

# FRONTLIST

J U L Y 2 0 2 2



**PVLF**

PragatiE Vichaar

LITERATURE  
FESTIVAL 2023

9<sup>th</sup>-14<sup>th</sup> Jan

## PVLF AUTHOR EXCELLENCE AWARDS 2023

Nominate Now in the Following Categories

Best Debut Fiction | Best Non-Fiction | Best Debut Non-Fiction

Best Fiction | Best Poetry | Best Children's Author of the Year

Submit your entry in both English and Hindi

Celebrate Pride Month with the Publishing Community!

## FEATURING



PAN MACMILLAN INDIA

# WELCOME MESSAGE

Hello Everyone,

I hope the Frontlist Magazine satiates the literary hunger in each one of you.

In the July edition, we decided to delineate the LGBTQA+ books written by notable authors as June was celebrated as Pride Month. Through featured books and interviews, we tried to demonstrate our relationship with the LGBTQA+ spectrum in our society and ourselves and their place in the publishing industry.

We collaborated with Pan Macmillan India to feature the gamut of emotions from prideful tales. With sheer exuberance, I would like to extend my deep reverence to them as readers will get to explore an array of English books that underline the unspoken, inspirational, and fictional stories of the LGBTQA+ community.

To carry on with the legacy of PVLf, this year, we intend to bring uniqueness to establish the relevance of literature and provide a new platform for authors to exhibit their published literary work.

Nominations for PVLf 2023 Author Excellence Awards have already been opened in six categories - Best Debut Fiction, Best Non-Fiction, Best Debut Non-Fiction, Best Fiction, Best Poetry, and Best Children's Author of the year. It's a spectacular opportunity for authors who desire recognition for published literary work. APPLY NOW if you believe your work has the potential to enquire upon the world stage.

In his remarkable interview with Frontlist Media, Mr Kapil Gupta, Founder of Frontlist & Festival Director PVLf 2023, provides his invaluable insights and caters to many issues. I must say, this interview will give you a transparent essence of the PVLf 2023. Moreover, have a sneak peek of his provocative thoughts on LGBTQA+ that added grace to this engaging conversation.

Like this, every month, we will be coming up with a new theme that needs to be accentuated in the world of publishing. Finally, my sincerest thanks to the Publishing ecosystem for their steadfast support that has brought us where we stand today.

Get hold of new updates only on Frontlist!

Please write to me: [navita@frontlist.in](mailto:navita@frontlist.in)

Navita Berry  
Business Head



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### Frontlist

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# PRIDE MONTH

2022

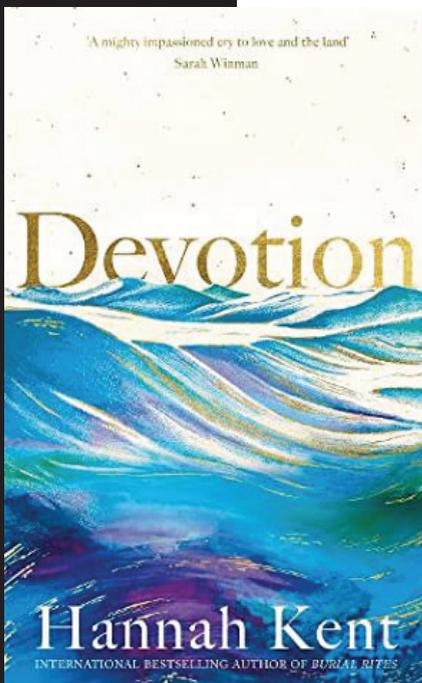


# PRIDE MONTH

## WITH

# PAN MACMILLAN INDIA

### BOOK NAME - DEVOTION



#### BOOK BLURB :

From the bestselling author of *Burial Rites* and *The Good People*, *Devotion* is a stunning story of girlhood and friendship, faith and suspicion, and the impossible lengths we go to for the ones we love.

1836, Prussia. Hanne is nearly fifteen, and the domestic world of womanhood is quickly closing in on her. A child of nature, she yearns instead for the rush of the river, the wind dancing around her. Hanne finds little comfort in the local girls, friendship doesn't come easily until she meets Thea, and she finds a kindred spirit and, finally, acceptance.

Hanne's family are Old Lutherans, and in her small village, hushed worship is done secretly - this community is under threat. But when they are granted safe passage to Australia, the community rejoices: at last, a place they can pray without fear, a permanent home-Freedom. It's a promise of space that will have devastating consequences for Hanne and Thea, but on that long and brutal journey, their bond proves too strong for even nature to break.

#### ABOUT THE AUTHOR :

Hannah Kent's first novel, *Burial Rites*, has been translated into over thirty languages and was shortlisted for the Women's Prize for Fiction (formerly the Orange Prize), the Guardian First Book Award, and the International IMPAC Dublin Literary Award. In Australia, it won the ABIA Literary Fiction Book of the Year and the Indie Awards Debut Fiction Book of the Year, amongst others. Her second novel, *The Good People*, was also translated into many languages and shortlisted for the Walter Scott Prize. *Devotion* is her third novel.

#### AUTHOR NAME - HANNAH KENT



5, Frontlist Magazine - July Edition

## BOOK NAME - SHE'S TOO PRETTY TO BURN



### BOOK BLURB :

An electric romance set against a rebel art scene sparks lethal danger for two girls in *She's Too Pretty to Burn*, an expertly plotted YA thriller by Wendy Heard.

The summer is winding down in San Diego. Veronica is bored, caustically charismatic, and uninspired in her photography. Nico is insatiable, subversive, and obsessed with chaotic performance art. They're artists first, best friends second. But that was before Mick. Delicate, lonely, magnetic Mick: the perfect subject and Veronica's dream girl. The days are long and hot—full of adventure—and soon, they fall in love. Falling so hard, they never imagine what comes next. One fire. Two murders. Three drowning bodies. One suspect...one stalker. This is a summer they won't survive.

Inspired by *The Picture of Dorian Gray*, this sexy psychological thriller explores the intersections of love, art, danger, and power.

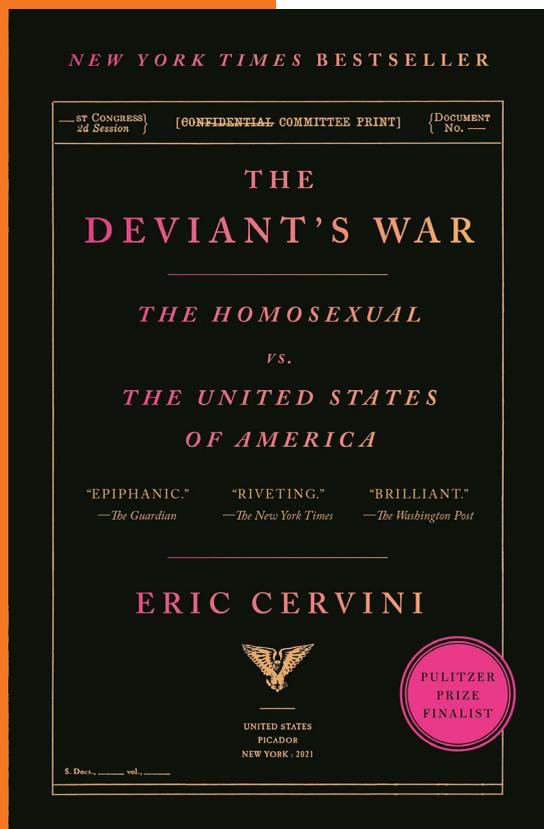
### AUTHOR NAME - WENDY HEARD

### ABOUT THE AUTHOR :

Wendy Heard is the author of the adult thrillers *The Kill Club* and *Hunting Annabelle*, which Kirkus praised as "a diabolically plotted creep shows from a writer to watch." She is a member of Sisters in Crime, International Thriller Writers, and Mystery Writers of America, is a contributor at Crimereads.com and co-hosts the Unlikeable Female Characters podcast. Wendy lives in Los Angeles, California. *She's Too Pretty to Burn* marks her YA debut. [Wendyheard.com](http://Wendyheard.com)



# BOOK NAME - THE DEVIANT'S WAR : THE HOMOSEXUAL VS. THE UNITED STATES OF AMERICA



## BOOK BLURB :

New York Times Book Review Editors' Choice, Winner of the 2021 Randy Shilts Award for Gay Nonfiction, and one of The Washington Post's Top 50 Nonfiction Books of 2020.

From a young Harvard- and Cambridge-trained historian, the secret history of the fight for gay rights began a generation before Stonewall.

In 1957, Frank Kameny, a rising astronomer working for the US Defense Department in Hawaii, received a summons to report immediately to Washington, DC. The Pentagon had reason to believe he was a homosexual. After several humiliating interviews, Kameny was promptly dismissed from his government job like countless gay men and women before him. Unlike many others, though, Kameny fought back.

Based on firsthand accounts, recently declassified FBI records, and forty thousand personal documents, Eric Cervini's *The Deviant's War* unfolds throughout the 1960s as the Mattachine Society of Washington, the group Kameny founded, became the first organisation to protest the systematic persecution of gay federal employees. It traces the forgotten ties that bound gay rights to the Black Freedom Movement, the New Left, lesbian activism, and trans resistance. Above all, it is a story of America (and Washington) at a cultural and sexual crossroads; shocking, byzantine public battles with Congress; FBI informants; murder; betrayal; sex; love; and ultimately, victory.

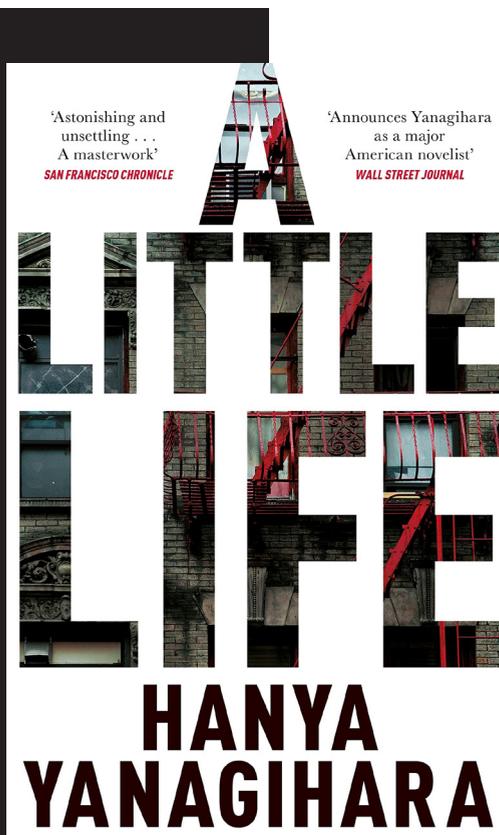
## ABOUT THE AUTHOR :

Eric Cervini is an award-winning historian of LGBTQA+ culture and politics. He graduated summa cum laude from Harvard College and received his Ph.D. in history from the University of Cambridge, where he was a Gates Scholar. *The Deviant's War* is his first book.

## AUTHOR NAME - ERIC CERVINI



## BOOK NAME - A LITTLE LIFE



### BOOK BLURB :

Shortlisted for the Booker Prize, Shortlisted for the Baileys Prize for Women's Fiction, Winner of Fiction Book of the Year at the British Book Awards and Finalist for the National Book Awards. The million-copy bestseller, *A Little Life* by Hanya Yanagihara, is a compelling and heartbreaking novel of brotherly love and the limits of human endurance. When four graduates from a small Massachusetts college move to New York to make their way, they're broke, adrift, and buoyed only by their friendship and ambition. It is kind, handsome Willem, an aspiring actor; JB, a quick-witted, sometimes cruel Brooklyn-born painter seeking entry to the art world; Malcolm, a frustrated architect at a prominent firm; and withdrawn, brilliant, enigmatic Jude, who serves as their centre of gravity. Over the decades, their relationships deepen and darken, tinged by addiction, success, and pride. Yet their most significant challenge, each comes to realize, is Jude himself, by midlife a terrifyingly talented litigator yet an increasingly broken man, his mind and body scarred by an unspeakable childhood, and haunted by what he fears is a degree of trauma that he'll not only be unable to overcome? But that will define his life forever.

### ABOUT THE AUTHOR :

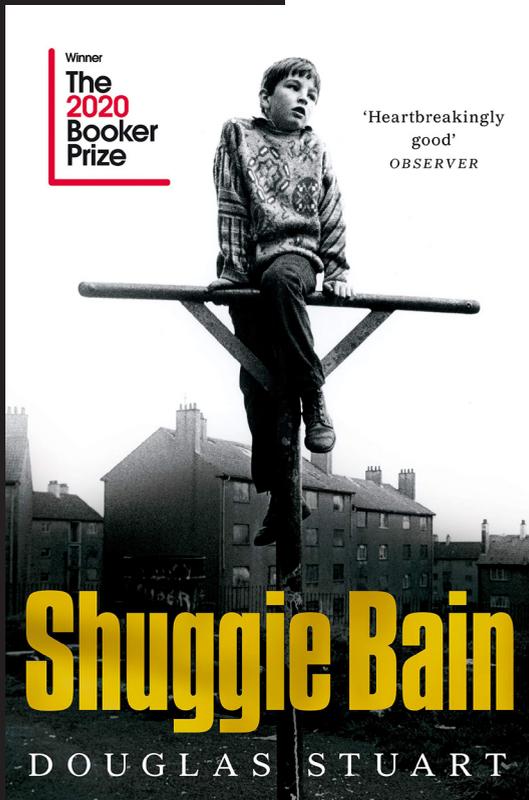
Hanya Yanagihara is a critically acclaimed and bestselling novelist and editor of *T: The New York Times Style Magazine*. Following the publication of her debut novel, *The People in the Trees*—an anthropological adventure story and examination of cultural collision, colonization, and moral ambiguity—The New York Times declared Yanagihara “a writer to marvel at.” Her second work, *A Little Life*, was a National Book Award finalist, a Man Booker Prize finalist, and a Kirkus Prize recipient. It appeared on numerous best book lists from The New York Times, The Washington Post, The Wall Street Journal, NPR, The Economist, Newsweek, and The Huffington Post, among others. An astonishing odyssey of friendship, trauma, and the limits of solace, it has become a cultural phenomenon. Her latest novel, *To Paradise*, debuted at #1 on the New York Times Bestseller list. It is a bold, brilliant novel spanning three centuries and three different versions of the American experiment, about lovers, family, loss, and the elusive promise of utopia.

In her presentations, Hanya Yanagihara explores the themes of her novels and her journey to becoming a writer. Having published her first book at age 38 while still working full-time, Yanagihara encourages audiences to live creatively while balancing the demands of everyday life.

### AUTHOR NAME - HANYA YANAGIHARA



## BOOK NAME - SHUGGIE BAIN



### BOOK BLURB :

Winner of the Booker Prize 2020, Shortlisted for the National Book Award for Fiction 2020, An Observer 'Best Debut Novelist of 2020', 'An amazingly intimate, compassionate, gripping portrait of addiction, courage, and love' - The judges of the Booker Prize is 1981. Glasgow is dying, and good families must grift to survive. Agnes Bain has always expected more from life. She dreams of more extraordinary things: a house with its front door and life bought and paid for outright (like her perfect, but false, teeth). But Agnes is abandoned by her philandering husband, and soon she and her three children find themselves trapped in a decimated mining town. As she descends deeper into the drink, the children try their best to save her, yet they must abandon her one by one to protect themselves. It is her son Shuggie who holds out hope the longest. Shuggie is different. Fastidious and fussy, he shares his mother's sense of snobbish propriety. The miners' children pick on him, and adults condemn him as not' right. But Shuggie believes that if he tries his hardest, he can be normal like the other boys and help his mother escape this hopeless place. Douglas Stuart's *Shuggie Bain* lays bare the brutality of poverty, the limits of love, and the hollowness of pride. A counterpart to the privileged *Thatcher-era* London of Alan Hollinghurst's *The Line of Beauty*, it also recalls the work of Édouard Louis, Frank McCourt, and Hanya Yanagihara, a blistering debut by a brilliant writer with a powerful and influential story to tell.

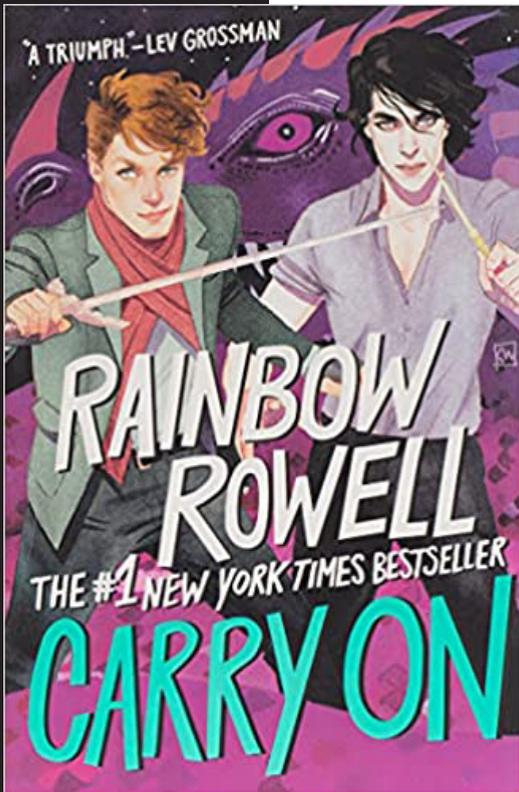
### ABOUT THE AUTHOR :

Douglas Stuart was born and raised in Glasgow. After graduating from the Royal College of Art in London, he moved to New York City, where he began a career in fashion design. *Shuggie Bain* is his first novel, and his writing has appeared in the *New Yorker* and *Literary Hub*.

