

# FRONTLIST

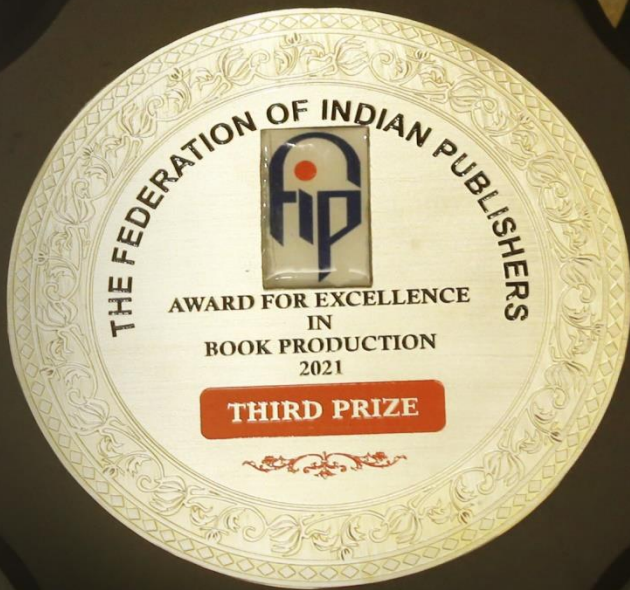
SEPTEMBER, 2021

## THE 41<sup>ST</sup> ANNUAL AWARDS FOR EXCELLENCE IN BOOK PRODUCTION



“Books are the centre of the foundation of the society and it is books through which we pass on knowledge through generations.”

**DR. R.K. RANJAN  
SINGH**



**A 24 HOUR  
AUTHOR'S MARATHON**  
First of its kind in the history of literature festivals

## Welcome Message

As the Business Head at Fronlist, I am extremely happy to see the growth pace of Fronlist and it is very commendable. Publishing industry has changed forever and the change has really been happening since much before Covid. Its caused by the changing nature of consumption (digital versus physical), the increased copyright



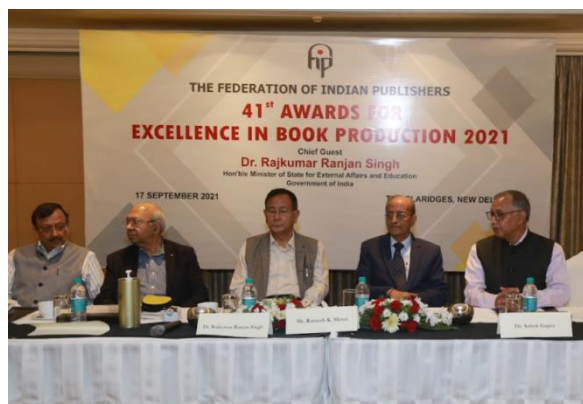
violations and the increased number of first time authors and self publishers. Fronlist is the place for everyone interested in books or anyone part of the books, authors, publishing and related industry. Our specific focus is on improving the visibility of authors and books, those that traditionally struggle to get a mass awareness campaign done around them. Our mission is to augment the Author's Social Visibility. I can promise that there will be a lot of opportunities that will keep coming and that will help us to touch the sky. The USP of Fronlist is our focus towards new authors. We've got a lot of amazing benefits such as Event Promotions, Author Interviews, Book launches, Publishing Industry News, Book Reviews, Marketing Collaborations, and Spotlight Sessions. We are a safe haven for all authors out there who just started to get into the Publishing and Book Industry. We are also collaborating with PragatiE.com to up with the first Author's marathon as a Literature Festival - non-stop 24 Hour Marathon where we have authors from all streams to promote Indian Literature across the world. There will also be author awards across multiple categories. For more information, keep following Fronlist & PragatiE. This is just the beginning. Lot more is coming.

Got some suggestions? Write to me: [navita@fronlist.in](mailto:navita@fronlist.in)

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# Pranav Gupta – Leading the Copyright Crusade

**Frontlist:** How is IRRO beneficial to Publishers and Authors?

**Pranav:** IRRO ensures that the copyrights of literary work including authors, visual artists and publishers are protected.

It helps to build a strong RRO network that supports the economic and moral rights of creators and publishers. It is the sole licensing authority to issue licenses to users of copyrighted works of its members, collect royalties on the behalf of rights owners and distribute them.

**Frontlist:** What is Government Status to implement the better laws for Copyright Protection for Authors and Publishers?

**Pranav:** IRRO is a copyright society established in the year 2000 under Section 33 of the Copyright Act, 1957. It represents the rights of authors and publishers of literary works, and has global affiliations with international organisations like IFRRO.

Registered by the Ministry of Commerce, Government of India, IRRO is exclusively permitted to commence and carry on the copyright business of “reprographic rights in the field of literary works” in India.

There was a recent parliamentary committee that took a very strong and favorable view of the need for strong copyright protection. We are very excited.

**Frontlist:** Why do Software, Music and Movie Industries have good copyright protection laws but not Literary Industry?

**Pranav:** Software, Music and Movie industry has been able to create ambassadors to take their case forward. Javed Akhtar, Amir Khan,



Microsoft have done significant work for ensuring protection. Unfortunately, the publishing and author industry in India is unorganized and unstructured. If the authors and publishers are not incentivized, if they continuously are worried about their original creations being copied, what would be the incentive for new authors to write and innovate?

**Frontlist:** What would you like to do to promote the Copyright Laws awareness in India?

**Pranav:** In my view, there is a strong need for creating brand ambassadors for the rights of authors and publishers as copyright owners. It is extremely important to create India as an innovators, creators and researchers community. Some strong people in the publishing industry need to come together and lobby for this protection. Legal, social, educational - all avenues need to be undertaken to create this movement.

**Frontlist:** Do all countries have a Reprographic Rights Organisation? What role do they play in the Publishing Industry?

**Pranav:** Most of these RROs come together as part of IFRRO, which becomes a global body. CCC is in US, CLA in UK and so on

**Frontlist:** What is the membership structure in the Indian Reprographic Rights Organisation (IRRO)?

**Pranav:** IRRO has publishers and authors as members. There is a token fees for membership. As part of IFRRO, India receives its fair share based on collections done by RROs in other countries, which is then distributed to the publishers and authors based here. Similarly, the collections done in India are distributed amongst other RROs across the world.

**Frontlist:** Are there other similar organizations in India? How do you distinguish yourself?

**Pranav:** IRRO is the sole organization that has the mission for copyright protection for literary works in India. It is recognized in India by Ministry of Commerce and internationally recognized by IFRRO.

**Frontlist:** As Pranav Gupta - Secretary General IRRO, what would you like to change in IRRO if the chance will be given to you?

**Pranav:** As Pranav Gupta, I would like to overhaul the entire mission of IRRO to become a strong advocacy organization. Social, legal, PR - I would run a strong nationwide campaign to educate people about copyright laws and the benefits of it. It's doable, it's easy. We just need to learn from our counterparts in music, movies, software and other industries. The problem is really lack of information or disinformation. It's a social cause, it's like Swacch Bharat. People need to be pushed and educated and community initiative need to be undertaken for them to mend their ways. IRRO needs to run that campaign.

Pranav Gupta  
Secretary General – IRRO  
Joint Secretary – FIP  
Elective Member - IPA

# 41st Annual FIP Awards for Excellence in Book Production 2021



The 41st Annual FIP awards for excellence in book production 2021 was held at Claridges, New Delhi on 17th September 2021 and it was great to see people gather physically for the event..

Chief Guest **Dr. Rajkumar Rajan Singh, Minister External Affairs. Dr. R.K. Ranjan Singh** along with the FIP members, **Shri Ramesh Mittal, Dr. Ashok Gupta, Asoke K Ghosh, Naveen Gupta and Pranav Gupta** inaugurated the event by lighting of the lamp.

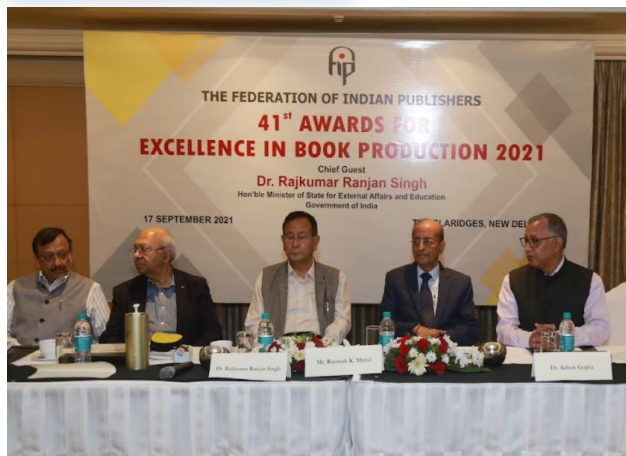
The event had a footfall of 150-200 people. The event started at 5 pm in the evening with high tea concluding with the arrival of the Chief Guest Dr. Rajkumar Rajan Singh, Minister External Affairs. Dr. R.K. Ranjan Singh along with the FIP members, Shri Ramesh Mittal, Dr. Ashok Gupta, Asoke K Ghosh, Naveen Gupta and Pranav Gupta inaugurated the event by lighting of the lamp.

The event started with a welcome address by Shri Ramesh K. Mittal, the president of the Federation of Indian Publishers followed by Mr. Asoke K Ghosh who talked about the Indian Reprographic Rights Organization which is exclusively permitted to commence and carry on the copyright business of “reprographic rights in the field of literary works” in India. He also mentions about the New Education Policy 2020 due to the pandemic. The Chief Guest, Dr. R.K. Rajan Singh addressed the audience after Asoke K Ghosh where he talked about the “Azadi Ka Mahaotsav” an initiative by the Government of India which shows the development India has done in the last 75 years. Observing this he quotes :



*“This is the mantra through which we have to gear off and we have to challenge all the difficulties in the process of publications”*

Chief Guest: Dr. Rajkumar Rajan Singh



Dr. Ashok Gupta, Honorary General Secretary of the Federation of Indian Publishers, also stated on how the book industry is being disrupted due to the availability of books for no cost or recognition or due credit, that “they are freely accessible on platforms like Google”

Many publishing houses representatives like :

- Arya Publishing Company,
- Daffodil Lane Books,
- Bloomsbury,
- Room to Read India Trust,
- Pan Macmillan Publishing,
- Prints Publications,
- Roli Books,
- Sahitya Akademi,
- Prabhat Prakashan,
- Bhumika Creation,
- DC Books,
- Pratham Books,
- Dreamland Publications,
- Survi Books International,
- NCERT (National Council of Educational Research Training), Unicorn Books,
- Edusoft I.T. Solutions,
- Oxford University Press,
- TERI (The Energy & Resource Institute)

and many more came to the event. The event was closed with a group photograph of all the awardees with the Chief Guest Dr. R.K. Ranjan Singh and the FIP Members.

