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Indian Writing



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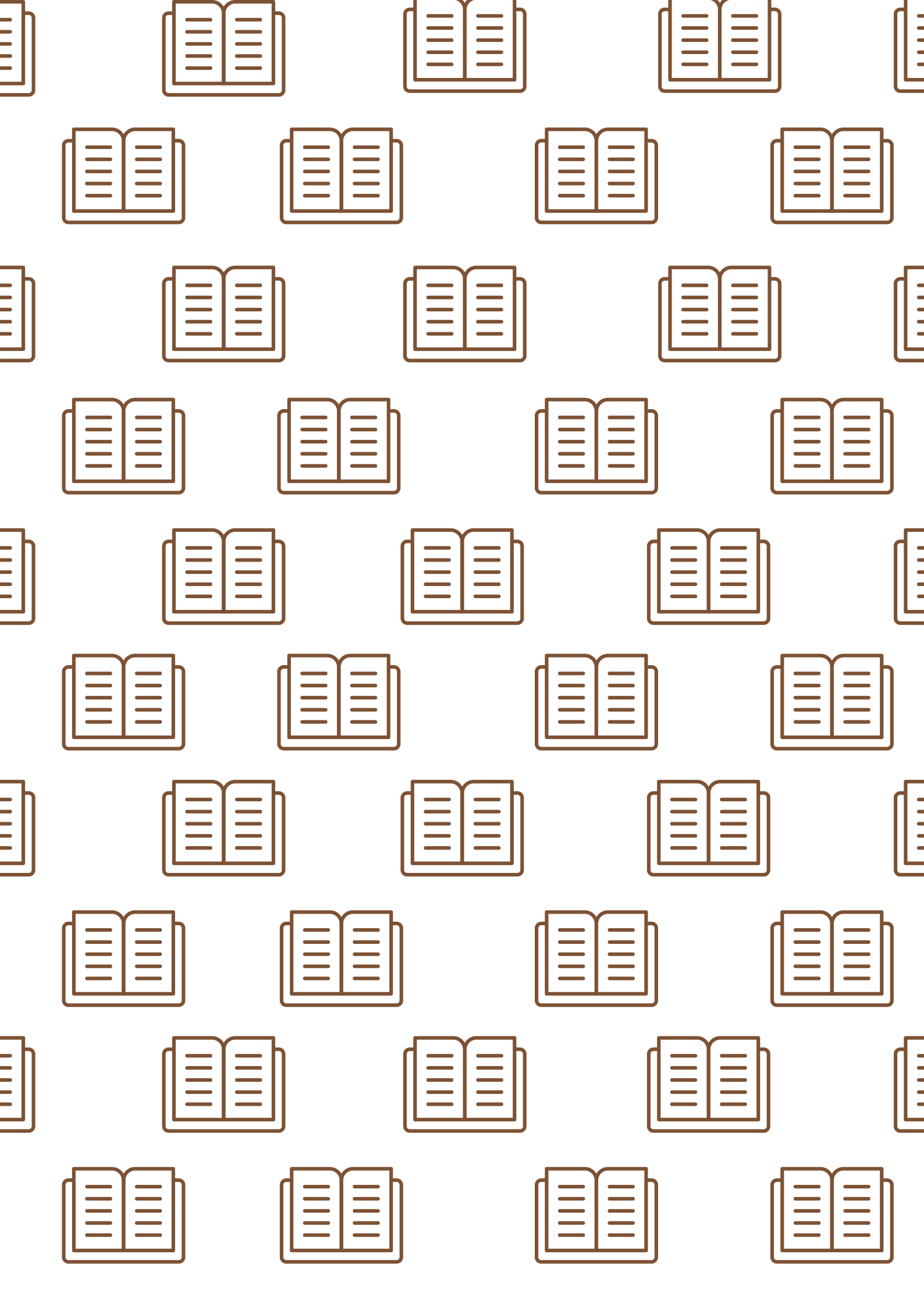
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Rights Catalogue : Indian Writing

FICCI-Frankfurt Book Fair Rights Catalogue lists some of the Indian publications. These include latest titles published by some of the leading publishers who are interested in exchange of rights for publications in other markets.

India has heritage of rich literature across languages. Over the years Indian authors have created a niche for themselves. Globally, India is ranked 2nd in English language publishing. Contemporary Indian writers have registered their presence on global canvas. Many people from literature world have travelled to India in search of good content. It's time that the Indian content should reach the global markets.

In endeavour to find global markets for Indian Publishers and authors, FICCI and The Frankfurt Book Fair have come together to publish a 'Rights Catalogue' of select writings from India, to be presented to participants of The Frankfurt Book fair.

This 'Rights Catalogue' is not an exhaustive list of all major publication from India. The list contains only those titles which we have received from publishers interested in circulating or marketing information on published/yet to be published titles for exchange of rights. There has been no selection process for the entries. The Titles listed in the 'Rights Catalogue' are in no particular order. For the convenience of the readers, the Titles thus received are segregated according to different genres.

For any further details please feel free to contact FICCI Publishing Department secretariat at address given at the back of this Catalogue.

FICCI Publishing Department



FICTION

THOSE POWERFUL MOUSTACHES JHUMKAS AND POOR ME



Genre	:	Fiction - Self Help
Author/Editor	:	Shakti Dwesar Sharma
Publisher	:	Gullybaba
Year of Publication	:	2015
Price	:	INR 140
ISBN	:	978-93-83921-68-3
Rights available for	:	Territories: Any; Language: English
Contact for rights sales	:	Shakti Dwesar Sharma Email : shaktisharma1962@gmail.com

About the Author

Shakti Sharma is Ex managing trustee and chairperson of Swayam Shakti Foundation that works for youth turning blind in India. Being the founder and visually challenged herself during her tenure (2004-2015) has empowered many such youth.

About the Book

Satire of human behaviour and relationships catering to all ages. Its humorous analytical presentation that answers many secrets of moody yet relevant human psycho.

TEARLESS EYES, FEARLESS HEADS



Genre	:	Fiction - Self Help
Author/Editor	:	Shakti Dwesar Sharma
Publisher	:	MacMillan
Year of Publication	:	2003
Price	:	INR 225
ISBN	:	978-14-03910-08-0
Rights available for	:	Territories: Any; Language: English
Contact for rights sales	:	Shakti Dwesar Sharma Email : shaktisharma1962@gmail.com

About the Author

Shakti Sharma is Ex managing trustee and chairperson of Swayam Shakti Foundation that works for youth turning blind in India. Being the founder and visually challenged herself during her tenure (2004-2015) has empowered many such youth.

