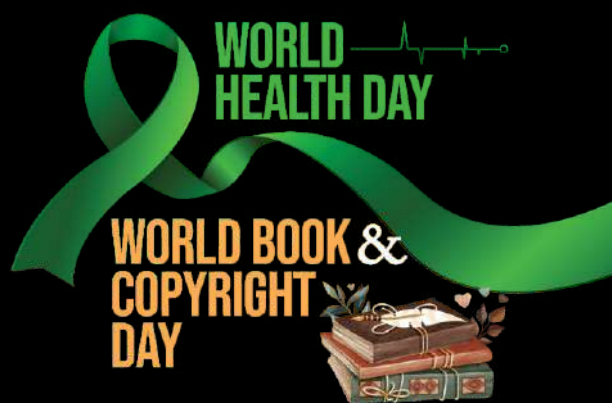


FRONTLIST

APRIL 2024



Exclusive Interviews
from
Publishing & Health Experts



WELCOME MESSAGE

Dear Readers,

On behalf of the entire team at Frontlist Media, I'm thrilled to welcome you to the April edition of Frontlist Magazine. We've poured our hearts into curating a captivating selection of articles, Interviews & much more designed to inform, engage, and inspire you.

As someone truly said, "Books heal the mind, one page at a time." As we embark on the journey of April we will be celebrating two most crucial days "World Health Day" & "World Book & Copyright Day". This highly resonates with us, as we believe outside of academic books, a staggering 90% of authorship, along with 80% of the readership, inherently involves mental wellness.

As we approach World Health Day, themed "My health, my right," we bring you a series of exclusive interviews. Hear from leading medical professionals like Dr. Vandana V. Prakash and Dr. Mary Abraham, alongside health experts Amaresh Ojha and Gagan Dhawan. Gain valuable insights on healthcare policy and advocacy from Professor K Srinath Reddy. The founder of Frontlist Media, Kapil Gupta, sheds light on the most prevalent issue of the time: Mental Health with his newly launched book "In My Head: A New Approach To Mental Wellness".

Whether you're a seasoned industry insider or a budding bookworm, this World Book & Copyright Day, we promise to provide you with an enriching experience. We bring you exclusive interviews with some of the most influential figures in the publishing world, including Arup Bose, Ajay Mago, Trisha Niyogi, and Chitwan Mittal. Gain invaluable knowledge from the experiences of publishing professionals Suhail Mathur and Namrata Sharma.

To pay homage to these wonderful occasions our team collaborated with the experts to bring you insights from experts. These experts have given their major portion of life to hone their skills & make a name in their respective worlds.

Furthermore, we must recognize the great literary events that happened last month. Kicking things off with the London Book Fair. There is a freshly prepared exclusive coverage of the global event celebrating the magic of books. The month ended with another division of PVLF, PragatiE Vichar Poetry Festival 2024. Where numerous poets captivated the audience's hearts by the power of their words.

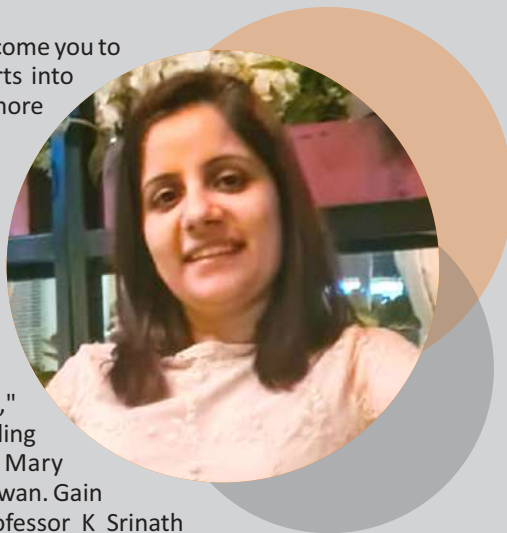
This edition promises a captivating exploration of literature, poetry and the importance of health. We invite you to delve into the pages and discover a world of knowledge, inspiration, and thought-provoking discussions.

Happy Reading!

Please write to me at navita@frontlist.in.

Navita Berry

Business Head



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EXCLUSIVE COVERAGE

- Exploring the Vibrant World of Publishing: The London Book Fair 2024

London Book Fair

Exploring the Vibrant World of Publishing: The London Book Fair 2024



12-14 March 2024
Olympia London

Defining the future
of creative content

The London Book Fair 2024, held at Olympia, brought together thousands of industry professionals from around the globe for a dynamic three-day event. From engaging discussions to insightful keynote addresses, the fair showcased the latest trends and innovations in the publishing industry.

Day One: Setting the Stage

Day One kicked off with a buzz of excitement as attendees gathered to participate in various sessions covering a wide range of topics. Among the highlights was a keynote address by Jonathan Karp, President and CEO of Simon & Schuster, who shared insights into the evolving landscape of content creation. Additionally, there were discussions on platforming marginalized voices, sustainability in publishing, and the impact of social media on reading habits.

Spotlight on Taylor Jenkins Reid

One of the most anticipated sessions featured Taylor Jenkins Reid, New York Times bestselling author, who discussed her career and the inspiration behind her popular novels. Attendees were thrilled to learn about Reid's upcoming projects and her commitment to storytelling.

Day Two: Delving Deeper

Day Two of the fair continued to captivate attendees with a diverse lineup of speakers and panels. Dr. Julie Smith led a keynote address on mental health in the creative sector, shedding light on the importance of prioritizing well-being in the industry. Meanwhile, Stephen Bartlett shared his journey as an entrepreneur and podcaster, offering valuable insights into content creation and audience engagement.



Celebrating Trailblazers

The fair also celebrated the winners of the Trailblazer Awards, recognizing individuals who have made significant contributions to the publishing industry. Additionally, author Richard Osman engaged in a lively discussion about his bestselling novels and the craft of storytelling.



Exploring Key Themes

Throughout the event, attendees had the opportunity to explore various topics, from the rise of audiobooks to the importance of authentic storytelling. Panels on sustainability in publishing and the role of technology in shaping the industry sparked thought-provoking conversations among participants.

Conclusion: A Resounding Success

Despite challenges such as space constraints due to ongoing renovations at Olympia, the London Book Fair was hailed as a resounding success. Attendees praised the organizers for putting together a comprehensive program that addressed key issues facing the publishing industry today.

Final Thoughts

As the fair came to a close, participants left with a renewed sense of inspiration and enthusiasm for the future of publishing. With its diverse lineup of speakers and engaging discussions, The London Book Fair 2024 proved to be a valuable platform for industry professionals to connect, learn, and collaborate.

INSIDE STORY

- 'The Wrestler and The Cheering Crowds' by Oyibo Samuel Ihiabe Captivates Audiences with Gripping Tale
- Kenyan Scholar Dr. Fredrick Ochieng' Omogah Unveils Groundbreaking Book: 'Unrehearsed Boom in Education Automation amid COVID-19 Challenges

'The Wrestler And The Cheering Crowds' By Oyibo Samuel Ihiabe Captivates Audiences With Gripping Tale

Oyibo Samuel Ihiabe, a budding Nigerian author from Idah in Kogi state, releases his debut book, 'The Wrestler and The Cheering Crowds'. Drawing inspiration from his rich cultural heritage and a deep love for storytelling, Oyibo brings to life a captivating drama that promises to enthrall readers of all ages.

Born and raised in the heart of Nigeria, Oyibo Samuel Ihiabe's journey into the world of literature began with a keen interest in sociology, which he pursued at Prince Abubakar Audu University Anyigba. His passion for literature, history, and the art of storytelling ignited a desire within him to create his own fictional world.

"The Wrestler and The Cheering Crowds" unfolds against the backdrop of the kingdom of Idah, where tradition dictates that the



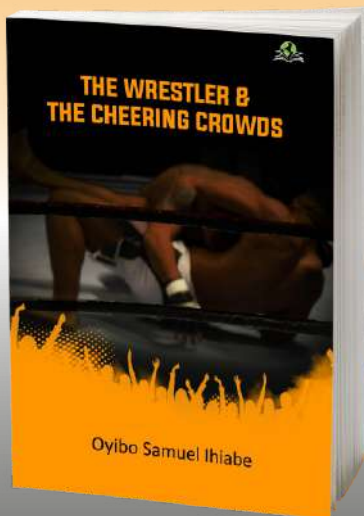
ruler is determined through gripping wrestling matches. As villagers gather eagerly in the village square, they witness an epic showdown between Ojotu, the favored giant, and Okelegwu. The intensity of the struggle is palpable, matched only by the enthusiastic cheers of the crowd. However, when Ojotu suffers an unexpected defeat, a wave of sadness sweeps through the spectators, reshaping the fate of the kingdom.

This enthralling play offers readers a glimpse into a world where power, passion, and tradition collide. Through vivid imagery and compelling narrative, Oyibo Samuel Ihiabe invites readers on an unforgettable journey, where every twist and turn keeps them on the edge of their seats.

Speaking about his debut work, Oyibo shares, "The Wrestler and The Cheering Crowds is a labor of love, inspired by the rich tapestry of Nigerian culture and the timeless themes of triumph and tragedy." Exceller Books, a global publisher, takes great pride in narrating a tale that celebrates African culture, offering a

glimpse into the narratives of the other side of the world.

The book is now available for purchase on Amazon, Kobo and Google, offering readers an opportunity to experience the magic of Oyibo Samuel Ihiabe's storytelling firsthand. Dive into a world where tradition meets modernity, and where the spirit of resilience and determination shines through every page.



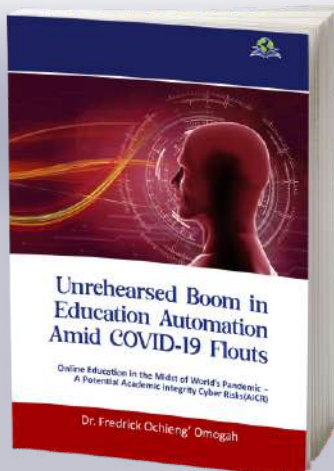
Kenyan Scholar Dr. Fredrick Ochieng' Omogah Unveils Groundbreaking Book: 'Unrehearsed Boom in Education Automation amid COVID-19 Challenges

Dr. Fredrick Ochieng' Omogah, a distinguished scholar and cybersecurity expert from Kenya, has come up with his latest publication titled 'Unrehearsed Boom in Education Automation, Amid COVID-19 Flouts'. This seminal work, published by Exceller Books, marks Dr. Omogah's second research endeavor focusing on Cyber Security during the COVID-19 pandemic.

The book, which was originally presented at the 20th European Conference on Cyber Warfare and Security (ECCWS 2021), underwent rigorous editorial work to become suitable for the readers. The book delves into the critical realm of Education Automation amidst the unprecedented challenges posed by the global pandemic. Dr. Omogah provides invaluable insights into the intersection of technology and education, offering essential guidance for stakeholders worldwide.



In his comprehensive analysis, Dr. Omogah highlights that Education Automation extends beyond mere adaptation to pandemics. While technology serves as a cornerstone for the 'New Normal' in teaching and learning, the book underscores the importance of holistic approaches. Dr. Omogah emphasizes the significance of integrating People, Process, and Technology (PPT) to ensure effective alignment with education core functions and strategies. By prioritizing best practices and stringent controls, successful implementation of Education Automation becomes achievable.



"Technology alone has never been a panacea," remarks Dr. Omogah. "It is imperative that we adopt a balanced approach, encompassing human ingenuity, streamlined processes, and cutting-edge technology to navigate the complexities of Education Automation."

With 'Unrehearsed Boom in Education Automation, Amid COVID-19 Flouts', Dr. Fredrick Ochieng' Omogah establishes himself as a leading authority in cybersecurity and educational transformation. Available on Amazon, Google and Kobo this insightful book promises to reshape

the landscape of education in the digital age, guiding stakeholders towards sustainable and resilient practices.

MEDIA COVERAGES

- Celebrating International Women's Day with OM Books
- VIDHI Utsav 2024: India's First Festival of Law, Literature and culture

Celebrating International Women's Day with OM Books

After a successful event in Mumbai in 2023, Om Books International celebrated International Women's Day 2024 at their store at Ambience Mall, Gurgaon.

The day-long festival of books witnessed 21 new and established authors and moderators engaging with an enthusiastic audience on various aspects of books and writing.

The day began with a session on poetry by three young poets -- Vidhi Bubna, Nalisa Chopra and Mehak Goyal -- which also saw a launch of Vidhi's book of poems *THE CULTURE TRAP*.

Other sessions included one on writing and translating in Hindi (involving author Nirmal Chawla and translator Poonam Jain) moderated by Lipika Bhushan.

Rashima Verma and Harshali Singh discussed aspects of parenting and mental health in stressful contemporary times while well-known journalist Humra Quraishi discussed storytelling with acclaimed authors Aruna Chakravarti, Nandini Sen and Harshali Singh.

Kanchana Banerjee, Harini Srinivasan and Aditi Mediratta regaled the audience with their experience of writing crime, in a session that addressed murder, mystery and mayhem.

The day came to a perfect ending with a hugely enjoyable session involving WICCA exponent Rashmi Oberoi, discussing aspects of her craft in addressing matters of the heart and of careers with Om's marketing manager Kusum Dayal.

It was a perfect way to celebrate books, writing, creativity and the power of women



VIDHI Utsav 2024: India's First Festival of Law, Literature and culture

India's First Festival of Law, Literature and culture was inaugurated on Saturday, 16th March at the Constitution Club of India, New Delhi, event that over two days 16th -17th March, 2024, brought together a vibrant community of legal professionals, scholars, and students.

Chief Guest, Justice Rajiv Shakdher, Judge Delhi High Court inaugurated Vidhi Utsav – India's First Festival of Law and Legal Literature and delivered an inspirational and insightful keynote address expressing his fascination with an event that amalgamates law and literature, an intriguing intersection with thought provoking examples from western and Indian literature. Reflecting on Nani Palkhivala's advice to aspiring lawyers to read everything but law, he highlighted the significance of broader knowledge, including history. Palkhivala's mastery, despite stammering, exemplifies the transformative power of interdisciplinary learning, a legacy few can emulate. His courtroom prowess, notably during the Kesavananda Bharati case, remains unparalleled.

Held at the Constitution Club of India, New Delhi, this event, organized by OakBridge Publishing, celebrated the profound contributions of esteemed legal figures, including the **Late Mr. Fali S Nariman (Sarvoch Vidhi Samman)**, **Vishisht Vidhi Samman to Former Chief Justice M.N. Venkatachaliah**, and to Sr Advocates **Mr. K.K. Venugopal** and **Mr. K. Parasaran**, and **Vidhi Samman to eminent jurists Mr Lalit Bhasin, Mr V. Lakshmikumaran, and Mr Amarjit Singh Chandhiok.**

While the late **Mr. Fali S Nariman** was posthumously honoured with the **Sarvoch Vidhi Samman**. Retired Judge of the **Supreme Court of India, Justice A.K. Patnaik**, presented this esteemed recognition. Accepting the award on **Mr. Nariman's behalf was Mr Lalit Bhasin, President Society of Indian Law Firms (SILF)** symbolizing his enduring legacy in the legal community and his fifty-year-old friendship with Mr Fali Nariman. The awards were part of Vidhi Utsav 2024, an unprecedented and uniquely curated event that over two days brought together a vibrant community of eminent jurists, legal professionals, scholars, artists and students. Through discussions, workshops, and keynote addresses, poetry, musical performances, Dastangoi and Stand up comedy the festival aimed to spur innovation, celebration, camaraderie and collaboration within the legal sector. The inclusion of the **VIDHI SAMMAN Awards** in this year's festival underscored **OakBridge Publishing's** commitment to honoring individuals who have made a lasting impact on the practice and understanding of law in India thereby advancing the rule of law and enabling access to justice.



The first day covered session on Career in Law, Personal Branding for Lawyers, Author interview was an endearing conversation between **Anant Merathia, Corporate Litigator & Author of Defaulter's Paradise Lost** and **Lipika Bhushan, Founder of Market My Book.**

Next was the conversation in Hall 3 with **Dr. Lalit Bhasin**, President, Society of Indian Law Firms, **Ameya Kunte**, Founder, **Globeview Advisors LLP**, **Amit Kapur**, Managing Partner, **Jyoti Sagar Associates** and **Manish Lamba**, General Counsel, **DLF Limited** on **Foreign Law Firms in India : Opportunitis & Challenges**. Next sessions were on **Transforming Role of GCs: From Custodians of Compliance to Business Leaders**, **Making the ax Regime Les taxing: The Way Ahead**, **Bhasha Aur Vidhi** and many more.

A Gala Night was organised in the evening on 16th March, 2024.



The **VIDHI SAMMAN** Awards, marking a new chapter in the Indian legal community's recognition of excellence, made a memorable debut at the conclusion of Vidhi Utsav 2024 on March 17.

*The awards were part of Vidhi Utsav 2024, The inclusion of the **VIDHI SAMMAN** Awards in this year's festival underscored **OakBridge** Publishing's commitment to honoring individuals who have made a lasting impact on the practice and understanding of law in India.*

An interesting conversation between **Sridhar Potaraju** and **Sudhir Mishra**, **Founder & Managing Partner**, **trust Legal** was a key highlight of the day, where **Sridhar Potaraju** shared how what we had to face as a faith, no other faith had, and that was to prove the existence of our faith after 500 years of desecration of the place of worship.

The event featured a host of notable sessions, such as "Opportunities in Disruption" by **Rameesh Kailasam**, **CEO of Indiatech.org**, and an examination of the Indian Constitution's complexities with **Jaipat Jain**.

On second day, the sessions started with the conversation with **Justice Najmi Waziri**, **Former Judge, Delhi High Court** with **Satvik Verma**, **Senior Advocate**. An interesting conversation on **Law in Cinema**.



Before the lunch a remarkable conversation was on *How To Become An Effective Author* between *Abha Thapalyal Gandhi, Ramakrishnan Virrarghavan, Priya Talwar, Petal Chandhok and Lipika Bhushan*.

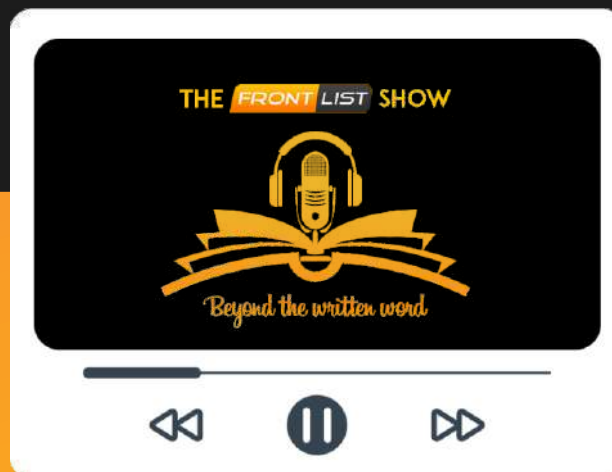
In Hall 1, the session followed by a conversation on *Advocates Who Are Judges' Delight* with *Justice A. K. Sikri, Justice A. K. Patnaik, Justice Najmi Wajiri and Tarun Nangia*. The next session talked about Stand-up Comedy with *Pratik Jain, Consultant & Stand-up Comedian*.

In Hall 3, the second day was started with the session *Management & Operational excellence in Law Firms – A Balancing Act*. Next session followed by a session with V. Lakshmikumaran and Malathi Lakshmikumaran on Power Couple.

The evening ended on 17th March with an instrumental Performance by Vidhisha Sharma, *Musician and Pianist*.

Season-2

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World Poetry Day



A Look Back on the Pragati Vichaar Poetry Festival 2024

The magic of poetry unfolded once again on World Poetry Day, March 21st, 2024, as we held the 3rd edition of the Pragati Vichaar Poetry Festival. This online event, hosted on our website, brought together established and emerging voices in the world of poetry for a vibrant celebration of language and expression.

The festival commenced with captivating poetry recitations by a stellar line-up of voices. Renowned poet, writer, and editor Jonaki Ray graced the event with her verses. Eminent journalist, author, and TedX speaker Vidhi Bubna enthralled the audience with her work. Acclaimed poet and translator Shash Trevett mesmerized everyone with her words, while poet and author Mamta Turiya added her unique touch to the event.

In addition to the recitals, the festival delved deeper into the art form with a thought-provoking panel discussion titled "Discovering the Soul of Haiku: Delving into the Magic of Timeless Poetry." Esteemed guest authors Kynpham Sing Nongkynrih, Rimi Nath, and Dinesh Raheja shared their insights and expertise on the evocative power of haiku, a concise yet potent form of Japanese poetry. Their insightful discussion explored the unique characteristics of haiku and its ability to capture a moment in nature or human experience with profound simplicity.

The 3rd Pragati Vichaar Poetry Festival proved to be a resounding success, cultivating a vibrant space for the appreciation and exploration of poetry. The diverse range of voices, the insightful discussions, and the sheer love for the written word created an unforgettable experience for all who participated. We look forward to continuing this tradition in the years to come, celebrating the enduring power of poetry to connect, inspire, and move us.



pragati
Vichaar
Poetry Festival
21st March 2024

Message from the poets

Happy World Poetry Day to all literature lovers. I hope that our tribe of poetry lovers grows and more people discover how deep and fulfilling a poem can be and how enriched we become by this lovely indulgence.

Read a poem a day and see how it transforms you

Mamta Chander (Turitya)

Partner at a Big 4 Consulting Firm & Poet



Poetry has the power to hurt you deeply and heal all those cuts all at the same time. This creates the space for immeasurable transformation.

Vidhi Bubna

Journalist | Master Scuba Diver | Author | TedX speaker

As Robert Frost said, "A poem begins as a lump in the throat, a sense of wrong, a homesickness, a lovesickness." Poetry gives us a way to not just express what is happening in our personal lives, but also be a witness to what is going on around us. Through its power, poetry offers us a key to evoke emotions and provoke conversations. It is also a way of celebrating the commonality between all of us, something that is much needed in these days of strife and pain. While the format of poetry might have evolved, it has remained in each of our lives in one way or the other, and will continue to do so.

Happy World Poetry Day!

Jonaki Ray

Award-winning poet, writer, and editor



"A good poem is a gift which is tireless in its giving. You can read it on different days and be surprised by a new view or a startling truth previously missed. On World Poetry Day give yourself the ultimate gift of reading a good poem. And then keep treating yourself each day for the rest of the year. Happy World Poetry Day and happy reading!"

Shash Trevett

Poet & Translator

Poetry courses through me like blood in my veins."
Happy World Poetry Day to both writers and readers
Dinesh Raheja,
Author, Poet & YouTuber



World
Book and
Copyright Day 2024

**Exclusive Interviews With
Publishers &
Industry Experts**



Interview with Chitwan Mittal, Founder “AdiDev Press”

Chitwan Mittal holds a BSc 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 holistic development of children through innovative education 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.



ADIDEV PRESS

Frontlist: As an advocate for value-oriented education and experiential learning, what inspired you to transition from academic writing to writing children’s picture books? How do you believe your background in education informs your approach to creating engaging and impactful children’s literature?

Chitwan: As an expat parent, I was looking for books that would introduce my young children to South Asian culture. I couldn’t find what I was looking for, which was picture books that are beautifully produced and tap into universal ideas, while presenting the history and folklore of this part of the world. That’s how AdiDev Press came to be—the result of my quest to find meaningful, enjoyable literature for my kids.

