

FRONTLIST

OCTOBER 2022



*Few Days left
to get yourself nominated for*

PVLFF
Author Excellence Awards 2023



*Dive deep into the
Mythological Stories with*





WELCOME MESSAGE

Dear Frontlisters,

Virtual Delhi Book Fair, 75 Years of Indian Publishing Book Launch, culmination and release of the India Book Market Report, FIP Annual Awards for Excellence in Book Production (Thank you for making us one of the winners), and the celebration of the Hindi Language at PragatiE Vichaar Hindi Diwas, September gave us much to do and not much time to think. And now, October is upon us with its star-tainted festive nights and celebrations with a gift of knowledge for your delights. Our love for our culture excelled this year with our very successful PragatiE Vichaar Hindi Diwas, 2022, and I thank all the Hindi Authors and Publishers for collaborating with us. The conversations that transpired were as challenging as they were riveting, and for its first iteration, it was perfect. Through PVHD 2022, I realized that as an integral part of the Publishing world, we need to start providing due significance to all languages, not just English, since India is a paragon of diverse cultures.

With the promise of creating myriad literary compositions, we are showcasing brilliant books published by Amar Chitra Katha Pvt Ltd under the Diwali Special Feature. This month's magazine shall take a plunge into the realms of Mythology Fiction which will transport us to dimensions we didn't know existed. We look forward to bringing you festive enjoyment via books and authors. You must add these books to your to-be-read list to explore the Indian Folktales.

Amidst the festivities, don't forget to nominate yourself for PVL Author Excellence Awards 2022. The last date for nomination is 31st October. Authors and publishers, this will be your last opportunity to get laurels for your hard work.

I'd like to announce that Frontlist Magazine has been conferred the award in the category of 'Journals and House Magazines' at the 42nd FIP Annual Awards for Excellence in Book Production 2022. We could not have accomplished this feat without your support, and we promise to live up to the award and continue our crusade for a perfect publishing industry ecosystem.

The Frontlist Team is grateful for all the love and affection received from each one during our incredible journey.

At last, I wish you all a prosperous and wondrous Diwali.

Get on with reading, and don't forget to read the Frontlist Magazine as always :)

Write to me : navita@frontlist.in

Navita Berry

Business Head



CONTENT

04

Diwali Special

- Featuring Amar Chitra Katha Books
- Interview with Savio Mascarenhas Group Art Director at Amar Chitra Katha Pvt Ltd

13

Exclusive Coverage

- 42nd FIP Annual Awards for Excellence in Book Production 2022
- India Book Market Report

27

Media Coverage

- Book Launch : "*Madam Sir: The Story of Bihar's First Lady IPS Officer*" by Author Manjari Jaruhar, Organised by Penguin Books
- Oxford Bookstore announces the Eighth Edition of "Oxford Bookstore Book Cover Prize"
- Book Launch : "*In Search of the Pitcher of Nectar*" by Author Samaresh Bose, Organised by Niyogi Books
- Book Release : "*Park Street Theke Phire Dekha*" (Looking Back From Park Street/ **পার্কস্ট্রিট থেকে ফিরে দেখা**), by Author Pulak Kumar Chakraborti, Organised by Oxford Bookstore, Park Street in Kolkata
- Book Launch : *Indian Railway Buildings : Heritage, History and Beyond* by Vinoo N Mathur, Organised by Niyogi Books

- Oxford Bookstores@100 and Long Night of LiteratureS present an enthralling Literary Forum
- Delhi University Vice Chancellor Flags-Off NBT-India's Mobile Book Exhibition
- Vice President releases the book titled Pt. Deendayal Upadhyay Jeevan Darshan Aur Samsamyikta"
- Book Launch : '*Lok Parampara me Swa Ka Bodh,*' edited by Prof Brij Kishore Kuthiala, Prof. Sanjeev Kumar Sharma and Prof Shri Prakash Singh, Organised by Kitabwale in association with Prajna Pravah

41

Author Interviews

- Devdutt Pattanaik
- Capt (Hony) Yogendra Singh Yadav (Retd)
- Shubha Vilas
- Dr Charu Walikhanna
- Chitwan Mittal
- Mahima Bakshi

53

Frontlist Special

Spotlight Session : "आने वाले वर्षों में हिन्दी प्रकाशकों और लेखकों का विकास"

Frontlist

Volume 2, Issue No. 10 - October 2022
Editorial & Publishers Office: Frontlist Media, 4259/3,
Ansari Road, Darya Ganj
New Delhi - 110002, India
Tel: 9711676777
Email: media@frontlist.in
Website: www.frontlist.in

Business Head: Navita Berry
Co-founder: Pranav Gupta & Kapil Gupta
Designed by: Frontlist Media

We stand indemnified against any claims arising directly or indirectly from the publication or non- publication of an advertisement. All rights reserved. No part of this magazine may be reproduced without the prior permission of the publisher. All trademarks and trade names mentioned in this magazine belong to their respective owners.

Frontlist does not take responsibility for returning unsolicited publication material. All disputes are subject to the exclusive jurisdiction of competent courts and forums in Delhi/New Delhi only. Opinion expressed in the articles are of the authors and do not necessarily reflect those of the editors or publishers. While the editors do their utmost to verify information published, they do not accept responsibility for its absolute accuracy.

FRONT LIST

Published & Printed by Mr. Pranav Gupta on behalf of Frontlist Media, Printed at Mohit Enterprises, 1-2-3, 1st Floor, Bldg. No. 2919, Sir Syed Ahmed Road, New Post Office, Darya Ganj, New Delhi - 110002



Diwali

Special

with

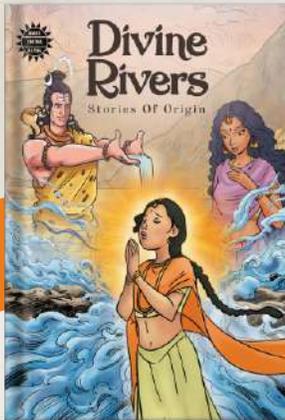


Divine Rivers

BOOK BLURB :

The rivers in India have innumerable temples dotting their banks and are divinities in themselves. While some were born to save humanity from famine and drought, others came to wash away sins and grant new life with their sacred waters. These rivers have continued to flow for eons, and our ancient texts have told the stories behind their origins.

Amar Chitra Katha brings *Divine Rivers*, a collection of legends about seven Indian rivers and how they came to be. Rivers that have nourished the lands they flow through for centuries. The blessings of these rivers are truly life-giving to the people around them, making them divine in their own right.



Reena I Puri
Editor



Vijita Mukherjee
Author



Niranjana S
Author



Krithika Nair
Author

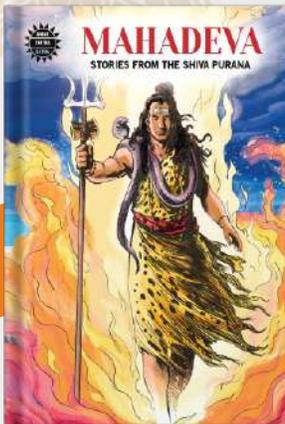
Mahadeva

BOOK BLURB :

He is the foremost of all yogis, the barefoot God with matted locks and animal-skin robes. He manifests energy and is limitless. He is known to be gentle, benevolent, and almost indulgent towards his devotees and ruthless towards those who disturb the balance of the world with their sinful ways. He is Shiva, also called Mahadeva.

Among the Trimurti or the Hindu Trinity, Shiva is known as the Destroyer. However, when evil prevails, he is the one that even the gods call upon for help. *Mahadeva* retells stories from the Shiva Purana as told by the great sage Romaharshana to the sages of Naimishavana.

Amar Chitra Katha follows the lore of the great Lord from the very beginning when Shiva appears to Brahma and Vishnu as a pillar of fire to his wedding with Shakti and the births of Kartikeya and Ganesha. It tells the stories behind each of the 12 Jyotirlingas and of the innumerable times that Shiva has freed the world from the oppression and immorality of those who have forgotten the path of Dharma.



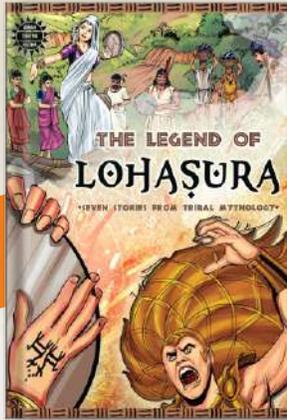
Reena I Puri
Editor



Malini Saigal
Author



The Legend of Lohasura



BOOK BLURB :

The Adivasis, or the 'first residents' of India, are custodians of a culture older than time. These indigenous tribes have existed for centuries, and with time, their oral tradition has become a treasure trove of myths, legends, and stories about every part of nature. These stories talk of everything mankind needs to know, from the beginning of the world to how certain traditions came into being.

Amar Chitra Katha presents *The Legend of Lohasura* – Seven Stories from Tribal Mythology, a collection of myths and legends from the indigenous tribes of India such as Oraon, Ahir, Santhal, Agaria, Baiga, Gonda, and Kandha. Each story reflects the tribes' relationship with nature and how they find divinity in every element of the environment.



Reena I Puri
Editor



Sanjana Kapur
Author



Komal Narwani
Author



Krithika Nair
Author

Shakti

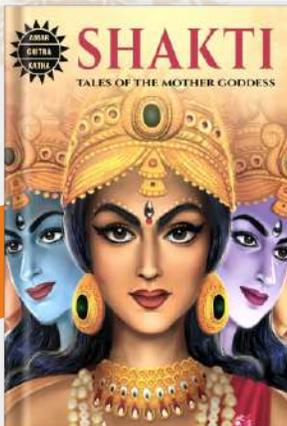
BOOK BLURB :

Adi Shakti is considered to be the original creator of the universe. She is the power that protects and destroys. She represents the fertile, bountiful earth and protects all life forms. All Goddesses are considered to be manifestations of her.

The worship of the Goddess evolved. Local village Goddesses of the forest, field, river, and lake became versions of the one great female principle. Lakshmi, Saraswati, and Parvati are also forms of Adi Shakti.

The Devi Mahatmayam, or the 'Glory of the Goddess,' describes her as the fierce and beautiful Goddess who fights asuras and wards off evil. She shields the gods against evil and stands up for the worthy.

Amar Chitra Katha brings together stories of seven Goddesses from the Puranas, the Devi Bhagavata, and folklore. Endowed with strength, grace, and courage, these Goddesses show us the power of being a woman.



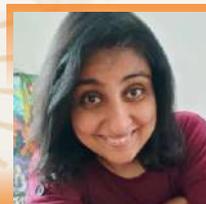
Reena I Puri
Editor



Prabha Nair
Author



Rajani Thindiath
Author

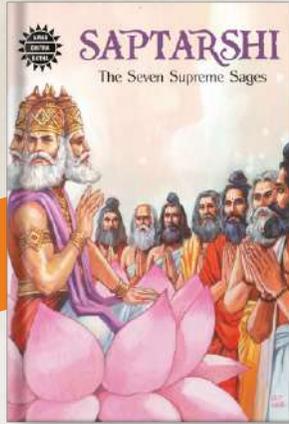


Sanjana Kapur
Author



Niranjana S
Author





Saptarshi

BOOK BLURB :

In Indian mythology, the concept of time is measured in a manvantara. Each manvantara is allotted seven exceptional sages by Brahma, who represent supreme knowledge and righteousness. Amar Chitra Katha has captured stories from the inspiring and remarkable lives of the seven sages chosen to represent the current manvantara.

Atri, the first of the Saptarshis, is a mind born son of Brahma. So enduring was his life and presence that he played a role in the events of the Ramayana and the Mahabharata.

Vasishtha was the voice of wisdom and honesty during the time he spent advising the kings of the Solar dynasty. The mutual respect he shared with his admirable wife, Arundhati, was reflected in their exemplary marriage.

Tasked by Brahma to populate the Earth, Kashyapa is considered the father of all living beings. The origin of all creatures can be traced back to Kashyapa and his wives.

The proud King Kaushika's troubled relationship with Sage Vasishtha led to his transformation into the accomplished sage, Vishwamitra.

Gautama and his wife, Ahalya, overcame the mistrust and insults of the people of Brahmagiri and brought Ganga to the parched land.

Jamadagni, a proficient student of the Vedas, was chosen by Vishnu as his father during his avatar as Parashurama.

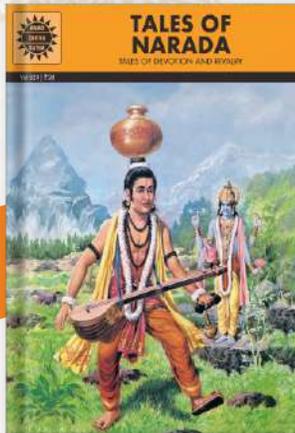
Bharadwaja's thirst for knowledge was so great that he prayed to Indra for long life so he had enough time to learn. With Indra's blessing, he spread the knowledge he gained worldwide.



Reena I Puri
Editor



Vanishree Mahesh
Author



Tales of Narada

BOOK BLURB :

Sage Narada symbolises unqualified devotion to Lord Vishnu, also known as Narayana. He is inseparable from his veena and has the name of Lord Narayana always on his lips. In the Puranic stories, Narada puts the Lord's devotees to the test. But when he is put to the test, will the celestial sage emerge victorious?

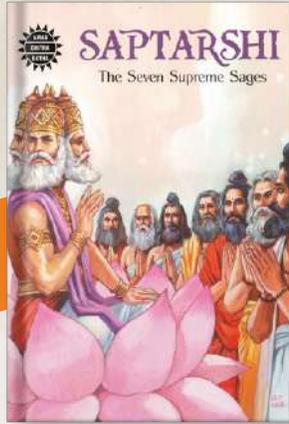


Anant Pai
Editor



Onkar Nath Sharma
Author





Rama's Ring

BOOK BLURB :

When Rama's ring falls down a crack in the floor, Hanuman makes himself tiny and leaps in after it. In the heart of the Earth, he learns an eternal truth about Rama.

When Draupadi is humiliated by Dushasana in the Kaurava court, help comes from an unexpected quarter.

Over the centuries, the Ramayana and Mahabharata have been written in different Indian languages to enable them to reach a wider audience. Poets like Tulsidas, Kamban, and Krittibas Ojha penned down their versions of these stories in the common language of their regions. The tribal communities also had their versions in the form of songs and plays that their people could connect to.

Amar Chitra Katha brings together nine stories from alternate tellings of the two great Indian epics in this special collection. While some tellings are poetic masterpieces in their own right, others are simple folk versions passed down from one generation to the next.



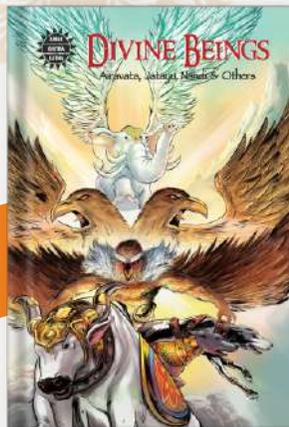
Reena I Puri
Editor



Sanjana Kapur
Author



Niranjana S
Author



Divine Beings

BOOK BLURB :

As Ravana abducts Sita and flies off with her, the brave vulture Jatayu sacrifices his life to save her.

With his unparalleled devotion, Nandi gains immortality as Shiva's vahana.

The magnificent four-tusked elephant, Airavata, emerges from the golden egg of creation to become Indra's trusted vehicle.

When Vishnu, as Narasimha, continues to devour and destroy the world, he takes the form of the two-headed bird, Gandaberunda.

Shyama and Sabala, the divine hounds, are responsible for guarding Yama's gates.

These sacred beings of Indian mythology are endowed with strength, courage, and beauty. And by their physical manifestation as various birds and animals, they give stature and respect to all creation.

The stories in this Amar Chitra Katha are taken from ancient texts, including the Shiva Purana, Vishnu Purana, Gajashastra, the Brahmanas, and folklore.



