

FRONTLIST

NOV - DEC, 2021



PVLFF

PragatiE Vichaar

LITERATURE
FESTIVAL



FRONT LIST

LAUNCHES

PVLFF EXCELLENCE AWARDS

&

24 Hours Authors Marathon

ORGANISED BY

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&



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WELCOME MESSAGE



I am overwhelmed to express my gratitude to all who have been with us and still believe in our credible work. Day after day, we are working towards fulfilling our mission, to create a publishing industry ecosystem & to bridge the gap between its constituents.

I am very excited to see all the hard work of my team paying off very well this month, as we have completed three book launches successfully.

Next 45 days will be super exciting and full of activities for us as we embark upon the mission of setting up an unbiased and authentic PVLF Excellence Awards along with a 24-hour Author's Marathon. With Federation of Indian Publishers as co-organizer, Nielsen as data and knowledge partner, and PragatiE as the host, PVLF is already making headlines and is headed for success.

PVLF is a 24-hour author marathon along with PVLF Awards. It includes Author Excellence Awards, Publisher Excellence Awards and People's Choice Book Awards.

It is a mammoth opportunity for all new authors to enhance their public visibility and promote Indian Literature across the world. Jury, Nielsen book scan data and public voting will ensure unbiased and true awards to deserving authors, books and publishers.

I am also looking forward to seeing a lot of the readers at the New Delhi World Book Fair, where Frontlist will be hosting a bunch of authors at its stall. It will be a gala event for us during these 9 days and a wonderful opportunity for Frontlist to meet face-to-face with its partners, collaborators, readers and friends in the publishing ecosystem.

Till the next time, Happy Holidays and a Wonderful New Year to all of you!

Write to me : navita@frontlist.in

Navita Berry

Buisness Head

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Exclusive Story

PVLF 2022



Dr. Ashok Gupta

Hon. General Secretary
The Federation
of Indian Publishers

Frontlist: FIP has joined as a knowledge partner in PVLF. What do you look at as the role of PVLF?

Dr. Ashok: FIP as the professional trade body of the publishing industry, always supports all initiatives that help in promoting authorship and readership. When the PragatiE team approached us with the PVLF proposal, we were quite enthusiastic as this was going to be another event for the overall growth of the industry. As we have worked with them previously for two editions of Virtual Delhi Book Fairs to our satisfaction, we knew they are a capable team, and they would be able to achieve all their objectives in their first attempt and will further broaden the scale in times to come.

Frontlist: You have seen 2 PVLF events as part of your virtual Delhi Book Fairs. What has been your experience?

Dr. Ashok: Very good, indeed. Particularly the second event was much much more than our expectations.

Frontlist: How important is it to establish the author and Publisher relationship for the Publishing Industry? Your thought on what should be done in this direction.

Dr. Ashok: After independence in last 75 years the publishing industry has grown many many folds and it is all because of the growing Indian authorship which clearly shows that it has immense faith and trust in Indian publishers and their capabilities. Currently the industry is going through a disruptive phase because of new technologies which has made photocopying and digital scanning of published works rampant all over India without any permissions or compensation to the Copyright owners, thereby impacting the very survival of the Industry.

On behalf of the industry I will urge the Indian authors to come forward and raise their voice in the media and the Govt. (a) against this illegal practice that is going on with impunity and (b) to create awareness and respect for Copyrights among younger generation.

Frontlist: What do you think of both editions of the virtual Delhi Book Fair (2020 and 2021)? What will be the future role of virtual book fairs?

Dr. Ashok: The two editions of virtual Delhi book fair have given us some new inputs and new ideas. We are deliberating upon them. Its national and international reach, low cost and 24 hours showcase are really interesting features. Every publisher has to see how to utilise these opportunities to its benefit. We, at the FIP, have to think how to maintain and develop further its unique differentiating features from mainstream from

mainstream physical book fairs. One of the suggestions has been to create its identity around new titles launched during the year and the second one is to develop it into a Rights fair to develop Indian authors and promote translations with in Indian languages. I am quite positive about virtual events because of their scope and scale.

Frontlist: Will PVLF Be able to achieve its objective to promote authors from different streams? Share your thoughts.

Dr. Ashok: The aim should be to attract quality authors from different streams and languages, and providing them a global platform. The Jury should be competent and have free hand so as to have a genuine and honest evaluation and assessment mechanism in place. Over the years the authors, publishers and the general public should eagerly look out for this event. If possible, various print media groups from Indian languages may also be roped in as co-organisers or sponsors to attract language authors and improve the reach.

Frontlist: How do you expect FIP contribute to PragatiE Vichar Literature Festival?

Dr. Ashok: Except for financial support we are with them with all our industry knowledge, contacts and market understanding. It is they who have to see how best they can use our mutual understanding.

Frontlist: New Delhi World Book Fair is scheduled to be a physical event in January? What are your thoughts from a publishing industry perspective?

For exhibitors, audience, organizers.

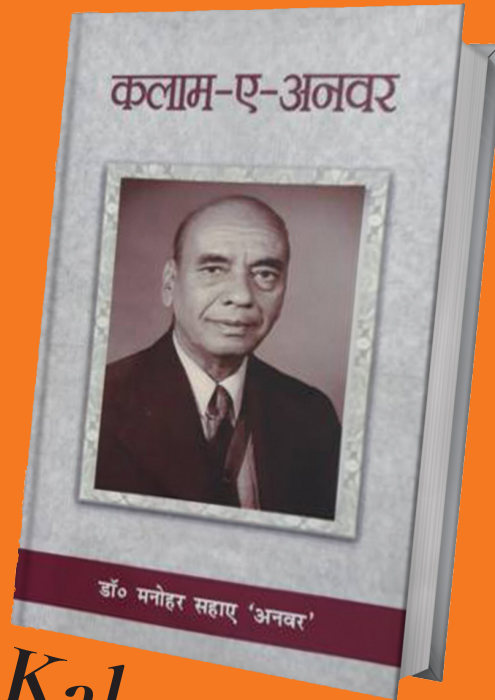
Dr. Ashok: The organizers, NBT and the fair site owners, ITPO are two different agencies under two different ministries. Their mandates are different. ITPO works like a commercial organisation and thus always have a profit motive. For them every event should generate some profits to them. Instead of running the show efficiently they charge exorbitant rentals which the industry is unable to afford. ITPO controls the best, biggest and centrally located exhibition ground Delhi which no other agency can offer. It is for all practical purposes a monopolistic situation for ITPO and that is why they exploit it to their advantage. ITPO should treat book fairs as their corporate and social responsibility. For audience, the construction is still going on in Pragati Maidan, so the reach to the halls could be quite tortuous, dusty and a cumbersome affair.



Karm Yogi



The War of Canneti



Kalam-E-Anwar

BOOK

LAUNCH

Karm Yogi

By - Ramesh Arreja

Karmyogi is one such book which talks about choosing the right path, even if one has suffered a lot and is a victim of injustice in life. How one step in the wrong direction can make your life miserable.

Shivansh, the protagonist, suffered through everything but still kept the fight on. It's very easy to get distracted on the wrong path, if life has not been fair with you.

We as humans justify our wrong deeds by playing the victim card.

It's important to stick to your virtues and principles even in the toughest of times.

About the Book

This is the story of Shivansh, a young boy who is in search of his identity. Always known by his brother's name in his town he is short on confidence & self-belief. Deprived of mother's love and struggling with inner demons. He rides on the horse called life in quest to discover his true purpose. His story & struggles resembles one of the characters from Epic Mahabharat. His story truly reflects the story of millions of students who are at crossroads and confused regarding their life. As he rides on this horse called life, he is faced with difficult situations, Heartbreaks, betrayal & crossroads of life. The story unfolds as Shivansh chooses his passion over love and the aftermath of his decision makes life even tougher for him. Will he be able to weather this storm or will he succumb to a mountain of problems.

FROM AMAZON BEST-SELLING AUTHOR

Karm Yogi

In Battle with Inner Demons



RAMESH ARREJA

About the Author

Ramesh Arreja is a banker by profession, but a writer at heart. An ardent devotee of Shiva, his stories and poems often reflect the spiritual aspect which never fails to mesmerize his readers. An aspiring screenwriter and a member of SWA (Screen Writers Association of India). Born and brought up in Bhopal, his writing style is as fluid as the city of the lake itself.

Ramesh is not only a writer but a mentor as well. When he realized that many people working in the banking industry were from non-commerce backgrounds, he started giving free mentoring sessions every Sunday. He didn't stop there, his first book- The Number Crunchers- An Accountancy Guide has helped thousands. He has also created an app Commerce Vani, where he teaches over weekends. 'Extraordinary fate of an Ordinary man' was his first attempt at Fiction which went on to become an Amazon bestseller.

He has also written some beautiful short stories like "Divine Dance (In Book Love tales) & "Surya" as well. 'Karm Yogi' is his new piece on mythological fiction and is now available on pre-order.



**Explore
the
Book**



Shaam-e-Banaras (Chapter 7)

The chapter Shaam-e-Banaras talks about Protagonist's life at Banaras Hindu University while pursuing law and challenges faced.

At the crossroads. (Chapter 16)

At the crossroads is one chapter which all would relate to as it happens with everyone, but what's important is how to react in those tricky situations which determines our destiny.

Interview

Frontlist: a mythological fiction that is very different from your previous books? When did you decide that you want to write something like this and why?

Ramesh: Actually it's a mix of Mythology with fiction. Not entirely based on mythology but few excerpts worth retelling are taken and story is created around it. I always had inclination towards Mythology since childhood when I use to hear stories from of Lord Shiva, Ganesha, Lord Ram and many more. It always intrigued me. My first book "Extraordinary fate of an Ordinary Man, A man in a prejudiced world" is also of same genre.

Frontlist: A banker by Profession and writer by heart. When did you start the journey of being a writer?

Ramesh: I am nature lover. I find solace when I am close to nature. My writing journey too started when I was posted at Goa in 2017. It started with an Academic book "The Number Crunchers" then progressed towards Fiction " Extraordinary fate of an Ordinary Man" and few Anthologies I have contributed in.

Frontlist: Do you really think that people will feel connected with this story? Share your thoughts.

Ramesh: I am firm believer of related Stories and writing. As I writer I am always inclined to writing stories that are realistic and resonate with readers. If you see reviews of my last novel. Almost every reader has mentioned this point that they felt as if they were living the life of protagonist. Karmyogi is no different.

Frontlist: Why did you chose self-publishing over Vanity Publishers?

Ramesh: Publishers are gonna kill me for this. But having experience the same I feel there is lack of transparency, an author does not know how many copies are sold. There is always some manipulation in it. With self publishing I can invest the money saved on marketing and reach greater reader base.

Frontlist: As a screenwriter yourself, what advice would you give to aspiring screenwriters?

Ramesh: I have been learning screenwriting for quite some time now. Finished writing a story for web series. Though I m new to it but I have learn quite a few lessons. My advice to aspiring writers would be to have patience. Don't rush the things. While creating characters you have to dive deep into their life and bring out the gems. You have to show the internal struggles, the conflicts and the resolution, especially while writing a web series. It's a constant learning process.

A vintage typewriter is positioned on a wooden desk in the foreground. In the background, a window is visible with a plant's leaves and branches partially obscuring the view. The scene is bathed in warm, golden light, suggesting a late afternoon or early morning setting. The overall mood is contemplative and artistic.

