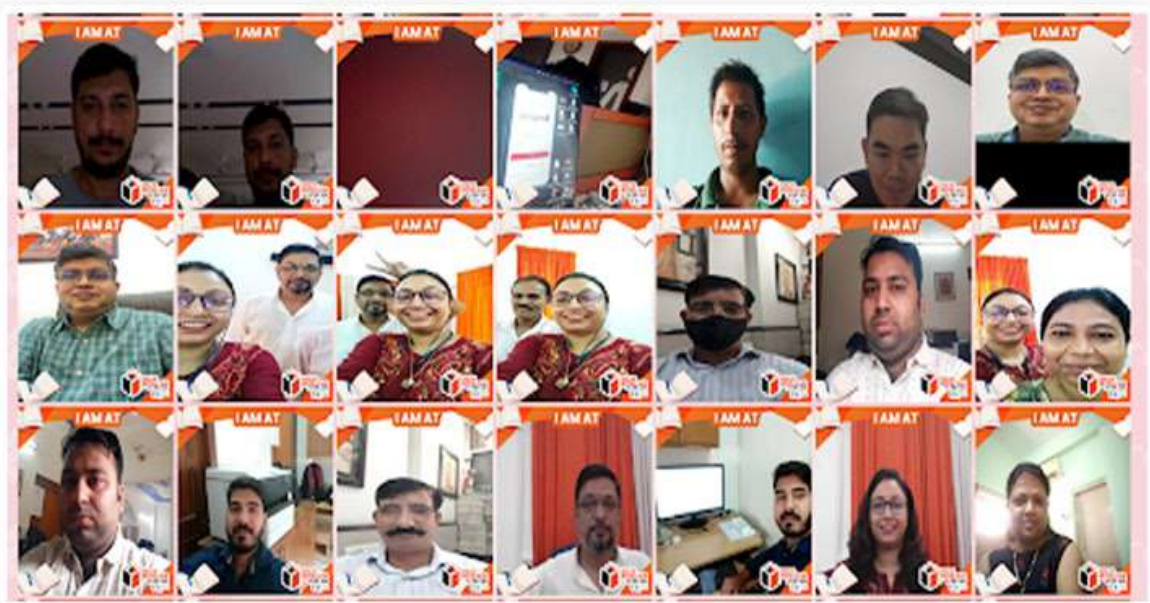
A storytelling contest ran in which audience needed to complete the story by using their writing flair to give wings to their superhero fantasies.



"Spill the ink" contest, powered by Buy Books India asked the audience at Delhi Book Fair 2021 to design a book cover.

## SELFIE BOOTH

We also had selfie booth in Delhi Book Fair 2021 exhibition and lots of people came forward to click their perfect pictures.





PragatiE Vichaar sessions were covered by some esteemed newspapers like First India, Hindustan, Navodaya Times, Amar Ujala and Dainik Jagran. Many interesting sessions were curated by Shabri Prasad Singh.

More than 1 lakh book lovers came forward in the Delhi Book Fair 2021.

## 50 हजार पुस्तकों के साथ वर्चुअल पुस्तक मेला शुरू

अमर उजाला ब्यूरो

नई दिल्ली। फेडरेशन ऑफ इंडियन पब्लिशर द्वारा आयोजित वर्चुअल दिल्ली पुस्तक मेला-2021 का केंद्रीय शिक्षा राज्य मंत्री डॉ. राजकुमार रंजन सिंह ने उद्घाटन किया। उन्होंने कहा कि बौद्धिक रूप से जिज्ञासु लोगों के लिए यह आयोजन महत्वपूर्ण है। डिजिटल पुस्तक मेले में पहले दिन प्रगति-ई के प्लेटफॉर्म पर 50 हजार पुस्तकें, 1 लाख इलुस्ट्रेशन प्रदर्शित की गईं और 10 वेबिनार आयोजित किए गए।

डिजिटल पुस्तक मेला देखने में पहले दिन 100 से ज्यादा आगंतुकों ने

केंद्रीय शिक्षा राज्य मंत्री डॉ. राजकुमार ने किया उद्घाटन

दिलचस्पी दिखाई। आयोजकों को उम्मीद है कि जल्द ही संख्या बढ़ेगी। प्रगति-पर जाने के बाद नि:शुल्क की सुविधा दी गई करते ही 360 डिग्री एंटी क्लॉक वाइज दिखाई देता है। डिजिटल थीम है र पवेलियन में थीम पर विकल्प सस्टेनिबिलि हेल्थ नजर आएंगे। यह 'चीजें' जलनी-समझी जा