Reena I Puri
Editor



Aparna Kapur
Author

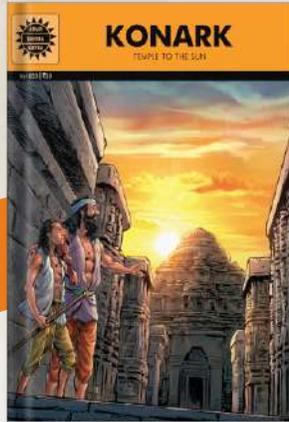


Sanjana Kapur
Author



Nimmy Chacko
Author





Konark

BOOK BLURB :

As dawn breaks, Surya, the Sun God, leaps over the horizon in his chariot, pulled by seven radiant horses. As he rises into the sky, he spreads light and warmth worldwide.

The great Ganga king, Narasimha Rao, commissioned 1200 artisans to recreate this scene in stone.

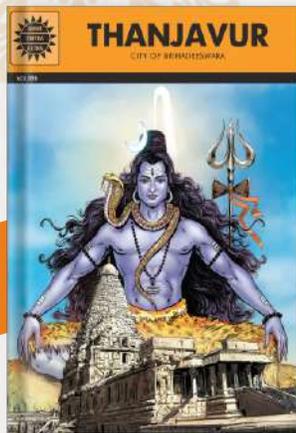
The Konark Sun Temple is where the lines between fact, fiction, and folklore have blurred over time. Amar Chitra Katha interweaves the history of the 13th-century monument with some of the mythology associated with it.



Reena I Puri
Editor



Nimmy Chacko
Author



Thanjavur

BOOK BLURB :

Legend has it that the ancient town of Thanjavur came up on the spot where Vishnu defeated an evil demon. The mighty Cholas made it their capital in the 9th century CE, after which they increased their empire's size and strength through conquests. Finally, after realising all his military ambitions, the Chola monarch Raja Raja Chola I decided to build a great temple in Thanjavur dedicated to Lord Shiva. Thus, Thanjavur became home to the majestic Brihadeeswara temple and many other shrines.

Amar Chitra Katha tells the stories surrounding this ancient town and its monuments.



Reena I Puri
Editor



Prabha Nair
Author



Interview

Savio Mascarenhas

Group Art Director, Amar Chitra Katha Pvt. Ltd.

“

Growing up with a galaxy of characters from Tinkle and Amar Chitra Katha, Savio Mascarenhas subconsciously chose to belong and live in this Neverland. Thus for the past 28 years, he has spent most of his time with the comically indomitable and unarguably hilarious characters from Tinkle and the heroes and legends of Amar Chitra Katha.

With a flair for drawing since childhood, doodling and sketching on the back pages of his and his friend's notebooks, Savio breezed through his educational journey. He is a Commerce graduate with a post-graduation in Advertising and Public Relations from Mumbai University. This led him into the advertising world, where he started his career as a copywriter. And as luck would have it, he got an opportunity to freelance for Tinkle, drawing comic gags called See 'n' smile. That was the beginning of his life as a comic book artist, freelancing with Tinkle and eventually joining as a staff artist in 1994.

While at Tinkle, Savio co-created some amazing characters like Mopes and Purr and Little Shambu with writer Reena Puri, Janoo and Wooly Woo with writer Vineeta Vaid, Super Suppandi, and finally Shikari Shambu; that he continued illustrating after the legendary creator of the legendary hunter, Vasant Halbe.

Savio Mascarenhas is the Group Art Director at Amar Chitra Katha Pvt Ltd. He is also a TEDx Speaker on the use of visuals in learning. He has been sharing the idea of VAL (Visual Art Learning) with schools. He visits schools regularly, conducting comic-making workshops for children.



Frontlist: How does the readership status of Amar Chitra Katha's books differ between Physical Books and Digital Books? Do you believe that the charm of Physical books is waning nowadays?

Savio: ACK finds itself in a very important juncture where the world is digital. With our readers in the age group of 8-80 years, we have managed to keep that balance of catering to both. There is always a generation that believes in the print and readers that would prefer to go digital. We make our presence known in both these spaces. Now that the markets have opened up, the demand for print is also increasing. As for the charm, that will stay forever. The charm of reading a story well told with visuals that remain imprinted in your mind. And like everything in nature, there will be a balance between print and digital.

Frontlist: Storytelling has been a part of life since medieval times. How has Amar Chitra Katha brought a wave to learning the intricacies of Storytelling skills?

Savio: Yes, storytellers have indeed been an important cog in the wheels of history through the ages. The method of storytelling has evolved over the centuries, giving birth to newer forms. ACK has, over the years, mastered this knack, understanding the reader's pulse. It's a unique way of telling a story by combining it with the visuals from the comics, making it a mix of audio and visuals.

Frontlist: How has Amar Chitra Katha been inculcating knowledge of Mythology in younger generations?

Savio: It's without a doubt that ACKs have been the pioneer in telling the stories of India in an illustrated format. And that has been the endearing factor in making it the most popular medium for generations. When Uncle Pai first thought of sharing the legends and lore of India, he realized that the most accessible and simplest way was to do it through comics. The colourful visuals and the simple language were the keys to its popularity with the youth. Communicating to the young in a format that would hold



their attention and interest works even today, making ACK the most favoured storyteller panning across ages.

Frontlist: What new things can we expect from Amar Chitra Katha on Diwali to promote Indian Mythology in the World of Indian Comics?

Savio: We don't have an all-new title for Diwali this year. But we will prepare a special collection of existing titles with a theme that will connect with Dussehra and Diwali. This time our theme is the unequivocal triumph of good over tyranny, greed, and oppression. Called 'Tales of Victory,' it contains titles like Lord of Lanka and Krishna and Narakasura.

Frontlist: It has been 55 years since Amar Chitra Katha carried on the legacy to encourage the enriching Indian Comics to the world. Could you please discuss the journey with us?

Savio: 55 years and counting! A legacy created by Uncle Pai has come a long way and will continue to do so. The initial few years were challenging. Finding space in the little books shops and schools was a struggle. It was a huge task. Uncle Pai took it upon himself to travel to the remotest of shops, convincing them to stack up ACKs. It took time to gain that trust and for the sales to pick up. So yes, by the early 70s ACK began gaining popularity in schools, all through the efforts of Uncle Pai, who felt that taking ACK directly to the young readers was the masterstroke of our success. And the rest is history. We built up a base of loyal readers who have passed on the legacy to their children.

Frontlist: What makes Amar Chitra Katha so unique that it suffices enough to overpower marvel comics in India, or perhaps at the International level?

Savio: The uniqueness lies in the variety; our rich history, culture, and heritage are so vast that there is much to be shared with the world. We at ACK try to bring every version of a story, every version of the lores and legends, for people to know. The efforts that go into making an ACK are immense; right from the research and the creation of art, everything is meticulously done. We are known for our credibility, and we see to it that the legacy we currently are the caretakers of will remain intact to be passed on to the teams that come after us. And that makes us so special and unique, placing us in a league of our own.

Collaborate with us for

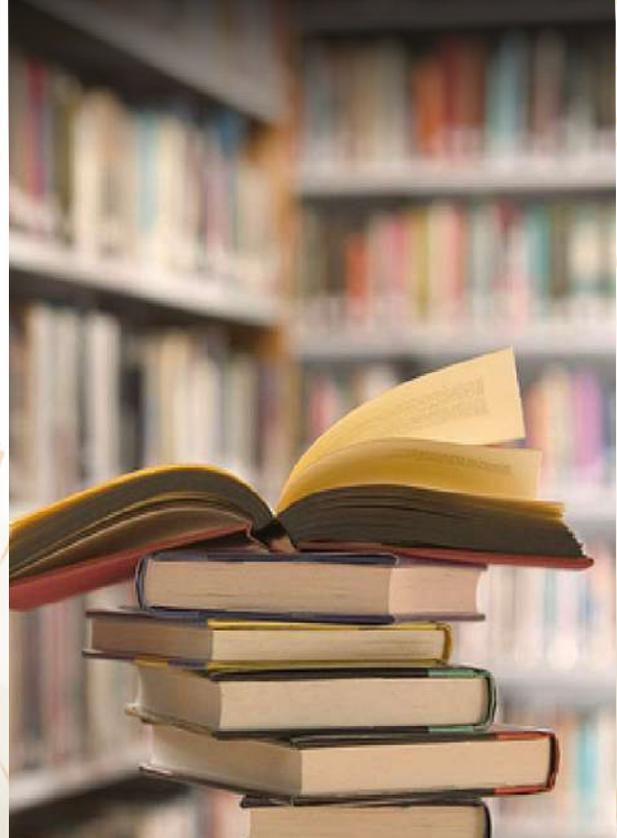
Exclusive Book Launches

Connect : media@frontlist.in



Promote your book with Frontlist

Contact : info@frontlist.in



Hurry up, Authors!



PVLF

Pragati Vichaar
LITERATURE
FESTIVAL 2023

9th-14th Jan

WELCOME TO 2023 EDITION OF



PRAGATIE VICHAAR LITERATURE



FESTIVAL



Theme: "Taking Humanity Forward"

**LAST FEW DAYS TO NOMINATE YOURSELF FOR
THE PVLF AUTHOR EXCELLENCE AWARDS 2023**

APPLY NOW



Scan to visit the
PVL 2023 Website

12

Frontlist Magazine
October Edition

EXCLUSIVE COVERAGE

42nd FIP Annual Awards for Excellence in Book Production 2022



Established in 1973, the Federation of Indian Publishers is the representative body of publishers in English, Hindi, and other regional languages, with its membership from all over India, representing more than 80 percent of the publishing industry.

Since 1980, FIP has been conferring awards to the publishing sector to encourage book production quality. The fundamental goal of introducing such awards is to demonstrate to everyone that high-quality book production is just as important as the right content.

This year 2022, FIP is organising its 42nd Edition Annual Awards for Excellence in Book Production 2022 on 30th September at Viceroy, The Claridges, New Delhi.

- 69 publishers have submitted their entries
- 942 books have been received for nominations
- 102 books are receiving awards this year

Awards Jury :

- Shri G Rengarajan - Assistant Director (Production), National Book Trust, India
- Shri Susobhan Mondal - Assistant Registrar, Indian Institute of Mass Communication
- Shri Sunil Jain - Past President, Delhi Printers Association
- Prof (Dr) Parmod Kumar - Professor, IGNOU



Dr Parmod Kumar
Professor, IGNOU



Sunil Jain
Past President,
Delhi Printers Association



Susobhan Mondal
Asst. Registrar, IIMC



G Rengarajan
Asst. Director (Production)
National Book Trust, India

Awards List

CATEGORY: GENERAL AND TRADE BOOKS ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	Balancing the Wisdom Tree	Publications Division, New Delhi
	500 Facts: Human Body	Pegasus (B Jain Publishers)
Second Prize	Eternal Echoes	Penguin Random House India Pvt Ltd, Gurgaon
	The Beautiful Balance	Lifi Publications Pvt Ltd, New Delhi
Third Prize	The Book of Dog	HarperCollins Publishers India Ltd, Gurgaon
	The Man Who Bent Light	Roli Books Pvt Ltd, New Delhi

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Bharat Vibhajan Ki Kahani	Publications Division, New Delhi
Second Prize	Loktantra Ke Swar	Publications Division, New Delhi
Third Prize	Dekho Hamari Kashi	Prabhat Prakashan, New Delhi

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Tarakan's Grandhavari, (Malayalam)	DC Books, Kottayam
Second Prize	Kakithapu (Tamil)	Ethir Veliyedu, Tamil Nadu
	Chirosokha (Bengali)	Prism Books Pvt Ltd, Bangalore
Third Prize	Gitanjali, Rabindranath Tagore (Malayalam)	H & C Publishing House, Thrissur
	Yerebuva (Kannada)	Bahuroopi, Bangalore

Awards List

CATEGORY: ART AND COFFEE TABLE BOOKS ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	Five Decodes of India's Built Environment	Roli Books Pvt Ltd, New Delhi
Second Prize	Style of India	Hachette Book Publishing India, Gurgaon
Third Prize	Birds of Lucknow	Bloomsbury Publishing India Pvt Ltd, New Delhi
	Mumbai: A City Through Objects	HarperCollins Publishers India Ltd, Gurgaon

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Uchhrinkhal, उच्छृंखल	Story Mirror Infotech Pvt Ltd, Mumbai
Second Prize	Kahi Ankahi	Prabhat Prakashan Pvt Ltd, New Delhi

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Courts of India (Marathi)	Publications Division, New Delhi
Second Prize	Archer (Malayalam)	DC Books, Kottayam

CATEGORY: TEXT BOOKS: SCHOOL - NURSERY TO CLASS -V ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	My First Picture Dictionary	Pegasus Reading Club (B Jain Publishers Pvt Ltd), New Delhi
	Hop Skip and Jump	Macmillan Education India Pvt Ltd, Noida
Second Prize	A Step Ahead-ICSE Mathematics Book-4	Avichal Publishing Company, New Delhi
	Maths Practice Book KG-1	Prints Publications Pvt Ltd, New Delhi
Third Prize	Integration of Arts in Pedagogy Part-III	Avichal Publishing Company, New Delhi
	Integrated Semester Series: INSIGHT – Semester 2	Book Magic India Pvt Ltd, Delhi

Awards List

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	My Best Friend	Orient Blackswan Pvt Ltd, New Delhi
	Akshar Gyan Mala	Prints Publications Pvt Ltd, New Delhi
Second Prize	Tarika Hindi Pathmala – 4	Book Magic India Pvt Ltd, Delhi
Third Prize	Vyakaran Sarovar	Souvenir Publishers Pvt Ltd, Noida

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Malayalam Pakarthu/Work Book - 4	DC Books, Kottayam
Second Prize	Natun Barna Parichay -1 (Bengali)	Holy Faith International Pvt Ltd, New Delhi

CATEGORY: TEXT BOOKS: SCHOOL -CLASS -VI TO XII ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	Be A Scientist – Science	Forever Books Pvt Ltd, New Delhi (Rachna Sagar)
Second Prize	Vidya Pravesh	National Council of Educational Research and Training (NCERT), New Delhi
	Information Technology CBSE Code 402	Edusoft Solutions Pvt Ltd, New Delhi
Third Prize	An Introduction to Psychology	Sterling Publishers Pvt Ltd, Noida
	Laboratory Manual SCIENCE Class X	Avichal Publishing Company, New Delhi

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Student Atlas	V & S Publishers, New Delhi
Second Prize	Biology Class-XII	Modern Publishers, New Delhi
Third Prize	Motor Vahan Seva Technician	National Council of Educational Research and Training (NCERT), New Delhi

Awards List

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	New Learnwell Sashwat Samskritam – 4 (Sanskrit)	Holy Faith International Pvt Ltd, New Delhi
Second Prize	Sreshtabhasha Padavali – 8 (Malayalam)	DC Books, Kottayam
	Ruchira – 8 (Sanskrit)	Unicorn Books Pvt Ltd, New Delhi
Third Prize	Theepatriya Paathangal (Tamil)	Ethir Veliyedu, Tamil Nadu

CATEGORY: TEXT BOOKS: COLLEGE ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	Science Fiction in India	Bloomsbury Publishing India Pvt Ltd, New Delhi
	Teaching Basic Design in Architecture	DC Books, Kottayam
Second Prize	Financial Accounting Seventh Edition	PHI Learning Pvt Ltd, Delhi
	Algebra	Narosa Publishing House Pvt Ltd, New Delhi
Third Prize	Operations Research 20 th Revised Edition	Sultan Chand and Sons, New Delhi
	Presentation Skills and Personality Development	Mahavir Publishing Company, New Delhi

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Sanchar Kaushal Aur Vyaktitva Vikas	Prabhat Prakashan Pvt Ltd, New Delhi

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Bharateeya Purushartha Chintane (Kannada)	Abhinava, Bangalore
Second Prize	Malayala Sahithyam – 1 (Malayalam)	DC Books, Kottayam

Awards List

CATEGORY : CHILDREN BOOKS (GENERAL INTEREST) (0-10 YEARS) ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	The Ickabog	Hachette Book Publishing India, Gurgaon
	The Ramayana for Children	Penguin Random House India Pvt Ltd, Gurgaon
Second Prize	A Full Circle	HarperCollins Publishers India Ltd, Gurgaon
	Happy Girls' Stories	Vishv Books Pvt Ltd, Sahibabad
Third Prize	My Very First Cloth Book Meal Time	Pegasus (B Jain Publishers)
	Dugga	Pratham Books, Bangalore