The Joint Secretary of the FIP, Pranav Gupta talked about PM Modi’s vision and how it is bearing fruition with policies like the NEP 2020 coming into place. He talks about the Virtual Delhi Book Fair 2021 (DBF2021) which happened virtually on pragatiE platform on the technological front by saying that this industry and it’s torchbearers are moving forward with innovations. He puts forward a couple of suggestions that the federation wanted to put forward and that if they are executed it can help the industry establish a much stronger global stance and will certainly help position our country. He also mentions how FIP strongly believes that Dr. R.K. Ranjan Singh should become the face for the community of publishers and the brand ambassador for pedagogy across India and the globe.

*“Knowledge is the ultimate paradigm of growth”*

The first thing Pranav Gupta suggested to the government was to consider including reading material as gifts and offerings, whenever there is an official meeting, a protocol signing or any other meet and greet of a diplomatic nature both nationally or internationally. In addition to this he says that the federation would like to emphasize the establishment of Indian Book Libraries across the globe. He quoted ***“Literature has the power to make and break legacies”***. Last crucial suggestion he made was to instil the importance of copyrights and intellectual property into the extremely impressionable minds of young talent, that this would go leaps and bounds in making the country a place where knowledge is rewarded. Lastly, Pranav Gupta closed his speech by thanking the jury members Mr. Anuj Bharti, Mr. Sunil Jain, Dr. Pramod Kumar and Prof. N.N. Sarkar for doing the difficult job of selecting publications for these awards in a splendid manner.

## Awardees under each Category

### General and Trade Books

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	The Water Phoenix	Bloomsbury Publishing India Pvt. Ltd.
	2nd PRIZE	The Tale of the Horse	Pan Macmillan Publishing India Pvt. Ltd.
		India Vision - New Age Equality	Prints Publications Pvt. Ltd.
	3rd PRIZE	The Great Indian Banking Tragedy	Roli Books Pvt. Ltd



## Awardees under each Category

### General and Trade Books

LANGUAGES	PRIZE	TITLE	PUBLISHER
HINDI	1st PRIZE	Ghalib	Sahitya Akademi
		Wo Mujhe Hamesha Yaad Rahenge	Prabhat Prakashan Pvt. Ltd
	2nd PRIZE	Loktantra ke Swar Rashtrapati Ramnath Kovind	Publications Division
	3rd PRIZE	Cheen Mein Vishv adharohar	Bhumika Creations
REGIONAL LANGUAGES	1st PRIZE	Kshetravijnanakos am Vol - III (Malayalam)	D.C. Books
	2nd PRIZE	Geetgangomukham (Sanskrit)	Sahitya Akademi
	3rd PRIZE	Ambedkar, Gandhi and Patel (Marathi)	Bloomsbury Publishing India Pvt. Ltd.

## Awardees under each Category

### Text Books: School - Nursery to Class - V

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Asamo, Is That You?	Pratham Books
	2nd PRIZE	Adult Colouring Book Patterns	Dreamland Publications
		Good Times (UKG) Set	Survi Books International
	3rd PRIZE	Mathology	Book Magic India Pvt. Ltd.
		Toujours Francais	Souvenir Publishers Pvt. Ltd

## Awardees under each Category

### Text Books: School - Class – VI to XII

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Health and Physical Education (Class - X)	National Council of Educational Research and Training (NCERT)
		Expressions - Art & Craft	Unicorn Books Pvt. Ltd.
	2nd PRIZE	Mentor in Economics (Class - XII)	Arya Publishing Company
		Information Technology (Class - IX)	Edusoft I.T. Solutions Pvt. Ltd.
	3rd PRIZE	Science Physics (Class - X)	Modern Publishers

## Awardees under each Category

### Text Books: School - Class – VI to XII

LANGUAGES	PRIZE	TITLE	PUBLISHER
HINDI	1st PRIZE	Amol Saral Hindi (Class - VIII)	Holy Faith International (P) Ltd.
		Apna Vyakaran (Class - VIII)	Arya Publishing Company
	2nd PRIZE	Swa-Adhyayan (Class - VII)	Forever Books Pvt. Ltd.
		Hindi Vyakaran Evam Rachna (9-10)	Souvenir Publishers
	3rd PRIZE	Vasthunisht Ganit	V & S Publishers
		Vyakaran Pushp (Class - X)	Blueprint Education

## Awardees under each Category

### Text Books: School - Class – VI to XII

LANGUAGES	PRIZE	TITLE	PUBLISHER
REGIONAL LANGUAGES	1st PRIZE	Tehzeeb-E-Urdu - 6 (Urdu)	Holy Faith International Pvt. Ltd.
	2nd PRIZE	Sreshtabhasha Padavali – 7 (Malayalam)	D.C. Books

### Text Books: College

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Communicating For Results 4 <sup>th</sup> Edition	Oxford University Press
		Agroforestry with Commercial Clonal Plantations in India	The Energy and Resources Institute (TERI)

## Awardees under each Category

### Text Books: College

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	2nd PRIZE	Statistical Methods 46th Edition	Sultan Chand & Sons
		Handbook of GST	Bloomsbury Publishing India Pvt. Ltd.
	3rd PRIZE	Anthropological Perspectives on Indian Tribes	Orient Blackswan Pvt. Ltd.
		Engineering Physics	Narosa Publishing House Pvt. Ltd.
HINDI	1st PRIZE	Samajshastra	PHI Learning Pvt. Ltd.
	2nd PRIZE	Tally. ERP9 Power of Simplicity	V & S Publishers
	3rd PRIZE	Aapke Kanoon Aapke Adhikaar	Orient Blackswan Pvt. Ltd.

## Awardees under each Category

### CHILDREN BOOKS (GENERAL INTEREST) (0-10 YEARS)

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Ramayana for Children	D.C. Books
		Mandala Colouring Book for Adults	Pegasus
	2nd PRIZE	Cat's Diwali	Daffodil Lane Books
		Willy and the Killer Kipper	Pan Macmillan Publishing India Pvt. Ltd.
	3rd PRIZE	Inventions that changed the World	Vishv Books Private Ltd., New Delhi
		Mala's New House	H & C Publishing House

## Awardees under each Category

### CHILDREN BOOKS (GENERAL INTEREST) (0-10 YEARS)

LANGUAGES	PRIZE	TITLE	PUBLISHER
HINDI	1st PRIZE	Pahiyon Ki Duniya	Room To Read India Trust
	2nd PRIZE	Katha Aur Kahani	V & S Publishers
	3rd PRIZE	Matshya Kumari	Publications Division
		Gopi Ki Diary	Prabhat Prakashan
REGIONAL LANGUAGES	1st PRIZE	Women in Satyagraha (Gujarati)	Publications Division
	2nd PRIZE	Misoi San (Malayalam – Novel)	H & C Publishing House, Thrissur
	3rd PRIZE	Neela Kinnari Matu Sutrada (Kannada)	Abhinava



## Awardees under each Category

### Reference Books

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Oceanic Islam	Bloomsbury Publishing India Pvt. Ltd.
		ALT - Right Movement	Sage Publications India Pvt. Ltd.
	2nd PRIZE	Digi Naka	Orient Blackswan Pvt. Ltd.
		Elevate Elementary	Oxford University Press
	3rd PRIZE	Economic Survey 2020-21 Volume-I	Publications Division
	HINDI	1st PRIZE	Bhautik Aur Man viya Bhugol

## Awardees under each Category

### Reference Books

LANGUAGES	PRIZE	TITLE	PUBLISHER
HINDI	2nd PRIZE	Nepal ka Samvedhanik Vikas	Prabhat Prakashan Pvt. Ltd.
		Bharat Ka Samvidhan	PHI Learning Private Limited
	3rd PRIZE	Bharat Mein Patrikaien	AISECT Publication
REGIONAL LANGUAGES	1st PRIZE	Ennum Kathusook shikkenda Nattarivukal Vol-3 (Malayalam)	D.C.Books
	2nd PRIZE	Stapathi (Kannada)	Abhinava
	3rd PRIZE	Ellarigolithanu Bayasali Kavana (Kannada)	Abhinava

## Awardees under each Category

### Scientific/ Technical/ Medical Book

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Moorfields Manual of Ophthalmology	Jaypee Brothers Medical Publishers Pvt. Ltd.
	2nd PRIZE	Textbook of Medical Parasitology	Universities Press India Pvt.Ltd.
		TERI Energy & Environment Data Diary and Year Book	The Energy and Resources Institute (TERI)
	3rd PRIZE	Systems and Software Process	Narosa Publishing House Pvt.Ltd.
		A Visual Guide to Fiber - Reinforced Composites in Dentistry	Wiley India Pvt. Ltd.
HINDI	1st PRIZE	Basic Life Support	Arya Publishing Company

## Awardees under each Category

### Scientific/ Technical/ Medical Book

LANGUAGES	PRIZE	TITLE	PUBLISHER
REGIONAL LANGUAGES	1st PRIZE	Mahamariyil Marunna Keralam (Malayalam)	D.C. Books

### Jackets

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	Sikh Heritage	Roli Books Pvt. Ltd.
	2nd PRIZE	Suralakshmi Villa	Pan Macmillan India Pvt.Ltd.
	3rd PRIZE	Modernity, its Pathologies and Reenchantments	Orient Blackswan Pvt. Ltd.
HINDI	1st PRIZE	Mein Aryaputra Hun	Prabhat Prakashan Pvt. Ltd.