About the Book

The book is a complete course material that leads to clarity of thought, empowers decision making skills and serve as a guide to handle turbulent emotions.

FEAR OF GOD



Genre	:	Crime, Thriller & Mystery
Author/Editor	:	Mr. Vadhan
Publisher	:	TreeShade Books
Year of Publication	:	2020
Price	:	INR 350
ISBN	:	9789389237085
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Vadhan Email : authorvadhan@gmail.com

About the Author

Bommadevara Sai Chandravadhan writes under the Pen Name, Vadhan, a moniker coined by his folks at home. Vadhan is a prolific reader. He turned to writing a few years ago. His first published book is Shatru, a prequel to his yet unpublished fantasy Series.

Vadhan is a lawyer by qualification and manages regulatory risk practice in a very large multinational consulting firm. Hailing from Eluru in Andhra Pradesh, born and brought up in Chennai, Tamil Nadu, living in Delhi for more than twelve years and currently in Mumbai. He has travelled extensively across the world in his professional capacity having worked for clients in Europe, Middle-East, Africa, North America, Asia Pacific and South East Asia.

His writing encapsulates the essence of his travels and understanding of different cultures.

About the Book

The brutal murder of a Member of Parliament has shocked the nation. The reason for the murder appears bizarre. As videos of the slaughter of several corrupt politicians go viral on social media, those who considered themselves untouchable are scurrying for cover. The vigilante's next target is a war hero and Top constitutional lawyer who took three bullets for the country.

Why then is he a target?

Jagan Jigyasi and his special crimes division of the CBI have to race against time to stop the killings. The legendary Lawman has never failed to solve a crime. The war hero is as brilliant in a courtroom as he is fearless in facing a speeding bullet. The vigilante is as devious as he is effective in instilling the fear of God into those who think they are above the law! Who will be the last man standing?

HARAPPA TRILOGY - BOX SET



Genre	:	Historical Fiction & Thriller
Author/Editor	:	Mr. Vineet Bajpai
Publisher	:	TreeShade Books
Year of Publication	:	2018
Price	:	INR 725
ISBN	:	9788193642467
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

Vineet Bajpai is one of India's most popular and commercially successful authors. Counted among the 75 greatest Indian writers of all time, his books have touched the hearts & lives of millions of readers worldwide. A Nielsen chart-topping author, Vineet has written seven blockbusters books till now. His business and inspirational books Build From Scratch (2004), The Street to the Highway (2011) and The 30 Something CEO (2016) have been highly acclaimed.

Vineet's fiction novels, the best-selling Harappa Trilogy, sold over 1 lac copies within 12 months of release and are counted among the biggest blockbuster novels in the history of Indian fiction. Film-rights of the Harappa Trilogy have been acquired by one of the largest film production houses in India.

A regular speaker at the Jaipur Literature Festival and other international literary events, Vineet's books have been translated into several languages.

About the Book

Defying genre-categorization, the Harappa novels are an intense combination of historical drama, mythological fiction, fantasy, religious thriller, occult, action and a modern-day international crime saga. The Harappa series' success is a sign of literary progress which indicates that Indian fiction need not necessarily be a young-adult romance to succeed. Beautifully drawn characters and vivid descriptions of ancient and medieval locations transport readers to a different world - where they find themselves amazed, surprised, amused and exhilarated. The excitement of getting back to the earliest history of the Indian subcontinent is accentuated by the delicate and meticulous weaving-in of fiction and present-day events.

Intriguing questions around the Aryan invasion theory, the disappearance of the Saraswati river and the mysterious vanishing of the Indus Valley civilization have all been addressed with the deftness of an extraordinary story-teller.

HARAPPA - CURSE OF THE BLOOD RIVER



Genre	:	Historical Fiction & Thriller
Author/Editor	:	Mr. Vineet Bajpai
Publisher	:	TreeShade Books
Year of Publication	:	2017
Price	:	INR 250
ISBN	:	9789352685486
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

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About the Book

2017, Delhi – Vidyut's dying ancestor summons him to Banaras. The old Brahmin chieftain of the Dev-Raakshasa Matth, or the God-Demon Clan, bears a chilling secret. Their bloodline carries an ancient curse that will plague mankind - towards its own violent extinction.

1700 BCE, Harappa – Harappa is a magnificent city on the banks of the mighty Saraswati river. The darkness of treachery, taantric exorcism and bloodshed unleashes itself on the last devta, paving the way for his devastating revenge…and the horrifying truth behind the fall of the glorious civilisation.

2017, Paris – The world's most powerful religious institution is rattled. Europe's dreaded crime lord meets a mysterious man in Paris. A lethal assassin boards a train, as Rome fears the worst. The prophesied devta has returned. What connects Banaras, Harappa and Rome? What was the ancient curse and who was the last devta? What is the terrible secret behind the fall of the colossal Indus Valley? Read on as you travel through a saga of deceit and violence, gods and demons, love and ambition.

PRALAY : THE GREAT DELUGE



Genre	:	Historical Fiction & Thriller
Author/Editor	:	Mr. Vineet Bajpai
Publisher	:	TreeShade Books
Year of Publication	:	2018
Price	:	INR 250
ISBN	:	9788193642405
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

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A regular speaker at the Jaipur Literature Festival and other international literary events, Vineet's books have been translated into several languages.

About the Book

"Even death is afraid of the White Mask…"
1700 BCE, Harappa – The devta of Harappa has fallen…tortured and condemned to the dungeons of the dead. His murdered wife's pious blood falls on the sands of the metropolis, sealing the black fate of Harappa…forever.

2017, Banaras – A master assassin bites into cyanide, but not before pronouncing the arrival of an unstoppable, dark force. A maha-taantric offers a chilling sacrifice. 325 AD, Bithynian City (modern-day Turkey) – Unable to foresee the monster he was untethering, an extraordinary monarch commissions a terrifying world-vision spanning millennia.

1700 BCE, East of Harappa – A mystical fish-man proclaims the onset of Pralay - the extinction of mankind. The Blood River rises to avenge her divine sons.

What happens to the devta of Harappa? Is Vidyut truly the prophesied saviour? Who are the veiled overlords behind the sinister World Order? What was the macabre blueprint of the mysterious emperor at Bithynian City? Turn the pages to unravel one of the world's greatest conspiracies and the haunting story of a lost, ancient civilization."