Message from the Author

"In our Journey of life, we meet different people. Some good, some bad. But have you realised that nobody is entirely good or entirely bad. It's not black and white, it's all gray. We all have some good and bad inside us. It all depends on our own mind set which side we want to nurture. "

The War of Canneti

By - Ramesh Arreja

Do you know what the world would be like if we allow global warming to take its toll? How would humans survive, where would they go? Imagine humans trying to manage the situation but only making it worse. That happens! We all make mistakes. But we get up and do what is right. Like a hero! And anyone who wants to be inspired can read the book - The War of Canneti.

About the Book

Madhav, a famed environmentalist, fallen from grace lives in a dystopian India where a great war has accelerated global warming and climate change. Petrol and electricity are luxuries few can enjoy. One evening, a news report reveals a catastrophic quantum nuclear explosion while digging for the core of the earth. The planet has forty eight hours to evacuate. Panic spreads out amongst the remainder of human survivors whom the UN restricted from colonizing Mars due to overpopulation, lest Mars suffers the same fate as Earth. Madhav and three of his friends take the help of sea bandits named the tribes of children who scavenge for the sunken treasure of Mumbai drowned in the great floods. Together they reach the evacuation point while fighting a gang of greedy pirates. There Madhav is initially left out but eventually he is selected in the space crew. He later finds out that the colonies of Mars demand independence and after earth is destroyed, this crew is all that is left of India. Madhav and a gang of new recruits train on the cities of Mars. They set out to find a planet habitable enough to set base. Madhav and Petty Officer Shri, are sent out in a capsule with extravehicular pods to experience and strategies survival on the planet. Their mission also includes biological survey and possible mining activity. For a month, they scavenge the planet for minerals and interact with the environment. They find a suitable landing site and send the signal to land in 48 earth hours. Then they meet the aliens. The aliens capture them and with telepathy, an advanced science on their world, they extract information about Earth. They learn about human history. Wars, corporate greed, climate change, fundamentalism and religion etc. A politician, Beelzebub.

presents the humans as a plague and use the threat as a political tool to crown himself king Madhav in an effort to send a warning signal to the ship's commander, end up sacrificing himself to let Shri send the message to save the crew of the ship. Madhav drowns but somehow crosses the lake toward a mountain. He climbs the mountain to get rid of an odd buzzing in his head. On the top of the mount, he finds GOD - the first conscious being. God and Madhav interact and God tells him about the formation of the universe and the birth of humans. He tells him about the philosophy of life and guides him on how to defeat the vicious Alien ruler Beelzebub. Madhav goes back and defeats Beelzebub.



About the Author

Ankit Roy is an author of thrillers for both adults and teens. He was born in Bhopal and has lived most of his life there. When not writing, he can be found installing solar panels, working in his garage converting two wheels to electric and haunting local bookstores.

There's an interesting story on how Roy became an author. After his masters from the National Institute of Technology (Bhopal) in 2012, Roy started working with a company in Mumbai where he was closely involved in the power sector, and the job made him want to explore sustainable energy solutions for homes.

In 2016, he moved back to Bhopal and soon began the process of installing a solar panel on his rooftop. However, some government officials got wind of it, reached his place and asked him to halt the project. The ignorance of the people on global warming and its effects made him pen down his first Sci-fi novel. He wrote short stories, unsuccessfully submitted a few of those stories for publication, and edited his company newsletter. But he didn't take writing seriously until after he received praise for the stories in his newsletter. "I love working for the environment," says Roy. "I love working with people, maybe someday I'll be able to make enough impact to start a mass movement. But for now, the books are keeping me very busy."



**Explore
the
Book**



Chapter 10: Down the Rabbit Hole

This is where the human scouts land on the Alien planet and explore. I imagined truly fantastic locations, animals with extraordinary powers and some really trippy experiences.

Chapter 13: Stairway to heaven

This is the part where Madhav asks truly philosophical questions. Questions like 'If the soul is indestructible, then where do new souls come from as the population increases!' And my personal favourite, 'Why God allows random injustice!'

Interview

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

Ankit: I wrote a short story one day to vent my anger on a public service employee who made some outrageous demands for a business deal I was involved. The piece became a hit with over two lakh views and likes. It was about this guy on an earth like planet fighting against an authoritarian state. That's when I realised I could write this book.

Frontlist: The story protagonist - Madhav is a famous environmentalist and an advocate against global warming. Does this character resemble you as you mention your love for a healthy environment?

Ankit: He is more like a person I'd like to be. He is this cool entrepreneur guy, techie, expert in whatever he does, a glib talker and a master strategist. Something I can never be! But yes, he loves nature as should everyone.

Frontlist: Why did you choose the Name 'Canneti' for the new world and what was your thought behind this new world?

Ankit: Years ago, I played a game Anne McCaffery's Freedom. It had a race of super aliens who enslave earth. Canneti! That's where I took it from. I later found out the source material. A trilogy by Anne McCaffery with exotic worlds, extraordinary animals and astonishing landscape.

Frontlist: How did your affection for sustainable energy solutions grow?

Ankit: I worked in a Mumbai firm as an engineer in the power distribution business. The demand for power I saw was astonishing. 40 lakh units of energy is required daily for a city like Nagpur. Now imagine this on a national scale. If you can do the math, you'd be uneasy too. We need a green energy revolution, and we need it soon!

Frontlist: 'The war of canneti' is a very cliché Sci-Fi romance story. Why do you think that people would like to read your book?

Ankit: The War of Canneti is more about adventure and travels across space. It hardly has any romance. Probably a hint of a relationship at the climax, but that's that. The characters Shree and Madhav are like everyday people, with likes and dislikes, affection and jealousy. But the focus is entirely on space travel, exotic locations and alien warfare. It's a book for anyone who would like to glance into a future that might very well happen someday as humans' progress.

Frontlist: Share your writing experiences thus far.

Ankit: I had a great time journeying through the pages of the book. As a writer, I understood that a story writes itself. Something unexplained makes way for the story to progress and the journey is as rewarding as of a reader. I enjoyed the endless nights, sleeplessly striking the keyboard of my ancient Acer Inspiron, checking on my one year old every now and then as he slept clutching his mother right beside me, and finally going to bed only to be woken up an hour later for office!

Frontlist: Why do you choose Self Publishing over Vanity Publisher?

Ankit: I think self publishing is a faster way to reach to the audience than vanity publishing. As a writer, I have quite a few stories stacked up in my brain and self publishing gives me the freedom and the control to complete a project and move on quickly.



Message from the Author

When your work becomes more of a chore and less of a pleasure. Stop! Listen to your heart! Do what you like! Don't be good because you might incur God's wrath. Do good because that's what you want to do. Be good, not by force, but by free will. That's the conclusion of the book and I hope you enjoy reading it.

Kalam-E-Anwar

By- Dr Manohar Sahai

The book is a collection of Dr. Manohar Sahai Anwar's Poems. Multiple genres have been covered in this book ranging from romance (Haqiqi love for God, Majazi love for another person) Jashne Azaadi, Democracy in Hindustan, Lessons from Gita, Ram Rajya, Maharishi Dayanand etc. His work ranged from poetry to prose. He mastered several languages: Persian, Urdu, English, Hindi and Punjabi. Khwaja Altaf Husain Hali, Ghalib's famous pupil, reviewed Dr Anwar's early poems. Like Hali, Dr Anwar too had a uniquely beautiful style in poetry and prose.

About the Book

The book is a collection of Dr. Manohar Sahai Anwar's Poems. People often say poetry is the language of love which it is. Multiple genres have been covered in this book ranging from romance, Jashne Azaadi, Democracy in Hindustan, Lessons from Gita, Ram Rajya, Maharishi Dayanand etc.

कलाम-ए-अनवर



डॉ० मनोहर सहाए 'अनवर'

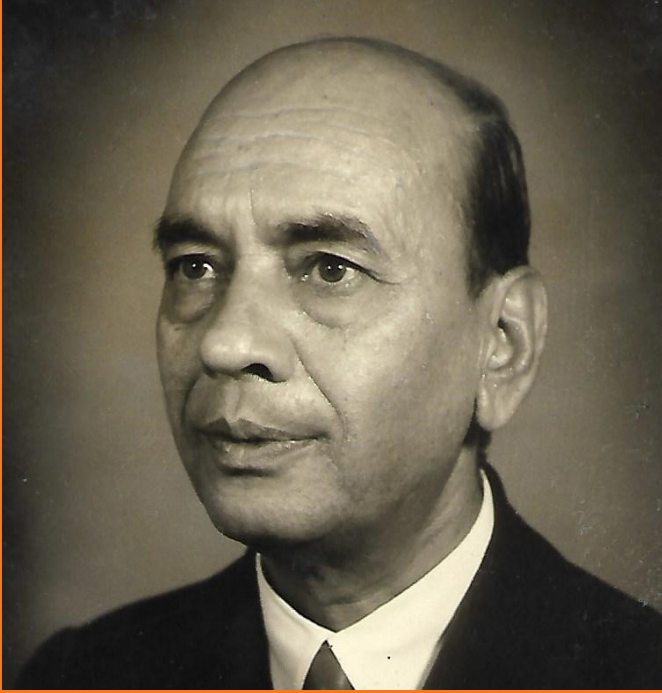
About the Author

Dr Manohar Sahai "Anwar" (1900-1974) was an erudite scholar, eminent critic and a renowned poet. His cultural background, intellectual calibre, progressive broad outlook, vast understanding, profound scholarly proclivities and high literary achievements lent a peculiar charm to his personality. Dr Anwar did post-graduation, (M.A. M.o.L), Doctorate in Persian, and a diploma in Hindi and Punjabi from Panjab University, Lahore. He hailed from a learned Kayastha family of Delhi and Badaun (U.P.), which had produced numerous renowned Persian scholars and authors during and after the Later Mughal Period. He was a representative of the Old and New schools of learning, as he combined in him certain special qualities that were rarely found in the ordinary run of highly educated people. He was a poet of fifty years' standing; presided over numerous poetical symposia and literary conferences of (then) United Punjab and other places in the country. He authored several articles, poems and columns for the renowned Urdu magazine 'Beeswin Sadi'. He recited his poetic works regularly on 'Urdu Majlis', which was broadcast by All India Radio, New Delhi, pan-India.

His doctoral thesis 'Khan-i- Arzu: His Life and works" is a rich research in Persian poetry and prose, philology, phonology, lexicography, grammar, commentaries, criticism, linguistic controversies, letters, cultural and literary history etc. Dr J.A. Arberry (Cambridge) and Dr Abdussattar Siddiqi (Allahabad), the examiners, found the thesis an exhaustive research and strongly recommended its publication by the University. He also did a thesis on the famous poet 'Seemab Akarabadi'.



**Explore
the
Book**



दिल कुशा

न उलटी इस ने महफ़िल में नकाब अव्वल से अख़िर तक रही फिर भी तजल्ली बरके ताब अव्वल से अख़िर तक उठाता हूँ नज़र जिस जानिबे अफ़लाक मसती में तो उठ जाते हैं ये सातों हिजाब अव्वल से अख़िर तक

सह अतिशा

ये ग़म बेहद खुशी होते हुए भी कम नहीं कम नहीं होता के तुम ग़म दे रहे हो और मुझ को ग़म नहीं होता ये माना मेरे ग़म का आप को ग़म कम नहीं होता मगर क्या कीजिए ग़म से इलाज़े ग़म नहीं होता

Interview

Frontlist: This book is truly a 'blast from the past'. How do you think poetry has evolved over the last 20 years?