### AUTHOR NAME - DOUGLAS STUART



## BOOK NAME - CARRY ON



### BOOK BLURB :

Based on the characters Simon and Baz featured in *Rainbow Rowell's* bestselling *Fangirl*, *Carry On* is a ghost story, a love story, a mystery, and a melodrama. It has just as much kissing and talking as you'd expect from a Rainbow Rowell story – but far, far more monsters. Simon Snow wants to relax and savour his last year at the Watford School of Magicks, but no one will let him. His girlfriend broke up with him, his best friend is a pest, and his mentor keeps trying to hide him away in the mountains where maybe he'll be safe. Simon can't even enjoy that his roommate and longtime nemesis are missing because he can't stop worrying about the evil git. Plus, there are ghosts. And vampires. And real evil things trying to shut Simon down. When you're the most powerful magician the world has ever known, you never get to relax and savour anything.

Come for the make-outs and stay for the magic' - The Atlantic

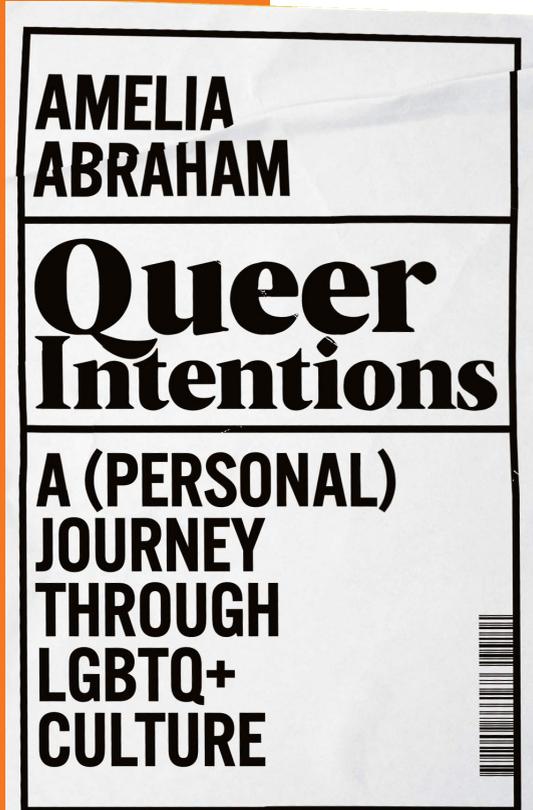
### ABOUT THE AUTHOR :

RAINBOW ROWELL lives in Omaha, Nebraska, with her family. She's the author of the *Simon Snow Trilogy* (*Carry On*, *Wayward Son*, *Anyway the Wind Blows*), *Landline*, *Fangirl*, *Eleanor & Park*, and *Attachments*.

### AUTHOR NAME - RAINBOW ROWELL



## BOOK NAME - QUEER INTENTIONS



### BOOK BLURB :

Shortlisted for the Polari First Book Prize 2020 'Eloquent, empathetic and passionate, this book will not just resonate with a new generation of queer people but with all those who seek to be their allies. A brilliant book.' - Owen Jones Today. The options and freedoms offered to LGBTQA+ people living in the West are more significant than ever. But is same-sex marriage, improved media visibility, and corporate endorsement all it's cracked up to be? At what cost does this acceptance come? And who is getting left behind, particularly in parts where LGBTQA+ rights aren't so advanced? Combining intrepid journalism with her personal experience, in *Queer Intentions*, Amelia Abraham searches for the answers to these urgent challenges and the broader question of what it means to be queer right now. Amelia takes the reader on a thought-provoking and entertaining journey with curiosity, good humor, and disarming openness. Join her as she cries at the first same-sex marriage in Britain, loses herself in the world's biggest drag convention in LA, marches at Pride parades across Europe, visits both a transgender model agency and the Anti-Violence Project in New York to understand the extremes of trans life today, parties in the clubs of Turkey's underground LGBTQA+ scene, and meets a genderless family in progressive Stockholm.

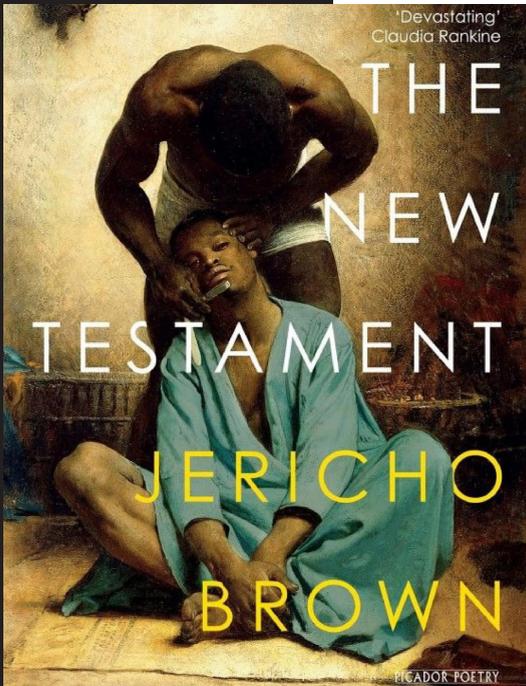
### ABOUT THE AUTHOR :

Amelia Abraham (b. 1991) is a journalist from London. Her main interest is LGBTQ identity politics. She has written on or around this topic for the Guardian, the Observer, the Independent, the Sunday Times, the New Statesman, ES Magazine, VICE, i-D magazine, and Dazed & Confused. She also writes about feminist issues, human rights issues, health policy, arts and culture, and sex. *Queer Intentions* is her first book.

### AUTHOR NAME - AMELIA ABRAHAM



## BOOK NAME - THE NEW TESTAMENT



### BOOK BLURB :

Jericho Brown's *The New Testament* is a devastating meditation on race, sexuality, and contemporary American society by one of the most critical voices in US poetry and the winner of the Pulitzer Prize for Poetry. 'To read Jericho Brown's poems is to encounter devastating genius.' – Claudia Rankine. In poems of immense clarity, lyricism, and skill, Brown shows us a world where disease runs through the body, violence runs through the neighbourhood, and trauma runs through generations. Here Brown makes clever and provocative use of Bible stories to address the gay experience from a personal and a political perspective. By refusing to sacrifice nuance, no matter how charged and urgent his subject, Brown is one of the handful of contemporary poets who have found a speech adequate to the complex times in which we live and a way to express an equivocal hope for the future. *The New Testament* won the Thom Gunn Award for Gay Poetry and the Paterson Award for Literary Excellence.

### ABOUT THE AUTHOR :

Jericho Brown worked as the speechwriter for the Mayor of New Orleans before earning his PhD in Creative Writing and Literature from the University of Houston. He also holds an MFA from the University of New Orleans and a BA from Dillard University. The recipient of the Whiting Writers Award and fellowships from the National Endowment for the Arts, the Radcliffe Institute at Harvard University, the Bread Loaf Writers' Conference, and the Krakow Poetry Seminar in Poland, Brown is an Assistant Professor at Emory University. His first book, *PLEASE* (New Issues), won the American Book Award. He lives in Atlanta.

### AUTHOR NAME - JERICHO BROWN



## BOOK NAME - RED, WHITE AND ROYAL BLUE



### BOOK BLURB :

What happens when America's First Son falls in love with the Prince of Wales? When his mother became President, Alex Claremont-Diaz was promptly cast as the American equivalent of a young royal. Handsome, charismatic, genius? His image is pure millennial-marketing gold for the White House. There's only one problem: Alex has a beef with the actual prince, Henry, across the pond. And when the tabloids get hold of a photo involving an Alex-Henry altercation, US/British relations worsen. Heads of family, state, and other handlers devise a plan for damage control: staging a truce between the two rivals. What at first begins as a fake, Instagramable friendship grows more profound and more dangerous than either Alex or Henry could have imagined. Soon Alex finds himself hurtling into a secret romance with a surprisingly unstuffy Henry that could derail the campaign and upend two nations and begs the question: Can love save the world after all? Where do we find the courage, and the power, to be the people we are meant to be? And how can we learn to let our true colors shine through? Casey McQuiston's *Red, White & Royal Blue* proves: that true love isn't always diplomatic.

"I took this with me wherever I went and stole every second I had to read! Absorbing, hilarious, tender, sexy? This book had everything I crave. I'm jealous of all the readers who still get to experience *Red, White & Royal Blue* for the first time!" - Christina Lauren, New York Times bestselling author of *The Unhoneymooners*.

"*Red, White & Royal Blue* is entertaining. It is romantic, sexy, witty, and thrilling. I loved every second." - Taylor Jenkins Reid, New York Times bestselling author of *Daisy Jones & The Six*.

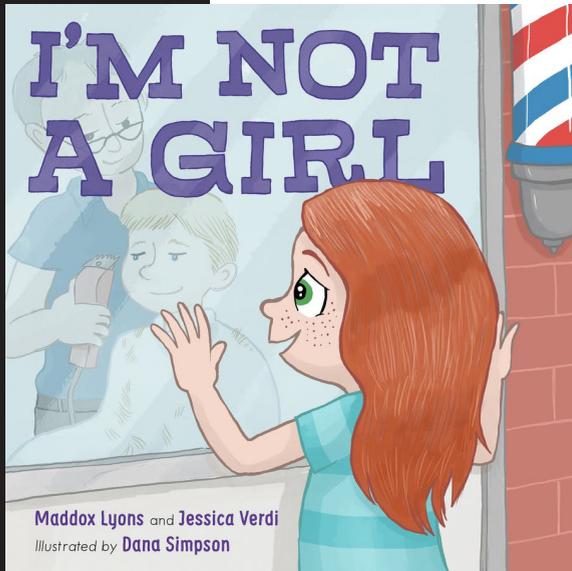
### ABOUT THE AUTHOR :

Casey McQuiston is the New York Times bestselling author of *One Last Stop*; *Red, White & Royal Blue*; and *I Kissed Shara Wheeler*, and *A Pie Enthusiast*. Born and raised in southern Louisiana, Casey now lives in New York City with Pepper, a poodle mix and semi-pro personal assistant.

### AUTHOR NAME - CASEY McQUISTON



# BOOK NAME - I'M NOT A GIRL



## BOOK BLURB :

Based on a true transgender identity journey, the picture book *I'm Not a Girl* is an empowering story from writers Maddox Lyons and Jessica Verdi about a boy who is determined to be himself, illustrated by Dana Simpson.

Nobody seems to understand that Hannah is not a girl. His parents ask why he won't wear the cute outfits they pick out. His friend thinks he must be a tomboy, and his teacher insists he should be proud to be a girl.

But a birthday wish, a new word, and a stroke of courage might be just what Hannah needs to show the world who he is finally.

## ABOUT THE AUTHOR :

**Maddox Lyons** is a transgender boy who lives in California with his parents, sister, two dogs, and two pet rats. He does advocacy and outreach with various LGBTQA+ organisations. Maddox loves drawing and writing, acting, figure skating, and getting lost in a good book.

**Jessica Verdi** is the author of several books for children and young adults—including, *And She Was*, *What You Left Behind*, *The Summer I Wasn't Me*, and *My Life After Now*. *I'm Not a Girl* is her debut picture book. Jess lives in New York with her family and loves traveling, seltzer, hot sauce, TV, theatre, vegetarian soup, leggings, flip-flops, and all animals.

**Dana Simpson**, a native of Gig Harbor, Washington, first caught the eyes of devoted comics readers with the internet strip *Ozy and Millie*. She then developed *Phoebe and Her Unicorn*, syndicated in over 200 newspapers worldwide, and generated a robust publishing program.

Simpson's books have appeared on the New York Times bestseller list and won the Washington State Book Award and the Pacific Northwest Book Award. She lives with her husband and her cat in Santa Barbara, California.

## AUTHOR NAME - MADDOX LYONS





# PVLf

PragatiE Vichaar

LITERATURE  
FESTIVAL 2023

9<sup>th</sup>-14<sup>th</sup> Jan



## Kapil Gupta

Founder - Frontlist Media & Festival Director PVLf 2023

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 organisations he runs and builds them in sync with one another. He is the Founder and the CEO of OMLogic (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).

He has also written a book called *India Vision: New Age Equality* that became #1 bestseller in sociology on amazon.in within a week of its release. It explores the concept of India, equality and what it means for different people.

**Frontlist: PragatiE Vichaar Literature Festival is returning with its 2nd Edition. What novel changes can we foresee through this literary event?**

**Kapil:** The second edition of PVLf will be very different from its first rendition. This year, instead of having a continuous 24 hour Author's Marathon, we will be holding our talks and ceremonies over the course of many days. We will continue to focus on bringing new authors to the front stage. We will ask them to share their views on the industry and how they plan to revolutionize it. Finally, we will also be including Hindi literature in the mix and celebrate Hindi authors who have been gaining ground in the past few years. There will also be sessions around the industry with key leaders from publishing and copyright industry participating

**Frontlist: What is the objective behind the theme 'Taking humanity forward' that has been decided for PVLf 2023?**

**Kapil:** Revolution is the new evolution and that's the only way humanity can move forward. We all know that the pen is mightier than the sword and thus it is in our abilities and duty to bring about the changes that will take not just the literary world but also the entire humanity forward. The species that began as little more than pack hunters in the plains of Savannah just a 100,000 years ago have now conquered the entire planet and been to space. The 21st Century is the most transformative age in the entire history. Our socio-economic changes had already left our natural evolution behind but now our technological upheavals have even left our societal evolution into dust. Now, our lifestyles, mannerisms, outlooks and goals change with the black swans that emit from our integrated cyborg society. We need to pay attention to this new age and thus, we focus on new authors and voices that we need to hear if we must continue to the next level. In the era of Covid, war & a tech revolution changing the basic essence of life, what better than the theme of 'Taking Humanity Forward'

**Frontlist: Providing a platform for debut authors is one of the key aspects of PVLf. How will debut authors be able to get leverage from the 2023 edition?**

**Kapil:** Debut Authors will be able to compete in the PVLf Author Excellence Awards and get a chance to win if chosen. On the other hand, they will also have a stage in the form of PVLf Authors Marathon to converse about their work and their future plans and connect with their readers who tune in for the event. They will be able to showcase their ideas about the world, their means of inspiration and their process for all of us to learn from. The topics in focus this year will be on history & mythology, nationalism & patriotism, mental health & wellness, Hindi literature, war & famine, equality & racism, sustainability, and nonfiction. They will share their views and grow our knowledge from their perspectives and showcase their ideas on how to take humanity forward. They will be able to use this recognition to propel their careers forward.

**Frontlist: How does PragatiE Vichaar Literature Festival stand apart as we compare it with other prestigious Literature Festivals?**

**Kapil:** Let me be bold and say PVLFF is a literature festival while most others are dialogue forums. We do not get cricketers, movie stars, politicians and business people. We get authors, the true drivers of literature. The discussions are kept more meaningful versus turning into a star-studded show. It's one of a kind literature festival that focuses on propelling new authors and voices of the country. Even though we do feature prominent faces of the literary world, they are not the protagonists of the event. This is where we separate ourselves from other festivals as most of them focus on already known authors and drive conversation towards what is trending. We allow our authors to speak on the topics close to their hearts and we allow our audiences to interact with them without barriers. Our goal is to innovate the publishing industry of the country and bring them to the forefront of the 21st century and thus our technology integration to bring people closer is also what distinguishes us.

**Frontlist: How will PVLFF 2023 be advantageous for international authors? Will the publishing industry get more diverse perspectives from international authors this time?**

**Kapil:** Even though the presence of the International Authors in our previous iteration was a bit lacking, we are making sure that this year we bring a more diverse international author base. Of course the stage will be very advantageous for those authors as they would have the chance to be explored by a market of more than 1.3 billion people. They will also be able to express their opinions over all our topics and comment on what we should do to grow together as an integrated global village. All their perspectives will only add onto the conversations and knowledge that will resonate from our festival.

**Frontlist: Being a Festival Director, what are your expectations from PVLFF 2023?**

**Kapil:** My expectations are something that can't be contained with one festival. Joking, I just want the festival to accomplish what my team wants it to accomplish and that is to drive conversations that can showcase us a map to drive change in the industry and the world. I want as many readers to hear about it and be a part of it and connect with their favorite authors to be inspired to be like them. I want authors to recognize PVLFF as a center stage for presenting their work to the world and I want developing authors to aim to win an award here some day. I am not much interested in what it does than who it impacts. If even one person walks out taking in a new perspective or being inspired enough to act upon it then I would consider PVLFF 2023 to be successful.

**Frontlist: PVLFF Excellence Awards is one of the major parts of this Literature Festival. How are these awards reliable and what value can it add to the Publishing industry?**

**Kapil:** Let me first say that I have an extremely low view of industry awards. Perhaps because I get one email every week for my digital marketing agency being selected as top agency, just that it needs to be paid for. The PVLFF Excellence Awards is conceptualised as perhaps the only unbiased, equal and fair system of selecting the most impactful authors, books and publishers in the contemporary world. We have partnered with Nielsen, the #1 research agency in the world. With their vast coverage through Nielsen Bookscan Data, we award the truly deserving ones. There are different criterions for authors, books and publishers; but the focus is on transparency and fairness.

**Frontlist: Since its inception, how has Frontlist brought a dynamic change in the Publishing Fraternity?**

**Kapil:** I started Frontlist since there was a vacuum in the Indian Publishing industry. There is no representative ecosystem that talks Indian Publishing. I want to create that ecosystem as a philanthropic initiative and then own the ecosystem as an entrepreneur. It is a premium place for authors and publishers to come together and showcase their work in such a way that it gains more visibility in the world. The digital nature of the platform allows for us to reach a younger audience and thus increases the prevalence of books and publishing in our society. But first and foremost, it is a place for debut authors to come into the spotlight and shine for all the world to see. We support new works and back new age thinking, we want to change the way we read and judge our artwork and we want to revolutionize the publishing industry so that it supports art more than the business of art.