MASTAAN: THE FALLEN PATRIOT OF DELHI



Genre	:	Historical Fiction & Thriller
Author/Editor	:	Mr. Vineet Bajpai
Publisher	:	TreeShade Books
Year of Publication	:	2019
Price	:	INR 295
ISBN	:	9789389237047
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

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A regular speaker at the Jaipur Literature Festival and other international literary events, Vineet's books have been translated into several languages.

About the Book

An imperial monster masquerades as a mercantile company. From gunpowder to opium, the East India Company uses every weapon to bring an entire sub-continent to its knees. Even Tipu, the fearsome Tiger of Mysore, falls prey to British military might.

As a century of deceit and cruelty unfolds - the oppressed thirst for retribution. Delhi is the first to drown in blood, as a violent sepoy uprising engulfs all of Hindustan. The seat of the crumbling Mughal empire emerges as the epicenter of the ghadar.

An unforgettable poet laments the destruction of his beloved city and a senile Badshah's eyes gleam with unreal hope, as both sides of the Laal Qila witness terrifying bloodshed and historical battles.

And amidst all the cannon-roars, brutal duels, intoxicated mushairas, ravishing courtesans, haunted treasures and bloody battles – unfolds the immortal story of the magnificent Mastaan Pandey.
Did one man really change the course of history's greatest war for freedom?

KASHI : SECRET OF THE BLACK TEMPLE



Genre	:	Historical Fiction & Thriller
Author/Editor	:	Mr. Vineet Bajpai
Publisher	:	TreeShade Books
Year of Publication	:	2018
Price	:	INR 295
ISBN	:	9788193642443
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

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A regular speaker at the Jaipur Literature Festival and other international literary events, Vineet's books have been translated into several languages.

About the Book

Kashi - Secret of the Black Temple is part 3 of the Harappa Series, written by Vineet Bajpai. It is a fiction novel that blends mythology and history with a modern-day thriller. 1699 BCE, the Marshes of Aryavarta – As the titanic waves of pralay swallow city after city, a final battle for the Ark and the Earth begins. A ruthless barbarian-king threatens the very existence of mankind, heralding Kaliyuga - the eon of Kali. 2017, Banaras – A sacred nakshatra erupts in the night-sky as the fateful, prophesied hour arrives. A God-sacrifice turns into a horrific raakshasa-bali, even as the devta uncovers the bloodstained chronicles of a sinister Brotherhood. 762 AD, the Rashtrakuta Empire the mighty Prithvivallabha receives a mysterious visitor from the holy city. The sovereign is entrusted with an ancient secret, setting him on the path of a legendary, impossible quest.

2017, New York City – A sixth-generation billionaire receives a phone call from the Big Man. The Overlords of the New World Order unleash their last lethal bid. Mumbai underworld joins forces with the messenger of the Devil himself. Will Vidyut survive his decisive war with the Brotherhood? What is the gruesome truth behind Europe's 14th century Black Death? Read on to witness the final war between light and darkness, good and evil, Gods and demons. Kashi is the sequel to the first two books of the series, namely – Harappa – Curse of the Blood River and Pralay – the Great Deluge.

KAALKOOT - THE LOST HIMALAYAN SECRET



Genre	:	Historical Fiction
Author/Editor	:	Mr. S Venkatesh
Publisher	:	TreeShade Books
Year of Publication	:	2018
Price	:	INR 350
ISBN	:	9789352685486
Rights available for	:	Territories: ALL; Language: English
Contact for rights sales	:	Shobhit Saxena Email : shobhit@treeshadebooks.com

About the Author

Venkatesh wears many hats. In his roles as private equity investor, executive coach, business leader, entrepreneur and Board member, he has helped businesses thrive and grow. He has spent a significant part of his professional life in the stock markets with Credit Suisse, Deutsche Bank and JP Morgan, and continues to be an avid investor.

Venkatesh has been keenly interested in Eastern philosophy and mysticism right from his college days at IIT Delhi and IIM Calcutta. He has found his inspiration to write in rather curious settings - while crawling through war tunnels in Vietnam, coming face-to-face with a bear in the Nilgiris, chancing upon an Indus Valley ruin while on a road trip, listening to “Madhushala,” or just drinking cutting chai by the roadside. He is passionate about self-discovery and the power of stories to inspire and transform.

About the Book

KaalKoot brings together a forgotten Himalayan legend, an international conspiracy and nail-biting suspense in a gripping thriller.

January 1944 - Holed up in a Himalayan hideout, freedom fighter Manohar Rai has to take a chilling decision – one that could mean life or death for millions of people. His only hope is a mysterious young man, who goes into hiding hours before Manohar is shot dead in cold blood.

June 2018 - A forgotten legend from the upper reaches of the Himalayas is rearing its ominous head. The world will be brought to its knees. KaalKoot will strike again. Only three people have a clue about the horrors that are about the unfold. The only hope for survival lies buried deep in the remotest corner of Himalayas. But a terrible fate awaits those who seek it.

Is it already too late? Is KaalKoot – the primordial plague – unstoppable?



NON - FICTION

THE ENGLISH LANGUAGE COMPANION



Genre	:	Guide book on English grammar and language
Author/Editor	:	Vasudha Malik
Publisher	:	Lakshmi Publications
Year of Publication	:	2019
Price	:	INR 349
ISBN	:	
Rights available for	:	Territories: India; Language: English
Contact for rights sales	:	Vasudha Malik | Mob : +91-9999647812 Email : vasudhamalik28@gmail.com

About the Author

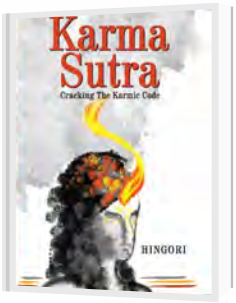
Vasudha has been a writer since 2012 and a member of FIP since 2018. She has written 7 books so far, which include a grammar book, a novella, fairy tales, story books and a collection of short stories. She got the first prize for Excellence in Book Production for her first book. Her books have been shortlisted at international book fairs and procured by libraries and schools. From 2008-2011, she taught English and later trained teachers at inlingua, Delhi. She also taught English at British Council, Delhi in 2011.

About the Book

The English Language Companion is a comprehensive guide to English grammar. It is a panacea for all language and grammar-related queries. It focuses on accuracy, fluency and eloquence. Every aspect of English language is described in detail and clearly explained with relevant examples. In a nutshell, it is a comprehensive guide to English language skills.