## हर उम्र के पाठकों के हृदय में विशेष स्थान रखता है पुस्तक मेला : राजकुमार रंजन

दिल्ली पुस्तक मेला शुरू

राज कुमारी, नई दिल्ली : केंद्रीय शिक्षा एवं शिक्षा राज्यमंत्री राजकुमार रंजन ने कहा कि बौद्धिक रूप से जिज्ञासु लोगों के लिए वर्चुअल पुस्तक मेला आयोजन भी मनोरंजन का माध्यम होता है। इस ऑनलाइन पुस्तक मेले में हर उम्र के पाठकों के हृदय में विशेष स्थान रखता है। वह राजकुमार को 27वें और 28वें दिनों के लिए प्रदर्शित की गई हैं। पहले दिन 10 से अधिक वेबिनार आयोजित हुए जो लेखिका सुजाता सिंह की पुस्तक 'बेकवर्क' म्यूजिक का विमोचन भी किया गया।

सुजाता सिंह करने के लिए पुस्तकों का महत्व स्पर्शिकरण से थिंककुल पर है। इसे केजल समझा और महसूस किया जा सकता है। रंजन कहते हैं कि पुस्तकें वास्तव में इस तीन दिवसीय पुस्तक मेले के पहले ही दिन एक लम्बा से अधिक पढ़ाक और एक ही से अधिक प्रकाशक इससे आनंदमान जुड़ें। मेले में विविध विषयों की 50 हजार से ज्यादा किताबें प्रदर्शित की गई हैं। पहले दिन 10 से अधिक वेबिनार आयोजित हुए जो लेखिका सुजाता सिंह की पुस्तक 'बेकवर्क' म्यूजिक का विमोचन भी किया गया।

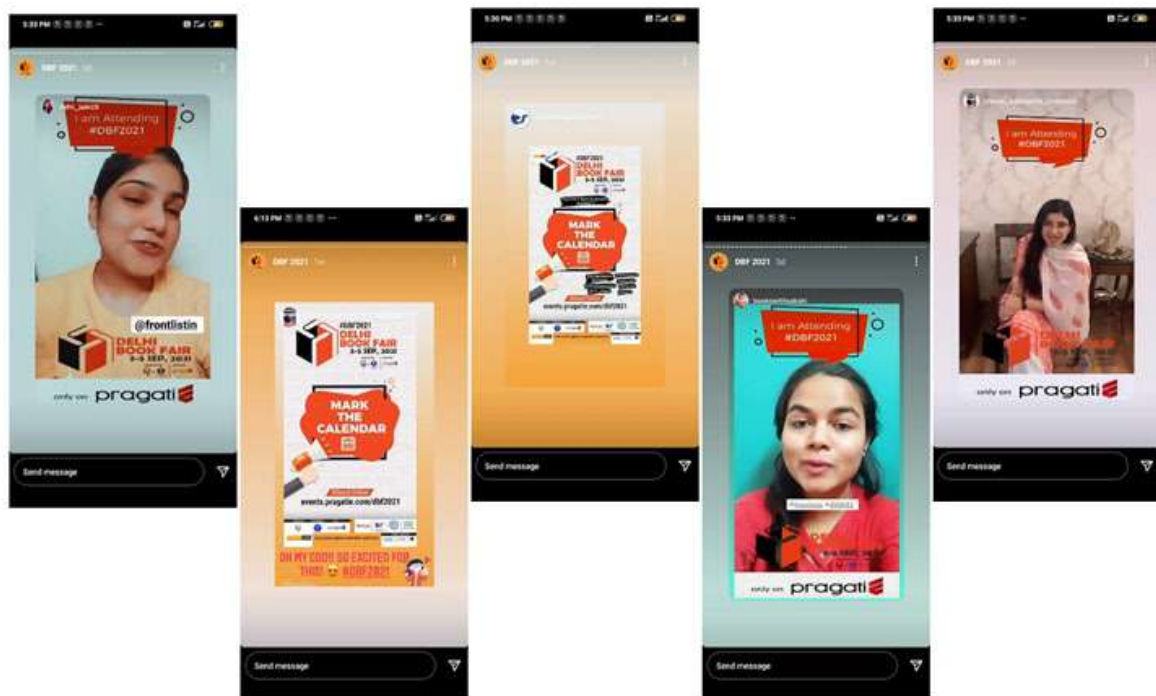
विशाली पुस्तक मेला को आयोजन किया जाता है। इस बार मेले में 'बेकवर्क' रखी गई है जिन पर आधारित मेले में देखने को मिलता है। पहले बॉम है मनीषिका स्वस्थ और दूसरी है 'सिंहरा'। मेले में कई सज होने नियम में मेले में जनता जोड़ी बच्चों और सलमान खुशी मिलान होंगे। जबकि राजनीति सरदेखई, विद्वान राजेश्वर, मधुसूता रेड्डी और मी अर्जुन शर्मा भी सांख्यिक उपाय बर हिस्सा बन सकते हैं। मेले का मंच पूर्ण 360 डिग्री सक्षम स्टेशन है जो एक इन्सॉल्वेबल वर्चुअल अनुभव प्रदान करेगा। मेले को ऐसी विषयवस्तु भी है, जो स्वच्छ कौटुंबिक काल और कट्टर स्वस्थ मैनेजर के एकीकरण के ली है।





A Filter and promotional post was made to promote Delhi Book Fair 2021. More than 100 influencers micro and macro were reached out to promote Delhi Book Fair 2021

A lot of influencers as well as book lovers used the filter as well as static post.