Dr Manohar: Those were the times people were well versed with Urdu and could understand Urdu poetry very well, Urdu being a very rich language. Very few people understand Urdu language now hence Urdu poetry has taken a back seat. Poetry has evolved over the years, but according to the audience who like light refreshing Hindi poetry unlike the past.

Frontlist: What distinguishes this book from other poetry books considering that it was made decades ago?

Dr Manohar: This Kalaam was composed almost 50 years ago in the purest form of Urdu language since my father was a renowned Persian scholar with a very high degree of proficiency in Urdu language. The poets today are equally good but they write for the audience who are not so well versed with deep meaning poetry with such refined composition. The poets during my father's time tried to come up to the standards of Ghalib and Altaf Hussain Hali but gone are those days now.

Frontlist: Why did you choose this time for publishing? After such a long time?

Dr Manohar: My father had almost finalized publication of his Diwan (collection of his poems) when he passed away in 1974. I was a postgraduate student studying Physics in Delhi University. His death was a big blow to us. After a couple of months, I was appointed as a Deputy Superintendent of Police in the Central Reserve Police Force and I started my career in the force. My second brother migrated to Sweden while my eldest brother, late Shri Rabindra Nath Saksena and Bhabi, Late Mrs Nimmi Saxena, tried their best to publish this book but could not succeed due to various constraints. I took voluntary retirement in 1996 and the family was struck with a series of tragedies. My eldest brother, mother and then my young son passed away due to which we stayed in a state of grief and gloom for a very long time. This book should have been out in April 2020 but due to Covid its launch got delayed.

Frontlist: Can you share some memories of the author?

Dr Manohar: Dr. Manohar Sahai 'Anwar' was my father and me being the youngest of his children, had a special connection with him even though we had a generation gap between the two of us. He had a beautiful handwriting and used to write my name on my new school books.

My father tried to teach me Urdu while my sisters taught me to write English. As I was a little boy of five, I could not distinguish the methodology of writing and I started writing Urdu from left to right instead of right to left. This left my father utterly frustrated and he gave up on me. Good riddance I thought.

When my higher secondary results were declared, he took me to a park, held my hand and asked what subjects I would like to pursue. As I said Physics, I could see an extreme dismay in his eyes. He said I would do better if I took Arts. I told him "Papa I find Physics easier to understand than Poems"

Another wish he expressed while on his deathbed was that I was not made for CRPF. Since it was a class one job as a Deputy Superintendent of Police, and I was in college, I had little choice than to join the Force. I did well as an officer of the force but later realized my father was right. I quit after 21 years of service. However, I find I have inherited his teaching streak. I love to teach Physics and Maths.

Frontlist: Can you tell us why the author chose the genre of romance for poetry?

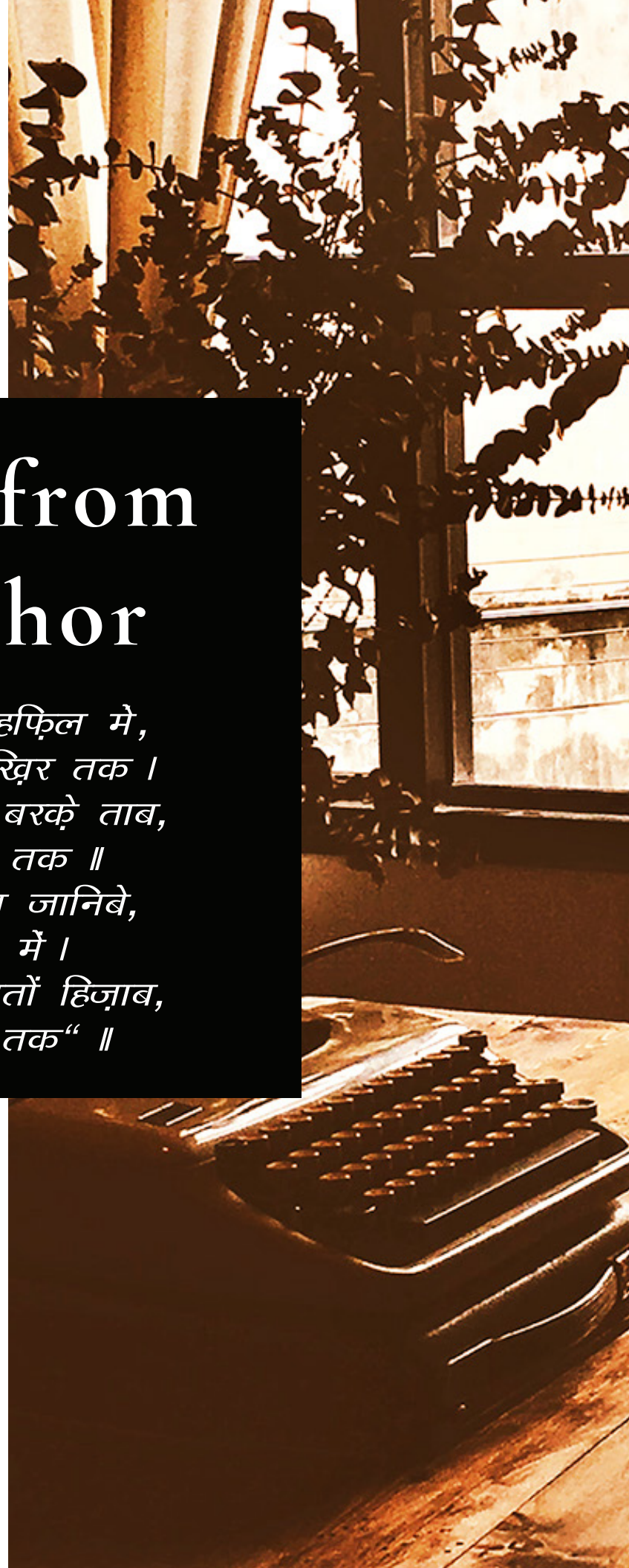
Dr Manohar: Dr. Anwar hailed from a learned Kayastha family of Delhi and Badaun (U.P.), which had produced numerous renowned Persian scholars and authors during and after the Later Mughal Period. He was a representative of the Old and New schools of learning, as he combined in him certain special qualities that were rarely found in the ordinary run of highly educated people. My grandfather, Prof. Narain Prasad Mehr was again a great Persian and Urdu scholar and a renowned poet of his time. No wonder my father chose the genre of romance for poetry.

Frontlist: What is your relationship with the author? How did he influence your life?

Dr Manohar: Dr. Anwar was my father and I am his proud youngest son. He was a simple man and had no interest in the materialistic world. He was truthful, honest, hardworking and valued relationships the most. I admired these qualities in my father and resolved to follow in his footsteps.

Message from the Author

”न उलटी इस ने महफ़िल मे,
नक़ाब अक्वल से अख़िर तक ।
रही फ़िर भी तजल्ली बरक़े ताब,
अक्वल से अख़िर तक ॥
उठाता हूँ नज़र जिस जानिबे,
अफ़लाक मस्ती में ।
तो उठ जाते हैं ये सातों हिज़ाब,
अक्वल से अख़िर तक“ ॥



Upcoming Events

Kolkata Book Fair in January 2022

This will be the 45th edition of the book fair, and each year a foreign country serves as its theme. Bangladesh was to be the theme for the January 2021 fair, considering the country was celebrating 50 years of its liberation. Since the event was cancelled, it will remain the theme for the 2022 fair. "The 75th year of Indian Independence, the 125th birth year of Netaji Subhas Chandra Bose, and the birth centenary of Satyajit Ray will also be celebrated at the International Kolkata Book Fair 2022," Mr. Chatterjee said.

Question: You know what's the earliest and probably the best books marketplace in india?

Answer: It's Buy Books India



BuyBooks
India.com

To Visit: Buybooksindia.com

Connect with
India's most
trusted books publisher & distributor,
Prints Publications PVT LTD.



To visit: Printspublications.com



PVLF

PragatiE Vichaar

LITERATURE FESTIVAL

With great pleasure we would like to share with you the Virtual PragatiE Vichaar Literature Festival and PVLFF Excellence Awards being held in January 2022.

Conceptualized by Frontlist (India's first portal for the publisher, author, reader ecosystem) and the Federation of Indian Publishers; and hosted by PragatiE (one of the leading virtual exhibition platforms), this edition of PVLFF will have Author/Publisher/Book Excellence Awards and a 24-hour Authors Marathon, which is specifically designed to give author's a platform to promote themselves. Nielsen is the knowledge partner ensuring the awards are 100% reliable with their book scan data.

PVLFF is dedicated to enhancing Dialogue, Literature, Free Speech, Storytelling and promotion of the world's most powerful tool of communication that is writing.

A literature festival outlined to capture and raise awareness or promote action in prominent social issues. It is a flagship event that was established in the year 2020 during the 1st Virtual Delhi Book Fair. It aims to bring together the best of speakers 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.

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PVLF AUTHOR EXCELLENCE AWARDS

based on jury & voting:



Best Fiction Debut



Best Non-Fiction Debut



Best Fiction



Best Poetry



Best Non-Fiction



Best Fiction Mythology



Best Fiction History

PVLF PEOPLE'S CHOICE PUBLISHER AWARDS

based on Nielsen bookscan data



Trade Books



Academic Books

PVLF READER'S CHOICE BOOK AWARDS

based on Nielsen bookscan data & voting



Gold



Silver



Platinum

PVLF Awards will be held physically in Delhi



Author

Int

A collage of four photos showing people in various settings. The top photo shows a man with a beard and long hair, looking thoughtful with his hand to his chin. The middle-left photo shows a woman looking at a laptop. The middle-right photo shows a woman in a red shirt looking down at a document. The bottom-left photo shows a woman looking directly at the camera. The bottom-right photo shows a woman in a red shirt looking down at a document.

Interviews

SANGAM GUPTA

“Shudh Vegetarian – Story of a Lion”

Born in the city of Tansen, ‘Sangam Gupta’ has been working as a copywriter at different radio stations for the past several years. His schooling took place in Narsinghgarh of Damoh district, and for college, he went to Gwalior.



Frontlist: Tell us something about yourself and your book?

Sangam: It's always tough to speak about oneself, as if we're being asked about someone we've never met before. Still, I'll give it my best shot. I was born in Gwalior, attended school in Narsinghgarh, Madhya Pradesh, and then returned to Gwalior for college, where I liked reading everything except course texts. As a result of this passion, perhaps a writer was born within me, and I worked as a copywriter for radio stations in Gwalior, Chandigarh, Rajasthan, Nagpur, and Jabalpur. I'm presently working as a copywriter for an Indore radio station, but reflecting closely, I've spent the past 9-10 years writing for others (for clients), and there hasn't been anything truly mine. As a result, the concept for this book arose. It was also essential to compose this book. Aside from writing, I enjoy travelling, listening to music, and cooking on occasion. If I had to say anything about the book, it would be: This is Shamsheer's story, probably the only lion who was a vegetarian, and because of this, he became a stigma to his family and a laughing stock in front of the whole jungle. He had two close buddies, Hanu the monkey and a cow called Gauri. Their only mission in life was to somehow restore the lost honour of their friend. This story is for every person, from a child to an adult,

who is a little different, just like Shamsheer, and also for those who think it is wrong to be different!

Frontlist: ‘Shudh Vegetarian – Story of a Lion’ is the story of every person who thinks it is wrong to have different personalities and preferences. How did you come up with the idea of the story?