It is recommended for Class 8 and Class 9 students and for anyone who enjoys reading grammar books or is looking to hone their English language skills. The icing on the cake is a separate chapter on essays which will help the reader enhance their writing skills. There are two crosswords with clues for the readers. They can solve the word puzzle and check their word power. Over and above that, there are nine amazing facts in English and common English words of Saskrit origin.

KARMA SUTRA – CRACKING THE KARMIC CODE



Genre	:	Self-Help, Body Mind Spirit, Spirituality
Author/Editor	:	Hingori
Publisher	:	Pali Hills Tourist Hotel Pvt Ltd
Year of Publication	:	2017
Price	:	INR 295
ISBN	:	9789352543489
Contact for rights sales	:	Karishma Shetty | Mob : +91-9820291902 Email : hingori.sutras1@gmail.com

About the Author

Hingori is a teacher of spiritualism who started 35 years ago as a student of Gurudev – someone who had tapped into the unlimited potential of his spirit mind, could travel out of body at will, heal people, read thoughts, predict future events and help humans, spirits and other life forms. Hingori's books chronicle his personal journey of transformation and are full of real-life experiences and spiritual insights. Living like a guy next door, engaged in his duties as a businessman and householder, he is an example of how spiritual progress is achievable by every common person. He cannot see a greater mission for himself than being available to help those who want to evolve, evolve! Born and brought up in Mumbai, Hingori works in the service industry, travelling frequently across various parts of the country. His interests lie in sharing his spiritual knowledge with those who have desired to acquire it.

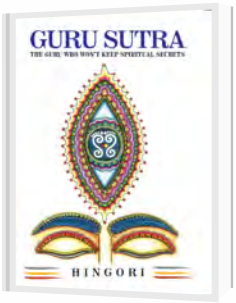
However as an author, Hingori likes to give a few wake up calls by throwing in some tongue in cheek. He believes in simplicity being the underline tone of spirituality. He shies away from self-glorification, since he believes it is more detrimental than beneficial to the efforts of any spiritualist whose prime focus is the sharing of spiritual realisations. Therefore, he has taken the selfish route of staying anonymous. Besides, as he says, "My thermometer shows that the climate under the pedestal is cooler than under the limelight".

About the Book

The greatest asset of India is neither the Taj Mahal nor the buzzing metropolis of Mumbai. For tens of thousands of years, India's greatest asset has been its philosophy and spiritualism. Tourists or even people who live here, hardly take advantage of this wealth and benefit from it. Karma Sutra is the Indian doctrine of karma. It explains the cause and effect of destiny and decodes the karmic laws that govern us. By mapping our karmic assets and liabilities, we can outline our karmic balance sheet and determine how to enhance its P&L. In the final analysis, Karma Sutra is a tool that may help you carve a better future in this lifetime and earn the karmic wealth that will command your ethereal status after death.

Language– English, Hindi, Marathi, Bengali

GURU SUTRA – THE GURU WHO WON'T KEEP SPIRITUAL SECRETS



Genre	: Self-Help, Body Mind Spirit, Spirituality
Author/Editor	: Hingori
Publisher	: Pali Hills Tourist Hotel Pvt Ltd
Year of Publication	: 2019
Price	: INR 295
ISBN	: 9788193895245
Contact for rights sales	: Karishma Shetty | Mob : +91-9820291902
	Email : hingori.sutras1@gmail.com

About the Author

Hingori is a teacher of spiritualism who started 35 years ago as a student of Gurudev – someone who had tapped into the unlimited potential of his spirit mind, could travel out of body at will, heal people, read thoughts, predict future events and help humans, spirits and other life forms. Hingori's books chronicle his personal journey of transformation and are full of real-life experiences and spiritual insights. Living like a guy next door, engaged in his duties as a businessman and householder, he is an example of how spiritual progress is achievable by every common person. He cannot see a greater mission for himself than being available to help those who want to evolve, evolve! Born and brought up in Mumbai, Hingori works in the service industry, travelling frequently across various parts of the country. His interests lie in sharing his spiritual knowledge with those who have desired to acquire it.

However as an author, Hingori likes to give a few wake up calls by throwing in some tongue in cheek. He believes in simplicity being the underline tone of spirituality. He shies away from self-glorification, since he believes it is more detrimental than beneficial to the efforts of any spiritualist whose prime focus is the sharing of spiritual realisations. Therefore, he has taken the selfish route of staying anonymous. Besides, as he says, "My thermometer shows that the climate under the pedestal is cooler than under the limelight".

About the Book

Once in a few hundred years comes a Siddh Guru who dedicates his entire life to making people aware of the dizzying heights they can soar to spiritually, initiating them on the path to meet their divine selves. Guru Sutra is based on the philosophy and teachings of a powerful Mahaguru who trained hundreds in the art of selfless service and healing, while leading thousands more on the road towards enlightenment.

How did he rise to become one of the greatest healers of all time?
How did he turn mere mortals into spiritual giants?
How will his teachings help you find the divine?

Guru Sutra is the key to unlocking the answers to these and many more questions. For the first time ever, the author reveals the secrets governing a Guru-Disciple relationship, so the latter can navigate the pitfalls in the snakes and ladders game of spiritual evolution. Filled with anecdotes and real-life experiences, Guru Sutra shatters long-held beliefs, in turn mapping the trajectory to channelising spiritual power.

NEW INDIA PUBLISHING AGENCY

101, Vikas Surya Plaza, CU Block, L.S.C. Market, Pitam Pura, New Delhi - 110034

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Agriculture Food Science and Technology, Horticulture and Gardening, Plant Sciences, Animal Husbandry and Veterinary Sciences

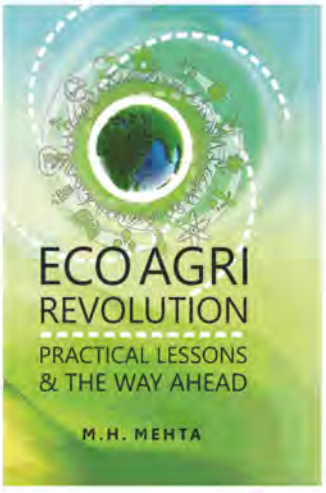
Engineering Vision Technology: Revolution and Optimism



Genre	:	Engineering
Author/Editor	:	Purnendu Ghosh
Publisher	:	New India Publishing Agency (NIPA)
Year of Publication	:	2020
Price	:	INR 2495
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Contact for rights sales	:	Sumit Jain
	:	info@nipabooks.com