At the same time, the ethos of AdiDev is certainly shaped by my background in education. I believe that the aim of children’s books is to inspire and uplift. At the heart of the human experience are basic universal values. All of our books aim to bring forth the essence of these values in a subtle and effective manner. For example, one of our earliest series of books was inspired by a UNESCO report that identified the four pillars of education as: Learning to Know, Learning to Do, Learning to Live Together and Learning to Be. I found the idea of ‘learning to be’ a useful guide in how to produce literature to help children understand what it means to be human and learn values for life.

Accordingly, we put together a set of board books in rhyme that champion the stories of India’s unsung female scientists and athletes, in order to show kids that big dreams can be achieved and unique pathways can be pursued.



Frontlist: Your books emphasize engagement, diversity, and South Asian culture. Can you share some insights into your creative process when incorporating these themes into your stories? How do you ensure that your books resonate with a diverse audience while celebrating cultural authenticity?

Chitwan: We want our books to showcase South Asian culture in a vibrant, fun new way, from food to culture to festivals, languages and inspirational people. Our themes are varied, but the goal is always to expose children to big ideas in a way that's accessible. So we make sure that we cut to the core of what we're trying to say, using vibrant artwork and simple language. That's what helps us balance the weight of the values we showcase with a lightness of touch in our storytelling.

Our creative process involves choosing stories that we think kids would find exciting or entertaining, but we also make sure to feature topics or ideas that we believe it's important for kids to know about. One thing I never lose sight of is the intended reader; I always imagine the child's world when creating books for them, to try and think about what they would find interesting or relatable, rather than just focusing on morals and lessons they should learn.

Our books introduce children to a variety of themes and new vocabulary related to Indian clothes, musical instruments, foods, festivals, colours and numbers in a fun, whimsical manner. We use humour, wordplay, and relatable characters and situations to both remain true to our roots, while also highlighting the qualities that people everywhere share and can identify with.

Frontlist: With the rise of digital media and technology, how do you envision the future of children's literature evolving? How do you incorporate digital tools and platforms into your storytelling process, if at all, to engage young readers in a digital age?

Chitwan: Personally, my love for reading started because my mother used to make bedtime fascinating with a rich collection of stories. We looked forward to bedtime and waited to find what new story would unravel every night. I think reading aloud to kids when they're very young is a great way to get them interested early. Our board books are crafted keeping this in mind—the verse style not only keeps the ideas accessible but is also easy and fun to read aloud.

Setting aside time for reading as a family activity is a great way to get kids to associate books with enjoyment and emotional connection.

We do incorporate audio, which is a powerful tool when dealing with stories for young children. A lot of our books come with QR codes to free audiobooks, to help with pronunciation of unfamiliar words, but also to help parents and kids enjoy books as an audiovisual experience.

I do see children's literature becoming more digitally savvy in future in order to provide a holistic reading experience.

Frontlist: Mental health is a significant concern, especially in the realm of children's education and literature. How do you address themes of emotional well-being and resilience in your picture books? What role do you believe literature plays in promoting positive mental health among young readers?

Chitwan: Literature has always been a great tool with which people can better understand themselves and those around them. Children's literature, in particular, can help start conversations about difficult topics, and can help children navigate situations that may seem overwhelming.

For instance, a lot of kids find it tough to talk about emotions and parents too are sometimes confused about how to teach their kids to deal with their emotions in a healthy way. That's why one of our earliest books was one on emotions and how to identify and understand them. We wanted to give kids a relatable story and a lovable character to help them better manage their feelings.

Similarly, our Learning to Be series presents different values, like perseverance, courage, commitment and so on, through the lives of interesting female scientists and athletes. Reading about others' challenges and how they overcame them can be inspiring and help kids feel more positive about their own lives. Books like these are a valuable way of guiding children towards self-awareness, developing emotional maturity and encouraging good mental health.

Frontlist: As someone who balances writing with advocacy work in education, how do you manage the demands of both roles while prioritizing your own well-being? Can you share any strategies or practices that have been particularly helpful for maintaining a healthy work-life balance?

Chitwan: My kids help me stay grounded. I always ensure that I make time to read with them, play with them and embark on new experiences together. Staying connected with them, and with my wider family, is a good way to maintain work-life balance, as well as forge strong relationships.

Frontlist: Bilingual learning is a prominent feature in your books. How do you navigate the challenges of incorporating multiple languages into your stories while ensuring accessibility for readers from diverse linguistic backgrounds?

Chitwan: I strongly believe in the power of learning the mother tongue, and that's the impetus behind our bilingual books, which seek to help children and parents with language acquisition. Pagdi for Sinh, One Elephant, Two Monkeys, Animal Band and Colours with Radha Krishna introduce children to vocabulary related to Indian clothes, musical instruments, colours and numbers in a fun, whimsical manner.

Each book presents the text side-by-side in both Hindi and English, while our Prayer series also includes word meanings printed alongside the Hindi text for easy accessibility. We hope that in the future we will be able to publish translations of these books in many other regional Indian languages. We're already working on bringing out bilingual books featuring other Indian languages.

Frontlist: With World Book & Copyright Day approaching, what message do you have for fellow writers and readers regarding the importance of copyright protection in the literary world? How has copyright awareness impacted your journey as an author, particularly in ensuring the integrity and recognition of your creative works?

Chitwan: Copyright protection is an important part of safeguarding an author's work from misappropriation and copying. As a writer myself, I know how many hours of hard work go into producing a book, and it's important for writers to be able to own their intellectual property. Copyright protection ensures that creators receive the recognition and compensation they deserve for their creative works.



Interview with Arup Bose, Publisher “Srishti Publishers & Distributors”

Born and brought up in Delhi, Arup's association with books and publishing has been since childhood. After working as a Risk Consultant and Mitigation expert for a leading Insurer, he decided to hang up his boots and enter the world of publishing. The shift was but a logical extension of his background of both love for books and association with the industry. An MBA by education, he currently looks after the day-to-day operations at Srishti while driving the growth by diversifying into new genres and entering unexplored markets



Frontlist: As someone deeply immersed in the world of publishing, how do you believe events like World Book & Copyright Day contribute to raising awareness about the importance of literature and intellectual property rights?

Arup: The World Book & Copyright Day is a day to celebrate books and highlight the importance of IP rights. The day helps us to celebrate the author, the culture of reading, and sensitize the readers about what is copyright, the importance of copyright, and its impact on their favorite author.

India has a rich cultural legacy. On World Book Day, we celebrate our literary legacy. We honor books and celebrate authors. The spotlight, even if for a short period, rests firmly on authors. Not only does it help readers discover new authors, but it also helps create new readers.

We also take this opportunity to educate readers. A lot of readers in India unfortunately are not aware of what is copyright, the importance of IP rights, and piracy. They might be big fans of an author but they feel it is perfectly fine to read a PDF of the author's new book. But when we educate them, their views change as they learn more.

World Book & Copyright Day is an important day for readers and authors both.

Frontlist: Mental health is a topic of increasing importance in today's fast-paced world. How do you prioritize mental well-being amidst your demanding schedule, and what advice do you have for others in the industry who may be struggling with stress and burnout?

Arup: For me, mental health is all about balance. It is important to maintain a balance between your personal and professional life. Modern-day lifestyle comes with its associated stress, which often leads to burnout.

The only way to manage it is to have clear boundaries in life. A schedule to help manage your lifestyle better. Taking time to do what you enjoy and taking short breaks in between work are two of my favorite hacks.

I ensure that each day I take time to go for a jog, read a book, and spend some time meditating. This is the

Frontlist: Srishti Publishers has been diversifying into new genres and exploring unexplored markets. Could you share some insights into the strategies behind this expansion, and how do you ensure the quality and relevance of the content in diverse genres?

Arup: Srishti always has been at the forefront of exploring new genres and having a diverse range of reads in our catalog. We started our publishing journey 26 years ago by publishing books from great philosophers to translations from Indic languages to English and then, all the way to diverse non-fiction books. We were at the forefront of the commercial fiction wave with some of the biggest bestsellers in romance & thrillers and soon after diversified into narrative non-fiction books in genres as diverse as history, military, and true crimes.

We have always focused on quality and ensured we bring value to our readers. The value the reader derives is not just from the impeccable physical quality of the book but also the content. We are always ideating and working with authors to stay ahead of the curve and come up with new ideas and content formats as well.

Frontlist: In your opinion, how can society better support and promote the value of books and literature, especially in an era dominated by digital media and short attention spans? What role do initiatives like World Book and Copyright Day play in fostering a culture of reading and appreciation for written works?

Arup: India traditionally has a culture of reading and storytelling. We have always valued the role of books and that is reflected by the year-on-year growth of the industry. While digital media has become a competitor for younger readers' attention spans, books still hold a special place in the cultural milieu.

However, there can be more that can be done to foster a sense of reading. One of the best ways to do it is via planned and organized outreach to younger readers at the school level. This helps inculcate the habit of reading for the rest of their lives. If we can start celebrating World Book and Copyright Day across schools pan-India, I believe it will help a lot.

Frontlist: With the rise of digital publishing and e-books, how do you see the future of traditional publishing evolving? What steps is Srishti Publishers taking to adapt to these changes and stay competitive in the market?

Arup: I think digital publishing and eBooks are complementary to publishing. They have been around for a long time and almost all publishers have adapted to them by now. We were one of the first Indian publishers to get on board with global eBook platforms and today our books are available across the world via eBooks and digital publishing programs.

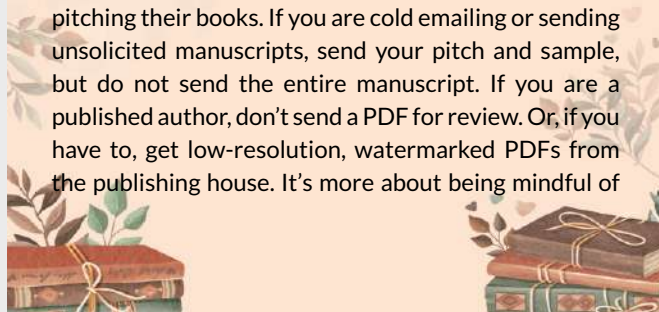
As I mentioned, we are always on the lookout for new trends and changes in the industry to stay ahead of the curve. To be honest, eBooks are now a matured market in India, and we are now exploring new digital mediums of publishing and content dissemination.

Frontlist: With World Book and Copyright Day approaching, what significance do you believe this day holds for authors, publishers, and readers alike? How does Srishti Publishers commemorate this day, and what initiatives do you undertake to raise awareness about the importance of books and copyright?

Arup: Days like the World Book & Copyright Day are important because they shed light on what is happening and what more needs to be done. Also, this way more people get to know about copyrights and why they are important. For example, at Srishti, we do an annual sensitization exercise to educate readers about the IP rights of authors. We also undertake educational initiatives for our readers, wherein we help them identify pirated books, report them, and tell them the value of supporting/buying original books by their favorite authors. This is mostly done via Social Media, mailers, and offline workshops. But yes, it starts the conversation and makes more people aware of the issues authors face.

Frontlist: What advice do you have for aspiring authors regarding protecting their intellectual property and navigating as World Book and Copyright Day is approaching?

Arup: An author should always retain their copyright even when they get published or are in the process of pitching their books. If you are cold emailing or sending unsolicited manuscripts, send your pitch and sample, but do not send the entire manuscript. If you are a published author, don't send a PDF for review. Or, if you have to, get low-resolution, watermarked PDFs from the publishing house. It's more about being mindful of



Interview with Trisha De Niyogi, Publisher “Niyogi Books”

Trisha De Niyogi is the Chief Operating Officer and Director at Niyogi Books, an independent publishing house based out of New Delhi, India. In her current role, one of the things she focuses on is business development. While on one hand she has started new lists of fiction, non-fiction and translated books taking literature, art, architecture, history and culture from the Orient to the rest of the globe, on the other, she has been acquiring high quality content from around the world for the Indian subcontinent’s readership as well keeping in mind that publishing must be an inclusive process. It also tries to accommodate voices from both urban and rural India and also from the marginalized section of the society like the dalits, the oppressed and the religious and caste exploitation.

She was a fellow at the Istanbul fellowship Program 2020. She has also been a regular speaker at several forums and literature festivals on publishing and she writes occasional columns on Indian publishing in varied journals and newspapers.

An avid reader, music aficionado and a cultural aesthete, she is a multi-faceted artist from Delhi, who is trained in Bharatnatyam and plays the piano. Filled with energy & an ardent desire to bring change, her other professional interests focus on the ‘education sector’ & the ‘cultural heritage of India’, wherein she aims to bring about social reform and contribute in policy making. She is an adviser to multiple organizations, including Heritage & Education organization called Heritageshaala and an Indian Literature initiative called Purple Pencil Project

Trisha holds degrees in Mathematics, Economics and Business Administration.

Frontlist: Niyogi Books is renowned for its diverse range of literature, encompassing various genres and voices. How does the company approach the selection and acquisition of content to ensure that it represents the rich cultural tapestry of India while also catering to the global readership?

Trisha: Since the inception of the publishing house, our objective has been to represent the Indian subcontinent to the world through highly researched large-format illustrated books on art, architecture, history, heritage, culture, and more. Over the years, we have diversified into other genres, sticking to the same vision of representing the subcontinent at the global level.

We have more than 700 titles on our active list, and it humbles us every day to know that we have not even attained the minimum benchmark of what can be called a mildly representative sample set. But then we know a strong vision of an organization drives us to educate and update ourselves actively.

Be it the rarefied market of large-format books, the mass market of fiction, or the ever-growing readership of children's books, our first step is to keep ourselves updated. Editors, marketing personnel, and sales personnel regularly meet to cross-verify hunches and learnings, and we have found this very useful in filling in the gaps.



For example, currently, I know we are actively seeking a good manuscript for a new book on the Ajanta & Ellora Caves or an illustrated book on the six schools of Assamese Paintings. We constantly try to reach out to scholars, who often lead us and guide us to great researchers and research happening not just in India but in Indology departments across the world.

In fact, I must confess that we have always been inspired, supported, and guided by our authors and other intellectuals with whom we have yet to work. So, a big thank you to all of them.

Frontlist: Given your expertise in the education sector and cultural heritage of India, how do you envision leveraging literature and publishing as tools for social reform and policy advocacy?

Trisha: Leveraging literature and publishing as tools for social reform and policy advocacy in India requires a multi-faceted approach that integrates education, cultural heritage, and community engagement. On one hand, encouragement of publishing and promotion of literature not only raises awareness about social issues and promotes empathy and understanding among readers, it also is great in developing soft skills which could lead to altering many mundane decisions.

Here I give you an example how the mutual love for Ghalib altered the fate of a case – an article which was published in the Wire. There are many such judgements which have literary references, which make these judgements accessible to non-lawyers and lay readers like me.

In our publishing house, we have tried to include books which could become a part of literary activism as well. Diverse voices and inclusivity, is not something we practice only with the commissioning of the written word but also in our day-to-day lives - both in and off the workplace.

Publishing of diverse experiences and perspectives of Indian society, including marginalized and underrepresented voices – could be called a form of literary activism. Having said that we also encourage our authors to use their public platform and influence to advocate for social change beyond their written work and we are constantly in the process of furthering their voices and leveraging our own capabilities to bring about changes over the years.

Frontlist: Mental health is a topic of increasing importance in today's fast-paced world. How do you prioritize mental well-being amidst your demanding schedule, and what advice do you have for others in the industry who may be struggling with stress and burnout?

Trisha: It is something I acquired over the years. In my twenties, I wanted to do everything at the same time, which would burn me out faster than it should have. I tried planning everything out on a notebook on a daily basis. While, my efficiency increased, I still felt restless for things not done and time running out, till one day my father told me, "It's better to have a small, secured advantage than the possibility of a bigger one."

My father always had a great appetite for taking risks – but calculated risks, which is perhaps, why this particular statement did not go down with me instantly. But, then in due course of time I realized how little success and incremental growths are very important in the grand scheme of plans. It was over the years of practice that I today I can say I have a lot going in my head, but stress occasionally. And when I am stressed I push myself for a good workout.

These are very inexpensive and doable ways of dealing with stress, in my opinion. Playing a sport regularly or developing a solution-oriented approach to problems could help to. If you can solve a problem find solutions, when there is no solution why stress over it, find an alternative – of course this all pertains to our daily lives and not extreme situations.

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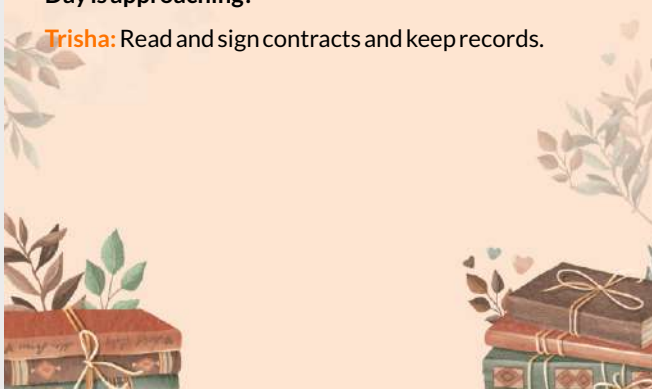
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Frontlist: What advice do you have for aspiring authors regarding protecting their intellectual property and navigating as World Book and Copyright Day is approaching?

Trisha: Read and sign contracts and keep records.



Interview with Ajay Mago Publisher “OM Books International”

Armed with an MBA from UCLA and a home-induced flair for the book trade, Ajay Mago, Publisher, Om Books International, started the Publishing Division of an over-50-year-old book retailing outfit, Om Book Shop, in 1997, alongside a strategically planned expansion on the retail front. Ajay was instrumental in shaping Om Books International, which is today known for its wide range of books that it publishes with the finest authors from India and abroad. Due to his extraordinary business skills, OBI has been able to establish an international distribution network in the UK, the US, the Middle East, Sri Lanka, Malaysia, Singapore, Thailand, Germany, France, and Spain. While under his guidance, the retail venture, Om Book Shop, has made its presence felt in Delhi, Gurgaon, NOIDA, Mumbai, and Bengaluru, with other innovative trade-related moves on the anvil, Ajay wishes to further accelerate the growth and expand the retail venture all across.



Frontlist: Given your extensive experience in both publishing and retail, what role do you believe bookstores play in promoting literacy and fostering a love for reading in today's society? How does Om Book Shop contribute to this mission, particularly in regions where access to books may be limited?

Ajay: Bookstores play a crucial role in promoting literacy and fostering a love for reading by serving as community hubs where individuals can discover new ideas, explore diverse cultures, and engage with stories that inspire and educate. They offer a tactile experience that online platforms cannot replicate, allowing customers to browse, touch, and feel the books before making a purchase. This sensory experience can ignite a passion for reading, particularly in young readers who are just beginning their literary journey.

Om Book Shop contributes to this mission by creating an inviting and inclusive space for readers of all ages and backgrounds. Our stores are carefully curated to offer a wide range of titles, from bestsellers to niche genres, ensuring that there is something for everyone. We also host events such as book signings, readings, and workshops, which provide opportunities for readers to connect with authors and engage with the literary community.

In regions where access to books may be limited, we strive to bridge the gap by making literature more accessible. We work with schools and libraries to organize book fairs, helping to build collections and promote reading in underserved areas. Additionally, our online presence (www.ombooks.com) allows us to reach customers in remote locations, ensuring that they have access to a diverse selection of books.

Frontlist: In your opinion, how has the digital revolution impacted the book industry, particularly in terms of copyright enforcement and combating piracy? What measures has Om Books International taken to adapt to these changes and protect the rights of authors in the digital realm?

Ajay: The digital revolution has significantly impacted the book industry, bringing both opportunities and challenges.

**Om
Books
International**

One of the major challenges is copyright enforcement and combating piracy. With the ease of digital distribution, it's become easier for pirated copies of books to circulate, undermining the rights of authors and publishers.

Om Books International has taken several measures to adapt to these changes and protect the rights of authors in the digital realm. Firstly, we ensure that all our digital content is encrypted and securely distributed through trusted platforms. This reduces the risk of unauthorized copying and distribution.

We also actively monitor the Internet for illegal copies of our books and take legal action when necessary to remove pirated content. Educating authors and readers about the importance of copyright and the impact of piracy on the industry is another important step we've taken.

In terms of adapting to the digital revolution, Om Books International has embraced e-books and digital publishing. We offer a wide range of our titles in digital format, making them accessible to a broader audience while ensuring that they are distributed securely.

Frontlist: As a pioneer in the publishing industry, how do you see the future of copyright evolving, especially with emerging technologies such as artificial intelligence and blockchain entering the landscape? What potential opportunities and challenges do these advancements pose for authors and publishers?

Ajay: The future of copyright in the publishing industry is likely to be significantly influenced by emerging technologies such as artificial intelligence (AI) and blockchain. These advancements offer both opportunities and challenges for authors and publishers.

One potential opportunity is the use of blockchain technology to create more transparent and secure systems for managing copyrights and royalties. Blockchain can provide an immutable record of ownership and licensing agreements, making it easier to track and enforce copyrights. This could lead to more efficient royalty distribution and reduce the likelihood of disputes.

AI also presents opportunities for the publishing industry. It can be used to analyze reading trends and preferences, enabling publishers to tailor their offerings more effectively.

Additionally, AI can assist in content creation, editing, and marketing, streamlining various aspects of the publishing process. However, these technologies also pose challenges. For example, AI-generated content raises questions about authorship and copyright ownership. Determining the rights to works created by or with the assistance of AI is a complex issue that will need to be addressed.

Moreover, the rapid pace of technological change can make it difficult for copyright laws to keep up, leading to potential legal uncertainties. Ensuring that authors' rights are protected in a digital and technologically advanced landscape will require ongoing adaptation and revision of copyright laws and policies.

Frontlist: As someone deeply involved in both publishing and retail, you have a unique perspective on the evolving relationship between publishers and booksellers. How do you see this relationship evolving in the future, and what steps has Om Books International taken to foster strong partnerships with retail outlets?

Ajay: The relationship between publishers and booksellers is evolving, particularly with the rise of digital technology and changing consumer behavior. In the future, this relationship is likely to become even more collaborative, with a focus on shared goals and mutual benefits.

Publishers and booksellers will need to work closely together to navigate the challenges of the digital landscape, such as competing with online retailers and adapting to new consumer preferences. This collaboration might involve joint marketing efforts, shared data insights, and coordinated events to drive sales and engage readers.

Om Books International has taken several steps to foster strong partnerships with retail outlets. We maintain open communication with our retail partners, ensuring that they are informed about upcoming releases and any promotional activities. We also work together on events like book signings and launches to create excitement and attract customers to their stores.

Additionally, we provide retailers with marketing materials and support to help them effectively promote our titles. We also listen to feedback from booksellers, as they are often the ones interacting directly with customers, and use this feedback to inform our publishing and marketing strategies.

By building strong relationships with retailers, we aim to create a win-win situation where both publishers and booksellers can thrive in a changing industry.

Frontlist: OM Books International has published a wide range of titles with authors from India and abroad. Can you share some insights into the editorial process at OBI, from acquiring manuscripts to the final publication? How do you ensure that each book aligns with the company's vision and resonates with its target audience?

Ajay: The editorial process is comprehensive and tailored to ensure that each book aligns with the company's vision and resonates with its target audience.

The process begins with the acquisition of manuscripts. This can happen through direct submissions from authors, literary agents, or through scouting for promising works. We look for manuscripts that align with our publishing goals and have the potential to engage and captivate our target audience.

Once a manuscript is acquired, it undergoes an initial editorial assessment. This involves evaluating the content for its quality, relevance, and market potential. We consider factors such as the uniqueness of the story, the writing style, and the potential for reader engagement.