Sangam: You must have noticed the same that if someone around us follows the pattern of society, he's correct, but if he has a different way of thinking or a different personality, he's wrong. The majority considers a person wrong if he refuses to marry, a girl likes a girl, a man chooses a different sort of profession, a man seems physically different, if a person does not follow age-old norms. The LGBTQ community is a perfect example of this, as it is still battling for its existence. It is not wrong to be battling for its existence. It is not wrong to be different; I really believe this, and I desire to share my stance with the world.

Frontlist: How did the journey of being a storyteller start?

Sangam: I can't recall exactly, but at school I was

always known for cracking jokes, but I had no idea where to take this and there was lack of proper guidance as well.

Then came the era of Gwalior's FM stations, which began around 2007. When I first heard, I thought to myself, "This may work." After many auditions, I was eventually selected as a copywriter for a radio station.

Since then, I've been composing tales, commercials, and songs, among other things. On social media, I keep sharing poetry and anecdotes.

Frontlist: Why did you choose Bluerose Publishers Pvt. Ltd. as your Publisher?

Sangam: Actually, they chose me. I had sent my synopsis to several places, and two or three of them had responded. Then I checked the quantity of books from all publishing firms, as well as the quality, and Blue Rose seemed to be a good option among them, also a friend advised the same.

Frontlist: Shamsheer (Lion), the protagonist of the story, is a vegetarian. Why did you choose an animal as a character and above all he's vegetarian. How did you come up with this thought?

Sangam: My target audience included everyone from young adults to young parents. (10-40 years old) This is the age when we are striving to understand ourselves, and it is also the period when parents have a huge responsibility to accept their children's different thought processes. As a result the tale had to be conveyed in the style of Disney movies, in such a manner that the message was imparted while being non-preachy so that anybody from a youngster to a person in their fifties could enjoy it.

There is a mystery why I chose the story of a vegetarian lion that you will discover only after reading the book, and you will be astounded.

Frontlist: What challenges have you faced while writing your Book?

Sangam: The most difficult aspect was the time; I had to be really disciplined (which I have never been). Instead of becoming a rabbit, you should become a turtle and move a little bit every day.

Being open to criticism is the most challenging element; this is where it pays off since I have always embraced criticism very positively; I feel it broadens your storytelling and personality.

Many friends and mentors helped me decide what was good and bad in the book, and I listened to everyone's feedback. To be honest, in today's environment, it's not only about writing my book; getting people to read is the toughest challenge, and it's still going on.

Frontlist: Writing a Book and copywriting are two different things. Hence what approach did you use to write the story?

Sangam: Sure they are distinct, yet they complement each other quite well.

Copywriting encompasses a wide range of writing styles, which was once again beneficial for me.

Yes, copywriting, particularly radio copywriting, must be crisp. In a novel, though, you have to explain a lot, so I tried to strike a balance between the two.

The upside of this was that not only was I able to create a different type of storyline, but a unique treatment emerged, which you will only find in very few novels.

"Shudh Vegetarian— Story of a Lion"



AMI GANATRA

Mahabharata Unravelled: Lesser-Known Facets of a Well-Known History



Ami Ganatra is an alumna of Indian Institute of Management, Ahmedabad (IIM-A) and Veermata Jijabai Technological Institute (VJTI), Mumbai. She has over fourteen years of experience in business strategy and consulting, living and working across four continents and a multitude of sectors. In her personal life, she is a devout yoga practitioner and a certified yoga instructor. She is also a student of Sanskrit and Indian knowledge systems. An avid traveler, Ami loves to explore places and cultures

Frontlist: Why do you think 'Mahabharata Unravelled' would debunk all myths of the Mahabharata and resonate with readers?

Ami: I can't claim it would debunk all myths, but surely it would clear the more common misconceptions that have become popular due to various TV renderings and mythological fiction works based on Mahabharata. My objective was to bring out interesting aspects either not so well known or erroneously known, of the epic which resonates deeply with most Indians, in the way Vyas Muni has narrated without trying to add any twists and interpretations. The book has been written in 'collection of stories' format but with a theme. Anyone who likes Mahabharata and has some knowledge of it will find the book interesting, or so is my hope.

Frontlist: Book title says 'Lesser-known facets of a well-known History'. What facets did you try to explain in Vyasa's Mahabharata?

Ami: Let me give a few examples. Draupadi is largely known as the wife of the Pandavas; one who was insulted in the assembly during the game of dice and wanted revenge. Little is spoken of her role as the queen of Indraprastha. Mahabharata has quite some details on this aspect of her life as well. These I have narrated in the book. The book covers other strong women characters

in some detail, such as Shakuntala, Savitri, Kunti and Gandhari. Then there is Karna, who is usually considered as an unsung hero denied his due, even education, because of his birth, but was it? Little is known about the roles of the sons of the Pandavas during the war. Abhimanyu, people tend to be aware of but others also had quite some role to play. Then there are topics such as geographical coverage mentioned in Mahabharata – was it only a phenomenon of the north of present day Bharat? These are some of the facets covered in Mahabharata Unravelled.

Frontlist: Why did you select this topic to write?

Ami: The choice was serendipitous. My Mahabharata study began 2-3 years ago as a part of my Sanskrit learning (I am still learning) and interest in the topic. Going back to the source was quite a revelation to say the least. So many questions I had about this itihasa of ours got cleared. So many characters began to make more sense. My image of our past changed considerably for the good. Last year I returned to India for good and the time coincided with the lock-down when the old TV series was re-telecast. Debates about events and personalities sparked once again. Debates on Mahabharata tend to get super passionate. That is also when I realised that just like me, there are many others who have many questions

about Mahabharata. And the book happened!

Frontlist: This is your Debut Book. What adversities have you faced while writing?

Ami: By Krishna's grace, I got extremely fortunate that the writing and publishing were both smooth. My gratitude to Shri Praveen Tiwari ji of Bloomsbury for making it happen.

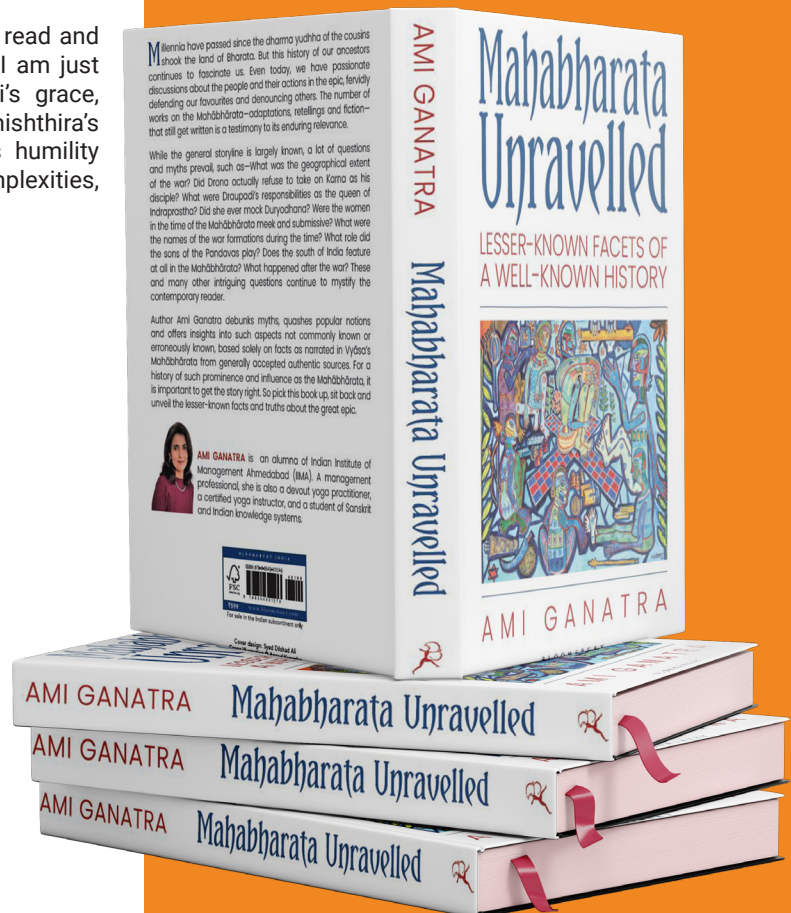
Frontlist: How did you do the research part for writing this book and how long did you take the time to complete it?

Ami: As I mentioned before, I had begun to study the Mahabharata 2-3 years ago though the intention then was not to write a book. However, the time invested then helped when the book project materialised. From the day I started writing to the day the book was launched, it took exactly one year. I have used Gita Press's Sanskrit-Hindi Mahabharata as the key source and have referred to The Mahabharata by K M Ganguly and Mahabharata Critical edition prepared by Bhandarkar Oriental Research Institute, as needed.

Frontlist: Which character of Mahabharata aroused your curiosity to learn more about the story and why?

Ami: I had my favourites when I hadn't really read and studied the Mahabharata for what it is. Now I am just bowled over by everyone of them, Draupadi's grace, Kunti's grit, Shakuntala's feistiness, Yudhishtira's pragmatism, Bheema's commitment, Arjuna's humility and excellence, Karna and Dhritarashtra's complexities, Vidur's wisdom.

Mahabharata Unravelled: Lesser-Known Facets of a Well-Known History



SHOUGER MERCHANT DOSHI

“The Power of Make-Believe: Parenting Through Pretend Play”

Shouger Merchant Doshi is the founder of The Story Merchants and The Pinwheel Project.



Frontlist: ‘The Power of make – believe parenting through pretend play’ outlines pretend play activities for a child’s early development years. What is the meaning of Pretend Play?

Shouger: Pretend play is not just play – it is play coupled with a vivid imagination and storytelling. Many researchers have said that it is the cornerstone of early development for children. Pretend play is not just frivolous – contrary to its name – it actually involves a deeper level of logical processing as a child views everything around him and then assimilates it as he plays.

Frontlist: How do pretend play activities that you mentioned in this book help parents to impart life skills?

Shouger: According to me, good communication skills i.e., speaking well, reading well and writing well are the main accomplishments I want to achieve for my child. I feel that being able to speak well, speak confidently, and communicate proficiently will take you far in life – and help you conquer various situations from applications to colleges, job interviews, board meetings, presentations or simply dealings with others. Pretend play serves a lot of purposes and helps engender that confidence and

espouse literacy skills. It also involves a lot of creativity and imagination which is an essential life skill. Pretend play gives you the ability to confer with another and discuss which brings about the ideas of collaboration and competition – also essential life skills. It also gives you some sense of organization as you classify and sort the various materials for pretend play.

Further, it enhances leadership skills as your child gets more confident. It helps with problem solving, decision making, self-regulation as your child endeavours to logically process and act out what he or she sees around you. Whilst engaging in cooperative play, it also enhances one’s social and emotional skills.

Interestingly, it can elongate a child’s attention span as well. There are so many benefits to engaging in pretend play early – several studies have also pointed out that it has a positive correlation to later creative performance and also to higher academic achievement.

Frontlist: When did you decide to become an author and write a parenting book?

Shouger: I have a degree in journalism and writing was always therapy for me. I used to write a column and I really researching and putting my thoughts together. But it has to be intermixed with practical experience. For me, I was just doing the activities with my child and penning

them down to use later and I had curated a books list topic wise to read to him and I thought – why not share it with everyone?