## Awardees under each Category

### Journals & House Magazines

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	The Journal of Plant Science Research	Prints Publications Pvt. Ltd.
	2nd PRIZE	Indian Literature January-February 2021	Sahitya Akademi
		National Security	Prints Publications Pvt. Ltd.
	3rd PRIZE	Kurukshetra Vol.6 8 (September 2020)	Publications Division
HINDI	1st PRIZE	Samkaleen Bharatiya Sahitya (May-June 2021)	Sahitya Akademi
	2nd PRIZE	Abhinav Imroz (December 2020)	Sabhya Prakashan
	CERTIFICATE OF MERIT	Rang Samvad (July 2021)	AISECT Publications

## Awardees under each Category

### Journals & House Magazines

LANGUAGES	PRIZE	TITLE	PUBLISHER
REGIONAL LANGUAGES	1st PRIZE	Yojana (January 2021) (Punjabi)	Publications Division
	2nd PRIZE	Pachakuthira (July 2021) (Malayalam)	D.C. Books
	CERTIFICATE OF MERIT	Sanskrita Pratibha (Volume -79) (April-June 2021) (Sanskrit)	Sahitya Akademi

### Price Lists, Catalogues & Brochures

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	1st PRIZE	DCSMAT	D.C. Books

## Awardees under each Category

### Price Lists, Catalogues & Brochures

LANGUAGES	PRIZE	TITLE	PUBLISHER
ENGLISH	2nd PRIZE	Bloomsbury India Catalogue January 2021	Bloomsbury Publishing India Pvt.Ltd.
	3rd PRIZE	Dreamland Catalogue 2020	Dreamland Publications Pvt. Ltd.
		Catalogue 2019-20	Publications Division
HINDI	1st PRIZE	Baal Sahitya Ki Vivarnika	National Council of Educational Research and Training (NCERT)
	2nd PRIZE	Pustak Soochi 2019-20	Publications Division



# Some Glimpses





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## Suvendu Tripathy

A Data Scientist by profession. He uses data to tell stories and makes a living. Suvendu was born and brought up in various parts of rural Odisha of the 1970 and 80s.

He did BSc (Physics Hons) and MBA in Odisha before landing his first Job in Chennai.

**Frontlist:** When did it come to your mind that you want to write a book like this?

**Suvendu:** I had planned to write a book in 2010. But I kept on procrastinating by giving one excuse or the other for almost a decade. During the 1st lockdown when the Covid 1st wave had just started, I suddenly realized that life is so full of uncertainties.. So, I started writing. This book was already in my mind for a very long time. But the characters took their names and formed their shapes partly due to the time we live in today and also partly due to my own ways of looking at society at large.

**Frontlist:** The name of your book is “The Crepe Jasmines”. Why did you choose this title?

**Suvendu:** The crepe jasmines have a very nuanced smell. They are not like Roses whose smell one can smell from afar. One has to go near the Crepe jasmines to be able to smell the smell. They are very much like the village folks, who do not want to open up and talk about themselves or do self-promotion?

**Frontlist:** You have also used various imagery to describe the village life in general in the book so what do you think is better? Big city life or village life?

**Suvendu:** Both Village and City life have their

Pluses and minuses. But, in our country, we have forgotten the villages for the sake of the Cities. This has created all the ills that are associated with the large cities in this country.

**Frontlist:** What are the challenges that you faced during your journey that helped you to become what you are today?

**Suvendu:** For the most part of my school days I lived in a remote village in western Odisha where even a Telegram took more than a week to reach. During those days small cities like Cuttack and Bhubaneswar seemed to be a very big deal. When I came to study in Cuttack and then later came to work in the metro cities of this country, people did not give me the respect I deserve as a human being because I came from a village and spoke English in a very different accent. ( I have learned English by reading many English novels and magazines). I am lucky that I got a chance to work in an Industry where I speak with non-Indians in the English language. So, communication with Americans/Britishers has been easier than with the fellow Indians who went to study at English medium schools. Since the work I do does not require me to twist the truth and it does not require me to say what I do not want to say, I have been able to survive and prosper. I consider myself the same old rustic bucolic and I am very proud of being just that.

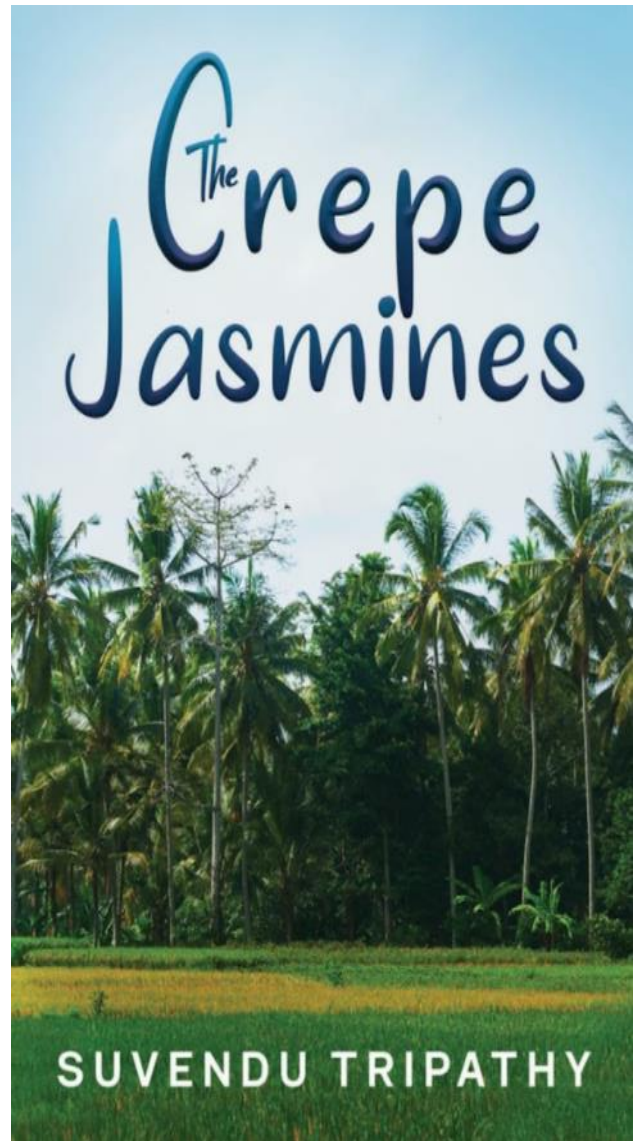
**Frontlist:** Is society fair for outsiders? What is your point of view on that?

**Suwendu:** No it is not. It is not expected to be fair.

**Frontlist:** Are you working on your next project if yes then share some information about it?

**Suwendu:** Yes. This book is about a Tribal boy from Western Odisha who is a Christian, the name is Constantine, but is called Kanha by his friends as he was born on Janmashtami. He studies Engineering in Delhi and goes on to become a modern-day Guru with strong political clout.

**Authors Life:** In class 7<sup>th</sup> he had 12 hockey sticks. All of them were made of bamboo, collected from the nearby jungles by his classmate and given to him because he helped them do their mathematics



**About the Book:** This book tells the story of Partha a village boy who studied well, did extremely well in Maths and Physics, and learned the English language by reading 3 days old Times of India. He elopes with Asifa and comes to Bangalore to start their life in a different setting and eke out a living. But, in the cosmopolitan Bangalore (for that matter in any city of India) he faces various obstacles and has to deal with judgments of other people because he speaks the English language in a much different way than the English medium city folks do.



## Radhika R Vendat

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

**Frontlist:** How did you get the idea to write *Contrived Connections* book?

**Radhika:** Generally, I don't sit down with a pen and paper and fix a plot. My thoughts revolve around certain incidents that I come across in daily life and I get the inspiration to create certain characters who face and handle circumstances that pose a challenge to them. I have always felt that even though women are not looked upon as the weaker sex in today's world, there are situations where we are forced to bear the brunt for someone else's mistakes mainly because of our sex and society's norms. So most of my stories have strong women characters in them, not to overpower men but to make them understand what women go through. 'Contrived Connections' is set in a Kerala village, my roots are in Kerala and so I was really able to bring out the nature there. I have also tried my best to paint the picture of a village so that people who have not visited the same will be able to visualize life in a village.

**Frontlist:** You are currently coaching students in Chennai while fulfilling your passion for writing. Does it get hard sometimes, balancing your life?

**Radhika:** You bet! Sometimes it gets too hard and I am on the verge of giving up, but then when I sit down and get into the story I am so engrossed in it that I forget all my tensions.

I become overwhelmed at times with the test schedules at my center, planning for coaching and managing household work...but I feel with a little proper organizing things can be managed efficiently. I do get support and encouragement from my family and so manage somehow. I try to accept my faults, my misses and try not to morph into a superhero because that's when the fuse blows actually!

**Frontlist:** You often write love stories or have you ever thought of writing a different genre also?

**Radhika:** I don't write love stories alone; there is love in my story, actually. The element of love keeps the reader enticed and is required to add flavor to the plot. My stories are based on human emotions of love, hatred, appreciation, longing, jealousy, and how the friendship between a man and woman need not always end up in love....I have never written crime or mystery stories or anything in that genre. I have not thought about that still even though I do enjoy reading the same.

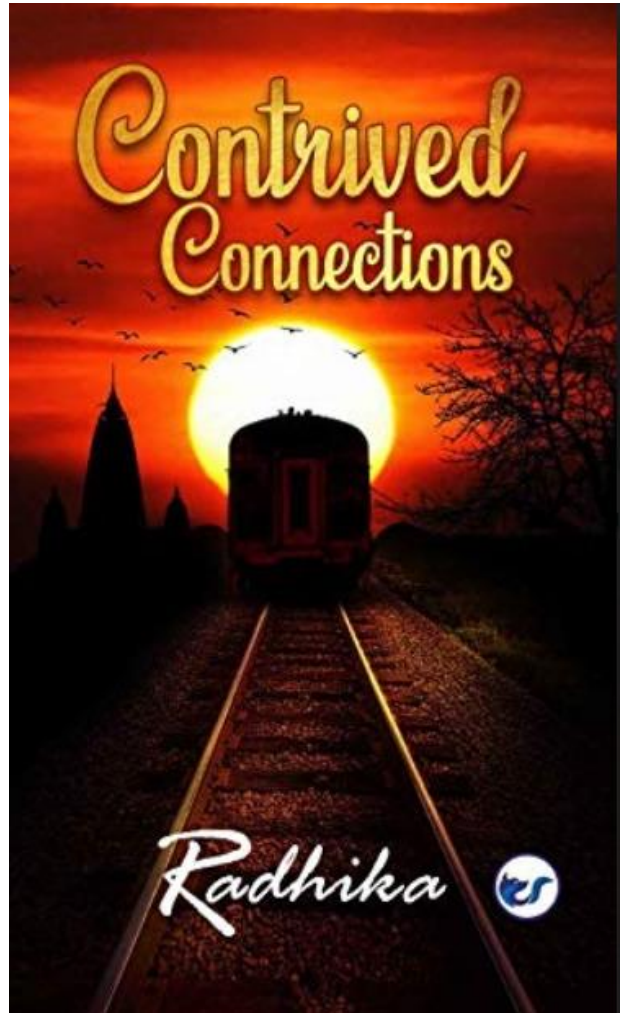
**Frontlist:** What struggles did you face during the lockdown as the pandemic has been hard for many of us?