If the manuscript is deemed a good fit for OBI, we move forward with contract negotiations with the author or their agent. This includes discussing terms such as royalties, rights, and publication timelines.

After the contract is signed, the manuscript enters the editorial development phase. This involves working closely with the author to refine and polish the content.

Parallel to the editorial development, the design team works on the book's cover and interior layout. The production team oversees the printing and manufacturing process, ensuring that the physical book meets OBI's quality standards.

As the book nears completion, the marketing team develops a strategy to promote the book. This includes creating promotional materials, planning launch events, and coordinating with retailers for distribution. The sales team works on getting the book into bookstores and online platforms. Once the book is published, the focus shifts to sales and ongoing marketing efforts. We monitor the book's performance in the market and continue to support it through various channels.

Frontlist: Given your extensive experience in the industry, what advice would you give to aspiring publishers and entrepreneurs looking to enter the world of publishing? What are some key lessons you've learned throughout your career that you believe are essential for success in this field?

Ajay: Entering the world of publishing can be both exciting and challenging. Knowing your target audience is crucial in publishing. Understand their preferences, reading habits, and what kind of content resonates with them. This will help you in selecting and marketing your titles effectively.

The quality of your content is what will set you apart in the industry. Invest in a good editorial team and don't compromise on the quality of your books. A well-edited and well-designed book is more likely to succeed in the market.

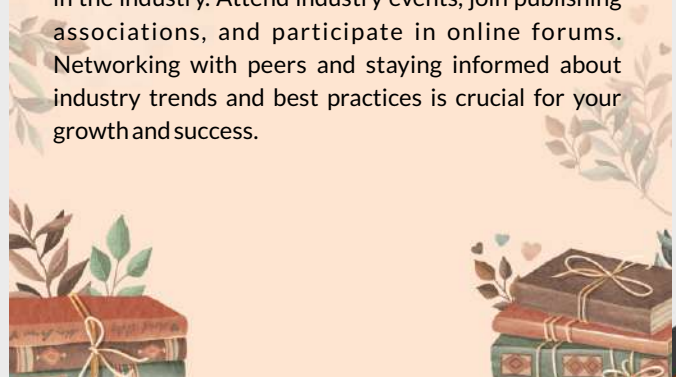
Develop relationships with authors, literary agents, booksellers, and other industry professionals. These connections can provide valuable opportunities and support as you grow your business.

The publishing industry is constantly evolving with new technologies. Embrace digital publishing, e-books, and online marketing to reach a wider audience and stay competitive.

The publishing landscape is ever-changing, so it's important to be adaptable. Be open to new ideas, trends, and business models. Flexibility will allow you to navigate the industry's ups and downs more effectively.

Rejection is a part of the publishing process, whether it's from authors, agents, or the market. Don't be discouraged by it. Instead, learn from each experience and use it to improve your future endeavors.

Publishing is a labor of love. Stay passionate about books and storytelling. This passion will drive you to overcome challenges and continue striving for success in the industry. Attend industry events, join publishing associations, and participate in online forums. Networking with peers and staying informed about industry trends and best practices is crucial for your growth and success.



Interview with Namrata Sharma, Founder “Keemiya Creatives”

Namrata is the editor of Kitaab, a South Asian literary magazine based in Singapore. Since 2018, she also runs a literary consultancy called Keemiya Creatives where she works with authors and publishing houses in different capacities. The services include editing, ghost-writing, publishing consulting, beta-reading, book marketing, and author branding. In 2023, she launched her podcast on book marketing called the Bookbot Theory along with a book marketing company called the Bookbots India. Bookbots India provides book marketing services to authors across South Asia. Her aim with both her initiatives is to make publishing and book marketing transparent and accessible.

Frontlist: As someone deeply immersed in the literary world, how do you perceive the role of literature in shaping society's understanding of complex issues such as identity, culture, and social justice?

Namrata: I believe literature plays a pivotal role in shaping society's understanding of complex issues such as identity, culture, and social justice. Through storytelling, literature has the power to illuminate diverse perspectives, challenge ingrained biases, and foster empathy and understanding among individuals from different backgrounds.

Literature serves as a mirror reflecting the complexities of human experiences, including the nuances of identity and cultural heritage. By exploring characters' struggles, triumphs, and conflicts, literature allows readers to empathize with diverse voices and gain insights into the lived realities of marginalized communities. Moreover, literature has the capacity to spark conversations and ignite social change. Authors often use their craft to address pressing social issues, advocating for equality, justice, and human rights. By engaging with thought-provoking narratives, readers are encouraged to critically examine societal norms and question prevailing power structures.

It serves as a bridge between past and present, preserving cultural heritage and amplifying voices that have been historically silenced. Through the retelling of untold stories and the celebration of diverse cultures, literature celebrates the richness of human diversity and fosters a sense of inclusivity and belonging. It is also as a catalyst for dialogue, empathy, and social transformation. By amplifying marginalized voices, challenging dominant narratives, and advocating for justice and equity, literature has the power to shape society's collective consciousness and inspire positive change.

Frontlist: With your experience in both editing and writing, how do you balance the roles of creator and critic? How does your perspective as an author influence your approach to editing, and vice versa?

Namrata: As an author and editor, I navigate the roles of creator and critic with a delicate balance, drawing on my experiences in both domains to inform my approach.



My perspective as an author influences my editing process, as I understand firsthand the creative challenges and vulnerabilities that accompany the writing journey. When editing, I strive to maintain empathy and respect for the author's voice and vision while providing constructive feedback to enhance clarity, coherence, and impact.

Conversely, my role as a critic sharpens my skills as an author, enabling me to critically evaluate my own work with a discerning eye. By applying the same standards of clarity, consistency, and authenticity to my writing as I do to others', I can refine my prose, strengthen my arguments, and elevate the overall quality of my work.

Ultimately, the symbiotic relationship between writing and editing allows me to approach both endeavors with humility, curiosity, and a commitment to continuous improvement. Whether creating or critiquing content, my goal remains the same: to communicate effectively, connect with readers on a deeper level, and contribute meaningfully to the literary landscape.

Frontlist: What importance do you place on copyright protection in the publishing industry, and how do you advise authors to safeguard their intellectual property?

Namrata: As someone deeply entrenched in the publishing industry, I place immense importance on copyright protection as a fundamental pillar of intellectual property rights. Copyright not only safeguards the creative works of authors but also incentivizes innovation and ensures that creators are fairly compensated for their contributions.

For authors, safeguarding their intellectual property begins with understanding their rights under copyright law and taking proactive steps to protect their work. While it is not mandatory for an author to register their work under the copyright law, they still have legal rights over their creations from the moment they are fixed in a tangible form. Before computers and typewriters, writers used to handwrite their stories. In those days it was advised to send your manuscript to your own address via a registered post to claim ownership. Likewise in today's times, mailing yourself the manuscript is an alternative for authors. It can provide additional evidence of ownership and facilitate legal proceedings in case of infringement.

Additionally, authors should include copyright notices on their published works to assert their rights and deter unauthorized use. In an increasingly digital landscape, authors must also be vigilant against online piracy and unauthorized reproduction of their work. This may involve implementing digital rights management (DRM) technologies, monitoring online platforms for infringing content, and taking swift legal action against copyright violations.

Furthermore, authors should consider entering into licensing agreements with publishers or distributors to clearly delineate the terms of use for their work and ensure proper compensation. By understanding their rights, leveraging legal protections, and exercising diligence in monitoring and enforcement, authors can effectively safeguard their intellectual property in the publishing industry.

Frontlist: As an advocate for transparency in publishing and book marketing, what steps do you believe need to be taken to create a more equitable and accessible publishing industry, particularly for emerging authors and marginalized voices?

Namrata: As an advocate for transparency in publishing and book marketing, I believe that creating a more equitable and accessible publishing industry requires concerted efforts from various stakeholders. Here are some steps that I believe need to be taken:

1. Diverse Representation: Publishers and literary agents should actively seek out and amplify voices from underrepresented communities, including authors from marginalized backgrounds, LGBTQ+ individuals, people with disabilities, and ethnic minorities. This can be achieved through targeted outreach, mentorship programs, and inclusive editorial practices.

2. Transparent Submission Processes: Publishers and literary agents should establish clear and transparent submission guidelines, ensuring that aspiring authors understand the submission process and know what to expect. This includes providing feedback on rejected manuscripts and offering resources for professional development.

3. Fair Contracts and Royalties: Publishers should offer fair and equitable contracts to authors, ensuring that they receive appropriate compensation for their work. This includes transparent royalty structures, timely payments, and provisions for rights reversion.

Authors should also have access to legal resources and advocacy organizations to help them navigate contract negotiations.

4. Accessibility in Publishing: Publishers should prioritize accessibility in both print and digital formats, making books available in accessible formats such as audiobooks, large print editions, and e-books compatible with screen readers. This ensures that readers with disabilities have equal access to literary works.

5. Community Building and Support: The publishing industry should foster a supportive and inclusive community for emerging authors and marginalized voices, providing networking opportunities, mentorship programs, and professional development resources. This can help aspiring authors navigate the complexities of the publishing industry and build meaningful connections within the literary community.

By implementing these measures, we can work towards creating a more equitable and accessible publishing industry that empowers emerging authors and amplifies marginalized voices. Transparency, diversity, and inclusivity are essential principles that should guide our efforts to make literature truly reflective of the rich tapestry of human experience.

Frontlist: Mental health is a prevalent concern in the creative industry. How do you navigate the pressures and challenges of the literary world while prioritizing your own mental well-being? Do you have any strategies or practices that you find particularly helpful?

Namrata: Navigating the pressures and challenges of the literary world while prioritizing mental well-being is indeed crucial, especially considering the inherent vulnerability and emotional investment that comes with creative endeavors.

A few reminders that have helped me sail through are:

Not to take anything personally.

The reason I chose this industry is my love for the written word and belief in the power of storytelling. That reason should be my guiding compass for everything that I do.

Over the years, I've found several strategies and practices helpful in maintaining my mental health:

1. Boundaries: Setting clear boundaries between work and personal life is essential.

I allocate specific time for writing, editing, and other professional tasks, but I also prioritize leisure activities, self-care, and spending time with loved ones.

2. Self-compassion: Practicing self-compassion involves being kind to oneself, especially during periods of self-doubt or creative blocks. I remind myself that setbacks and challenges are a natural part of the creative process and that it's okay to take breaks and seek support when needed.

3. Mindfulness and Stress Management: Incorporating mindfulness practices such as deep breathing exercises into my daily routine helps me manage stress and stay grounded. Journaling, pursuing creative outlets through other forms like dance, music etc, These practices promote relaxation, focus, and emotional resilience, allowing me to navigate the ups and downs of the literary world with greater ease.

4. Connection and Support: Cultivating a supportive network of fellow writers, editors, and industry professionals is invaluable. I seek out opportunities for collaboration, feedback, and mentorship, fostering meaningful connections that provide both professional and emotional support.

5. Professional Development and Growth: Engaging in continuous learning and skill development not only enhances my professional expertise but also boosts my confidence and sense of fulfillment. I attend workshops, conferences, and literary events, seeking inspiration and new perspectives to fuel my creative endeavors.

Ultimately, prioritizing mental well-being in the literary world requires self-awareness, self-care, and a willingness to seek support when needed. I strive to navigate the challenges of the creative industry while nurturing my mental health and overall well-being by practicing mindfulness every single day.

Frontlist: In your opinion, what are some of the most pressing issues facing writers and authors today, and how can the literary community come together to address them?

Namrata: In my view, several pressing issues confront writers and authors today, necessitating collective action within the literary community to address them effectively. Some of these challenges include:

1. Financial Insecurity: Many writers struggle with financial instability due to low advances, unpredictable royalties, and the increasing dominance of corporate publishing conglomerates. The literary community can advocate for fairer compensation structures, support initiatives like author cooperatives and patronage platforms, and explore alternative revenue streams such as crowdfunding and self-publishing.

2. Lack of Diversity and Inclusion: Despite efforts to promote diversity and inclusion in literature, marginalized voices continue to be underrepresented in mainstream publishing. The literary community must prioritize amplifying diverse voices, challenging systemic biases in publishing, and fostering inclusive spaces for writers from all backgrounds.

3. Access to Resources and Opportunities: Emerging writers often face barriers to accessing essential resources such as mentorship, professional development programs, and publishing opportunities. The literary community can play a crucial role in bridging these gaps by providing mentorship and networking opportunities, advocating for equitable access to writing residencies and fellowships, and supporting initiatives that provide financial assistance to emerging writers.

4. Mental Health and Well-being: The creative process can be emotionally taxing, and many writers grapple with mental health challenges such as anxiety, depression, and burnout. The literary community should prioritize mental health awareness and destigmatize conversations about mental illness. Supporting writers' well-being through peer support networks, access to mental health resources, and promoting work-life balance is essential.

5. Censorship and Freedom of Expression: Writers face censorship and threats to freedom of expression in various parts of the world, limiting their ability to explore controversial topics and challenge prevailing norms. The literary community must defend freedom of speech and advocate for the protection of writers' rights, including the right to express dissenting opinions without fear of reprisal.

6. Strong laws for plagiarism: In India, the absence of robust plagiarism laws poses a significant challenge for authors and writers today.

Without stringent legal protection, creators are vulnerable to having their original works copied or appropriated without consequence. This not only undermines the rights and livelihoods of authors but also erodes trust in the integrity of the publishing industry.

The rate at which the literary landscape is evolving in our country, the need for comprehensive plagiarism legislation becomes increasingly urgent to safeguard the rights and creativity of India's writers.

By addressing these pressing issues collectively, the literary community can foster a more inclusive, equitable, and supportive environment for writers and authors worldwide. Collaboration, advocacy, and solidarity are essential in effecting meaningful change and ensuring that literature continues to thrive as a powerful force for social, cultural, and political transformation.

Frontlist: As a reviewer for various publications, you engage with a wide range of literary works. What criteria do you use to evaluate books, and how do you approach reviewing works that challenge conventional literary norms or genres?

Namrata: I started reading since the age of four and have been reviewing for 14 years now. There is a certain joy that I still feel every time I sit down to write a review and it is this joy that keeps pushing me to look for exciting and diverse books to read.

I approach book reviews with a multifaceted lens, considering various aspects of a literary work to provide a comprehensive evaluation. Primarily, I assess the book's thematic depth and narrative coherence, examining how effectively the author communicates their ideas and engages with the reader. Additionally, I scrutinize the character development, plot intricacies, and writing style, aiming to gauge the overall impact and resonance of the storytelling.

When encountering books that challenge conventional literary norms or genres, I embrace the opportunity to explore innovative perspectives and unconventional storytelling techniques. Rather than adhering strictly to traditional criteria, I adapt my review approach to appreciate the unique qualities and artistic merits of such works. This involves acknowledging the author's creative risks, assessing the effectiveness of experimental elements, and evaluating how successfully the book subverts or redefines genre expectations.

Frontlist: As someone deeply involved in the literary community, what message do you have for all the writers and audiences out there as World Book & Copyright Day approaches?

Namrata: As World Book & Copyright Day approaches, I'd like to convey a message of appreciation and encouragement to all writers and readers within the literary community.

For writers, I urge you to continue embracing your creativity and passion for storytelling, as your unique voices and perspectives enrich the literary landscape and inspire readers around the world. Remember that your stories have the power to educate, empower, and spark meaningful conversations that transcend borders and cultures.

To audiences and readers, I encourage you to celebrate the joy of reading and the transformative power of books. Explore diverse genres, voices, and narratives, allowing yourself to be transported to new worlds and gain fresh insights into the human experience. Remember that every book is a doorway to empathy, understanding, and personal growth.

Furthermore, as we celebrate the significance of books and literature, it's crucial to address one of the biggest threats facing the publishing industry: plagiarism. It's imperative for authors, readers, and the entire literary community to come together in staunch opposition to plagiarism. By standing united against plagiarism, we uphold the principles of integrity, respect, and fairness that are essential to the literary world.

Say no to plagiarized books and photocopies of your favorite reads. Support original content and uphold the integrity of the literary world. Together, let's champion creativity, respect authors' rights, and preserve the magic of storytelling for generations to come.

As we commemorate World Book & Copyright Day, let us reaffirm our commitment to upholding the value of literature, promoting literacy, and safeguarding the rights of authors and creators.

Your background is a fascinating blend of entrepreneurship, investing, and now authorship. Can you share how these experiences have shaped the concepts and advice found in "The New Me"? Did challenges or successes in these fields motivate you to explore health and lifestyle transformation?

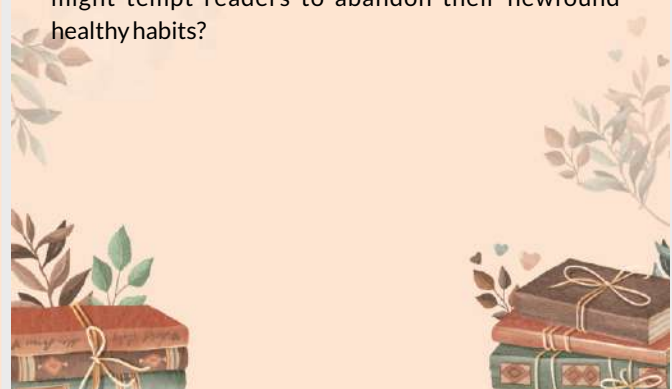
Many people feel overwhelmed when considering lifestyle changes. "The New Me" seems to offer a practical approach. Can you elaborate on strategies your book offers to help readers take that crucial first step towards a healthier life?

One of the core principles in your book is the power of small, incremental changes. Can you describe a few specific examples of these small changes and how they can lead to significant improvements in overall health and well-being over time?

Exercise can be a major hurdle for many. In contrast to traditional fitness approaches, how does "The New Me" guide readers to incorporate physical activity into their daily routines in a realistic and sustainable way?

The link between physical activity and mental well-being is increasingly recognized. "The New Me" emphasizes this connection. Can you elaborate on how engaging in physical activities contributes to positive mental benefits?

Maintaining consistency can be challenging when it comes to lifestyle changes. How does "The New Me" address this common problem? Does the book offer strategies to overcome boredom or busy schedules that might tempt readers to abandon their newfound healthy habits?



Interview with Suhail Mathur, Founder "The Book Bakers"

Suhail Mathur is an award-winning and bestselling author of the historical-mythological fiction, *THE BHAIKAV PUTRAS* and the mythological-fantasy, *THE HUNT FOR RAMA'S BOW*, a TedX speaker, and is one of the country's premier literary agents via his agency, *THE BOOKBAKERS*, through which he has worked on more than 889 books.

An alumnus of Delhi Public School, NOIDA and National Law University, Delhi, Suhail, a lit fest regular and the festival director of the largest & longest online Literature Festival; The Book Bakers Online Literature Festival, has also worked as an English cricket commentator for Star Sports & Airtel's mobile app.

Frontlist: As an accomplished author, literary agent, and festival director, you wear many hats in the literary world. How do you balance your roles and responsibilities while maintaining creativity and passion for writing?

Suhail: Balancing roles in writing, literary representation, and festival direction can be straightforward when you understand their distinct purposes. Writing a book is a solo endeavor focused on crafting a compelling story for readers. Engaging a literary agent adds a collaborative element, blending the author's ideas with the agent's vision to ensure the book reaches its fullest potential through publication. Finally, organizing a literary festival amplifies the celebration of literature, uniting authors, readers, and enthusiasts in a shared passion for storytelling.

Each role contributes to the excellence of literature by serving different aspects of the publishing journey. Writing produces the content, agents facilitate publication, and festivals celebrate and inspire literary creativity. This holistic approach not only benefits authors but also ignites enthusiasm among readers, fostering a community where aspiring writers find encouragement to pursue their own storytelling ambitions. Balancing these roles with their unique objectives ensures a harmonious and effective pursuit of literary excellence.

Frontlist: Your books "The Bhairav Putras" and "The Hunt for Rama's Bow" blend historical-mythological and mythological-fantasy genres. What draws you to these genres, and how do you approach the intricate task of intertwining history, mythology, and fiction in your storytelling?

Suhail: Since my childhood, India's rich mythology and history have captivated me. From the ancient Mauryas and Guptas to the Islamic invasions, Rajputs, Mughals, and British rule, the tapestry of Indian history is vast and filled with intriguing characters and events. As an author in India, this diversity offers immense creative freedom to interpret and explore historical events, battles, and mythical figures.

In my first book, "The Bhairav Putras," I aimed to blend history and mythology, choosing to focus on Lord Bhairav, a lesser-known deity.



Despite the challenge of making him relatable, I saw an opportunity to introduce readers to this deity while also infusing the story with my own interpretations and creativity. The positive reception from readers validated this approach, demonstrating the power of storytelling to educate and entertain.

In my subsequent book, "The Hunt for Rama's Bow," inspired by a conversation at a literary festival about the lack of awareness among today's youth about Indian mythology, I set out to make these stories accessible and engaging. By placing mythical creatures in a modern setting at Delhi University in 2020, I bridged the gap between ancient mythology and contemporary life, creating a blend of history, mythology, and fiction that resonated with readers. My writing journey has taught me the importance of authenticity and passion in storytelling, urging fellow writers to pursue genres that naturally interest them to create compelling narratives that endure.

Frontlist: Mental health is a prevalent issue in the creative industry. Are there specific practices or strategies you employ to maintain balance and manage stress that might also help people with creative pursuits?

Suhail: In the creative industry, particularly writing, mental health plays a critical role due to its intimate connection with the mind's creative process. Whether facing writer's block, seeking literary representation, securing a publisher, or navigating the marketing and sales journey, the process can be daunting. However, maintaining self-belief is key. Writer's block is natural, and ideas will come in due time. What matters most is the quality of the work, not the timing of its creation. Authors, especially first-timers, may doubt their work's appeal, but trusting in their own judgment is essential. Bringing their book to market allows for validation or learning from feedback.

Criticism, both genuine and fake, is part of the journey. While negative reviews can sting, it's crucial not to let them overshadow achievements or deter progress. The industry demands resilience and a forward-thinking mindset. Moving past setbacks and not dwelling on past successes is vital for growth.

Learning to differentiate between constructive feedback and baseless criticism is key. While negative experiences may arise, focusing on personal and professional development while maintaining mental toughness is crucial for success. Encouraging authors to persevere and continue advancing despite challenges is essential advice for navigating the unpredictable landscape of the creative industry.

Frontlist: Your agency, The Book Bakers, has been instrumental in shaping the literary landscape, having worked on numerous successful books and Book To Screen deals. Can you share some insights into the process of bridging the gap between authors and publishers, and navigating the ever-evolving publishing industry?

Suhail: We've been fortunate to receive numerous scripts from talented authors, resulting in close to 1300 book deals and several book-to-screen adaptations. Working with a literary agent offers advantages, especially when many publishing houses face overwhelming volumes of submissions. Often, manuscripts are rejected without being read, as automated systems dictate responses after a set time frame, leaving many deserving books undiscovered. However, with a literary agent, submissions are targeted to specific departments and individuals within publishing houses, ensuring faster responses based on fair judgment.

Understanding the nuances of the publishing industry is crucial. For instance, a rejection from one department doesn't necessarily mean a rejection from the entire publishing house. Recognizing this, we navigate submissions strategically, capitalizing on opportunities within different departments. This approach has led to successful book deals, proving the importance of persistence and adaptability in the publishing process. Despite setbacks, it's essential to remain resilient and seize opportunities wherever they arise, underscoring the indispensable role of a literary agent in guiding authors through the intricacies of the publishing world.