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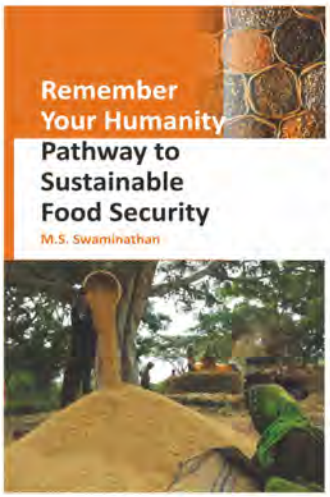
Eco Agri Revolution: Practical Lessons And The Way Ahead



Genre	:	Agricultural Sciences, Climate Change
Author/Editor	:	M.H. Mehta
Publisher	:	New India Publishing Agency (NIPA)
Year of Publication	:	2018
Price	:	INR 2995
ISBN	:	978-93-86546-19-7
Rights available for	:	All Territories (Translation)
Languages		Entire World (All Languages)
Contact for rights sales	:	Sumit Jain
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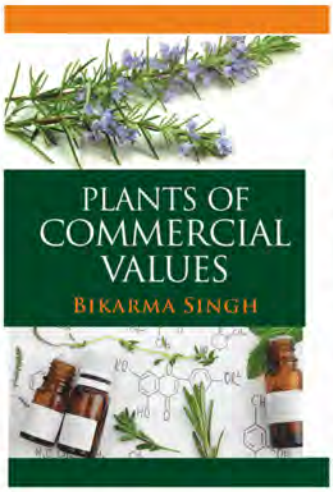
Remember Your Humanity: Pathway to Sustainable Food Security



Genre	:	Social Sciences
Author/Editor	:	M.S. Swaminathan
Publisher	:	New India Publishing Agency (NIPA)
Year of Publication	:	2012
Price	:	INR 1250.00
ISBN	:	978-93-81450-17-8
Rights available for	:	All Territories (Translation)
Languages		Entire World (All Languages)
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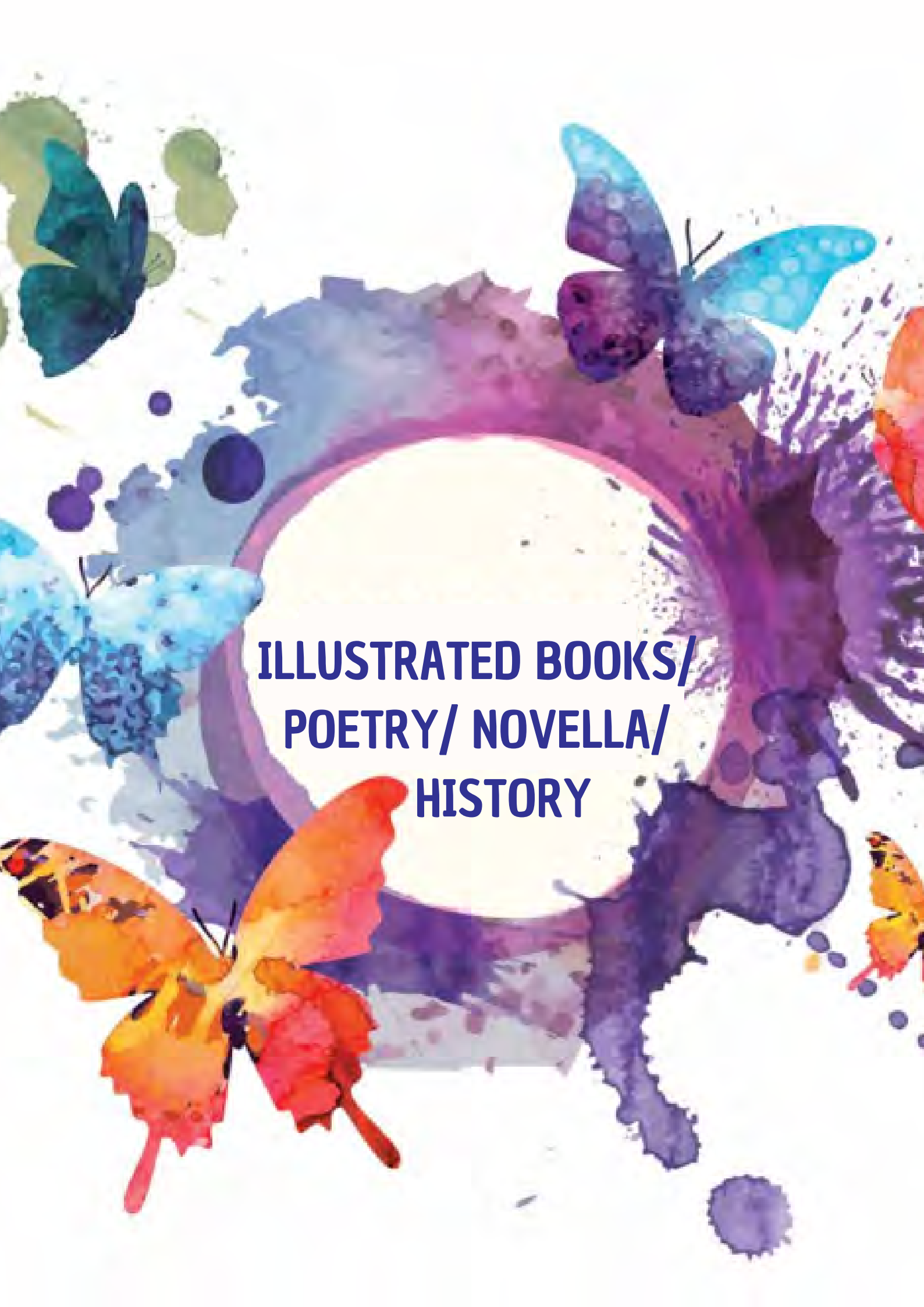
Genre	:	Traditional and Alternative Medicine
Author/Editor	:	Bikarama Singh
Publisher	:	New India Publishing Agency (NIPA)
Year of Publication	:	2019
Price	:	INR 3600
ISBN	:	978-93-87973-50-3
Rights available for	:	All Territories (Translation)
Languages		Entire World (All Languages)
Contact for rights sales	:	Sumit Jain
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ILLUSTRATED BOOKS/
POETRY/ NOVELLA/
HISTORY

HANUMAN CHALISA



Genre	:	Literature/Poetry
Author/Editor	:	Rajesh Kumar R
Publisher	:	Palm Leaf Innovations
Year of Publication	:	2020
Price	:	INR 1800
ISBN	:	978-81-933512-9-1
Rights available for	:	Territories: - / Language: Hindi
Contact for rights sales	:	Rajesh Kumar R | Mob : +91 9020209220 Email : palmleafinnovations@gmail.com

About the Author

This is a collection of Hymns of Hanumanji and Sri Ram with illustrations, compiled by Rajesh Kumar R, Proprietor, Palm Leaf Innovations.