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Gyan Sudha Katha Sangrah – 1	Pitambar Publishing Co Pvt Ltd, New Delhi
Second Prize	My Two Eyes	Room To Read India Trust, New Delhi
Third Prize	Pinushi	Publications Division, New Delhi
	Kele Ka Chilka	Prabhat Prakashan Pvt Ltd, New Delhi

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Siruvarkalukkana Thathuvam (Tamil)	Ethir Veliyedu, Tamil Nadu
Second Prize	Eddu Ninta Baala (Kannada)	Abhinava, Bangalore
	Puttiyoo Haaruttiddalu (Kannada)	Navakarnataka Publications Pvt Ltd, Bangalore
Third Prize	Changala (Malayalam)	Poorna Publications, Kozhikode
	Pravachakan (Malayalam)	H & C Publishing House, Thrissur

Awards List

CATEGORY: REFERENCE BOOKS ENGLISH

First Prize	Insolvency and Bankruptcy India 2022	Bloomsbury Publishing India Pvt Ltd, New Delhi Publications Division, New Delhi
	Savarkar Student Atlas 4 th Edition	Penguin Random House India Pvt Ltd, Gurgaon Oxford University Press, Noida
Third Prize	The Shortest History of India	Pan Macmillan Publishing India Pvt Ltd, New Delhi
	Longterm Safety	Prints Publications Pvt Ltd, New Delhi

HINDI

First Prize	Tales of the Silk Roads	Bhumika Creations, New Delhi
Second Prize	Parivarthansheel Vishwa Mein Bharat Ki Ranneeti	Prabhat Prakashan Pvt Ltd, New Delhi
Third Prize	Puducherry Ki Bhashayen Vol. 23 Part-1	Orient Blackswan Pvt Ltd, New Delhi

REGIONAL LANGUAGES

First Prize	Modala Sahasramanada Kannada Sasanagalu (Kannada)	Abhinava, Bangalore
Second Prize	Indiyute Veendedukkal (Malayalam)	DC Books, Kottayam
Third Prize	Padi Bhavajaalalu (Telugu)	Orient Blackswan Pvt Ltd, New Delhi

CATEGORY: SCIENTIFIC/TECHNICAL/MEDICAL BOOKS ENGLISH

First Prize	Pediatric Dermatology 4 th Edition	Jaypee Brothers Medical Publishers Pvt Ltd, New Delhi
Second Prize	Clinical and Forensic Toxicology	Arya Publishing Company, New Delhi
	Human Anatomy	AITBS Publishers, India, Delhi
Third Prize	Green Engineering and Sustainable Development	Narosa Publishing House Pvt Ltd, New Delhi

Awards List

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Covid 19: Vaishik Mahamari	Publications Division, New Delhi

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Namma Dehada Vijnana (Kannada)	Navakarnataka Publications Pvt Ltd, Bangalore
Second Prize	VIRUS (Malayalam)	DC Books, Kottayam

CATEGORY: JOURNALS AND HOUSE MAGAZINES

ENGLISH

PRIZE	TITLE	PUBLISHER
First Prize	Newborn	Jaypee Brothers Medical Publishers Pvt Ltd, New Delhi
	Frontlist	Frontlist Media, New Delhi
Second Prize	DCSMAT	DC Books, Kottayam
	The South East Asian Review	Prints Publications Pvt Ltd, New Delhi
Third Prize	Indian Literature	Sahitya Akademi, New Delhi

HINDI

PRIZE	TITLE	PUBLISHER
First Prize	Kurukshetra	Publications Division, New Delhi
Second Prize	Rang Samvad - June 2022	Tagore International Literature & Arts Festival, Bhopal
Third Prize	Vanmali Katha - August 2022	Tagore International Literature & Arts Festival, Bhopal
	Samakaleen Bharatiya Sahitya May-June 2022	Sahitya Akademi, New Delhi May-June 2022

Awards List

REGIONAL LANGUAGES

PRIZE	TITLE	PUBLISHER
First Prize	Poornashree – Monthly (Malayalam)	Poorna Publications, Kozhikode
	Pachakuthira (Malayalam)	DC Books, Kottayam
Second Prize	Abhinava Chatumaasika (Kannada)	Abhinava, Bangalore
Third Prize	Ajkal (Urdu)	Publications Division, New Delhi

Prints Publications Pvt. Ltd.



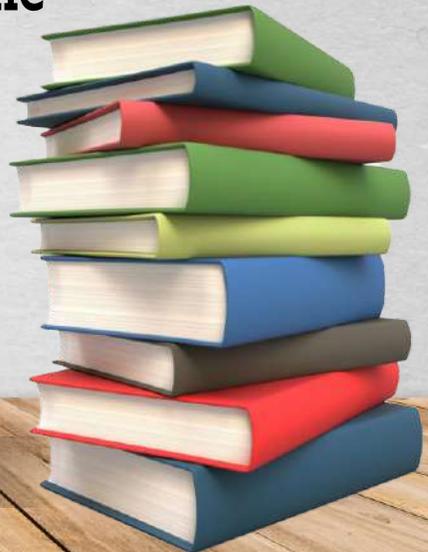
Leading Publishers and suppliers of
Indian Books & Journals across the
globe since 1966



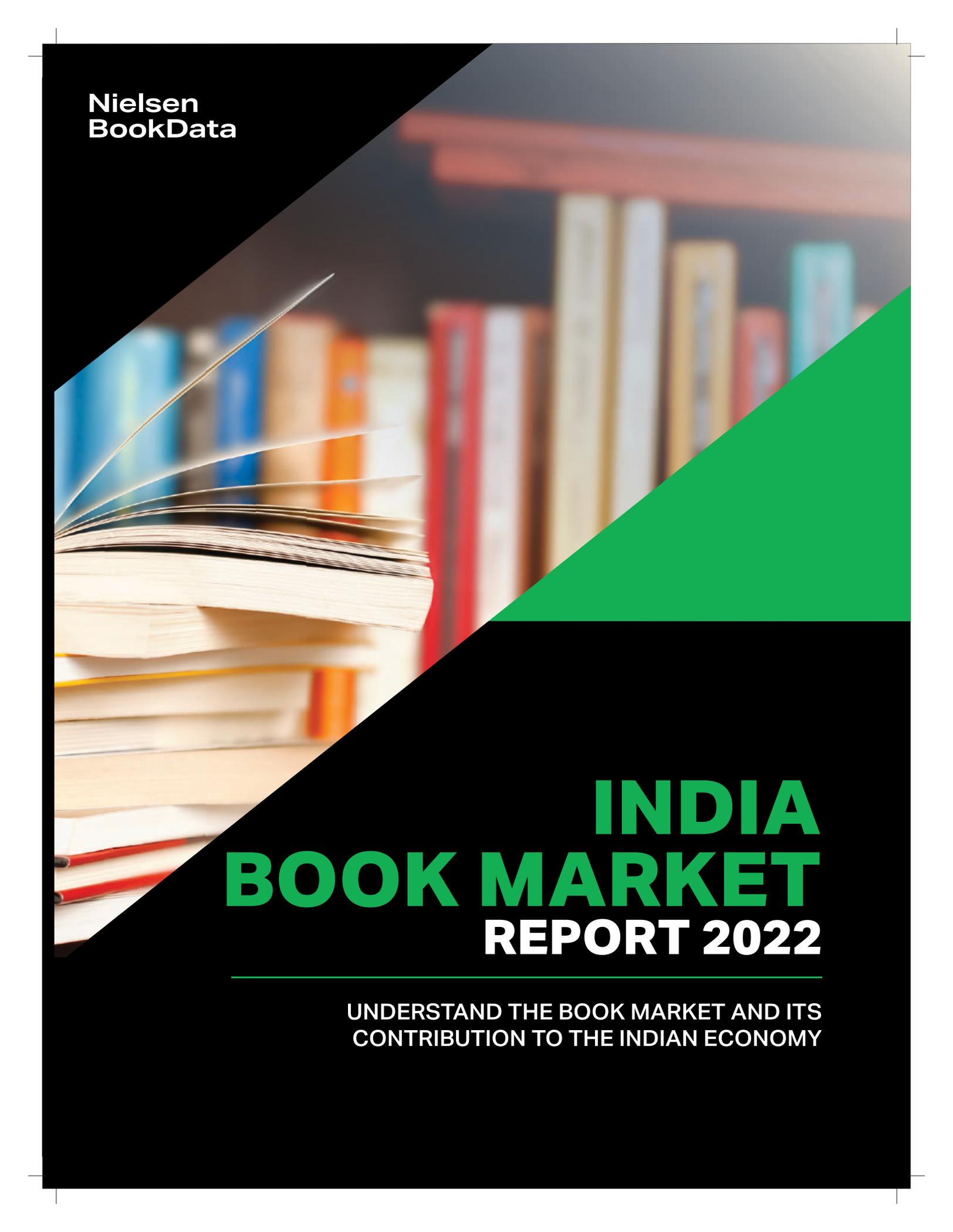
Scan to visit website

CONNECT WITH

To visit: www.printspublications.com



Nielsen
BookData



INDIA BOOK MARKET REPORT 2022

UNDERSTAND THE BOOK MARKET AND ITS
CONTRIBUTION TO THE INDIAN ECONOMY

“India's print book market will hit INR one lakh crore by 2024”

India Book Market Report

Nielsen Book Data and the Federation of Indian Publishers (FIP) were delighted to announce the publication of the India Book Market Report 2022.

Nielsen BookData partnered with FIP to produce and publish the long-awaited second edition of the Nielsen India Book Market Report. With the Indian print book market predicted to reach just shy of US \$12 billion by the end of 2024, this new report provides an in-depth analysis of the Indian book market, including the size of the market in valued terms as well as the contribution the sector made to the Indian economy. Other highlights include a detailed look at the Indian education system, its role in Indian book publishing, and legislation's impact on the industry.

Since the first edition of the India Book Market Report, published in 2015, the publishing industry has changed enormously. Nielsen BookData and FIP recognized the need to update this research and have collaborated closely to deliver this new report which provides a business-critical analysis of the market to inform and support the stakeholders of the Indian Publishing Industry, Government Agencies, and Overseas Investors.



VIKRANT MATHUR

Executive Director of Nielsen BookData, India

"The India Book Market Report 2022 highlights the potential of print book publishing in India. It provides a deeper understanding of the market and its economic contribution to the Indian economy and makes recommendations to help bring efficiencies to the Indian publishing sector. Nielsen BookData is confident that this report will prove insightful and valuable for industry stakeholders, not just in India but also to those looking to invest in India."



PRANAV GUPTA

Joint Secretary of the Federation of Indian Publishers [FIP],
Appointed as the Project Leader for this initiative from FIP

"The Indian publishing industry is a vital part of the Indian economy and has been developing rapidly now. It also contributes substantially to the country's employment rate. It lays a crucial role in disseminating knowledge, invariably contributing to the robust development of the country's cultured ethos and being a key contributor to initiatives of national importance like "Atma Nirbhar Bharat" and "Make in India." Moreover, since a significant chunk of its production is education-allied, it contributes significantly to the New Education Policy. The report occupies a prominent place globally and has exhibited a linearly expanding growth curve. IMBR 2022 will be of immense importance for people not only in operating the Publishing ecosystem but for policymakers and Investors willing to invest in this sector."

The report was launched on 30th September 2022 at a special event hosted by FIP at the Claridges Hotel in New Delhi with special guests and ministers from the Government of India, the Indian Council for Cultural Relations, the National Secretary, Bhartiya Janta Party, and the Nehru Centre London alongside representatives from the publishing industry.

Praise for the report:

"Having the third-largest market in the world for print book publishing is impressive. Not only does the industry provide a powerhouse for employment and exports for the economy, but it shapes the minds of India's young people through their education and cultural engagement. And yet the industry faces challenges. Policy makers should welcome the rich data provided in this India Book Market Report. It provides a sound foundation for them to shape policies which support the positive contributions which India's book publishing sector provides economically, culturally and educatively." **Kevin Fitzgerald CMG, FRGS, MA (Oxon) - Director, World Intellectual Property Organization, Geneva.**

"If we are to understand the accelerated changes in international publishing, and explain them to policy makers, then we need solid data. I commend the Federation of Indian Publishers, and Nielsen BookData, for bringing this report together and demonstrating the positive impact of Indian publishing to the Indian economy but also to society as a whole." **Karine Pansa - President-elect, International Publishers Association, Geneva.**

"I am delighted to be associated with this report as I found the previous edition published by Nielsen BookData immensely beneficial. The FIP has now collaborated with Nielsen BookData to release a new edition focusing on the book publishing ecosystem and its input to the Indian economy making it an invaluable resource for planners, decision makers and policy makers in the book trade. It puts data at the heart of decision making and planning." **Asoke K. Ghosh - President Emeritus, The Federation of Indian Publishers.**

To purchase a copy of the report, email: bookindia@nielseniq.com

Notes to editor:

For more information about the report, contact:

Vikrant Mathur, Executive Director, Nielsen BookData India

Email : vikrant.mathur@nielseniq.com

Anu Talwar, General Manager, The Federation of Indian Publishers

Email: fippresident@gmail.com

For any other enquiries:

Stephanie Enderby, Head of Marketing, Nielsen BookData International

Email: stephanie.enderby@nielseniq.com



ONE-STOP MENTAL HEALTH SOLUTION

App features:

Listen and Share- Triggering thoughts or mini-notes, journal to share your journey as our active community is always 'all ears' to your perception. Our loving customers call it Insta for mental health.

Connect and Chat- Talk through your issues as we connect you to non-judgemental 'Solh' Partners who have been through similar experiences. Bridging the gap of lacking communication that leads to pent-up stress.

Marketplace- Building a community of cohesive listeners and professionals from an unrelated peer to the top medical/mental health professional, we have it all. We have made it as easy as being Zomato for food or Uber for cab rental.

Solh Talks- A specially designed show that puts the spotlight on lesser-heard & tabooed but critically important areas of mental health. We keep it real and relevant with top experts (practitioners or the ones who have been through it all).



BREATHE-IN
LET-OUT!

DOWNLOAD THE APP NOW!



India's 1st Mental Health Marketplace is here
for all your mental health solutions

Available On



www.solhapp.com | info@solhapp.com



@solhappofficial

MEDIA COVERAGE

Book Launch : "Madam Sir : The Story of Bihar's First Lady IPS Officer" by Author Manjari Jaruhar, organised by Penguin Books

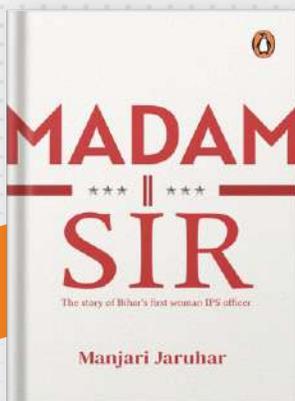
The story of Bihar's first lady officer by Manjari Jaruhar was released at a function held at Deshmukh Auditorium, India International Centre, New Delhi, on 31 August 2022. The book, published by Penguin India, was unveiled by the Chief Guest, Prof Rudrangshu Mukherjee, Chancellor, Founding Vice-Chancellor, Professor of History at Ashoka University; Guest of Honour, Dr Rukmini Banerji, CEO of Pratham Education Foundation; and Shri N R Das, Former DG, Central Industrial Security Force (CISF).

The evening included riveting reflections from all the dignitaries and the author's experience in writing the book.

Praising the book, Prof Rudrangshu Mukherjee said, "The fact that she was addressed as Madam Sir is self-explanatory that she had to fight against all odds and overcome. In such challenging situations, we often despair, but Manjari never did."

Shri N R Das said, applauding the book, "One of the finest memoirs I have read in recent times. Rich content and lucid language show that she has poured her heart into it. A book which is a must-read for the young generation of officers."

Praising the book, Dr Rukmini Banerji said, "Highly recommended reading, gives such a powerful sense of what a real India is like and what it can be. A big inspiration for women stepping out of their homes for the first time."