Frontlist: As the festival director of The Book Bakers Online Literature Festival, you've spearheaded one of the largest online literary events. What challenges and opportunities arise in organizing such a festival, and how do you ensure it remains engaging and inclusive for participants?

Suhail: Organizing the Book Bakers Online Literature Festival presented numerous challenges, especially amid the COVID-19 pandemic's first wave. Despite the bleak circumstances, we saw it as an opportunity to innovate and bring authors directly to their audiences' homes, creating a unique experience. With 600 represented authors, the task seemed daunting, but we embraced it as a chance to showcase a diverse range of voices and ideas.

Being pioneers in the online events space in India, we aimed to set a new standard and provide a platform for authors to engage with their readers in a virtual environment. Despite initial uncertainties, we remained determined to make the festival inclusive and impactful. Thanks to our perseverance and belief in the project, we overcame technical hurdles and launched the festival smoothly, offering 91 sessions over eight days with participation from authors across 31 countries.

The festival's success was evident in its widespread appreciation, garnering over 1-2 lakh views and receiving organic coverage in newspapers nationwide. By staying committed to our vision and making inclusivity a priority, we were able to host the world's longest and largest online literature festival, showcasing the power of innovation and collaboration in overcoming challenges.

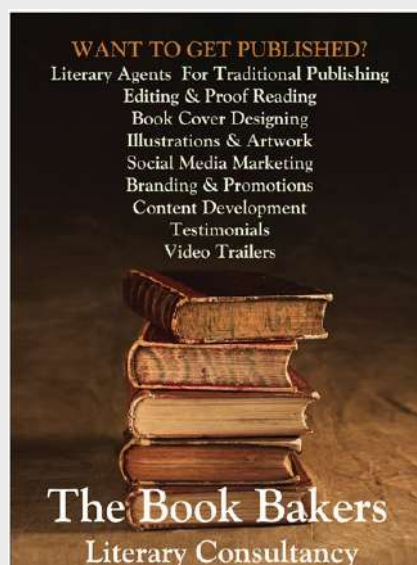
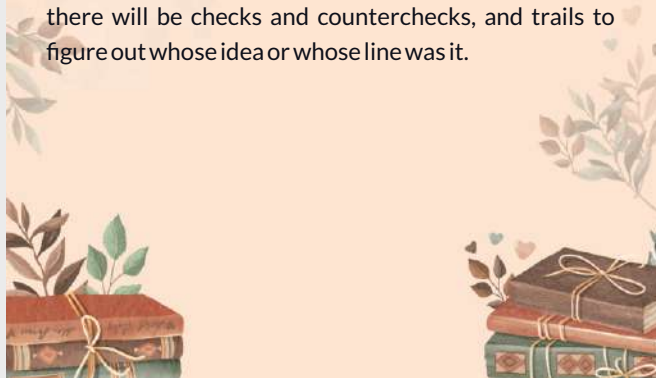
Frontlist: With World Book & Copyright Day approaching, what advice or message do you have for fellow writers and readers regarding the importance of respecting copyright laws and protecting intellectual property rights in the digital age?

Suhail: I think copyright laws and intellectual property rights have become easier to secure, you know, in the digital age because if you look at the Copyright Act earlier, what used to happen was that you had to print your script on paper and send out the hard copies to the publisher.

But over the last five, six, seven years, with a strong push towards online submissions, it has become very easy for people to retain their IP and you know, copyright because the moment you send out a script, the moment you send out a script to someone, the intellectual property rests with the sender, so the author always has that.

And now, if you're sending it out on an email, you'll always have a record of sending it out with the date and time you sent it on. So that protects you. And as far as copyright laws are concerned, copyright laws are very strong and watertight in our country. Every publisher will send out an agreement where it would be mentioned that the copyright rests with the author, and even on the first page, you'll see it says copyright at so-and-so and the year. So I think the literary industry fully endorses the importance of copyright.

With the advent of the digital age, intellectual property rights have been secured like never before. So I think it is a great time for people to write. It is a great time for people to write without worrying whether the ideas would be stolen or not because it is really difficult to do that now. And if someone does it, then they will definitely be punished because there will be records, there will be checks and counterchecks, and trails to figure out whose idea or whose line was it.



AUTHOR INTERVIEWS

- Dr Vandana V. Prakash & Dr Mary Abraham
- Amaresh Ojha
- Gagan Dhawan
- Professor K Srinath Reddy
- Kapil Gupta
- Kamlesh D. Patel Daaji

Interview with Dr Vandana V. Prakash & Dr Mary Abraham, Author “Managing Chronic Pain”

Dr Vandana V. Prakash is a senior consultant clinical psychologist practising for the past thirty years. She has an MPhil in medical and social psychology from NIMHANS, Bangalore. She has several research papers to her credit and has co-authored chapters on suicidal behaviour in adolescents for various international publications. She has also co-authored *Conquering Pain* (2019). Her next book is about learning disabilities. Dr Prakash is a clinician, researcher, academician and trainer.

Dr Mary Abraham is MD (AIIMS) and DNB anaesthesiology, with thirty-five years of experience in neuroanaesthesiology, pain and palliative care. She is a senior consultant in pain at the Max Multi Speciality Centre, Panchsheel Park, New Delhi. She has several papers to her credit, has contributed chapters in various books and has co-authored *Conquering Pain* (2019). She has organized many conferences and conducted workshops on neuroanaesthesia and pain medicine. She has contributed medical illustrations to various books, including *Managing Chronic Pain*. Dr Abraham is a clinician, researcher and academician.

Frontlist: Managing chronic pain involves understanding its multifaceted nature, including physical, emotional, and social dimensions. How do you navigate these complexities in your book to provide holistic insights for readers?

Dr Prakash & Dr Abraham: The pain that persists after twelve weeks, even when its protective role is over, and has lasted beyond the expected time of healing is termed chronic pain. Besides the unpleasantness of pain and the dysfunctionality it causes, when pain becomes chronic it tends to disrupt day-to-day life and brings in its wake many psychosocial issues. These could be anxiety, chronic low mood, depression, stress, occupational performance, change in dynamics of the house which affects relationship within the family and with the spouse. Due to the plethora of issues, thus created by chronic pain, often sufferers tend to distance themselves socially and emotionally and withdraw to themselves.

What may have started with only physical pain, subsequently with added psychosocial issues becomes a biopsychosocial experience. In this book, we have attempted to address not just the physical and biological consequences of chronic pain but also its psychological, social, and even spiritual ramifications. This is what is termed Total Pain and we have explained how this can affect the overall quality of life and how to manage it using a multimodal approach.

Frontlist: The mind-body connection is a central theme in your book. How do you explore this connection and its significance in the context of chronic pain management?

Dr Prakash & Dr Abraham: We have initially explained the biology and psychology of pain, including various models explaining the phenomenon. The risk factors, both modifiable and non-modifiable, physical, psychological, social, occupational, and cultural, have been described. The impact chronic pain has both on the mind and body of the person also constitutes a whole chapter. Once the expected problems have been identified, the holistic management of chronic pain has been addressed.



We started the book with a case study and ended the book describing how various medical, physical, psychological, social, and occupational issues were addressed in that patient, using a combination of multi-modal treatment strategies by a multi-disciplinary team.

Frontlist: What are some common misconceptions about chronic pain that you aim to challenge or clarify through your book?

Dr Prakash & Dr Abraham: The most common myth about chronic pain is that it is purely physical pain gone awry and needs to be addressed only by medical specialists. However, chronic pain brings a plethora of psychological and social problems with it. If management is limited to only treating the physical pain, the relief thus obtained is also partial. Mind and particularly the emotional disturbances need to be addressed simultaneously to maximize the wellness quotient and have a more successful outcome.

Frontlist: As authors with extensive experience in clinical practice, research, and academia, how do you ensure that your insights are accessible and relevant to both medical professionals and general readers?

Dr Prakash & Dr Abraham: One of the reasons we wrote the book was to get a platform to reach a wider audience as interaction with patients alone is limited in its outreach experience.

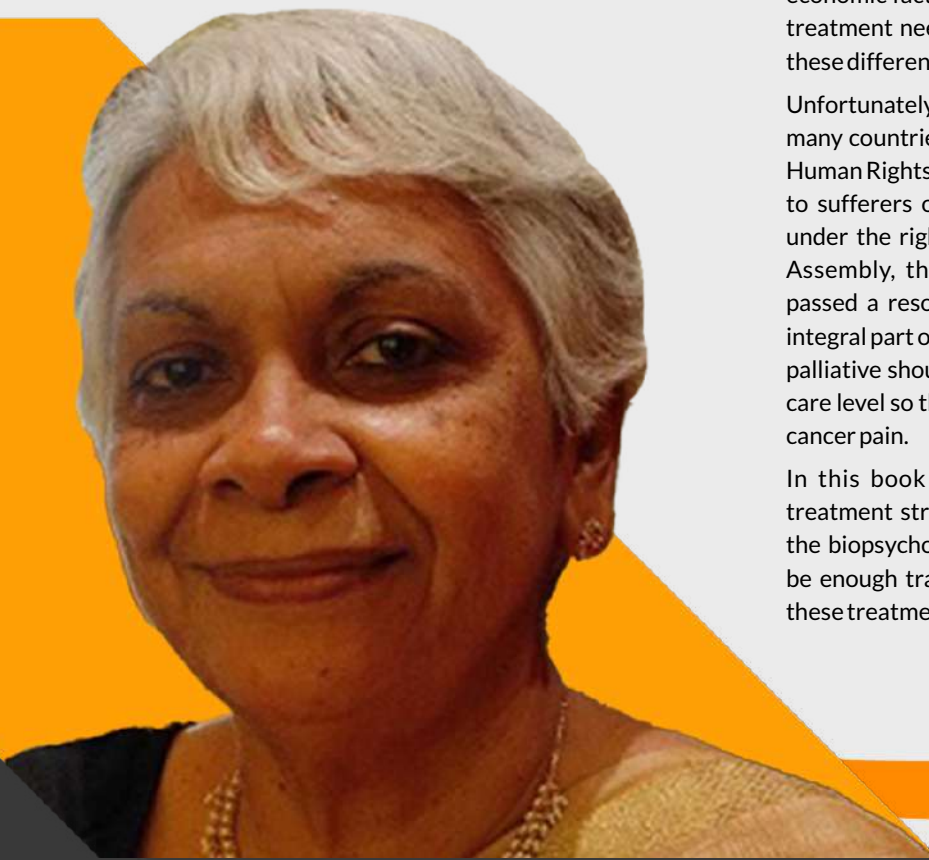
We were also aware of the huge number of persons who are suffering from chronic pain but have either no knowledge or only partial knowledge of the existence of pain specialists, pain clinics, and palliative care. Most persons especially in smaller towns and villages have no accessibility and means for the treatment of pain, whether it is chronic non-cancer or cancer pain. Although the biopsychosocial model has been prevalent in the western world, it is still in a nascent stage in our country. The biopsychosocial model of pain and its application in the holistic management of pain has been explained in a simple way that would be helpful to both non-medical and medical persons.

Frontlist: World Health Day emphasizes the importance of equity in healthcare. How does your book address disparities in chronic pain management and advocate for fairer access to effective treatments?

Dr Prakash & Dr Abraham: Pain, till a couple of decades back, was considered either an offshoot of a medical condition and/or an integral part of other specialties in medical science. Pain to be recognized as a special branch only happened with the declaration by the United States Congress proclaiming 2001-2010 as the 'Decade of Pain Control and Research'. Nearly 20 percent of people worldwide suffer from chronic pain with serious ramifications in terms of mental health, occupational efficiency, and it is also a burden on the health exchequer. Chronic pain does not differentiate between social strata, age, or any other educational or economic factors but can affect anyone. Availability of treatment needs to be provided for all irrespective of these differences.

Unfortunately, equity in healthcare is not present in many countries worldwide. According to International Human Rights Law, countries have to provide pain relief to sufferers of pain as part of their core obligations under the right to health. In 2014, the World Health Assembly, the decision-making body of the WHO, passed a resolution that palliative care should be an integral part of healthcare. The WHO recommends that palliative should be integrated into the primary health care level so that all citizens can access it especially for cancer pain.

In this book we have elaborated on innumerable treatment strategies for managing chronic pain using the biopsychosocial approach. However, there should be enough trained medical professionals to carry out these treatment methods.



One policy that can be adopted is making it mandatory for every hospital to have pain and palliative care clinics and to have awareness programs so that people from all walks of life know about the existence of these facilities.

Frontlist: Can you highlight some practical strategies or exercises from your book that individuals can incorporate into their daily lives to better manage chronic pain?

Dr Prakash & Dr Abraham: Prevention is always better than cure. One can prevent and manage chronic pain by implementing lifestyle changes as well as having routine medical checkups. Lifestyle changes include daily physical activity and exercise, good and healthy nutrition, controlling body weight, good work ergonomics, adequate sleep, control stress levels, and maintaining a good work-life balance. Regular health checkups can detect any deficiencies or comorbidities that may be present. The psychological aspects can be addressed by acceptance of the problem, willingness to deal with both the physical and emotional impact of chronic pain, pursuing one's cherished goals, and working on them to the best of one's capacities, despite the presence of pain. Simple daily routines like yoga, meditation, incorporating dance, art, music therapies can easily be followed. For emotional release ventilation, externalization of interests, tension release through diary writing like emotional diary writing and pain diaries are helpful.

Frontlist: Chronic pain often affects not only the individual experiencing it but also their family, social relationships, and overall quality of life. How does your book address the broader impact of chronic pain on various aspects of well-being?

Dr Prakash & Dr Abraham: Family and social issues are a part of nearly all the chapters of the book. When a person is afflicted with chronic pain, the dynamics of the family changes. The healthier partner has to don the mantle of responsibilities for the family. The partner as well as a cohesive family who able to deal with changed circumstances would be able to have good spousal and familial relationships. The converse is equally true. The book also describes the hostility or expressed emotions that may develop within the spousal and familial relationships against the chronic pain patient. When we see the relationships being affected, marital therapy and family therapies are incorporated as part of the treatment program.

We did it with Rahul's spouse and the family when it became obvious that the angst within the family was becoming a deterrent in his overall improvement.

Frontlist: Lastly, what message or insight do you hope readers will take away from "Managing Chronic Pain," and how do you envision it contributing to a greater understanding and improvement in chronic pain management practices?

Dr Prakash & Dr Abraham: First and foremost, we hope that the readers understand the significance of the biopsychosocial phenomenon of chronic pain. The biology and psychology of chronic pain, risk factors both modifiable and non-modifiable, and the impact chronic pain has on the mind and body are precursors to seeking treatment. Targeting only physical pain in the absence of healing mental pain is a job half done.

For example, if a patient with chronic pain has major depression or chronic depression (dysthymia), the pain experience would not be alleviated by treating only the physical pain as one of the symptoms of depression is pain. Despite the best efforts of a pain specialist to treat physical pain, the patient would still feel pain if depression, anxiety, stress, unrefreshed sleep, obesity and so on are not simultaneously addressed. Chronic pain can and often does result in disabilities which adversely affect the quality of life of not only the patient but the partner, family, and extended social milieu. Recognizing and working upon these issues would help in a long way for better life adjustments and a better outcome.



Interview with Amaresh Ojha, Author “Fitness Habits: Breaking the Barriers to Fitness”

Amaresh Ojha Founder of India's largest fitness discovery platform, Gypik, Amaresh Ojha is a fitness enthusiast. An IIM Bangalore alumnus, Amaresh has worked with some of the best software companies in the world before setting out to turn his passion into a multi-million-dollar business. A renowned name in the health and fitness industry, his entrepreneurial journey has had an immense impact on his approach to fitness. Originally a native of Bihar, Amaresh now calls Bangalore home.

Frontlist: Many fitness resources focus solely on physical results. How does "Fitness Habits: Breaking the Barriers to Fitness" address the mental and emotional aspects of establishing a sustainable fitness routine?

Amaresh: Many fitness advice feels out of reach, designed for people already living a super healthy lifestyle. 'Fitness Habits' takes a different approach.

We're bombarded with images of fitness transformations, making it seem like it's just about willpower and punishing workouts. That approach doesn't work for most of us!

"Fitness Habits" focuses on what works in real life. Everyone has busy schedules, setbacks, and days when motivation is low. The book helps you work through those challenges, find what fits into your life, and build the mental resilience to stay consistent. Small, everyday victories are more potent than you think! It's about making yourself powerful; that's not something you should dread!

Frontlist: One of the goals of World Health Day is to encourage preventative healthcare. How does your book position fitness as a vital component of a preventative health strategy?

Amaresh: Absolutely! Fitness is so much more than how you look; it's about protecting your health in the long run. That's the core idea behind "Fitness Habits". We all know we should exercise, but the book is designed to help you actually make it happen.

The science is precise – regular physical activity is like a superpower for your body and mind. But after years in this industry, I know most people struggle with consistency. "Fitness Habits" breaks down the barriers, showing how even small steps make a massive difference over time. It's about working with your lifestyle, not against it, so those healthy habits stick.

Frontlist: The book's title hints at creating long-term habits. With trends constantly changing in the fitness world, how does "Fitness Habits: Breaking the Barriers to Fitness" equip readers to avoid fads and build a sustainable fitness routine that fits their unique lifestyles?

Amaresh: That's a great question. The focus on habits is intentional because fads come and go, but a sustainable routine is built on lasting behavior change. "Fitness Habits: Breaking the Barriers to Fitness" is a book for everyone of every age. Do whatever works for you; give it your 30 minutes every day.

The framework in the book is a tool for designing a fitness routine that aligns with your lifestyle and goals.

It's about personalization—figuring out what type of exercise you enjoy, what time of day works best for you, and how to build accountability. When your fitness plan feels like a natural extension of your life, you're less likely to be swayed by the latest fad.



Frontlist: Technology plays a significant role in our lives. Does "Fitness Habits: Breaking the Barriers to Fitness" explore any ways to leverage technology positively to enhance our fitness journeys? This could be fitness apps, wearable trackers, or even online communities.

Amaresh: Of course! Technology can be instrumental in your fitness journey. The foundation of success lies in creating lasting behavioral changes – understanding your motivation, setting realistic goals, and overcoming mental roadblocks.

Leverage technology effectively. Think of fitness trackers to monitor progress, workout apps for convenience, or online support groups for a sense of community. Ultimately, technology should serve your commitment to healthy habits, not become a distraction or a crutch.

Frontlist: How can the principles outlined in "Fitness Habits: Breaking the Barriers to Fitness" be adapted throughout different life stages? For example, how might someone's fitness routine differ in their 20s versus their 50s?

Amaresh: Age is just a number! There are so many out there in their 40s, and late 50s who are incredibly fit. There is no particular age to start but depends on how consistent are you, and maintain a routine that just sticks in. If you have hours to spend on social media, weekend parties, and celebrations, the truth is - you have time for your fitness too!

Everything comes with caution, and that's why you should follow a simple rule - listen to your body and do what you can do at that moment. Maybe it's a brisk walk, cycling, or walking your dog – it all counts! You can progress with time. The idea isn't to become a gym rat but to make activity a part of your daily life, no matter what your age is. If you are over 40 and want to start, it's safe to consult your doctor about your plan.

Take the help of a personal trainer to know what works for your body, and please don't blindly follow social media. Your PT is your all-time well-being support. A great personal trainer is your great friend, too!

Frontlist: Writing a book on fitness is one thing, but living it is another. How do the strategies outlined in "Fitness Habits: Breaking the Barriers to Fitness" take inspiration from your fitness practices?

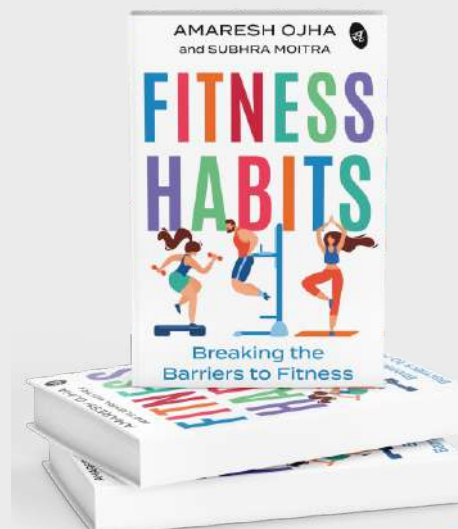
Amaresh: For me, my book wasn't about creating theoretical concepts.

It grew out of my own struggles and wins in building a fitness routine that I have been following for more than ten years now. The book heavily emphasizes understanding your 'why' and overcoming mental roadblocks. That's because those were my big hurdles! It also focuses on small, incremental changes that blend with your life. That's a strategy I still use today – I have a particular time scheduled for my workout that I follow almost 75-80% of the time.

We all face some mental barriers– lack of motivation, feeling overwhelmed, lazy. That's why you find activities you genuinely enjoy and get moving. In a way, the book is a roadmap of the lessons I've learned along my own fitness journey.

Frontlist: With two authors, you likely bring different perspectives to fitness. Can you share how your individual approaches to fitness complemented each other in the creation of "Fitness Habits: Breaking the Barriers to Fitness"?

Amaresh: This book represents the culmination of our individual paths in fitness, converging through a shared enthusiasm for physical well-being. My extensive experience in the fitness sector, combined with Subhra's exceptional proficiency in writing, has created a synergistic blend of talents. This fusion not only enriches the book's content but also provides a compelling and valuable read for those who pick it up.



Interview with Gagan Dhawan, Author “Fitness Habits: Breaking the Barriers to Fitness”

Gagan Dhawan is a first-generation entrepreneur, angel investor and author whose penchant for learning new things and creating revolutionary products has led to the culmination of many successful businesses across diverse domains such as healthcare, education, devotion, fashion and more. Through this book, he aims to make health an inseparable part of our everyday lives.

Frontlist: Your background is a fascinating blend of entrepreneurship, investing, and now authorship. Can you share how these experiences have shaped the concepts and advice found in "The New Me"? Did challenges or successes in these fields motivate you to explore health and lifestyle transformation?

Gagan: My journey as an entrepreneur and investor has provided me with valuable insights into the importance of holistic well-being, which is easy to neglect for a lot of individuals due to time constraints and work-pressure. I realised that optimal health is a lot more than financial gains or business accomplishments. Achieving balance and fulfilment in all aspects of life is the ultimate prize.

My experiences taught me the significance of prioritising health and lifestyle choices to sustain long-term success and happiness. The New Me is a culmination of this realisation, offering practical guidance on how simple yet impactful changes in areas like nutrition, exercise, hydration, mindfulness and more can lead to profound transformations in overall well-being.

Moreover, entrepreneurship and investing often demand high levels of energy, focus and resilience. The actionable strategies in The New Me empower individuals to optimise their health and vitality, ultimately enhancing their ability to thrive in both personal and professional endeavours.

Frontlist: Many people feel overwhelmed when considering lifestyle changes. "The New Me" seems to offer a practical approach. Can you elaborate on strategies your book offers to help readers take that crucial first step towards a healthier life?

Gagan: One of the key strategies outlined in the book is the concept of incremental change. Instead of advocating for drastic overhauls overnight, I encourage readers to focus on taking small, manageable steps towards their health goals - whether it's starting with something as simple as adding an extra serving of vegetables to their meals or committing to a brief daily walk.



The actionable advice and realistic solutions fit seamlessly into busy lifestyles. From quick and nutritious meal ideas to efficient workout routines that can be done at home, the book equips readers to incorporate healthy practices into their daily routines, without feeling overwhelmed. I have tried to put together practical strategies, gentle encouragement, and a roadmap for sustainable change in my book.