Frontlist: How did being a mother help you to write the book? How did you apply the mentioned parenting principles to enhance the relationship with your child?

Shouger: I definitely would not have written this book if I was not a mother. I looked at solutions for my son and I to bond, and spend time together without the stress of having to teach him specific things or hit certain topics or do phonics, numbers etc. Pretend play made it fun for me to introduce all of the above through play and by having casual discussions with him.

Frontlist: Why did you choose Penguin Random House India as your Publisher?

Shouger: Penguin Randomhouse is one of the premier publishing houses in the world. It was a goal that one day they would publish a book I would write – I always thought I would write a fiction novel. And I did but I didn't finish it. During the first lockdown when I had the time all I was doing was the fun activities with my son and I decided to write it all down, put it together and share it with them. They loved the idea before even reading a word of the book my editor and publisher Meru Gokhale was on board.

Frontlist: How can we impart storytelling skills to children? Share your experience as you own 'The Story Merchants' that manufactures children's products for increasing skills among them through engaging games and visual storytelling?

Shouger: The Story Merchants also operates on the principles of Pretend play – we provide tools and our own authored books to children who can use them to create and weave new stories. Storytelling is an important part of a child's early development because the more they dream and believe and speak and use what they have seen and heard around them to create and imagine.

Frontlist: What kind of approach parents should opt for to do better parenting?

Shouger: I think every parent is always trying to do the best that they can. I personally believe that you are your child's own super power. There are many things one can do to better the relationship – such as including your child in your life, explaining everyday phenomena to them, keeping a good schedule, spending quality rather than quantity of time with them. Making those moments count with your child are the most important and drowning out the noise from all those people who say you have to do this and that and hit certain milestones. Believe that your child will be the best version that they can be with your guidance and love without comparing *them to others*.

“The Power of Make-Believe: Parenting Through Pretend Play”





DIPAVALI SEN

“Rishika”

Dipavali Sen writes on contemporary as well as mythological subjects, often blending the two. She has written primarily for children though she has several publications for adults. She is a retired academic but also a life-member of the Association of Writers and Illustrators (A.W.I.C.), New Delhi.

Frontlist: Tell us something about yourself and your book.

Dipavali: About myself, I have been a college teacher for well over two decades, teaching Economics. But I have been writing off and on, basically for children but also for adults. When I retired two years ago, I decided to devote myself to writing full-time. The novel Rishika emerged.

About the book, it is about Ila, a middle-working woman living in the NCR, and by herself. One night in her lonely flat, she reads ancient Indian texts, especially on Rishikas or women sages. They are mentioned in the Vedas, the Upanishads and the Puranas, and are distinct from Rishi-patnis, who are wives of Rishis or sages. As Ila reads on through her sleepless night, she re-lives as well as re-creates those stories. This is what makes the book more than mythological. I have used original material in Sanskrit but extended it in places with my own approach. I would like the novel to be read as a contemporary one rather than a mythological one.

Frontlist: How did you come up with this story Rishika?

Dipavali: Throughout my reading of ancient Indian texts, translated and retold, I have felt that the

women sages have received much less attention than the male. We know about Vedavysa, Gautama or Durvasa much more than of Gargi, Apala or Swayamprabha. Also, today many women are living solitary lives, coping with various challenges as if doing their tapasya like the Rishikas of old. I thought of writing about emotions and experiences which may be similar to both, although they are divided by time.

Frontlist: Why did you choose Bluerose Publishers Pvt Ltd as your publisher?

Dipavali: At my stage of life, especially in the middle of the pandemic, I did not feel I had the time to go through the route of traditional publishing. Bluerose Publishers Pvt Ltd and its packages seemed attractive and I add that interaction with it has been pleasant as well as professional. I am happy with my choice.

Frontlist: What inspired you to become an author?

Dipavali: I have been writing from my childhood but my first published piece appeared in my college (Indraprastha College for Women magazine Pradeep, 1972). I experienced the thrill of seeing my name in print. Throughout the various phase of my life, I have been writing for magazines and journals, and recently having

whole books to my name.

Frontlist: You are a very experienced writer and have also written a lot of articles and short stories. What obstacles did you face throughout your writing career?

Dipavali: The main obstacle is the time lost in waiting in uncertainty and, if rejected, never knowing why. Sometimes there never is any answer sent. To young people, this can be painfully discouraging. This obstacle can only be overcome through persistence or through self-publishing. I have encountered this roadblock several times in my writing career and have found self-publishing a logical option.

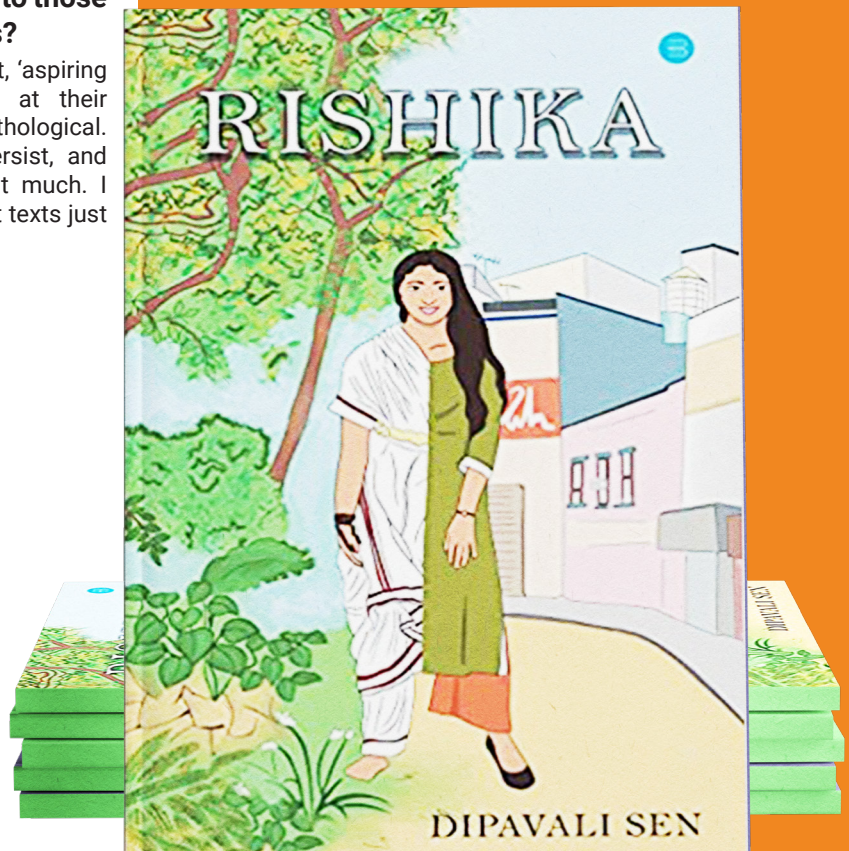
Frontlist: Which chapter is your favourite one? Why do you think it will resonate with readers?

Dipavali: My favourite chapter is the one on Sujata, the mother of Ashtavakra. Sage Ashtavakra is well-known even today and his Ashtavakra-Gita is read and revered still. But not many know about his mother or how he came to be disabled. Further, I have provided some kind of a natural explanation for what had happened to Sujata for her unborn child to be born twisted. Today we are taking a more positive approach to birth defects, and I hope Sujata as the mother of a disabled child will get the attention of today's readers.

Frontlist: What advice would you give to those who are aspiring mythological writers?

Dipavali: While getting the background right, 'aspiring mythological writers' should stop looking at their characters and their problems as merely mythological. Most of the issues of those times still persist, and people's attitudes have not changed all that much. I suggest treating such characters from ancient texts just the same way as people we see around us.

“Rishika”



ANUPAMA JAIN

'When Padma Bani Paula'

Anupama Jain is the author of:

* *When Padma Bani Paula*, listed as 'One of the 5 best books of 2018 – Fiction', by readwriteinspire.com. It is a breezy novel about second chances of life and the importance of staying true to one's roots.

* *Masala Mix: Potpourri Of Shorts*, a vibrant short story collection on myriad manifestations of love.

* She is currently editing her third, 'Kings Saviours & Scoundrels -Timeless Tales from Katha Sarita Sagara'

She is a co-author of 10 anthologies across genres, one of which is a LIMCA record holder as India's first Composite Novel. She is the Founder & Admin, 'SeniorSchoolMoms' which won the Orange Flower Award 2021, for Best Facebook Groups.

She is the Head (Content & Collaborations) at Incredible Women Of India.

A community builder, a multi-awarded blogger, and a mentor, Anupama is based out of Gurugram



Frontlist: How did the journey of being a writer start in your life?

Anupama: I was an accidental late entrant into this enigmatic world of writing. I am not formally trained in the nuances of the craft. A few years ago, I started writing little notes to overcome a particularly tough year – a year of loss and its attendant ugliness followed by a major illness. Through my writing, I found a release.

Writing in my case has been therapeutic and liberating. It has given me a new direction and a brand new identity. One thing led to the other and here I am, about to be three books old. Facebook is where I cut my writing teeth. I would write random posts on the daily humdrum, current events, or on anything that caught my fancy. The 'likes' on my posts became my energy boosters, gave me the strength to cope with life by putting the smile back. I started contributing and participating in various story competitions regularly. By winning the competitions, I became a part of 10 anthologies, (one is a LIMCA 2016 record holder, India's first Composite Novel).

Meanwhile, I blogged too. I blogged for multiple brands, wrote commissioned pop-ups, won many awards for my flash-fiction stories, creative writing, and humor pieces.

I have written an award-winning series at readomania.com – 'AJ Wants to Know', a satirical take on the quirky world around.

I also blog at akkaacerbic.wordpress.com which is listed

in the Best Indian Blogs Directory 2018 under the Topical Matters and Current Affairs Category (only 328 were listed).

Frontlist: How did you get the idea to write this story?

Anupama: The publishing house, Readomania, ran a couple of story contests where the requisite genre was humour. I wrote a small story about a lady in a lift, and what happens to her in that two-minute ride. This story struck a chord with Readomania and a germ of a novel was born.

How much could one stretch a 300-word story with a singular character in a limited setting? Stretch I did! Multiple layers were added. Independent and dependent characters with enough backstories surfaced. Slowly the story began to stitch itself seamlessly and grew into a 70,000-word novel. First was the plot, then a skeletal draft. I added in the muscle, fat, and some seasoning. Of course, lots of blood and sweat goes into creating a readable work because I started with a fragment of bone and sculpted a figure.

Frontlist: How would people resonate with the story protagonists – Padma and Paula stories?

Anupama: Padma and Paula are one and the same. Padma Luxmi goes to the big city in search of a happening career, undergoes metamorphosis, acquires a trendy monicker Paula. My novel is about the life of this girl, who vacillates between her alter egos. She evolves with the changing and challenging times while her innate grit and tough resolve with which she battles life head-on remain constant.

I believe we all have Padma and Paula within us, co-existing, each surfacing at different points of our lives. Sort of Yin and Yang. We all tackle the vicissitudes of life or the daily humdrum in our various avatars.

This essence of the dualism of self, this celebration of life, of the undying human spirit, and of our incredible capacity to survive against all odds has been a captivating factor with readers. People have resonated well with Padma's trajectory as it has mirrored theirs!

Frontlist: Everyone has different parameters to live their lives. What parameters should we set to live a good life? Give reference from the story.