ABOUT THE BOOK :

After an unexpected turn of events upended the homemaker role her parents had planned for her, Manjari Jaruhar overcame extraordinary odds to become the first woman from Bihar to join the country's elite police cadre. A masterclass in courage, resilience, and leadership by a woman who broke new ground and thrived despite being viewed with disbelief and ridiculed by her colleagues, "Madam Sir" is a stirring account of a sheltered girl's rise to the top echelons of the Indian Police Service. Set against the backdrop of significant events such as the Bhagalpur blindings, the 1984 anti-Sikh riots, and Lalu Prasad's reign in Bihar, "Madam Sir," looks at the IPS from the inside, through a woman's eyes. This story will inspire you to pursue your dreams and infuse you with the spirit to reach impossible heights.

Announcing the release, the author said, "I hope my story will make every young girl or working woman trust her heart and give her the courage to take charge of her life even in the face of the greatest odds."



Manjari Jaruhar

is one of the first five female police officers in India and the first from Bihar. Manjari Jaruhar was selected for the Indian Police Service (IPS), the elite Crime Prevention and Law Enforcement Cadre of the Indian Civil Service, in 1976 and has held positions in the State Governments of Bihar and Jharkhand, the National Police Academy (NPA), the Central Industrial Security Force (CISF) and the Central Reserve Police Force (CRPF). Manjari Jaruhar has shown exemplary leadership in a traditionally male-dominated domain, from fighting crime to administering a massive organisation. She is the recipient of the Government of India's Police Medal for Meritorious Service and the President's Police Medal for Distinguished Service. She retired as Special Director General, CISF, and is presently an Advisor to Tata Consultancy Services (TCS) based out of New Delhi.



Oxford Bookstore announces the Eighth Edition of "Oxford Bookstore Book Cover Prize"

On 7th September 2022, Oxford Bookstore announced the much-awaited "Oxford Bookstore Book Cover Prize" and opened entries for the eighth edition.

The eighth edition of the "Oxford Bookstore Book Cover Prize" is chaired by esteemed jurors, well-known Indian Politician, Writer, and Member of Parliament, Dr Shashi Tharoor; prominent Author, Indian Columnist, and Novelist, Shobhaa De; renowned Author, Dr Kunal Basu; Director, Apeejay Surrendra Group and the creative force behind Oxford Bookstore, Priti Paul; and Author, Academician and well-known Museum Curator, Dr Alka Pande. The jury members are all pre-eminent in their particular fields and share a love and commitment to books and reading. The varied interests of the jurors will help create a rich and diverse perspective for the selection.

Instituted in March 2015 by Oxford Bookstore, the "Oxford Bookstore Book Cover Prize" year after year has gained traction as the most prestigious award in the book cover design industry. It is a first-of-its-kind award for brilliance in book design, an endeavor by the iconic bookstore to recognize and encourage the extraordinary work of illustrators, designers, and publishers across India. The prize appreciates the importance of the balance of graphics and narrative, particularly in our increasingly visual age, believing that a book cover interprets and illustrates the ensuing text in crucial ways that contribute to its ultimate success. Over the last seven editions, the "Oxford Bookstore Book Cover Prize" has evolved and gained towering success and enormous popularity as the most prestigious book cover design award in the publishing industry.

Under the guidance of Priti Paul, Director, Apeejay Surrendra Group, Oxford Bookstore has been pushing all boundaries to encourage the publishing industry and celebrate the business of books. Standout cover design is an integral part of the success of a book; designers and illustrators play a vital role in helping a book become emblematic and create recall.

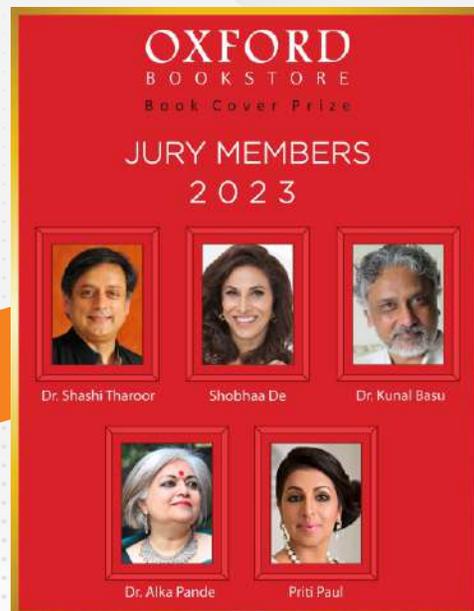
Announcing the eighth edition of the Prize, Priti Paul said, "The eighth edition of the Oxford Bookstore Book Cover Prize will reflect the ever-evolving art of book cover design, along with the outstanding style, substance, originality, and aesthetics which have been its hallmark over the years. Greatest creative ideas can emerge at the most difficult times, and the COVID—19 pandemic has inspired several artistic breakthroughs during this period. We look forward keenly to the choices of our eminent jury."

Chair of Jury, Dr Alka Pande, said, "As Oxford Bookstore celebrates its 100 years, its stellar initiative of hosting the Oxford Bookstore Book Cover Prize comes of age. The Book Cover Prize ensures value creation with due recognition to the designers, artists, and illustrators. Book covers play an enormous role in defining the essence of the books. In this post-pandemic world, we look forward to receiving more astounding creative book cover designs from Indian Publishing and designers across the country."

In its first year, Bena Sareen was awarded the prize for the book 'Talking of Justice' by the late author, Leila Seth, published by Aleph. The following year designer Pinaki De bagged the prestigious award for the book 'Kalkatta' authored by Dr Kunal Basu and published by Picador India. The third "Oxford Bookstore Book Cover Prize" was awarded to Maithili Doshi Aphale for the book 'Himalaya' edited by Ruskin Bond and Namita Gokhale and published by Speaking Tiger. In the fourth year, the prize was awarded to Bonita Vaz Shimray for the book 'Remnants of A Separation' by Aanchal Malhotra, published by HarperCollins. The fifth edition prize was handed to Sneha Pamneja for 'Tiffin,' published by Roli Books. Graphic Designer Gunjan Ahlawat was awarded the prestigious award in the sixth edition of the book 'Gun Island' by Amitav Ghosh, published by Hamish Hamilton, an imprint of Penguin Random House. The seventh edition of the "Oxford Bookstore Book Cover Prize" was awarded to Ishan Khosla for the book 'Kintsugi' by Anukrti Upadhyay, published by the FourthEstate, an imprint of HarperCollins.

The Longlist, Shortlist, and Winner announcement of the eighth edition of the "Oxford Bookstore Book Cover Prize" will be held in a series of events scheduled in Delhi and Kolkata, besides an exhibition of the shortlisted book covers will be displayed at Oxford Bookstore, Connaught Place.

Covers of titles by designers of Indian origin and published between April 2021 and March 2022 are invited to apply for the eighth edition of the "Oxford Bookstore Book Cover Prize." Entries are welcomed until 5th October 2022.



Book Launch: "In Search of the Pitcher of Nectar" by Author Samaresh Bose, organised by Niyogi Books

Niyogi Books takes pride in presenting one of the most awaited titles, "In Search of the Pitcher of Nectar" by Samaresh Bose (Kalkut), translated from the Bengali original travelogue Amrita Kumbher Sandhaney by Nirmal Kanti Bhattacharjee.

The book was launched on 9 September 2022 (Friday) at 6:30 PM at Seminar Halls I, II & III, Kamladevi Complex, India International Centre, New Delhi, in the presence of Award-winning Bengali Author & Former Civil Servant - Anita Agnihotri, and Director, India Habitat Centre & President, Delhi Music Society - Sunit Tandon.

Offering a social commentary on human civilization, its prejudices, politics, and practices of everyday life, the book is a perfect read for all those who have visited the Kumbh Mela, those who haven't but aspire to, as well as those who seek nothing religious or even spiritual but have a penchant for learning about life, about people.

When asked for his comments on the book, Prof Nirmal Kanti Bhattacharjee said, "I was always fascinated by the non-conformist kind of travelogue that Samaresh Bose wrote under the nom de plume "Kalkut." When I first read Amrita Kumbher Sandhaney's "In Search of the Pitcher of Nectar" some forty years back, I was bowled over by its seamless amalgamation of three genres travel-writing, fiction, and personal memoir. It was a sui generis. My love affair with the book continued for decades till finally, I decided to translate it into English and share it with a larger readership of India and the world."

Ms Anita Agnihotri, who read an excerpt from the original Bengali title Amrita Kumbher Sandhaney, in her speech, mentioned that she found this translation to be a wondrous feat that has excavated the original text out of the crevices of time and made it more accessible to contemporary readers.

Sunit Tandon, who also did the honour of reading an excerpt from the English translation, shared that it was hard to choose an excerpt from a book that encompassed so many human emotions.

On publishing the book Trisha De Niyogi, Director and COO, Niyogi Books, said, "We have translated Samaresh Bose before, and we feel a book like Amrita Kumbher Sandhaney's "In Search of the Pitcher of Nectar" should be accessible to a wider readership. The relation between people and their faith (or even the lack of it) and the former's reliance on the latter remains ever-relevant across time and cultures. Today, when the world has become a global village, but the differences between people and cultures have become more pronounced than ever before, this book makes for an apposite read for those who seek perception. Translated by our own Dr Nirmal Kanti Bhattacharjee, this book is a travelogue, a dialogue, a philosophy in itself."

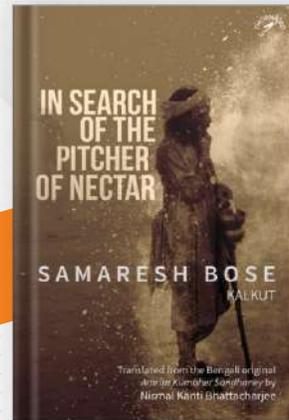
ABOUT THE BOOK :

In Search of the Pitcher of Nectar—a book about pilgrimage, but is it?

Authored by Kalkut aka Samaresh Bose, this travelogue narrates the author's experience of visiting the Kumbh Mela, the holy site of the confluence of three rivers, Ganga, Yamuna, and Saraswati, at Prayag, where pilgrims bathe at a designated time of the year.

According to Hindu mythology, the nectar of immortality, Amrita, arising out of the churning of oceans by Gods and Asuras, was spilled from the pot, Kumbh, in this location. The seekers believe bathing in the confluence is a means of atonement or penance for past sins.

The narrator commences on this journey with the desire not to achieve atonement but to learn about life and people. Through his eyes, one can also discern society's double standards. Masses of people come together on the same journey but are unable to leave behind their prejudices, addictions, and afflictions—all in the hope of God taking their pain away with one dip in the holy waters.



About the
Author!

Samaresh Bosh

is regarded as one of the greatest Bengali writers. He spent his formative years undergoing varied work experiences, including hawking eggs on the streets and working as a foreman in the Ichhapore ordnance factory. He wrote his first novel at the age of 21. Since then, his works have received much appreciation and have been made into award-winning films. He received the Sahitya Akademi Award (1980) for his novel Shamba. Among his more

successful novels and short stories are Baghini, Ganga, B.T. Roder Dhare, Shashtharipu, Rituranga, and others. He also excelled in writing travelogues under the nom de plume Kalkut.



ABOUT THE TRANSLATOR :

Nirmal Kanti Bhattacharjee

taught English Literature and Comparative Literature at various universities and has worked in institutions such as Sahitya Akademi, National Book Trust, and K.K. Birla Foundation. An accomplished translator from Bengali into English, he translated the fiction of Tagore, Manik Bandyopadhyay, Mahasweta Devi, Sunil Gangopadhyay, and Shirshendu Mukhopadhyay. Recipient of the best translator's award from IBBY Congress, held in London in 2012, for translating Sunil Gangopadhyay's Bhayankar Sundar (Dreadful Beauty), Mr Bhattacharjee has co-edited a collection of stories of displacement from Assam, titled Barbed Wire Fence (Niyogi Books), and two volumes of Best of Indian Literature (Sahitya Akademi).



Book Release: "Park Street Theke Phire Dekha" (Looking Back From Park Street / পার্কস্ট্রিটথেকেফিরেদেখা), by Author Pulak Kumar Chakraborti, organised by Oxford Bookstore, Park Street in Kolkata

Author Pulak Kumar Chakraborti and artist Subhprasanna Bhattacharjee proposed naming the stretch of land on Park Street encompassing Apeejay House and The Park Hotel "Paul Square" or "Jit Paul Surrendra Paul Square/Place." A proposal to rename a street in Alipore, "Jit Paul Surrendra Paul Sarani," was also put forward.

Since 1910, Park Street in Kolkata has served as the hub for all Apeejay Surrendra Group's operations. With its headquarters in Kolkata for over a century, the group has played a significant role in shaping Park Street as we know it today.

"Park Street Theke Phire Dekha" (Looking Back From Park Street / পার্কস্ট্রিটথেকেফিরেদেখা), a book by Pulak Kumar Chakraborti, depicting Park Street's journey, was launched today at the Oxford Bookstore, Park Street, by Mr Karan Paul, Chairman of Apeejay Surrendra Group.

The Chief Guest for the evening was Mr Sovandeb Chattopadhyay, Hon'ble Minister of Agriculture, the Government of West Bengal. The other dignitaries included Painter Shuvaprasanna Bhattacharjee and Mrs Maina Bhagat, Director, Oxford Bookstores.



"PK, as I have fondly called Mr Chakraborti, had the rare opportunity to work alongside my uncle Mr Jit Paul and my father, Mr Surrendra Paul, for many decades. And, as he mentions in the book, our uncle and our father's vision has, in many ways, changed the landscape of Park Street. We as a family are honoured to have been able to contribute significantly to making Park Street the city's go-to destination. This book is a must-read for everyone interested in learning how Park Street came to be known as Kolkata's high street," said Mr Karan Paul, Chairman, Apeejay Surrendra Group, after unveiling the book "পার্কস্ট্রিটথেকেফিরেদেখা" (Looking Back From Park Street).

"My family life has been interwoven in the mystique of Park Street, and of that, PK not only had a bird's eye view but also was an architect. PK has done the most admirable job of chronicling the history of Park Street and beautifully written about his life and times. I am sure it will serve as an

important historical document for future generations," said Mr Karan Paul.

"I had a long association with Apeejay Surrendra Group. I remember how Mr Jit Paul, even at old age, would be in the office on time. He was never late; it is an education for the young generation. The tale of Apeejay Surrendra Group, spanning over a century, is about starting from scratch and making it big, very big. The group today has moved beyond Bengal and employs lakhs of people. I feel that this book should go to the libraries so that people can learn about the contribution of this family and how a business can be built from scratch and go on to contribute to the growth of the region," said Mr Sovandeb Chattopadhyay, Hon'ble Minister of Agriculture, Government of West Bengal, while addressing the august gathering.

Speaking about his book, Author Pulak Kumar Chakraborti said, "Working closely with business leaders Mr Jit Paul and Mr Surrendra Paul was a unique privilege for me. I also had the rare opportunity of witnessing Mrs Shirin Paul taking up the mantle, to how Ms Priya, Ms Priti, and Mr Karan Paul are now running the business successfully. The patriarchs of the Paul family made a number of choices and had some insightful observations that helped shape Park Street as it is today."

"To honour the Paul family's contribution to making Park Street what it is today, and to honour the creator Mr Jit Paul and his brother Mr Surrendra Paul, the stretch of property encompassing Apeejay House and The Park on the Northern side of Park Street be named as Jit Paul Surrendra Paul Place/Square or Paul Square," Mr Chakraborti appealed to the authorities/administration for consideration during the event.

The book has already been published in Bengali and will be available in English soon.

Renowned artist Mr Subhprasanna Bhattacharjee has designed a very insightful cover for the book that depicts Mr Jit Paul at the backdrop of Park Street Skyline. At the book launch, Mr Bhattacharjee highlighted the contributions made by the Paul family to creating Park Street as an iconic



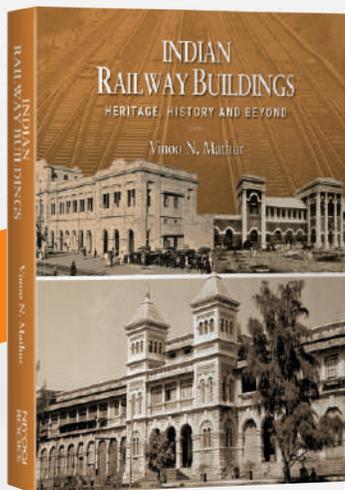
destination in Kolkata and said, "To me, Mr Jit Paul was a saint. Many people came to him for the advice! As a young artist, I was influenced and inspired by him. This Street owes a great deal to the Paul Family and Mr Jit Paul and Mr Surrendra Paul in particular for its current iconic stature. I believe naming the stretch of land where Apeejay House and The Park stands today as 'Jit Paul Surrendra Paul Place/Square' or 'Paul Square' would be a fitting memorial. Since Park Street is already named Mother Teresa Sarani, I propose to name a stretch of street in Alipore as Jit Paul Surrendra Paul Sarani. I request the KMC and the state government to look into this."