Frontlist: One of the core principles in your book is the power of small, incremental changes. Can you describe a few specific examples of these small changes and how they can lead to significant improvements in overall health and well-being over time?

Gagan: The seemingly minor adjustments, when consistently practised over time, can yield remarkable results. Here are a few specific examples:

Morning Rituals: Starting the day with a glass of water and a few minutes of mindful breathing or stretching helps hydrate the body, oxygenate the cells, and promote mental clarity, laying the foundation for improved energy levels and productivity.

Healthy Snack Swaps: Opting for a piece of fruit or a handful of nuts instead of sugary processed snacks provides essential vitamins, minerals, and fibre while curbing cravings and supporting stable blood sugar levels.

Movement Breaks: Short movement breaks such as taking a brisk walk around the block or doing a few minutes of stretching at your desk can help boost blood circulation, alleviate muscle tension, and enhance mood, contributing to improved overall health and well-being.

Mindful Eating Practices: Slowing down and savouring each bite during meals can promote better digestion, nutrient absorption, and awareness of hunger and satiety cues. By practising mindful eating, individuals can cultivate a healthier relationship with food, prevent overeating and foster a greater appreciation for nourishing their bodies.

Hydration Habit: Simply carrying a reusable water bottle and setting reminders to drink water at regular intervals can help ensure you're consistently hydrating your body. Proper hydration supports digestion, circulation and cognitive function, increased energy levels, improved concentration and enhanced overall vitality.

Frontlist: Exercise & following a Diet plan can be a major hurdle for many. In contrast to traditional fitness approaches, how does "The New Me" guide readers to incorporate physical activity into their daily routines in a realistic and sustainable way?

Gagan: In the face of this challenge, rather than advocating strict regimens or extreme measures, the book takes a more holistic and sustainable approach to physical activity and nutrition.

The book encourages readers to merge working out with activities that they genuinely enjoy. Whether it's dancing, hiking, gardening or playing a sport, the focus is on finding activities that make exercise a rewarding and fulfilling experience rather than a dreaded task.

The book also promotes the concept of functional fitness and incorporating movement into daily life. Such as walking or biking for transportation, taking the stairs instead of the elevator, or incorporating bodyweight exercises into daily routines.

Furthermore, the book advocates for a flexible and intuitive approach to nutrition. Instead of rigid diet plans or strict calorie counting, the focus is on cultivating a balanced and mindful approach to eating. This includes listening to hunger and fullness cues, honouring cravings in moderation, and prioritising nutrient-dense whole foods while still allowing for flexibility and enjoyment.

Frontlist: The link between physical activity and mental well-being is increasingly recognized. "The New Me" emphasises this connection. Can you elaborate on how engaging in physical activities contributes to positive mental benefits?

Gagan: The profound connection between physical activity and mental well-being often goes under the radar. Engaging in regular physical activity offers a myriad of positive benefits for mental health:

Stress Reduction: Physical activity, whether it's aerobic exercise, strength training, or yoga, helps to reduce levels of stress hormones such as cortisol while simultaneously stimulating the production of endorphins, the body's natural mood elevators. This can result in feelings of relaxation and overall emotional well-being.

Improved Mood: Exercise has been shown to boost levels of neurotransmitters like serotonin and dopamine, which are known to regulate mood and promote feelings of happiness and contentment. Regular physical activity can help alleviate symptoms of depression and anxiety, serving as a powerful tool for managing mood disorders.

Enhanced Cognitive Function: Physical activity has been linked to improved cognitive function and mental clarity. Exercise increases blood flow to the brain, which can enhance memory, concentration, and overall cognitive performance. Engaging in physical activity stimulates the growth of new brain cells and strengthens neural connections, supporting long-term brain health.

Stress Management: Regular physical activity provides a healthy outlet for managing stress and negative emotions. Whether it's going for a run, practising yoga or taking a brisk walk in nature, exercise can help individuals process and release pent-up tension.

Increased Self-Esteem: Engaging in physical activity can boost self-esteem and confidence by fostering a sense of accomplishment and mastery. Achieving personal fitness goals, improving physical strength and endurance, and experiencing the tangible benefits of exercise can enhance feelings of self-worth and self-efficacy.

Better Sleep: Regular physical activity has been shown to improve sleep quality and duration, which are essential for mental health and well-being. Exercise helps regulate circadian rhythms, reduce insomnia symptoms and promote deeper, more restorative sleep, leading to improved mood, cognition, and overall functioning during waking hours.

Frontlist: Maintaining consistency can be challenging when it comes to lifestyle changes. How does "The New Me" address this common problem? Does the book offer strategies to overcome boredom or busy schedules that might tempt readers to abandon their newfound healthy habits?

Gagan: The New Me offers practical strategies to overcome obstacles such as boredom and busy schedules, ensuring readers can sustain their newfound healthy habits effectively.

Instead of prescribing rigid rules or one-size-fits-all solutions, the book encourages readers to experiment with different strategies and find what works best for them. By empowering individuals to take ownership of their health journey and make choices that align with their unique preferences and circumstances, the book fosters a sense of autonomy and self-efficacy that is essential for sustaining long-term lifestyle changes.

The book provides a diverse range of tips, techniques, and activities to keep readers engaged and motivated, preventing boredom and monotony from derailing their progress. You can try new recipes, explore different forms of exercise, and incorporate mindfulness practices into daily routines.



Interview with Professor K Srinath Reddy, Author “Pulse to Planet: The Long Lifeline of Human Health”

K. Srinath Reddy has lived in a multiverse of medicine, public health, sustainable development and public policy. Trained as a cardiologist and epidemiologist, he has been a passionate public health advocate at national and global levels. He was head of cardiology at the All India Institute of Medical Sciences, Delhi, before establishing the Public Health Foundation of India to create five Indian Institutes of Public Health. These are building broadband capacity in public health education, research, skill-building, policy development and programme implementation. After serving as the first Bernard Lown Visiting Professor of Global Cardiovascular Health at Harvard, he is presently an Adjunct Professor at Harvard, Emory, Pennsylvania and Sydney universities.

Reddy was President of World Heart Federation and is co-chair of the Health Thematic Group of the UN Sustainable Solutions Network. Author of 570 scientific papers and the book *Make Health in India*, he is an International Member of the US National Academy of Medicine and has served on several technical committees of the World Health Organization. He chaired the High Level Expert Group on Universal Health Coverage for India's Planning Commission and advises several Indian states on health policy.

Reddy received the WHO Director General's Award and Luther Terry Medal of the American Cancer Society for outstanding global leadership in tobacco control, besides the Queen Elizabeth Medal for Health Promotion and several honorary doctorates. The President of India conferred on him the prestigious civilian honour Padma Bhushan in 2005.

Frontlist: “Pulse to Planet” explores the intricate connection between human health and the well-being of our planet. What specific aspects of this relationship inspired you to write this book?

Professor Reddy: Over millennia, nature has fine-tuned our bodies to survive and thrive through a balanced interplay of many physiological systems that efficiently coordinate and regulate the functions of cells, tissues, and organs that contribute to our growth, longevity, and well-being ('homeostasis'). These systems also learn how to adapt to many external influences that challenge our bodies and minds so that we can remain healthy without undue perturbations of that internal balance ('allostasis'). This equilibrium is disturbed by many social, economic, environmental, and commercial influences. Environmental degradation is now becoming a significant threat to our health through a three-pronged assault of unrelenting climate change, many forms of pollution, and alarming biodiversity loss. Besides causing many diseases, climate change will also undermine nutrition security because of adverse impacts on agriculture and food systems. Even as we are witnessing many of these effects with increasing frequency all across the globe, we will also bear the responsibility for heaping irreparable harm on future generations who will be unfortunate victims of our follies.



As a doctor, scientist, public health advocate, and parent, I believed it to be my responsibility to communicate these concerns to the public at large and especially to young people who must rally to protect their future.

Frontlist: You have been deeply involved in public health advocacy both nationally and globally. What are the key challenges you see in achieving universal health coverage, especially in low and middle-income countries?

Professor Reddy: Our vision for a healthy society cannot be realized if we do not ensure impactful action in three areas: (1) adequate health financing, especially government funding from tax revenues; (2) an efficient, equitable, empathetic, and economically viable health system which can efficiently deliver the wide range of health services needed to promote, protect, and restore health to all citizens across a long life course; and (3) concerted action on the many social, economic, environmental, and commercial determinants of health by aligning policies and programs in other sectors to public health objectives.

Much remains to be done in each of these areas across low and middle-income countries (LMICs). Unless adequate public financing is assured, countries cannot achieve UHC. Out-of-pocket spending should be lower than 20% of total health expenditure. Ideally, a 'single-payer' system should be created. The fee-for-service payment system must be replaced by a 'capitation' system or bundled package of all need-based services. Primary care has to be prioritized, as it is the strong foundational base of UHC. LMICs must design and deliver primary care services that are comprehensive (addressing many common health needs of the community), continuous (ensuring constancy of care as needed), combine acute and chronic care while being connected bidirectionally to higher levels of care which is more specialized and technologically advanced (secondary and tertiary care in hospitals). Some LMICs have advanced well in this direction, but others need to create the system architecture needed for UHC.

Health workforce shortages (in numbers and skills) exist at all levels of care and need to be addressed as a high priority. Many primary care services can be effectively delivered by technology-enabled non-physician healthcare providers who can be trained in a shorter time frame than specialist doctors.

Health extends beyond healthcare since many determinants of health occur outside conventional health. From control of air pollution to dealing with climate change, ensuring nutrition security through fit-for-purpose food systems, building liveable cities to water and energy security, good quality education to gender-sensitive social systems, and effective regulation of addictive substances - there is much that needs to happen in terms of multi-sectoral actions to advance population health. LMICs must implement their commitment to 'health in all policies'. This calls for a combination of political will and professional skill.

Frontlist: Your book highlights the potential of science and technology to revolutionize public health. Can you share a few concrete examples of these advancements and how they might be implemented to improve health outcomes globally?

Professor Reddy: From simple innovations like the oral rehydration solution to treat diarrhea to vaccines that prevent many infectious diseases, science has contributed to saving millions of lives. Advances in diagnostics and therapeutics have transformed our ability to detect and treat deadly diseases like tuberculosis, heart diseases, diabetes, and several types of cancer. From imaging technologies that can look deep into our bodies to a sub-cellular level to assistive devices that enable persons with disabilities to be more functional and productive, technology has advanced health in many dimensions. Now, artificial intelligence is helping us to design drugs for neglected diseases. Even as we celebrate the amazing successes of science and technology, we must ensure that all of humanity benefits from their innovations and not get trapped in the profit nets of patent-protected proprietary science.

Another thought for all of us to ponder over - even as science and technology are now enabling us to perform life-saving surgeries on the hearts of unborn babies still in the mother's womb, should we also not do more to protect the health of the many millions of children who will suffer the consequences of a damaged environment and distorted commercial priorities.

Frontlist: Climate change and environmental degradation pose significant threats to public health. How do you think we can integrate environmental sustainability into health policies/practices to mitigate these risks?

Professor Reddy: The healthcare sector not only suffers the consequences of a degraded environment, but it also contributes to climate change. About 5.3% of global greenhouse gas emissions are from healthcare. These come from the infrastructure and energy consumption (30%) and even more so from the supply chains (which contribute 70%). Investment in primary care and digital health technologies will reduce the need for energy-intensive hospital infrastructure and limit the need for people to commute long distances to obtain care. We also need to make health systems climate-resilient so that they can withstand damage and disruption by extreme weather events.

Frontlist: How can policymakers and healthcare professionals collaborate to address the complex interplay of factors influencing health outcomes, as highlighted in your book?

Professor Reddy: Policymakers need to be made much more aware of the health impact of social, economic, environmental, and commercial determinants so that they can frame policies and programs that enable and not erode health.

Healthcare professionals, by generating, marshaling, and presenting evidence. As trusted communicators, they can also educate the public who may then demand and support health-friendly public policies in many sectors.

Profiling the complex interplay of many factors which influence our health will turn attention away from siloed, reductionist, and piecemeal interventions. Such an understanding will help to advance multi-component, multi-sectoral interventions which will collectively uplift human health.

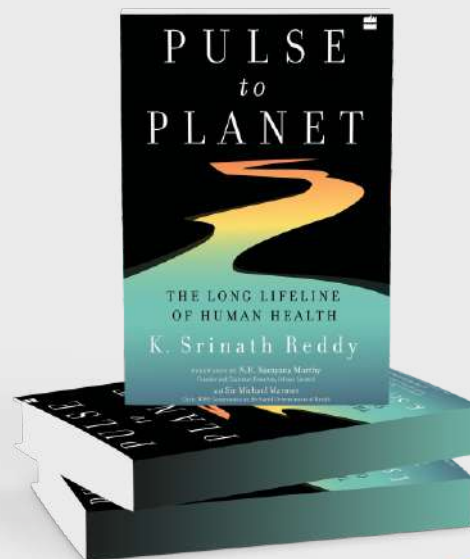
Frontlist: Looking ahead, what are some of the emerging trends or challenges in global health that you see as particularly important, and how does "Pulse to Planet" address these future considerations?

Professor Reddy: From pandemic threats to climate change and patent-restricted commercialization of science to the growing gulf of income inequality and conflict-driven erosion of social solidarity within and across countries, there are many emerging or expanding threats to human health. We need to mount a collective societal response, both as communities in a country and as populations across countries, to ensure that the many determinants of health are aligned in our favor - now and in the future.

Frontlist: With World Health Day approaching and global health facing numerous challenges, what message of hope or action do you want to leave with our readers inspired by the themes explored in "Pulse to Planet"?

Professor Reddy: Each human body is, in form and function, an exquisitely designed creation of nature. We need to ensure that we do not damage its structure and derail its function through thoughtless actions that disturb the balance which nature has created in both our internal and external environments. We can create a healthy society, for ourselves and future generations, by positively influencing the many determinants of human health.

Never before in human history have we been so clearly forewarned of the perils that await us if we follow the path to perdition. But also, never before in human history, have we been so forearmed with the knowledge and tools to alter that destiny. It is a challenge to human intellect and human enterprise, as to how best we use them to create healthy societies that can flourish on a healthy planet.



Interview with Kapil Gupta, Author “In My Head : A New Approach To Mental Wellness”

Kapil Gupta is the founder of Solh Wellness, a mental wellness platform offering free tools for individual mental health management and comprehensive solutions for organizations. With a mission to enhance mental well-being, Kapil has successfully introduced his innovative mental health approach to over 30 organizations, engaging with thousands of users in the process. In addition to his focus on mental health, Kapil is a versatile entrepreneur, founding OMLogic, PragatiE and Frontlist.



Frontlist: Can you share your journey of delving into the field of mental wellness and what led you to consolidate your learnings into this book?

Kapil: Working in the area of mental health was never something I had planned on pursuing. In fact, since adulthood, people have always perceived me as someone with lesser emotions and someone slightly devoid of understanding the depths of stress, anxiety, and sadness. While I have found some of this arguable (not that I have argued for them to take me as an emotional person), in reality, even I have always found it difficult to understand the pressures that people seem to reflect. I could never lose my sleep over anything or get so depressed that I couldn't laugh or go about my day normally. Upon extensive soul-searching, I identified that I have created a new system of gamification for myself, where I can play anything in life as a game (even the question of life-death).

In the middle of everything that was going on 'In My Head,' trying to make sense of the world, came COVID. During these unprecedented times of the COVID years (felt like an era), I witnessed the devastating impact it had on people and their well-being - how life was altering for them, situations were getting out of hand, everyone was struggling. While I still had some difficulty seeing myself there, I started to understand what was going on. You could say the frailties of the human head became visible to me. Perhaps, aspects that I had thrown into a bottomless pit came mid-surface. At that point, I knew something had to be done.

Frontlist: How do you envision the integration of digital technology in advancing mental health solutions, as highlighted in your book?

Kapil: The integration of digital technology in advancing mental health solutions holds immense promise for revolutionizing how we approach mental wellness. In "In My Head," I envision digital platforms as catalysts for accessibility, outreach, and personalized interventions. From teletherapy to mindfulness apps, digital technology has the potential to democratize mental health care, making it more accessible and tailored to individual needs. By harnessing the power of digital innovation, we can reach wider audiences and provide scalable solutions that empower individuals to take charge of their mental well-being.

Frontlist: You introduce the concept of 'psychological capital' in your book. How can individuals cultivate this capital, and why is it essential for mental resilience?

Kapil: The concept of 'psychological capital' introduced in my book offers a transformative approach to enhancing mental resilience. It serves as a framework for individuals to cultivate a reservoir of mental well-being through intentional actions and practices. Much like accumulating wealth, individuals can invest in activities that contribute positively to their mental health, thereby accruing psychological capital. By tracking these activities and rewarding positive outcomes, individuals can gradually increase their PsyCap points, leading to improved mental well-being over time. This approach not only motivates individuals to prioritize their mental health but also provides valuable insights into their mental health journey. Moreover, psychological capital extends beyond personal benefits to encompass broader societal and economic implications. As individuals bolster their psychological capital, they become better equipped to manage stress, cope with challenges, and foster positive relationships. This resource is renewable and can be shared across different contexts, ultimately contributing to a culture of support and empowerment. Through the cultivation of psychological capital, individuals can build resilience, regain a sense of purpose, and exert control over their lives, paving the way for fulfilling and satisfying experiences even in the face of adversity.

Frontlist: Could you elaborate on how your book aligns mental wellness with Sustainable Development Goals (SDGs) and its broader impact on global objectives?

Kapil: "In My Head" intricately weaves mental wellness with Sustainable Development Goals (SDGs), recognizing the profound interconnection between individual well-being and global progress. By prioritizing mental health, we not only foster personal growth but also contribute to broader societal objectives. Through advocacy, awareness, and policy reform, we can align mental wellness initiatives with SDGs, catalyzing transformative change and creating a more equitable and sustainable world.

Frontlist: Your book also addresses the often-overlooked mental health challenges faced by older individuals. What are some key takeaways for understanding and addressing these issues?

Kapil: We have tried to work on mental health issues faced across demographics. Older individuals often face unique mental health challenges that are frequently overlooked by society. In my book, I shed light on these issues, emphasizing the importance of social connectedness, purposeful engagement, and holistic support systems. Key takeaways include the recognition of age-related transitions, the promotion of mental resilience through meaningful activities, and the destigmatization of mental health discussions within older populations. By addressing these challenges, we can foster a culture of dignity, empowerment, and well-being for older individuals.

Frontlist: Can you explain the relevance of the '16 Hour Theory' and the 'Power of 5 Adjectives' in simplifying mental health understanding for readers?

Kapil: The '16 Hour Theory' underscores that mental health encompasses more than just specific activities like meditation or therapy. I believe that for more than 16 hours a day every day, all that we do is mental health - from the food we eat, to the people we meet, and the places that we go to and even in what we don't do. We all are working towards our mental health in our daily routine, each day, knowingly or unknowingly. This concept emphasizes the holistic nature of mental wellness, highlighting that our daily actions,

interactions, and environments influence our mental well-being. It is just a matter of knowing the right vocabulary, tools, and framework that we can work towards our mental health with more efficiency. This encourages individuals to recognize the significance of their everyday choices in shaping their mental health, fostering a proactive approach to mental health management.

Similarly, the 'Power of 5 Adjectives' offers a straightforward classification of human emotions into five key descriptors: Sad, Lonely, Stressed, Happy, and at Peace. By categorizing emotions in this manner, readers can easily grasp the fundamental aspects of mental health and understand the balance between negative and positive states. This framework helps individuals identify and address areas of improvement in their mental well-being, striving to transition from negative to positive emotional states.

Both the '16 Hour Theory' and the 'Power of 5 Adjectives' provide practical tools for readers to enhance their mental health literacy and navigate their mental well-being more effectively. By simplifying complex concepts into accessible frameworks, these tools empower individuals to take proactive steps towards improving their mental wellness and leading more fulfilling lives. Through relatable stories and straightforward explanations, readers can gain insights into their own mental health journey and develop strategies for self-care and resilience.

Frontlist: How do you see the role of Solh Wellness in contributing to addressing mental health challenges at grassroots levels?

Kapil: Solh Wellness is playing a vital role in addressing mental health challenges at grassroots levels through its multifaceted approach. Firstly, by actively combating the stigma surrounding mental health, Solh Wellness creates awareness and fosters understanding within communities.

Secondly, Solh Wellness focuses on developing sustainable, long-term solutions rather than quick fixes. Recognizing the significance of investing time, effort, and genuine commitment, Solh Wellness adopts a preventive approach to address everyday stressors before they escalate into more serious mental health issues. By fostering resilience and well-being within communities, Solh Wellness aims to create lasting impacts on mental health outcomes.

Lastly, Solh Wellness extends its reach beyond individual users to encompass organizations, schools, and communities through subscription-based models. By providing accessible, affordable, and personalized mental health tools and solutions, Solh Wellness empowers these entities to prioritize mental wellness within their environments. This inclusive approach not only supports individuals in need but also cultivates a culture of mental health awareness and support within various community settings.

Through these concerted efforts, Solh Wellness strives to break down barriers, shatter stigmas, and foster a world where mental wellness is universally prioritized.



Interview with Kamlesh Patel, Author “Spiritual Anatomy: Meditation, Chakras, and the Journey to the Center”

Daaji, also known as Kamlesh D. Patel, is the fourth and current spiritual guide of the global Heartfulness movement. He has spent the past four decades training people across the globe in Heartfulness meditation. He is the author of numerous books, including *Designing Destiny* and USA Today bestseller *The Heartfulness Way*. He gives keynote addresses at conferences and conducts workshops around the world. His passion lies in grassroots efforts, especially in taking meditation to the villages of India. Daaji enjoys going on nature walks with his grandchildren in Kanha Shanti Vanam, India, where he lives with his family.

Frontlist: You received the prestigious Padma Bhushan award in recognition of your distinguished service to the field of spirituality. Could you elaborate on your journey towards spirituality and sharing your insights as an author?

Daaji: My journey towards spirituality began early in life. If you have read the book "Spiritual Anatomy," you would remember that when I was a teenager, I left home to become a sanyasi and met an Aghori baba who asked me to go home and find joy in family life and continue the pursuit of God by performing one's duties.

Later when I was studying, I was fortunate to meet my spiritual guide, Ram Chandra of Shahjahanpur, who founded the Heartfulness system of meditation. This practice has been transformative. It is an experiential practice, and its most unique element is the yogic energy of Pranahuti.

As an author, I continue to share the insights and experiences that I gained through my spiritual practice. Through my books and writings, I aim to inspire others on their own spiritual journeys and provide practical guidance on how to integrate spirituality into everyday life.

I am a student of spirituality, and it's something that is deeply personal and can enrich every aspect of our lives. I hope that through my writing and teachings, I can help others discover the profound peace and inner transformation that comes from a dedicated spiritual practice. I am forever grateful for the award, Padma Bhushan given by the Government of India. It belongs to the entire Heartfulness community, and to the Hierarchy of Masters who have come before me, and who have laid the foundation of this rich and deep meditation tradition.

Frontlist: How do you perceive the relationship between the physical, mental, and spiritual aspects of our being, and how does understanding *Spiritual Anatomy* enrich this perspective?

Daaji: The relationship between the physical, mental, and spiritual aspects of our being is deeply interconnected.



Our physical body is merely a container. It is the vehicle through which we experience the world, while our mental faculties, such as thoughts and emotions, shape our perceptions and responses to the world around us.

Spirituality, on the other hand, relates to our innermost being, our soul or spirit, which transcends the physical and mental realms. It is the core essence of who we are, our connection to the divine or the universal consciousness.