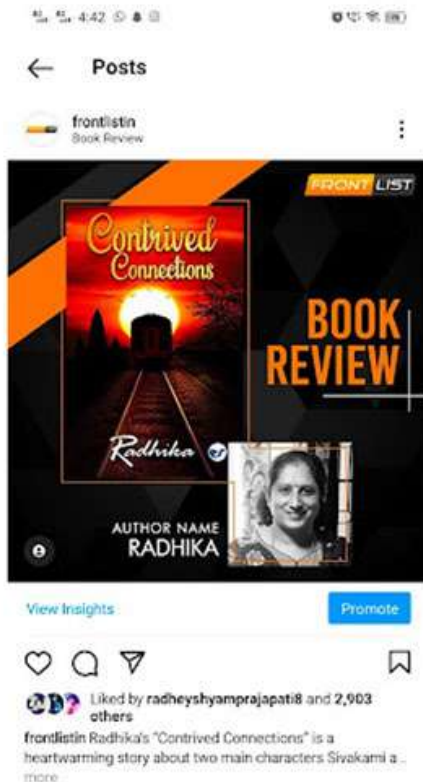
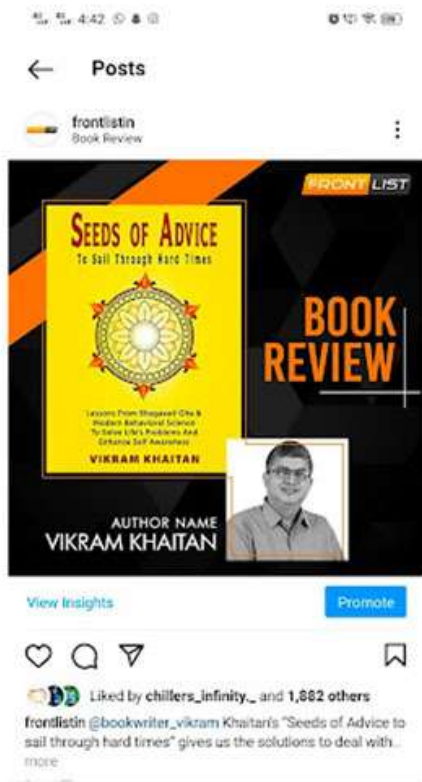


# **BOOK REVIEWS**

We cover reviews of some of the most talked about books and popular ones to give our audience the idea of what the book is actually about or is it worth the read or not.

Below every review, we also provide the link to buy the book from [buybooksindia.com](http://buybooksindia.com).

We cover reviews every day and also promote it on our social media platforms. This month we have covered the reviews of books like "You Can Coach", "Seeds of Advice to Sail Through Hard Times", "All the Bright Places" and "Contrived Connections" and many more.





# **SPOTLIGHT SESSION**

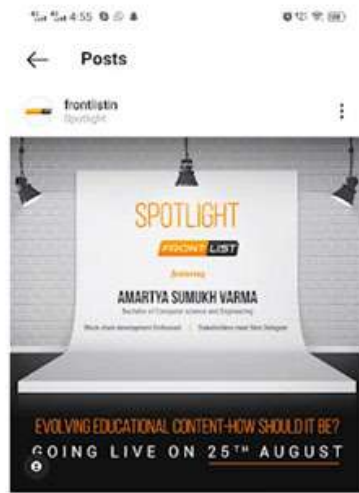


Every month we run "Spotlight" - A show that is uniquely designed to bring some never-heard-before opinions of experts from different arrays of life on the most highlighted & important issues or topics in the publishing ecosystem & affiliated industries.

Last month we had Swati Sharma, Shubha Villas and Arundhati Sahoo in our spotlight session where they talked about the "Challenges faced by authors to get their books published".

This month we have had Vishal Kumar singh, Sahil Chopra, Amartya Sumukh Varma with us who are the winners of UIET MUN fest organised by Panjab University for the spotlight session.

The theme for the spotlight session was "Evolving Educational Content- How should it be?"





**GET FEATURED AND PUBLISHED  
WITH US**

## CONTACT DETAILS



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