Under the aegis of Apeejay Surrendra Group, the book launch was hosted at the century-old iconic Oxford Bookstore at Park Street, in the presence of several renowned personalities.

**Book Launch:
"Indian Railway Buildings:
Heritage, History and Beyond" by Vinoo
N Mathur, organised by Niyogi Books**

Niyogi Books is proud to announce the publication of Indian Railway Buildings: Heritage, History and Beyond by Vinoo N Mathur.

The book was launched on 20th September 2022 (Tuesday) at 6:30 pm at Seminar Halls I, II, and III, Kamladevi Complex, India International Centre, New Delhi. The launch took place in the august presence of Bibek Debroy, author and Chairman, Economic Advisory Committee to the Prime Minister; Major General (Retd) L K Gupta, Chairman, INTACH; R N Singh, Secretary Railway Board.



Revealing the history of the iconic buildings of the Indian Railways, such as the Chhatrapati Shivaji Terminus, the volume explains the architectural styles of railway buildings like Classical Revival, Romanesque Revival, Gothic Revival, and Indo-Saracenic in detail. With over 400 images of heritage stations, railway institutes, schools and hotels, training establishments, and bungalows, it takes the

reader on a nostalgic journey.

The author had the rare privilege of being associated with the Indian Railways for half a century, directly serving for 37 years. Apart from professional responsibilities, his long association led to his interest in various facets of the railways. One such was the rich architectural heritage of the Indian Railways, spanning almost 170 years. His motivation for the book is threefold:

- To try and capture an aspect of the railways of the Raj, which is lesser known.
- Many Railway buildings are still landmark structures in several of India's cities, and to highlight them.
- To bring forward the relationship between the average citizen, rich or poor, with the railway station.



During the launch ceremony, Bibek Debroy, author and Chairman, Economic Advisory Committee to the Prime Minister, noted that while the older generation relates to the railways with a sense of nostalgia - with its steam-hissing engines, chai, food, and paraphernalia of the platforms - the young, who have grown up in an India with better road transportation and airline systems do not feel the same sense of nostalgia and heritage.



Mr Debroy stressed the need for conservation of the heritage of the Railways, which cannot be done without documentation of its records, as done by Mr Mathur.

Congratulating the author, Shri R N Singh, Secretary, Railway Board, observed that the relationships between average citizens, and the rich and poor, are apparent at the railway station. With the millions of footfalls they receive, stations have been a happening place in our lives and need to be celebrated. Most heritage stations were constructed pre-independence. Newer structures will one day become

our heritage and make us proud of India and the Railways. Our unique heritage helps make the journey more beautiful, and this book is a reminder of the rich legacy we have with us.



Major General (Retd) L K Gupta, the Chairman, INTACH, stressed the need to create local heritage at each station that would highlight the importance of the place's local culture. According to him, railway buildings of the pre-independence era do not appeal to the masses as heritage due to their colonial vestiges, and people need to create a heritage that people can call theirs.

Author Vinno N Mathur says, 'Remarkable buildings were constructed in the first century of Railways in India, including general offices, institutes, schools, bungalows and stations. Stations became public buildings with the greatest footfalls. A Mumbai Terminus eventually became a World Heritage Site. There was a fascinating range of architectural styles and whimsy of architects. I felt the need to celebrate this lesser-known aspect of rail heritage.'

Sir Mark Tully, Author, Journalist, and Former Bureau Chief, BBC, New Delhi, describes the book as "A treasure trove of architecture and art, a story of styles from the Classical Revival to twentieth-century minimalism, the history of the Raj's finest buildings like Bombay VT and its most spectacular engineering, the hill railways, (both UNESCO World Heritage sites). It's a thoroughly researched study of a subject little studied, essential reading for scholars, students of the Raj, railway lovers, and indeed anyone who likes good stories."

Divay Gupta, Principal Director, Architectural Heritage, INTACH, comments, "Like a train journey, the book covers a long distance in showcasing the vast diversity of our railway heritage. It features over 180 buildings, from grand edifices to humble housing for junior staff. It is a panorama of architecture in India from the mid-19th to the mid-20th century, beautifully visualized through railway buildings. The book fills a huge gap in our knowledge of the magnificent infrastructure created by the railways. I hope

this volume will be instrumental in bringing the unique heritage of railways to the forefront. It will greatly interest architects, historians, and researchers."

On publishing the book Trisha De Niyogi, Director and COO, Niyogi Books, said, "This book is sure to help readers rediscover the romance of the Indian railways through its iconic buildings. The historical nuggets and rare photographs will enchant readers and fill them with wonder at the architectural heritage of Indian Railways buildings."

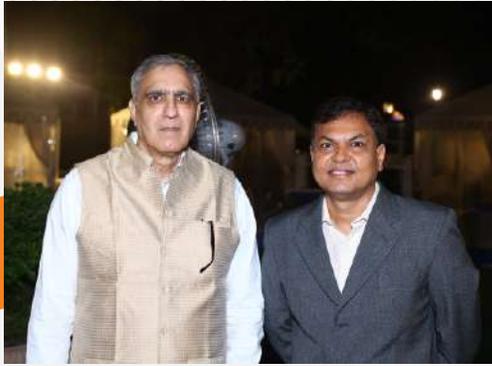
Bloomsbury India Completes Ten Years in India

Bloomsbury India, a global publishing company with the highest quality fiction, non-fiction, children's, academic, business, and professional books, is celebrating its tenth anniversary this year.



Bloomsbury India was formally launched in 2012 and published over six hundred India-origin titles. It is perhaps the only publisher with large and growing Trade and Academic publishing programmes. Apart from achieving phenomenal sales of established bestselling authors like J K Rowling, William Dalrymple, Shiv Khera, Daniel Goleman, and Madeline Miller, Bloomsbury India has published a wide variety of highest quality and successful titles, including the recent bestselling books of J Sai Deepak. The company now publishes over two hundred new titles every year.





“When we started in 2012, we were a band of six entrepreneurs. There was multitasking, firefighting, overcoming odds, and now we are a team of 50, have a smart new office with sufficient expansion possibilities, and have talented and committed staff passionate about making us one of the most respected, valued, high-growth companies in our sector. We have succeeded in making a place for ourselves among the large, already established publishing groups, we do not have barriers to attracting talent and authors, and we are considered a company to be trusted. Despite all the challenges, we have established a fundamentally strong company which is here to last and will offer a secure and profitable long-term growth path,” said Rajiv Beri, Managing Director, Bloomsbury India.

Delivering reading opportunities through quality books Pan India

Explore variety of books at your fingertips



Scan to visit website

BuyBooks
India.com



Oxford Bookstores@100 and Long Night of LiteratureS present an enthralling Literary Forum

A discussion on the 'Changing Literary Landscapes in India and Europe'

Commemorating 100 years of Oxford Bookstores, the iconic bookstore in association with Long Night of LiteratureS hosted a special literary session at the Embassy of the Czech Republic with eminent authors and publishers from India and Europe. This specially curated session titled 'Changing Literary Landscapes: India and Europe' featured a diverse mix of speakers like Janice Pariat, Storyteller, Poet, and Writer; Milee Ashwarya, Publisher, Penguin Random House India; Krisha Kops, Author, Journalist, and Philosopher; and Mercedes Cebrián, Spanish Poet, Writer, and Translator, who explored different aspects of transformation and development in Indian and European literary landscapes over the years. Author, Translator, and Poet Sutapa Basu beautifully moderated the session.

The engaging conversation highlighted mutually beneficial collaborations between publishing houses in India and Europe, the rising popularity of translations among global readers, and literature festivals and literary awards showcasing voices from regional works of literature and marginalized communities. The forum also discussed the challenges faced by publishers and bookstores today.

This session was a special evening hosted to connect the literary and publishing fraternity from India to the European delegation of Long Night of LiteratureS. Scheduled for 23rd September, the Long Night of LiteratureS will host writers from all over Europe, including celebrated authors like Krisha Kops (Germany); Martine Le Coz (France); Max Lobe (Switzerland); Mercedes Cebrián (Spain); Dora Nunes Gago (Portugal); Robert Prosser (Austria); Peter Szűcs (Hungary) and Antti Tuomainen (Finland).

Oxford Bookstore is the official bookstore partner for the Long Night of LiteratureS. Oxford Bookstores celebrates literature, culture, and books through this association, as it has been gloriously doing for the last 100 years.



ABOUT THE SPEAKERS :

Janice Pariat

is the author of *Boats on Land: A Collection of Short Stories* and *Seahorse: A Novel*. She was awarded the Young Writer Award from the Sahitya Akademi and the Crossword Book Award for Fiction in 2013. Her novella *The Nine Chambered-Heart*, bestselling in India, was published in the UK and in ten other languages, including Italian, Spanish, French, and German. She studied English Literature at St Stephen's College, Delhi, and History of Art at the School of Oriental and African Studies, London. Her work—including art reviews, book reviews, fiction, and poetry—has been featured in a wide selection of national magazines and newspapers. In 2014, she was the Charles Wallace Creative Writing Fellow at the University of Kent, UK, and a Writer in Residence at the TOJI Residency in South Korea in 2019. Her novel *Everything The Light Touches* is forthcoming with HarperCollins India, Borough Press UK, and HarperVia USA in October 2022.



Dr Krisha Kops

was born in 1986 into a German-Indian family. He is an author, journalist, and philosopher with a proclivity for intercultural topics. He received his doctorate in intercultural philosophy with a thesis on the *Bhagavadgītā*. In addition to lecturing at Ludwig-Maximilians-Universität Munich (Indology) and other institutions, he writes on philosophical and literary topics. Kops won several prizes and scholarships with his debut novel '*Das ewige Rauschen*,' a family epic in-between Germany and India. Krisha Kops lives in Munich and Madanapalle.

Mercedes Cebrián

was born in Madrid (Spain). She writes fiction, journalistic essays, and poetry and translates from English and French into Spanish. Her writing has been published in

newspapers such as El País and La Vanguardia; and in journals and magazines such as "Diario de Poesía" (Buenos Aires), "Poetry London" and "The Indian Quarterly." Her literary universe explores the emotional ties humans develop with objects, among other aspects of reality. She has been a writing fellow at the Spanish Academy in Rome and a writer in residence at the Civitella Ranieri Foundation (Italy), among other institutions. She holds an MA in Spanish and Latin American Studies from the University of Pennsylvania (USA). She has written two books about her food experiences: *Burp. Apuntes gastronómicos* (Punto de Vista, 2017) and *Cocido y Violonchelo* (Penguin-Random House Spain, 2022). In 2018 she was the Guest Editor of the imprint *Caballo de Troya* (Penguin Random House). She has taught Creative Writing workshops at NYU, Escuela Fuentetaja, and Warwick University. She also writes and presents the "Música de Principio a Fin" radio programme on the Spanish National Radio (Radio Clásica).

Milee Ashwarya

is a Publisher of Ebury Publishing and Vintage Publishing at Penguin Random House India. Her focus has been championing the best voices in fiction and non-fiction while publishing a range of bestsellers across segments. Her authors include Prime Minister Narendra Modi, Piyush Pandey, Hussain S Zaidi, Yuvraj Singh, Hindol Sengupta, R Gopalakrishnan, Karan Johar, Ravi Subramaniam, Anand Neelakantan, Navi Radjou, Shilpa Shetty, Novoneel Chakraborty, Amjad Ali Khan, Shradha Sharma, Emraan Hashmi, Sonali Bendre, Radhakrishnan Pillai, and Payal Gidwani Tiwari to name a few. A TEDx speaker, she is passionate about the environment, parenting, and working women. She was recently awarded the Women Achievers' Samman 2017 for publishing by the Global Organization of People of Indian Origin (GOPIO) and the Distinguished Alumni Award 2017 for Excellence in Publishing by Hindu College, Delhi University.

Sutapa Basu

is an award-winning author, poet, educationist, and writing coach. Her awards are Best Fiction Award, 2020 by AutHer Awards, nomination for Anupam Kher Award for Debut Novels, 2017, First Prize winner 2016 of TOI Write India



Campaign, and Excellence in Publishing 2021 by the Public Diplomacy Forum. Her bestseller historical novel is *Padmavati*. Other books are *The Legend of Genghis Khan*, *The Curse of Nader Shah*, *Out Of The Blue*, *The Anatomy of Affection*, *The Cursed Inheritance and Princesses*, *Monsters and Magical Creatures*, a translation of the 100-year iconic *Thakumar Jhuli*. Her 9th book, *The Birth Of My Nation*, will be launched soon. Her short stories and poems appear in *Crossed & Knotted*, *Defiant Dreams*, *When They Spoke*, *Write India Stories*, *Kaafiyana*, *Muse India*, *The Dawn Beyond Waste*, and *Remnants of Loss*. Her stories and poems have been published in textbooks for the K-12 segment. Sutapa coaches faculty, children, and aspiring writers on educational and creative writing skills. Find her works on websites, sutapabasu.com and Readomania.com.



About Long Night of LiteratureS

The Long Night of LiteratureS is a joint event of Goethe-Institut/Max Mueller Bhavan New Delhi, Alliance Francaise de Delhi, Institut Francais en Inde, Pro Helvetia New Delhi, Embassy of Switzerland, Instituto Cervantes New Delhi, Camões-Portuguese Embassy Cultural Centre, Austrian Embassy, Embassy of Denmark, Liszt Institute – Hungarian Cultural Centre Delhi, Embassy of Finland, Embassy of Czech Republic, Embassy of Ireland. It celebrates linguistic and cultural diversity across borders.

Delhi University Vice Chancellor Flags-Off NBT-India's Mobile Book Exhibition

National Book Trust, India's month-long Delhi University Mobile Book Exhibition, was flagged-off by Prof Yogesh Singh, Vice Chancellor, Delhi University, and Shri Yuvraj Malik, Director, NBT, on 5 September 2022 at North Campus, DU.

While flagging off the Mobile Exhibition, Prof Yogesh Singh said that NBT's mobile exhibition is a commendable step towards promoting books and reading among the young generation.

Shri Yuvraj Malik said that creating a dynamic book reading culture is a major contributor to developing global citizens, which has been envisaged in the National Education Policy 2020. As the knowledge partner of the nation, it is NBT's vision to connect every corner of the country with the mainstream of the country.



exhibition will also showcase a collection of works by the famous nationalist philosopher Shri Aurobindo, celebrating his 150th birth anniversary.

The mobile exhibition will visit Hindu College, Hansraj College, Kirori Mal College, Ramjas College, Daulat Ram College, Shri Ram College of Commerce, Miranda House College, Khalsa College, Satyawati College, and Lakshmbai College on the North Campus. In contrast, on South Campus, the exhibition will be visiting Atma Ram Sanatan Dharma College, Motilal Nehru College, Shri Venkateswara College, Ram Lal Anand College, Shaheed Bhagat Singh College, College of Vocational Studies, Deshbandhu College, Delhi College of Arts & Commerce, Dyal Singh College and Sri Guru Nanak Dev Khalsa College.



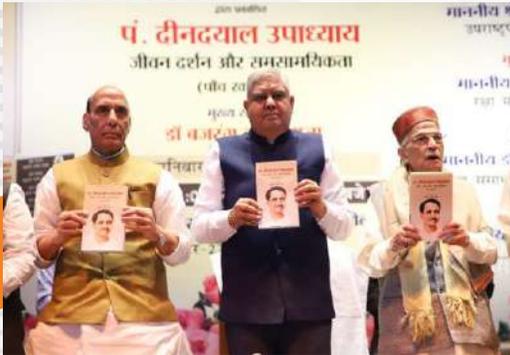
Mobile Book Exhibition commemorates the 100 years of Delhi University and will visit different colleges on the North and South campus. Other than the focus segment of books on India's freedom movement – the India@75 series (on the occasion of 75 years of India's independence); the

**ARE YOU FINDING A GOOD
DIGITAL PLATFORM**
for Author Promotion?

Connect with us: media@frontlist.in

Vice President releases the book titled "Pt. Deendayal Upadhyay - Jeevan Darshan Aur Samsamyikta"

Vice President, Shri Jagdeep Dhankhar, released the book "Pt. Deendayal Upadhyay - Jeevan Darshan Aur Samsamyikta" (five volumes) in New Delhi and highlighted the importance of Pt Deendayal's thoughts in contemporary times.