## HIS THOUGHTS ON THE THEME OF LGBTQA+

**Frontlist: What are your thoughts on LGBTQA+?**

**Kapil:** I have always believed that sexuality is a very personal topic. Who fucks who or gets fucked by who, who dressed like who, and who has what genital organs shouldn't even be a part of our identity. I have the exact same thoughts on women and the same on other differentiations based on caste, religion, color and other identifiers. These are conversations that mattered in the 20th century, not now. We need to move beyond. I understand it's easier said than done, but my mission is simply to provide an equal environment to all. Oppression and privileges are fully ruled out.

**Frontlist: Do you really think it is justified to oppress LGBTQA+ community as they are also an integral part of our society?**

**Kapil:** It is never justified to oppress anyone, not even beaten Nazis, so how can it be justified against an entire spectrum of people? They have been here since the dawn of time, we see homosexual behaviors in hundreds of species of animals, it is not just natural, it is a part of who we are. Sexuality is fluid and each one of us lie somewhere on the spectrum. If religious and societal persecution wasn't a thing, who knows how many people would recognise their own closeted behaviours. Let people be people and let choices be choices, who are we to stop them? This oppression is against God,

against nature and of course it is against Science. Funny thing in India is that the people who justify their bigotry cite historic precedent in response but don't realize that homophobia is a colonized trait which simply did not exist before the Victorian programming. Take a look at Hindu scriptures and read about the history of India's society and you will find LGBTQA+ people not just everywhere but also in positions of power.

**Frontlist: Being an equality advocate, what if someone from a family is defined as a third gender. What would you do to stand with them despite having a falling out with your own family members?**

**Kapil:** They will be treated as people, EQUAL! No special treatment, oppression or privileges. This attack that the bigot family will feel upon its honor, upbringing and 'Sanskar' would be something I would truly enjoy witnessing. I would stand by them and protect them from the constant chauvinistic toxicity that would belch out of the family. I would even suggest my family take counseling to shed these enmeshed behaviors and if they can't keep themselves in check then I would ask the family to leave them alone for good. Of course, I will try my all to show them the right way but the dunning kruger effect is simply too strong with some people that forget facts, not even God can change their ways.

**Frontlist: LGBTQA+ members get an equal opportunity as well like other genders. But we treat them quite differently from us. What are your thoughts on this?**

**Kapil:** Everybody gets equal treatment in all businesses owned by me but that is inherently not true with the community at large. Bigotry is so embedded in the system that discrimination is not just prevalent but also common. But even if somehow we eradicate bigotry from all opportunities, how will we eradicate it in people's minds? How can we erase something that people feel is a part of their and their community's identity? That it is ingrained in their ways so much that even a question against it is an attack to their being itself? Of course, they treat people with a fluid sexuality with such hostility that they make their survival a pain. They dig them with constant jabs, taunts and malignant moves that the person feels more isolated than a dying pig in an endless pit. It's like people get off on hurting others and project their insecurities and venom onto them.

**Frontlist: Since you do not uphold any privileges. Should we provide reservations to LGBTQA+ community members?**

**Kapil:** I think reservation in itself is a very controversial topic and my stand on it has always been very negative. We are in the 21st century, our quest should be towards equality, not reservations, subsidies and privileges. At the same time, in some specific pockets, for a pre-defined short timeframe, with very strict policing and guidelines, I am okay if they are needed for some people to attain an equal status amongst their peers.

**Frontlist: What change would you like to make for LGBTQA+ Community to give them a sense of equality in society?**

**Kapil:** Well, for me its simple, just treat them equal. :)

The only way to bring a true change to make someone feel welcomed and equal in a society is by destroying prejudice and obliterating systematic bigotry. This can only be done by educating people from the very beginning to understand sexuality as not a process to give birth and propel our species but as an expression of one's self and a way of love. Teach people to accept other people's right to their bodies and their lives and the right to love amongst consenting individuals. I would uproot the law in such a way that no religion, belief or tradition can impact people of LGBTQA+ in a malignant way. People have the right to practise their beliefs as long as it doesn't impact others or restrict them in their ways. I would curb the so-called Social police composed of uneducated hordes that do nothing but spread their hate onto others. Most importantly, I will call upon the people of LGBTQA+ to prove themselves on their merit to enrich the society. Some already have, however a lot more remains to be done. It is upon the LGBTQA+ people as well to consider themselves equal. The better ones shouldn't be begging for privileges to move forward, rather they struggle and make it on their own to stand as guiding lights for those to follow.

**Frontlist: Frontlist plays a major role as a carrier of the Publishing industry updates to audiences. Apart from English and Hindi Literature, don't you think you should encourage the LGBTQA+ Literature. Please share your views.**

**Kapil:** We don't just think, we do encourage more writers from LGBTQA+ communities and cheer for more writers to build more characters with LGBTQA+ representations. I think it's time for their voices to propagate more in the literature world. It's a shame that so many great books have been written without even the mention of the sexual spectrum. But it's never too late than never and we do see more and more writers incorporate people of the LGBTQA+ in their stories, not just centering their characters on their sexuality but also giving them an equal and right representation. On the other hand, the internet is already filled with an entire cornucopia of shipping theses where people pair their favorite fictional characters and write their stories and not always in an NSFW way. Change is coming but it can be accelerated with all our efforts.

**Frontlist: What is the relevance of LGBTQA+ Literature to flourish the contemporary society in terms of education level as well as conscious level?**

**Kapil:** There is a term floating around 'woke culture'. It is used as much as a derogatory term as much is used to propel movements of representation forward. But we must save ourselves from misrepresentation and tokenization. Representing for the sake of representing and building stories around a character that is nothing but a shell of a person by being there just being gay must be shunned. We must instead embrace the changes of the fluid human sexuality in its evolution in the next age. Exposing our children to the real truths to destroy any seeds of bigotry and writing marvelous fictions that inspire us to find aspects of those characters in ourselves. We must recognize the place of sexuality in our lives and allow people to express their love in their own unique ways.

2022 WAS BIG, 2023 PROMISES TO BE A BLOCKBUSTER



**PVLf**

PragatiE Vichaar  
LITERATURE  
FESTIVAL 2023

9<sup>th</sup>-14<sup>th</sup> Jan

# WELCOME TO 2023 EDITION OF PRAGATIE VICHAAR LITERATURE FESTIVAL



**Theme: Taking Humanity Forward**

**NOMINATIONS FOR PVLf AUTHOR EXCELLENCE  
AWARDS HAVE STARTED!**

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## PRAGATIE VICHAAR LITERATURE FESTIVAL 2023

The most awaited Literature Festival, will open its gates from 9<sup>th</sup> Jan – 14<sup>th</sup> Jan 2023.

Conceptualised by Frontlist and hosted on PragatiE, PVLF 2023 celebrates the new and the old, the known and the not so-known, the big and the small of the literary ecosystem. It gives an opportunity to reach a wider audience through Author's Marathon (theme-based sessions over 5 days) and be recognized through our awards for authors, books & publishers.

This year's theme is '**Taking Humanity Forward.**'

A true number-driven award powered by the most acceptable data source of all, the Nielsen BookScan data. The 2023 edition of PVLF shall have PVLF Author Excellence Awards, PVLF Readers' Choice Book Awards and PVLF People's Choice Publisher Awards.

## PVLF AUTHOR EXCELLENCE AWARDS 2023 (BASED ON NOMINATIONS, JURY AND PUBLIC VOTING)

- The Authors can nominate themselves, or the Publisher can nominate on their behalf for Awards. Every entry can be done into a maximum of 3 categories, and the winner of each class shall be decided based on Jury shortlisting and, finally, a transparent online public voting.
- The Jury will shortlist 5 Authors in each category who will be put for voting on the Frontlist Platform. Public voting will decide the final winner.
- Voting lines after Jury selection shall begin afterward, and the shortlisted authors will be announced on Frontlist Website.

### SUBMISSION

Submission started on 1<sup>st</sup> June and will last till 31<sup>st</sup> October 2022 under the below-mentioned categories in English and Hindi.

1. Best Debut Fiction
2. Best Non-Fiction
3. Best Debut Non-Fiction
4. Best Fiction
5. Best Poetry
6. Best Children's Author of the Year

### ELIGIBILITY CRITERIA:

1. Book should be published from Jan 2020 – September 2022.
2. One Book title can be nominated in a maximum of 3 categories.
3. Titles participated last year, which did not win but can participate again.
4. Nomination in 1 category is for Rs. 500 only.

**PVLF People's Choice Publisher Awards** are given purely based on the Nielsen data of the number of actual books

sold in the respective category across titles by the publisher.

### AWARDS CATEGORIES :

1. Test Prep
2. Higher Education
3. K-12
4. Children Publishers
5. Trade
6. Hindi

**PVLF Readers' Choice Book Awards** are based on Nielsen data for books in the Silver, Gold, and Platinum category in English & Hindi languages and then put up for public voting in a transparent online system.

## LIST OF JURY FOR PVLF AUTHOR EXCELLENCE AWARDS 2023:

### 1. KAVEREE BAMZAI

Kaverie Bamzai is an Indian Journalist, Founder of streestories.com, Co-Presenter of tiffintalks, Former Editor of India Today, and Author of *The Three Khans* and *The Emergence of New India*. She is the only woman to have been the editor of India Today magazine, where she worked for 30 years. She worked for The Times of India and The Indian Express before and has been Editor-at-large for India Today since 2014. Her book, *No Regrets*, received positive reviews. So did *The Three Khans*, written about the three Khans of Bollywood. A graduate of Delhi School of Economics, Chevening Scholar, and wholehearted supporter of good causes, from Save the Children to CII's Committee on Women's Empowerment, she now presides over a chaotic household while managing a fledgling career as a writer.



### 2. BINAY KUMAR SINGH

Binay Kumar Singh is an author and researcher. He has written *Bleeding India: Four Aggressors, Thousand Cuts*. He is regular on TV panels, presenting a realistic perspective on national security and policy issues.



He also regularly contributes to internal security in various national and foreign publications. His report on the Popular Front of India (PFI) activities in Jharkhand was instrumental in the organisation being banned in the State for its involvement in activities that pushed the anti-national agenda. He has extensively researched the Maoist-Missionary alliance, illegal cattle trade- terror nexus, coal mafia cartel, chit fund, and Ponzi schemes, among other issues.

### 3. MA ANAND SHEELA

Ma Anand Sheela (Sannyas Name) was born in Baroda, India. She has a Naturalized citizenship in Switzerland.

Ma Anand Sheela, or Sheela Birnstiel, managed the Rajneesh commune

and the city of Rajneeshpuram in Wasco County, Oregon, USA. She was the personal secretary of Bhagwan Shree Rajneesh from 1980 to 1985. More recently, she regained her spot in the limelight because of the Netflix series *Wild Wild Country*. Ma Anand Sheela has founded beautiful care homes for underprivileged young and old persons. Her care is based on love, respect, and dignity. She manages two care homes in Switzerland and Mauritius. She has authored *Don't Kill Him* in German in 1996, *My Treasure* in English in 2005, *Love Inspires* in German in 2010, *Don't Kill Him* in English in 2013, "By my own rules" in English was released in November 2020.



### 4. LIPIKA BHUSHAN

An award-winning senior publishing professional, Lipika Bhushan heads MarketMyBook, maximum publicity and digital marketing agency for writers and publishers. She founded MarketMyBook in 2013 after running

Marketing at HarperCollins India for about 7 years. MarketMyBook has serviced some of the leading publishers and writers in the world since its inception. Lipika contributes as an industry expert to various publications. Her poems have been published in the NavBharat Times and Amar Ujala. Lipika's essay



was published in *Global Pandemic Crisis: A Series of Literary Essays on Quarantine* (Transcendent Zero Press, US) in 2020. Her first short story was featured in the anthology *When Mommy Was a Little Girl* (Ponytale Books) in January 2022.

### 5. RATNA JOSHI

Ratna Joshi, a marketing and publicity professional with boundless enthusiasm, thrives on challenges. She likes to bring things to perfection, has an eye for details, and enjoys being in the

company of positive thinkers and value relations. Her journey in publishing began two decades ago with Penguin Books India, and she fell immediately in love with the industry. Thereon, she worked with other global publishers like HarperCollins India and, most recently, as the Head of Marketing for Pan Macmillan India. She's worked with many world-renowned authors like Jeffrey Archer, Julia Donaldson, Alan Hollinghurst, Anuja Chauhan, Anita Nair, Ann Cleeves, Melinda Gates, Edward Snowden, Sir Elton John, Paulo Coelho, Tomi Adeyemi, William Dalrymple, Ramachandra Guha, Raghuram Rajan, Kunal Basu, Sunjeev Sahota, Paul Beatty, Pico Iyer and many more. She was on the jury panel for the Times of India AuTHER Awards 2021 for the Best Debut category. She manages book publicity for authors directly.



DEAR AUTHORS,

NOMINATIONS FOR PVLf 2023  
AUTHOR EXCELLENCE AWARDS  
ARE OPENED IN THE VARIOUS CATEGORIES.

APPLY NOW



# MEDIA COVERAGE

**Book Release: Loktantra Ke Swar and The Republican Ethic by the President of India, Shri Ram Nath Kovind, organised by Publications Division**



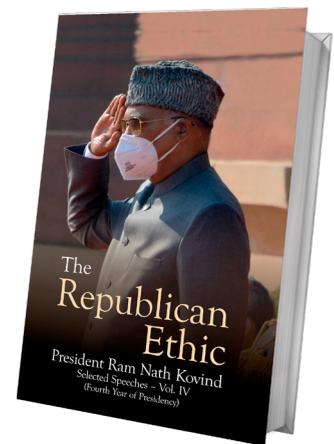
On June 8, 2023, Union Education and Skill Development & Entrepreneurship Minister, Shri Dharmendra Pradhan, along with Union Minister for Information & Broadcasting and Sports, Shri Anurag Thakur, released a book titled "Loktantra Ke Swar" and "The Republican Ethic" having selected speeches of the President of India, Shri Ram Nath Kovind. This is the fourth volume of the series, featuring the fourth year of the presidency of Shri Ram Nath Kovind. The compilation contains speeches on a wide range of subjects. E-books were also released on occasion.

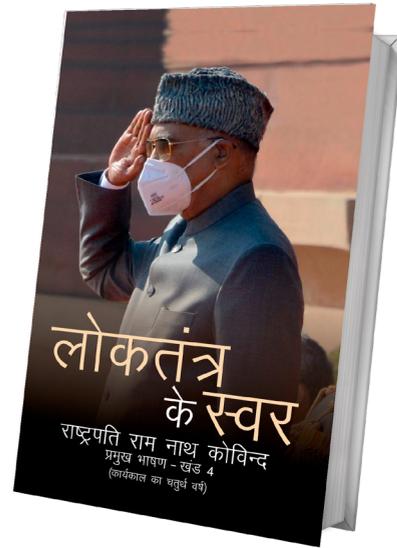
Minister of State for Education, Shri Subhas Sarkar; Minister of State for Information & Broadcasting and Ministry of Fisheries, Animal Husbandry & Dairying, Dr L Murugan, also graced the event. Secretary to the President, Shri K D Tripathi; Secretary, Ministry of Information & Broadcasting Shri Apurva Chandra, Secretary, Higher Education Shri Sanjay Murthy, senior officials of the President's Secretariat, Education Ministry, and Information and Broadcasting Ministry were present at the occasion.

Shri Dharmendra Pradhan said that the compilation of speeches by the President of India, Shri Ramnath Kovind, in his 4th year in office is a good barometer for the nation's state. The Minister highlighted that this book captures the President's thoughts on varied topics such as public service, ethics, education, aspirations of our youth, and contemporary global issues. He added that the book will enrich public discourse and serve as a guiding light toward taking India forward in the Amrit Kaal. The Minister also suggested that the educational institutions engage students in discussions and debates on the relevant topics elucidated by President in his speeches.

Shri Pradhan said that the President, in his speeches, while aptly covering the soul of India, its civilisational wealth and culture, has also laid the vision for the future. Speaking about NEP 2020, he has rightly called for achieving the twin vision of inclusion and excellence in education. Quite in reflection of his awareness of the needs of the common people, the President appreciated the National Education Policy 2020 with these words: "The NEP aims to re-orient our education system towards meeting the needs of the 21st century. It sets the vision of developing an equitable and vibrant knowledge society by providing quality education to all. This calls for achieving the twin objectives of inclusion and excellence."

Speaking on occasion, Shri Anurag Thakur said that our nation is undergoing a significant transition and transformation as we mark 'Azaadi Ka Amrit Mahotsav' and look to leap into the future, envisioning our journey towards India's 100th Independence Day. He said that the speeches of the President of India are part of our heritage – preserving for posterity the vision, the aspirations, and the achievements of the nation, reflected in the wise words of our Head of the State. He said that through his speeches, President has captured the essence and flavour of India in all its hues. He terms the President's speeches as timeless and a window to the journey of India during this period. Shri Thakur expressed satisfaction at the Publication Division of the Ministry of Information and Broadcasting successfully completing this prestigious assignment and congratulated all stakeholders involved in the process.

