

FRONTLIST

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UPCOMING EVENTS OF MARCH



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Vichaar

'Break The Bias'

8th March 2022

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Vichaar

Poetry Festival

21st March 2022

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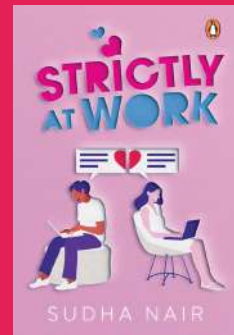


Supported By



"Written in the Stars"
- Divya Anand

Season
of love



"Strictly at Work"
- Sudha Nair



WELCOME MESSAGE

Frontlist is hoping that everyone is in good spirits!

Like I said earlier, 2022 will be the Frontlist Year. To attain this goal, we are announcing two amazing virtual one-day events that shall be happening soon in the upcoming months.

On the occasion of International Women's Day, Frontlist is organizing PragatiE Vichaar 'Break The Bias' to commemorate the strong women personalities across the Publishing Industry on 8th March 2022. The event will be hosted on pragatiE Virtual event platform, powered by PublishHer (Female Publishing Leaders) and supported by the FIP (Federation of Indian Publishers) & IRRO (Indian Reprographic Rights Organisation).

Another event 'PragatiE Vichaar Poetry Festival' will be coming to your screens on the occasion of World Poetry Day to celebrate the immortal love for literature art (poetry) and reminisce the richness of poetry in Hindi, Urdu, and English languages.

Frontlist has also come up with a Poetry contest for nascent and published poets.

The 20 best-voted poets will get an opportunity to publish their poetry book with Prints Publications (Indian Bookseller & Subscription agent across the Indian subcontinent) without any charge.

We are a dedicated team focusing to share invaluable and inspiring work with you all.

Frontlist is going to hold many more events like these and we would love to collaborate with you. We are grateful for all the publishing fraternities who have been with us, and we seek your utmost support in shaping the publishing universe. For all those who are joining us for the first time, Frontlist welcomes you and requests for your support and amity.

Write to me: navita@frontlist.in

Navita Berry
Business Head

CONTENT

02

Exclusive Story

Kapil Gupta

13

Special Feature with

-Tusshar Kapoor

26

PragatiE Vichaar Poetry Festival

04

Exclusive Feature - Season of Love

- Written in the Stars - Divya Anand
- Strictly at Work - Sudha Nair

15

Book Launch

-Aparnaa Jadhav

27

Frontlist Special:

- Spotlight Session - 'Money, Power, and Recognition: What moves the authors most?'
- Instagram Live Session:
 - Author Bhaswar Mukherjee
 - Author Meghna Pant

07

PragatiE Vichaar "Break the Bias"

18

Author's Interviews:

- Nikhlesh Mathur
- Aanchal Arora
- Rekha Mehra
- Charu Vashishtha
- D. Chattanathan
- Neha Mishra
- Ganesh Mathur
- Pooja Mishra

10

PragatiE Vichaar Literature Festival (PVLF) - Award Winners

Frontlist

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01, Frontlist Magazine -Feb Edition

EXCLUSIVE STORY

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 CEO of OMLogic (India's leading digital marketing agency), PragatiE (a virtual exhibition platform), Frontlist (portal for the publishing industry), Solh (a mental wellness platform & his current passion project), and 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.

INTERVIEW

Frontlist: How did you come up with the idea of starting 'Frontlist Media'?

Kapil: I had been working with the publishing industry for more than a decade. During these years, I came to a realisation that there are significant problems that have to be fixed in it and it's immensely disorganised. There is no certain singular platform that covers the publishing industry in our country where authors and publishers can promote their work. However, there are substantial platforms that exist globally like Bookseller, Publishing Perspectives, Publishers weekly and many such similar platforms, while there is no such platform in India. Frontlist is the first-ever platform to promote authors and publishers and their work. It is a place where authors can reach out to the audience, promote their work, while readers can get updated about their favourite authors and whatever is going on in the industry, a wonderful way to connect readers, authors, and publishers. It is a credible source to procure content from and provide readers with what to

read. It will amalgamate the entire industry and bring everyone in one place. Our vision is to expand it and make it the best and only platform for the publishing industry in India.

Frontlist: What is PragatiE Vichaar?

Kapil: Pragati Vichaar, in its literal meaning, defines 'progressive thoughts', which is precisely what it wants to work for. We came up with this concept after the massive success of Delhi Book Fair 2020 and Delhi Book Fair 2021, virtual events which astonishingly grabbed heaps of recognition from people. Therefore, with the aim to bring progressive thoughts out in the industry and showcase those to the world, we launched PragatiE Vichaar as a virtual platform which is a medium where we are going to hold events to enlighten the minds of the audience. PragatiE Vichaar recently organised PragatiE Vichaar Literature Festival 2022, which was a tremendously big event and gained a lot of attention. We are delighted to hold more such events in the upcoming days

ahead like PragatiE Vichaar Poetry Festival and PragatiE Vichaar 'Break The Bias' events being organised on this World Poetry Day and International Women's Day respectively.

Frontlist: Frontlist has got a lot of appreciation after the successful completion of the PragatiE Vichaar Literature Festival 2022. Do you think this event stood prolific for the debut authors?

Kapil: PragatiE Vichaar Literature Festival 2022 was our first foray to bring the industry together and it went pleasingly successful. Before this, the industry had been facing challenges in integrating the publishers and authors in one place, with the lack of planned structures and events, it's been difficult to serve this opportunity to bring them together. However, PragatiE Vichaar Literature Festival had been amazingly favourable and encouraged authors and publishers to integrate well. We were able to bring top authors, both Indian and international, and a whole bunch of debut authors. Its aim was majorly inclined towards consideration of debut authors, to promote their work and increase their reach. It consisted of consecutive 48 sessions by authors and lasted for 24 hours, it was a huge milestone and I am positive it must have shattered records. PragatiE Vichaar hosted the PVL Excellence Awards and I am extremely proud to share that it managed to gather several top authors. Frontlist is recognised by every author and publisher now, I am grateful to PragatiE Vichaar for that.

Frontlist: After PVL, Frontlist is organising two more Virtual events - PragatiE Vichaar 'Break The Bias' and PragatiE Vichaar Poetry Festival 2022. How will these kinds of events make difference in the Publishing ecosystem?

Kapil: PragatiE Vichaar 'Break The Bias' is a fascinating event that is to be held on International Women's Day. We are working with PublisHer and bringing powerful top women from the entire publishing industry who are going to commemorate the event with us and share their thoughts. On the occasion of International Women's Day, it will be the only event that is going to talk about women empowerment in the publishing industry.

PragatiE Vichaar Poetry Festival is being celebrated on World Poetry Day and we are going to specifically focus on the art of poetry. Poets from across the world are participating and their poems in languages Hindi, English, and Urdu will be going live. Not just prominent biggest authors but also debut authors will join us in this event. We expect the event will be a massive success in terms of coverage, engagement, and participation.

Frontlist: How do you visualize the expansion of Frontlist in the upcoming years?

Kapil: Frontlist is already a colossal platform that is being reckoned across the publishing domain. Our digital platform is doing great but with that, a few months back, we came up with the idea of print magazine for Frontlist and that has helped in reaching out to the publishing community. A print magazine is a right platform for people to read about their favourite authors and get updates about the whereabouts in the industry. It is specifically made for authors, publishers, and their readers. The magazine is highly appreciated by publishers and authors. I can say with confidence that it is going to help us further and make us touch the skies.

Frontlist: Frontlist was the media partner of previous editions of Virtual DBF 2020 and 2021. What are the plans for the Virtual Delhi Book Fair 2022?

Kapil: Delhi Book Fair 2020 and Delhi Book Fair 2021 have had Frontlist as a media partner. We expect Virtual Delhi Book Fair 2022 to be as big as the previous two events were. The dates of the event have already been announced which are from September 5th to September 11th. In the next few weeks, you are going to witness a lot more events, promotions, and

communication about the Book Fair.

Frontlist: What is your vision behind starting Frontlist printed magazine?

Kapil: Frontlist print magazine is the platform that reaches out to a lot of traditional authors who are low-key and haven't had much reach to the readers. Our focus is to promote such authors and keep a tab on what is going on in the industry. The digital platform, e-magazine as well as a print magazine are holistic platforms for everyone and provide credible information. It covers all the events that we organise, authors' interviews taken by us, and the promotion of books.

Frontlist: Frontlist has been engaging with a lot of big publishers. How are these collaborations beneficial for Publishing Ecosystem?

Kapil: I have always believed in the power of the ecosystem. By bringing people together from across the publishing domain, I firmly believe that this is the key to success. Frontlist's mission is to be the centre of this ecosystem. We have collaborated with The Federation of Indian Publishers, Authors Guild of India, Capexil, PublisHer, and many more similar organisations. We are looking forward to collaborating with more like NBT. With this, we also do collaborations with various publishers who have excitedly participated with us in the events. We welcome authors as speakers who help us to reach out to their audiences. We strongly believe that the increase of collaborations will help the publishing industry cohesively become one.

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EXCLUSIVE FEATURE

Season of love



"Written In the Stars"

- Divya Anand

Divya Anand is a product manager by day and an author by night, having written two books to date – Dare Eat That and I Hate My Curly Hair.

Frontlist: You won Juggernaut's Times LitFest Contest and gave two bestsellers till now. Have you thought of what if one of your books fails to impress the audience? How would you deal with that peer pressure?

Divya: That's a very real fear that readers may not like my book. As a writer, I endeavour to write what I'd pick up as a reader. And that (I think) keeps my writing honest. I'm thrilled that my readers have liked all my books so far, and I hope this continues with my future books too!

Frontlist: You have added a spice of horoscope to write down a romantic story. How did you come up with the story idea?

Divya: I once had a co-worker who mentioned that he followed a particular horoscope. He mentioned that he even set up meetings based on whether it was a "good" day. That thought struck me, especially since it's very odd to hear anyone in the tech world admit to believing in astrology or luck. And I imagined what it would be like if someone decided to use such an obsession to manipulate the believer, and what if it all went wrong because of some astrological mixed signals.

Frontlist: As your profile says, 'you are a product manager by day and an author by night'. So how do you manage to write in between everything?

Divya: I spend a lot of time in the evenings and during my time off with my books. I tend to write in spurts so there may be weeks where I don't write and then weeks when I'm writing everyday. I find writing to be therapeutic and that's what keeps me going.

Frontlist: When did you discover your passion for writing?

Divya: I've always been a reader, and I think every reader also harbors a wish to write. My first attempt at writing a book came when I was 13 years old - I had just moved and I was missing my old life, school and friends. I wrote a very derivative Enid Blyton-like school story where the characters were all based on my friends. But I ended up password-locking the file and haven't been able to read it since. I've also always had diaries, and wrote a blog as well. So I've always written, it's only recently that I began to share my writing publicly.