**Radhika:** The pandemic has turned the life of many people upside down, families have been shattered, loved ones have been lost. Thanks to God, we just managed through this crisis without

much ado. Of course, we had the common difficulties of procuring our daily needs, the financial crisis with lesser student intake in the tuition center I run, more expenditure on gadgets and technology updates to keep in touch with the changes....but not that we lost everything like so many others. As an author, the pandemic has caused huge obstacles in the sense that book delivery and printing had to be stopped, book stores were closed, and largely book sales and delivery were affected. The genre of fiction lost its sheen temporarily with more people opting to buy self-help and motivation books. There were drastic changes on all fronts and we struggled to adapt to it. I missed meeting my students in person and that was very stressful for me. I lost out on relationships and that's what I really felt sorry for and missed.

**Frontlist:** Have you started working on your next project?

**Radhika:** Yes, I have. I have also started on the lines of bringing out a book for children. My books are usually aimed at ages 14+, but now I feel that I should write something that children in the smaller age group can read and enjoy.



**About the Book:** When Sowmya invites Sivakami and Sharan for her marriage in a small Kerala village, little does she envisage that her invitation would catapult the lives of several people in different directions and change their fortunes forever! Never had Sivakami imagined in the wildest of her dreams that she would be stepping into that village again after so many years! For Sharan, it meant an opportunity to gain access to some time with Sivakami and open out his heart to her. Things however don't go as per Sharan's plans. What started out as a casual vacation metamorphosis into a search for truth and draws him closer to Sivakami. A totally unexpected turn of events forces Sharan to lend his shoulder to Sivakami as she pursues to set right the lives of the people who once meant the world to her. Will Sivakami succeed in her mission with Sharan by her side?



## Mehak Varun

A writer, a poet, and an artist, author of three books – THE HUMANE QUEST (volume-1,2 &3). She has been bestowed with the '100 Inspiring Authors of India' award in Kolkata and honored with the 'Women Of Influence 2019' award presented on women's day in New Delhi. Recently, she has been awarded the Gitesh-Biwa Memorial Award of excellence for her article on Woman Power "I Just Need A Chance". Along with her books, her work has been published in various international anthologies.

**Frontlist:** Tell us a little bit about yourself.

**Mehak:** My book can define me well as my book is titled – I Am Me. To be honest, even I am exploring myself and trying to understand myself in a better way. But, yes, I am someone who loves to live in her own little world that's inside her thoughts and that world is only open to her and her imagination alone. I am a mother of 2 beautiful daughters who are an inspiration to my writings.

**Frontlist:** A compilation of motivating poetry can be found in the book- I am "Me". How did the inspiration for poems occur to you?

**Mehak:** You bet! Sometimes it gets too hard and I am on the verge of giving up, but then when I sit down and get into the story I am so engrossed in it that I forget all my tensions.

**Frontlist:** Why did you decide to publish with Invincible Publishers?

**Mehak:** Well, I mailed them my blurb and idea. They liked it and were ready to publish my work. I really feel honored to have my book published with them. Every segment of my book has been taken care of so well and every person is doing his/her job so well. I feel as if I am a part of their family and my book is as special to them as it is for me.

**Frontlist:** When did you decide that you wanted to be a writer?

**Frontlist:** When did you decide that you wanted to be a writer?

**Mehak:** Well, I am a writer today and all the credit goes to my father. He made me realize that I have the capability and I can achieve what I want. I still remember writing my first article 'Humane or Inhuman'. It got published in the newspaper and that really boosted my confidence. This was the start of my journey as a writer and I am glad that my parents supported me and pushed me to believe in my dreams.

**Frontlist:** What was the length of time it took you to complete the book?

**Mehak:** Well, this book is really special to me. It's a poetry book along with my pen arts. I have divided the book into 3 segments. How there is a killing instinct. And there is hurt and loss and cry, still, nobody tries to understand or even listen. Then comes hope, which she tries to build within her and tries to believe in herself and her capabilities despite all the negativities. Finally, she has the power, the power to know who she is, and the power to build herself more strong and realize that she is more than enough. So, it took me around 1 year to complete this book.

**Frontlist:** What was the length of time it took you to complete the book?

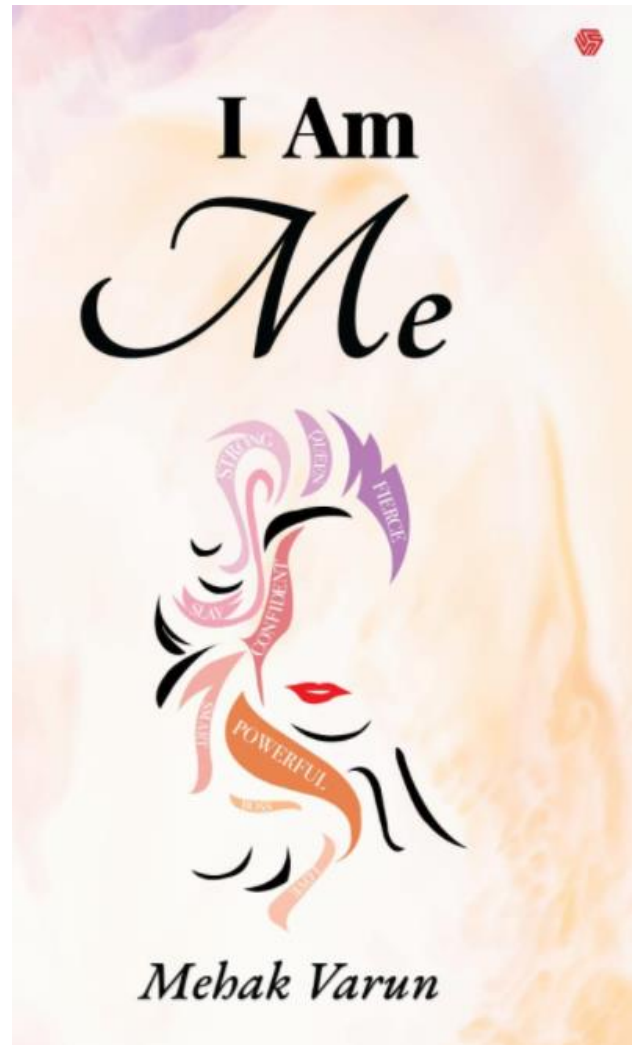
**Mehak:** As I started writing, I realized that what you think is who you are and you can really

bring your thoughts to life. As the quote says- 'Pen is the greatest weapon. I truly believe in it. If you write what you believe in, the pen is surely the greatest weapon.

**Frontlist:** Have you encountered any difficulties as an author? Please share with us.

**Mehak:** I feel I have been lucky in this field. The day I started writing, I became more confident. The only thing which I do is write what I believe. When you write what you believe, it comes from your heart. And that can never go wrong.

**Message from Author:** Every time I read a book or watch a movie, my mind takes me into the scene and I start believing that I am one of the characters. So, at times, it becomes little weird for me as I get so engrossed, I even start talking to myself.



**About the Book:** From the killer instincts to hope and finally the power within, this is how the journey that starts from the end, finishes with a dynamic beginning. She is her own ind of unique, still she is insecure about little things. Be your own you. Be enough for yourself, for you are the light that sparkle through the thick clouds. Be funny, be witty, be intellectual, be talented, be everything you wish to be. Just be you! Let the storms shatter you, still, like a hurricane, you rise!



## Dwijisha Katkar

A whimsical and quirky Doctor with her head in the skies and heart in her own world. She strives to create a change; the kind she hopes to see around her. With thoughts running faster than she probably ever can. Dealing with life's challenges through music, writing, thrifting, her loved humans, weird humor, and tonnes of animals of course.

**Frontlist:** How much time did you spend writing this book?

**Dwijisha:** I spent 20 days writing it as it was part of a writing challenge and I had a certain stipulated time given to complete it. Also I just really wanted to be done on time.

**Frontlist:** Who is your favorite author and what kind of genre do you like to read in your leisure time?

**Dwijisha:** I don't have one favorite author because I love a lot of people's writing styles. I grew up reading mystery thrillers and who-dun-its. So that's kind of stuck on to me even now. But I do love and enjoy reading philosophical books as well. They are soothing. Non-fiction is very inspiring too.

**Frontlist:** What is your favorite chapter in this book?

**Dwijisha:** I have a poem called "Poetry but rap" that's my favorite one of this book because it's heavily inspired by a rapper I absolutely adore and love.

**Frontlist:** Why did you choose Book Leaf publishing as your publisher?

**Dwijisha:** Book Leaf publishing got presented to me through this opportunity as my publisher and they are so helpful, sweet, and kind. Their communication lines are always open. And I'm so glad that my friend,

Dr Vaidehi Arwari, introduced me to this challenge in the first place.

**Frontlist:** What inspired you to write this book?

**Dwijisha:** Life gets us all down and the last year's have been a literal shit storm in every sense. So I feel that was enough to push me into a corner and kind of force the words out of me. Also, writing has always been a great outlet, but I had stopped, until now.

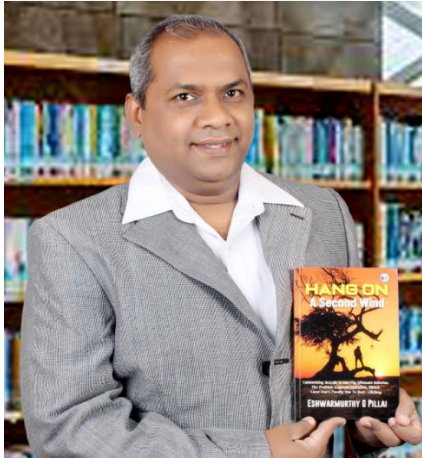
**Frontlist:** As the book talks about mental health, there are still a lot of places where people make mental health a taboo. What are your opinions on it?

**Dwijisha:** Mental health and awareness about it has come a long way. People are more accepting and willing to talk about it now.. but unfortunately, the taboo and stigma still exist and heavily influence people's decisions in seeking help. I don't think that is something that should interfere with a person's life and choices. If you need help, seek it.