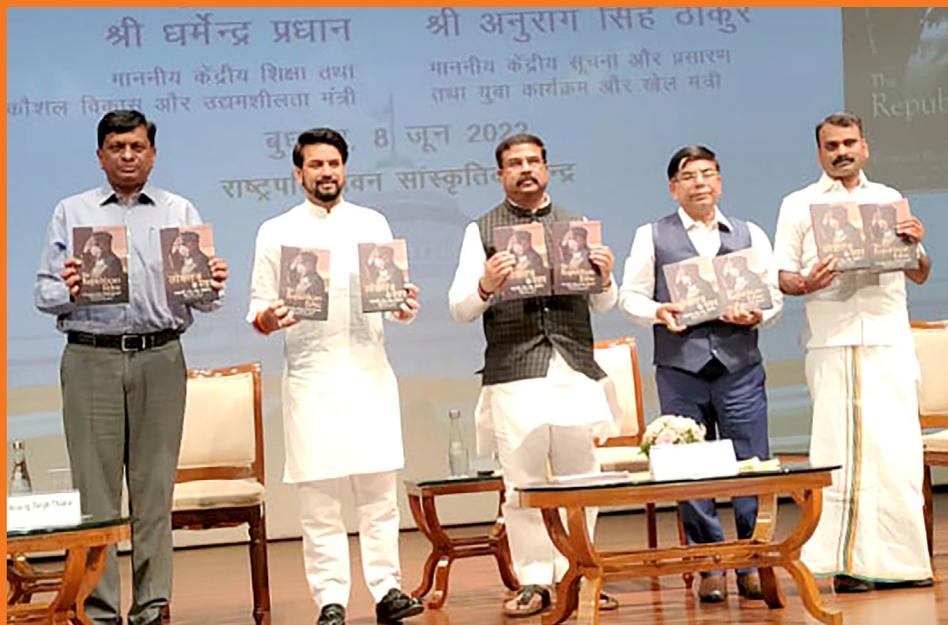




Shri Anurag Thakur said that in a brief period in office, the President has made a distinct mark in how he reaches out to the common citizens of this country, touching the chord of emotions, expectations, and aspirations of our fellow citizens. He outlined various topics in this book and said that these volumes will be timeless for future generations looking to understand the Presidency and the journey of India during this period.

This volume contains the speeches delivered by the President on numerous occasions during the fourth year of his Presidency. The compilation includes a wide range of speeches that touch the diverse facets of the nation's life. A total of 38 speeches have been selected and categorized into eight sections. These are : (i) Addressing the Nation, (ii) Educating India, Equipping India, (iii) Dharma of Public Service, (iv) Honouring Our Sentinels, (v) Spirit of the Constitution and Law, (vi) Acknowledging Excellence, (vii) Moral Exemplars, Guiding Lights, and (viii) Window to the World.

In this volume, The President expresses his innermost thoughts on issues and personalities. As the world came to a standstill and took a grip as a fallout of the Covid-19 pandemic, President Kovind led by example. He had more virtual speeches than public ones. If the troubled times called for resolute and united action and strategy, the President followed the set norms. Staying within the precincts of Rashtrapati Bhavan, he showed how the exigencies of the 'new normal' could be tackled by being in sync with nature.



# UNMESHA - INTERNATIONAL LITERATURE FESTIVAL, SHIMLA

Organised by the Ministry of Culture,  
Government of India and Sahitya Akademi

The Ministry of Culture, Government of India, and Sahitya Akademi organised Unmesha, an International Literature Festival in Shimla, from 16 to 18 June 2022 as part of Azadi Ka Amrit Mahotsav celebrations with the support of the Department of Art and Culture, Government of Himachal Pradesh.

The festival occurred in the heritage buildings, the Gaiety Heritage Cultural Complex, and the Town Hall in the Ridge, Shimla. The Inaugural session happened in the main auditorium of Gaiety Theatre on 16 June 2022 from 10.00 a.m. to 12.00 Noon, wherein Shri Arjun Ram Meghwal and Smt Meenakshi Lekhi, Hon'ble Ministers of State for Culture, and Shri Biswa Bhusan Harichandan, Hon'ble Governor of Andhra Pradesh, added the charm to the occasion.

Over 425 writers, poets, translators, critics, and distinguished personalities from various walks of life from 15 countries, including India, representing over 60 languages and 64 events, took part at the Unmesha International Literature Festival, the most significant literature festival in the country. The festival highlighted discussions, presentations, poetry and story readings, performances, etc., covering a wide array of subject matter such as "Cinema & Literature,"



Ministry of Culture  
Government of India

SAHITYA AKADEMI

75  
Azadi Ka  
Amrit Mahotsav

Around  
**450**  
littérateurs

**50+**  
Events

**UNMESHA**  
festival of expression

INTERNATIONAL LITERATURE FESTIVAL  
**16-18 June 2022, Shimla**

**India's Largest Literature Festival**



“World Classics & Indian Writing,” “Tribal Writings,” “Writings of LGBTQ community of India,” “Media & Literature,” “Bhakti Literature” & “Uniting Cultures through Translation.” The evening teemed with cultural performances - Bharatanatyam by Sonal Mansingh, Tala Vadya Kacheri by P Jayabhaskar, and Nagara by Nathulal Solanki, and Dastan-e-Karn, Dastangoi by Mahmood Farooqui. Some of the distinguished personalities who participated in the festival are Sonal Mansingh, Gulzar, S L Bhyrappa, Chandrashekhar Kambar, Kiran Bedi, Linda Hess, Daniel Negers, Surjit Patar, Namita Gokhale, Kapil Kapoor, Arif Mohammad Khan, Raghuveer Chaudhari, Sitanshu Yashaschandra, Vishwas Patil, Ranjit Hoskote, Gitanjali Shree, Sai Paranjpye, Deepti Naval, Malashri Lal,

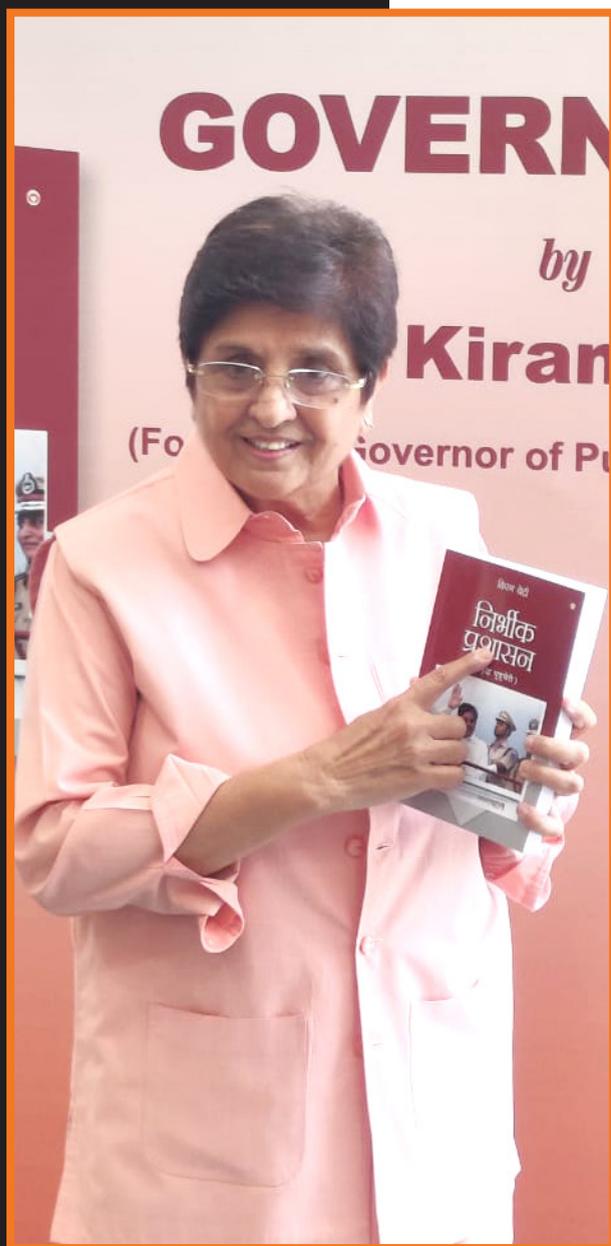
Sudarshan Vashishtha, Pratyoosh Guleri, S R Harnot, Hoshang Merchant, Leeladhar Jagoori, Arun Kamal, Vishwanath Prasad Tiwari, Baldeo Bhai Sharma, Satish Alekar and Vishnu Dutt Rakesh.

The event was freely accessible to the public. During the festival, a total of 1000 books related to the Indian freedom movement were displayed, and the publications of five Indian publishers were for sale.

The literature of any country represents and reflects that country’s culture, and literary Festivals bring out cultural reflections and representations in several colors and flavors. These kinds of Festivals reveal great minds of the land inclusively and offer an unparalleled opportunity to many young and aspiring writers and literary enthusiasts of the region where the literary festival is occurring. This is why the Ministry of Culture and Sahitya Akademi organised Unmesha.



## Book Release: Dr Kiran Bedi's Book *Fearless Governance* in Hindi, Organised by Diamond Books



After the release of the *Fearless Governance* book in English, the Hindi Edition was launched by Smita Prakash, Editor of ANI today. The book offers a practical model of accessible, accountable, and people-centric governance. Something which is being urged by the national leadership. Dr Kiran Bedi said, "Many of the measures listed in the book are being seen to have been practiced in Delhi by the newly appointed Lt Governor in the field daily and directing officers to do so too. It is heartening to see this. Good governance cannot be without sustained grass root connect."

Dr Kiran Bedi, the author of the book and a former Lt Governor of Puducherry, will make an illustrative exposition of the good practices she led to be followed.

Smita Prakash, Editor ANI, released the book, led the discussion, and moderated the Q&A Session.

Diamond Books are the publishers of the book. More languages are in work, including foreign.

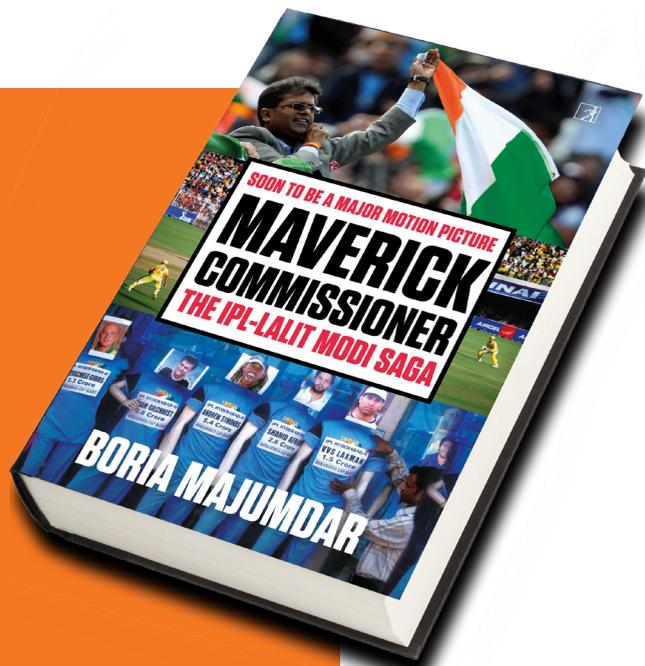
Royalties of the books are donated to India Vision and Navjyoti India Foundation.

Alstone, a manufacturer of interior building products, gifted a signed complimentary copy of the book to all the guests at the event.

On occasion, Ms Smita Prakash, Editor of ANI, said, "Fearless Governance is a new kind of publication style with proof and evidence of Dr Kiran Bedi's work in Puducherry. This is a lived-in book, and she decided to be her own media and touched the lives of thousands of people."

Narendra Kumar Verma, Chairman, Diamond Books, said, "This is a historic day. We are honoured to publish this one-of-a-kind book by Dr. Bedi. In January 2022, Indra Nooyi and Prof Debashish Chatterjee released the English version of the book '*Fearless Governance*'; today, the Hindi version is being released by Smita Prakash. It's indeed a matter of pride for us."

## Book Release: *MAVERICK COMMISSIONER: THE IPL-LALIT MODI SAGA* by Boria Majumdar, organised by Simon and Schuster, Fanatic Sports and JustMyRoots



Simon and Schuster, Fanatic Sports, and JustMyRoots, on 16 June 2022, launched Boria Majumdar's latest work *Maverick Commissioner: The IPL-Lalit Modi Saga*, at the ITC Sonar. The event featured two stellar panel discussions on 'What Makes a Good Sports Film' and 'The Business of the IPL.' Present on occasion were actor **Prosenjit Chatterjee**; Film Producer **Boney Kapoor**; **Harshavardhan Neotia**, President of the Federation of Indian Chambers of Commerce & Industry; **Utsav Parekh**, singers **Anupam Roy** and **Anindya Chattopadhyay**, film producer **Vishnu Vardhan Induri**, writer, historian **Sharmistha Gooptu**, political scientist, journalist, author **Nalin Mehta**, **Ashok Namboodiri**, Chief Business Officer – Zee Entertainment; **Jaidip Mukerjee**, **Dinesh Chopra** and **Author Boria Majumdar**. The Bengali translation of *Maverick Commissioner* was also released alongside the English edition.





Speaking on occasion, **Prosenjit Chatterjee** said that he is highly delighted that more and more sportsbooks are being made into movies and that he is super excited to have found the story of the *Maverick Commissioner*. Movies and books are very close partners, and both domains will benefit from the collaboration of these two popular cultures. He is planning a sports film on swimming shortly.



**Filmmaker Boney Kapoor** said he is currently working on a sports film on football with actor Ajay Devgn. The movie is called 'Maidan' and is due for a release shortly. He is confident that the film will become one of the most loved and watched sports films ever. He eagerly waits to pay another visit to Kolkata to see the reaction of his viewers after the film is released.

**Harshvardhan Neotia** spoke about the recent IPL media right auction. He said he was expecting this kind of evaluation but would like to see if the buyers can make this cost viable.

In continuation to the thoughts shared by Harshvardhan Neotia, Utsav Parekh, too, spoke about the viability of the numbers, the whopping sum of INR 49,000 Crore.



Leading singers **Anupam Roy and Anindya Chattopadhyay** spoke about the uniqueness of the sports film genre and how sports is an avenue of mass connecting with the viewers. They both sang and mentioned that they often make such songs part of their concerts, as they are in high demand by their followers.

**Vishnu Induri** shared that the win of '83' was a big thing in India and deserved to be made into a movie. The next big thing that happened after the victory of the first cricket World Cup was the formation of the IPL (Indian Premier League), and he jumped on the opportunity when *Maverick Commissioner* was presented to him for movie rights.



## BOOK BLURB

The Indian Premier League - its mere mention forces cricket fans worldwide to sit up and take notice. World cricket's most valued property has only grown stronger with time. Conceived and implemented by Lalit Modi in 2008, the IPL has forever revolutionised the way cricket is marketed and run globally. Modi had built and orchestrated the tournament by his own rules, and after the spectacular success of the IPL, the administration questioned the same rules. Modi was subsequently banned for life.

How and why did it happen? What went on behind the scenes? How did it all start to go wrong between Modi and the others? Are there secrets that will never come out? This book is all about everything you never got to know. Each fact corroborated by multiple sources who were in the thick of things, *Maverick Commissioner* is a riveting account of the IPL and the functioning of its founder, Lalit Kumar Modi. Did Modi have a lengthy telephone conversation with a BCCI top brass the day he left India for good? What was discussed? Is Lalit Modi the absent present for the IPL and Indian cricket?

Soon to be made into a film by Vibri Motion Pictures, *Maverick Commissioner* documents things precisely as they happened. No holds barred and no questions left out. It doesn't judge Lalit Modi; all it does is narrate his story. Who is the real Lalit Modi? Let the readers decide.

*Maverick Commissioner : The IPL-Lalit Modi Saga by Boria Majumdar - SOON TO BE A MAJOR MOTION PICTURE*

### ABOUT THE AUTHOR

**Boria Majumdar**, a Rhodes scholar, is recognized as one of India's most influential commentators. Having covered international sport between 2002 and 2022, he is also the Founder of RevSportz, a multi-sport, multi-language digital platform. Majumdar has written more than 1,500 columns on sports over the last 20 years and has authored or co-authored multiple books, including *Eleven Gods and a Billion Indians*, *Olympics: The India Story (with Nalin Mehta)*, and *Playing It My Way*—Sachin Tendulkar's autobiography. His show Backstage With Boria is one of India's most watched sports chat shows.

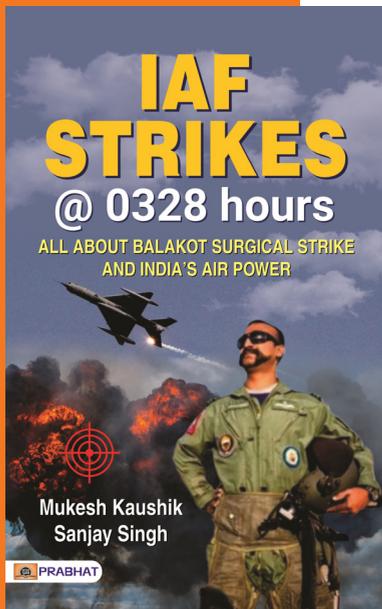
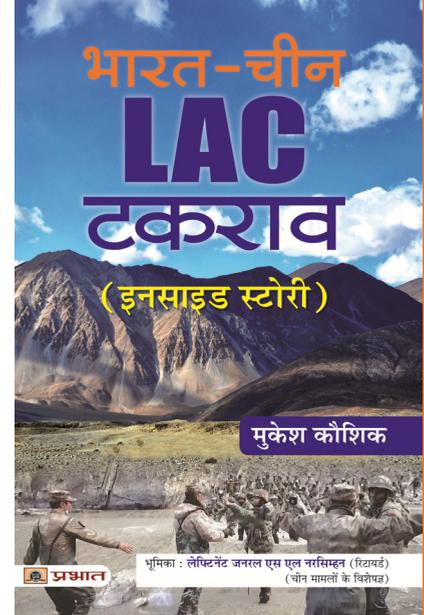


# पुस्तक लोकार्पण- 'भारत-चीन' LAC टकराव' और 'IAF Strikes @ 0328 Hours', आयोजित द्वारा प्रभात प्रकाशन

सोमवार, 20 जून, 2022 को कॉन्स्टीट्यूशन क्लब, नई दिल्ली में वरिष्ठ डिफेंस पत्रकार श्री मुकेश कौशिक एवं श्री संजय सिंह की दो पुस्तकों 'भारत-चीन LAC टकराव' और 'IAF Strikes @ 0328 Hours' का लोकार्पण पूर्व थल सेनाध्यक्ष जनरल मनोज मुकुंद नरवर्ण द्वारा किया गया। इस समारोह में मुख्य अतिथि के रूप में पूर्व वायुसेना अध्यक्ष एयर चीफ मार्शल राकेश कुमार सिंह भदौरिया और चीनी समकालीन अध्ययन केंद्र के प्रमुख ले. जनरल एस. एल. नरसिंहन भी उपस्थित थे। कार्यक्रम में अन्य गणमान्य बुद्धिजीवियों, चिंतकों एवं विचारकों ने भी अपनी उपस्थिति दर्ज की।

भारत और चीन के बीच अप्रैल 2020 से लेकर फरवरी 2021 के बीच लेकर आई हैं। यह आधिकारिक स्तर पर दिए गए वक्तव्यों, सैन्य तैनाती से जुड़े शीर्ष अधिकारियों और संसद से लेकर राजनीतिक बैठकों तक के विचार-विमर्श का विवरण पेश करती है। चीफ ऑफ डिफेंस स्टाफ जनरल बिपिन रावत, सेना प्रमुख जनरल मनोज मुकुंद नरवर्ण, वायुसेना प्रमुख एयर चीफ मार्शल आर.के.एस. भदौरिया के अलावा चीनी समकालीन अध्ययन केंद्र के प्रमुख ले. जनरल एस. एल. नरसिंहन ने इस पुस्तक में योगदान दिया है।

यह पुस्तक एल.ए.सी. पर तनातनी शुरू होने से पहले की सच्चाई, गलवान की खूनी रात और केलाश रेंज पर भारतीय सेना की तेनाती का बहुत सटीक विवरण देती है। रक्षा मंत्री राजनाथ सिंह तथा विदेश मंत्री एस. जयशंकर की कूटनीति और सैन्य नीति को भी इसमें बेबाकी से पेश किया गया है। कई मायनों में यह पुस्तक भारत-चीन के बीच सैन्य संबंधों का संग्रहणीय दस्तावेज है।



'IAF Strikes @ 0328 hours' is a comprehensive account of the events that unfolded that night. Whatever surfaced following the attacks in the Indian media is mainly true. On the other hand, whatever surfaced in Pakistan is imaginative, at best. This book has revealed many new facts about the air strikes which were launched to punish Pakistan's sinister designs being enacted in the guise of terrorism.