Spiritual Anatomy recognizes that there are subtle energy centers, such as chakras, nadis, and the heart, that play a vital role in our overall well-being and spiritual evolution. By understanding and working with these subtle energy systems, we can harmonize our physical, mental, and spiritual aspects, leading to greater health, balance, and spiritual growth. This holistic approach recognizes the inherent unity of our being and offers a pathway to realizing our full potential as human beings.

Frontlist: Chakras have been traditionally portrayed as ancient energy centers. How does your book reinterpret these age-old concepts to resonate with modern readers, and why do you believe they are still relevant in today's fast-paced world?

Daaji: My book reinterprets the concept of chakras by presenting them not just as ancient energy centers but as a presence that you discover during your spiritual journey and your transformative epiphany moments. Suppose you are a short-tempered person, but through the process of meditation, you can regulate your anger, and suddenly one day you discover that you are no longer giving vent to your anger, but you are transformed enough to use anger as a tool for self-development, then you can also check how you feel at chakra #3. You may feel certain vibrations, the quality of which will be different than before and after your transformation. So chakras by themselves do not do anything. They are just there. You can observe them, and how you feel at certain chakras as you go through mental, emotional and spiritual transformations. So the relevance of chakras is that they act as an indication or watchdog to show how you navigate the complexities of modern life.

Frontlist: In today's society, spirituality and religion are often conflated, yet they can have distinct meanings and practices. How does your book or your personal perspective distinguish between spirituality and religion, and how do you navigate this distinction in your teachings or writings?

Daaji: Spirituality is about individual experiences, personal growth, and the pursuit of deeper meaning and connection with the divine. It is a broader concept than religion and transcends the boundaries of any particular religious tradition. It is about cultivating a personal relationship with the divine and exploring the deeper aspects of our own consciousness.

Spirituality is a universal and unifying force and obviously, we know that it transcends cultural and religious differences. I encourage individuals to explore their own spiritual path and connect with their innermost being, regardless of their religious background or beliefs.

At the same time, we need to respect and accept all religious traditions, recognizing that each has its own unique value and contribution to make to the spiritual journey. Most recently you may be aware that we conducted a conference called Global Spirituality Mahotsav where 100,000 seekers joined us physically, with over 500+ spiritual, religious, faith-based leaders and scientific researchers and consciousness investigators, sharing their wisdom and perspectives about their own personal spirituality, imparting wisdom in their own unique way. They also shared their personal spiritual practices in what we call "Experience Zones".

So this distinct idea about religion and spirituality does not exist in today's modern world. Everyone is welcome to practice what gives them peace and what leads them to wisdom. For me, it is Heartfulness meditation, and I am happy to teach it to the world.

Frontlist: "Spiritual Anatomy" aims to help readers tap into their True Self—a place of authenticity, compassion, and inner peace. How do you define the True Self, and what steps can readers take to align themselves with it?

Daaji: In the heart of every human being lies a sacred sanctuary, a place untouched by the noise of the world, where love reigns supreme. This sanctuary is the True Self, the essence of who we are beyond our roles, labels, and ego-driven desires.

Aligning with the True Self is a journey of self-discovery. It begins with self-awareness, the willingness to look within and explore the patterns of thoughts, emotions, and behaviors that shape our lives. Through heart-based meditation, and a process called rejuvenation that removes our predisposed impressions and layers of conditionings, we are slowly revealed to the pure essence of our Being.

However, it is not a rosy path, though very simple. Along the way, we encounter the ego, the voice of self-interest. The ego tempts us with illusions of power, and control, keeping us disconnected from our True Self. But as we learn to let go of this illusion and cultivate humility, we begin to reconnect with our authentic selves.

This journey of self-discovery that reaches our True Self is not merely a personal journey; it is a collective journey of all humanity, it is a journey of unity and wholeness not only concerning all the 8 billion people in the world, it is also a journey of oneness and wholeness, of a complete merger of our individual True Selves.

It is a journey that transcends the boundaries of the self and embraces the interconnectedness of all life. It is a journey that leads us Home, to the birthplace of our True Self.

Frontlist: Your previous works, such as "The Heartfulness Way," have resonated with readers worldwide. How does "Spiritual Anatomy" build upon the themes explored in your previous writings, and what new insights or perspectives does it offer to readers?

Daaji: In a single sentence, if I have to tell you, if the "Heartfulness Way" talks of the beginning of the spiritual yatra, the travel tool kits, the ticket, then, the "Spiritual Anatomy" gives a detailed map, a travel guide for the spiritual journey.

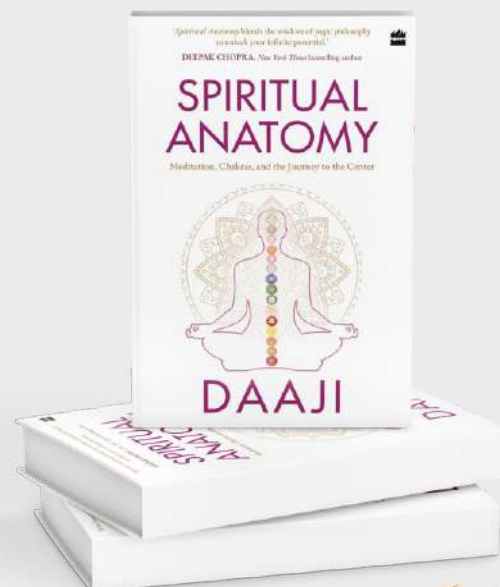
In "The Heartfulness Way," readers were introduced to the transformative practice of Heartfulness meditation. In my latest book, "Spiritual Anatomy," I delve into the intricate system of chakras, which are subtle energy points in the body. This book offers readers a comprehensive exploration of the chakras, providing practical insights into their role in our spiritual journey.

By understanding the interconnectedness of these energy centers with our mental, emotional, and spiritual aspects, readers can deepen their appreciation for the profound impact they have on our well-being.

Central to "Spiritual Anatomy" is the concept of the heart as the core of our spiritual anatomy. It serves as a crucial bridge between our physical and spiritual dimensions, connecting us to the divine and guiding us on our spiritual path. Cultivating a deeper connection with the heart can lead to profound inner peace, compassion, and authenticity.

"Spiritual Anatomy" offers readers a deeper understanding of the spiritual dimensions of their being. It provides practical tools for integrating this knowledge into their daily lives, empowering them to navigate life's complexities with greater wisdom and insight.

It offers new secrets for success, which are spread out throughout the book, and especially in the chapter called "The Secret Ingredient".



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All Aboard the Journey to Mental Wellness

★ THEME ★

Holistic
Wellbeing



Message From Our Co-Founder



Dear Readers,

As we embark on the journey through the second quarter of the year, I am thrilled to welcome you to the April to June edition of Solh Express. This quarter, our focus is on holistic wellbeing - a concept that recognizes the interconnectedness of physical, mental, emotional, social, and spiritual health in fostering overall well-being.

In this edition, we invite you to explore a range of articles and features that delve into various aspects of holistic wellbeing. From mindfulness practices to nutrition tips, from personal stories of resilience to expert advice on maintaining a healthy work-life balance, we have curated content that we hope will inspire and empower you on your journey to wellness.

At Solh Express, we believe that true wellness is not just the absence of illness but a state of thriving in every aspect of life. We are committed to providing you with the knowledge, tools, and support you need to cultivate a holistic approach to your health and well-being.

Thank you for being a part of our community. Here's to embracing holistic wellbeing.

Happy reading!

Muskan Gupta

Co-Founder, Head of Youth Outreach

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Nourish Your Mind, Body, Soul, and Spirit: A Solhful Guide to Holistic Living

**To live a good life means to take care
of the whole.**

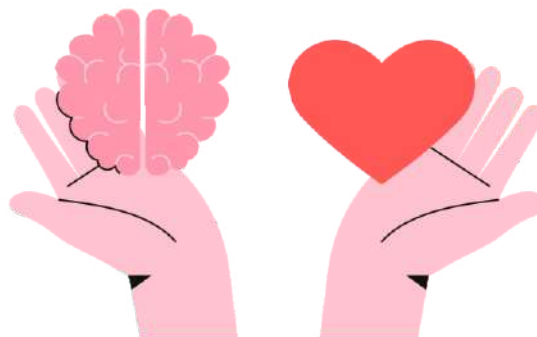
Have you ever heard the saying "You are what you eat"? Well, holistic wellness takes that idea a step further. It says you are what you eat, how you think, how you move your body, and how you connect with the world around you. It's about taking care of your whole self – mind, body, and spirit – to feel your absolute best.

As a way of life and an approach to general health, holistic wellness is gaining popularity. The term has multiple meanings because it can be applied to various situations and covers a wide range of complementary and alternative therapy techniques. It is commonly accepted that the majority of individuals want to be well, or to be in a state of wellbeing. In order to achieve health, fulfilment, and inner peace, holistic wellness represents a way of looking at one's bodily, psychological, and spiritual well-being that takes into account one's entire being.

Taking the full individual into account

Rather than focusing only on particular problems, such as serious or ongoing illnesses, or lifestyle concerns like overeating, exercising, or gaining weight, a holistic approach to wellness considers all facets of an individual's life in an effort to create a space of healing, harmony, and uplifting energy. The goal of holistic wellness is to achieve harmony in an individual's surroundings, body, thoughts, and spirit. The Greek word for whole, *holos*, is where the word holistic originates. The entire body approach to health, healing, and pleasure is achieved when wellness merges with it. As a greater number of individuals work toward overall wellness, taking care of oneself, purposefulness, and leading better lives, holistic health is growing in popularity. Being holistic involves appreciating and being aware of how everything is intertwined.

Numerous ancient civilizations have long since given rise to the ideas of holistic wellness, healing oneself, and the value of addressing the full person as opposed to simply a single disease or ailment.



This integrated, comprehensive strategy is the foundation of traditional Chinese medicine, Ayurvedic healthcare, and eastern medicines. Hippocrates, the Greek medic who is regarded as the founder of medicine, was an advocate of this method of providing healthcare. This kind of reasoning is also credited to the ancient Chinese philosopher Lao Tzu, sometimes known as Laozi, or Old Master. He pushed the notion that mystical, mental, and physical wellness are interconnected.

In modern day, the two most popular approaches to conceptualize holistic wellness are as a collaborative lifestyle strategy that aims for comprehensive welfare and, more broadly, as a medical approach to wellness (also known as holistic medicine) that improves overall health.

What is the importance of holistic wellbeing?

Holistic wellness advocates for an interconnected worldview that facilitates a greater knowledge of the underlying reasons and fundamental causes of physical and mental health concerns, as well as general malaise. Furthermore, the foundation of this holistic approach to healthcare is the notion that resolving the obstacles standing in the way of an individual's optimal life is essential to attaining harmony and top health across the board. For instance, a holistic approach to treating stress or depression or persistent discomforts like headaches or spinal ache would not be restricted to those particular conditions. Yes, a comparatively usual approach would be taken to solving those issues. An all-encompassing strategy, however, would also take into account all the invisible ways in which your discomfort was expressing itself. All other facets of your life that could be aggravating those diseases would also be taken into account and addressed.

Attaining total well-being

True health encompasses more than just the absence of illness; it encompasses physical, mental, emotional, social, and spiritual wellbeing. Each of these aspects is interconnected, influencing and impacting the others in profound ways. Holistic wellness is a commitment to living a life that nourishes your mind, body, and spirit. By making small, sustainable changes and exploring practices that resonate with you, you can unlock a world of vibrant health and happiness.



In today's world, the importance of mental health is gaining recognition as never before. This edition aims to delve deeper into the concept of holistic wellbeing, emphasizing that mental health cannot be separated from the other aspects of health - physical, emotional, social, and spiritual. This edition will serve as a guide for readers on the journey to understanding and nurturing all aspects of their health.

Delve into this edition of Solh Express to learn more about the different facets of holistic wellbeing!

MONTHLY PLAN:

YOUR ROUTE

11

MONTH : April

SUN	MON	TUE	WED	THU	FRI	SAT

MY MOOD

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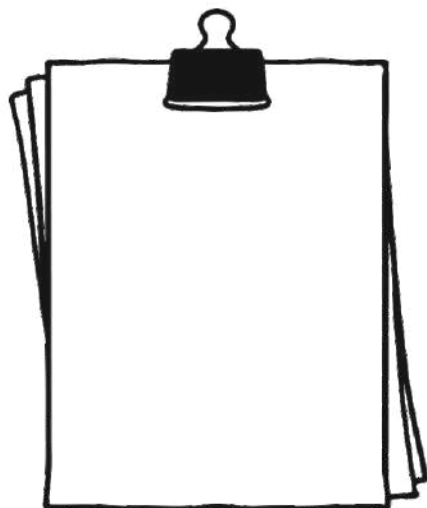
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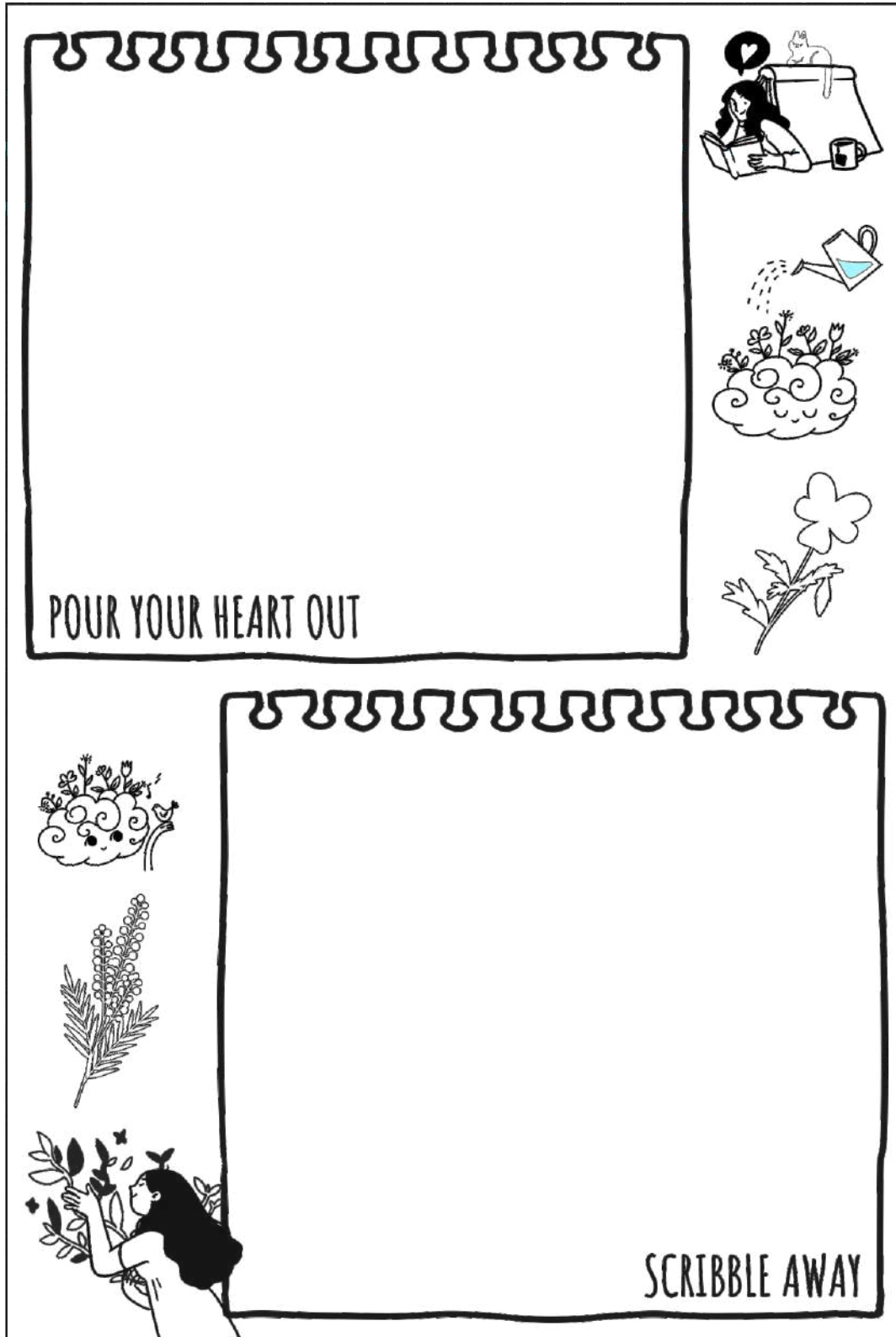
MY GOALS

MENTAL HEALTH

FITNESS

WORK





A Look at the Depiction of Autism in 'My Name is Khan'

In the representation of disabled individuals, theatrical motifs of disability, loosely understood, have frequently depended on the extraordinary and on stories of rarity. Popular culture's portrayals of disabled persons frequently speak to the misconceptions, concerns, and biases regarding disabilities that are perpetuated by the general population. For instance, representations of disabilities in popular culture have often linked disability to unlawful conduct or evil, to psychological instability and diminished control, and to the downfall of mankind. However, some portrayals of disability, which appear to be more optimistic, actually convey well-worn narratives of success against all contradictions.



Hollywood isn't the only place where disability representation faces challenges. Bollywood films, too, grapple with portraying characters who fall outside the neurotypical norm. "My Name is Khan," a captivating film starring Shah Rukh Khan as Rizvan Khan, attempts to bring autism to the forefront, but with mixed results. While the film sparks conversations about acceptance and social responsibility, it also stumbles into some common pitfalls when depicting characters with disabilities.

Familiar Tropes, Unfamiliar Reality

The movie falls back on some well-worn stereotypes. We see young Rizvan struggling to understand social cues, finding physical touch overwhelming, and possessing an almost magical talent for fixing things. There's also the trope of the autistic savant, with Khan's unexplained ability to solve puzzles in a flash. While these portrayals might be recognizable from other films, they often paint an incomplete picture. Autism manifests in a wide variety of ways, and these portrayals don't necessarily reflect the reality for most autistic people.

Disability as a Plot Device

Sometimes, the movie uses Rizvan's autism more to move the story along than to show who he really is. His way of speaking or his bigger movements might be used for laughs, but they don't necessarily reflect the daily lives of autistic people. In other parts of the film, his autism seems to almost disappear entirely. This inconsistency makes it confusing to understand how the movie ultimately wants us to view autism.

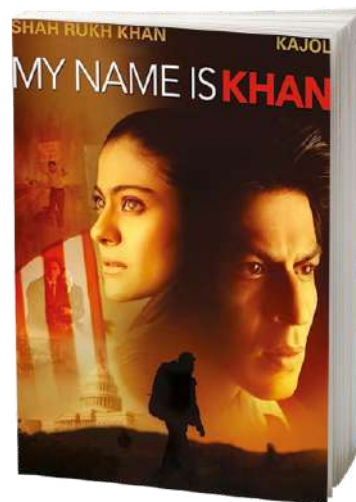
A Spark of Social Commentary

There are moments, though, where "My Name is Khan" uses autism in a powerful way. The movie criticizes society for not always helping after disasters and for neglecting people in need. Rizvan's strong determination to help rebuild a town destroyed by a hurricane, even though he has his own challenges, is a powerful message about compassion and taking action. Even though the viewers recognize that, despite the fact that Khan is in charge of restoring the city's infrastructure, his extraordinary capacity to "repair almost anything" is what allows him to accomplish this, even though the viewers are not made conscious of this via the indications which were formerly used. Simultaneously, his actions—which are even more remarkable because of his disability—make the other individuals in the movie—as well as the audience—realize how easy it can be to stand by and do nothing when others are struggling.

A Conversation Starter, Not the Whole Story

The film's inconsistent use of disability is most noteworthy when it comes to making the connection among ethnicity, impairment, the concept of masculinity, and patriotism visible despite the drama of these sequences being highly gripping. A noteworthy aspect of the film is how its narrative addresses the problematic excesses associated with the masculine Muslim image and disability by presenting Khan as a trustworthy, ethnically diverse, hetero-normative individual who could be an appealing lead.

In conclusion, "My Name is Khan" serves as a poignant reminder of the complexities involved in portraying autism and disability in cinema. While the film falls into some common stereotypes and inconsistencies, it also sparks important conversations about acceptance, social responsibility, and the need for greater understanding of autism. The movie's portrayal of Rizvan Khan, while not without flaws, opens the door to a broader discussion about representation and the importance of authentic, nuanced portrayals of disabled individuals in media. As we continue to strive for more accurate and respectful depictions of disability in film and television, "My Name is Khan" stands as a testament to the ongoing journey towards greater inclusion and understanding.



The Pawsitive Impact of Pets on Mental Health

One may consider of a knowledgeable mentor or an inspirational loved one as the best teachers in their lives.

What about your four-legged friends, though?

A variety of creatures can teach us important lifestyle principles; from the tenacity of a little beetle on the pavement to the devotion of a pet dog in your own house. Continue ahead to learn about the advantages of the relationship between people and animals as well as the many lessons that pets can provide, one of which is how to maintain our individual bodily and emotional well-being.

Recognizing the Relationship between People and Pets

There is a unique and centuries-old connection between people and their animals. The history of human-animal partnerships actually begins in the Palaeolithic, when early humans tamed wolves to guard their dwelling sites and pursue prey. With the years, people also started acquiring other creatures as pets, including cattle, felines, and species of birds.

Pets are a common sight in residential and agricultural settings across the globe today, serving as essential members of human civilization. And it's probably because having a pet provides so much more than just company. In particular, having a pet can help improve your psychological wellness and offer psychological assistance. According to studies, engaging with dogs lowers psychological stress and assists with anxiousness and depressive symptoms. Furthermore, animals can support the maintenance of good health by motivating you to get moving, interact with others, and follow a schedule.



The Scientific Basis of Pets and Mental Wellness

Is there actually a link connecting animals and psychological wellness, you may be pondering?

The brief response is that there is evidence from numerous investigations connecting psychological wellness and pets.

Furthermore, socializing with pets can alter our hormone levels, which enhances mental well-being. For instance, it has been demonstrated that engaging with animals raises levels of oxytocin, a hormone linked to calm, relationship building, and trust. Concurrently, engagements with animals can also lower cortisol levels, which are linked to stress. Additionally, pets have been shown to reduce tension and ease the symptoms of anxiety and sadness by causing these alterations in hormones. Even the mere sight of an animal can induce feelings of serenity and support, whether you're struggling with mental health issues or are just trying to decompress from daily worries.

Children and Pets: A Special Bond

Not only do pets improve your health, but they also help youngsters develop emotionally, socially, and cognitively.

Kids who are struggling emotionally can gain a lot from having a pet by their side. Pets provide kids a feeling of protection, safety, and unrestricted affection and encouragement, all of which can help them become resilient and manage challenging emotions. Having conversations with dogs can also be a constructive way to let go of emotions and decompress.



It has been shown that therapy animals are a very successful way to help kids with autism spectrum disorder become more socially adept and less anxious. Pets have also been demonstrated to give children's lives stability and support them in adjusting to big life transitions or unpleasant events.

Benefits of Owning Various Pet Types for Mental Health

- **Dogs** are renowned for their unwavering devotion and unceasing company. People who own dogs and others refer to them as "the best friend of mankind" because to their devoted and loyal nature. Dogs can improve your psychological wellness by supporting you emotionally and motivating you to exercise. Walking or running with a pet, for instance, can help you keep lively, reduce anxiety, and produce endorphins. A study discovered that merely gazing at dog photos can boost your output and effectiveness at work.



- **Cats** may provide a special kind of calmness to your life, and they can ease worry and tension. They can also bring solace during trying times with their calming purrs and kind disposition. Easy to maintain, cats are a great option for people who lead busy lives but yet want the company of a pet.