**Frontlist:** Is there any advice or something you want to share with your viewers?

**Dwijisha:** Live life on your own terms, be unapologetic about it, and make something you will be proud of, and that can help people feel less lonely and like they belong. It's a very big world and a vast space. Let's be as considerate and kind as we possibly can.





## Eshwarmurthy Pillai

Started his professional career as a Medical Representative in Mumbai, he experienced patient's trauma closely, which still continues. Working with two great pharma giants, he developed a passion for writing and innovative thinking. After completing his MBA in 2003, the pharma journey continued and gave him an opportunity to travel across India. In the process, he went on acquiring knowledge by interacting with people in various fields.

**Frontlist:** Hang on – A Second Wind – The first book of the serious “Hang on” outlines the predicament of poor and debt-ridden farmers who are committing suicide. How did you come up with the idea of this story in the first place?

**Eshwarmurthy:** It's a six long year of journey with the book “HANG ON – A SECOND WIND”. The journey began in 2015, wherein I use to hear and read a lot about farmers committing suicide nationwide. The situation was pathetic and deteriorating day by day, year after year. When I dug more, it was quite surprising to know that the farmers suicide was happening for many years and in big numbers. Farmers from all the Indian states had committed suicide with Maharashtra, Karnataka, UP, Bihar, Punjab, where the incidences are in big numbers. When I went through all those data, I found that debt, drought, and depression were the major factors responsible for those farmers committing suicide. Every farmer story which I read was painful and felt shameful. The debt amount which haunts those poor farmers are so meager, compared to the loans that we city people take and enjoy. We are just allowing them and their family members to die one by one. My visits to the villages and remote places in the drought-affected region, during my profession, provided ample evidence. The interaction with the farmers and villagers there helped me with more authenticity. All those collections finally

helped me in writing this book which I want to dedicate to the farmers in India and all over the world.

**Frontlist:** In this book, you differentiate suicide in two ways.

“Suicide, a thin line between life and death  
One who sees it doesn't cross it  
One who doesn't see it, crosses it”.

**Have you ever come across any person with whom you felt this situation? How did you tackle the people involved within it?**

**Eshwarmurthy:** During our final year graduation exam in 1992, I came to know about a friend of mine who committed suicide by jumping into a well. That came to me as shocking, as he was a very cheerful guy. The same year, even I failed my exams and the same thought went into my mind. Since I felt that my life and future is shattered, I decided to end my life. As I was approaching the railway track near my residence, lots of things were going in my mind about my family after my death. I was continuously thinking about the pros and cons of my act but couldn't draw a conclusion. From nowhere I just started praying and begging God to give me a chance to fight the odd. Later, I just turned back and returned home. Many years later, in 2010, I again decided to end my life because of frequent fights with my wife. She became very suspicious about my living style. This time again I sat just next to the railway track in Kolkata thinking about the suicide. As the

train approached close the fear of death and my daughter's pic on my mobile fixed me. My suicide attempt went on for a couple of hours as the train passed by one after another. Finally, my daughter's pic saved my life and I cried deeply returning home back.

**Frontlist: Why did you choose Clever fox Publishers as your Publisher? How was your working experience with them? with the idea of this story in the first place?**

**Eshwarmurthy:** Working with Cleverfox Publisher has been a wonderful experience right from the beginning. In fact, Mr. Ranjan Mohapatra the CEO is so approachable and amicable. He was always available for me during my publication journey. Prior to Cleverfox Publication, I already burnt my fingers with a couple of self-publishing houses. They simply exploited my time energy and money. After seeing Mr. Ranjan's humbleness and genuinity, I decided to go ahead with him. His entire team are worth a penny. Even my forthcoming books will be published through Cleverfox very soon.

**Frontlist: As a medical representative, you traveled across the world and interacted with different cultures and people. Share one beautiful memory with us of your journey.**

**Eshwarmurthy:** I have traveled to most parts of India except for the Northern part. Working for Sanofi Aventis in Bengaluru from 2003 to 2008 was one of the best moments of my life. Based in Bengaluru I used to cover the entire Southern region of India for the cancer medicine business. Cancer as a subject was always scary and I used to run away from it. But couldn't run away from destiny. While meeting the oncologist in that area the patient's miseries used to bring tears in my eyes every now and then. One such patient I came across was Mr. Shankar and his wife Mrs. Gowri in Bengaluru. Mr. Shankar met us in June 2004 and passed away in June 2005. That one year was more pleasing and blissful as they treated me and my wife as their

children. Even we started calling them Shankar Appa and Gowri Amma. They didn't have kids of their own. So even we felt lucky to have parents like them. During one of his chemotherapy, Amma informed me that Appa wanted a unit of blood as his hemoglobin level dropped. So I arranged it for him as my blood group matched with that of Appa's blood group, AB+ve. He was so thrilled for the same blood group and hugged me continuously while lying on the hospital bed. In June 2005 he succumbed to advanced Esophageal Cancer.

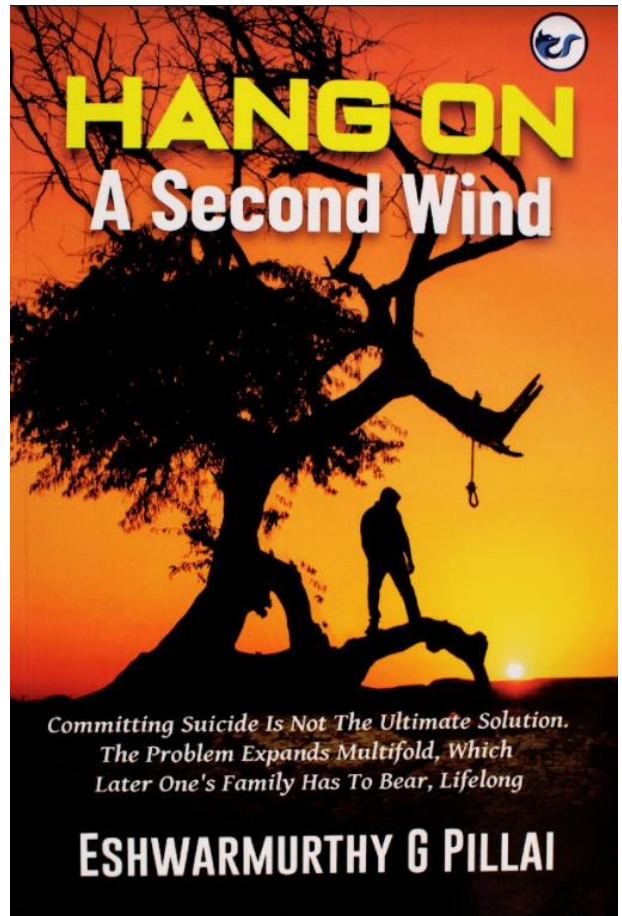
**Frontlist: Despite having a bustling profession, how did you get the time to write on such a well-researched issue?**

**Eshwarmurthy:** My medical sales profession helped me a lot in my research for this book. Since my job involved extensive traveling, I got ample opportunities to interact with a lot of farmers and villagers in many districts across Maharashtra. Whenever I used to wait for my doctor's call, I would interact with a lot of patients. Quite a few turned out to be farmers and that helped me to know more about the subject. After knowing I used to scribble it down on my laptop going back to the hotel. I used to write the whole night and connect all the dots needed for my book. All those interactions and the dry barren fields fine-tuned my thoughts process for this book.

**Frontlist: A Second Wind is a very mindful read that covers certain aspects of life. Do you really think that this book will be able to touch millions of people and help them to understand Suicide and how it changed someone's life?**

**Eshwarmurthy:** Suicide is a very delicate and daring act in which the mind is overloaded with negativity. The person is fully conscious about the act but is ruled completely by his negative thoughts. It's just a good glimpse, a positive sign, and a ray of hope is needed to transform that person's complete negativity. I can vouch for it from my own experience of committing suicide, not once but twice. The first time, my family and their living circumstances saved me. The second

time, my daughter's pic on my mobile saved me. Now, those negativity has vanished completely and I always search the opportunity for living for my family and society at large. HANG ON – A Second Wind, is one such attempt of mine to inspire all those in deep stress and on the verge of committing this act. Though the book is focused on farmers committing suicide, a few mentors mentioned that it is meant for all people. We read and hear highly qualified professionals like doctors, entrepreneurs, cops, college and school students, working executives committing suicide. I just pray that my book reaches all those distressed people across society. In order to reach the mass, I am planning to launch my book in various languages in the future.



**About the Book:** Over the past few years, the central part of India experience experiences severe drought and famine. It takes a huge toll on the farmers who belong to those regions. Many of them have gone bankrupt and have lost their farms and houses. As a result, they are committing suicide in huge numbers. The increasing incidences of their suicidal death have become a serious concern for society, the state, and the nation. Subodh Kadale, an ordinary farmer, who hails from the Beed district, also carries the pain of financial disaster for a long period. With no farming, Subodh has to struggle for his family's livelihood. For the last two years, he has been doing a porter's job at the village market. The earnings are sufficient only for their day to day day-to-day survival. He is not able to accumulate any extra money, through which the debt burden can be reduced further. He has been pleading with the banker but has yielded unfavorable results. The present circumstance is such that the left out left-out asset he has, is going to be auctioned at any moment. With no one to support him, he starts getting reckless thoughts day by day. During one such suicide attempt, he happens to meet Vanhi, a schoolgirl near a railway track. Their initial conversation enlightens him and the grief disappears in no time, because of her innocence and simplicity. All those intentions of committing suicide to get metamorphosed by her audacity and the magical tiffin box that she carries. Subodh's incredible journey begins with the little one's brilliance and under the lights of Stephen Noronha



## Dr. Sujata Singhi

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

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

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

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

**Dr. Sujata:** Having been a book lover since childhood, I had always seen all my family

members reading in my spare time. always encouraged all of us to share our experiences or learnings be it from a picnic or a movie or just about expressing our emotions by writing or painting. I used to enjoy this activity. I used to write for my school's annual magazine from grade 4 and would be elated, with a sense of pride.