Frontlist: 'Written in Stars' portrays the challenges a woman faces at the workplace. Have you co-related the situation from your daily life or the activities around you?

Divya: Yes, a lot of the challenges are based on my own experiences in the corporate world. Of course, the events and people are all fictional!

Frontlist: What should a writer avoid while writing romantic stories?

Divya: I actually enjoy all romantic tropes! But I think it's important for the writer to really work on the characters and their chemistry when it comes to romance novels. Because as the characters fall in love with each other, you want the readers to fall in love with them and root for them.

Frontlist: Do you think romance is an interplay between loneliness and our need for intimacy?

Divya: I think romance, especially romantic fiction comes from our need for companionship. There's a desire to find that one person who makes you laugh, makes you think, and brings out the best in you. Having said that, I think all of these can also come out in a really great bond of friendship! That's one of the reasons why I also put in a lot of effort in the friendships in my book, and not just in the romantic relationships.



"Strictly at Work"

-Sudha Nair

Sudha Nair won the Amazon KDP Pen to Publish 2017 contest for her debut novel, *The Wedding Tamasha*—a tale about love, family, values, and traditions. A former techie, she loves writing stories and creating worlds where she lets her imagination run riot and has fun along with her characters. She was a judge at the 2019 KDP Pen to Publish contest. She lives in Bangalore, India, with her husband and kids.

Frontlist: Most romantic novels somehow end with simple and sweet stories. What keeps people attached so much to the same romantic stories that have been deliberately said or published before?

Sudha: Romance is the go-to genre for comfort reads and happy endings. Love is a universal language with no barriers such as age, gender, occupation, etc.

While every love story may have been shown or written before, the protagonists play a very important role in shaping the story. Every protagonist has different struggles. While some may face opposition from the family, the society, or nature itself, the dynamics of a love story depends on what the protagonists do to overcome the hurdles and find true love in their lives.

That's what makes every story different and yet more of the same because the reader ultimately expects the protagonists to find a way to face the odds and emerge happy and victorious when it comes to matters of the heart.

Frontlist: When did you decide to embrace the passion of fictional writings after giving up the tech career?

Sudha: After a long break from corporate life, I started writing stories to find creative fulfilment. My journey began about ten years ago when I wrote my first short story for an online literary magazine. From there, I began writing short stories for several

years until I wrote my first novel, *The Wedding Tamasha*, four years ago. I have now published 12 books and thoroughly enjoy the creation of fictional worlds and characters.

Frontlist: How do you differentiate this book from other romantic novels?

Sudha: *Strictly At Work* is a fun, delicious rom-com set in a modern, swanky co-working space where interactions happen with people from one's own office and different companies and diverse backgrounds. More than just an everyday office romance, this is a story that delves into destiny, love, hope and all of life. This new-age story centres around the question of what it would be like if we met the right person but at the wrong time while also showcasing the dichotomy between having a choice in one's life versus conforming to the standards set by society.

Frontlist: Why do romantic novels end up so sweet, quite opposite to the real-life instances?

Sudha: Readers are drawn to romance because it helps them vicariously experience a fictional world of love, hope, and happiness. Readers immerse themselves in a love story expecting it to be fun and sweet even though it may be quite different from real life. But isn't that why fiction is meant to be an escape from reality?

Frontlist: How do you explain the character arc of Simi?

Sudha: Simi is a marketer for a furniture company and a hopeless romantic who craves a fairy tale hero to sweep her off her feet. Simi portrays a dreamy, fun-loving and endearing character. She is also a dutiful and loving daughter who wants to make her parents happy, so she downplays her true inner feelings about love and marriage. During the book, Simi learns the values and friendships that are important to her. It helps her make meaningful and practical choices that are difficult and crucial to her transformation in the story.

Frontlist: What is the key issue you're underlining through this sweet romantic story?

Sudha: *Strictly At Work* is about two people who meet at a co-working space by a lucky chance that changes the course of their lives. It is a story about love, relationships, and the choices that define who they are and what they're drawn to in life. Capturing the flavours of friendship and strong family values while also being fun and a light read, *Strictly At Work* weaves in undertones of social issues like abusive relationships, the pressures of an arranged marriage, the generational divide between parents and children, traditional and modern values, and taboos about homosexuality. Without being overbearing, these stronger subjects are addressed with a light hand to portray the choices we can have and the courage we need to stand up for ourselves.

Frontlist: Do you think Subtle romance is just a myth?

Sudha: Subtle romance is definitely not a myth. Romance doesn't have to be bold or loud to be meaningful. It can also be soft, unspoken, and sometimes unexpressed by the parties involved. That's what makes romance such a versatile genre. There are so many layers to love, and there's a lot to explore and dive deeper into.

Frontlist: You worked with Amazon KDP and Penguin Random. Share your experience while working with both of them.

Sudha: Working with both these publishers has been amazing. While Amazon KDP is a self-publishing platform, it offered me the first step to reach out to a very large audience and subsequently win the Pen To Publish award in 2017 for my novel, *The Wedding Tamasha*. I cannot help but be in true love for the simplicity and ease of publishing on Amazon KDP.

Penguin, one of the biggest publishing houses, has also provided a very nurturing space for me to grow and spread my wings. I'm incredibly grateful to have both these publishers and honoured to be a self-published and a traditional author.

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On the occasion of

INTERNATIONAL WOMEN'S DAY

FRONT LIST

Presents



**pragati
Vichaar**

'Break The Bias'

8th March 2022

*Let's commemorate Women Personalities
across the Publishing Industry*



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PRAGATIE VICHAAR 'BREAK THE BIAS' 2022

This year, International Women's Day (IWD) appeals to the women to #BreakTheBias and celebrate gender equality. Every year, IWD is celebrated on 8th March.

Resonating the same theme, Frontlist is organising PragatiE Vichaar 'Break The Bias' (PVBB) on 8th March 2022 to commemorate the strong women personalities in the publishing industry.

PVBB 2022 will be hosted on PragatiE, a virtual event platform, powered by PubliHer (Female Publishing Leaders) and supported by the FIP (The Federation of Indian Publishers) & IRRO (Indian Reprographic Rights Organisation).

This one-day virtual event will live-stream the videos of renowned women personalities who have created their unique identity in the male-dominated publishing industry.

Post the event, the interviews of all the women achievers will be published in the Frontlist magazine.

List of Pragati Vichaar Break The Bias 2022 Speakers



Bodour Al Qasimi
President, IPA &
Founder, PubliHer



Karine Pansa
Vice President, IPA



Gvantsa Jobava
EC member, IPA



Arpita Das
Board Member, PubliHer &
Founder, Yoda Press



Trasvin Jittidecharak
Committee Member,
IPA's Freedom to Publish



Preeti Vyas
President, Amar Chitra Katha



Trisha De Niyogi
COO & Director,
Niyogi Books



Divya Dutta
Author & Actress



Urvashi Butalia
Founder, Zubaan Books



Monica Malhotra
Managing Director,
MBD Group



Anupama Jauhry
Head - TERI Press & Associate
Director



Sanya Podar
Founder, Daffodil Lane Books



Lipika Bhushan
Founder,
MarketMyBook



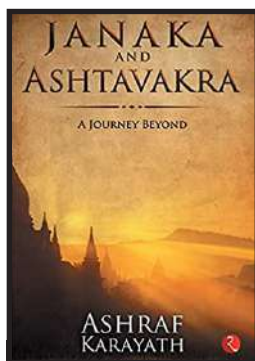
Milee Ashwarya
Publisher,
Penguin Random House



PRAGATIE VICHAAR LITERATURE FESTIVAL (PVLf 2022) - AWARD WINNERS

PVLf Excellence Awards Winner 2022

Author Excellence Awards



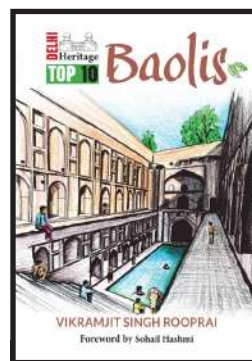
Best Debut Fiction

*"Janaka and Ashtavakra:
A Journey Beyond"*

Rupa Publications



Ashraf Karayath



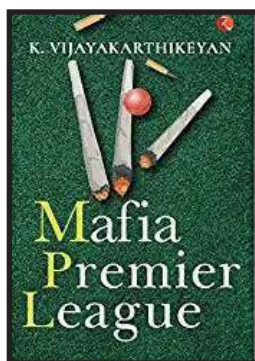
Best Debut Non Fiction

*"Delhi Heritage: Top 10
Baolis"*

Niyogi Books



Vikramjit Singh
Rooprai



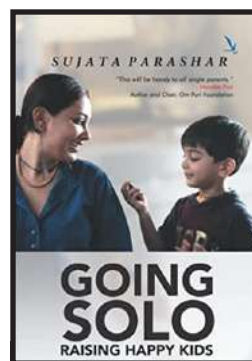
Best Fiction

"Mafia Premier League"

Rupa Publications



K. Vijayakarthikeyan



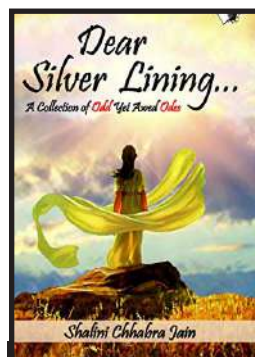
Best Non Fiction

*"Going Solo - Raising Happy
Kids"*

Vishwakarma Publications



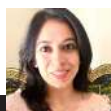
Sujata Parashar



Best Poetry

"Dear Silver Lining..."