## प्रभात प्रकाशन : संक्षिप्त परिचय

अपने स्थापना-काल सन् 1958 से ही 'उचित मूल्य पर अच्छी पुस्तकें' प्रभात प्रकाशन का नीतिगत सिद्धांत रहा है। विगत 50 से भी अधिक वर्षों से साहित्य की प्रायः सभी विधाओं में एक विस्तृत पाठक वर्ग को श्रेष्ठतम पाठ्य सामग्री उपलब्ध कराते हुए प्रभात प्रकाशन वर्तमान में देश में हिंदी पुस्तकों के प्रमुख और सर्वश्रेष्ठ प्रकाशन के रूप में 6,000 से भी अधिक पुस्तकों का प्रकाशन कर अपनी पहचान बना चुका है।

हिंदी प्रकाशन में विज्ञान, गणित, पर्यावरण, निबंध, समालोचना, विज्ञान एवं प्रौद्योगिकी, पाक कला, इतिहास, राजनीति, धर्म व संस्कृति तथा स्वास्थ्य पर श्रेष्ठ पुस्तकें का प्रकाशन प्रभात प्रकाशन द्वारा किया गया है।

भारत के लगभग सभी स्थापित लेखकों की महत्वपूर्ण कृतियों का प्रकाशन।

उत्तम गुणवत्ता के लिए पिछले बीस वर्षों से भारतीय प्रकाशन उद्योग के मुख्य संघ 'फेडरेशन ऑफ इंडियन पब्लिशर्स' द्वारा लगातार 'प्रकाशन में श्रेष्ठता' के लिए प्रथम पुरस्कार से सम्मानित।

हिंदी पाठकों को अच्छी पाठ्य सामग्री उपलब्ध कराने के लिए अगस्त 1995 में लब्धप्रतिष्ठ साहित्यकार पं. विद्यानिवास मिश्र के संपादकत्व में साहित्य अमृत नामक मासिक साहित्यिक पत्रिका का प्रकाशन प्रारंभ, जो अब हिंदी साहित्यिक जगत् में एक सुपरिचित नाम बन गया है।

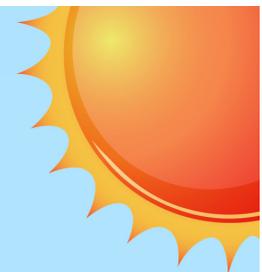




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# AUTHOR INTERVIEWS

**Frontlist:** How is the story of Mahabharata connected to the events in Tijara Fort?

**Hemma-**The ancestors of Tijara, King Susharma, and his brothers had sided with the Kauravas and fought against the mighty Pandavas. King Susharma had deceptively led Arjuna away from the battlefield. The Kauravas had created the dreaded Chakravyuh and deceitfully trapped Arjuna's son, Abhimanyu. They had brutally killed him, breaking all the battlefield laws and morals during the fratricidal battle of Kurukshetra.

**Frontlist-** How did you develop the story of Amrita, a potent anti-ageing elixir?

**Hemma-**The mystical Amrita is an unknown fact in the historical data of the Mahabharata scriptures. Since it was cursed by Maharani Madri, knowledge of its existence was suppressed for millennia.

The deadly curse would fall on anyone who partook in it. They would mysteriously die within a cycle of Prithvi traversing around Surya.

**Frontlist-** You've mentioned three different timelines, and all stories are set in Tijara City. You could've chosen some other historical city. Why did you choose 'Tijara' to write this book?

**Hemma-**I was on my way to Tijara Fort Palace in Rajasthan in November 2015; it was my first trip. I was travelling with a Japanese couple staying at my cousin's house. We were busy talking throughout the journey, but as we neared the Tijara Fort Palace, we craned our necks to gaze up at its magnificent structure. None of us had realised that the driver had taken a turn onto a mud road at the foothills



## Hemma Myers Sood

Author of *Tijara's Mystery Codes*

Hemma Myers Sood is an author, Akashic Records Trainer, Access Bars & Energetic Facelifts Practitioner, Money Reiki & Reiki Grandmaster, Crystal Grids, Runes & Ho'oponopono. At 29, she released her first book, *The Eternal Ocean of Brahma*, which conveys the wisdom of the Bhagavad Gita imbibed through intuitive perceptions of the ocean's waves. A revised version of this book called *The Oceanic Geeta* was released in October 2020. Her sixth book, *Karmic Cords*, is a poignant narrative of the author's personal loss of her sibling. Hemma's *Tijara's Mystery Codes* is uniquely interwoven with historical fiction, murder, palace intrigue, and clairvoyance.

originated from our ancient scriptures, I followed the tenor set by the Mahabharata narrative. During that era, there was no mention of the Gregorian calendar, which is widely followed. I began writing the first draft after that DESTINED WRONG TURN on the mud road at the foothills of Tijara fort palace.

of the Tijara Fort. We took a U-turn when we realised we were on the 'wrong' road.

Unfortunately, the car sank into the soft sand. Half an hour later, we were rescued by a tractor that pulled the car out. I never imagined this 'wrong' turn would change my life.

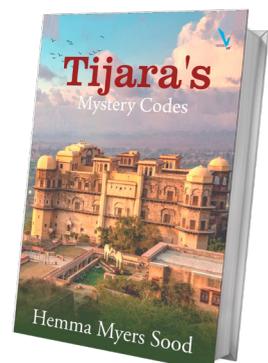
Three weeks later, I began writing about this incident, which grew into this fantastic paperback.

**Frontlist-** Is every fact in this book - actual or fictitious, as it is historical fiction?

**Hemma-** It is 90% historical facts and 10% fiction. History is a detailed narrative of events, facts, and dates; it leans towards drudgery and tends to be boring. When it is interwoven with fiction, it becomes more interesting.

The book is classified according to the days of the Hindu Calendar. How did you write the draft of the whole story?

Since the storyline





### Amit Ranjan

Author of *John Lang: Wanderer of Hindoostan, Slanderer in Hindoostanee, Lawyer for the Ranees*

Amit Ranjan likes to wander and wonder and, as one of his friends puts it—'ponder in a funk.' The ocean, the commotion of the city, and the silence of graveyards have all beckoned him with their hauntedness. He began to see patterns and symmetries in words written on tombstones. He saw names writ on waters of the eastern shores of Australia, America, and Hindustan. This hunt is the writer's haunt, and that's what's led to this book. Amit undertook his undergraduate studies at St. Stephen's College and has MA, MPhil, and PhD from JNU, Delhi. He was a Visiting Fellow at UNSW, Sydney, and a Fulbright Scholar-in-Residence at Miami—with an eye to the sky and ear to the ocean. His poetry collection, *Find Me, Leonard Cohen, I'm Almost Thirty*, came out two years ago, and his biography of Dara Shikoh is due soon. Amit is a lecturer of English at NCERT, Delhi.

**Frontlist-** John Lang describes some of his male British protagonists as 'India he loved, England he despised' a couple of times. Could you elaborate on this?

**Amit-** It is an exciting question as Lang describes some of his male British protagonists in his novels as lovers of India and despisers of England. The question is pertinent because it is by proxy, by the ideological location of these novels, that Lang is speaking for himself. It is a classic Frankenstein case wherein the monster is not named in Mary Shelley's eponymous novel. Still, the readers confuse [the creator of] the father's name, i.e., Frankenstein, for the unnamed monster.

Lang was a vociferous, belligerent critic of the British Empire and loved India and Indians. This may be a broad stroke, but this is a claim made by Lang himself severally. He was of 'convict origins' in Australia, implying that his ancestors

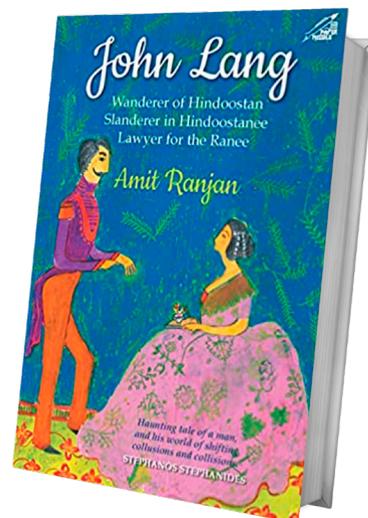
came as convicts to carry out labor in the new colony. People of convict origins or 'currency lads' had second-class citizenship as opposed to those who came as free people. Lang, therefore, felt resentment against the British gentry from an early age; and India was the right place to be the underdog and fight alongside the marginalized people of India.

**Frontlist-** The title of your book describes John Lang's attributes meticulously. How did you come up with this title?

**Amit-** Oh, titles come in a flash! One has to wait for that flash. I think it sums up his personality well. He wandered a lot in North India, and therefore 'Wanderer of Hindoostan' – in fact, he has a book by the title *Wanderings in Hindoostan*. He learned Hindoostanee and Persian swiftly after coming to India to be able to argue in lower courts. He was witty, invective, and had that proficiency also in his newly acquired languages, therefore – 'slanderer in Hindoostanee.' The third part is self-explanatory. He was the lawyer for the Rani of Jhansi for the Doctrine of Lapse case against her. It is also interesting that most of his clients were Indians.

**Frontlist-** You have used Lang's writings in the book. As they say, his writings sometimes landed him on the wrong side. Would you like to comment on this?

**Amit-** Oh yes. The editorial section of his newspaper, *The Mofussilite*, was forever in a tussle with *Hurakuru* and *The Delhi Gazette* newspapers. Lang's reporting of the Lala Jotee Persaud case in *The Mofussilite* landed him in jail for libel against a jury member. On another occasion, Lord Hardinge, the Governor General,



summoned him and asked why Lang was so critical of him in his newspaper. Lang merely replied that he made more money than he would by praising his lordship. Allegedly, Lord Hardinge was pleased with Lang's sense of humour and invited him as his guest to Shimla.

**Frontlist- John Lang was more than just Rani Laxmibai's lawyer, but he is mainly known for this role. Don't you think it is an inaccurate portrayal?**

**Amit-** Yes, that's probably just a tiny footnote in his history. He met Rani just maybe twice. However, his first-person account describing Rani's demeanour and physical features is perhaps the only one by a white writer – and that is what he is remembered for by historians.

He wrote over 20 novels, translated Persian poetry into English; wrote plays; and was the editor of his successful newspaper for 20 years. As a lawyer, too, he was a celebrity in the 1850s. His novels are subversive and ahead of his times, racy and engrossing. However, they were dismissed by the critics of his time for being anti-imperialist. That's the unfairness of history – it is always contingent upon who is writing it. Therefore, I thought it was essential to resurrect Lang and his language.

**Frontlist- Do share some unknown facts about John Lang's life that you haven't mentioned in the book.**

**Amit-** There are several, I guess, but one that comes to my mind right away is that Lang once jumped off a ship to save a child. This fact is outside the demonstration of just his wit and stands as testimony to his bravery.

**Frontlist- You like to wander and wonder, and as one of your friends puts it – 'ponder in a funk.' Could you share more about this?**

**Amit-** That is Dr Grenier's formulation – 'ponder in a funk' – for the endless spirited discussions we've had over music, poetry, history, mysteries of this world, et al. The word 'funk' started as something distasteful, a pungent smell. Still, the American language turns most such words on their head, so funky is groovy now.

Yes, I have wandered a lot, from the dark alleys of Tunisia to the stark valleys of Polynesia; from the Bay of Bengal to the Bay of Biscayne; Minneapolis to Miami; Jammu to Jharkhand to Jagannath; from California to Carolina. It's been a hunt for poetry. There is poetry floating upon the ether – in cemeteries, symmetries, and coincidences of life. Dr Franz Kafka rewarded me for visiting his grave in Prague by metamorphosing into a snail hanging around on his headstone.

**Frontlist- In the book, you have shared that one paradoxical alias in Lang's life is that he was a lawyer,**

**a 'legal' man, who fathered an 'illegal' child in India with Margaret Wetter. How would you like to explain that situation?**

**Amit-** Oh, it's just some wordplay! Of course, as we know, Lang was a legal man, a lawyer. His wife, Lucy, and he were separated but could not get a divorce. It was nearly impossible to get a divorce in the 19th century. Meanwhile, Lang had an affair with Margaret Wetter in Mussoorie, and they had a child without getting married. Eventually, Lang was able to secure a *mensa et thoro*, legal separation from Lucy. After that, Lang married Margaret. Unfortunately, he died soon after.



## Purnima Gangam

Author of *Rainbow After the Storm*

In her stark, utterly honest, and unflinching narrative, Purnima opens up about what she experienced during her years spent in India, Scotland, and China and how she accommodated the changes and uplifted herself amidst disappointments, betrayals, truths, and realities. When she couldn't see where the future was leading, she remained positive and continued working hard, believing there would be a better tomorrow.

Portraying a powerful symbol of hope for other women, Purnima took the courage to embark on a deviant path, setting an example and proving that each of us has the abilities and potential to work towards our dreams.

Now known as Purnima Gangam, she lives in China with her husband and her miracle baby. She is passionately involved in bringing cultures together via her cooking workshops and inspires many to stay firm and fight for their rights.

**Frontlist- Your book, "Rainbow After the Storm," addressed your son as the "Miracle Son." What is the reason behind it?**

**Purnima-** As you'll see reading my book, based on many issues in my first marriage, I never could have a child due to multiple abortions.

My second marriage took place late in my life, and I was not expecting to have a baby, but then Prathik happened. Prathik came into my life when I least expected it, which is why I think of him as nothing shorter than a miracle.

**Frontlist- How do you explain your connection with Atul, who you consider an incredible brother?**

**Purnima-** Atul and I, only 3 years apart, have been close since we were children. Our bond was inseparable, and because of this, I have had a soft corner for him in my heart. Our mom always told me that when we were younger, if anyone gave me any gift, I would take it and instantly stick my other hand out and say, "Where's my brother's?"

As described in the book, Atul also came for an extended visit to Edinburgh. He came when I felt terribly alone, and seeing him filled my heart. We spent a lot of time sightseeing, shopping, and even celebrating our first Raksha Bandhan in 5 years; I couldn't stop tearing out with happiness. He stayed for 11 months, and I wanted to keep him with me forever.

It has been tough to deal with Atul passing away from cancer. But I am very thankful for all the decades worth of memories we share growing up together as best friends.

**Frontlist- Every mother wishes to bring joy to her children and expose them to their own lives. As a result, they are motivated to achieve greatness. When did the idea of writing a book exclusively for your child first strike you?**

**Purnima-** Having had a rollercoaster of a life, I definitely wanted to pen it all down since 2012 when the idea came to me. I met the author Sona Ghose in Shenzhen then, but due to many reasons, it was put on the shelf. However, after COVID hit, all I could think about was how life was passing by. Perhaps that was because Atul and his wife had passed away by then. My mother and father, too, were gone. Regardless, I did not want to shelf anything anymore. I needed to share my story with my son. I got in touch with Sona Ghose again, who was very excited about this project, and then we started.

**Frontlist- How has Mahesh changed your life to become 'the self-sufficient Purnima'?**

**Purnima-** Mahesh, like Prathik, came into my life miraculously. Being with him feels like I am always on cloud 9. He gave me a real reason and meaning to live my life to the fullest. He has always encouraged me to do whatever gives me happiness.

My current cooking business in Shenzhen was also possible because of his push. He knew that my passion had always been cooking, and he has since then encouraged me to promote myself. I give him much credit for my confidence, especially while settling down in Shenzhen. Above all, though, I give him most of the credit for our miracle baby, Prathik.

**Frontlist: When a woman marries a man, she decides to give up everything before stepping into this new world. You will be distraught if this new world does not treat you with the respect that you deserve. Please express your opinion on account of your experience.**

**Purnima:** Based on my experiences (both times), I can fully agree. When I married Mahesh, there were definitely doubts. I was scared to leave Edinburgh to go to another Foreign Land, China. I was not in my 20s anymore; it was scary. There was a massive language barrier and cultural differences.