About the Book

HANUMAN CHALISA printed in Talapatra grantha form. The pages are made in such a way that they have the same look and feel of the ancient Talapatras. Hymns such as Sankatmochan Hanumanashtak, Hanumatstavan, Hanumat Pancharatnam, Anjaneyashtottarasatam, Hanumanji ki Aarti, Shri Ram vandana, Shri Ram stuti, Shri Ramavatar are also included in this work.The major scenes from the stories of Hanumanji based on Ramayana are depicted here in the old Talapatrachitra (illustrations on palm leaf) style.

FIRST RESPONDER'S MANUAL OF PREHOSPITAL TRAUMA CARE



Genre	:	Illustrated Books – General & Reference
Author/Editor	:	Dr. Dinesh Vyas
Publisher	:	Scientific Publishers
Year of Publication	:	2018
Price	:	INR 275
ISBN	:	9789386347213
Rights available for	:	Territories: World except India; Language: English
Contact for rights sales	:	Dev Kapoor Email: devjds@scientificpub.com

About the Author

Dr. Dinesh Vyas, M.D., FACS, FICS, Masters of Surgery, Rajasthan University, India and, Associate Regional Dean for Surgery Research, Associate Professor of Surgery, Texas Tech University Health Science Centre, Permian Basin.

About the Book

First Responder's Manual of Prehospital Trauma Care is an easy to use education tool for all the conscientious citizens willing to serve their fellow companions in an adverse scenario of trauma and emergency. The manual's target audience is firemen, safety officers, policemen, teachers, nurses, drivers, emergency room staffs, medical and nursing students, surgery residents and surgeons. The founders of the book have stressed on the issues related to trauma, which are described in a simple and understandable language. It is basic but descriptive resource for layperson's first responders, describing practical advice for the best care.

The focus of the manual is to educate people on the best standard of care in the prehospital settings and to learn methods of improvisation. The authors have stressed on regularly confronted trauma situations in critical care through chapters on shock, airway and circulation.

ABC DESI – WE LOVE INDIA



Genre	:	Coffee Table Book/ Illustrated Book
Author/Editor	:	Priti Paul
Publisher	:	Apeejay Press
Year of Publication	:	2016
Price	:	INR 5995
ISBN	:	9789351201786
Rights available for	:	Territories: World; Language: English
Contact for rights sales	:	Swagat Sengupta | Mob : +91-9903078059

About the Author

Inspired perhaps by the multiple arms and eyes of her hometown Calcutta's favourite goddess, Priti Paul straddles many avatars simultaneously. She is an architect who has trained in Massachusetts Institute of Technology, Harvard University and Architectural Association School of Architecture, UK, and her deep interest in design in space have led to her promoting new media art through her Apeejay Media Gallery.

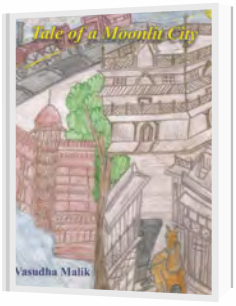
Meanwhile she presides simultaneously over her homes in Morocco, Delhi and London as a hands-on mother to her little boys, and corporate boardrooms in her role as Director, Apeejay Surrendra Group, steering the real estate business while re-energising the century-old heritage Oxford Bookstores at a time when bookstores are dying internationally.

About the Book

An alphabet book with a distinct Indian Flavor, ABC Desi is an attempt to pique curiosity and appreciation for this unique art form in both children and adults across the globe. The book is a visual celebration and hopes to be a rich source of cultural reference and inspiration. The imperfection and flawed beauty of hand painted creations juxtaposed with bold typography and clean contemporary layouts, makes ABC Desi a unique learning tool for children.

By using this form of painting to illustrate the English alphabets Priti hopes to root the alphabets firmly in an Indian imagery. In addition, she hopes to continue to support the work of the artists and to bring to a larger and global audience the drama, beauty and uniqueness of their work.

TALE OF A MOONLIT CITY



Genre	:	Novella/ Young Adult
Author/Editor	:	Vasudha Malik
Publisher	:	Vasudha Publications
Year of Publication	:	2017
Price	:	INR 95
Rights available for	:	Territories: India; Language: English
Contact for rights sales	:	Vasudha Malik | Mob : +91-9999647812 Email : vasudhamalik28@gmail.com

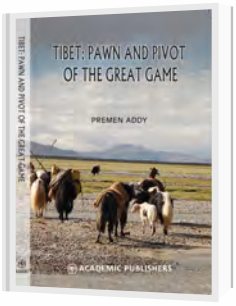
About the Author

Vasudha has been a writer since 2012 and a member of FIP since 2018. She has written 7 books so far, which include a grammar book, a novella, fairy tales, story books and a collection of short stories. She got the first prize for Excellence in Book Production for her first book. Her books have been shortlisted at international book fairs and procured by libraries and schools. From 2008-2011, she taught English and later trained teachers at inlingua, Delhi. She also taught English at British Council, Delhi in 2011.

About the Book

Tale of a Moonlit City is a historical novella for young adults. It is set in pre-independent British India in Delhi at the backdrop of the siege of Delhi. It traces the journey of seven year old. Aisha and her parents as they witness the outbreak of revolt of 1857 when it reached Delhi.

TIBET: PAWN AND PIVOT OF THE GREAT GAME



Genre	:	International Relations / History
Author/Editor	:	Premen Addy
Publisher	:	Academic Publishers
Year of Publication	:	2018
Price	:	INR 750
ISBN	:	9789387162143
Rights available for	:	Territories: Worldwide; Language: English
Contact for rights sales	:	Dipankar Dhar Email : publishers.academic@gmail.com

About the Author

Premen Addy was educated at St. Xavier's College and Presidency College, Calcutta and at Selwyn College, Cambridge (UK) and completed his dissertion at the School of Oriental and African Studies, University of London. He was Visiting Fellow in the Department of International Studies, at the London School of Economics in 1986-87; and Visiting Tutor in the Department of Politics and History, Kellog College, Oxford, from 1988-2010.