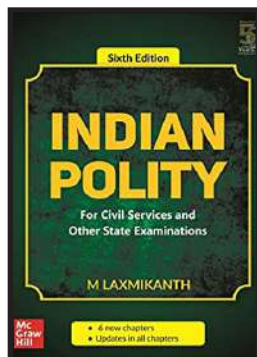
V & S Publishers



Shalini Chhabra
Jain

Readers Choice Book Awards

Winners



Platinum Category

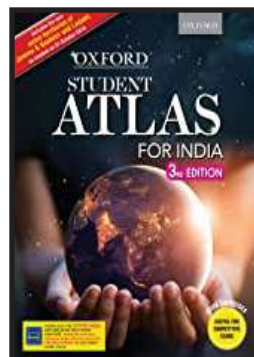
"Indian Polity"

Publisher Name

McGraw Hill Education

Author Name

M. Laxmikanth



Gold Category

"Oxford Student Atlas for India"

Publisher Name

Oxford University Press

Author Name

Oxford Editorial Board



Silver Category

"Raavan: Enemy of Aryavarta"

Publisher Name

Westland Publications Ltd

Author Name

Amish Tripathi

Readers Choice Book Awards

Trade (Non-Academic) Publishers

Top Position



Prakash Books India
(P) Ltd

Second Position



Manjul Publishing House

Third Position



Rupa Publications

Top Indian Children Publishers

Top Position



Wonder House Books

Second Position



Dreamland Publications

Third Position



Om Books International

Top Indian Academic Publishers

Top Position



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Arihant Publishers

Second Position



Disha Publication

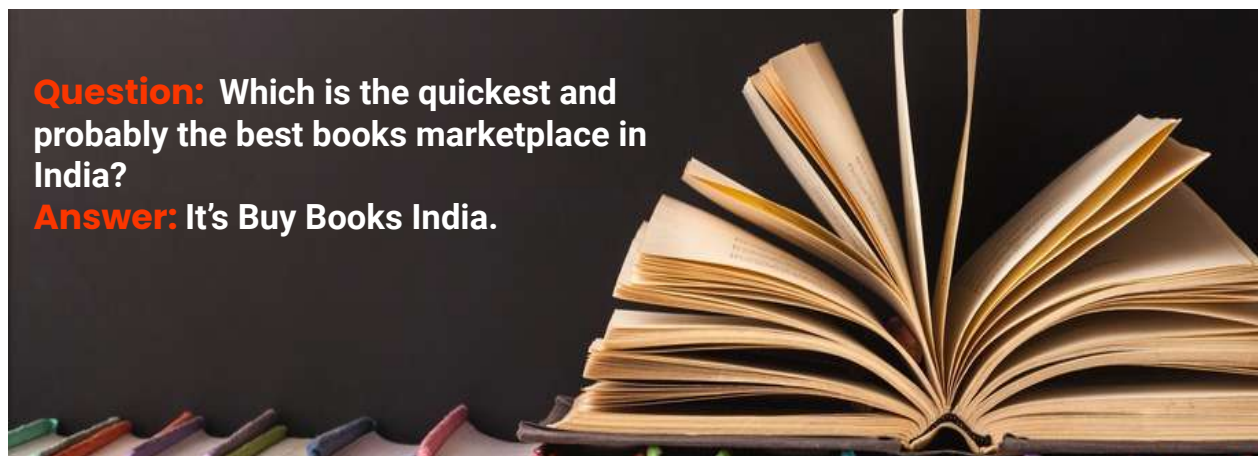
Third Position



S Chand & Co Ltd

Question: Which is the quickest and probably the best books marketplace in India?

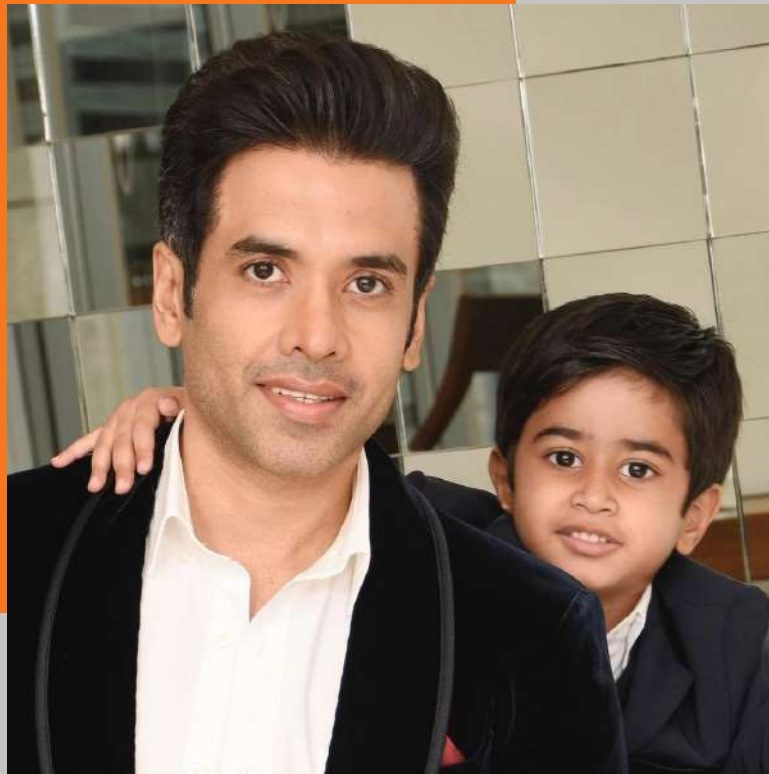
Answer: It's Buy Books India.



BuyBooks
India.com

To Visit: www.buybooksindia.com

SPECIAL FEATURE WITH TUSSHAR KAPOOR



Tusshar Kapoor is an Indian Film actor and producer. He studied at the Bombay Scottish School before moving to the US for higher studies. He has a bachelor's degree in Business Administration from the University of Michigan and worked as a Financial Analyst with an American automotive company before returning to India to pursue a career in entertainment.

Tusshar's acting journey began in 2001 with the hit film *Mujhe Kucch Kehna Hai*. Since then, he has appeared in hits like *Khakee*, *The Dirty Picture*, *Shootout at Lokhandwala* and *Shor in the City*, among others. His impeccable comic timing as a mute character in the blockbuster comic Franchise *Golmaal* made him a household name and a favorite among kids and families.

Tusshar is the son of veteran actor Jeetendra. After completing twenty years in the film industry, he donned the hat of a producer with the horror-comedy *Laxmii*. His next production venture is a mystery thriller titled *Maarich*.

Bachelor Dad is his first book.

Frontlist: Are there any incidents that you haven't mentioned in your book but have left a huge impact on you as a person?

Tusshar: There are lots of incidents which have shaped me as a person and, have had a huge impact on me. However, the fact that this book is about my journey into parenting as a single father and the year after that, I've chosen those events and specifically those experiences that have shaped me as a dad and have influenced my decision making.

I haven't delved into my profession in detail except for the certain phases in my professional journey which actually led to my becoming a single father. I've only restricted to the time wherein I started thinking about my family life seriously and that of a single dad.

Frontlist: How did you come up with the title of Bachelor Dad?

Tusshar: I was not the one to decide on the title, it was my agent Sohail Mathur and his author friend who had suggested this title. Of course I selected it and I registered the title but it was recommended by someone else. But it goes with the topic and the theme of the book.

Frontlist: In a country like India, what would be your healthy advice to all the single fathers where the society is still on the verge of accepting such things?

Tusshar: I'm no one to give advice to anybody, especially single fathers. I feel everybody has a journey, a life of their own, and everyone creates their own story in their own lives. So this is more about how we have a right to lead our life the way we want to.

However, if it's about becoming a single parent, then one must get into this unconventional journey only if one is really sure about themselves, because raising a child single handedly is not a cakewalk. It's very consuming, though, it's obviously the most rewarding, the most fulfilling and the most satisfying experience, but one must be mature enough and ready to take on this responsibility. And only then, one must get into it.

So what's important is we being sure of ourselves deep down with clarity about what we want to do with our lives and thereafter the other voices around amongst a section of the society don't really matter. So the mantra is, as long as you know, what you're doing is what you want to do, you will live up to it, to the best of your abilities for the rest of your life.

Frontlist: You're an author, an actor and a bachelor dad. How new does life feel every single day switching between various roles?

Tusshar: Initially, I did think that it would be a bit overwhelming to switch between these different roles. However, you have to be good with time management, and I tried to manage my time, especially in the month of the lockdown when I was writing this book, pretty efficiently. Yes, of course, when you're writing a book for the first time, getting to start writing it every night is a bit difficult. But thankfully, I'd like to believe that I had it in me. I could write for hours on end because I was enjoying the process. And that's why I could easily slip into the shoes of an author even though during the rest of the day, I was dabbling between multiple things like movie production, taking care of my son as his father in the online schooling mode. Looking back I think it was quite an achievement. So I hope people recognize that when they read the book.

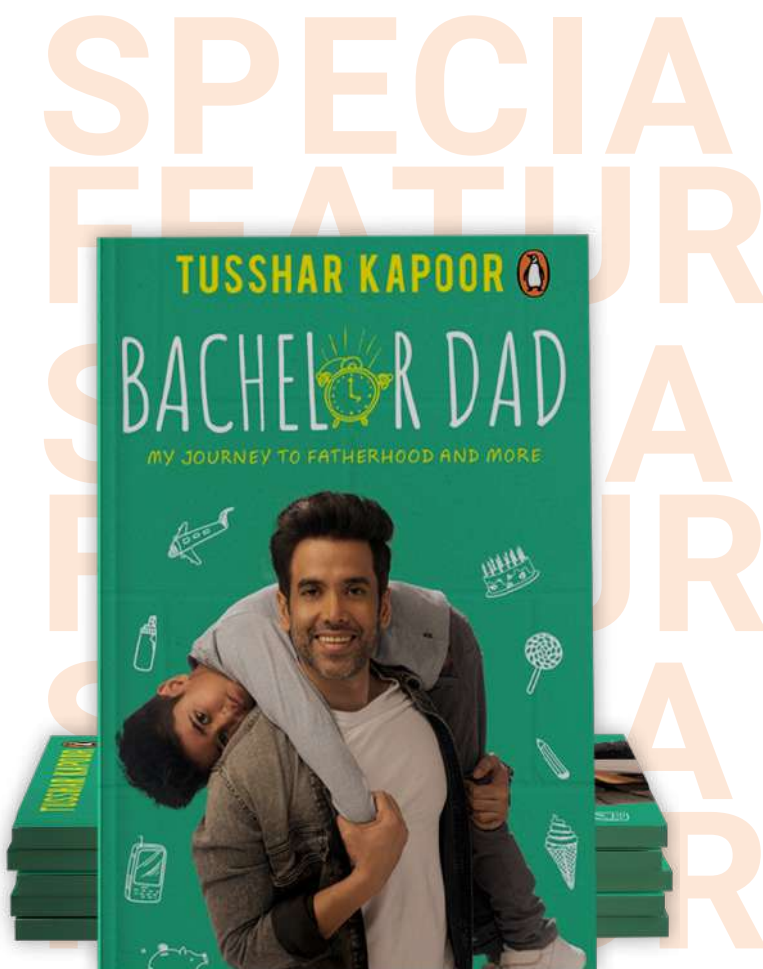
Frontlist: Do you agree with the fact that being a celebrity also influences the response from the audience regarding the book?

Tusshar: Well, I think that's something you should ask Penguin India whether being a celebrity really influences the kind of reaction you get from the audiences. Of course, there is more

limelight on the book, because of my profession. However, I believe that as the book resonates with readers and reaches a wide number of people that will be simply because of the book and the content in the book. So eventually, I think content is king. And that is what will speak. Yes, I hope to use my celebrity status to promote the book in the best way possible, especially in these challenging circumstances and help create a better awareness about the book. Also, Penguin Random House India being the number one book publishing company in India will also add to that process.