- Numerous **other household pets**, such as aquatic creatures, birds, and tiny creatures, can also have a favourable effect on your mental health. For instance, studies have demonstrated that gazing at fish in an aquarium can reduce heart rate and promote calm. Birds can cheer people up and reduce melancholy with their tunes and lively personalities.

- **Small mammals** that don't need as much room or care as cats or dogs can be friends, such as rats, guinea pigs, squirrels, or bunnies. These tiny pets might be especially helpful if you have limited room or live in an apartment.



Whether you own a dog, a cat, or several various kinds of animals, you are aware of the unique qualities that all pets possess. However, certain pets stand out from the others due to their special training: therapeutic pets and psychological support animals are two kinds of pets that assist individuals with mental health issues.

Pets known as emotional support animals (ESAs) offer consolation, company, and psychological support to people with depressive disorders, anxiety, or similar psychological issues. These animals' main purpose is to provide psychological equilibrium and lessen stress just by being there; unlike assistance animals, they are not always taught to carry out particular activities.

Therapeutic pets, often known as paws, are mammals that have undergone training to help in medical environments by offering a soothing and encouraging presence for individuals who are struggling with psychological concerns. Usually, these therapeutic pets are utilized in addition to more conventional techniques like psychotherapy or counseling. They might go to universities, hospitals, retirement homes, or other rehabilitative settings to provide patients with solace and psychological assistance.

As you can see, having a pet can greatly enhance your general quality of existence and psychological well-being. Among the main advantages of owning a pet are the following are better sociability and communication abilities; less stress, worry, and depression; unconditional love and friendship; and encouragement for physical activity and outdoor pursuits.

Moreover, they are simply too cute!



Level up your
mental health
like never before

BRAND NEW RANGE OF

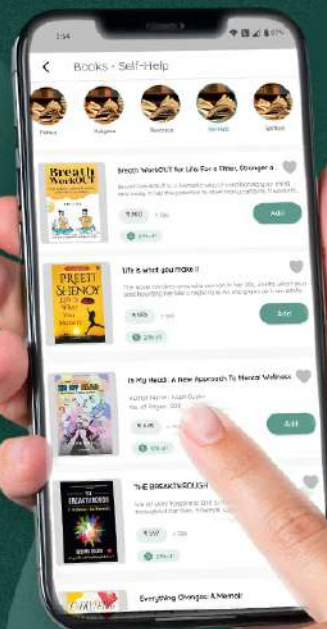
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HEALTH
PRODUCTS**



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World Health Day: Exploring the Concept of 'Health'

On World Health Day, a global moment of reflection and action for health, we turn our focus to the very heartbeat of healthcare—the dedicated individuals who tirelessly work to heal and support others. What does health mean to those who dedicate their lives to its service? We engaged with healthcare professionals from various disciplines to unravel their personal perspectives, insights and experiences to understand how they perceive and prioritize health in their lives and work.

“What does ‘health’ mean to you as a healthcare professional?”

Health is incomplete without mental health. Healthcare providers have a significant role to play in acknowledging, valuing and making mental health an integral part of the system. Mental health is the core of our being that influences not only our social, emotional, cognitive and behavioural aspects but even impacts the physical health. Awareness, measures and policies on mental health should be included in every sector to create a society that promotes positive mental health.

Mimansa Singh Tanwar

Clinical Psychologist & Head School Mental Health, Fortis National Mental Health Program



Health, to me as a mental health professional, means a state of physical, emotional, social, and spiritual well-being. Being healthy is a consequence of intentional and mindful creation of awareness about how our individual bodies and minds respond to different stressors that we meet during the course of our lives, and then the actions that we take to respond to that awareness. Taking care of our body and mind then creates a solid ground from which we thoughtfully strive for meaningful social connectedness, guided by our awareness of qualities that we want to stand for and nurture around us; thus, leading to sense of equilibrium with the larger ecosystem that we are part of. Striving for healthy bodies and minds has a ripple effect of fostering healthy societies and reassurance of peace and compassion. In this light, being healthy is not a chance.

It takes thoughtful commitment, but a commitment that is worth the multitude benefits it has a promise to reap. On this World Health Day, let us commit to work towards creating healthy bodies, minds and societies.

Geetika Kapoor

Consultant School Psychologist

As a mental health professional, health is a multifaceted and dynamic concept that goes beyond the absence of illness to encompass the overall well-being of an individual across physical, emotional, social, and psychological domains. Mental health, in particular, is a crucial aspect of health that influences how individuals think, feel, and behave, as well as their ability to cope with stress, form relationships, and make decisions. For me, health as a mental health professional involves promoting resilience, self-awareness, and psychological well-being in individuals through a holistic and person-centered approach.

In my role as a mental health professional, I strive to create a safe and supportive space for individuals to explore their thoughts, emotions, and experiences, and to work collaboratively with them to develop personalized treatment plans that address their unique needs and goals.

Health, to me, is about helping individuals build resilience, cultivate positive coping mechanisms, and develop the skills they need to thrive and lead fulfilling lives despite life's challenges.

Dr Arti Anand

Senior consultant Clinical Psychologist, Sir Ganga Ram Hospital



Health embodies a multifaceted concept that extends beyond the diagnosis and treatment of diseases. To me, health is the harmonious balance of physical, mental, and emotional well-being, deeply influenced by environmental and social factors. It's not just about prolonging life but enhancing its quality, enabling individuals to lead fulfilling lives within their capabilities and circumstances.

From a realistic standpoint, health involves acknowledging the challenges and limitations within the healthcare system—recognizing that access to healthcare, socioeconomic status, education, and lifestyle choices significantly impact an individual's health outcomes. It's about striving to provide the best possible care within these constraints, advocating for systemic changes that can improve access and equity in healthcare.

Health also means dealing with the complexities of human behavior, understanding that change is difficult, and patient compliance is not always straightforward. Ultimately, it is about working collaboratively with patients, families, and other healthcare professionals to achieve the best outcomes possible.

Dr Rajeev Kurapati, MD, MBA

Physician and Author



World Book Day: Unveiling the Mental Health Narratives within the Publishing Industry

As we celebrate World Book Day, a momentous occasion for literature enthusiasts and publishers alike, it's crucial to reflect not only on the impact of books on our minds but also on the mental well-being of those behind these literary creations. We reached out to the publishing world, speaking with industry experts and authors to understand their perspectives on mental health care. How do they prioritize self-care, balance creativity with mental well-being, and foster a supportive environment for all involved? Let's explore their experiences and insights.

"Mental health is a topic of increasing importance in today's fast-paced world. How do you prioritize mental well-being amidst your demanding schedule, and what advice do you have for others in the industry who may be struggling with stress and burnout?"

For me, mental health is all about balance. It is important to maintain a balance between your personal and professional life. Modern-day lifestyle comes with its associated stress, which often leads to burnout. The only way to manage it is to have clear boundaries in life. A schedule to help manage your lifestyle better. Taking time to do what you enjoy and taking short breaks in between work are two of my favorite hacks. I ensure that each day I take time to go for a jog, read a book, and spend some time meditating. This is the trifecta which keeps me running.



Arup Bose

Publisher, Srishti Publishers & Distributors

"Mental health is a significant concern, especially in the realm of children's education and literature. How do you address themes of emotional well-being and resilience in your picture books? What role do you believe literature plays in promoting positive mental health among young readers?"



Literature has always been a great tool with which people can better understand themselves and those around them. Children's literature, in particular, can help start conversations about difficult topics, and can help children navigate situations that may seem overwhelming. For instance, a lot of kids find it tough to talk about emotions and parents too are sometimes confused about how to teach their kids to deal with their emotions in a healthy way. That's why one of our earliest books was one on emotions and how to identify and understand them.

Similarly, our Learning to Be series presents different values, like perseverance, courage, commitment and so on, through the lives of interesting female scientists and athletes. Reading about others' challenges and how they overcame them can be inspiring and help kids feel more positive about their own lives.

Chitwan Mittal

Founder, AdiDev Press

"Mental health is a prevalent concern in the creative industry. How do you navigate the pressures and challenges of the literary world while prioritizing your own mental well-being? Do you have any strategies or practices that you find particularly helpful?"

Navigating the pressures and challenges of the literary world while prioritizing mental well-being is indeed crucial, especially considering the inherent vulnerability and emotional investment that comes with creative endeavors. Over the years, I've found several strategies and practices helpful in maintaining my mental health:

1. Setting clear boundaries between work and personal life is essential. I allocate specific time for professional tasks, but also prioritize leisure activities, self-care, and spending time with loved ones.
2. I practice self-compassion and remind myself that setbacks and challenges are a natural part of the creative process. It's okay to take breaks and seek support when needed.
3. Incorporating mindfulness practices such as deep breathing exercises into my daily routine helps me manage stress and stay grounded.
4. Cultivating a supportive network of fellow writers, editors, and industry professionals is invaluable. I seek out opportunities for collaboration, feedback, and mentorship.
5. Engaging in continuous learning and skill development not only enhances my professional expertise but also boosts my confidence and sense of fulfillment.

Ultimately, prioritizing mental well-being in the literary world requires self-awareness, self-care, and a willingness to seek support when needed.

Namrata Sharma

Founder, Keemiya Creatives



“Mental health is a prevalent issue in the creative industry. Are there specific practices or strategies you employ to maintain balance and manage stress that might also help people with creative pursuits?”

In the creative industry, particularly writing, mental health plays a critical role due to its intimate connection with the mind's creative process. Whether facing writer's block, seeking literary representation, securing a publisher, or navigating the marketing and sales journey, the process can be daunting. However, maintaining self-belief is key. Writer's block is natural, and ideas will come in due time. What matters most is the quality of the work, not the timing of its creation.

Criticism, both genuine and fake, is part of the journey. While negative reviews can sting, it's crucial not to let them overshadow achievements or deter progress. Moving past setbacks and not dwelling on past successes is vital for growth. Learning to differentiate between constructive feedback and baseless criticism is key. Encouraging authors to persevere and continue advancing despite challenges is essential advice for navigating the unpredictable landscape of the creative industry.



Suhail Mathur

Co-Founder, The Book Bakers



MONTHLY PLAN:

YOUR ROUTE

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MONTH: May

SUN	MON	TUE	WED	THU	FRI	SAT

MY MOOD

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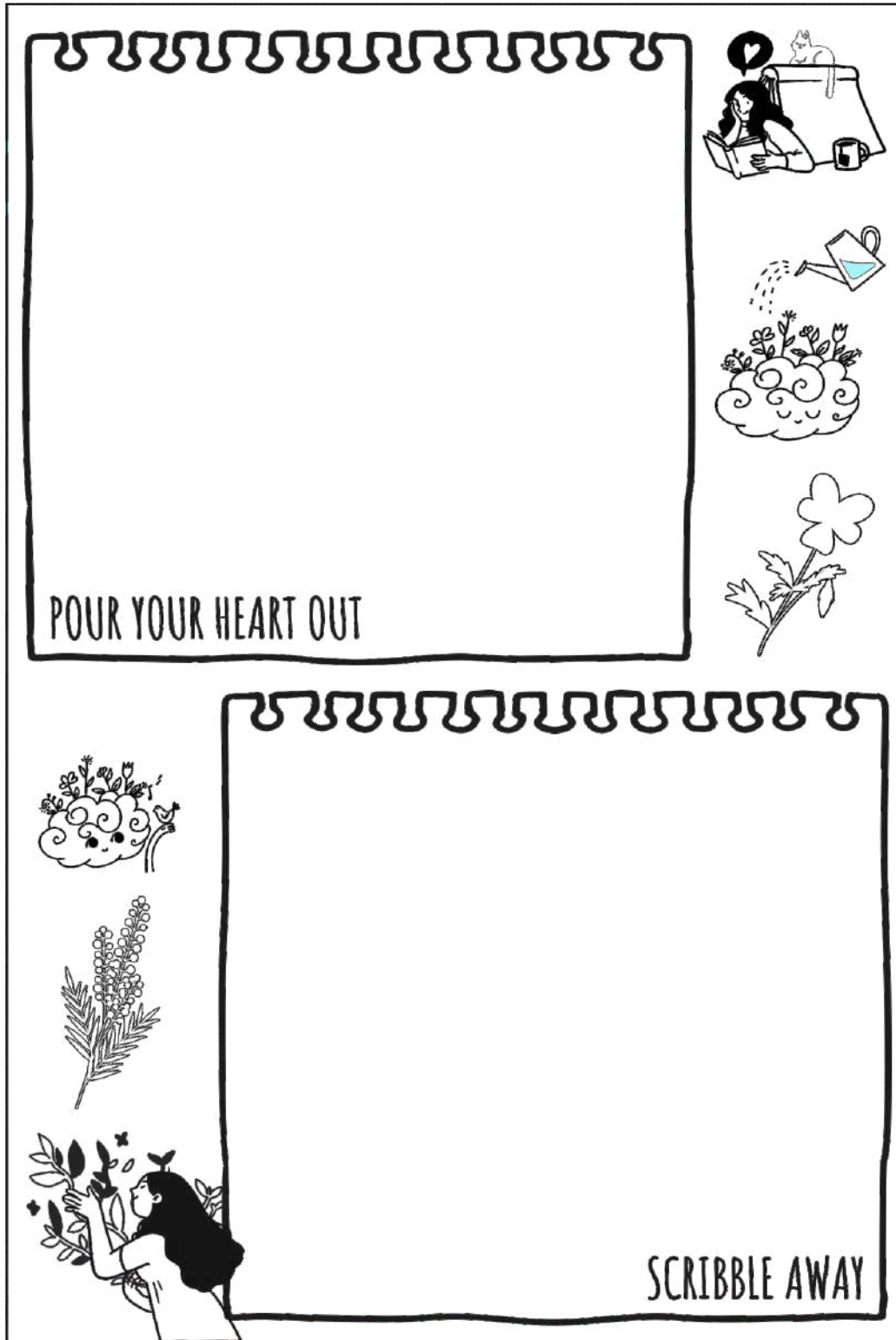
MY GOALS

MENTAL HEALTH

FITNESS

WORK





Accessing Psychological Help in a Hi-Tech World

Technology has become another organ for us; we can't fathom a life without it. From electronic gadgets to surfing the internet, we're always surrounded by tech products. It is safe to say that the advent of technology has revolutionized the way we approach many things today, one of them being access to mental health care. Modern day technology offers innovative solutions that break down barriers to access and empower individuals on their journey to wellness. One such advancement is the delivery of psychological care over the phone, a convenient and effective method proving to be instrumental in supporting individuals' mental well-being.

The rise of teletherapy and telepsychiatry has transformed mental health care by providing remote access to qualified professionals through phone calls, video conferencing, and messaging platforms. This approach eliminates geographical constraints and enables individuals to receive timely support from the comfort of their own homes. For many, the convenience and privacy afforded by phone-based therapy sessions have made seeking help more accessible and less intimidating.

Moreover, phone-based psychological care also offers different tools and services through engaging apps that help individuals manage their day-to-day stress and anxiety. These apps provide a safe space to express themselves freely, especially to those who may feel more comfortable expressing themselves verbally rather than in person. The anonymity provided by such platforms allows individuals to open up more freely about their thoughts and feelings, facilitating deeper insights and meaningful therapeutic connections.



How Solh Wellness is Contributing to Revolutionizing Mental Health

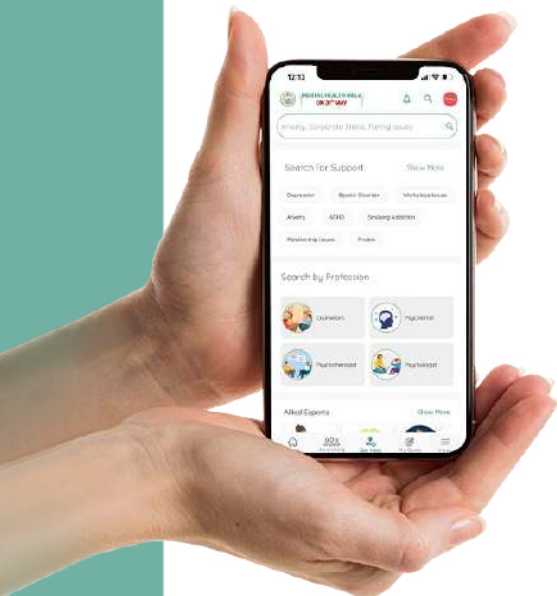
Solh Wellness is a pioneering preventive mental health platform that embraces the power of technology to empower individuals on their journey to mental wellness. Solh Wellness is a preventive

mental health platform that provides accessible, 24/7 available, affordable, and personalized mental health tools and solutions to individuals for free, while making mental health accepted.

Through its innovative approach, Solh aims to demystify mental health and promote proactive self-care practices. The platform offers personalized assessments, self-help resources, and community support tools designed to enhance emotional well-being and foster a sense of empowerment. Additionally, it also offers on-demand access to certified mental health professionals through phone-based counseling services. Whether individuals are seeking coping strategies for stress management, tools for improving resilience, or guidance on navigating life transitions, Solh Wellness provides a comprehensive suite of resources tailored to their unique needs.

This National Technology Day, let's embrace the positive change that tech can bring in our lives with platforms like Solh Wellness and work towards empowering ourselves and becoming healthier and happier!

Revolutionizing Mental Health with Tools and Solutions



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<https://www.solhapp.com/>

Laughter: The Desi Dose of Medicine

During a typical morning walk in a park, you can always spot a group of senior citizens bursting into collective laughter every few moments. While their joy is contagious, and no one hates to laugh, does it actually have any health benefits?

Laughter is a universal language that transcends cultural barriers. It is an innate human response to humor, joy, and happiness. We all have experienced the infectious power of laughter, but what many of us may not realize is that it also has numerous health benefits. From physiological to psychological, the act of laughing can have a profound impact on our overall well-being.

Physiological Benefits of Laughter

Laughter has a range of physiological benefits that can positively impact our health. When we laugh, our body releases endorphins, also known as the "feel-good" hormones. These endorphins help reduce stress, alleviate pain, and promote a sense of well-being.

Additionally, laughter stimulates our heart and respiratory systems. It increases our heart rate and oxygen consumption, which leads to improved blood circulation. This, in turn, can help lower blood pressure and reduce the risk of cardiovascular diseases.

Furthermore, laughter boosts our immune system by increasing the production of antibodies and activating immune cells. Studies have shown that laughter can enhance the body's natural defense mechanisms, making us less prone to infections and illnesses.



Psychological Benefits of Laughter

In addition to its physiological benefits, laughter also has a significant impact on our psychological well-being. It is a powerful stress reliever and can help alleviate anxiety and depression. When we laugh, our brain releases neurotransmitters, such as dopamine and serotonin, which are responsible for feelings of pleasure and happiness.

Moreover, laughter promotes social bonding and strengthens relationships. It creates a positive and joyful atmosphere, making connections with others more enjoyable. Laughing together with friends, family, or even strangers can foster a sense of belonging and enhance our social interactions. Laughter is also a powerful coping mechanism. It allows us to find humor in difficult situations, enabling us to view challenges from a different perspective.

Laughter Yoga

The laughing activity we mentioned earlier? It's called Laughter Yoga. Developed by an Indian physician Dr. Madan Kataria, it is a unique combination of forced laughter exercises and deep breathing techniques, and has gained immense popularity. The philosophy behind Laughter Yoga is based on the concept that the body cannot differentiate between fake and genuine laughter. Both forms of laughter have similar physiological and psychological effects. By engaging in laughter exercises, even if it initially feels forced, we can trigger the release of endorphins and experience the benefits of laughter.



How to Incorporate Laughter in Life

Incorporating more laughter into our lives doesn't have to be a daunting task. Here are some simple tips to help you embrace the Desi dose of medicine:

- **Watch Comedy:** Make time to watch comedy shows, movies, or stand-up performances. Surround yourself with humor and allow yourself to laugh freely.
- **Share Jokes:** Share jokes with friends, family, or colleagues. Laughter is contagious, and by spreading joy, you can create a positive and lighthearted atmosphere.
- **Find Humor in Everyday Life:** Train your mind to find humor in everyday situations. Look for the absurd, the ironic, or the silly. By shifting your perspective, you can turn mundane moments into opportunities for laughter.
- **Laugh at Yourself:** Don't take yourself too seriously. Learn to laugh at your mistakes, quirks, and imperfections. By embracing self-deprecating humor, you can lighten the mood and relieve stress.
- **Surround Yourself with Positive People:** Spend time with people who have a good sense of humor. Surrounding yourself with positive and funny individuals can uplift your mood and create a laughter-filled environment.

Turns out, laughter is indeed the best medicine. From its physiological benefits, such as stress reduction and immune system enhancement, to its psychological effects, including improved mood and social bonding, laughter has a profound impact on our overall well-being.

The 5 Basics of Holistic Wellness: An Excerpt from 'In My Head' by Kapil Gupta

In our pursuit of mental well-being, we often seek complex solutions and intricate strategies, believing they hold the key to lasting happiness and peace. Yet, in this relentless quest, we frequently overlook the power of simplicity—the profound impact that basic life elements can have on our mental health. Embracing the basics involves recognizing the fundamental elements contributing to our mental well-being and integrating them into our daily lives.

Kapil Gupta, CEO and Founder of Solh Wellness, talks about the five basics - eating, sleeping, moving, breathing, and hydrating - in his latest book 'In My Head: A New Approach to Mental Wellness'. The book is his attempt to consolidate all that he has learned and unlearned over the last few years as a result of delving into the area of mental wellness. The aim of the book is to provide a comprehensive guide to mental wellness and to demystify and simplify the concept, breaking it down in a way that makes it accessible to the general population.

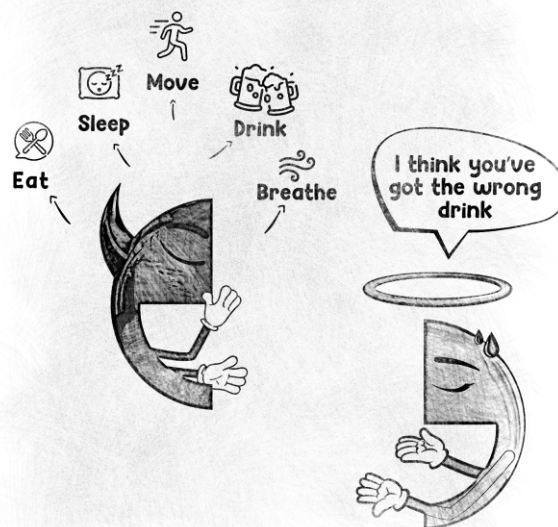
The five basics are not mere routine tasks to check off but vital practices that nourish our minds, bodies, and souls. They serve as the foundation for resilience, growth, and holistic mental well-being. Let's take a look at these.

1. Eat Right

A balanced and nutritious diet is more than mere sustenance for our physical bodies. Eating right includes making the right choices on what we eat, as well as how we consume the food. Choosing whole foods, and indulging in mindful eating practices can transform food into a source of nourishment and joy.

2. Sleep Right

Quality sleep is essential for well-being. Establishing a consistent sleep routine, creating a calming bedtime ritual, and optimizing our sleep environment can enhance the quality and duration of our rest, leading to increased energy, sharper focus, and greater resilience.



3. Move

Engaging in regular exercise releases endorphins, reduces stress, improves mood, and enhances cognitive function. Finding enjoyable activities that incorporate movement into our daily lives can make exercise a source of pleasure rather than a chore.