About the Book

Tibet, bordering China, Mongolia and India, and within reach of Russia was (and is) strategically located- the prism refracting great power rivalry in an unfolding age of global politics and diplomacy . India has replaced Britain in the New Great Game, with a risen China, the United States and Russia, alongside Japan and a range of regional states, including Australia, participants in different shapes and forms. There is much to ponder in the incendiary disorder that increasingly threatens global peace and security; too much is at stake to warrant passive despair.



SPIRITUAL

LEEHRJAHRE BEI EINEMMEISTER IM HIMALAYA – AUTOBIOGRAPHIE DES YOGIS SRI M



Genre	:	Spiritual & Autobiography
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2012
Price	:	USD 25
ISBN / E-ISBN	:	978-93-825850-4-6 / 978-93-82585-00-8
Rights available for	:	Territories: Worldwide; Language: German
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

About the Author

Sri M was born in Thiruvananthapuram, Kerala. At the age of Nineteen and a half, attracted by strange and irresistible urge to go to the Himalayas he lefthome. At the Vyasa cave, beyond the Himalayan shrine of Badrinath, he met his Master and lived with him for three and a half years wandering freely, The length and breadth of the snow-clad Himalayan region.

What he learnt from his Master Maheshwarnath Babaji transformed his consciousness Totally. His writings include his best-sellingAutobiography ‘Apprenticed to a Himalayan Master – A Yogis Autobiography’ and its sequel The Journey Continues, Wisdom of the Rishis; The Upanishads; The Little Guide to Greater Glory and a Happier Life; and Jewel in the Lotus: Deeper Aspects of Hinduism and his first fiction novel- Shunya. Latest being ‘On Meditation’

Sri M was conferred with the Padma Bhushan, one of India’s highest civilian Awards for the distinguished service of high order in the field of Spirituality.

About the Book

Apprenticed to a Himalayan Master- A Yogi's Autobiography-Sri M

Key Points: A young man's fascinating journey from the southern coast of India to the mystical Himalayan heights where he finds his great Master, wise, powerful and loving. This book is the unfolding of the spiritual 'rags to riches' story of a young man from Kerala, who by sheer dedication, sincerity and single-mindedness evolved into Sri 'M'.One of the many unusual and intriguing aspects of this story is the fact that Sri M was born Mumtaz Ali Khan.

ASCESI CON UN MAESTRO HIMALAYANO L'AUTOBIOGRAFIA DI UNO YOGI



Genre	:	Spiritual & Autobiography
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2012
Price	:	USD 25
ISBN	:	978-81-938755-1-3
Rights available for	:	Territories: Worldwide; Language: Italian
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

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APRENDIZ DE UN MAESTRO DE LOS HIMALAYAS- LA AUTOBIOGRAFIA DE UN YOGUI



Genre	:	Spiritual & Autobiography
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2012
Price	:	USD 20
ISBN	:	9 788193 875544
Rights available for	:	Territories: Worldwide; Language: Spanish
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

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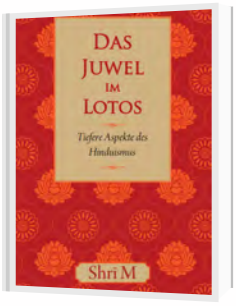
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DAS JUWEL IM LOTOS –TIEFERE ASPEKTE DES HINDUISMUS



Genre	:	Spiritual & Autobiography
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2020
Price	:	USD 15
ISBN	:	978-8193875582
Rights available for	:	Territories: Worldwide; Language: German
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

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About the Book

What is Hinduism?
What forms its essence and what are its teachings?
How does one best practice its various cultural externals?

With its vast, ancient literature and deep metaphysics, at the core of which lie the Vedanta Sutras of Vyasa, the Bhagavad Gita and the Upanishads known together as Prasthana Traya, Hinduism strives to explore truth and the true nature of reality. Yet the questions remain; how does one practice Hinduism today under the neon glare of modernity? And is there any contradiction in the practice of Hinduism and our roles in modern life?

Like the lotus that grows in water whose leaves and petals remain dry, the yogi derives nourishment from the material world but remains undefiled and untouched by its seductions. In this way, one who wishes to lead a spiritual life can simultaneously perform the role of a responsible member of modern society; neither necessarily compromises the other. With care, practice and knowledge one can reap the benefits of both worlds - to be spiritual you do not have to run away from the world. This book examines the philosophy, spiritual teachings, metaphysics and cultural practices of Hinduism- known collectively as the Sanatana Dharma- and attempts to give one a grasp of its true essence.

THE UPANISHADS – KATHA – PRASHNA - MUNDAKA



Genre	:	Spiritual
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2017
Price	:	INR 399
ISBN	:	13:978-93-82585-20-6
Rights available for	:	Territories: Worldwide; Language: English
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

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About the Book

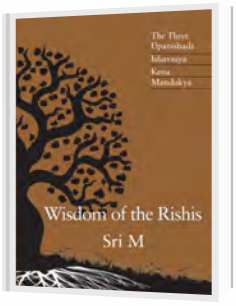
The Upanishads do not concern themselves with mere theories. They raise direct questions regarding the source of thought, the essence of our being and are as relevant today as they were 2000 years ago.

Katha: Kathopanishad comes from the Yajurveda. It is the story of Nachiketas, son of Vajashravas, discussing the important question of Death and immortality with Yama the Lord of Death. This ancient story, mentioned in various other scriptures, is discussed in the Kathopanishad in detail. Kathopanishad is one of the ten principal Upanishads.

Prashna: As the name indicates, it is an Upanishad that questions everything including the concept of the Guru and Disciple. A great rishi proclaims to his students that if they abide with him for sometime, at the end of that period he would teach them the Truth if he himself has understood it. Adi Shankara has written an excellent commentary on Prashna which is again one of the principal Upanishads.

Mundaka: The Mundaka Upanishad too is one of the principal Upanishads and derives its name from the shaven head of the renunciant. Therefore the central theme of the Upanishad is the Brahman, the Supreme Truth and the only Reality, and how to understand it. Paraa vidya or the science of Reality is discussed in contrast to Aparaa vidya, knowledge of this illusory, material world. The path to the Truth is described to be akin to walking on the razor's edge.