Frontlist: There are various roles to fulfill as a parent, then there are professional roles to fulfill. How do you keep yourself motivated to switch roles every single day?

Tusshar: Well, I am into Nichiren Buddhism and I chant every day. I try to propagate the philosophy with as many people as possible. And I also do a lot of self study, to enhance my understanding and increase the faith in my practice. This is what keeps me motivated at all times and keeps me wanting to face challenges with positivity and with strength and resilience. And I also workout regularly and quite strenuously. It's due to my chanting and my workouts, I am always ready to do my best in every facet of my life whether it is as an author as, as an actor or as a producer as a father.



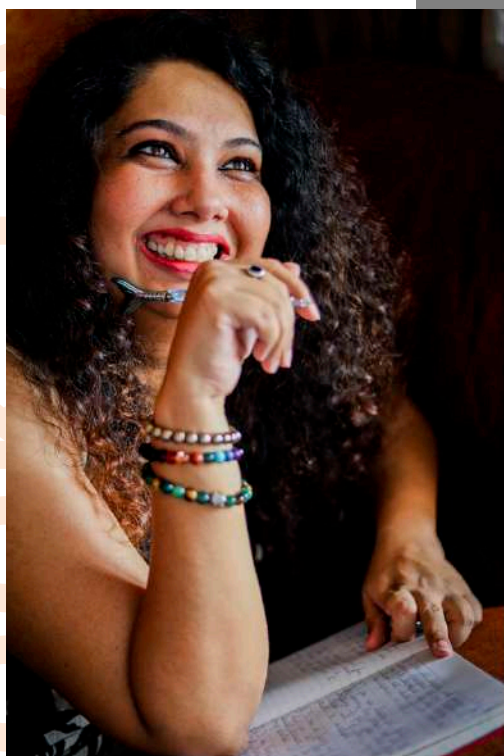
BOOK LAUNCH

Paradise Sucked: Thrive After Divorce, Ladies!

Are you going through a Separation or Divorce? Do you feel scared, clueless, hurt? Are you finding it difficult to handle your finances? Has your self-esteem taken an all-time hit? I see you...I feel you, my dear... simply because I was just where you are now... Been there, done that!

And that's when I made a promise... I would do all I can to help any other woman going through the darkness I've been through. This book showcases my personal experiences and how I dealt with different situations in my life. It has practical steps that you can take and highlights how just a simple change of thought and attitude can make it a beautiful world again for you.

Read the book to know the importance of empowering yourself, to be independent, and take the control of your life in your hands.



ABOUT THE AUTHOR

-Aparnaa Jadhav

A budding author with a warm heart and a strong voice, Aparnaa is on her way to inspiring people with her words and actions. Empathy is a much-desired trait in people but it has always been Aparnaa's gift. Her life experiences have taught her many valuable lessons and she plans to use them well.

With a desire to show her gratitude towards the World, she supports several social causes like Save Aarey, The Milk Bag Project, Bal Asha, and more.

A single mom, she resides in Mumbai with her mom and daughter Khushi. Khushi is often a part of all she does, including taking part in social causes. Aparnaa plans to do as much as she can to raise awareness through different mediums.

Keep Watching... She has several plans to surprise you and do her bit in this world.

ABOUT THE BOOK

Paradise Sucked is a story of a lady who has to start her life from scratch after separation from her husband. Aanika is a housewife who due to years of suppression and mental torture from her husband has finally taken a stand in her life, probably for the first time after separating from her husband. She has to leave her husband's place overnight. She has a daughter who is now 6 years old.

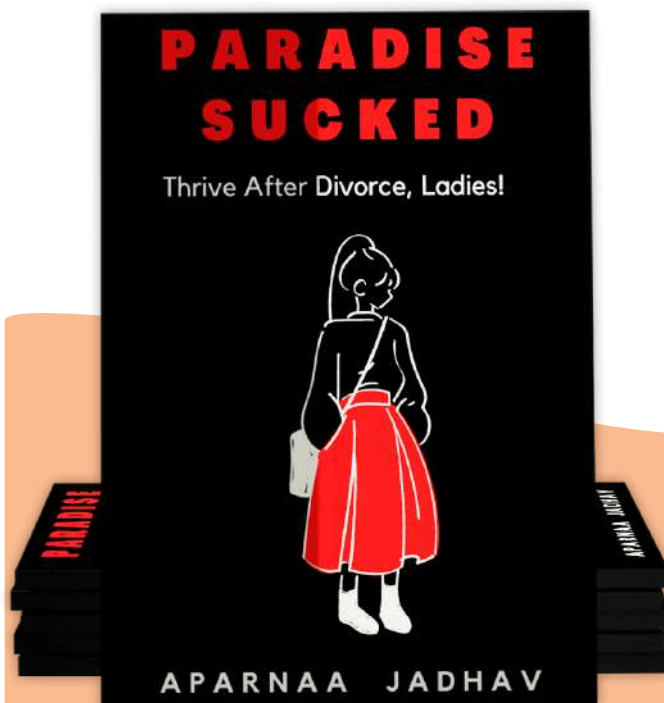
She has opposition from her immediate family, especially her father. Everyone knows Aanika is suffering but the thought of divorce, a social taboo, is something no one is ready to deal with. In order to ease her situation, her father does everything to keep her husband Ranjeet happy in every possible manner. He hopes that this would make life better for his daughter whom he loves dearly. Ranjeet is an extremely narrow-minded and suspicious person who views Aanika as a source of finance. Aanika and Ranjeet's marriage is perfect on the outside and extremely sad and hurtful if one takes a closer look. Till the money was flowing in, things were tolerable for Aanika with good and bad days that are a part of every marriage. But, her father has now retired.

The cash flow Ranjeet received from her father was now dwindling. Added to this, her father was now asking for the amount of Rs. 40,00,000/- back from Ranjeet, which was given to him as a loan. Now from the last 6 months, Ranjeet's atrocities and cruelty are increasing day by day. It's a living hell for Aanika, who is a homemaker and has no savings or property in her name. Her family, though urban and broad-minded is still backward and male-dominated. Though she has freedom, it always felt like the freedom given to her was like she was tied to the other end of the leash, which can be pulled any moment, by the men in her life if she ventured too far or followed her heart.

When she leaves her husband's house, she starts her life again by taking a job in a call center. Though she has opposition as well as support, she struggles through it all to find a proper footing in this world. It's a journey through all the struggles Aanika faces and how she deals with them, ultimately, creating a life for herself and her daughter where she is now independent in the true sense and also has slowly shown the people around her to respect her individuality.

The underlying story is beautiful and different between Aanika and Ekaansh. Before marriage, she was in love with a budding author, Ekaansh. Ekaansh is now a best-selling author. He represents a modern man who is madly in love with Aanika. It is interesting to see their relationship and how their love shows us what is pure love and how it becomes Aanika's strength through it all.

Through her journey, we can see how she dealt with practical issues like finance, law, raising the child, and helping her through this traumatic experience; how she dealt with her self-esteem issues and society in general. There is a lot of information we can gather through the book about all these topics and more. The book is a must-read for women who are currently dealing with separation or divorce. Men who care enough about the women in their life must also go through this book just to know that empowering women in your life, goes a long way.



Explore the Book: Discussion on two favourite chapters

Chapter on Self-love

This is the chapter in which Anika learns how to love herself. Leaving the thought of blaming and keeping expectations from others, she starts looking into herself for strength and happiness. She slowly changes from someone who has a negative and lack of mentality to someone who now looks at life with a new and fresh mindset. This chapter has tips people could follow to increase the feeling of self-love within. Though it's not a replacement for professional help, it definitely has the potential to uplift, if the steps mentioned are followed and continued with sincerity.

Chapter on Finance Saga and Encounter with the Law

This chapter showcases her financial struggles, her mistakes, and practical advice. Anika receives to gain financial stability and grow from there. The law part of the chapter talks about topics like things to keep in mind while choosing a lawyer, sections to do research about, etc. It would be of help to anyone dealing with divorce if they research in detail about everything mentioned. The chapter mentions various schemes available for women by the government as well as financial institutions.

Message from the Author

"Empower yourself, take the reins of your life in your hands and live life to the fullest. After all, we have just one life. So make your dreams come true, be bold. I promise, someday, you will look back and tell your story with pride."

Interview with Aparnaa Jadhav

Frontlist: 'Paradise Sucked' Book is based on your personal experiences. So have you gone through all the hardships that Anika felt across the story?

Aparnaa: Yes. The book is based on my experiences and it showcases the hardships I have gone through in my life. Ofcourse, the theme of the story is fiction, but Anika's struggle is my struggle to a great extent.

Frontlist: Your book is the representation of women's empowerment. How do readers resonate with your story and what will they get out of it?

Aparnaa: Readers get an understanding of how important it is for a woman to be self-reliant. It has steps that cover the stages of struggle a woman goes through after a separation or divorce, and practical steps and pointers to help make the journey a little easier. Though the book is based on Divorce, I think everyone should read this book. All women, whether they are young, married, divorced or have a daughter should read and see Anika's journey to avoid the mistakes she made and take inspiration from her as well. I think men who have sisters or daughters should also read this to understand that women empowerment is not just a concept. It's vital in today's world. I am not talking only about finance here. I'm

also talking about mental strength and self-love.

Frontlist: You're engaged with supporting social causes like Save Aarey, The Milk Bag Project, and Bal Asha. How long have been working for these initiatives?

Aparnaa: Since 2019. I wanted a release from my pain especially after I lost my father. So that's where I turned my attention. It gives me peace.

Frontlist: How important is it for any woman to become independent? Share your views on our society devaluing women and suppressing their voices before men?

Aparnaa: It is extremely important for a woman to become independent. What I feel is that women are always protected by the men in their lives. If not protected, they are ruled by them. Rarely, a woman gets treated equally to the man. And that is same everywhere, irrespective of the social strata. Most of the times, the decision of men of the family is considered final and women are not even consulted. This needs to change because times are not the same. Women in today's world require to have the ability to be independent and on their own. They have to know about matters like finance, business, and taking decisions that are perfect for their life. If a woman who is not empowered enough has to ever live on her own, she should know how to handle herself with confidence and dignity and not fall prey to undesirable circumstances. I am a single mom and I have a daughter. I see the importance of empowering her, making her responsible for her life and decisions. I'm not always going to be around her to take care of...hence, the more she handles life on her own, while I'm around..she at least has guidance.

Frontlist: How did you start your journey as an author?

Aparnaa: I had this need inside me to help. I started talking to people and especially women and if I would talk even about basic things I went through in life, they would either think I'm exaggerating or would think I'm a hero of some kind. That's when I realised that I had a different experience, or rather, I did things differently instead of the general things. So I thought, I should pen down how I did and what I did through my journey. My sole purpose is to help, especially women suffering from this situation. I know how painful it can be.