4. Breathe

Mindful breathing practices can help anchor us in the present moment, reduce anxiety, and promote mental clarity. Connecting with our breath consciously taps into a limitless source of tranquility, resilience, and self-awareness.

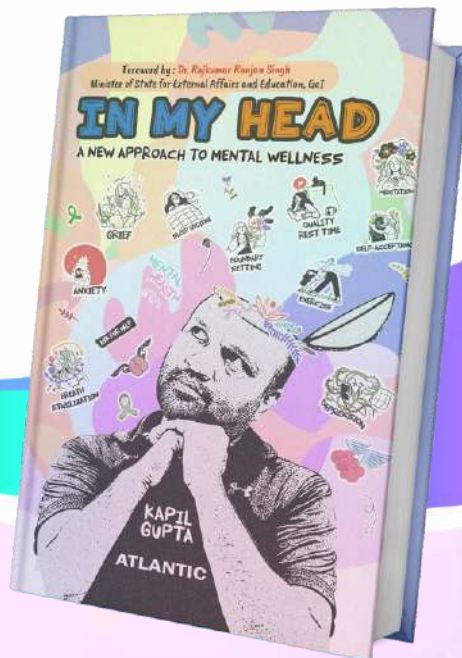
5. Hydrate

Staying hydrated optimizes brain function, improves mood, and enhances cognitive performance. Making a conscious effort to drink enough water throughout the day fuels our bodies and supports mental capacities.

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**IN MY
HEAD**

by **Kapil Gupta**



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MONTHLY PLAN:

YOUR ROUTE

"

MONTH: June

SUN	MON	TUE	WED	THU	FRI	SAT

MY MOOD

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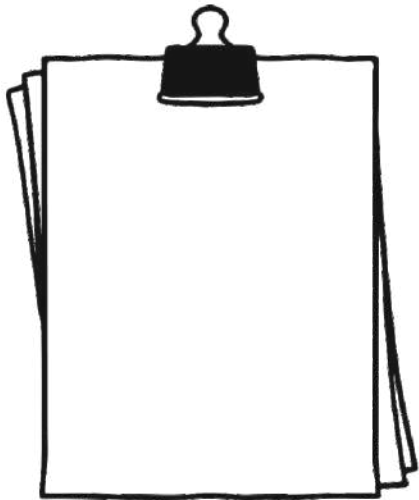
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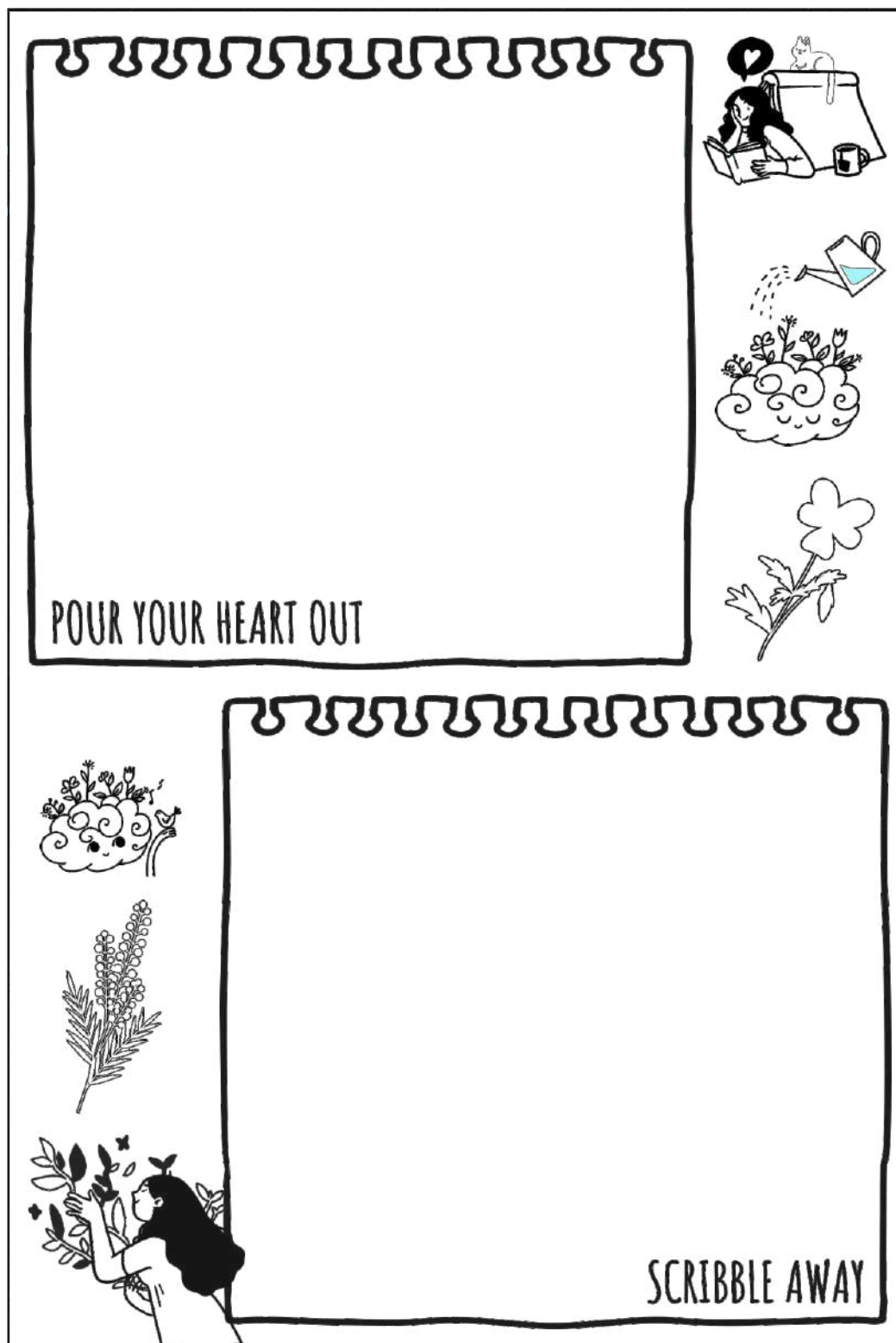
MY GOALS

MENTAL HEALTH

FITNESS

WORK





Why We Need a Body-Positive Approach to Obesity: An Exploration with Dr Rajeev Kurapati

Historically, the healthcare industry has predominantly viewed obesity through a clinical lens, treating it as a disease to be managed rather than a condition influenced by a complex interplay of factors. This disease-centric approach prioritizes weight loss and medical interventions, focusing on obesity as a risk factor for other conditions like diabetes, heart disease, and hypertension.

While managing these risks is undoubtedly important, this approach can inadvertently lead to a narrow view of health, one that equates thinness with wellness and overlooks the broader spectrum of what it means to be healthy. In this context, body image and body positivity are often sidelined. The prevailing narrative in healthcare settings tends to emphasize weight reduction as the primary goal, sometimes disregarding the psychological and emotional well-being of individuals.



The experience of fat shaming and societal judgment can profoundly impact the mental and emotional well-being of individuals dealing with obesity, extending well beyond the realm of physical health. Fat shaming often leads to a significant decrease in self-esteem. Individuals who are constantly subjected to negative comments about their weight may start internalizing these beliefs, leading to a poor body image. This negative self-perception can be deeply ingrained and affect various aspects of their lives, including social interactions, professional opportunities, and personal relationships. The stigma associated with obesity is linked to an increased risk of mental health disorders such as depression and anxiety. The constant stress of being judged or shamed can trigger or exacerbate these conditions.

The feeling of being socially isolated or misunderstood can also contribute to feelings of sadness, loneliness, and hopelessness. To cope with the negative emotions stemming from fat shaming, individuals might resort to unhealthy behaviors. This can include substance abuse or social withdrawal. These coping mechanisms can create a vicious cycle that further impacts both physical and mental health.

Ultimately, the experience of fat shaming and societal judgment can have far-reaching effects on the mental and emotional well-being of individuals dealing with obesity. It's crucial for society to recognize and address these issues, promoting a more inclusive and empathetic approach that focuses on holistic well-being rather than solely on physical appearance.

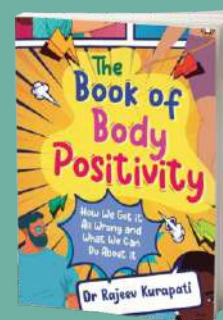
While there are pockets of change and a growing number of healthcare professionals advocating for a more holistic and empathetic approach, these voices are often overshadowed by the larger, more traditional medical narrative. The industry, by and large, remains entrenched in a paradigm that prioritizes disease management over holistic well-being, often neglecting the importance of mental health, self-acceptance, and the individuality of health journeys.

This approach not only impacts patient care but also influences public health messaging and policy, perpetuating a cycle where body positivity and a broader, more inclusive understanding of health take a backseat to conventional medical dogma. While there have been some strides towards a more inclusive and empathetic approach, the medical professionals and healthcare industry still has a long way to go in fully embracing body positivity and moving beyond its predominant focus on disease management. A paradigm shift is needed – one that acknowledges the importance of mental health, respects body diversity, and promotes a holistic view of health and well-being.

About the Contributor

Dr Rajeev Kurapati practices hospital medicine and holds the position of assistant professor of medicine at the University of Kentucky, USA. Triple-board certified, and specializing in obesity and lifestyle medicine, Rajeev is also the award-winning author of three books *Unbound Intelligence* (2014), *Physician: How Science Transformed the Art of Medicine* (2018) and *Burnout in Healthcare* (2019). His writing has appeared in *Slate*, *Cincinnati Enquirer*, *Journal of Medical Economics*, *Mind Body Green*, *Life Hack* and *Millennial Magazine*.

For a more in-depth exploration of what is body positivity and where we go wrong with it, read Dr Rajeev Kurapati's "The Book of Body Positivity".

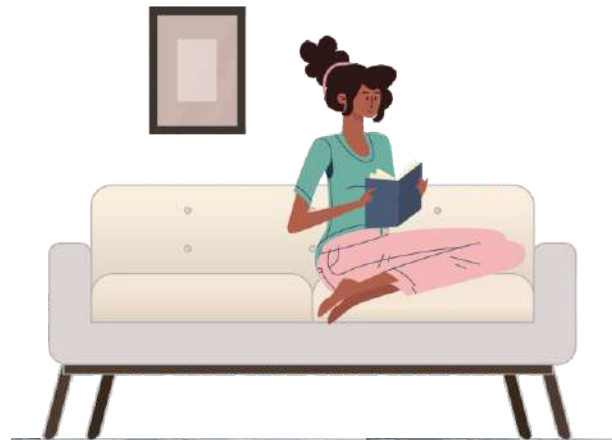


Literary Lighthouse: Navigating Mental Health Through the Pages by Dr Tarika Sharma

In today's fast-paced digital era, where screens dominate our attention and distractions abound, the simple act of reading a book holds profound importance for mental health and well-being. As a book aficionado, I often find myself lost in the pages of a captivating story, eagerly absorbing the adventures and insights that each book holds. Beyond mere entertainment, books serve as potent tools for nurturing our minds, fostering empathy, reducing stress, and enhancing cognitive function.

Harnessing the power of reading for stress reduction

In the hustle and bustle of daily life, stress can often feel overwhelming. However, immersing oneself in a good book offers a tranquil escape from the chaos. The act of reading triggers a relaxation response in the body, lowering heart rate and easing tension in muscles. Engrossed in a compelling narrative, readers are transported to different worlds, allowing them to temporarily leave behind their worries and find solace in the pages of a book. This mental break not only reduces stress levels but also rejuvenates the mind, promoting a sense of calm and inner peace.



1. Cognitive Stimulation

As readers navigate complex plots, interpret symbolism, and empathize with characters, they engage various regions of the brain, promoting neural connectivity and cognitive agility. Moreover, studies have shown that regular reading can help prevent cognitive decline in later life, providing a powerful defense against conditions such as dementia and Alzheimer's disease.

2. Cultivating Empathy and Emotional Intelligence

Through exposure to diverse characters and perspectives, readers develop a deeper understanding of the human experience. As they empathize with protagonists facing challenges and triumphs, readers learn to recognize and validate a wide range of emotions, both in themselves and others. This heightened emotional intelligence not only strengthens interpersonal relationships but also fosters compassion and empathy towards individuals from different backgrounds, ultimately promoting greater social cohesion and understanding.

3. Discovering Inner Wisdom

Books serve as mirrors, reflecting our own experiences, emotions, and aspirations. Through characters' journeys of self-discovery and personal growth, readers are inspired to embark on their own paths of introspection and self-improvement. Whether grappling with existential questions or seeking guidance in times of adversity, books offer invaluable insights and perspectives, empowering readers to navigate life's challenges with resilience and courage. Moreover, the act of reading encourages mindfulness and presence, allowing individuals to connect with their inner selves and cultivate a deeper sense of self-awareness.



4. Building Resilience

In the face of adversity and uncertainty, stories have the power to inspire hope and resilience. Through the trials and tribulations of fictional characters, readers witness the transformative journey from struggle to triumph, reinforcing their belief in the human spirit. By identifying with characters who overcome obstacles and persevere in the face of adversity, readers draw strength and inspiration, realizing their own capacity for resilience and growth.

5. Unleashing Imagination

Whether delving into fiction, non-fiction, or poetry, readers can explore new worlds, encounter different cultures, and grapple with complex themes. This exposure to a variety of narratives and concepts serves as fertile ground for generating fresh ideas and imaginative solutions to challenges. By immersing oneself in the words of others, readers are prompted to contemplate their own beliefs, values, and aspirations. This process of self-discovery can uncover hidden talents, passions, and perspectives, fuelling further creative expression.

Remember, it is not just about the quantity of books you read, but the quality of the experience. Choose books that speak to your soul, that resonate with your spirit, that challenge and inspire you.

About the Contributor

Dr. Tarika Sharma is the Founder of Psychology by Tarika – an educational platform for psychology aspirants. She is also an Assistant Professor of Psychology & Counseling Psychologist. She has years of extensive training in Hypnotherapy Rational Emotive Behavior Therapy. She is also actively involved in mental health awareness, workshops, talk sessions, research work and publication.



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Exploring the Holistic Benefits of Yoga with Ms Richa Jaiswal

Yoga offers numerous benefits for a holistic approach to health and well-being, encompassing physical, mental, and emotional aspects. Incorporating yoga into a holistic approach to health and wellness can provide profound benefits for individuals seeking to cultivate balance, vitality, and wholeness in their lives. Here are some key benefits:

1. Physical Health

Yoga promotes flexibility, strength, and balance through various poses (asanas) and movements. It improves posture, muscle tone, and overall body awareness.

2. Mental Clarity and Focus

It incorporates mindfulness techniques such as breath awareness and meditation, which enhance mental clarity, concentration, and focus.

3. Emotional Well-being

Yoga encourages self-awareness, self-compassion, and acceptance of oneself and others. It helps manage emotions effectively by providing tools to cope with challenging situations and regulate mood.

4. Stress Reduction

It serves as a powerful stress management tool, helping to lower levels of cortisol (the stress hormone) and induce relaxation responses in the body. Regular practice can alleviate tension and promote relaxation.

5. Improved Sleep Quality

Yoga has been shown to improve sleep quality by reducing insomnia, enhancing relaxation, and promoting a sense of calmness before bedtime.

6. Enhanced Mind-Body Connection

Yoga fosters a deeper connection between the mind and body, allowing individuals to heighten their self-awareness and cultivate a sense of harmony between the body, mind, and spirit.

7. Holistic Healing

By addressing the interconnectedness of physical, mental, and emotional well-being, yoga supports holistic healing and promotes overall health and vitality. It offers a comprehensive approach to wellness that addresses the whole person, not just isolated symptoms or conditions.

Yoga Specialist Ms Richa Jaiswal shares seven easy Yoga poses you can practice every day.

1. Setu Bandhasana (Bridge Pose)

This yoga pose opens the front side of the body. The Sanskrit name roughly translates to setu meaning bridge, and bandha meaning bond or lock.

Benefits

- Strengthens back muscles and relieves a tired back instantly.
- Stretches chest, neck, and spine.
- Gives calmness to brain, reduces anxiety, stress, and depression.
- Opens up the lungs and reduces thyroid problems.

Note: Those with neck, ankle and shoulder injuries, acute cervical spondylitis, high blood pressure, and knee replacement surgery or severe osteoporosis should avoid this pose.



2. Natarajasana (Dance Pose)

Natarajasana is a Sanskrit name in which 'nata' means dancer and 'raja' means king. Natarajasana is based on one of Lord Shiva's avatars, King Nataraja. Hence, Natarajasana is also called the Lord of the Dance pose.

Benefits

- Strengthens the feet, ankles, legs, core, back and arms.
- Opens the front of the body, the chest, abdomen, hip flexors and the shoulders.
- Improves balance and concentration.
- Enhances memory and increases focus and concentration.
- Strengthens the knees while improving body flexibility.
- Reduces stress.

Note: People with pain in the lower back, hips, or knees, people suffering from hypertension (High Blood Pressure), heart conditions, during pregnancy, and spinal issues should avoid this pose.



3. Ustrasana (Camel Pose)

Ustrasana ('ustra' meaning camel) is an intermediate level back-bending yoga posture known to open the 'anahata (Heart chakra). This yoga posture adds flexibility and strength to the body and also helps in improving digestion.

Benefits

- Stretches the entire front of the body - the ankles, thighs, abdomen, chest, and throat.
- Strengthens back muscles.
- Improves posture.
- Relieves fatigue and menstrual discomfort.
- Helpful for anxiety.

Note: Refrain from performing the camel pose if you have suffered severe or recent physical damage to your feet, shoulder, core, thighs, spine, or knees.



4. Gomukhasana (Cow Face Pose)

Gomukhasana, or Cow Face Pose, is a seated yoga pose that stretches the entire body. It involves sitting with one knee stacked on top of the other, resembling the shape of a cow's face, which is where the name comes from.

Benefits

- Relieves back aches and muscle soreness.
- Helps in easing leg cramps by stretching the hamstring and gluteal muscles.
- Lessens anxiety and stress by relieving the body of tension.
- Increases self-awareness.

Note: Avoid this asana if you have serious knee, neck or shoulder injuries, low blood pressure or a cardiac condition.



5. Dhanurasana (Bow Pose)

Dhanurasana, also known as Bow Pose, is a yoga asana (pose) that resembles an archer's bow. In this pose, the back is bent into the shape of a bow, which is where the name of this asana comes from.

Benefits

- Improves hip flexors.
- Stimulates digestion.
- Strengthens upper back.
- Improves posture.
- Energizes the body and relieves stress.



Note: People who have undergone abdominal surgery, have headaches, migraine, or lower back and neck injuries should avoid this pose.

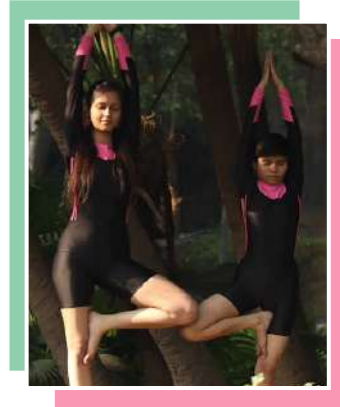
6. Vrikshasana (Tree Pose)

Vrikshasana, also known as Tree Pose, mimics the steady stance of a tree. It is a balancing yoga pose that involves standing on one leg while bending the other leg and resting the sole of the foot against the inner thigh of the standing leg.

Benefits

- Improves concentration.
- Strengthens the legs.
- Reduces anxiety and stress.
- Enhances balance.
- Helps improve posture
- Helps build focus.

Note: A few conditions like vertigo, migraine, arthritis in the hips or knees, or history of a hip replacement should be considered during the practice of this pose.



7. Purvottanasana (Reverse Plank Pose)

Reverse Plank Pose, or Purvottanasana, is a yoga pose that involves lifting the body off the ground while facing upward, creating a reverse arch. It is known to strengthen the arms, wrists, legs, and core muscles.

Benefits

- Activates core muscles, including the rectus abdominis (six-pack muscle).
- Improves balance and coordination.
- Improves posture by strengthening muscles.
- Uplifts mood and energizes the body.
- Induce relaxation and calmness.

Note: Those with a history of hypertension, heart related issues, arthritis, osteoporosis, severe back pain or carpal tunnel syndrome should avoid this asana.



About the Contributor

Richa is a wellness guide and a lifestyle trainer of the present era, with expertise in the field of holistic health through Mindfulness and Yoga. She is a devoted Yogini and teacher who imparts her wonderful passion for life and well-being in her teaching. Her style pulls from multiple yogic disciplines, and is both intuitive and steeped in the traditional aspects of yoga.



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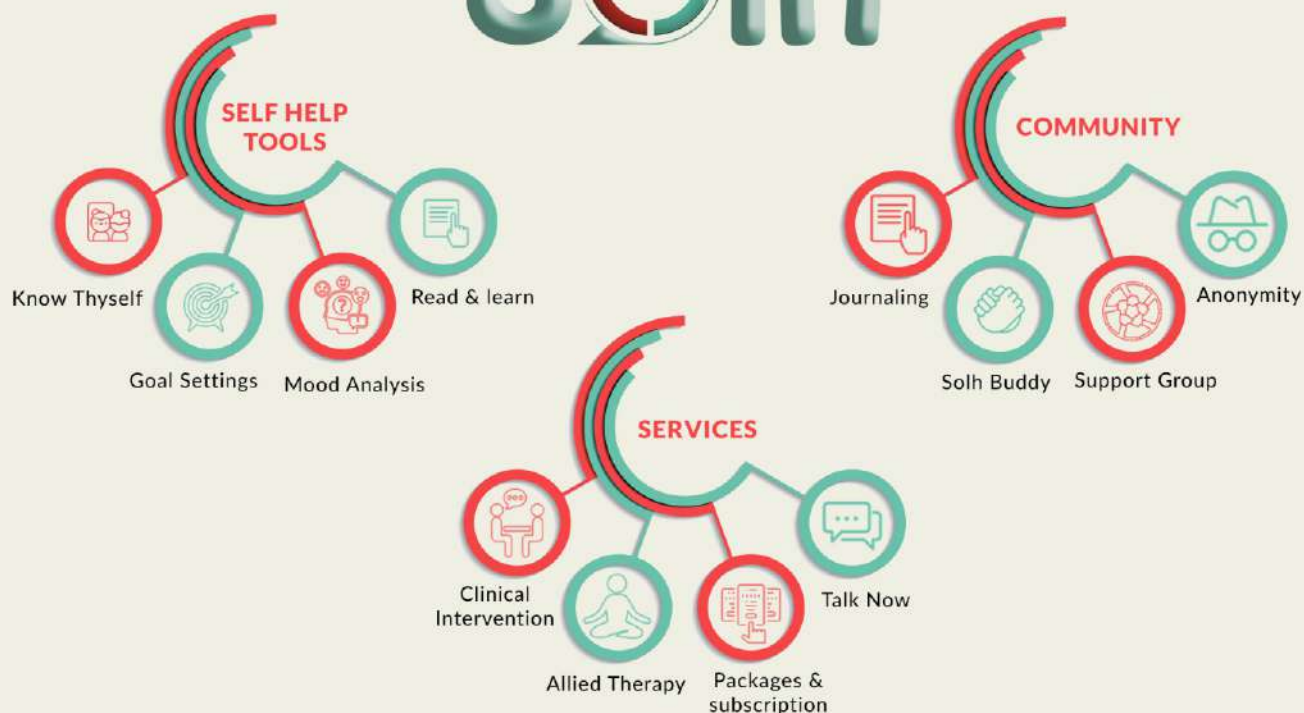


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