Quoting Pt Deendayal, Shri Dhankhar said, "Education is an investment in the sense that an educated man will serve the society better," and underlined that this idea formed the basis of the New Education Policy-2020. "If India has to attain its past glory, it'll have to go beyond GDP and economics and take a holistic view of human development in every sense as suggested by Pt Deendayal Upadhyay Ji," he added

The Vice President appreciated the efforts of the book's Chief Editor, Dr Bajrang Lal Gupta, and his team for coming



out with these well-researched five volumes on one of the foremost leaders of modern India. He also thanked Shri Rajnath Singh and Dr Murli Manohar Joshi for their insightful speeches on the life and work of Pt Deendayal Upadhyay on occasion.

Shri Rajnath Singh, Union Minister of Defence; Dr Murli Manohar Joshi, former Union Minister; Dr Bajrang Lal Gupta, Chief Editor of the book; Shri Prashant Jain, Publisher (Kitabwale); Dr Amit Rai Jain, Co-Editor; Dr Nand Kishore Garg, Founder-Director, Maharaja Agrasen Institute of Technology and other dignitaries attended the event.

Book Launch: "*Lok Parampara me Swa ka Bodh*", Edited By Prof. Brij Kishore Kuthiala, Prof. Sanjeev Kumar Sharma and Prof. Shri Prakash Singh, organised by Kitabwale in association with Prajna Pravah

The third edition of Lokmanthan, the colloquium of Nation First thinkers and practitioners, was organised by Prajna Pravah along with like-minded intellectual and cultural organisations such as Samskar Bharati, Vijnana Bharati, Sahitya Parishad, Itihas Sankalan Samiti, and Vanvasi Kalyan Ashram, at Guwahati from September 22 to 24, 2022. Intellectual Forum of the North East (IFNE) was the local organiser of this event, co-hosted by Assam Tourism Development Corporation (ATDC).



This year's biennale colloquium theme was Lok Parampara (Lok traditions). It discussed how Lok traditions had kept our cultural consciousness intact and strengthened our feeling of national selfhood.



Shri Jagdeep Dhankhar, Hon'ble Vice-President of India, had given his consent to inaugurate the event, which was graced by Shri Himanta Biswa Sharma, the Hon'ble Chief Minister of Assam. Shri Arif Muhammad Khan, Hon'ble Governor of Kerala, was the Chief Guest at the concluding session on September 24, where Mananiya Dattatreya Hosabale, Sarkaryavah of RSS, delivered the keynote address. Eminent intellectuals, prominent artists, and academics participated in various sessions.

Lokmanthan was an August occasion where artists, intellectuals, and academicians were drawn from different parts of the country to converge and brainstorm on the questions that haunt the society intending to reshape the

narratives to prepare and lead the nation to play its civilizational role. Besides, the three-day event had discussions, seminars, cultural events, and exhibitions that showcased the nation's rich diversity.



Lokmanthan was held at a time when there was an attempt by forces inimical to the unity of Bharat were trying to widen the fault lines and divisions within society. Lokmanthan was a cultural and civilizational response to such efforts and ideologies that saw Bharat as a multiplicity of nations.

Talking about Lokmanthan, Shri J Nandakumar, the National Convenor of Prajna Pravah, said, "Amid the bewildering diversities, seemingly conflicting traditions and ritualistic practices, it was the cultural thread that bounded Bharat as a nation and a civilization with amazing continuity of more than 7000 years. This unity was not imposed from outside or through political means or brought about by standardization of externals or beliefs. Lokmanthan was an effort to acknowledge and encourage diversity, celebrate the unifying forces such as lokparampara and philosophy, and found a synthesis to strengthen the national selfhood."

The first edition of Lokmanthan was held in 2016 with its focus on Desh-Kal-Sthithi (the country's contemporary situation). The theme of the second edition of Lokmanthan, born in 2018, was Bharat Bodh: Jan Gan Man; the idea of Bharat: Nation-Society-Mind.



*Be a part of 'The Frontlist Show' Community!
Our very own Podcast Series*

THE FRONT LIST SHOW



Beyond the written word

*A judgement - free place for Literary buffs to express their
passion for reading and writing*

Come and join us to become a part of
our dramatic conversations!

Don't forget to subscribe to our Channel

Available on :



AUTHOR INTERVIEWS

Devdutt Pattanaik

Author of *"The Stories We Tell: Mythology to Make Sense of Modern Lives"*



Devdutt Pattanaik writes, illustrates, and lectures on the relevance of mythology in modern times. He has, since 1996, written over fifty books and 1,000 columns on how stories, symbols, and rituals construct the subjective truth (myths) of ancient and modern cultures around the world. His books include *Pilgrim Nation*, *Business Sutra: A Very Indian Approach to Management*, *The Success Sutra: An Indian Approach to Wealth*, *The Talent Sutra: An Indian Approach to Learning*, and *The Leadership Sutra: An Indian Approach to Power*.

long time. I knew I would not be able to sustain the enterprise endlessly. So, I decided to end it gracefully after 72 episodes. Why seventy-two? Well, you will find out in the book.

Frontlist: You've been famous as a renowned mythologist. Why is it imperative that everyone comes across Indian Storytelling once in a lifetime?

Devdutt: Every generation has the same emotional needs, and Storytelling focuses on those emotional needs. We all have insecurities, we all seek love, we all fear hatred, and we yearn for affection and admiration. So, when you are telling the story, you must keep the needs of the reader in mind. That is how good storytelling emerges. Indian philosophy is based on the idea of rebirth and not one life like the Western counterparts. This opens people to new ideas of belief and a new way of looking at life.

Frontlist: What role does mythology have in contemporary life?

Devdutt: Every generation has the same emotional needs, and Storytelling focuses on those emotional needs; we all have insecurities, seek love, fear hatred, and yearn for affection and admiration. So when you tell the story, one



Frontlist: How did your webcast series "Teatime Tales" make you write "The Stories We Tell" book in the first place?

Devdutt: During and after the webcast was completed, I used to get many queries from my listeners. Some gave me ideas about topics to talk about; some of them I had already spoken about. I realised everyone couldn't go through every episode available online, so I decided to turn the webcast into a book.

Frontlist: As a part of society, we all have this fabricated notion that all religions are disparate. However, in this book, you've debunked all myths and given an equal vision that all religions are somehow associated with each other. What would you like to say in this context?

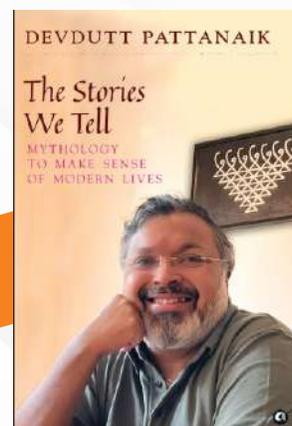
Devdutt: I never say all religions are the same, and I tell all myths are different.

Frontlist: Across 72 tales, which tale is your favourite, and what lesson would this tale teach readers?

Devdutt: All tales are favourites. Hence shared with all.

Frontlist: In the "Why Stop at Seventy Two?" chapter of the book, you've illustrated the meaning behind mentioning the 72 tales there. How did the idea come to you that the number of tales should be 72 only?

Devdutt: When I started the webcast at the beginning of India's countrywide lockdown to battle Covid-19, I genuinely believed the lockdown would end in a few weeks, but it then became clear that we would remain indoors for a



must keep the reader's needs in mind, and that's how good storytelling emerges.

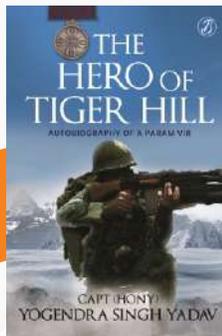
Frontlist: Our youth is way more distant from comprehending the complexities of mythology. Do you believe they will start looking upon ancient stories in a straightforward way via this book and bring a change into their life perspectives?

Devdutt: My writing is not meant to direct people in a particular direction; I hope it makes them look, think, question, and appreciate the complex ideas passed down through storytelling.

Frontlist: What is the significance of mythology in your life, and how has mythology altered you to disseminate wisdom to everyone?

Devdutt: Mythology tells us how to look at life. Some mythologies tell us that this is the only life at the end of which we will be judged by God, which means there is a climax to our life. Hindu, Buddhist, and Jain mythologies say that this life is one of the many lives you will lead, there is no climax to life, and life ebbs and flows.

Mythology made me realise people are not equal, and they are diverse.



Capt. (Hony) Yogendra Singh Yadav (Retd)

Author of "The Hero of Tiger Hill"

“

Captain (Hony) Yogendra Singh Yadav (Retd) is India's youngest Param Vir Chakra awardee. He was given the highest military honor in the country for his exemplary courage during the Kargil War. Having volunteered to make way for the Ghatak platoon in the rugged terrain of Tiger Hill, Yadav continued crawling up amid intense fire to silence the enemy position.

Coming from a small town in India, he joined the Army at the tender age of sixteen. His humble beginnings paved the way for higher achievements with every step he took.

Frontlist: How did you get the idea to write your biography? Would you ever want your autobiography to be adapted into a film?

Yogendra: After I was wounded in action leading to the victory of Tiger Hill, I was in recovery for a long time. After being discharged, I was invited to various premier educational institutions like IITs & IIMs. Some of the most intelligent youngsters in our country asked me questions about my life, my service, and my experiences in the Army, and with every single question, I realized how I had changed. I wanted to pen my thoughts and memories as a book so that it could reach out to many people and inspire them.

It is also a tribute to my fellow soldiers who didn't make it back home from the battlefield. It is to immortalize our combined efforts that saved the nation at such a crucial juncture.

Frontlist: Writing this book must have brought back a lot of wartime memories for you. Are there any memories you couldn't fit into the book but would like to share with the readers?

Yogendra: Writing this book has been an emotional journey for me. It has made me relive all the events from my past, which helped me become the person I am today. I have penned my heart into this book and tried to recollect all events that have shaped me.

But one particular memory embedded in my heart is when I lay wounded atop Tiger Hill, and the enemy soldiers were shooting at our already wounded jawans. One of them shot at my chest, and I thought this would be my end. Miraculously, the bullet ricocheted from the coins in my wallet in the chest pocket, and I was saved. At that moment, I knew God was watching over me, protecting me. I live with the same faith to this day.

Frontlist: Being a war veteran-turned-author must have given you a new perspective on life. Would you like to tell the reader about your experience?

Yogendra: Just like in a war, some challenges can come unannounced. I learned on the battlefield that no matter how close your buddy is to you or how many fellow soldiers you have marching with you, in the end, it will boil down to you. Others can support you, but you will have to fight your own battles.

This is why it is essential to take care of your mind, body, and spirit for the overall growth of your personality. Only when we are focused can we take care of any eventualities.

Frontlist: You mentioned in the book that young trainees were taught to forget about their families. Are there any military practices you still follow in your daily life that the reader can also benefit from?

Yogendra: Young trainees were conditioned in a way that the nation and the unit became their family. It imbibed a strong sense of patriotism, duty, and brotherhood in us.

As for my training, we were taught strictly to respect the small things in life – like food and water. We were punished severely if the food was wasted. It's a very small thing but lays a strong foundation. Another thing is to never turn your back on your buddy or family. Even in the most challenging situation, I make it a point to be with my family and friends through thick and thin.

Frontlist: Generally, the patriotic feeling fades after the



reader finishes the book; how can we make this feeling last longer in the reader's mind? What was the most challenging aspect of writing this autobiography for you?

Yogendra: Patriotism is not something that should come and go while watching movies or reading books. It should come from the heart. And it is not just about getting up and fighting for your country; it is also about giving your best to ensure the country develops and grows. We have all the resources, the required talent, and will; we just need to channel that approach. We will become more patriotic if we start seeing the nation as one family. At our personal level, if we do away with discrimination and nurture love for others, that will also help.

In the book, I have captured some of the most difficult phases of my life. Recollecting them and processing their emotions was the toughest. There were times I would freeze and couldn't write anymore. Or I would miss someone we have lost deeply, and I would reach out to their family and talk my heart out. The book has taken a long time for me to pen, and the toughest was stopping my emotions from overwhelming me.

Frontlist: You also mentioned the state of Kashmiri people in the book; do you see the situation improving now that the media is covering this issue more? What is your stance on this issue?

Yogendra: Change is always a slow process. With so many positive steps taken by the Government of India and the Indian Army, things are improving with each passing day.

I hope this slow and steady positive change will help Kashmir change for the better.



Shubha Vilas

Author of "Illustrated Ramayana For Children"

Shubha Vilas is a storyteller, motivational speaker, and author with a degree in engineering and patent law. Still, he chose to leave mainstream society to live a life of contemplation and study scripture in depth. As a child, his grandmother regaled him with stories from the Ramayana, which captured his heart and soul and thus began his tryst with scriptures. He started writing stories inspired by the Ramayana and how it is still as relevant to us as it was in the Treta yuga. Some of his famous works include Open Eyed Meditations and Mystical Tales For A Magical Life: 11 Unheard Fantastic Vedic Stories, which transform Vedic literature and epics into relatable stories and contemporary life lessons. Shubha has also penned a fun-filled version of Panchatantra stories for children titled Pandit Vishnu Sharma's Panchatantra: Illustrated Tales from Ancient India to captivate them with beautiful illustrations and lessons that sharpen their thinking abilities.

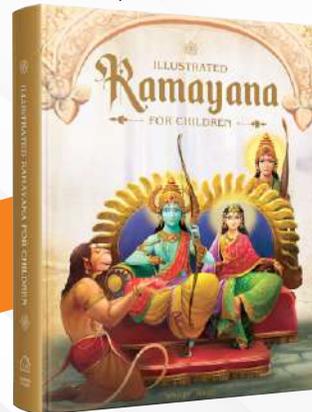
Shubha is deeply passionate about imparting education that helps build character in children. This has led him to create a value-education module that can be incorporated into children's existing syllabi. With this module, he guides young minds toward an inspiring life filled with values and principles.

Frontlist: Why did you decide to compose Ramayana for children? Why do you think children would be interested in reading a mythological book?

Shubha: Children love stories, and Ramayana is one of the most amazing stories any child can hear. I spent my entire childhood hearing stories from Ramayana, which fascinated me to no end, and I am sure it will captivate any child if told well. That is why I wrote the 'Illustrated Ramayana for Kids,' I can share with you that hundreds and thousands of kids have spoken to me about how that book has touched them, transformed them, and made them happy.

Frontlist: From kidnapping princesses to killing demons, Ramayana revolves around violence. To what extent did you tone all these down to make it children-friendly?

Shubha: Of course, I have toned down many violent aspects to make it sound more fun and interesting rather than violent and gory. Kids enjoy stories that are humorous and, at the same time, realistic. Their natural thought



process is standing up for the righteous and not letting anything wrong happen to them. Ultimately kids need to know the realities of life, which is that we need to fight for the good, and sometimes it requires some violence. But the way the violence is presented has to be in a compassionate and kid-friendly way. That's what I've done.

Frontlist: Do you believe the Ramayana and other mythical texts should be included in present school curriculums? What values do you think this will instill in students?

Shubha: I strongly feel that our ancient Vedic text should be included in the modern-day curriculum in a very relatable and inspiring way for a child. I am developing an entire curriculum based on the Indian epics for children right from standards 1-10. The first five workbooks for standards 1-5 are ready, and I am teaching them in a couple of schools. The entire curriculum should be prepared by next year. So this will be the first of its kind curriculum designed entirely based on Indian epics. It is designed in a way that teaches morals and values that are child-friendly and not at all preachy or boring. The entire curriculum is activity based. I have created workbooks, PowerPoint presentations, and teacher manuals. Every workbook is based on a textbook, one of my story books. And in that way, it is an end-to-end solution for any school.