Frontlist: How did the love of Ekaansh become the strength for Anika?

Aparnaa: Ekaansh is an author. He is not actively involved in her life but is a source of inspiration for Anika. He is a broad-minded and forward-thinking man. You should see how the story evolves and though he represents today's man, he too has a lot to learn from Anika. Together, they build a world of love and happiness for themselves where each lives their life fulfilled.

Frontlist: When someone gives control of themselves to others, does it give them the right to abuse them? Share your thoughts on this.

Aparnaa: I will not say yes completely... because after all we live with people and to some extent, we are all dependant on each other... else, what is love. However, that being said, if we give complete control of our lives, of course we are then subject to the discretion of the controller. If you are lucky, you are treated right and not abused. But why should we give control of our lives to someone else? Why not have all the control with us and live life fully?

Author Interviews

publishing avenues in India today. Their industry experience and professionalism is the main reason why I have decided to go with them.

Frontlist: You chose a very strong woman character - Aarti to write this story. What was your ideation behind this character?

Nikhlesh: The narrative is woven around Aarti and her struggles in both private and public spheres of life, how she successfully engages with systems of power that are inherently unfavorable to women. The ideation or the creative process was to make an inspirational woman as the protagonist of the narrative. Aarti not only challenges the social constraints that are placed upon her, she also takes charge of her own narrative. She has the will to alter and reshape the narrative of her life. I firmly believe that there are many Aartis in our country who are fighting similar battles and winning them.

Frontlist: You are a Chemical engineer, an author, and also fond of Scientific Astrology. How do you manage to take out the time from your busy schedule to write?

Nikhlesh: I feel the whole act of writing has evolved over time. The writing was initially a hobby, then a vehicle to articulate my ideas. At times it was an outlet to my opinions, sentiments, and impressions upon me. The craft of writing is an ever-evolving process. At the same time, it is tied up with everything else that I do. So, I don't see writing as an activity that is separate from my everyday activities. This approach has led me to blend writing seamlessly into my routine. And believe it or not, the writings are also helping me in improving in other spheres of life including my professional activities.

Frontlist: What have you learned thus far in your writing career?

Nikhlesh: Writing is an enjoyable process of self-discovery. I think one learns a lot about oneself during the process of writing. Sometimes, the generic conventions dictate narrative choices. But, I feel writing is a liberating experience. The best part is that you gradually evolve as you write. The flow of ideas makes the scenario more interesting. I think I have improved my thinking prowess because of writing and also my communicative abilities. Since I always read my own writings from a reader's point of view I am able to relate more to the different kinds of readers. Then the most interesting aspect is the characters in your story if you are writing fiction. For effective writing, you need to be inside those characters and that provides you to view things from varying perspectives. That certainly helped me in understanding people, their views, their strategies, and at times even a peek into their thoughts. This is stimulating.

Frontlist: What approach do you use to get out of a writing slump?

Nikhlesh: Writer's block is a common phenomenon. I just take it as a healthy reminder to take a break, step back from my writing. When I return, I unconsciously bring in new perspectives and that takes the writing process forward. In other words, the writing slump works as a reset mode that ultimately enriches both the process and the product. During the days when I am unable to pen down anything either due to lack of ideas or being busy in my office work or may be due to paucity of time, I make it a practice to note down whatever comes to my mind without caring for the words, spelling, grammar or even the correctness of the sentence. Notepad of my mobile phone provides me with that platform. I believe that while in a writing slump, you continue to get ideas, which of course must be recorded without fail, otherwise they vanish quickly. So in a way a writing slump is a beneficial period also for writers.



"The Storm in the Silence"

Nikhlesh Mathur

Alumnus of NIT Rourkela and a Chemical Engineer by profession, Nikhlesh Mathur is currently positioned as Unit Head in a Sorbitol Manufacturing Company of global repute and has concurrently established himself as a published author in the fields of academic and creative writing.

His debut book-length publication titled Learning Chemical Engineering for Process Industries reconciles his decades of industry experience with the objectives of academic writing. In his free time, Nikhlesh likes to read, mind map his ideas into writing, and practice scientific astrology. He is currently residing in a small tehsil named Badnawar in district Dhar of Madhya Pradesh.

With **The Storm in the Silence**, he ventured into fictional modes of representation.

Frontlist: The Storm in Silence is sort of a book that will teach you how to go on with life valiantly. What inspired you to write this book?

Nikhlesh: A number of factors have consciously and unconsciously gone into the shaping of the narrative. It is a story of a young married woman, ambitious for a career and wrestling with unfavorable power structures in both domestic and professional space. The idea of writing a novel had been with me for a long time. I draw inspiration from observing people, analyzing social situations and their impressions on me. This book had a distinct storyline. I have observed such acts in real life, for example, the behavior of some people who feel challenged by you, creating hurdles for newcomers, snide comments to demotivate. Everyone knows about the medical entrance exam scam which occurred some time ago, drug dealing cases, etc. All this is included in the story, but of course, a bit dramatized in the interest of the fiction.

Frontlist: Why did you decide to publish with Blue Rose Publishers?

Nikhlesh: Blue Rose Publishers is one of the fastest-growing self-



"The Efflorescence"

Aanchal Arora

Aanchal Arora is pursuing PhD in English Literature and she is author of the book The Efflorescence.

Frontlist: The Efflorescence - your poetry book is a collection that combines the emotions of Love, Breakup, Healing, and Self-Love. How do you want your audience to take a reflection of the book?

Aanchal: I just want to read and know how important every emotion is. It is a journey from love to self-love. I want them to enjoy it.

Frontlist: Is this poetry book based on real experience that you felt by yourself?

Aanchal: I guess authors usually describe their real-life experiences through their art with a tinge of observation and imagination.

Frontlist: Why did you select Literatures Light Publishing as your Publisher?

Aanchal: LLT is one of the best publishing houses. When I contacted them for the first time they cleared out the whole procedure and answered all my queries so I went with them.

Frontlist: Who are your favorite authors that have inspired you in your writing journey?

Aanchal: There are many but Rupri Kaur, Najwa Zebain, and Sumrit Shahi, their writings helped me a lot.

Frontlist: What is the meaning of self-love to you?

Aanchal: Appreciating yourself. Whatever God has given us is being happy with that and never comparing one with someone else. and do whatever pleases you.

Frontlist: How do you want your audience to remember you after this interview session?

Aanchal: I just want them to remember through my piece of work.

ABOUT THE AUTHOR

Aanchal Arora is pursuing PhD in English Literature and she is author of the book The Efflorescence.

ABOUT THE BOOK

The Efflorescence is a poetry book divided into 4 parts, love, breakup, healing and self-love. It's a tour from being in love to self love.

the
efflorescence

aanchal arora





"Zindagi Teri Dhoop Chhaon"

Rekha Mehra

Rekha is a prolific reader, delving deep into Hindi literature, poetry and history. An avid gardener, she enjoys spending time in nature and travelling. Through her poetry, she brings peace, joy and contentment from her eyes to the reader's universe. A diverse world sparkling with pearls of wisdom.

Rekha Mehra's Zindagi Teri Dhoop Chaon is her first book of poetry.

Frontlist: Most women choose to focus on their careers rather than getting married. However, you chose your family and devoted yourself to raising your children. Now you have published a poetry book. What made you take this step?

Rekha: I feel life is all about choices. Even though I was a good student and had many career options, I chose marriage at that time as it was the done thing in the family. Once I made the decision to get married, there was no looking back. I was totally immersed in my family life and I spent my time finding the right balance. As time passed and the children grew up, I did feel a void, and I spent time reading the best of Hindi and English literature and poetry. A few years ago, I found creative expression in words and poetry, a culmination of all the years I spent with myself in quietude. Looking back, I have lived a peaceful life with no regrets.

Frontlist: Why did you feel this was the right time to publish your book?

Rekha: I wrote the first few poems during my summer holidays in our family home in the hill station of Dalhousie during my school years. After marriage, I moved to Mumbai and then Delhi. I was completely involved in raising my children. After they grew up and got busy in their own life, I had a vacuum. At that time, I had become a student at Chinmaya Mission and was studying ancient scriptures in Sanskrit. I rediscovered my language and had a desire to express my emotions. Zindagi Teri Dhoop Chhaon is the result of all those years put on paper. Then, around two years ago, the pandemic struck. It turned out to be a very stressful time

emotionally, physically and financially for everyone. I had time on my hands and the desire to bring joy and hope through my poetry to my family and friends, who encouraged me to keep writing and sharing. I collected all my journals and selected my favorite poems. It was a daunting task, but my daughter Neeti helped me in this. Finally, earlier this year in 2021 we got it published. I am thankful it has been received well and is spreading happiness. It has been a bestseller on poetry lists since its launch.

Frontlist: The poetry book is divided into these subjects: Khushi, Bachpan, Dalhousie, Zindagi Teri Dhoop Chaav, Mann Mere Shaant Hoja. When did you start compiling these?

Rekha: Zindagi Teri Dhoop Chaon in many ways is my autobiography. In all its simplicity, it reflects the small, fleeting joys of Zindagi or Life, which brings me everlasting peace and contentment. Each section resonates with the wider world. My memories in verses are sub-divided into five themed parts, each reflecting a different emotion. I begin with Khushi or Happiness, finding solace in the memories of the past, searching for compassion and love in the present moment. In Bachpan or Childhood, I recall growing up across cities surrounded by loved ones. This is followed by Dalhousie, the beautiful Himachal hill station, home to my ancestral dwelling. I wrote my first poems in a small red diary in 1964 in the hills of Dalhousie, where Rabindra Nath Tagore had penned his masterpiece Gitanjali. Zindagi Teri Dhoop Chaon or the Light and Shadows of Life touches upon life's highs and lows. Finally, I end with Man Mere Shant Ho Ja or Hush, be quiet mind, contemplating on a better future for our children and mankind on the whole.

Frontlist: How can a poet find the source of inspiration from living as well as non-living things?

Rekha : My family, the one I was born to and the one that I belong to believe in Advaita philosophy and the oneness of the universe. All living and non-living beings carry the same consciousness, and thus to me, inspiration comes from anything in this magnificent universe.

Frontlist: Does your own evolution as a poet create a self-pressure of delivering a piece with utmost beauty?

Rekha: I never started writing poetry with the idea of becoming a great poet one day. Whenever thoughts and feelings were bubbling in my mind, I would write them in the diary. My evolution as a poet is a subjective journey. I have lived life as a Karma Yogini, drawing real life examples from my parents who went through the terror of partition, and built life afresh after, with grace, hard work and simplicity. I immersed myself in Vedic philosophy and lived life by its ideals. Happiness is a way of life for me, living a life of equanimity, focusing on what's pure, positive and permanent. I believe that life needs to be lived with a smile on your face. "An abundant and enriching life is a life of simplicity that is in sync with the universe, with compassion and respect for others." Zindagi Teri Dhoop Chaon resonates with the universe. Life is a bitter-sweet journey to be lived to the fullest.