Anupama: Our Roots define us, hold us together while the second chances of acing the Karma propel us ahead. We eventually come back to our roots to find answers to the questions that pop up along this life's journey. A smart and young woman about town Paula, aka Padma Luxmi, with an upwardly mobile career, suddenly finds herself unseated by the boss, very publicly, for a much younger lass. As she storms offhumiliated, dejected and on the brink of losing everything she has in life, her long-discarded South-Indian background comes in handy for comfort and helps her strike back at life, mending the broken ties and finding love along the way.

I say, keep the faith and cope with the vicissitudes of life with fortitude, without losing the core spirit. The phoenix will rise again from its ashes as Padma did!

Frontlist: 'When Padma Bani Paula' is your Debut Novel. What challenges Did you face while writing this book?

Anupama: Blogging, in my opinion, is like cooking for one's own self whereas writing a novel is like cooking for a marriage party with thousands of guests with multiple tastes. A blog needs about 500 words and a novel needs 50K words. It is very easy for the novel to get scattered if one isn't diligent.

A creative process, surprisingly, is all about discipline. During the process of my writing this book, I learned to add layers to a story, use the 'show' technique and look at a story dispassionately. I learned to be open-minded and patient as the process takes time.

Just as an expectant mom would trust the doctors to do the best for her baby, the author should have faith that the iterations and changes suggested by the Publisher & Editorial team are for the overall benefit of the book. Trust I did and the best results are for all to see!

Frontlist: A lot of the books present how to find meaning and purpose in life. What distinguishes your book from others?

Anupama: This is a story, above all, about hope. We all want another go at acing Karma. Many of my initial readers have told me that 'When Padma Bani Paula' is extremely relatable and brought a big smile to their faces. Some have called my book a multi-flavored fare, an entertaining write-up with an underlying message and takeaways. And some said, 'Humour' is serious business and this delectable book, indeed has therapeutic value. Its beauty lies in how, I, the author have woven something extraordinary from the simple, ordinary strands of life.

Rather than bludgeon the reader with a heavy message, the book is interspersed with humorous everyday incidents, comforting family situations with which the reader will resonate immediately. Many reviewers have recommended this as a breezy authentic read, because of my ability to write humor well and because it is a fun, refreshing, and happy book.

A reader missed her station because she was engrossed in reading my entertaining novel.

Frontlist: What tips do you provide to bloggers who want to pursue a career as an author?

Anupama: There are more authors per square inch than readers! So how does an author grab the reader's attention in this frightening scenario? By being different, that too constantly! By believing in self and keeping at it. There is no shortcut to success. The key is to improve always, updating self and learning as much as one can from others.

- 1) The mantra is 'never give up.'
- 2) Don't put all your eggs in one basket.
- 3) Write daily and put it out for consumption and critique.
- 4) Be open to experts' suggestions.
- 5) Join writing groups and participate in competitions.
- 6) Be aware, be current.
- 7) A creative process, surprisingly, is all about discipline. So writing 500 words a day is paramount
- 8) Learn newer techniques.
- 9) Read. Read. Read.

Remember you cannot please all. Cherish positive feedback.





SUJATA PARASHAR

'In Pursuit of Mi Amor'

Bestselling novelist, short-story writer, and poet, Sujata Parashar became widely popular with her 'Pursuit' series and has so far written twelve books across genres. This postgraduate in human rights, however, has rich and diverse work experience. Apart from authoring bestsellers, Sujata is a psychosocial trainer and the founder of a talk-therapy-based platform, The Talk-It-Out-Express; a platform to enhance emotional wellbeing.

Sujata was recognized as one of the Women Achievers of 2021 by Apeksha Sandesh News. Also her novel, The Temple Bar Woman was bestowed the Best Fiction award by A3 Foundation in June the same year. She has also been the recipient of the 100 Women Faces 2018 award, instituted by Womenovator and COWE (the Confederation of Women Entrepreneurs of India) for her contribution to Indian literature. And was presented the prestigious Karmaveer Chakra Award (in 2016 and 2019) instituted by iCongo (the Indian Confederation of NGOs) and the UN.

Frontlist: You try to shed light on emotional healing and encouraging a healthy life through "In Pursuit of Mi Amor" 4th book in the 'Pursuit' series. How did you come up with the idea of the Book?

Sujata: I'm a psychosocial trainer and a talk therapist and have been working in the area of emotional health and wellbeing for over 15 years. In 2019 I also founded a talk-therapy based consulting platform, The-Talk-It-Out-Express with the aim of helping people enhance their emotional health. I came up with the idea for this novel while working on a project focusing on people with hemophilia (PWH) especially the youth.

Hemophilia is a genetic bleeding disorder and mostly manifests in the male child. 'In Pursuit of Mi Amor,' is a mature romance and explores the healing power of love. The male protagonist, Amar Varma in the novel has hemophilia. His traumatic past experiences (as a person with hemophilia) leaves him feeling bitter about love and committed relationship. This is a common scenario for young men suffering from the rare bleeding disorder. Among other things, my aim was to also show how a person with hemophilia suffers (and is shaped) due to buried emotions and prejudices.

Frontlist: Characters like Amar Varma and

Suhana Singh portray different aspects of emotional damages. What message are you trying to convey to readers? Do you think your story will resonate with everyone?

Sujata: As I've mentioned above, this is a mature romance and there are two love stories running parallelly. While the main theme of the novel is to explore the healing power of love (overcoming emotional damage due to past trauma); I also wanted to give the readers a glimpse of how pain and negative emotions shape our thinking causing more damage to ourselves and others if not handled carefully. As the popular Buddhist phrase goes, 'pain is inevitable, suffering is optional.' Thus to overcome any kind of emotional distress, it's important to speak out and seek help.

Frontlist: When did you start your journey of being a writer?

Sujata: My first novel In Pursuit of Infidelity was published in 2009 by Rupa. It became an instant bestseller and catapulted me into the world of writing. In September this year, I completed 12 years as a writer and coincidentally my 12th book, a hand guide on single parenting, Going Solo – Raising Happy Kids was also released in the same month. The journey has been enriching so far but I've miles to go.

Frontlist: You've been working as a psychosocial expert. What common cases have you seen in people thus far and how do you persuade them to cope with mental problems?

Sujata: The best way to cope with problems like anxiety, grief, anger, the feeling of worthlessness, etc is to first identify the negative thought and emotions causing uneasiness, then understand the real reason for the distress. Often what seems to be the problem is just a superficial manifestation of a deeper concern. It requires self-reflection or talk therapy to understand the source of emotional distress. And finally, it is important to express yourself instead of just suppressing or neglecting the emotional uneasiness. Neglected emotions result in serious psychosomatic diseases like eczema, sleep disorders, stress, depression, heart problems, etc. and it also damages relationships.

Frontlist: How do you manage your life as an author and a social worker? How did your career as a social worker reflect on your writings?

Sujata: I don't actively focus on it. I do what needs to be done. Both the areas of my work are interlinked or so I feel. Almost all my novels reflect or have been influenced by my work in the development sector. From my first novel, In Pursuit of Infidelity which explored the impact of infidelity on the institution of marriage to the socio-political thriller, The Temple Bar Woman which was dedicated to the fearless survivors of sexual assault to my latest nonfiction, Going Solo – Raising Happy Kids, a hand guide on single parenting, all my books knowingly or unknowingly reflect the activist side of me. It's all done effortlessly.

'In Pursuit of Mi Amor'





ASEEM CHAWLA

'Finding a Straight Line between Twists and Turns'

Aseem Chawla is the Practice Leader at ASC Legal, Solicitors & Advocates in New Delhi. Aseem is a Member of Bar Council of India, and Fellow Chartered Accountant and certificate holder of Comparative Tax Policy & Administration from Harvard Kennedy School & "Vienna Certificate in Double Tax Treaties" from WU Vienna University of Economics and Business, Austria. He is a certificate holder from National Insurance Academy, Pune for participation in the Orientation Programme for Independent Directors for General Insurance Companies in February 2020.

Aseem is the Vice President of Society of Indian Law Firms (SILF). Recently, he has been nominated as Co-Chairman of the Corporate Affairs Committee of PHD Chamber of Commerce and Industry (PHD). Aseem is the Former Regional President & currently the Chairman of the Audit & Finance Supervisory Committee of the Indo American Chamber of Commerce (IACC). He has been nominated as the Co-Chair of the Sub Committee of Taxation constituted under the Task Force for Legal Services of Confederation of Indian Industry (CII).

Frontlist: How did you come up with the idea of writing this book?

Aseem: Since the advent of my professional practice over two decades, I have been regularly dealing with tax and broader fiscal issues and with the passage of time, having sufficient international exposure and after completing specialised formal courses in "Comparative Tax Policy & Administration" from Harvard University and "Vienna Certificate in Double Tax Treaties" from Vienna University of Economics and Business, Austria. I felt that I was rightly placed to be able to put my thoughts together in the form of this book. Not very many tax policy related books had a broad coverage and I felt the need to fill this vacuum. The wide exposure to various facets of taxation (both domestic and International), fiscal policy, corporate affairs and active participation at a Board level, as an advisor also and very recently, shepherding the affairs of State-Owned Enterprise, in the capacity of Independent Director, has enabled me in being able to appreciate business situations/realistic challenges in a holistic & realistic manner.

Frontlist: Share something about your latest book – 'Finding a Straight Line between Twists and Turns'?

Aseem: The outstanding feature of the book

is catalogue of a variety of contemporary themes relating to Indian tax landscape tampered with an international flavour and provides a narrative of key milestones of last 10 years of Indian tax policy and regime.

Frontlist: How did the Indian Tax System change after the global financial crisis due to pandemic?

Aseem: The silver lining of the pandemic was the Government initiative to look at the entire fiscal landscape afresh. Realising the need and acknowledging that tax policy, which can act as a catalyst in sprucing the business sentiments, significant reforms have been announced, including the bold move of rolling back the retrospective tax amendment, which were introduced to tax indirect transfer of assets viz. Vodafone, Cairn, et al.

Frontlist: What taxation issues have you discussed in your book?

Aseem: The book is an easy-to-read narrative highlighting the key milestones and notable events, which have influenced and have had an indelible impression on the Indian tax landscape. The book simultaneously also traces the dynamic evolvement of the international tax landscape. The layout of the book is a thematic representation of other topical subjects viz. Money

Laundering laws, Exchange of Information and the contentious discussions surrounding crypto currency.