Frontlist: The book incorporates beautiful illustrations from various instances of the Ramayana. Do you think these illustrations help in the cognitive development of children?

Shubha: Illustrations bring out imagination. Of course, text-based books also bring out creativity, but the combination of text and illustration keeps the child engaged most powerfully, in my opinion. So that is why Illustrated Ramayana for Kids is a book that is an attractive combination of lively and dramatic illustrations as well as a narrative that is very powerful and intriguing at the same time. So I aim to help a child's cognitive abilities by stimulating visual and verbal senses.

Frontlist: To what degree did you simplify the language of this centuries-old mythological tale to make it comprehensive for the young?

Shubha: I simplify the language to a great degree. If you see the Ramayana - The Game of Life series, my book series for adults on the Ramayana, the language is very different from what I have used in Illustrated Ramayana for Kids. That shows how much I have simplified it. The language in the series is much simpler than the original text, which is in Sanskrit and very heavy to understand for a common person. But the children's book, Illustrated Ramayana for Kids, is even more child friendly - to make it simple for a child to understand and at the same time improve the child's vocabulary. So it is a very sensitive balance of both.

Frontlist: You have a degree in engineering and have studied patent law. What compelled you to walk the path of spirituality?

Shubha: My engineering degree gave me logical thinking, and my legal degree gave me analytical thinking. I use both of them to study the scriptures, understand spirituality, and teach spirituality in written and spoken forms to people logically and analytically. And I think that's the combination that helps me to connect to people and transform their hearts.



Dr Charu Walikhanna

Author of "Sita Returns : Modern India Through Her Eyes"



Dr Charu Walikhanna, a former National Commission for Women (NCW) member, is a leading human rights lawyer who currently practices in the Supreme Court of India. She founded the Social Action Forum for Manav Adhikar (SAFMA), an NGO with Special Consultative Status with the ECOSOC of the United Nations, which works towards advancing the cause of vulnerable and marginalized sections of society, especially women.

Frontlist: The idea of bringing Sita to the 21st century is unique. What was your train of thought while formulating this idea?

Charu: I have always been fascinated by Sita, who has usually been portrayed as a chaste, self-sacrificing, submissive, and beautiful wife. I felt that full justice had not been done to her character. Sita was a fiercely independent woman who dared to challenge social norms and the shackles of patriarchy while making her own choices with courage and dignity. She did not allow her life situation to choose for her, nor let the abuse dishearten her. Sita had a mind of her own and even rebuked her husband that he was not 'man enough' to take his wife along in exile. She delivered a powerful discourse on non-violence, compelling Ram to promise he would never kill anyone without extreme provocation.

I wanted to call attention to all these facets of her

personality so that young women of today can identify with her and her struggles. On the one hand, modern Indian women are becoming more robust and more independent; on the other hand, they are still cowed down by the norms of patriarchy and society and are under a microscope daily. It is a never-ending struggle to keep proving themselves: the constant agnipariksha and fight for validation and respect. So I thought of Sita returning thousands of years later to know the condition of women.

Frontlist: You mention that today's women have to face several agniparikshas. Can you shed light on some of them?

Charu: Whenever there is a mention of women in ancient India, often quoted are the stories of their valour and how they battled insurmountable odds to save the honour of their family and kingdom, a favourite example being the Rani of Jhansi. Today the modern Indian woman is also a symbol of courage and resilience. Yet, daily she wages a never-ending battle of constantly having to prove her worth. While juggling the role of being a mother, daughter, or wife along with her professional career as a working woman simultaneously, she is expected to conform to the various cultural and moral attributes a woman should have.

The agnipariksha begins even before her birth when medical tests are conducted to eliminate the chance of a female child taking birth. If born, she is often rejected even by her mother, who may deprive her of nutrition, health, and other opportunities to grow. The young girl is constantly put on trial, even for a simple thing like playing a non-traditional sport. World champion boxer Nikhat Zareen, speaking about her struggles in a conservative society, said people ridiculed her choice to become a boxer as a girl, and her mother cried who would marry her. Unsurprisingly in contemporary India, women are expected to conform to society's standards of eating, dressing, talking, walking, or even sitting. Victim-blaming, harassment for dowry, being trolled online, abused, and facing slut-shaming are the new normal.

The Former President of the United States of America, Barack Obama, quoted in the book, said, 'We need to keep changing the attitude that punishes women for their sexuality and rewards men for theirs... We need to keep changing the attitude that makes our girls demure and our boys assertive, criticizing our daughters for speaking out and our sons for shedding a tear.'

Sita underwent two trials by fire; the ordinary Indian woman faces trials every day.

Frontlist: With all these beautiful poems in the books, which one is your favorite?

Charu: Not one; I have two in mind. The first one is the inspiring poem by Serena Williams, a leader who changed the world of sports and how brands see women. Her words are quoted in the introduction:

'She turns her disappointment into triumph.

Her grief into joy.

Her rejections into approvals.

*If no one believes in her
it does not matter.*

She believes in herself.

Nothing stops her.

*No one can touch her.
She is woman.'*

I'm an incurable romantic and believe love is a strange propelling force that makes one break all rules, a universal emotion cutting across boundaries of time, age, and place. My other favourite piece is from the chapter 'Adolescence' where quoted are dohas from Shri Ramcharitamanas by Goswami Tulsidas:

'A unique moment transpired when two infinities met and occurred a fusion of body, spirit, and soul. As if they were one. Sita was overcome with a heady mixture of feelings on first setting eyes on Ram. Her mind and body were reeled with intense love, attraction, and exhilaration as if struck by a bolt of lightning. Energised, an inner sparkle heralding romantic love was overtaking her senses. A feeling like she had never felt before.

Beholding the beauty of the two princes, Sita's eyes were filled with greed and rejoiced as if they had discovered a long-lost treasure. Her eyes became transfixed at the sight of Ram, and her eyelids forgot to blink. swooning in ecstasy, she felt as if her body had lost consciousness. Inexplicably overcome by a breath-stopping feeling of passionate love for this man. It seemed as if a Cakora bird was gazing at the autumnal moon. Receiving Ram into her heart through her eyes, she cleverly captured him by closing her eyelids.

Ram and Sita are equally love-struck, and the intensity of their love is indistinguishable.'

Frontlist: Can you please press upon women's expectations and place in our society and explain why you would challenge them?

Charu: In independent India, women can vote, women can work, and women can do everything that their male counterparts can do. Yet, women face harassment in public and private spaces; they don't have the liberty to choose their life partners, and other forms of discrimination like less pay and lack of opportunities. The woman is expected to bow before society's expectations or choose between family and career.

While counselling victims of gender-based violence and advising them not to let society's expectations and beliefs dictate their lives, I realised that their inferior status is so ingrained in their subconscious that they end up perpetrating those unrealistic expectations of society.

Throughout history, different types of unrealistic expectations have been placed on women, ranging from how they should look or wear to how they should act, behave and think. Most women, even today, are constantly fighting against the pressure to fall back into the stereotypical mould of how a woman should be. I am glad that among the new generation, there is a growing recognition of the need to defy stereotypes, for the first step towards overcoming the negative expectation is to become aware of them. Today more and more women are expressing themselves freely, and the freedom to be yourself and 'do your own thing' is getting more normalised.

aware of them. Today more and more women are expressing themselves freely, and the freedom to be yourself and 'do your own thing' is getting more normalised.

I exhort women to believe in themselves and recognise their inner strength, for every woman like Sita can decide who she wants to be and what she wants to do or how.

The fight for validation and respect will continue until we are closer to achieving a gender-equal and safe world for women.

Frontlist: What message would you like to give to women who wish to channel their inner Sita today?

Charu: The courageous and dignified Sita epitomises the struggle of women throughout the world. Every woman should find strength in the knowledge of her uniqueness – self-confident, self-disciplined, and selflessly upholding her self-respect.

Sita's exercising of her agency is often not given enough credit. Here was a woman who appealed to her husband to let her share his fate in exile and could influence him to change his stance on violence. Given that she predates all our notions of feminism, I think these actions are commendable.

Further, Sita's offer of agnipariksha after the battle was not an act of self-annihilation nor surrendering to the whim of an unreasonable husband. On the contrary, her coming out of the fire unscathed was proof of her defiance in challenging her husband's aspersions and revealing his flawed judgment.

When a pregnant Sita was abandoned deceitfully in a cruel manner, placing her and her unborn child's life in jeopardy, she demonstrated to the world that it was possible for an abandoned single mother to not only survive but successfully raise children.

Each of us has the power of Sita within - our unique skills, talents, and abilities. We only need to recognise and channelise them to overcome barriers and find the right path to move forward.

The fight for validation and respect will continue until we are closer to achieving a gender-equal and safe world for women.

Frontlist: What message would you like to give to women who wish to channel their inner Sita today?

Charu: The courageous and dignified Sita epitomises the struggle of women throughout the world. Every woman should find strength in the knowledge of her uniqueness – self-confident, self-disciplined, and selflessly upholding her self-respect.

Sita's exercising of her agency is often not given enough credit. Here was a woman who appealed to her husband to let her share his fate in exile and could influence him to change his stance on violence. Given that she predates all our notions of feminism, I think these actions are commendable.

Further, Sita's offer of agnipariksha after the battle was not an act of self-annihilation nor surrendering to the whim of an unreasonable husband. On the contrary, her coming out of the fire unscathed was proof of her defiance in

challenging her husband's aspersions and revealing his flawed judgment.

When a pregnant Sita was abandoned deceitfully in a cruel manner, placing her and her unborn child's life in jeopardy, she demonstrated to the world that it was possible for an abandoned single mother to not only survive but successfully raise children.

Each of us has the power of Sita within - our unique skills, talents, and abilities. We only need to recognise and channelise them to overcome barriers and find the right path to move forward.

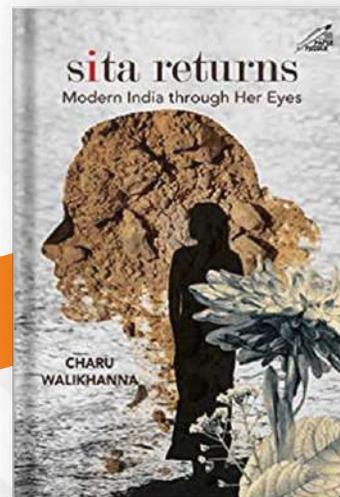
Frontlist: Can a modern woman with flaws ever relate to Sita, the goddess?

Charu: We all have flaws. However idealised, Sita also had her flaws. Her yearning for the golden deer, for which she had to pay a heavy price later, was a turning point in the epic. In today's consumeristic world, there is an increasing preoccupation among young women with materialism, a desire accelerated by social media, brand consciousness, self-obsession, and a craving to be socially accepted. Understanding that this unceasing pursuit of material goods can destroy one's sense of contentment is important.

Frontlist: The parallels between ancient times and the modern age are uncanny. Can you explain what hasn't changed and comment on what has?

Charu: Yes, the parallels are uncanny. But sadly, patriarchal mindsets still need to embrace the changes of this modern age marked by technological innovations, urbanization, scientific discoveries, and globalisation.

I'm a bit cynical and believe we are still stuck in a time warp, specifically in rural areas, where girls are educated and developing ambitions. Still, for the parents, her marriage is more important than the girls' aspirations. While I take pride in the history of India, I cannot deny this unpleasant part of our vibrant past that permeates our current day-to-day lives.



Chitwan Mittal

Author of "My first Hanuman Chalisa", "Service with Guru Nanak" and "Peace with Buddha"



Chitwan Mittal holds a BSc degree in English Education from Boston University and an MA in Values in Education from the University of London. She is a published author with titles such as Education for the Complete Person, Taittiriya Upanishad, and The Arguments for the Existence of God. Actively involved in children's education since 2005, she was part of the committee that established the Indian Institute of Teacher Education and the Children's University by the Government of Gujarat, India. Both institutes are focused on experiential learning and the holistic development of children through innovative educational tools. She is now foraying into the field of writing children's picture books. Her books encourage engagement and diversity and focus on value-oriented education, bi-lingual learning, and South Asian culture. She lives between India and Singapore with her husband and two sons, who are her constant source of inspiration.



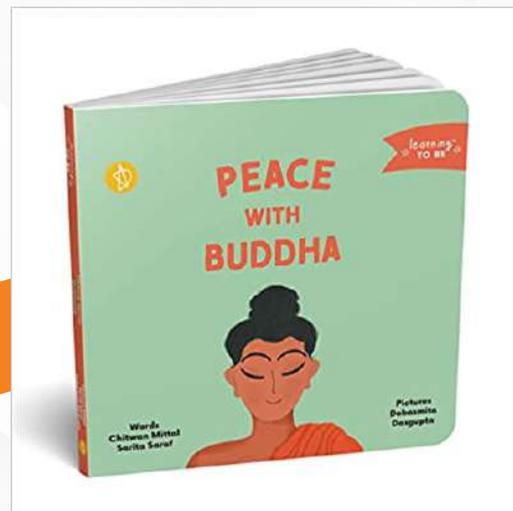
Frontlist: What exactly is Peace with Buddha all about? How would kids relate to this book?

Chitwan: Peace with Buddha is about finding the inner peace that the Buddha talked about. The idea that desire is the root of all suffering is challenging even for adults to grasp. However, we feel this is an important idea for children to be introduced early. Children today are surrounded by advertisements targeting them, by a culture in which accumulating material things is seen as the measure of success. Children imbibe this idea early, and it ends up creating dissatisfaction and envy, and a whole host of other negative emotions that many of us continue to feel as adults. We wanted to break the idea down in a way that's relatable to kids by talking about how wanting something often leads to simply wanting something more and that this is a progression that only keeps growing.

Frontlist: How much power illustrated books like these hold to teach Emotional growth, Self-discipline, and being mindful of kids?

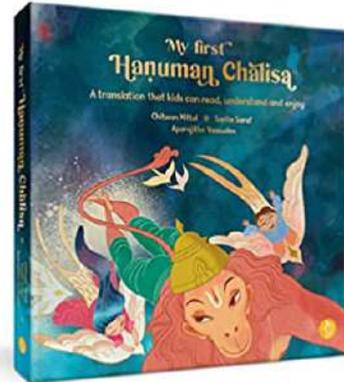
Chitwan: The stories we are told form the fabric of our understanding of the world we live in. I think illustrated books have a crucial job to play in helping children understand values. Picture books are a great way of teaching without being didactic or preachy. A well-written picture book shows rather than tells, which makes a much

BOOK : PEACE WITH BUDDHA



more long-lasting impression on a child's mind than simply instructing them to behave a certain way. Our books are meant to show children how they can incorporate values into their own lives without giving them rules to follow. A story that illustrates (literally!) is a better way to teach these life lessons and make them stick.

BOOK : MY FIRST HANUMAN CHALISA



Frontlist: What qualities can kids learn from Siddhartha, i.e., mentioned in this book?

Chitwan: The book presents the story of the Buddha's discovery of the root of suffering: desire. It explains how he met an old and sick man and was prompted to find out why people suffer, which led him to realize that inner peace and the rejection of desire can prevent suffering. The idea that in times of trouble or difficulty, one can turn inwards for peace is important for children to learn early. We also wanted to show children that satisfaction and contentment come from within oneself rather than from things or other people.

Frontlist: Chitwan Mittal and Sarita Saraf have collaborated to publish the 'Learning To Be' Series. How did the idea of such a series strike you, and what is its objective?

Chitwan: I started AdiDev Press to create high-quality picture books for children representing South Asian culture and perspectives. This series, in particular, came about because of my longstanding interest in philosophy and education. The objective was to introduce young children to life's significant values engagingly. Several religions have been born and flourished for centuries in India, but these great thinkers' ideas are often inaccessible to young readers. We wanted to break the ideas down to be relatable since the values and thoughts of people like Mahavira, Buddha, and Guru Nanak remain immensely relevant to us in the modern world. Their teachings can equip kids with values to help them navigate the difficulties and challenges that come their way.

Frontlist: Would you like to share the first-hand experience you received from parents and children after this book?

Chitwan: We have received wonderful feedback from parents and children about not just the content of the books but the high quality of the production. Many parents have told us that the books have sparked interesting conversations and encouraged their children to explore their roots. We were also very heartened by a parent telling us that if their child can read and

understand this book, their job as a parent is done! Another told us that their child is constantly thinking up ways to be kind to people at school and in their community. This is wonderful to hear. Parents have also appreciated the focus on Indian values and themes and the illustrations representing people and situations their children can recognize and relate to. We've been told that our books have made children curious about South Asian culture, which is the best feedback we could hope for!