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

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

**Dr. Sujata:** Reclaim your Riches, the inspiration was the seeker within me wanting to share what had been unearthed. What took me over 40 years to figure out, came up seamlessly as I started writing this book. Wanting to share this ancient wisdom in the simplest and most practical form was my motto. We as humans are magnets who can attract abundance, prosperity, and happiness. There is no need to suffer provided we follow the practical spirituality explained in the book. This book includes the 3 bonus guided meditations with specific music recorded in my voice which will help the readers to vibrate at a higher frequency on a regular

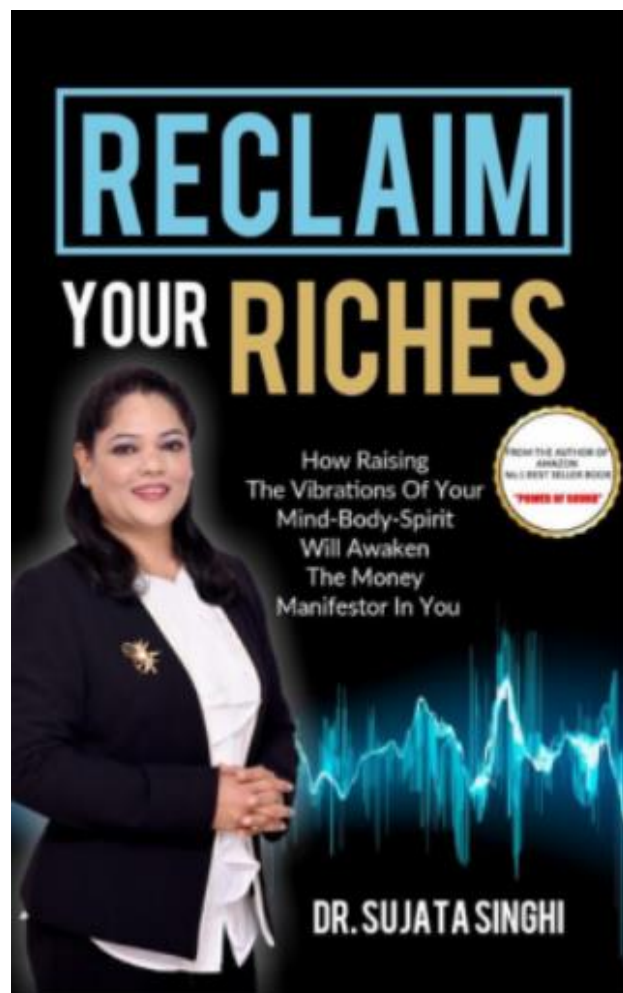
basis. These meditations have been tried upon by my clients and participants showing 100% success in transforming them at varying degrees.

**Frontlist:** Have you started working on your next project and if yes please share some glimpse about it?

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

**Authors message to the audience :** "Change the story you tell yourself and see your life change"-Dr. Sujata Singhi.

Every thought is a vibration and manifests that what we think. If you want to transform your life, change your thoughts



**About the Book:** This is one of those rare books which will transform your whole life. To living an exceptional life various ancient, time-tested, scientifically proven and holistic processes that are easy to follow are shared in the book that will truly astonish you. Be ready to join an exhilarating journey to the core of the material manifestation. No more effort and gnawing uncertainties! This book will guide you “how to be” as you create a “Beingness,” a vibration, that you are with the flow of creating your ideal life as a natural consequence of what you truly are. Learn the secrets of “Spirituality that leads to Prosperity.” Spiritual empowerment will help you dive deep into your potentials and enjoy the pearls of “Wisdom” to see your “Identity” with clarity, strength, power, courage, intellect, and raise your vibrations to become a money magnet.



## Prasanta Bhattacharya

An engineer who got into the Information technology profession, founded Narendrapur Pathshala Education Society in Kolkata for helping Rural Kids achieve their Dreams. His first Book 'Am I What I Want To Be' was launched in May, 2020. He aspires to connect many students across schools /colleges/universities and take some of his social services initiatives ahead in coming years.

**Frontlist: Tell us something about your Book?**

**Prasanta:** My first book 'Am I What I Want To Be', it's a fiction, influenced by few real-life heroes. I have tried to write it such a way that everyone can relate the story in their lives. Let me explain a bit more. Everyone has dream or aspiration. It is just that scale of aspiration varies depending on background / situation. During our journey we are touched by many people. We are inspired to be someone, to do something special. At times, we may get derailed due to change in priorities. But your inner self reminds you "am I What I want to be". As we mature, we realize that in this large universe we are just dots. Even the richest person on this planet cannot remove the poverty for all. What do we do then? The protagonist then understands it's all about doing small things on the ground from the front, setting examples. Do it together, share the fun. Make it inclusive. Then he starts focusing on many social initiatives. When other join hands, together they lead to larger social impact. That's how even ordinary person like "Aakash" can contribute a lot in the society. The book focuses on the fact that we chose to be who we are! We choose our future! What remains is a journey!

**Frontlist: "Am I What I Want To Be" depicts the journey of seeking who you are. How did you come up with the idea of this book?**

**Prasanta:** I have met many shades of people

spanning across demographics, in various sectors of our societies. People, their struggle, dream, journey and life have touched me very deeply. More importantly many people and their actions motivated me in doing small things with great passion and love. End of the day, it is all about how much you tried and could accomplish that you always dreamt for. Before it is too late, we must rethink and realign our journey to ensure we try those small things. Even an ordinary person can achieve a lot through the power of consistent effort. At times it is easy to reflect through your writing. Through written communication we can connect with many others more effectively and that's how I started writing this book.

**Frontlist: Why did you choose Invincible Publishers as Publisher?**

**Prasanta:** I used to think writing book is more important than anything else in the publishing journey. Actually, there is a lot...Editing, formatting, cover page design, publishing in Kindle, printing, distribution and marketing...So many people need to work with you to make the journey even better...You need an expert to guide you all through this journey! I am really thankful to Invincible for all the guidance, support. I could not ask for more. I am also grateful to those people who stayed in the background and gave their best to help me accomplish my goal.

**Frontlist:** There are a lot of folks out there who have been doing work that they don't enjoy. What advice would you give to these people?

**Prasanta:** At times we have to do certain things although we may not like them most. However, if you do it from your heart, learn it deep, there is always something in stock for you. Nothing is wasted as such. However, in long run we must ask ourselves if this is what I want to do for ever. We must not forget our aspirations, just because we are busy with something else. It is okay to start them afresh however late they are. There is never a better time than starting it now!

**Frontlist** How was your experience as a debut author? Have you faced any challenges in your journey?

**Prasanta:** Challenge is always there. It is not good to not have any challenge. Being first time author, there has been ups and downs, both internally and externally. Specially finding the right platform, getting genuine review and feedback is always a difficult part. However with patience, self-belief, support from your guide, mentor and encouragement from your readers, one can overcome all these challenges.

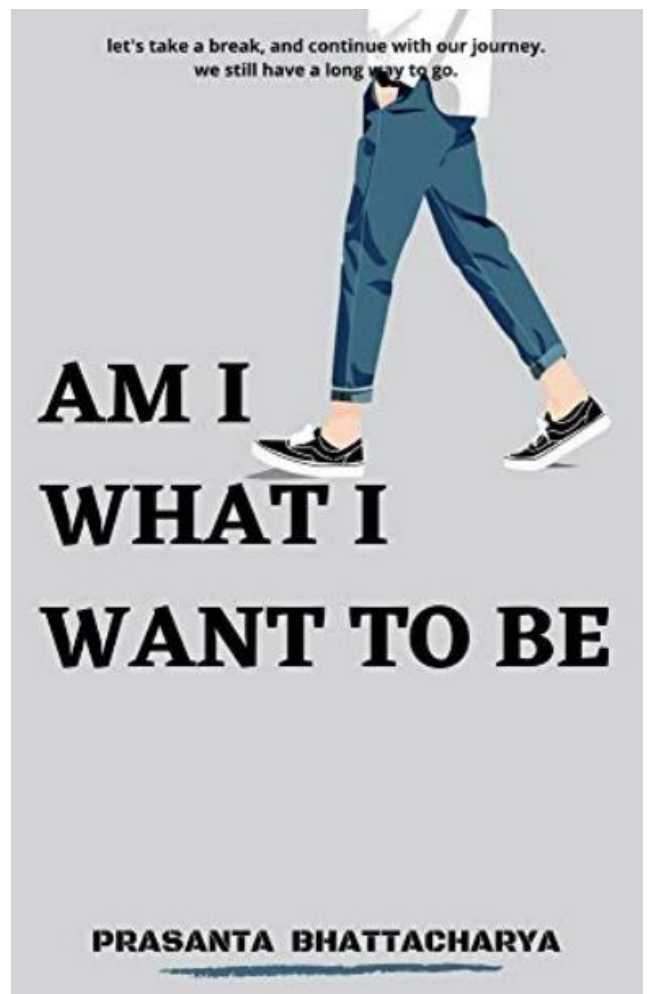
**Frontlist** You founded Narendrapur PathShala Education Society that works for rural kids to fulfil their dreams. What is your vision behind this initiative?

**Prasanta:** There is plenty of talent in our country. And kids are our future. In remote places, kids may not always have access to resources, infrastructure. My vision around PathShala was to support rural kids with the right education, infrastructure etc. That way we can minimize the inequality that exists in our society. In my book as well, I tried to present the idea of back2pathshala and how common people like us can create a difference in the society. I also spoke about some other ideas in my book like "Walk YY+", "Chain of 10", "Humanity Index" etc. I am trying to live

that life myself to do my own part in our society. I leave it to my fellow citizens to do their part. What makes me happy is that there are many people who are relentlessly contributing in making this planet a better place to live.

**Frontlist:** Any message for readers?

**Prasanta:** I am truly thankful to everyone who could find time from their Busy Schedule to buy and read my Book. I am extremely honoured to receive so many feedbacks and best wishes from readers. I hope i could give my best in the book and you had fun reading it. Thank you again and i look forward continuing in my own journey of lam I what I want to be and introduce many such books in coming years. Your blessing and best wishes is what I will always look for.





## Krishna Mavila

Author of the best selling book 'Cracking the Secrets of Stock Market Investing', an NISM certified Research analyst, investor, full time trader, entrepreneur, spiritualist, minimalist and a wealth coach, have helped hundreds of people to achieve financial freedom through trading in stock markets.

**Frontlist:** Tell us something about your Book?

**Krishna:** I am an entrepreneur, investor, a full time trader, and a stock market mentor. I have founded Acetrader Hub, a community of traders investors and students. Stock market is my passion and am on a mission to help as many people as I can to help them achieve financial freedom. I run some mentoring programs to help people who are willing to be financially free, they can visit my website [krishnamavila.com](http://krishnamavila.com) to know more about that.

As far as my book is concerned it is an attempt to help those new investors and traders who step into markets to have a smooth journey to start.