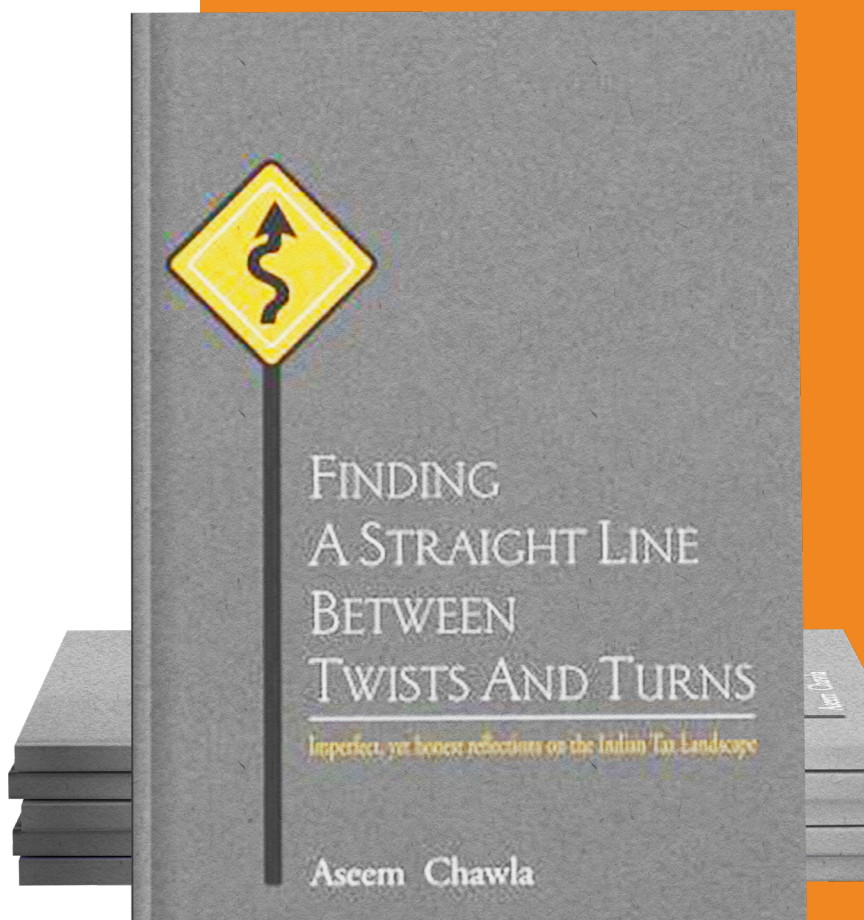
Frontlist: Do you really think readers will be influenced by the Indian tax landscape that is addressed in this Book?

Aseem: I am quite confident that the book should have a persuasive influence on the readers, considering the lucid language employed in explaining complex topics. The book comprises 17 Sections and each Section is a theme in itself, which makes reference of the book very handy.

Frontlist: Why did you choose Matrix Publishers as your Publisher?

Aseem: Matrix Publishers, a known name & lately emerged, have had a good catalogue of books showcasing the legal fraternity.

'Finding a Straight Line between Twists and Turns'



AKANKSHA AGARWAL

'The Secret in my blood'



Akanksha Agarwal is an ambidextrous artist who expresses her heart with her pen. A "Pen" from her father who was a friend and a mentor, inspired her to profess unabashedly. A phoenix rising on the Instagram platform; she has recently organized a live session of poets across the globe with aplomb.

Frontlist: How did you get the idea that you want to write poems that depict love and romance?

Akanksha: To Write poems that depict love and romance was never an idea to write. They are just the emotions, my feelings and I just pen down my thoughts and then they are automatically compiled in a poetry form.

Frontlist: What inspired you to be a poet?

Akanksha: To be Poet my father is my inspiration. He always wanted me to write, he motivated me to express myself through writing, he gave me a Pen that has been a life-changing blessing to me. It's only because of him I am a Poet, and I am blessed and I just want to make him proud.

Frontlist: This is your Debut book and has already garnered a lot of recognition across the internet. Did you ever think that 'The Secret in my blood' will get this much appreciation when you started writing it in the first place? Share your views.

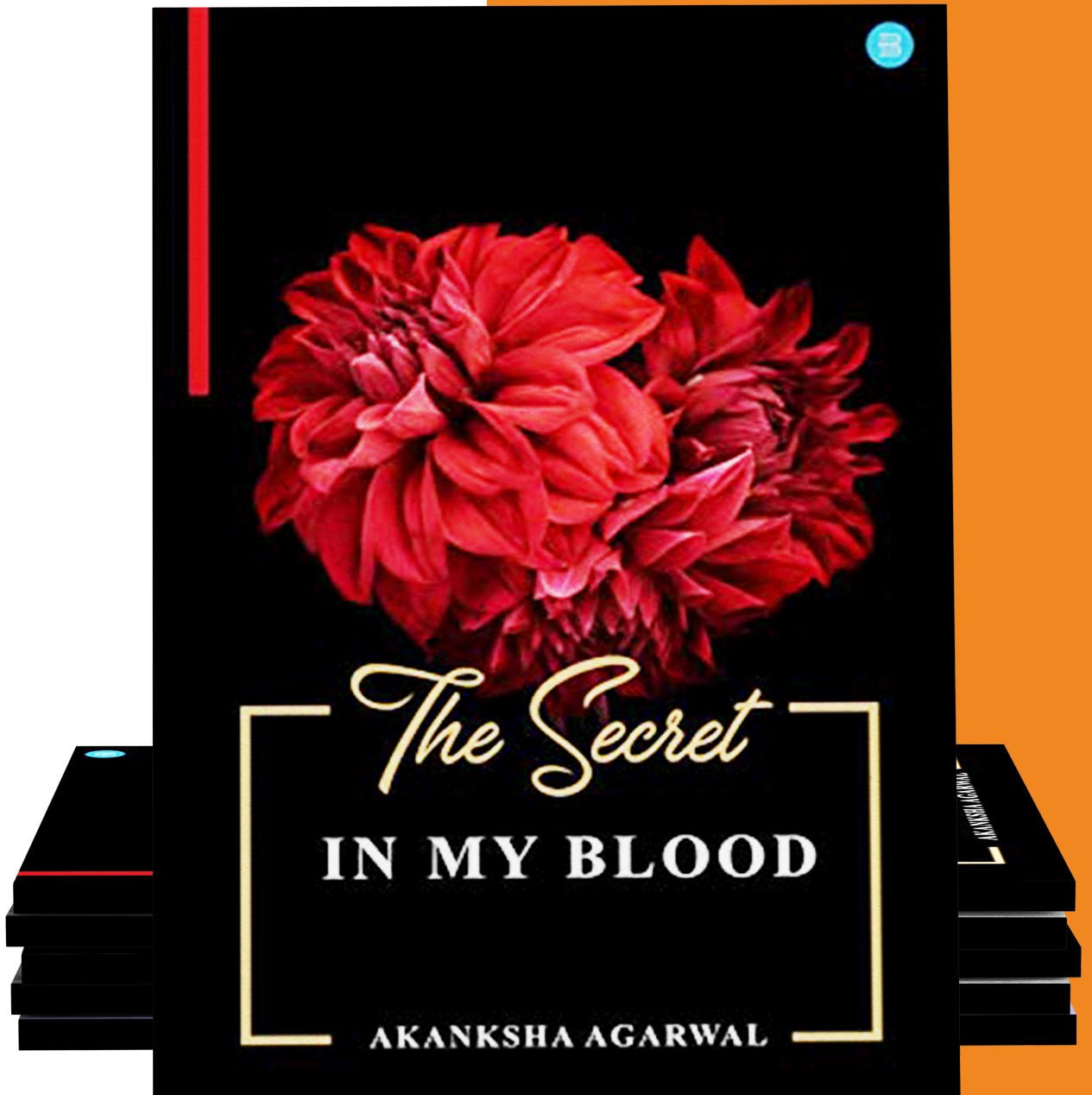
Akanksha: I really never thought I'd get recognized in a

very short span of time. But they like my work, they love my poems, they connect to it. Also, they are loving the illustrations and the 3 parts into which the book is divided. People visit my Instagram page. They like my poems, they love the concept of the GRID pattern I put on my feeds. My poems from "The Secret In My Blood" are well recognized in the whole world specially in UK, USA, And Singapore. It's in many magazines, Anthologies, They are played on Radio FM stations. So yes, getting appreciation feels so good and makes me happy, but also it's just a start. I really want to come up with many more things.

Frontlist: How do we hook readers to keep reading these poems. What approach do you apply while writing anything?

Akanksha: There's no such approach that I follow, I just write my thoughts, People in love, lost in love, dejection in love are my audience. They just read my poems, will connect with them and they end up reading all my poems together. Through the reviews and comments, I can say It's a small poetry book, and when they start reading it they end up reading it completely. They just want to read, read and read. And I get their suggestions and requests to come up with more such poems and my other book, which I'll surely do.

**'The Secret
in my blood'**







MOHANJI

'The Power of Purity: Essential Essays and Answers About Spiritual Paths and Liberation'

Mohanji has written numerous books and published articles in spiritual and secular literature.

His book 'The Power of Purity' was published in 2011.

Mohanji is a Philanthropist and a Humanitarian. He is the founder of Ammucare, ACT Foundation, Mohanji Foundation, Himalayan School of Traditional Yoga, Dance, Language Martial Arts and World Consciousness Alliance. He has dedicated his life to serving the world. He is a lover of humanity believing humanity to be the best religion for humans.

Frontlist: Share something please about the book *The Power of Purity*.

Mohanji: *The Power of Purity* is a reflection of my teachings. It is a compilation of what I was speaking to the world from 2008 until 2011. When I started having public programmes, all the questions that I answered, which were pertaining to life and living, of usual individual paths, journeys, individual dilemmas, were recorded and transcribed. I had been sending some of them as messages, as questions and answers. So, *Power of Purity* is a compilation of all these things, categorized as per the topic of the discussion for the easy reference of an average reader. *The Power of Purity* is basically a manual of life. It's about oneself.

Frontlist: After your daughter's demise, you gave up everything materialistic and started seeking the path of contentment. How does a beloved person's death change the family? Share your own experience,

Mohanji: I did not give up anything. In fact, I started viewing life differently. Before the death of my daughter, Ammu, I was looking at life as an opportunity, as a platform for explorations, achievements of terrestrial nature and stuff like that. After her death, the whole idea changed. It became more about contentment, fulfilment, which wasn't anymore necessarily connected to material attachments or material accompaniments. I did not give up anything and some of the things I never needed dropped off. Some of the achievements, which probably were very important before the demise of my daughter Ammu, became completely insignificant later. So, when you have other preferences, or when your preferences change, certain things drop off from life. It's not a deliberate thing. It happens that way. The loss of a dear person from life makes you introspect, makes you contemplate, makes you look within and explore what is truth and what is not. Also, it makes you think in depth about the follies of the blind pursuits of life. It realigns your life based on purpose. What is essential, what is not essential? Accumulation of wealth, for example, is only an emotional satisfaction. Many times, when you accumulate a lot of stuff, you don't enjoy anything. You don't experience anything. So, the death of a dear one puts a mirror on your face. It gives you an opportunity to look clearly at yourself and understand or analyze what is real and what is essential.

Frontlist: How can someone romanticize their life even if they're surrounded by adversities and negativity?

Mohanji: Just like a child, when you look at life without expectations, in wonder, life is a romance. When you look at life with the weight of expectations, the weight of desires, inclinations and tendencies, life can't be romantic all the time. But when you decide to change or when your attitude changes, and you start looking at life as an

everyday happening, as an every moment thing, then you experience life with eyes of wonder, like a child. Then, everything is a surprise, everything is romance, everything is beautiful, because when expectations leave, everything is fresh.

Frontlist: What have you felt till now on this journey of self-inquiry and searching for the truth of life?

Mohanji: I got clarity of purpose. I shifted from my gains, my material supports or achievements to that of what I can provide to this world. The purpose got clear. That was a major difference. When you live for the world, the world lives for you. When you give yourself to the world, the world gives itself to you. So, the major change is that there is clarity, there is a purpose and there is no stress of achievements, there is no stress of expectations. Finally, there is no stress of time, no stress of ownership and of doership. Things are simply happening, life is flowing. I'm delivering as best as I can, within my capacity. No expectations, no disappointments.

Frontlist: Can you please elaborate more about the book *The Power of Purity*, especially for seekers or non-casual readers?