"The Lady In The Mirror"

Charu Vashishtha

"An architect by education, software engineer by profession and a writer by choice."

Charu was born in UK (Belfast), and brought up in Roorkee, India. She has a degree from India's premier college : Indian Institute of Technology and has worked for technology and product based companies like Tata Consultancy, American Express, Royal Bank of Scotland. She is currently working as Senior Manager, Information Technology, at Max Life Insurance. She is an avid reader and blogger. She has authored a Self help ebook titled ("Tip the Skin") and it is available at e-retail portals like Smashwords, Amazon, Barnes and Noble. She is a die-hard Toastmaster and won 2nd place at 2017 District 41 Table Topic Contest at Chandigarh. She was also one of the finalists at District 41 Humorous Speech Contest 2017. District 41 comprises of Toastmasters Clubs from North India, Bangladesh, Nepal and Bhutan.

She won the second place in 2017 edition of NUHA Global Blogging Competition and was the only blogger shortlisted from India.

Frontlist: Why did you choose the title name - 'The Lady in Mirror'. And what are you trying to address to all readers through this title?

Charu: A mirror is something which helps us identify how we look. Our soul is the symbolic mirror which lets us know how we look. It makes us acknowledge and accept our blemishes as well our beauty. We can only be happy if we become comfortable with what we are. The book is a collection of 8 short stories where protagonists (who are mostly womenfolk) go on a journey of soul searching and self discovery and are ready to accept their reflection in the Mirror.

Frontlist: Your book has garnered too much attention. Have you really thought that this book would be a bestseller when you started penning it down?

21, Frontlist Magazine -Feb Edition

Charu: I wrote the stories which helped me ponder about life and its ironies. The stories fulfilled me. I wrote the stories for the sheer joy of writing and not to satisfy my vanity of being known as some best selling author. I believe that if you write from the heart , your writings are bound to touch chords with someone's heart. Not everyone may like your stories but some would definitely.

Frontlist: What inspired you to write these short stories? Share any one short story that you felt very touched through.

Charu: People I have met, the bitter sweet experiences I have been through inspired me to write. Writing for me is a cathartic experience. It helps me acknowledge and accept my emotions. It liberates me. The interpreter of Maladies by Jhumpa Lahiri was one story which really touched me. It was about how strangers can connect. It was about the secrets which were being shared. The writing style was flawless as well.

Frontlist: What helped you the most to shape your writing journey?

Charu: The discovery that writing brought me joy and the understanding that each one of us no matter where we come from or who we are, have the right to pursue happiness, helped shape my writing journey. It was less hesitant and more truthful in my writings and that has made all the difference.

Frontlist: People are pushing themselves to discover self-love nowadays. Share your thoughts.

Charu: Self love is the most significant. When you love yourselves, you accept yourself as you are, with your strengths and weaknesses. Once you are comfortable with what you are, you are at peace. There is no constant desire to be something you are not. There is no false image of yourself you should protect or worship. You are free. You are liberated. You are then free to love others deeply without any prejudices. You accept yourselves therefore it's easier to accept and love others, as they are, without the need to change them. This brings happiness, peace and joy. Life becomes beautiful.

Frontlist: Everyone needs some kind of motivation to grow in their life. Hence is there any specific advice you would give to those who are on the path of self-discovery?

Charu: Each one has their own unique journey which is incomparable. This fact should be respected. People should be respected. There are times when we feel low, but be aware that there is a fire inside of each one of us. The fire to grow, the fire to learn. This fire has to be nurtured and cherished. Don't let others scathing remarks douse that fire. Don't let anyone discourage you. Don't take anything personally. What people say and do , even if it is about you, does not reflect what you are but it reflects who they are. Know this and always do your best in any given circumstance.





"My Rides with Sahib"

D. Chattanathan

D. Chattanathan who has been writing since childhood is a graduate in agriculture with a post-graduate diploma in Public Relations and Journalism. A topper in PGPR & J and the recipient of Gromor Fellowship of Coromandel Fertilizers. He is a career banker and an author of two books 'TITBITS of Corporate Life' and 'Dollops of Life'.

He is currently a co-promoter and the Managing Director of Aryadhan Financial Solutions Pvt Ltd. Prior to this, he was a Group Product head with ICICI Bank Ltd.

Frontlist: How did you discover your passion for writing?

D. Chattanathan: As a matter of fact, this is like a reinvention. I started writing at a very early age, but during the last three decades somehow, I stopped writing completely and got engrossed in day-to-day affairs at work. Over the period of last three years, I reignited my spirits, and have already written three books. The third being MY RIDES with SAHIB. I feel storytelling and writing was a natural bent and inclination I had right from childhood. I remember to have attempted the first unpublished novel when I was at school.

In addition to the story line, there are three strong pillars which are grooved in the story.

- Getting into literature does not require a formal degree as much as a musician or a sportsperson, provided such training centres are established giving a clear focus on to that.
- Innovations can happen from customer feedbacks
- Making people in Orphanages as entrepreneurs instead of putting them to rigmarole of academic system

Frontlist: How did you come up with the idea of the story?

D. Chattanathan: This is a thought which I had built over a period once I decided what I wanted to write. I wanted to have a lady lead protagonist which I was very sure of, and I wanted to weave the three pillars into the story line. So, I thought through how I can hold the interest of the reader to list all these aspects and

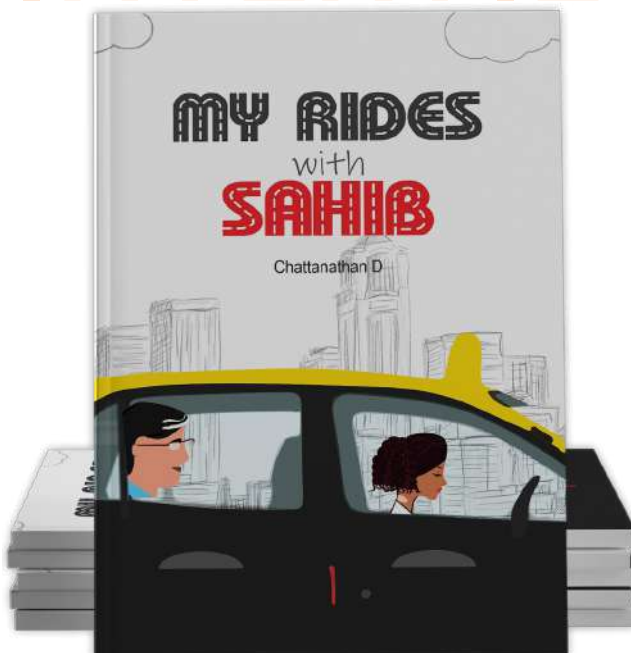
continue with the story line. So, this was all imaginative build up which occurred over a period, hence, to say that I had first a story in mind created and then started writing would be a wrong assumption. Yes, the concepts of what needs to build up and the crux were decided to build the story line.

Frontlist: Have you thought of turning this novel into a motion picture? Do you think the movie will do justice to the story?

D. Chattanathan: I want more and more people to read this book. I feel it is an easy read, and while it is a fiction, there are various takes as an author what I feel about certain things which have been woven into the storyline quite effectively, that is the beauty of this Novel.

While I have not thought of making this novel into a motion picture, I certainly feel that it will be a good inspirational motion picture as lot of drama suspense emotions are twined in, which can engross the audience thoroughly. If you ask me is it a movie material, I will say 9.9/10.

AUTHOR INTERVIEW





"Priyamvda"

Neha Mishra

predominately writes about love, nature, women & social issues. "प्रियम" is her pen name.

Her debut book is 'Priyamvda'. It is a poetic collection that encapsulates going to one end of the human mind on an endless journey in search of love and meeting with itself.

Frontlist: आपका पेन नेम "प्रियम" है। इस प्यारे से नाम के पीछे की कहानी क्या है?

Neha: जी, शुक्रिया।

दरअसल मेरा नाम "प्रियंवदा" रखा गया था जो किसी कारणवश 8 साल की उम्र में बदल दिया गया था। ये बात मैंने अपने एक खास दोस्त को बताई, जिन्हें प्रियंवदा (प्यारी बातें करने वाली लड़की) नाम अच्छा लगा और वो मुझे प्रियम (प्रिय /dear) बुलाने लगे। इसीलिए जब मुझे दुबारा मेरी पहचान बनाने का मौका मिला, तब मैंने पेन नेम प्रियम और किताब का नाम प्रियंवदा रखा।

Frontlist: प्रियंवदा किस बारे में है ?

Neha: जैसे कि मैंने ऊपर बताया है कि प्रियंवदा मतलब प्यारी बातें करने वाली लड़की होता है। प्रियंवदा में भी प्यार के बारे में प्यारी-प्यारी बातें की गई हैं।

प्रियंवदा छः अध्याय की एक किताब है जिसमें प्रथम अध्याय में प्रेम के विषय में कल्पनायें करते हुये बाकी के अध्यायों या यूँ कह लें कि वास्तविकताओं से गुजरते हुये आखिर में आत्म खोज तक की एक यात्रा का नाम है प्रियंवदा।

Frontlist: कहानी का नायक और नायिका क्या आपसे संबंधित है या चरित्र पूरी तरह से काल्पनिक है?