**Frontlist:** "What advice would you give to people who are new in the Stock Market and how to invest?"

**Krishna:** For a newbie investor it is very much important to learn all the basic aspects of markets. How it have behaved in the past , overcoming all the crashes. On a long term point of view markets are always going to be making new records as the economy won't be the same as today when we look 20 years down the lane. So to invest in sustainable companies and investing in index funds over a long period of time will definitely add value to ones portfolio.

**Frontlist:** You are busting all the myths associated with Stock Market investment, share some of the myths with us?

**Krishna:** The major myth is that Stock market is a place to gamble. This mindset has to be taken away from people and the actual essence of investing should be taken into account. Even though many people make it a place of speculations and gambling, one with proper knowledge and systems will always have the edge.

**Frontlist:** You have highlighted the importance of Financial Education in the contemporary world in the book. How are you taking it further with your next project?

**Krishna:** Importance of Financial literacy is at its utmost peak after the crisis of corona. People have suddenly lost their jobs and the income source, a proper plan to face any adversities would have made the life a lot easier in such cases. If you take into account the financial literacy of any developed countries and compare it to developing countries we will see the difference. A countries economy will prosper if the financial literacy improves for the masses

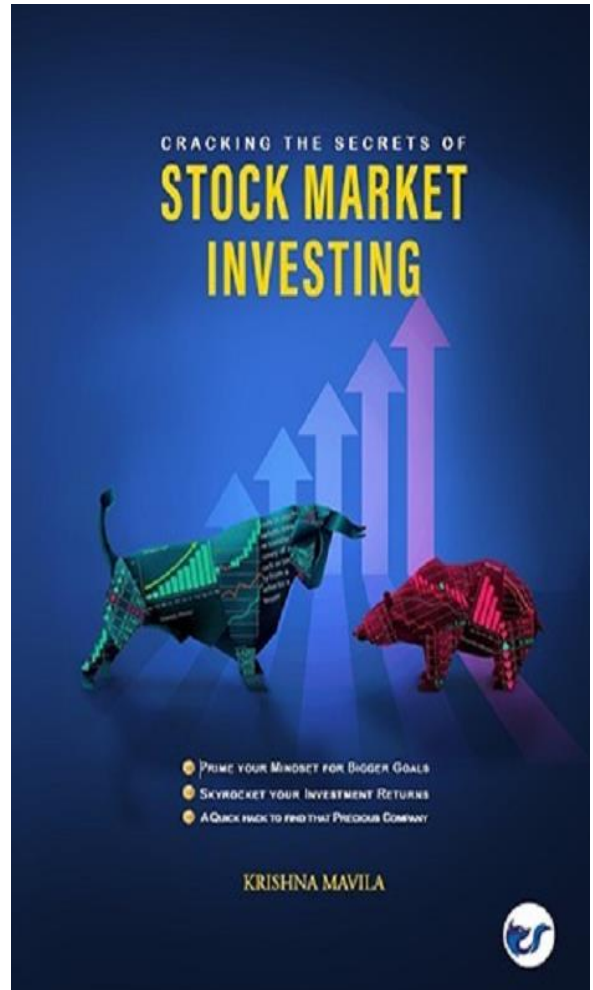
**Frontlist:** What obstacles and Challenges did you face in your journey and how did you overcome them?

**Krishna:** Procrastinating is the major factor that



makes all of us to postpone the important things for later. For me I was dedicated and committed towards my goal. And my vision to empower as many people as possible to be financially independent drives me ahead. I conduct programmes to take forward the intentions and make this country more economically strong by making the people financially literate. I even provide free one to one sessions for people who are interested in learning stock markets, they can visit my website [krishnamavila.com](http://krishnamavila.com) and book an appointment.

**Author Message:** To invest in sustainable companies and investing in index funds over a long period of time will definitely add value to ones portfolio/stability



**About the Book:** In this remarkable book, the author demonstrates the power of mindset and some hacks to make things benefit you. Build that solid mindset to achieve freedom and live a life of purpose. Rewire your subconscious to be effective and successful. Takes you into the world of stock markets where you can see your financial freedom getting blossomed. Handholds the readers through the journey, busting all the myths associated with that. The author also explains a simple and effective tool that can help anyone get success in markets. Gives you a quick hack to find those precious companies where one can invest. Highlights the importance of Financial education in the contemporary world.



# From the eyes of a Literary Agent: Dipti Patel, Founder WordFamous

Dipti Patel , founder, WordFamous Literary Agents is based at Mumbai. Her list of authors include CEOs, bankers, film makers, journalists, start-up founders, political & spiritual leaders, academicians and even first time & young budding writers. She has placed manuscripts across genres like literary fiction, thrillers, mythological fiction, business books, biographies, recipe books, children books, poetry, current affairs and self-help among others. She is passionate about promoting the regional writers and gets the classics and other great works in vernacular languages like Telugu, Tamil and Malayalam translated and published in English. She has assisted authors from countries like US, UK, Israel, Germany, UAE and New Zealand. She speaks Hindi, English, Gujarati, Telugu, Tamil, Marathi and Marwari.

**Frontlist:** When did you start your Journey as a Literary Agent?

**Dipti:** I started WordFamous in 2014, it's been 7 years...we have more than 70+ books. An amazing list of authors. Across all genres: Fiction Non fiction children poetry recipe books, 4 color books business books, biography, I mean everything in past.

**Post Pandemic Changes :**

- Distribution

- Offline sales
- Book shops closing down
- Online sales
- Ebooks are doing well
- Lit fests , that feel is not there in the online way.

**Frontlist:** What do you prefer e copy or paperback?

**Dipti:** My personal fav is paperback..as

reading MS on laptop seems like a work to me. So anytime prefer paper over e books.

**Frontlist How do you select the manuscripts?**

**Dipti:** Once I sit down and read from the point of reviewing and taking up the MS, lot of thought process goes in selecting it. There is not just one criteria...something tells me once I read, whether this will work or not...to answer the authors who are submitting: yes writing is first and foremost criteria..and of course genre.

Right now, fiction is really difficult to place. As there is too much fiction in market. People want to read real stories. Real world after the pandemic.

**Frontlist What is it u want to tell the aspiring authors who are stepping into foreign territory of books?**

**Dipti:** There are so many authors who are self published and they reach out to me saying they have good reviews , it doesn't work like that. Pl decide if you want to get it traditionally published , try that first and not the other way...if you have self published, work hard on the mktg part , if your work is good, it will be noticed for sure.

**Frontlist What is it u want to tell the aspiring authors who are stepping into foreign territory of books?**

**Dipti:** The word count plays very important part. I received MS which are 25k words. Some authors submit MS ( fiction) which is more than 1.2 lac words...I just want to tell them, they are not established names and how do they expect any reader to pick up their book and read such a thick book.

So if its non fiction, self help : let it be 50-60k  
If it's fiction : let it be 60-70k even 80k works.  
Not more

**Frontlist How do you think pandemic will affect book industry?**

**Dipti:** The biggest problem we all are facing is due to complete halt of 1.5 hrs, we have a

huge signed backlog of MS. Once that stock is released in the market, the normal cycle will start. The authors have been really patient and hugely appreciate them all. In this battle of fighting the pandemic, glad the authors are cooperating with the publishers.

**Frontlist: Will the role of Literary agents change ?**

**Dipti:** No, the literary agent will always be needed. We have the expertise to identify the real gem and present it to the world. One thing for author..you have to very patient if you want to go the traditional way.

**Frontlist: Would you like to share some line in the end ?**

**Dipti:** I am happy to see so many authors now. And so many newcomers are doing well. The books will always be there and publishing industry will be rewarded only if we have more and more readers. We have writers and very talented writers. We have to increase the readers now.

That's the only way out for a better India.



# September Events

## The Manila International Book Fair 2021



**The Manila International Book Fair (MIBF) is being held this year from 30th September to 4th October 2021.**

The MIBF has always been a big deal for many bookworms. Usually, an extensive selection of books from local and international publishers such as ABS-CBN Publishing and Penguin Books, as well as collections from the biggest bookstore chains in the country, such as National Bookstore and Fully booked, were up for grabs.

The Manila International Book Fair isn't just one big book sale as it also hosts a series of events including talks from speakers and authors, virtual exhibitions, panel discussions, Q&As, and book launches.

Last year's fair, for instance, had authors such as Danton Remoto and Stanley Chi discuss their books. Some of the topics tackled on the free webinars last year ranged from mental health to online businesses.

## Melbourne Writers Festival 2021



**The MWF Digital program brought forward to give access to the audience to online events from home, streaming for an extended period from 3–15 September.** Events were available individually on a Pay What You Can model, or festival supporters could go all in and purchase a Digital Pass.

A specially commissioned short documentary called Writers On Film, a series mapping the creative lives of three local authors: Tony Birch, Sophie Cunningham, and Jennifer Down was premiered online on 3 September.

In the coming weeks and months, MWF will be exploring ways to bring some of the events from their program to audiences.

## The Beijing International Book Fair 2021



**The Beijing International Book Fair (BIBF), one of the largest book publishing trade fairs in the world and the biggest event in Asia's literary calendar, opened on September 14 and went till 18th of September,** as a hybrid event of diverse digital and physical activities.

The annual event was in its 28th edition, held at the main venue, the new China International Exhibition Center in Beijing's Shunyi District, with the virtual fair taking place via SMART!BIBF, a new digital platform launched on its official website and app.

BIBF 2021 had adopted advanced technologies like 5G and VR for immersive activities such as exhibitions, promotions, seminars, and online live streams.

Some 300,000 titles were on display from nearly 2,200 exhibitors from 105 countries and regions, among which were 57 countries that are part of China's Belt and Road Initiative. Among countries being represented for the first time are Algeria, Laos, Palestine, Denmark, and Finland

Pakistan was the designated country of honor to mark the 70th anniversary of the establishment of diplomatic relations between China and Pakistan, the organizers announced last month. Celebratory activities, such as the Night of Pakistan and a special theme exhibition, took place to showcase the nation's cultural, literary, and art landscapes.



The five-day fair also included a grand special exhibition in celebration of the 100th anniversary of the founding of the Communist Party of China, an exhibition of sci-fi comics adapted from award-winning author Liu Cixin's works, as well as a 2022 Beijing Winter Olympics themed exhibition showcasing Winter Olympic publications and winter sports games.

The organizers said the hybrid fair, the first major international book fair held online and offline during the COVID-19 pandemic, served as an international cultural exchange platform for publishers around the globe.

Visitors were required to provide negative nucleic acid test certificates, show their health codes before entering the exhibition center, and must wear a mask.