Frontlist: Have you ever considered including these books in the curriculum for children ages 4 to 8 to teach knowledge on such a subject?

Chitwan: Our books are primarily written for leisure reading, but we think these values should be part of what children learn. It doesn't have to be part of the curriculum in terms of something children are tested on because that tends to reduce learning to test scores. Instead, we would love our books to be part of school libraries, used during circle time or book weeks, and to be stories teachers read to children. Often, the most long-lasting lessons come from stories we've read or been told as young children. We hope that our books fulfil that role for parents and children alike.

Frontlist: Understanding Hanuman Chalisa can be very challenging due to Sanskrit texts. How did you develop an interesting idea to publish the Hanuman Chalisa for young children?

Chitwan: As a child, I memorised the Hanuman Chalisa and would instinctively chant a few verses whenever afraid or needed strength. While teaching my children this powerful prayer, I began to wonder about the meaning of some of the words. Then, I decided to create a translation that children could read, understand and fall in love with. I wanted the book to be accessible to even very young children who are just beginning to read independently, so the book has been crafted keeping their reading and language levels in mind throughout.

Frontlist: How did the three of you get along while collaborating to finish this amazing book?

Chitwan: It was wonderful to work with both Sarita and Aparajitha on the book. Sarita and I collaborated on translating the text and ensuring the word meanings were correct. We loved Aparajitha's style in the sample she sent us—it kept the idea of Hanuman as an object of devotion but was also very contemporary. Our illustrations draw on imagery kids are familiar with already from superhero comics, and that was also something we were aiming for.

Frontlist: Do you think this book will make learning the Hanuman Chalisa more enjoyable, and will it influence young minds to a great extent?

Chitwan: Yes, definitely. Many children worldwide grow up with stories of Hanuman and are taught to recite this prayer, but many do not even understand what the verses mean. I wanted to make Hanuman Chalisa's text not just memorised but also understood, cherished, and enjoyed by every child. I also wanted our book to be a way to bring families together and to help parents and grandparents to share their faith and culture in an exciting and fun way.

Our translation is in simple English with word meanings. The text is at Grade 1-2 reading level and so is accessible

to even emerging readers. We have also included a QR code on the back cover that enables parents to access a webpage where beautifully sung verses and word meanings are read aloud. With this book, we hope children will fall in love with Hanuman and treasure Tulsidas's simple prayer.

Frontlist: Illustrations have been made to comprehend Hanuman Chalisa's meaning explicitly. How did you conclude the layout of the book?

Chitwan: We went through many discussions on the layout because each page has many different elements. We wanted each page to include the original text in Awadhi with English transliteration so that children could simultaneously read and understand the text. This also gives them a flavour of the original language of the Hanuman Chalisa and a sense of the weight of tradition behind it. And we were keen to have stunning illustrations in this book to bring the story behind this prayer to life and add value to the text. So, for instance, on the page on which the text says Hanuman does Ram's work well, the illustration shows the building of the bridge to Lanka. In this way, the illustrations provide a story and context to the text, making reading the book a richer experience overall.

Frontlist: How does this book differ from other Hanuman Chalisa-based graphic books?

Chitwan: Most books available in the market are written for older readers and do not include illustrations. For our book, we took up the challenge of illustrating Hanuman in a completely original manner. We wanted to depict Hindu gods in a way that has not been seen before. We added magic, fantasy, and pop culture elements to create unforgettable imagery. We hope through the pictures to take children on a fantastical and wondrous journey, in which Hanuman is not just a god to be revered but a friend to be loved and held close to the heart.

It is also a book that can be read in many different ways. You could read just the Awadhi first or the transliteration and then come back to the translation, or you can approach it the other way around. We wanted the book to give the reader something new each time they open it, and this seemed like an excellent way to achieve that effect. And we've received feedback from readers of all ages that this is something they enjoyed about the book.

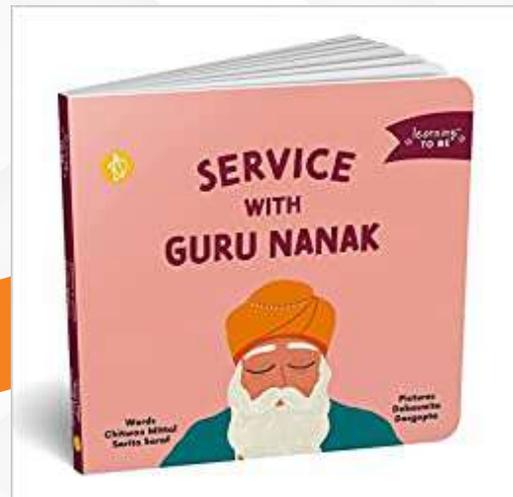
Frontlist: How does this book incorporate the notion of teaching Indian Heritage with modern essence to children?

Chitwan: The illustrations depict aspects of Hanuman's life and character in a relatable way, and someone children can connect to. The idea was to make Hanuman 'cool', a character children can think of as a friend rather than a remote and distant god. That's why the illustrations incorporate both traditional and pop-culture elements.

Frontlist: Many renowned personalities have acclaimed the book. Do you intend to write more books in the future that delineate Indian culture?

Chitwan: We were fortunate to be able to send our book out to so many renowned personalities and are delighted to have received feedback from them on it. Many pointed out how this book has made a mark because of its format and illustrations. We have more books planned in this series on other prayers and shlokas that we will showcase similarly. Some will be published towards the end of the year, while others are planned for subsequent years.

BOOK : SERVICE WITH GURU NANAK



Frontlist: What prompted you to pen a spiritual non-fiction book for children?

Chitwan: With this book, the goal was to take Guru Nanak's idea of 'Seva' and make it something children can relate to. We didn't want it to be seen only as a religious idea or something that is only done in a religious setting. Guru Nanak's idea of service was much more expansive, and we wanted to show children how they can implement it in their own lives.

Frontlist: According to the book's title, Service with Guru Nanak, what services should children learn?

Chitwan: We wanted to show children that 'Seva' can be towards their friends, family, animals, and even the environment anytime and anywhere. For instance, the book shows that helping your parents after a long day of work is a kind of service. Or at school, if a friend needs help with homework or understanding a concept, we show that helping out is another kind of service. The idea is to show that 'service' is about empathy and caring about other people, and therefore service can be performed in various ways.

Frontlist: This book suggests that we should serve with both our bodies and minds. What does "serve anytime, anywhere" mean?

Chitwan: The idea of service is often limited to community service or volunteering once a week or only during festivals through distributing money or food to the poor. We wanted to change this by presenting 'service' as something that can be done anytime, anywhere, and in even the smallest ways. Being there for people, being supportive and kind—these are the things we wanted to showcase and encourage children to do.

Frontlist: There are many Gods; why did you choose Guru Nanak, an Indian saint, to educate children?

Chitwan: India is a diverse country with several rich religious and cultural traditions. Differences surround

children: they grow up around people from many different religious and cultural backgrounds. It's something that we have around us all the time. And when we decided to create a series of books on spirituality and values, we wanted to include saints and religious figures from many different traditions. There will be more books in the series that feature influential spiritual leaders who have shaped Indian culture in their own ways.

Frontlist: How much influence do Illustrated Books like these have on teaching children empathy and mindfulness?

Chitwan: For young children, illustrated books are a great way to break down complex concepts into something that is easily understandable and engages them. Illustrations are crucial in helping children to empathise and relate to what they are reading. But for this to happen, you need an illustrator who can take the text, understand it and create illustrations that deepen understanding and add a layer of meaning to the text itself. We were lucky to find Debasmita Dasgupta, who made abstract concepts relatable to a child through her lovely illustrations.

Frontlist: How important are these stories in a child's curriculum? Are they as important as the subject being taught?

Chitwan: The general understanding of pedagogy has dramatically changed in the last few decades. Whereas earlier, the goal was literacy and the retention of information, today, it is the holistic development of the child. We are no longer focused on children being trained in particular subject-specific skills but on their emotional development, personalities, and values. The title of the series 'Learning To Be' comes from a UNESCO report on education, which emphasises that learning includes learning to know, learning to learn, learning to live together, and learning 'to be.' This is an important shift, as we've realized it is important to equip children with the skills to understand themselves and those around them and to be better citizens of the world.



Mahima Bakshi

Author of "Empowering You Beyond Birthing"

50

Frontlist Magazine
October Edition

author interviews

“

Mahima Bakshi is a renowned maternal child wellness consultant, women's rights activist, author of *Birthing Naturally*, and founder-owner of *Birthing Naturally Queen*. She's a maternity influencer and has been awarded 'Times Most Influential Personalities 2021' by the Times Group. The governors of Maharashtra and Haryana have also felicitated her. She is currently associated as a Maternal Child Consultant with Daffodils by Artemis in Gurugram and Delhi, Sahyadri Hospitals in Pune, and Jaslok Hospital in Mumbai. In the past, she has been associated with Fortis Hospitals, Apollo Cradle, Rainbow Children's Hospital, and Rosewalk Luxury Hospital for Women.

She is also India's first 'Dancing for Birth' certified instructor. She has completed certification courses in International Women's Health and Human Rights from Stanford University; Global Adolescent Health from the University of Melbourne; Everyday Parenting as well as Global Quality Maternal and Newborn Care from Yale University; Perinatal Mental Health from Postpartum Support International, USA. She has also completed the advanced certified Lactation Professional India program and has received certification in 'Breastfeeding and Breast Diseases' from the Federation of Obstetric and Gynaecological Societies of India. She has also been certified as a birth doula and water birth coach by Waterbirth International.

She completed her Master's in Reproductive Child Health Management from the United Nations International Children's Emergency Fund and the Maternal Infant Young Child Adolescent Nutrition Course from the Public Health Foundation of India.

Frontlist: Being a new parent comes with many challenges, especially when you are a first-time parent. Society has put a lot of emphasis on equal parenting. Do we practice it, or is it just an urban class-style trend?

Mahima: Equal Parenting is an essential part of Gender Equality which is also an SDG goal. Of course, we must practice it to uplift ourselves for a better society. When we talk about parenting, we see a lot of patriarchal issues in rural areas. We need to bring that change to urban and rural areas, where non-working women are expected to raise kids without physical support from husbands. Working women get support from husbands, but what about non-working women? Don't they need support too? Hence I would say whether rural or urban, both societies need this change.

Frontlist: Pandemic has drastically increased the rate of postpartum depression. Don't you think we should educate more people around us to remove the stigma of PPD?

Mahima: Absolutely. My book – *Empowering You Beyond Birthing* also discusses postpartum mental health care. One can do many things to reduce the chances of PPD, and if couples try to follow it from the beginning, it can help prevent it. Hence awareness is very important.

Frontlist: After each chapter, you wrote a personal note to either a mother or father. What was the objective behind it?

Mahima: I wanted to personally connect with every reader, especially new parents who sometimes feel lost with the new responsibilities. Hence these personal notes for both the parents are just to let them know that this book is like a friend to them in their postpartum journey.

Frontlist: You would have come across many new parents in real life. Could you tell us the type of parental stigmas they go through?

Mahima: I think single parents go through many stigmas. It is very challenging for them to raise a child independently without having partner support. And I would say it is the biggest parental stigma we see even today, unfortunately. We see many single moms raising their babies and working simultaneously. We have also seen single dads managing their kids where the mother has refused to take the child with her. Women/Men who have a kid and have to get married again go through many societal stigmas when choosing their life partner after a divorce.

Frontlist: According to you, the Traditional way or the Modern way, which is the correct way of parenting? Which method would you like to suggest to a parent of this generation?

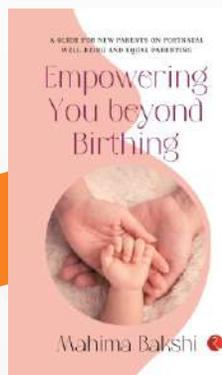
Mahima: I believe in a mix of both: keeping the modern practicalities in mind and yet providing the best parenting to kids. My book is just a perfect combo of it, and I would say read it.

Frontlist: Could you please share any chapter from the book close to your heart since you've included your first-hand experience?

Mahima: The entire book has all the chapters close to my heart as I have written it intending to help new parents have an easy transition. It's very difficult for me to choose, and it's just like asking a parent to choose the favourite child amongst all the kids.

Frontlist: Parenting can be proven daunting for today's generation. What advice would you like to give to all new parents?

Mahima: Be prepared. I think that's the most important rule. Knowing what to expect will help you with solutions in advance, give you mental and physical preparation to handle a small baby for 24 hours, and balance your home and work so that you don't lose your identity after becoming a parent. Just enjoy every moment of it.



DEAR AUTHORS,
NOMINATIONS
FOR
PVLFF 2023
AUTHOR
EXCELLENCE AWARDS
ARE OPENED
IN THE
VARIOUS CATEGORIES.

APPLY NOW





Imagine
Play
Learn
Grow



Advit Toys is one of the leading manufacturers of 'Educational Toys', like Board Games, Jigsaw Puzzles, Activity Toys, and much more. It's a great way to let your child learn and grow while having fun. It's fun all day as your child learns all the way!

UPCOMING EXHIBITIONS

1st October, 2022
London Market Oberoi Maidens,
Civil Lines, Stall No. 26, (Front Lawn)

8th October, 2022
London Market, DLF Club 5,
Gurugram, No. D (Pre-Function)

14th October, 2022
Kiddin Around, Hyatt Hotel, Delhi
Stall No. D-3

AVAILABLE ON



www.advitoys.com



4259/3, Ansari Road, Darya Ganj,
New Delhi - 110002



contact@advittoys.com



+91 9953788888

Spotlight

by **FRONT LIST**

In September, Frontlist Media organized the Spotlight Session especially for Hindi Publishing Professionals to bring out the accurate representation of Publishing in Hindi. Therefore, the theme was

“ज्ञाने वाले वर्षों में हिंदी प्रकाशकों और लेखकों का विकास”

The primary objective was to exhibit the challenges for Hindi Publishers and Authors.

List of panelists who added grace to this amazing conversation:



शैलेश भारतवासी,
निर्देशक, हिंद युग्म

वैशाली माथुर
पब्लिशर, इंडियन लैंगविजिज,
पेंगुइन रैंडम हाउस इंडिया



Important pointers that were discussed are as follows:

- Expansion of Hindi Publishing considering the exponential growth of English Publishing
- Bridging the widening gap between Hindi Authors and English Authors
- New Education Policy will bring new opportunities for Hindi Publishers
- Key challenges in the realm of Hindi publishing
- Panelists' epic Journey in the Hindi Publishing industry
- A growing environment provided by Hindi Publishers to Hindi Authors is conducive to their development

AMBASSADE
DE FRANCE
EN INDE
*Liberté
Égalité
Fraternité*

INSTITUT
FRANÇAIS
INDIA

CAMPUS
FRANCE
INDIA



VIVA LA
FRANCE!



STUDY
IN THE COUNTRY
• OF LIBERTY

And be free to chase all your goals!

Register for the
French Education Fair, 2022



KOCHI
11th October 2022



BANGALORE
13th October 2022



MUMBAI
15th October 2022



DELHI
16th October 2022

OMLOGIC

PUBLISHER GO DIGITAL



Website & Ecommerce



Influencer Management



Social Media Marketing



Virtual Exhibition & Webinar



 2nd & 3rd floor, 4259/3, Ansari Rd, Daryaganj, New Delhi, Delhi 110002

 (+91)-0859 537 0108 |  www.omlogic.com |  info@omlogic.com

Frontlist Magazine
October Edition

55

INDIA'S #1 News E-portal For The Publishing Industry

FRONT LIST

OUR SERVICES



Author Promotion

Book Promotion

Publisher Promotion

FOR ADVERTISING WITH US CONTACT AT:

FRONTLIST MEDIA

One Stop Destination to get insights from The Publishing World
Address - Frontlist Media, 4259/3, 3rd floor,
Ansari Road, Daryaganj, New Delhi-110002
Email - media@frontlist.in



www.frontlist.in



9711676777



Scan to visit website



frontlistIN