Neha: जी, इस विषय में कुछ ना कहते हुये मैं केवल इतना ही कहूंगी

कि मेरी अधिकांश रचनायें चाहे वह कविता हो कहानी हो या कोई भी अन्य विधा ईमानदार होती हैं।

Frontlist: यह काव्य संग्रह प्रेम की भावना से ओतप्रोत है जो पुस्तक पढ़ने वाले के हृदय में भीतर तक प्रेम जगा सकता है। आपने इस पुस्तक के माध्यम से प्रेम के अर्थ को कैसे चित्रित किया

Neha: जी, शुक्रिया आपका। मुझे लगता है कि गुस्से, चिढ़ या झुंझलाहट की तरह प्रेम भी एक भाव (feeling) ही है ऐसे में प्रेम की कोई परिभाषा नहीं गढ़ी जा सकती है और अगर गढ़ी भी जाये तो वह किसी व्यक्ति विशेष के संदर्भ में सही गलत हो सकती है ना कि सार्वभौमिक सत्य। हाँ, मगर एक अंतर है जो गुस्से, चिढ़ इत्यादि भावों से प्रेम को अलग करता है वो है इसमें निहित सकारात्मकता और मेरा मानना है कि किसी भी सूरत में प्रेम में निहित यह सकारात्मकता खोनी नहीं चाहिये।

Frontlist: आपके पास "अवधूतकन्या" के नाम से एक ब्लॉग है और आप लम्बे समय से ब्लॉग लिख रही हैं। आपकी सभी रचनायें प्रेम की पवित्रता को दर्शाती हैं। आपने कभी पाठकों के लिए प्यार के अलावा लिखने के बारे में सोचा है

Neha: जी, मैं प्रेम के अलावा समाज स्त्री विमर्श प्रकृति और आध्यात्म के विषय में लिखती रहती हूँ अपने ब्लॉग्स में। मेरी अगली किताब भी सामाजिक विषयों से संबंधित ही है।

Frontlist: अच्छा तो फिर अपनी नई किताब के बारे में बतायें ये भी काव्य संग्रह है या कुछ और उम्मीद कर सकते हैं आपसे

Neha: जी, यह एक कहानी की किताब है जिसमें विभिन्न विषयों से संबंधित कहानियाँ हैं। जैसे कि इसमें एक कहानी है "अपराधिन" जो कि अपराधबोध से ग्रसित एक नेकदिल स्त्री की कहानी है। अपराध क्या है और किया है भी कि नहीं और अगर किया है तो किन परिस्थितियों में किया है इन सब सवाल के जवाब तो खैर किताब में ही मिलेगी। इसी तरह की 16 कहानियों का संकलन है।

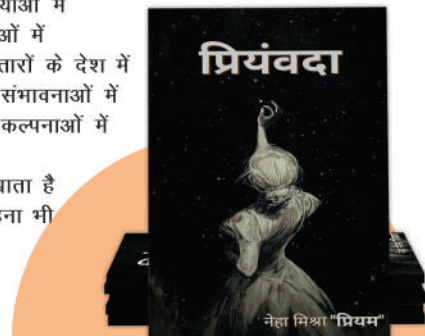
Frontlist: आपकी पुस्तक में कितनी क्षमता है जो पाठकों को प्रेम के प्रति उनके दृष्टिकोण को बदलने के लिए प्रेरित कर सकती है

Neha: जैसा कि मैंने पहले ही कहा कि मैं नहीं चाहती कि प्रेम की कोई एक परिभाषा हो या प्रेम किसी एक खाँचे में फिट हो। हाँ, मैं मेरी रचनाओं के माध्यम से ये कहने की कोशिश हमेशा करती हूँ कि प्रेम पर विश्वास इसलिए ना खोयें कि सामने वाले ने प्रेम में बेईमानी की आप प्रेम में इसलिए विश्वास करें कि आपने प्रेम किया और प्रेम में ईमानदार रहे। अपनी अच्छाई पर दूसरों कि बुराइयों से अधिक विश्वास करें।

Frontlist: कृपया पुस्तक की पसंदीदा कविताओं में से एक साझा करें जिससे लोग भावनात्मक स्तर पर जुड़ पायें।

Neha: विश्वास करना कठिन है
उससे भी अधिक कठिन है पुनः प्रेम करने में सक्षम होना
इसलिए प्रेम अपनी राह स्वयं बनाता है
प्रेम से पूर्व विश्वास करना सिखाता है
परियों में, मत्स्य कन्याओं में
कहानियों में, कथाओं में
जादू में, दरवेश में, तारों के देश में
भाग्य में, वचनों में, संभावनाओं में
प्रार्थनाओं में, सुंदर कल्पनाओं में
इस प्रकार विश्वास
पुनः प्रेम करना सिखाता है
और पुनः जीवित रहना भी

(प्रियंवदा से)





"The Hotel Accountant"

Ganesh Mathur

A Chartered Accountant by education and a hotelier by profession, Ganesh Mathur has over 25 years of experience in the hospitality industry. The vast experience comes from years of working at the project stage, operational stage and also the pre and post opening of hotel & resorts for international brand hotels. He likes to spend time training and educating his team and associates on financial concepts and processes. He understands this as a value addition to their career and it also helps smoothen the work processes of any organisation. Most people believe financial processes are complex, whereas once explained, it gives a fabulous result for accurate decision making. Analysing data, budgeting process, and forecasting can be anyone's metier who loves to learn the 'financial process'.

Frontlist: Being an educator and hotelier at the same time might not be an easy task. So how do you balance your life?

Ganesh: Balancing life is all about managing time. I am a hotelier by profession, and being an educator is my passion. Here, I have an opportunity to blend it both natively. My articles, interactions with students, teams, and other professionals are in relation to hotel system and processes along with the work culture and customs of a hoteliers' lives. Actually, both profession and educator complement each other. Finding time for passion is not a difficult task. Yes, perseverance is expected and every one of us has a choice of how to make the best use of time.

Frontlist: What kind of readers you're targeting through this book? Do you really think that you will enable to influence them?

Ganesh: The target readers I'm looking at are supervisors and managers working with the hospitality industry, and final year students of hotel management. Also, the start-up entrepreneurs who have ventured into restaurant or lodging business.

All the business units are set-up to generate profits and be sustainable. To get to that point, one needs to learn and understand the analysis technique of the data generated in the business process. Because only analyzed data can enable us to form an opinion. By going through the chapters of my book, one can analyze the data of their own business, and that is where I see this book as a contribution to their growth.

Frontlist: Why did you choose StoryMirror Infotech Pvt Ltd as your publisher?

Ganesh: While in the process of finalizing my book, friends have been mentioning that for publishing I should 'choose a publisher who believes to hold hands and walk side by side'. That's how I am with StoryMirror.

Frontlist: In 25 years of your experience, what type of financial conundrums have you faced that hinder entrepreneurs to flourish their companies?

Ganesh: I have come across multiple situations like these. The first, as I recall two decades ago, was during the Kargil war in India. I was then working in Delhi and we had opened a new hotel. The cash crunch situation with the loss of tourist inflow was so severe that managing fixed expenses was tremendous task. This situation, though, did not stay long, severely affected the fund flow. The change in bank pay-back schedule and delay in opening of additional guest facilities, delayed the growth for a long period of time.

The next crisis that I saw was after Tsunami, in the year 2004-05. I was working in Maldives for reconstruction of Island resort that was majorly destroyed by Tsunami. Logistic and managing funds were difficult but with the assistance of insurance claim, the work finished. Even though a crisis period, the entire resort was converted into a new product. Taking advantage of this newly built resort, the owner sold it for a good price. Interestingly, with innumerable initial issues, in the end, the owners generated a handsome profit.

Basically, any crisis whether short or long term, changes the owner's thinking process. Crisis impacts cash flow, employee morale, owners vision, and business model mainly hindering the growth plan. I witnessed working with organizations where, even during long-term crisis, the owners decided to continue their development plan. At the same time, they disposed-off the lower margin assets, even at lower price and used that fund for acquiring a better asset. The best of acts is often seen during crisis. It all comes down to the well-timed action, and that is usually seen during a period of crisis.

Frontlist: Do you think this book can be added to the syllabus of Financial Analysis to explore more about the subject?

Ganesh: I am sure that the content of this book will assist in giving a wider coverage of analysis needed in the hospitality industry. For example, it covers the concept of FTE, or Full-time Equivalent used for productivity analysis. This concept is a must for every manager, owner, and student who will soon be a part of the industry. Another part of the book explains the break-even concept, starting from one or two-day events to a period as long as a year. It covers the concept of target profit analysis, which is a necessary for every hotel manager and entrepreneur to understand. It also has a detailed description of the flow-through concept that checks the growth or downward trend of profitability in business. The essential three pillars of financial analysis are explained.

Frontlist: What are your thoughts on the hospitality industry going through a crisis throughout the pandemic?

Ganesh: The present crisis has brought in quite a lot of distress to the hospitality industry. This pandemic has affected almost everyone, and many lessons learned. The productivity measures have become more prominent, especially on the manpower front. The business models have changed. It is now moving more towards a digitized way of what and how we work. It has bought a lot of efficiencies, changes in the thinking process of management, and obviously re-establishing the importance of robust strategies.

If you are going to fail, fail fast. This is the mantra which I have seen many go along with. The entrepreneurs who believe in their business are aware of every small situation and are able to make quick decisions based on supported fact, data, and numbers. This means that if there is need to change a business model, do it now and not wait for later. Every decision is to be supported by analyzed data. I have based the book on those necessary concepts.



"Yes, You can be a viral reality show star"

Pooja Misra

Pooja Misra is the Bigg Boss fame and 'Worldwide Viral meme 'Pooja, What is this behaviour' star. When it comes to writing, very few people have a natural gift for words. She is one of those writers who writes impeccably for international and national newspapers, blogs, and scripts.

Pooja has been running her own registered proprietorship 'Pooja Misra Production' since 2012, and has produced several episodes of television series, online series, four books, and is currently working on a reality show, a music video, and a short film. Pooja has a lot of experience and launched her own online course where she teaches people how to put their best foot forward, and unlike other showbiz classes, she truly provides her pupils a breakthrough on her award-winning reality program, 'Spare me the crab mentality'.

Frontlist: 'Yes, You can be a Viral Reality Show Star' depicts your fabulous journey of popularity after Bigg Boss. Have you ever thought about the dialogue, "Pooja, what is this behaviour?" would turn out to be a worldwide viral meme and present you as a big personality around the world?

Pooja: Well, honestly I used to get DMs from all over the world informing me that I got viraled... I never took it seriously until Hollywood actor, Kal Penn quoted, "Pooja, what is this behaviour?" on his Twitter. I realised the meme was hitting home. Later, Khloe Kardashian also quoted my worldwide famous dialogue, "Get off my back" on her Instagram confirming I had arrived. I had never imagined it would blow up and become so huge!

Frontlist: Whatever books you've written till now is replete with controversy. Do you think that whatever you do and wherever you go, shall bring masala and controversies?

Pooja: I am sorry but I hate controversies. In fact, controversies chase me not the other way around. I have noticed there is a

segment of the entertainment industry in India or you could say one or two affluent Bollywood families who are extremely jealous of me and my success, purposely embroil me into uncalled controversies. I feel extremely suffocated.

Frontlist: 'Beauty with Brain' perfectly fits with your personality. When did you find the passion for writing as you have contributed a lot of articles in eminent magazines?

Pooja: Yes, I love to write. I started scribbling from the time I could hold a pen... Right from the age of eight, I used to write poems. Then, as I grew older I started writing as a celebrity columnist in a lot of magazines in India and overseas such as World Singapore Magazine; Gulf News; Khaleej Times, Dubai; Perfect Woman Magazine, Mumbai; MyPencil.com, Delhi; and Zoomdelhi. I have also written three more books that I hope to release this year.

Frontlist: What did you learn from your father, Padmakar Misra (Ex-Chief Commissioner of Income Tax) that has kept you motivated to survive in this industry. Also, share any memory of him that always make you smile.

Pooja: My father taught me to be a soldier and never give up as he said, "Persistent is the key". He always used to say, "Winners are not quitters and quitters are not winners". The best memory of my father that I cherish is a family dinner, we were having at Wellington Club where he was sharing his anecdotes.