Launched in 1986, the event was staged by the National Press and Publication Administration, the Ministry of Science and Technology, the Beijing municipal government, the Publishers Association of China and the China Writers Association.

## The 23rd Nairobi International Book Fair 2021

**The 23rd Nairobi International Book Fair is a hybrid and held under the theme of 'Publishing for the new era'.** It opened its doors on 28th September and it was held till 2nd October, 2021 at Sarit Center Expo Hall, Westlands, Nairobi, Kenya. The physical and virtual versions of the book fair were run concurrently. The Nairobi International Book Fair (NIBF) is the regional marketplace for books and it brings together publishing professionals, authors, booksellers, print suppliers, media, and readers from Africa and around the world. The NIBF has been held for the last 23 years and has grown to be one of the leading book exhibition places in the region.



# Upcoming Events



## Riyadh International Book Fair

**The most awaited literary event of RIYADH and the most important book fair in the Middle East began on 1st October till 10th October, 2021.**

The book fair features hundreds of national and international publishing houses, distributors and retail booksellers to facilitate and promote exchanges between professionals and represent latest releases along with vintage books. The exhibitors at the book fair put on display a large number of books on Islam, Arab culture, history, medicine, law, science and technology in Arabic, English, French, Turkish etc.



## LIBER 2021

**The most awaited literary event of RIYADH and the most important book fair in the Middle East began on 1st October till 10th October, 2021.**

The book fair features hundreds of national and international publishing houses, distributors and retail booksellers to facilitate and promote exchanges between professionals and represent latest releases along with vintage books. The exhibitors at the book fair put on display a large number of books on Islam, Arab culture, history, medicine, law, science and technology in Arabic, English, French, Turkish etc.



## Frankfurter Buchmesse

**Frankfurt Book Fair will be held from 20 to 24 October 2021 with Guest of Honour Canada.**

Frankfurt Buchmesse is opening its doors. World's largest trade fair for content presents itself to people on every continent. Be there when the book and media industry reconnects in Frankfurt. After all, in-person encounters are what generate unexpected business opportunities, surprising moments and innovative ideas – all of which make Frankfurt Buchmesse the central meeting point for the global publishing community.



## Helsinki Book Fair

**Helsinki Book Fair is coming on 28 October and will happen till 31st October 2021.**

It offers four days of new reads, discussions and chances to meet writers and lovers of literature. This year, part of the fair programme is also available online.

Helsinki Book Fair is a cultural forum of national significance that brings writers, politicians, artists and experts together to discuss major phenomena of our time. Freedom of speech, tolerance and respect for human rights are some of the most important values of the fair.



# Gail Omvedt

## Kamla Bhasin

**FRONTLIST** tributes to **Gail Omvedt** and **Kamla Bhasin** for their great contributions in the publishing and writing industry.





# Gail Omvedt

Researcher, author and one of the intellectual voices of the Bahujan movement Gail Omvedt passed away on 25 August 2021. She was 81.

**Gail Omvedt** was an American-born Indian sociologist and human rights activist. She was a prolific writer and published she wrote numerous books on the anti-caste movement, Dalit politics, and women's struggles in India. Omvedt was involved in Dalit and anti-caste movements, environmental, farmers' and women's movements, especially with rural women. Gail Omvedt, championed the cause of India's marginalized communities and was a leader in the country's feminist movement.

She moved to India in the 1970s, taught at universities there and wrote more than a dozen books, including

“Understanding Caste: From Buddha to Ambedkar And Beyond” and a biography of Bhimrao Ramji Ambedkar, the primary author of the Indian constitution. She was also a lifelong activist who chose to live among those she worked with and wrote about in Maharashtra, the second most populated state in India. She spoke flawless Marathi, the local language, and spent considerable time doing work in poor communities fighting caste oppression in rural regions.

Her death is huge loss for the writing and publishing industry

## Awards won by her:

- Honorary Woodrow Wilson Fellowship, 1964–65
- Fulbright Fellowship as Tutor in English in India, 1963-1964
- University of California Graduate Fellowships, 1964–65, 1965–66
- American Institute of Indian Studies, Junior Fellowship for PhD research in India on “The Non Brahman Movement in Maharashtra,” January – December 1971
- American Association of University Women, Fellowship for research on “Women’s Movement in India,” January–December 1975
- Savitribai Phule Puraskar, Padmashri Kavivarya Narayan Surve Sarvajanik Vacanalay, Nashik, 2002
- Dr. Ambedkar Chetna Award, Manavwadi Rachna Manch Punjab, August 2003
- ABP Majha Sanman Pursukar, 2012
- Matoshree Bhimabai Ambedkar Award (2012)
- Vitthal Ramji Shinde Award, April 2015
- Lifetime Achievement Award from the Indian Sociological Society, 2018





# Kamla Bhasin

Eminent women's rights activist, poet and author Kamla Bhasin passed away on September 25, 2021 in Delhi after battling with cancer. Kamla Bhasin was 75.

Kamla Bhasin was known for her activism through her songs and poetry, and for challenging patriarchy all her life. It was in the 1970s that she began her activism journey by participating in social movements in Delhi and Jaipur. She was the founder of Sangat (a South Asian network for gender training and activism) and co-founder of Jagori, a women's resource centre since 1984. Born in 1946 in Pakistan's Shahidanwali village, Bhasin completed her graduation from Maharani College, Jaipur, and post-graduation from Rajasthan University, before moving to Germany to study sociology. After returning to India, she worked with the UN's

Food and Agriculture Organization for 25 years. During this time, she reached out to women across the country.

Bhasin was the founder of Sangat, a South Asian feminist network, and co-founder of Jagori, a women's resource centre. She was also the South Asian coordinator of the One Billion Rising campaign, besides being associated with several other organisations. She is known for improvising and popularising in India the 'Azadi' slogan, which she picked up from Pakistani feminists, as well as for her poems written for children, the most notable being 'Because I'm a girl, I must study'. She wrote more than 30 books on women's rights and eight children's books, along with several songs and poems.

She has written books on issues of gender, justice and ideologies of patriarchy and feminism, which now assist NGOs in creating awareness among people and giving them a better view of the concepts.

## Some of her famous books are:

- Laughing Matters (co-authored with Bindia Thapar)
- Borders and Boundaries: Women in India's Partition
- Understanding Gender
- Understanding Masculinity
- What is Patriarchy?
- Feminism and its relevance in South Asia

Other than these classic books, she is also known for her famous poems, 'Kyunki Mai Ladki Hoon, Mujhe Padhna Hai' and 'Umadti Ladkiyan'. She was also awarded 'Laadli Lifetime Achievement Award' for her work.

# PragatiE Vichaar Literature Festival 3.0



A literature festival outlined to capture and raise awareness or promote action in prominent social issues from the eyes of the authors. It is a flagship conference that was established in the year 2020 during the 1st Virtual Delhi Book Fair. It aims to bring together the best of authors from across the country & worldwide to initiate a forum of discussion and intellectual debates around various topics that concern the publishers, the authors, the readers and the society at large. **PragatiE Vichaar Literature Festival will open its doors on 4th of December till 5th December 2021.**

**PragatiE Vichaar Literature festival (PVLf)** has had two incredible editions alongside the Delhi Book Fair. And now for the first time probably in the history of the literature festival we are having a 24 hour Author's Marathon. PVLf is dedicated to enhancing Dialogue, Literature, Free Speech, Storytelling and promotion of the world's most powerful tool of communication that is writing.

Festival directors of this PVLf 3.0 are:



Kapil Gupta



Pranav Gupta



Shabri Prasad Singh

## Festival



Kapil Gupta is a parallel entrepreneur, the founder and the CEO of OMLogic (India's leading digital marketing agencies), PragatiE (a virtual exhibition platform), Frontlist (portal for the publishing industry), Solh Wellness (a mental wellness marketplace & his current passion project), Advit Toys (a board games company). He has also written a book called "India Vision: New Age Equality" that became #1 bestseller in sociology on amazon.in within a week of its release.



Pranav Gupta is a third generation publisher working as MD of Prints Publications (his family business) and the Director of various new-age and technology based businesses like Frontlist Media, PragatiE, Advit Toys, Solh App. Pranav is also the Honorable Joint Secretary of The Federation of Indian Publishers and Executive Committee Member of International Publishers Association.



Shabri Prasad Singh: Besides being an author, mental health activist, Shabri has completed four successful literature festivals. She has meticulously curated and directed all four literature festivals with specific themes in mind.

## Mission

To achieve this feat, all three festival directors are promoting new authors to enhance their public visibility and promote Indian Literature across the world.

We will have democratic, disciplined discourse throughout the marathon.

The Mission is simply to inculcate the love of writing, the internal mind of authors and discussing and covering pivotal topics from all around the world.

**Almost 48 authors from across the world will take part in this engrossing festival.**

- 8 will be celebrity authors
- 8 will be mid level authors
- Rest 36 will be debut authors.

### Time Duration

Authors will get 30 minutes to showcase their work and

They will take the first 5 minutes to talk about themselves, 5 minutes to talk about their book and 10 minutes to talk about their book's favourite/Important chapters.

5 minutes for Q&A session and rest 5 for changeovers.



## Author Awards

PVLF will celebrate the love of literature by awards in the following categories (more updates to come):

- Best debut fiction
- Best debut non fiction
- Best fiction in mythology
- Best fiction in history
- Best non fiction
- Best fiction



There will be a fair process of screening the books. Each submission will be thoroughly read by our esteemed 3 panel jury.

**“New Age Publishing -  
What Do Authors Need?”**

**Spotlight**  
by **FRONT LIST**



**Siddharth  
Rajsekar**



**Radhika**



**Vikram Khaitan**

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

**In this monthly session of spotlight we have had esteemed authors Mr. Vikram Khaitan, Mrs. Radhika, Mr. Siddharth Rajsekar with us.**

**The topic of the spotlight was “New Age Publishing-What do authors need?”**

The panelists shared the challenges they have faced as authors and the changes they have seen in the publishing world after the lockdown.

- They have shared tips for new authors on how to market their books for better attention.
- They also talked about the unlimited opportunities that are available in the market and the threats as well.
- Their thoughts on self publishing, what would they prefer? self publish the book or go to a publisher?
- The session went so well and enlightened the audience with so much knowledge.

Watch the whole session at [Frontlist.in](http://Frontlist.in)

# September Spotlight

# 'India's News E-portal For The Publishing Industry'

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