When I married Mahesh, there were doubts and butts as I left for another foreign land China, where I had no friends. The only person I knew in the entire country was Mahesh, who I was moving for. To answer the question, I believe that women make heavy sacrifices when they get married, especially if they have to move to new environments. However, what makes ALL the difference is the support of the husband you are doing this for! I felt this difference between both my marriages.

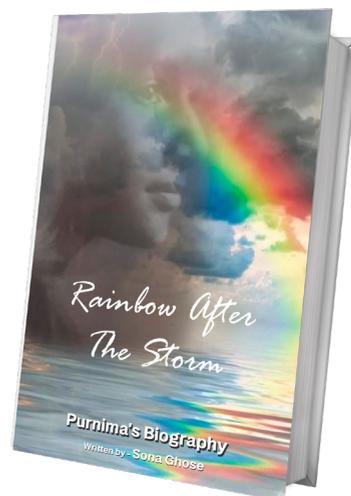
In my second case, Mahesh has been a rock. When I told him I felt lonely when I first moved to China, he encouraged me to teach English for free so people could come to be friends. This is precisely what I did, and I am very thankful for it. Through his comprehensive support and care, I fully started enjoying and getting comfortable in China. Now, it's my home.

**Frontlist- What were your impressions of India, Scotland, and China? Which location is your favourite, and why?**

**Purnima-** India will always be my first love; born and brought up there. My entire education was in Dehradun; my whole family is there. All my childhood memories are associated with my 2 brothers and sister in India, where we had a simple upbringing. My passion for books, music, and cooking started in India.

Scotland is where I have lived most of my life, my second home. Other than the weather, I have loved and cherished everything that Scotland has to offer. It was here that I felt myself maturing, venturing into new experiences. I started working part-time at different shops, which taught me a lot – Scottish Jewellery, Tartans, and more. I made many friends here who I stay in touch with.

As I mentioned earlier, China, which is my home right now, was tough to settle in. However, after some time, I realise that it has many similarities with the Indian culture – Family values, for example. It started reminding me of India and made it easier to settle in. Other than language



problems, this is where I correctly started pursuing my passions and worked towards establishing myself. I even have my Chinese name now: Poo-Ni-Hong!

It is tough to compare the three experiences because they happened at different points in my life, but I believe they all made me into who I am today. India gave me childhood memories, Scotland made me mature, and China is making me the most confident in my abilities, stories, and passions. I am thankful for all of it.

**Frontlist-** Through this book, you're representing the voice of every woman who has triumphed above all adversities. What is the unique message you'd like to share with all women?

**Purnima-** I genuinely hope that after reading the book, women worldwide feel motivated to achieve anything at

any age. In fact, not just women, I hope everyone learns to believe in themselves a bit more and see for themselves the changes it can make. Even though it took me a very long time and a long journey filled with many obstacles, I found my rainbow. I don't think my spirits ever really died, and I always felt something was waiting for me, a spark. I was definitely low on confidence at some point, but my husband never let me give up on myself. He gave me many reasons to be proud of myself. Even with this book, he has encouraged and supported me in any way possible, and I am thankful for all my experiences to appreciate this so much more.

I just want everyone to honestly know life is not always a bed of roses; there are lots of struggles and hard work, a lot of belief in oneself, and a supportive partner goes into everything to be successful. Lastly, age is just a number!

**Frontlist-** How will the 'Unfilled Barrels' book be proven as a boon to those who would like to discover the history of India's fossil fuels and how it fueled the corporate conflict?

**Richa-** Until now, only those deeply rooted in the sector have had access to anecdotes or stories about India's journey in finding fossil fuel; with this book, I have attempted to present it to everyone in a non-technical way. Oil and gas exploration is the least talked about segment of the sector, despite being the most crucial component of the industry. Interestingly, the country's romance with hunting for oil and gas started very early, but risk appetite and domestic and international politics have played a massive role in its journey. It is essential to understand the why – though India was not a late mover, it still lags behind in its production profile and is heavily dependent on imports. What was India's approach in the 50s, and what is it today? Corporate conflicts are bound to happen with the kind of money and power involved in the sector. This is not only restricted to India, but globally also this happens.



### Richa Mishra

*Author of Unfilled Barrels: India's Oil Story*

Born in Patna, Richa Mishra completed her education in Chennai and started her professional career as a journalist with the Hindu BusinessLine in 1994. She later moved to Hyderabad (1995-1996) to begin her journey as a reporter. She landed in Delhi in the late 1990s to pursue her true passion of being an oil journalist. Today, nothing is more exciting to her than oil price movements.

Forever a student of life, she has studied English, Economics, and Political Science.

The might that Exxon's of the world enjoy. India has been no different.

**Frontlist-** You started your career as a reporter, leading you to become an oil journalist. What made you choose the oil and gas sector for your journalism career?

**Richa-** Yes, I always wanted to be a journalist, but tracking Petroleum & Natural Gas Ministry as a beat happened by default. Before deep diving into this sector, I was following the Ministry of Corporate Affairs and Finance. When the colleague tracking the sector earlier moved on, I was nominated to handle it temporarily. I don't know when it became permanent, but it sucked me in. The challenges the sector throws at you are unlike the rest. I have always maintained that the industry has politics, commerce, economy, and corporate wars. So, if someone has to evolve as a journalist, they should definitely track this sector.

**Frontlist-** Politics plays an essential role in the oil industry's operation. What are your thoughts on this? Are we Indians still battling the Oil Price Movement, even after 75 years of independence?

**Richa-** Politics is any business, and it is evident more here because whosoever owns oil has the capabilities of playing with the economy. All significant wars globally also have happened because of oil, and today's geopolitical situation is no different. With one stroke, Russia can plunge many of the European nations into darkness; all it has to do is close the taps for the gas to flow.

We Indians will continue to battle with oil prices because let us accept the fact that our geology is not rich if experts are to believe. There are challenges; even if we produce, it will not be sufficient to meet our demand. India is and continues to be a consuming nation.

**Frontlist-** How has Oil Sector Management altered since the late 1990s? Please share your answer on account of your own experience.

**Richa-** Change can only happen when the focus is more on production; our focus continues to be on the retailing side of the business, as it directly affects the vote bank. The guide must be on exploration and production, as every drop matters.

Every minister initially only focuses on retailing – petrol, diesel, LPG, etc. On the policy front, consistency is needed, which we don't have.

**Frontlist-** In 2022, the government plans to cut India's crude oil imports by 10%. What steps is our Indian Minister of Petroleum and Natural Gas, Hardeep Singh Puri, taking to implement this?

**Richa-** Steps to reduce output cannot be taken in a day. This target was set by the Prime Minister in his first term, but we are nowhere near. What can any minister do? As I said earlier, there is a need to be consistent with policy. We cannot have stuff like retro-tax that had damaged the image and hampered investments.

**Frontlist-** To reduce hydrocarbon import dependency by 2022, what is the Hydrocarbon Exploration and Licensing Policy (HELP) doing?

**Richa-** HELP is the latest. We started with Nomination fields, then moved to production sharing contract, then came to New Exploration Licensing Policy (NELP), CBM policy, in making Shale gas exploration policy, and then all merged and assembled into HELP.

HELP is open acreage licensing policy that also offers a uniform license to an explorer to hunt for all resources. But, we have to wait some time to see whether the blocks offered under HELP yield results.

**Frontlist-** In your opinion, how do clean fossil fuels play a significant role in eradicating poverty in the country?

**Richa-** Fossil fuel is the feedstock for our daily needs – petrol, diesel, kerosene, LPG, CNG, PNG, etc. Can it eradicate poverty, not alone? It will make your living more accessible, but to reach the targets set by the government, investments in infrastructure will be required.

Studies have been undertaken and numbers put to how it can eradicate poverty, but I have severe issues with the outcomes of these research reports. Yes, I agree that it will

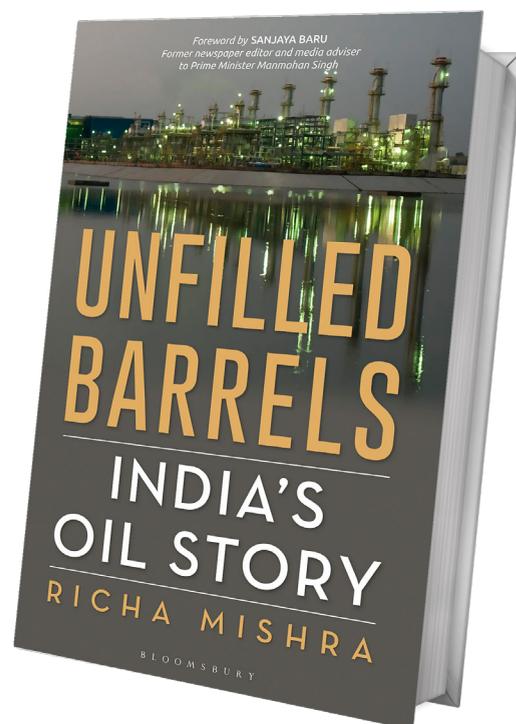
create jobs, but all the jobs will be temporary/contractual and not permanent. Besides, this is a very niche area and requires skilled people.

If a focused capacity-building approach is adopted, particularly in training and skill development, it will definitely empower the poor.

Then there is also the socio-economic aspect. For example, in May 2016, the Ministry of Petroleum and Natural Gas (MOPNG) introduced the 'Pradhan Mantri Ujjwala Yojana' (PMUY) as a flagship scheme to make clean cooking fuel such as LPG available to the rural and deprived households which were otherwise using traditional cooking fuels such as firewood, coal, cow-dung cakes, etc. The target under the scheme was to release 8 Crore LPG Connections to the deprived households by March 2020.

On 7th September 2019, Prime Minister Narendra Modi handed over the 8th Crore LPG connection in Aurangabad, Maharashtra. According to the government, the release of 8 Crore LPG connections under the scheme has also helped increase the LPG coverage from 62% on 1st May 2016 to 99.8% as of 1st April 2021. Under the Union Budget for FY 21-22, provision for release of additional 1 Crore LPG connections under the PMUY scheme has been made. In this phase, special facilities have been given to migrant families. Now, schemes like this, on the one hand, make life easier for the women, but then what needs to be checked is whether they are going for refills and whether cooking on LPG has become their way of life?

Eradication of poverty cannot be done in a silo.





## Sushant Kalra

Author of *Perfect Parenting*

Sushant Kalra, a father of two, is the founder of the Parwarish Institute of Parenting. His professional experience of over 28 years spans the Manufacturing, Venture Capital Financing, Banking, Insurance, and Education & Training industries. He has trained over 8000 employees in various Change Management, Process Optimization, and new Process projects. Parwarish has trained over 18000 parents and more than 25000 teachers worldwide. Parwarish has won several awards for its work, including the Best Teacher and Parent Coach Award from the Federation of Public Schools of Delhi, the Education INNOVATOR Award at the 5th Ed Leadership International Conference, from The Center For Innovation in Education, USA, and the Courageous Class award conferred by the Kenneth Cole Foundation USA.

**Frontlist-** How can we persuade parents not to compare their children because it hampers their development and encourages them to engage in repulsive behaviour?

**Sushant-** It's not about persuasion, and it's a myth that comparison motivates – and parents fall into the trap of using comparison to encourage their children. Still, it not only creates stress but also damages self-esteem and relationships.

The way is for them to recall what they went through - the impact it left on them, the relationship with the person who compared them, and the person with whom they were compared. The level of stress comparison it brings into their life. We need to motivate children by talking to them about them as unique, capable, and limitless human beings who do not have anyone else to be compared to.

**Frontlist-** Both parents play an integral role in raising their children. However, let's presume that the responsibility of both parents is on one parent's shoulder. How do you define the parenting style in this specific case?

**Sushant-** Every parent has their own style; even if one parent is not actively involved, they still have a style that

impacts raising the children. The idea behind knowing your style is to move from unconscious parenting to conscious parenting. Once they know their default style, the parent can modify/alter the style to suit the unique needs of their family, themselves, and the child.

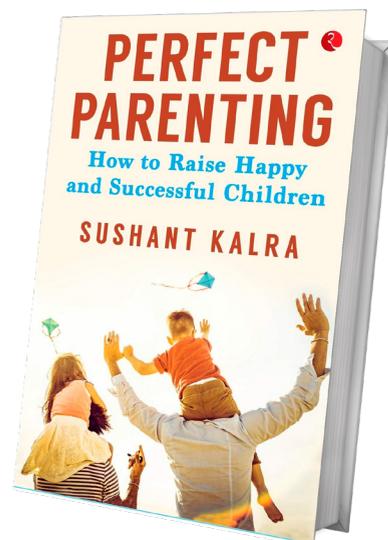
**Frontlist-** You've mentioned "Action Hack" at the end of each chapter in your book. How would it be advantageous for parents to learn the technique of good parenting?

**Sushant-** The action hacks are some highly recommended actions that the parents can take at their homes with their children. These simple actions they can take that would bring peace and harmony to their day-to-day interactions and help them nurture their children's unlimited potential.

**Frontlist-** You've used your own and other parents' experiences to illustrate the nuances of parenting. What lessons have you learned in your parenting journey that you believe will be valuable to other parents? Please share them with us.

**Sushant-** My top learnings from my journey as a parent

1. My role as a parent is NOT to do things for them, NOT to follow up with them (not to be a monitor in their life) and NOT to always provide for them, and even NOT to protect them. My ONLY job is to "make them responsible for their life" – it's not "letting them be" but responsibly handing over the reins of their life in their hands. And this process is best started as early as they are 3 years old.
2. Children are born with unlimited potential, capable of everything – operating from this truth – even when they are failing/struggling in any area of their life, having complete faith and trust.
3. Treating them as fellow human beings. They are not treated as apprentices who will one day grow up to be mature and responsible, but they are as equal and human as we are.
4. Connecting with them intimately – sharing every up and down of our lives with them, and giving them the space and listening to share theirs. Acknowledging and concentrating on their and our feelings.



**Frontlist-** How can we bridge the generation gap between parents and their children? Please share your advice on the subject based on your personal experience.

**Sushant-** Every generation is different, yet the generation gap is a myth. It's actually a breakdown in communication and understanding. Communicating and talking to them without filtering out anything creates a space where they can share everything about their life without filtering anything. This safe space to share and be heard without judgement needs to start very early in life – when they are toddlers, which creates a safe and open space for communication even when they reach adolescence. They and us being able to communicate freely (unmasked) does not let this generation difference create a gap in the relationship.

We need to understand that the world is changing, and their experiences are as valid and true as ours. Giving the non-judgmental space creates a bridge between generations, filling up the so-called gap.

**Frontlist-** There are a plethora of parenting books available on the market. What sets this book apart from other parenting books?

**Frontlist-** Share some of the ways you mentioned in the book to prevent living in the past.

**Tanuja-** Constantly living in the past robs us of all the joy of living in the NOW- the present moment. It is responsible for a lot of stress and misery caused by feelings such as resentment, guilt, bitterness, regret, etc. Practicing 'mindfulness' is one of the surest ways of helping us let go of the past and start living in the present. Specific mindfulness tools are so powerful that they can generate instant peace, relaxation, and calm by bringing a positive shift in our thought process.

Some of the tools that have helped me immensely in letting go of my stressful past and becoming happier are- meditation, gratitude journaling, various deep breathing exercises, positive self-talk, and practising self-compassion.

**Frontlist-** "Motivation is what gets you started. Habit is what keeps you Going"; How can we choose the happiness habit that can infuse our lives with happiness?

**Tanuja-** Changing our existing habits to replace them with the desirable ones is often considered a herculean task because breaking a bad habit is not easy. But the good news is that there are specific well-tried tools that can assist you in forming new habits with considerable ease. Some of these follow the ABC system proposed by Dr BJ Fogg, the 'if-then' algorithm, focusing on the process rather than the result, creating time blocks, planning for the day the night before, etc. These concepts are explained clearly in the chapter Happiness Habits in the book.

**Sushant-** Every child is perfect, and so is every parent. Every child is unique, and so is every parent and home environment. This book is written to provide the parents with the tools to create their perfect blend of parenting. They use the tools to write their own parenting manual, which works for them in their unique setup.

**Frontlist-** When it comes to parenting, we exclusively emphasise Child Development and their needs. However, parenting also brings enormous challenges for a parent, which many of us have overlooked. What would you like to say in this context?

**Sushant-** Absolutely! Becoming a Parent is a state change, like ice transforming into water. How we have been living our life or even looking at life completely alters for us the moment we become a parent. My son is 22 years old, and I am a 22-year-old parent. My daughter is 16 years old, and I am a 16-year-old father to her. Each one of us is growing as a parent with our child. Understanding yourself is the first step towards understanding your child – and without being able to understand yourself and your spouse (and then your children), conscious parenting (perfect parenting) is a pipe dream.



**Tanuja Sodhi**

*Author of Unfetter : Heal Your Mind, Body and Spirit*

Tanuja Sodhi is a reputed health coach, life coach, motivational speaker, and author of *Parenting in the Age of McDonald's* and *Raising a True Winner*. She is a veteran Indian Naval officer from the first batch of women officers. She graduated from the Institute for Integrative Nutrition, US, and Optimize US. She has earned her master's degrees in business administration and English literature. She is also a certified fitness instructor from Reebok.

*Unfetter: Heal Your Mind, Body, and Spirit* is the result of her burning desire to help women be their healthiest and happiest selves. It also inspires them to dream big, 'unfetter' their spirit, and relentlessly pursue their aspirations.

Tanuja is an avid marathoner and an Ironman 70.3 triathlete. When not behind her writing desk, she can be found at the gym strengthening her muscles, running on the roads, or trekking in the mountains.