Frontlist: When did you decide to start Pooja Misra Production? What inspired you to start your own production company?

Pooja: When my father fell grievously ill, I decided to move to Pune, and also floated my own production house around the same time. I always believed that I had it in me to create path-breaking content and I was proved right when big channels like Colors started aping my cookery show with 'Farah Ki Daawat'. And whatnot, I went on to make a sexy and humorous web series called 'Lovesutra' that aired on Etisalat and SingTel telecommunication networks and is currently airing on Phunflix. Then I made a TV show 'Abhi To Party Shuru Hui Hai', which aired on e24 Bollywood news channel and Marwah TV channel. I am planning to premier 'Abhi To Party Shuru Hui Hai' on Phunflix shortly. I made a cookery show, deconstructing international cuisine with simple Indian ingredients. Now I am in the process of making a reality show, 'Spare Me The Crab Mentality' which I plan to complete this year.

Frontlist: Is it true that it becomes very hard for the industry to accept any outsider making it to the big screen after hustling throughout?

Pooja: Yup, if you have some greedy, scheming Bollywood families after your blood it can become very difficult to make it big the way it has been for me. But what can we do if the pond we are in is contaminated when we are not? I am looking to move to Hollywood in a couple of years to escape this extremely selfish, classless and corrupt scenario.



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Frontlist is organising **PragatiE Vichaar Poetry Festival 2022** - a one-day virtual event for poetry connoisseurs in reverence of literature art (Poetry) on the World Poetry Day on 21st March 2022.

The event, sponsored by Prints Publications, will be hosted on PragatiE (virtual event platform), supported by the FIP (The Federation of Indian Publishers) and IRRO (Indian Reprographic Rights Organisation).

The event will witness 8 sessions of 40 minutes each, conducted by 3-4 renowned poets of Hindi, English and Urdu languages.

Poetry Contest

Frontlist has also come up with a poetry contest for emerging and unpublished poets, whereby they can submit their best poetry entries. The best voted and selected poet will get an opportunity to publish their poetry book with Prints Publications without any charge. The submissions for the entries will begin from 1st Feb 2022 and close on 10th March 2022.

To know more, visit our website: www.frontlist.in

26, Frontlist Magazine -Feb Edition



FRONTLIST

SPOTLIGHT SESSION

Money, Power and Recognition: What moves the authors most?

Featuring



Sujata Parashar


Shalini Chhabra Jain

K. Vijaykarthikeyan

Vikramjit Singh

Winners of
PVLf Author Excellence Awards

In Conversation With



Kapil Gupta

Author of India Vision: New Age Equality/
Co-founder, Frontlist

25th January 2022

In the month of January 2022, Frontlist decided to organise monthly spotlight session with **PragatiE Vichaar Author Excellence Awards Winners** after the remarkable success of the PVLf 2022 - Vikramjit Singh Rooprai, K. Vijaykarthikeyan, Sujata Parashar and Shalini Chhabra Jain in the conversation with Kapil Gupta, Co-founder of Frontlist & Author of India Vision. The Spotlight theme was based on **'Money, Power, and Recognition: What moves the authors most?'**

The fundamental objective behind selecting this theme was to know thoughts of authors who have been participating in Literary and Books Awards; how awards define the literature talent and the significance of getting recognition for author's impressive lifetime works.

Some key questions that were discussed in the Spotlight Session

- There is a slew of books that don't get selected for rewards but still, they are good enough to amaze readers. What is the biggest accomplishment, getting awards or praise from the readers or both?
- Recently, you all participated in the PVLf Excellence Awards. Do you think more such events should happen in the Publishing Industry to promote debut authors?
- As an author, what matters to you the most? The urge to write for your personal self-satisfaction or the idea of making money through it?
- It has been evident that most of the awards are paid nowadays. What is the significance of getting paid awards as it doesn't add value to anything?
- Do you think awards are the best way to encourage authors to come up with more good books?
- How can we decide that the book is eligible for awards as there are so many books that are still unnoticed?

FRONTLIST INSTAGRAM LIVE

A promotional graphic for an Instagram Live event. The background is black with a large, faint grey circle. In the top right corner, there is a logo that says "FRONT LIST" in white text on an orange and grey background. On the left, the words "INSTAGRAM LIVE" are written in large, bold, orange capital letters. Below this, an orange horizontal bar contains the text "BHASWAR MUKHERJEE" in bold black capital letters, with "AUTHOR" in smaller black capital letters underneath. Further down, the text "January 21, 2022 | 6:00 PM" is written in orange. On the right side, there is a circular portrait of Bhaswar Mukherjee, a man with glasses and a red shirt, with his arms crossed. Below the portrait is a small orange and black "LIVE" badge.

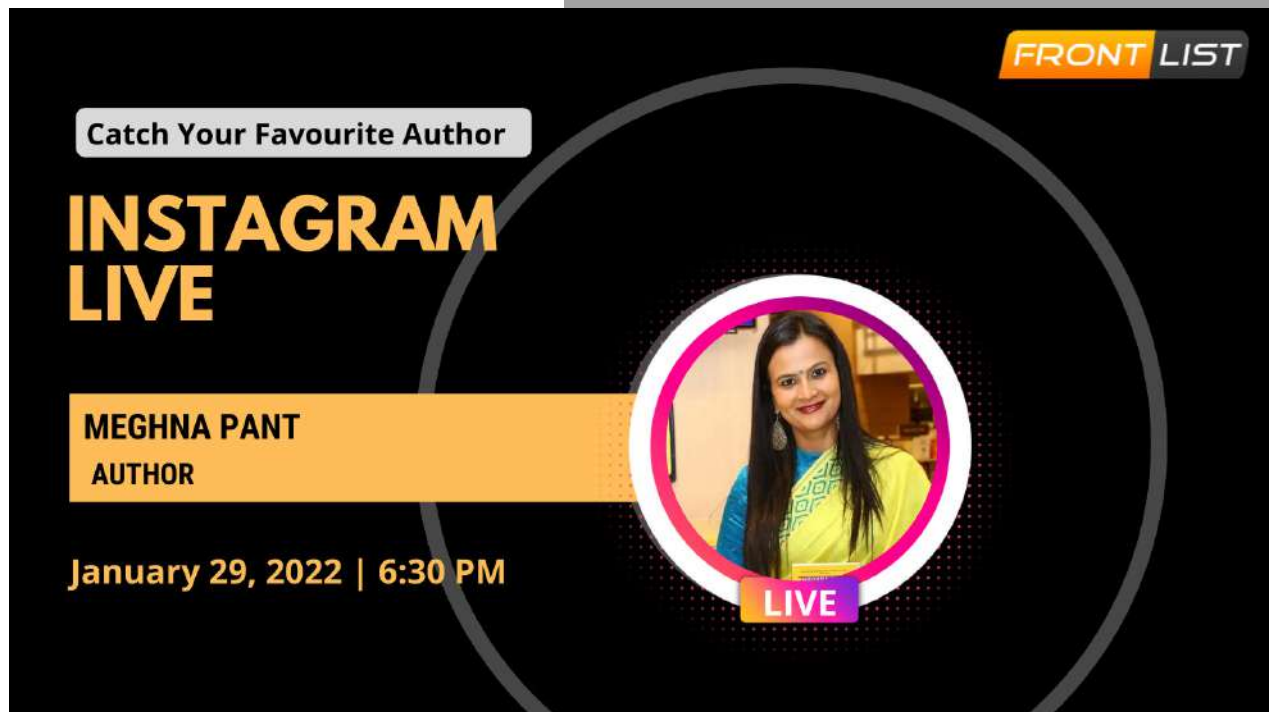
Every Friday, we do instagram live with authors on different topics related to books, publishing industry and writing.

We have had the privilege of interviewing author Bhaswar Mukherjee, “The Counterfeiter Abdul Karim Telgi & The Stamp Scam” on 21st January 2022 at 6 PM. He talked about himself, his writing style, his life and many more. The session not only revolved around writing and himself as an author, but there were some unknown facts of him revealed in the session.

He also participated in PragatiE Vichaar Literature Festival 2022 as a speaker and talked on the topic “India’s Challenge with Financial Scam: Give my money back.”

Bhaswar Mukherjee calls himself an accidental writer. He has a degree in mechanical engineering and an MBA from IIM-Bangalore. After nearly 18 years in the multinational banks, he quit in 2005 to set up his own company, Bridgepoint Solutions Pvt Ltd, which provides consultancy and learning solutions in the banking domain. His short story, Unrequited, was selected in a contest by Readomania and was one of the two winning entries. Acceptance was selected by Sudha Murty and published by Penguin India. Another story, Garib Rath, was picked up by author Ravinder Singh for his anthology entry. Bhaswar has contributed to 11 anthologies and his solo anthology, It Happens: Stories of Human Relationships, was published in May 2020.

FRONTLIST INSTAGRAM LIVE



The graphic is a promotional poster for an Instagram Live event. It has a black background with a large, faint grey circle in the center. In the top right corner, there is an orange and black logo that says 'FRONT LIST'. On the left side, the text 'Catch Your Favourite Author' is in a white box. Below it, 'INSTAGRAM LIVE' is written in large, bold, orange letters. Further down, an orange horizontal bar contains the text 'MEGHNA PANT' and 'AUTHOR' in black. At the bottom left, the date and time 'January 29, 2022 | 6:30 PM' are written in orange. In the center, there is a circular portrait of Meghna Pant, a woman with long dark hair wearing a yellow and blue patterned sari. Below the portrait is a small orange and black 'LIVE' badge.

Catch Your Favourite Author

**INSTAGRAM
LIVE**

MEGHNA PANT
AUTHOR

January 29, 2022 | 6:30 PM

LIVE

We have had the honour to have an interesting discussion with the Author Meghna Pant on our Insta Live on 29th January 2022.

We talked about her latest book 'Boys Don't Cry', which became a bestseller within three days of its publication.

Meghna has been popular for addressing gender issues and all of the previous books that she wrote were about them.

This time also she came up with such deep and suppressed issues like marital abuse.

She herself put up with marital abuse in her five years of marriage but was strong enough to come out of it.

After eight whole years, she got the courage of writing her story to let the world see and know that there is hope.

We also got to know some unknown facts about Meghna Pant as well at the end of the session.

Meghna Pant is an award-winning author, journalist, feminist and speaker.

Her books – The Terrible, Horrible, Very Bad Good News, How to Get Published in India, Feminist Rani, The Trouble with Women, Happy Birthday and One and a Half Wife have been published to commercial and critical acclaim.

Pant has been felicitated with various honours, and her works have been shortlisted for distinguished contribution to literature, gender issues and journalism. She has won the Bharat Nirman Award, Laadli Media Award, FICCI Young Achievers' Award, etc.



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