Mohanji: *Power of Purity*, if you just turn the page, I think you will get an answer. If you just open a page and look where your eyes fall, most probably you will find some explanation to your situation. It's more like a companion. It's a manual of life. And if you know the manual well, life is easy. Like a machine, when you know how to use it well, when you are thorough with the manual, you can make the best use of that machine. This body is a machine. Life is mechanical, based on karmic flow. And when you know the pattern, when you know the flow, it's easy to use, easy to experience. We hardly know anything about life while living, because we are occupied with the emotions connected to the events. But when you take a step backwards, when you look at life as you are witnessing it, it gives you much more meaning and purpose. It gives you clarity, it also gives you the reason why certain things happen. Even if you don't understand the reason quite well for why certain things happen in life, you will know that there is a reason for everything, you will know that there is a past, present and future for everything. So, life becomes more meaningful. *Power of Purity* may give you that clarity, that meaning and that definition, which, of course, is a continuous process. Life changes with time. It is something that always evolves; life evolves all the time. It is never static. It's always changing. And as we start moving like a surf-rider, we will start to experience life with much more clarity, and much more alertness and effectiveness. So, I hope that the *Power of Purity* can give you more effectiveness to life.

Frontlist: When did you get the idea of establishing the Mohanji Foundation, and have you reached the objective of this initiative?

Mohanji: When activities started flowing and growing, the need for local authenticity became essential. Because of certain charity activities and money transactions, it became necessary to have proper accounts, proper audits and to be legally perfect. That's the time when having a proper registered Foundation became a necessity. And eventually foundations happened. Now, it's spreading in many countries – we have charity activities in 21 countries or more. So, wherever there is an activity, there should be authenticity and there should be transparency and accountability. As we handle public money, we have to handle it in tune with the government's rules and regulations. So we had to have an organization to back it up. Every activity demands a certain structure, the increase in activity demanded a certain pattern too. So, this is the cause of our Foundations.

Frontlist: Your book, the Power of Purity described, describes the knowing path of spirituality and liberation. Why do you think the readers will resonate with this book?

Mohanji: Well, this is every man's quest. Every person is asking themselves, WHO AM I? WHAT AM I? WHY AM I? All those questions keep coming. I believe that every person has something to pick up from this book because there is something about all people in that book, something which resonates to all people, something which you can connect to. And that's not something that will die with time. It will transcend through generations. Because life is kind of stereotyped in that way- it repeats, there are patterns: repeated emotions, desires, inclinations, tendencies. So people may pick up more and more details, clarity from the book, so they do resonate and that's also why it is popular. Also, because of that, we are communicating further. So there is a reason, if there is no demand, there's no supply. Here, there is a demand, there is a need for answers. That's exactly where this book fits in.

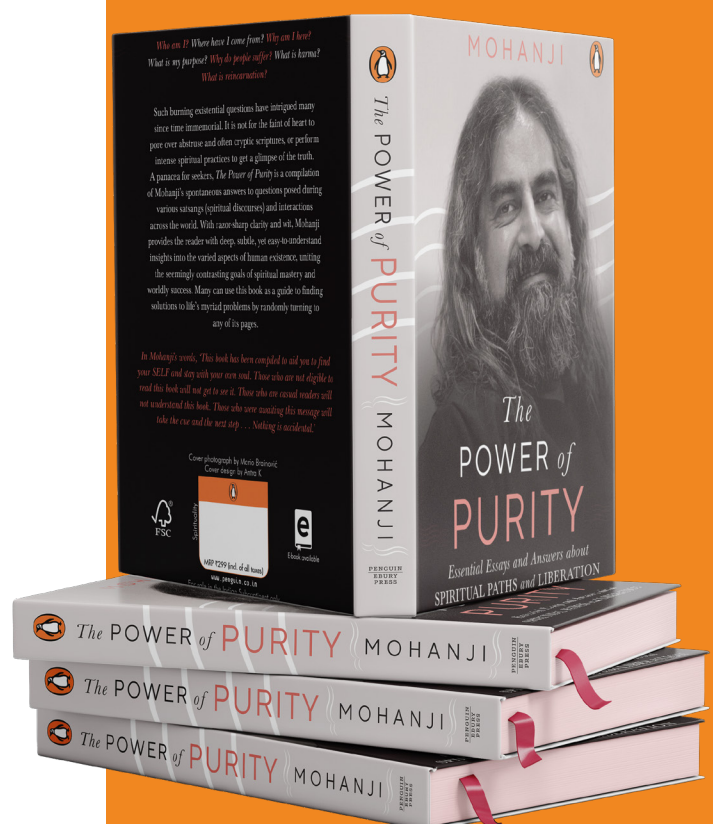
Frontlist: How do we achieve being oneself? And why is it so hard to liberate from all illusions?

Mohanji: Being oneself is being natural, we are ourselves. When we try to compare; when we try to compete, when we try to imitate, we lose our identity. But when we look within and we decide to be our authentic self, then we are definitely unique and thus we are authentic. However, we mostly think that it's easy to imitate, it's easy to compare, easy to compete, and in that whole bargain, we lose ourselves.

Frontlist: Any quote you would like to share with our readers?

Mohanji: Life is full of changes. When we look at the catastrophes, we don't see the transformation. What the caterpillar calls the end of the world, a master calls a butterfly. This is life.

'The Power of Purity: Essential Essays and Answers About Spiritual Paths and Liberation'

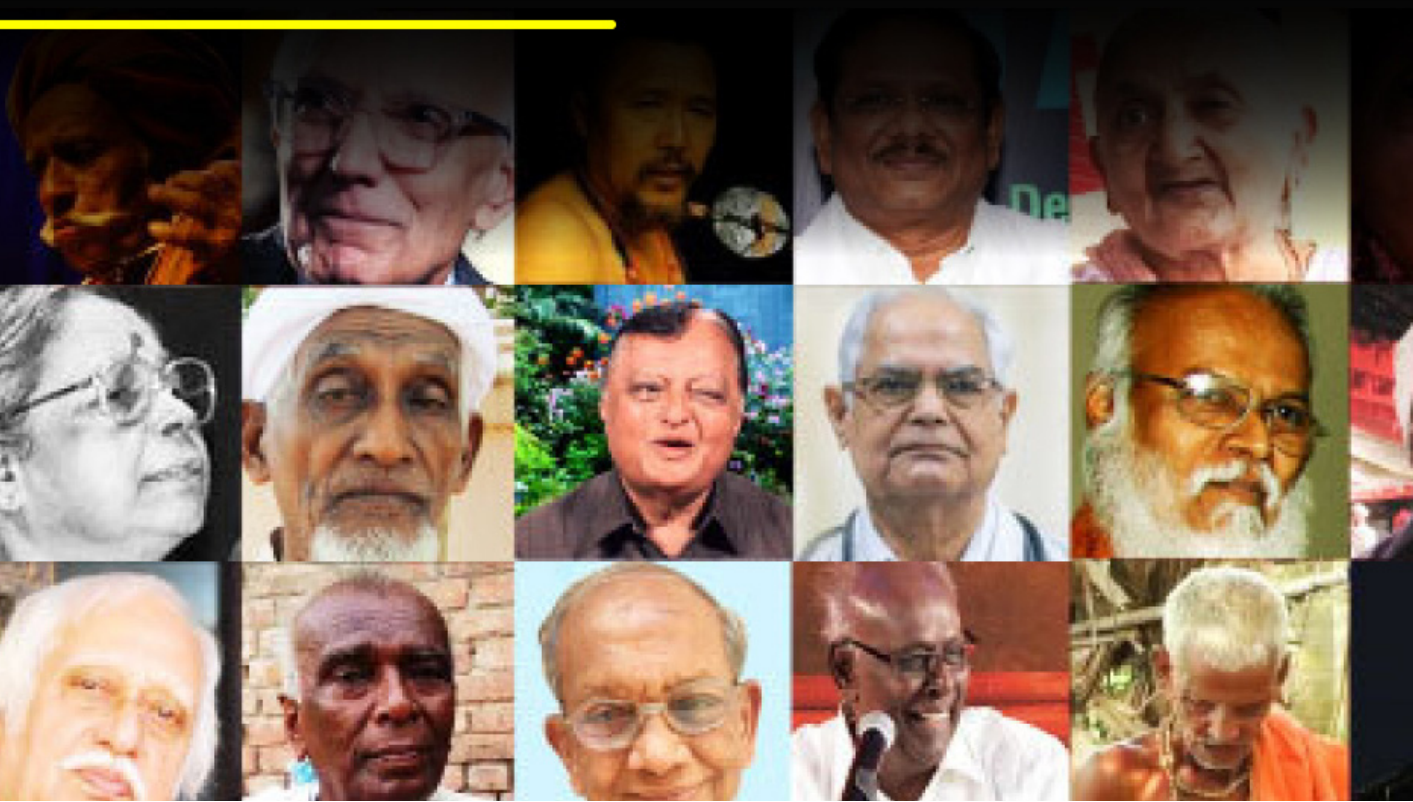


PADMA AWAR



Tribute

PADMA AWARDS LIST 2021



President Ram Nath Kovind bequeathed the prestigious Padma Awards on recipients qualifying from all walks of life for excellence in literature Frontlist tributes you all.

Literature Education



Name	State/Country
Chandrashekhar Kambara	Karnataka
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Sujit Chattopadhyay	West Bengal
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Dadudan Gadhavi	Gujarat
Jai Bhagwan Goyal	Haryana
Jagdish Chandra Halder	West Bengal
Namdeo C. Kamble	Maharashtra
Rajat Kumar Kar	Odisha
Rangasami	Karnataka
Lakshminarayana Kashyap	
Nicholas Kazanas	Greece
Chandrakant Mehta	Gujarat

re and on Awards

Name	State/Country
Solomon Pappaiah	Tamil Nadu
Chaman Lal Sapru (Posthumous)	Jammu and Kashmir
Nanda Prusty	Odisha
Balan Putheri	Kerala
Roman Sarmah	Assam
Imran Shah	Assam
Arjun Singh Shekhawat	Rajasthan
Ram Yatna Shukla	Uttar Pradesh
Mridula Sinha (Posthumous)	Bihar
Kapil Tiwari	Madhya Pradesh
Father Valles (Posthumous)	Spain
Usha Yadav	Uttar Pradesh

Spotlight

by

FRONT LIST

IPA Members



Pranav Gupta



Kristenn Einarsson



Giulia Marangoni

This month's Spotlight Session is focussed on 'Freedom To Publish' with International Publishers Association's (IPA) "Freedom To Publish" Committee Members - Giulia Marangoni and Kristenn Einarsson in conversation with Mr. Pranav Gupta, IPA Executive Member, Co - founder of Frontlist.

The key objective of selecting this topic is to spread the word around the rights of publishers to publish and distribution of their works with absolute freedom and discussing the meaning of emancipation in Publishing.

SPOTLIGHT

NOVEMBER 2021

Here are some highlights of questions that were discussed in Spotlight Session:

- a. Thoughts on the censorship debate around social media platforms
- b. Do you believe in absolute 'Freedom To Publish'?
- c. Freedom to Publish - Meaning in the Physical versus virtual world.
- d. How hard is it to establish Freedom to Publish and the stability of the state
harmony among the population at the same time?
- e. Issues related to controversial authors and their protection.
- f. Why is it significant for the Publishing Industry to tread the path of Freedom to Publish?
- g. Freedom to Publish, disinformation, hate speech - are they related?

INDIA'S First News E-portal For The Publishing Industry



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