**Frontlist-** Share some innovative nutrition protocols that will assist you in maintaining a clean and wholesome diet.

**Tanuja-** Each of us has unique and diverse dietary approaches that may work for us. However, certain general protocols are known to work universally to lead a healthy life. Some of these are-

1. Abandon packaged and processed foods as far as possible
2. Eliminate sugar (esp. sweetened beverages) and refined carbs
3. Eat mostly high-fiber foods like assorted vegetables and fruit
4. Add high-quality protein and fats (mainly omega 3)
5. Eat mostly home-cooked food
6. Regulate portion sizes
7. Always read food labels before buying packaged food
8. Clear your kitchen cabinets of all junk food
9. Eat early dinner
10. Stay well hydrated through the day

**Frontlist-** Please share some recommendations to keep female hormones in harmony.

**Tanuja-** Understanding our hormones and then nurturing them can save us from many emotional and physical health conditions such as chronic stress, anxiety, depression, weight gain, insomnia, and lower metabolic rate. We can make certain lifestyle changes to rebalance our hormones when they go out of whack.

1. Eating hormone-friendly foods like turmeric, leafy green vegetables, cruciferous vegetables, pomegranate, walnuts, seeds, wild-caught salmon, coconut oil, ghee, avocado, and fresh berries, garlic, and olive oil.
2. Consuming only organic and local foods without hormones, toxins, or GMOs, especially if consuming meats, dairy, and seafood as much as possible.
3. Avoiding certain foods and environmental toxins (listed in the book).
4. Eating healthy omega-3 fats.
5. Engaging in proper stress management through the tools laid out in UNFETTER.
6. Empowering ourselves with positive self-talk.

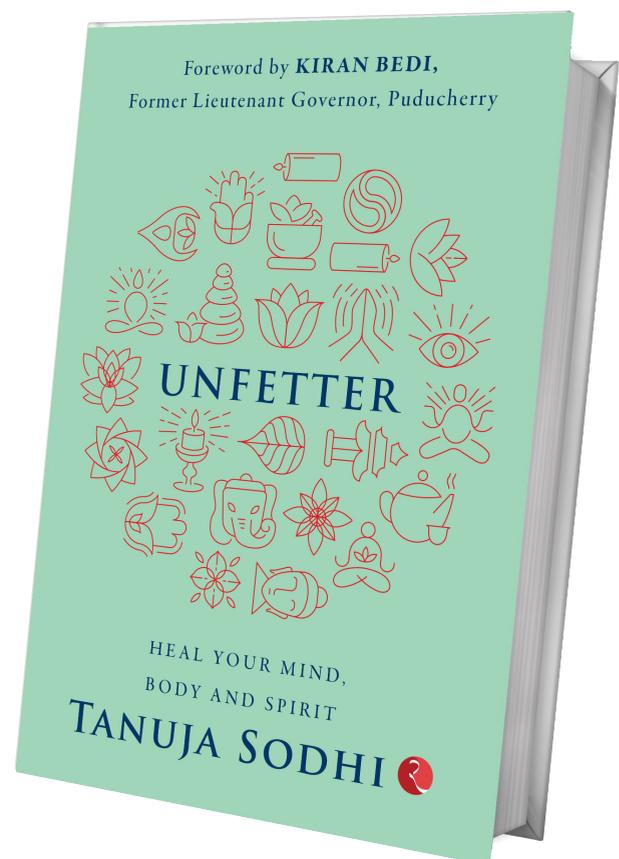
**Frontlist-** You have featured courageous stories of real women that can serve as beacons of hope. Please share one of the common values that they have instilled in you.

**Tanuja-** A common attribute that runs through all the personal stories I've shared in the book is that despite intense ordeals, these women refused to give up on life to settle for a cheerless future. Instead, each rose

like a phoenix with their steely resolve and relentless perseverance, using their sufferings as fuel for their transformation. There's nothing as empowering as reading about how someone pushed past excruciating pain with sheer courage without giving up hope and faith to emerge stronger. They testify that we all have vast reservoirs of inner strength deep within us that we often grossly underestimate. They are examples of how we can all deploy numerous wellness tools to heal, reboot, and rewrite our life stories.

**Frontlist-** Are you working on your next project? If so, then share a glimpse of it.

**Tanuja-** Presently, I'm in the process of designing an online coaching program for women that is aimed at enhancing their holistic health and well-being. It will cover the domains such as mental-emotional-physical well-being, mindfulness, nutrition, fitness, sleep, soul goals, and self-care. This coaching program will be closely aligned with the content of my book UNFETTER to help women move from theory to practice to taking control of their health and happiness.



**Frontlist-** For the last four years, you've collaborated with the Marine life of Mumbai team, a citizen-led initiative dedicated to documenting and raising awareness about the city's marine biodiversity. How was the experience, and what new information did you learn that you'd like to share with us?

**Sejal-** The experience was revelatory and was not limited to Mumbai. The book is primarily shored agnostic, concentrating on the abilities of the animals rather than the places they're found at. Earlier, I always thought only of charismatic creatures when I thought of wildlife – I absolutely adore watching magnificent big cats, elephants, and the giants of the forests. These animals make my heart sing. And for years, I didn't look beyond them. Walking along the shore brought my attention to smaller creatures, some of whom are as tiny as your fingernail! And each of these small creatures builds their little worlds around them. Because of this experience of walking along shores, I am now cognizant of the smallest creatures on our beaches, the spiders in our homes, and bats in our cities; they all interest me now. I love the giant creatures still, but my wildlife lens, and hence the ability to feel empathy, has become more inclusive.

**Frontlist-** You have a knack for making science appealing and fun for your audience. Have your discussions with adults and children about the intertidal zone inspired anyone to go tide-pooling on their own? Could you kindly tell us how your efforts resulted in a change in the environment?

**Sejal-** There is so much happening around us that we don't engage with simply because we don't understand it. For example, I write in the book about creatures who survive with these interesting abilities – regeneration, defence mechanisms, sonic abilities – and I've written in a way that might make it easier to relate with and ultimately engage with. My editor, Manasi Subramaniam, helped with the book structure, and the illustrations by Jessica



### Sejal Mehta

*Author of Superpowers On The Shore*

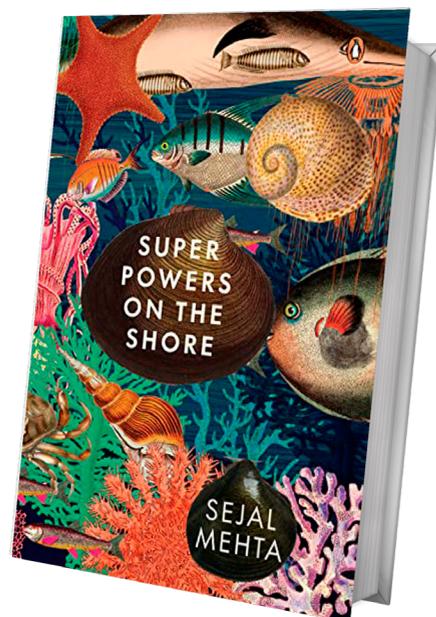
Sejal Mehta is a journalist, editor, and children's book author. She has worked in the magazine industry and written for newspapers and publications for the last 17 years, including Lonely Planet, National Geographic, and Nature inFocus.

For the last two years, she has been part of the core team at Marine Life of Mumbai, an initiative documenting and creating awareness about Mumbai's coasts. Her forte has become making science palatable and fun to lay audiences. She has spoken about the intertidal to adults and kids for two years and has found an engaged audience, ready to convert to tide-pooling on their own.

Luis brought an endearing quality to the science. I have had notes and messages from people who have gone tide-pooling on their own, and that's the idea – for people to find a new way to engage with nature. Like birding, herping, and wildlife safaris, this is just one more way to view wildlife and enjoy a day at the beach.

**Frontlist-** What about marine life has piqued your interest? And which sea creature would you most like to empathise with or admire?

**Sejal-** The book focuses on marine life that lives on shores and in the shallows. The intertidal zone is so fascinating – it's the space that is visible at low tide only, and then as the water flows in, the animals and everything else are no longer accessible on foot. It inspires a lot of curiosity about its functioning. I never tire of saying this. I love cnidarians – a group



that holds jellyfish, coral, sea anemones, and the like. They're gorgeous and have stingers – dangerous and beautiful all at once.

**Frontlist-** Superpowers are fictitious superhuman abilities. How do the marine animals relate to the word "superpower" in your book's title?

**Sejal-** A5 It was a way to make the science in the book come alive. While speaking with scientists about animals, I always thought of superpowers in how they were described. For example, sea stars (also known as starfish) can regenerate themselves from just an arm, provided some tissue from the central disc remains. This immediately made me think of Deadpool, a fictional character appearing in American comic books published by Marvel Comics. A cone snail harpoons its prey, bringing Hawkeye again from the Marvel universe to mind. The parallels just fit, so the idea of superpowers to tell science stories came.

**Frontlist-** You explained how people have always wanted to harness nature's forces and how they have been successful and failed at times. Could you tell us a little more about it?

**Frontlist-** Intermittent Fasting is preferred by a large number of people. Do you think Intermittent Fasting is beneficial for health as dietitians have also recommended?

**Alifya & Umesh-** Every diet has its own properties and benefits. Intermittent Fasting is not really a pattern of diet but an actual pattern of 'Timing your Meals.' Intermittent Fasting can work very well if it is timed appropriately and backed with the proper nutrition intake. If a person follows an intermittent fast but eats the unhealthy and wrong foods, they will not achieve fat-loss or any health goals! So it's essential to time the meals correctly as well as consider the nutritional values of the food to be consumed.

**Frontlist-** When will people realise that giving up food is not a viable

**Sejal-** It was to say we are constantly trying to mimic nature in our technologies. Biomimicry is being used in so many ways. New research is helping in facilitating a camera based on the eye of the mantis shrimp that can help detect tumours and cancer cells and even assist in surgeries. The razor-sharp efficiency of a peregrine falcon has inspired a military aircraft and so on and so forth. We have also attempted invisibility based on the camouflage of the cephalopod but, of course, not with the same results.

**Frontlist-** "Humans have been gatecrashing wildlife parties for ages," you remarked. Might you give us a quick overview of the situation and how humans can reduce their impact on marine life?

**Sejal-** That's actually a remark not on our impact but on our thirst to understand nature. I meant that we are curious about the workings of the natural world – with our cameras and research for understanding and protection. The line where this is used – we are on a boat, eavesdropping on the dolphin communication patterns. That was what I meant, not necessarily in a negative manner.



### Alifya Mohite and Umesh Mohite

Author of *UN-OBESE Yourself!*

Alifya Mohite has been a Health and Fitness expert since 2004, a Post Graduate in Business Administration, and Internationally qualified professional in Exercise Mechanics, Nutrition Science, Obesity Management, and Sports Nutrition.

Umesh Mohite has been a Health and Fitness Expert since 1994 and a National Athlete winning over 300 trophies in various Track, Field, and Strength Sports. He has transformed thousands of lives, including several models, celebrities, and athletes.

They are also the Founders of the OLDRA- Obesity, and Lifestyle Disorder Reversal Approach, which aims at providing scientific and highly effective plans to people suffering from Obesity.

option for maintaining a healthy body? What can we do to dispel the weight-loss myths?

**Alifya & Umesh-** This is a Global problem. We all know that food supports life, and in fact, healthy food promotes healthy life. Giving up wrong foods is essential, but giving up food as a whole only indicates that more problems are arriving fast. If one wants to dispel weight loss myths and reveal the secrets of weight loss that are rarely spoken, then one must read *Un-Obese Yourself*. After reading it, you'll get the answers to all your weight-loss and lifestyle-related questions.

**Frontlist-** When did you get the notion to write about such a contentious topic as "Obesity"?

**Alifya & Umesh-** It was during the pandemic. The medical system and the faculties worked

relentlessly to treat thousands of patients daily. They really did a commendable job! But as citizens, how much health care do people inculcate in their routine lives? India is about 40% Obese today, including the kids. If this ratio doesn't stop, we can undoubtedly expect an obesity epidemic in the future decade. The only difference is that obesity kills slower than the virus. Every human deserves an excellent quality of life, which is possible only when they are healthy and fit!

**Frontlist- You've made a difference in the lives of many people by assisting them in losing weight. Have you ever struggled with being overweight?**

**Alifya & Umesh-** Yes. Life shows its highs and lows to all of us. We have devoted our lives to sports, health, and fitness for about three decades. As far as we remember, we always had great bodies and fitness except for a short phase just a couple of years ago. We both were going through a tough time and faced massive financial losses in business. In that period of about 2 years or slightly more, somehow health lost its priority from our routine, and we gained a lot of weight. Thus, we know the consequences of gaining excess weight- the physiological and psychological changes. But since it's our passion and profession to stay fit, we could quickly transform ourselves. After seeing both sides of health, we know that nothing can replace the state of well-being and a healthy body and mind. With good health, we can work harder and recover from the losses and move ahead in life.

**Frontlist- People have become more sedentary since the advent of the digital world, which has increased body size. What would you like to share in this context?**

**Alifya & Umesh-** Our book has covered this subject very beautifully in various chapters like 'Obesity- Inherited or Inculcated' and 'The Million Dollar Exercise Guidelines.' We all are dependent on information and technology in this era, aren't we? Suppose the world undergoes a network jam everywhere, which means you'll have all the devices, but you cannot communicate through them, or you won't be able to access information and social media. Would it be frustrating? Of course, yes. Our bodies are the devices, and our health is the network connection needed to access and make the most of this device. Sadly, people have educated themselves about all possible gigantic machines, but they forget to pay attention to the intricacies and functioning of their own bodies.

**Frontlist- People take medications and undergo surgery to get in good shape. Can these methods bring a change in the long run? What are your thoughts on this?**

**Alifya & Umesh-** There can be no substitute for healthy eating and good exercising. Humans have a fundamental tendency to hunt for easy methods and shortcuts. Weight loss through surgical interventions may help you lose a certain amount of weight, but it will speed up your ageing process, drastically reduce the volume of your healthy

lean tissues and slow down your metabolism. It can also disturb your nutrition absorption efficiency and your gut health. Over time, you can regain the lost weight or get even worse.

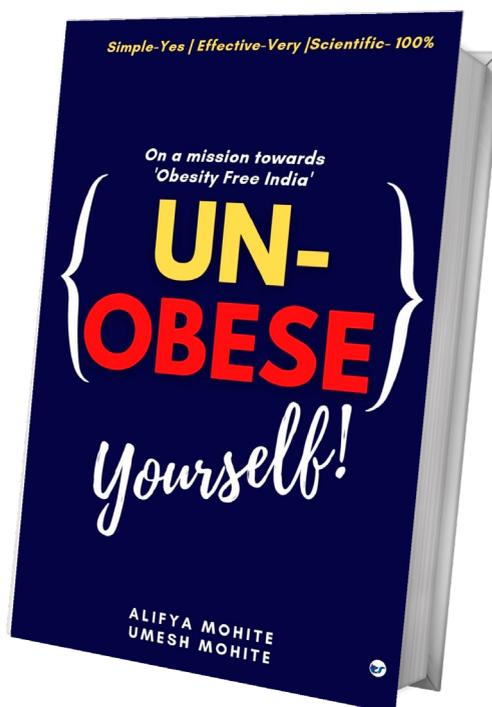
Suppose you choose to work on your eating and exercise routines. In that case, you can expect weight loss, anti ageing, higher metabolism, higher lean tissues, better organ health, higher cardiac and skeletal muscle fitness, and the inner confidence of accomplishment.

**Frontlist- Most people gain and shed tonnes of weight as a result of Hypothyroidism. What should they do in this situation?**

**Alifya & Umesh-** Hypothyroidism will slow down your energy expenditure leading to weight gain, whereas hyperthyroidism will abnormally speed up your energy expenditure leading to weight loss and muscle loss. Both are Hormonal disorders. In maximum cases, hormones get disturbed due to the wrong Lifestyle and/or excess stress. Some patients are genetic. In such cases, focusing on the correct diet, exercise, and sleep cycles along with your ongoing medical treatment is best advisable. Individuals must not manipulate their medicines without their doctors' advice.

**Frontlist- Why do you think 'Un-obese yourself' will be a transformative book for readers?**

**Alifya & Umesh-** There is ample information everywhere on the internet, through blogs and videos. People are perplexed and desperate to lose weight, and they believe in scams that offer nonsensical claims of weight loss by drinking a particular formula or swallowing a specific



pill. These are just scams, and if they were effective, the world would have already become obesity free. We need to accept the truth of why obesity has occurred to each individual, followed by the solutions for reversing Obesity. Our mission is not to transform hundreds or thousands of people, but we aim at Obesity Free India. The facts in this book can make it happen if each one dedicates just one hour a day for one week to read it.

**Frontlist-** Junk food is a way of life for many people. How can we prevent children from consuming such foods, which jeopardise our mental and physical well-being?

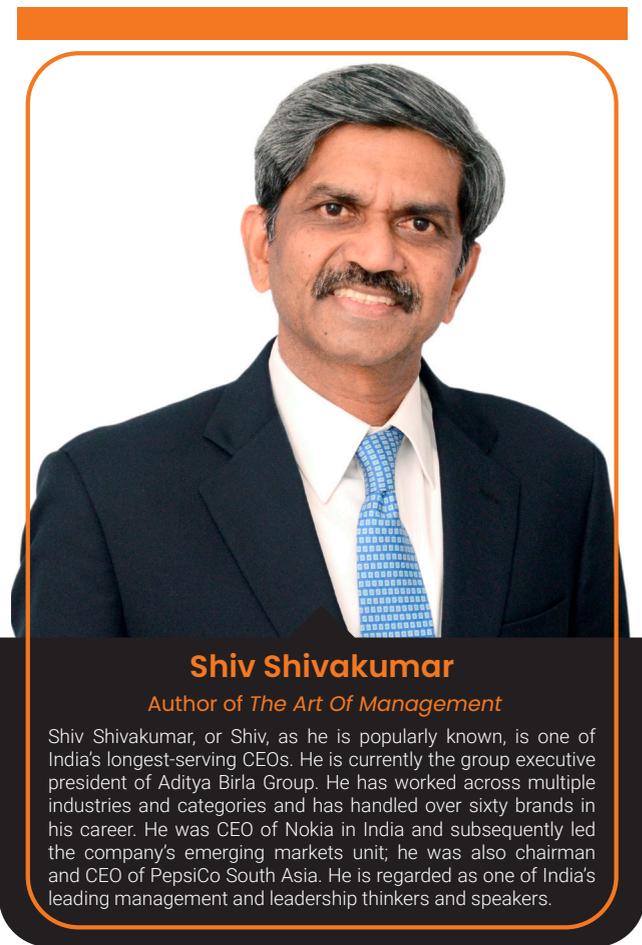
**Alifya & Umesh-** Children will follow what the adults do. Kids learn more from actions than from words. The adults of the house need to create such rules at home that will also develop a sense of responsibility among kids. Our son, who is just 8 years old, loves chocolates, icecreams, pastries, and candies like all children. But, the discipline to consume any one of his favourite food on a particular day of the week has made him watchful about what he eats. When he received these things in the form of gifts, he still followed the same rule. One small tip we can share here is: Don't deprive kids of their favourite eatables; just create discipline.

**Frontlist-** Stress leads to an increase and a decrease in body weight. Moreover, people have very convoluted opinions regarding the relationship between stress and weight. What are your views on this?

**Alifya & Umesh-** Stress is directly related to weight gain. Short-term stress doesn't do any harm. But when a person carries emotional or psychological stress and anxiety for days, weeks, months, or even years, it will not only pile up pounds on your body but also affect the healthy functioning of many other hormones and organs. A healthy diet, effective workout, and proper circadian rhythms can help de-stress. This subject has also been beautifully covered in the book.

**Frontlist-** Many people think their slow metabolism is the reason for their weight gain, while others argue that the contrary is true. What can we do to shift people's minds regarding the reality that metabolism can be manipulated and that these issues do not remain indefinitely?

**Alifya & Umesh-** Being honest, people should not worry about their metabolism and its numbers. Instead, people should focus on what they do to keep their metabolism in the correct order. Imagine that a child appears for his exams, misses more than half of the questions, and then hopes that the evaluator should pay mercy to his answer paper! This is the same situation with people who worry about metabolism without making many efforts in their actions. Metabolic disorders are usually a result of poor lifestyles and higher stress. Once you stop stressing about Metabolism and start working towards it, you'll certainly win the battle.



**Shiv Shivakumar**

*Author of The Art Of Management*

Shiv Shivakumar, or Shiv, as he is popularly known, is one of India's longest-serving CEOs. He is currently the group executive president of Aditya Birla Group. He has worked across multiple industries and categories and has handled over sixty brands in his career. He was CEO of Nokia in India and subsequently led the company's emerging markets unit; he was also chairman and CEO of PepsiCo South Asia. He is regarded as one of India's leading management and leadership thinkers and speakers.

**Frontlist-** What was your rationale for choosing the subject "Management" for writing your third book?

**Shiv-** I come from a management background, but I didn't want the book to be only about management topics/issues. I could have got management professionals only for the book; however, I felt that the concepts of Management are applicable in all professions and hence picked a wide variety of personalities to talk about their ways of managing themselves, a team, and their business. Next, I have always felt that a management concept always is in the context and hence can never be an exact science. That's why I called it the Art of Management.

**Frontlist-** You discussed the three elements of Management - Managing Yourself, Your Team, and Your Business. Have you applied these elements to accelerate your career growth, or is it only for inspiring other professionals?

**Shiv-** Managing oneself is the key to building the other two. I have talked about managing your time, emotions, and ambition in managing yourself. Managing time requires a lot of discipline. Time is something all of us have the same but manage differently. On one level, it's personal, and at another level, its cultural, i.e., India as a country doesn't value time in the way western nations do. Managing time means being respectful to others and their

priorities. Managing time means not being double booked on appointments. Managing time means sticking to commitment in terms of deadlines. Managing time means using 'dead time' like being in an airport or aircraft well.

**Frontlist- Young generations are disposed to establishing their start-ups rather than working in Multinational Companies. If you have been given a choice between MNCs and Start-ups, what would you like to opt for and why?**

**Shiv-** There are many options for young professionals, and I would say they should choose what excites them and where they feel they can use their talent best. While alternatives exist, the attitude to failure and success needs to change. If someone has worked in a failed start-up set, their CV value will be impacted. We need to see failure as immense learning and an opportunity for the person to do well in the future.

My advice would be whatever you do, please give it time. You cannot keep hopping yearly; provide the organisation at least three years.

**Frontlist- You interviewed a different set of people to illustrate various elements of Management. How come you were able to select these specific individuals?**

**Shiv-** I picked individuals who were very good at their respective crafts. I picked individuals who would tell it as is, i.e., being candid. I picked individuals who were secure in their achievements and legacy. These 21 professionals didn't need the book; the book needed them for completeness.

Selecting them was the first part, getting them to agree was the second part and then designing the questions with their experience in mind was the third part. We then interviewed them, edited it, re-sent it to them for confirmation, and then finally put it in the book.

**Frontlist- Educated people have more emancipation to articulate their opinions vis-a-vis those who are ignorant. This must be why you referenced well-known professionals in this book. However, we do not believe that learning the art of Management requires a certain educational degree. What are your thoughts on this?**

**Shiv-** I agree with you. The best professional in the world is the Indian mom, and look at how she manages everything. In many cases, she might not have a formal education, but she knows what's the right thing to do.

I remembered some years ago; two factions got formed in a company where I worked, the MBAs and the non-MBAs. The non-MBAs had been longer at the company and ran into governance issues. They made it out to be an MBA vs. non-MBA culture. I was amazed that the office staff – i.e., the tea boy, the lift man, and the office delivery boy knew instinctively what was right and wrong. They helped the so-called MBA team by giving them enough tips about what the other group was up to. So, honesty, integrity, and doing the right thing cross language, ethnic and professional boundaries. You don't need to articulate

something to do it right. You can do the right thing without the power of great speech.

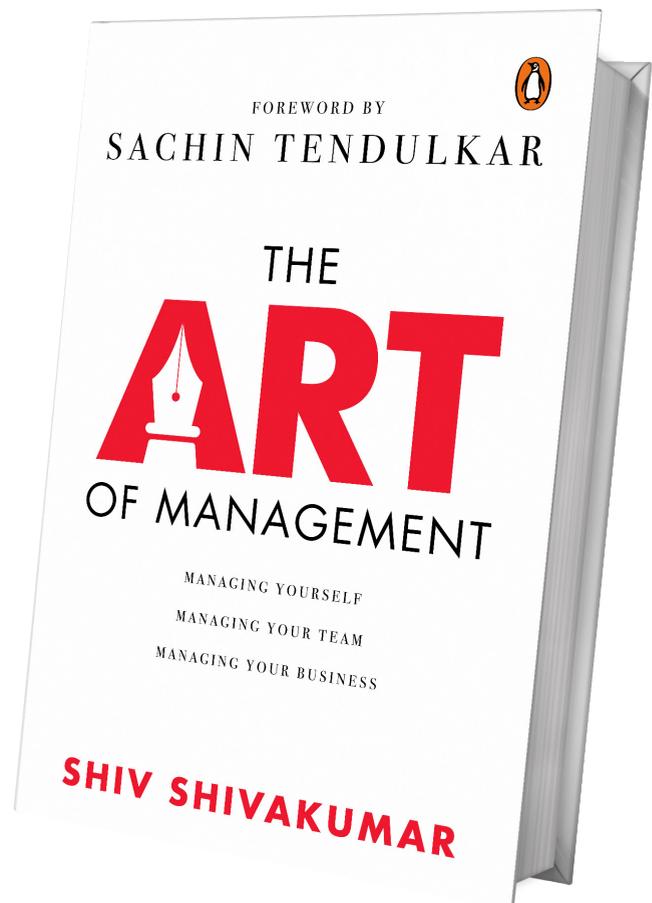
**Frontlist- 'The Art of Management' features 21 top leaders. Which leader impacted you the most while writing this book?**

**Shiv-** All of them impacted me in one way or another as I listened to their point of view. Each had a different lens to view the situation or the topic.

**Frontlist- How will this book prove beneficial to all young professionals? What essential advice would you like to give our young minds to upscale their growth trajectory?**

**Shiv-** My advice to every professional young or old, successful or unsuccessful, is – to reskill yourself via learning. You had no control over where you were born and started, but you have complete control over where you will end. Learn every day by watching others, learn by reading, learn by talking to people outside your industry, learn by doing projects, and learn on the job. If you are learning, you are preparing for the future, and opportunities will come knocking soon.

Next, you will succeed as much as you fail, so build resilience. Don't look back; look ahead constantly. That's where you are headed. Life is too short for having long periods of regret!!





**Arun Tiwari**

Arun Tiwari is a former Missile Scientist and pupil of Dr APJ Abdul Kalam.



**Kamlesh Yagnik**

Kamlesh Yagnik is an Energy Engineer and President at Sarvajani University in Surat.

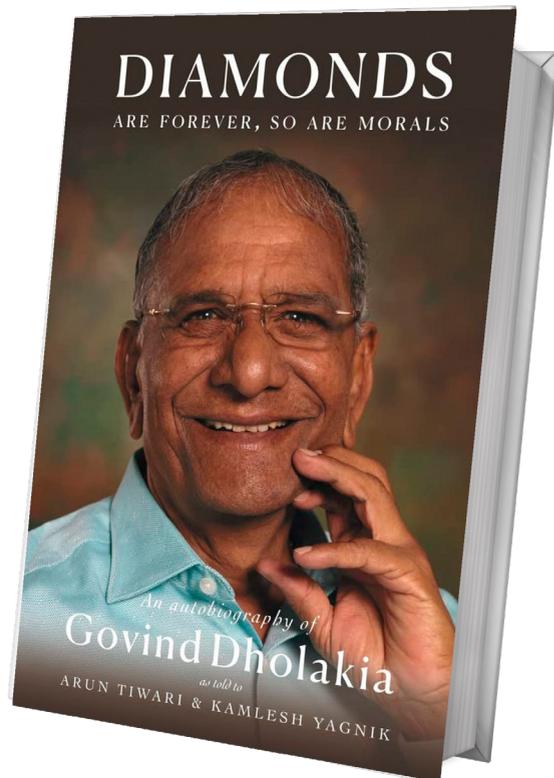
Author of *Diamonds are Forever So are Morals: Autobiography of Govind Dholakia*

**Frontlist-** Why did you choose the title "Diamonds Are Forever, So Are Morals" for your autobiography of Govind Dholakia?

**Arun & Kamlesh-** Diamonds are natural. They emerged from the bottom-most earth as carbon processed over millions of years. Morals are also products of eternal wisdom. They are universal and have guided mankind as it evolved from hunter-gatherers to modern man. Since Govind Kaka made a career in Diamonds and lived life by eternal morals, that must be the title of his biography. Of course, the title carries a powerful clue to the famous 1971 James Bond film, but that is unintentional.

**Frontlist-** What made you decide to write an autobiography on Govind Dholakia, and what was the most exciting part of the process?

**Arun & Kamlesh-** Knowing him over the years, love for him, and seeing him as the testimony of the possibility of an ordinary man turning billionaire by hard work and steadfast enterprise. Both the authors are indeed his 'fans,' and he treated them as his friends for decades. The lockdown period during the COVID-19 pandemic



and the popularisation of Zoom calls facilitated hours of discussion about his life. The authors have converted this into notes, and the manuscript is built up on that. Both the authors have become, in the process of writing this book, people who conversed with Govind Kaka most in his lifetime.

**Frontlist:** An autobiography is vulnerable to several dangers, such as narcissism, boastfulness, and moral insensitivity to one's family and friends. Have you been able to avoid it? If yes, then how?

**Arun & Kamlesh-** These dangers are products of the protagonist's ego. Once that is absent, things become simple. Govind Kaka is transparent, and neither hides his faults nor shortcomings nor does he manufacture a false narrative. The way he described the simple ways and chances he took in business had a magic-like fragrance of a flower or the flavour of ripe fruit. No effort was needed to write something out of the way that he told us. This narrative becomes a book effortlessly as the Tapi River drains itself into the Bay of Khambhat by its flow.

**Frontlist-** Govind Dholakia used to follow a philosophy of life or as he called Triveni of Life. What were the three fundamental beliefs he used to follow?

**Arun & Kamlesh-** Govind Kaka considers life a confluence of Force of Nature, Providence, and Family. The three drivers for success in life are: Honesty and ethics are the only valid ways to progress in life.

This world is governed by an unseen force that permeates everything, and nothing can escape that force.

Family is a fact of life.

You don't choose your family. They are God's gift to you, as you are to them. This is Govind Kaka's Triveni. Providence, like the invisible Sarasvati River, remains always hidden. Those aware of this fact handle their lives better – by being moderate in their good times and not desperate in bad times. They accept the providence as it manifests with equanimity.

**Frontlist-** Were there any points of contention between the two authors for having different points of view on any aspect?

**Arun & Kamlesh-** No. The partnership was amazingly smooth, and the authors complemented each other rather than experiencing any conflict. One being a celebrated co-

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author of former President of India Dr APJ Abdul Kalam, and well-travelled himself brought in the wide-angle perspective, another being an educationist and social worker captured the Gujarat flavour and gave depth to the narrative. This breadth and depth make this book into a class of great books.

**Frontlist: Do you think the life of "Govind Dholakia" can play an essential role in influencing people?**

**Arun & Kamlesh-** He has already influenced thousands of people. This book will last for a hundred years as it resonates with the collective consciousness of people who want to rise in their lives following the call of their hearts and are willing to do hard work. Except for perhaps Wings of Fire, the autobiography of DR APJ Abdul Kalam, no Indian book could so far succeed in that way.

**Frontlist: If given a chance, which quality of Govind Dholakia would you like to adapt to yourself?**

**Arun & Kamlesh-** Govind Kaka is a package deal, and every person is that way, a bundle of traits and characteristics. Of course, his simplicity and humility are contagious, and one does not remain unaffected by getting influenced by

his warmth on that account. Both the authors consider him a living role model of Sthitpragya (स्थितप्रज्ञ) recorded in the Srimad Bhagavad Gita. Govind bhai is आत्मनि एव आत्मना तुष्ट, satisfied soulfully by soul itself. Both the authors genuinely aspire to be one like him in this respect.

**Frontlist- Since Govind Dholakia was proud of his achievements but had no traces of self-glorification or boastfulness, can you tell us more about his character?**

**Arun & Kamlesh-** He is satisfied with how he lived his life, including his achievements, about which he is not shy. His thematic assertion of "I am nothing, but I can do everything" is profound. Like two sides of a coin, it conveys the inseparable truth of the impermanence of a mortal being and the immortal divinity that dwells inside a human being. Govind Kaka is like a parasmani, those who meet him get transformed. This book will make it possible for a large number of people to have this opportunity to connect with his mental being.



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# FRONTLIST SPECIAL

**FRONT LIST**  
— SPOTLIGHT SESSION —  
*On the topic*  
**'A literary world for all: LGBTQ+ & Publishing'**  
OUR DISTINGUISHED PANELISTS ARE



**Rahul Shinde**  
*Author of 'Mukt Zale Manvi Ashru'*

Join us **Live on** 25<sup>th</sup> June at 03:00 pm

**DON'T MISS OUT ON THIS ENLIGHTENING SESSION**

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**Ilaa Verma**  
*Author of 'UNUSUAL', LGBTQ Activist*

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## SPOTLIGHT SESSION

June's spotlight session underlined the theme: "A literary world for all: LGBTQ+ & Publishing."

In the spotlight session, Frontlist featured the debut authors who have written books on LGBTQ+ issues and advocated for LGBTQ+ rights. The main objective behind selecting the LGBTQ+ Literature and its significance is June Month marks Pride Month.

### List of Panelists :

1. Rahul Shinde - Author of Mukt Zale Manvi Ashru
2. Ila Verma - Author of UNUSUAL, LGBTQ Activist

### Have a look at some of the essential pointers that were discussed throughout the Spotlight Session :

1. Evolution of LGBTQ+ Publishing from the past years till the status quo.
2. Most authors were persecuted due to publishing LGBTQ+ literary works and the need to discuss gay literature nowadays.
3. The prevalence of LGBTQ+ Literature in the upcoming years.
4. LGBTQ+ Characters are primarily identified as romantic characters in books, which overlooks the reality of the LGBTQ Community.
5. Encouraging writers to cater to the truth behind the condition of LGBTQ people is necessary.
6. Indian society plays a humongous role in creating animosity among people towards the LGBTQ community, and we need to spread equality and harmony to become a cohesive society.

**50, Frontlist Magazine - July Edition**

# FACEBOOK LIVE



## ALIFYA MOHITE

In July, we called author Alifya Mohite for Facebook Live Session.

Alifya Mohite has been a Health and Fitness expert since 2004 and a physiotherapist. She and her husband, Mr. Umesh Mohite, an author himself, penned down a debut novel 'UN-OBESE YOURSELF' to alienate the Obesity problem from people's lives. Their book serves as guidance for those who struggle with weight loss.

In a live Facebook session, she discussed that obesity disease is increasing rapidly and over 40% alone in India. Obesity is breeding various health issues and decreasing the quality of life at a fast pace.

Through her book, she would like to teach the right knowledge to people as most of them are ignorant of the intricacies of obesity disease.

She also shared that India might become an obese country in the upcoming years as people from India are inclined toward different cultures, which leads to declining Indian roots.

At last, people need to make the right choices with their food as it defines our health quality.

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