WISDOM OF THE RISHIS – THE THREE UPANISHADS - ISHAVASYA - KENA & MANDUKYA



Genre	:	Spiritual
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2002
Price	:	INR 350
ISBN	:	978-81-910096-3-7
Rights available for	:	Territories: Worldwide; Languages: English/ Marati / Gujarathi /Malayalam
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

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About the Book

The Upanishads do not concern themselves with mere theories. They raise direct questions regarding the source of thought, the essence of our being and are as relevant today as they were 2000 years ago.

- This title covers three key upanishads - Isavasya, Kena, Mandukya
- Lucid commentary of complex and esoteric sacred ancient texts by Sri M
- The Isavasya proclaims the all-pervasiveness of the totality of consciousness which is here called Isha, the Lord, and urges one to let go the narrow and self-centered identity we are caught up in and rejoice in the flow of the infinite wholeness of Life.
- The word Kena means Who. This Upanishad concerns itself with the question of ones ID. Is there a separate I or is it merely a term used to describe the totality of cognizance. Is there an I beyond the limited, self-centered ID?
- The Mandukya examines the same idea but in a different way, exploring the states of consciousness all human beings experience namely, the waking state, the dream state and the deep sleep state, and postulates that there is a common experiencer in all these states, a witness, not affected by the states.

THE JOURNEY CONTINUES '- A SEQUEL TO APPRENTICE TO A HIMALAYAN MASTER A YOGIS AUTOBIOGRAPHY



Genre	:	Spiritual & Autobiography
Author/Editor	:	Sri M
Publisher	:	Magenta Press and publication Pvt Ltd
Year of Publication	:	2017
Price	:	INR 400
ISBN	:	978-93-82585-24-4
Rights available for	:	Territories: Worldwide; Languages: English, Hindi, Marathi, Tamil, Kannada, Telugu, Malayalam, Gujarati
Contact for rights sales	:	A Mahender Borana | Mob : +91 9343071537

About the Author

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About the Book

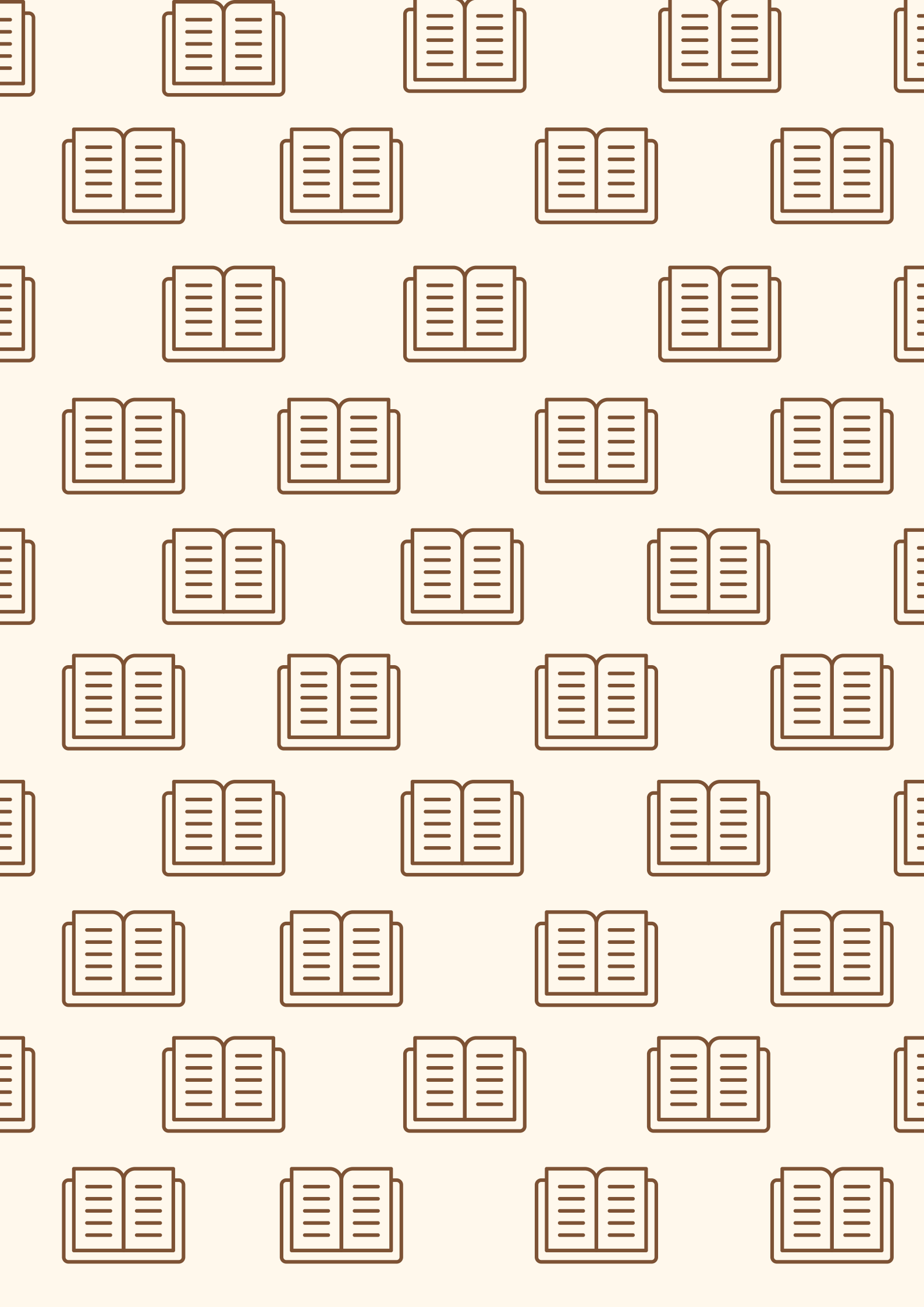
A Book with mind blowing information that defies the essence of modern science, which is struggling to pinpoint the abode of consciousness and the mystic world of mind. The fascinating experiences of the living yogi is a rich tribute and undeniable testimony to the unfathomable power, ability and expanse of the Brain - Mind Compels that can reform the bridge of Neuroscience, Quantum physics and spirituality.

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FICCI Publishing Department

FICCI has identified publishing as one of the focus areas. The FICCI Publishing Committee comprises some of the major publishing houses in India. We have taken various initiatives to showcase the promise and potential of the Indian publishing sector.

Some of the focus areas:

- **Soft Power of India :** Publishing Sector plays a much wider role as it represents culture, heritage, stories and literacy. FICCI through this forum is working towards building soft power of India to be showcased globally, and also bring in stories of various nations getting represented in India.

- **Creation of Literacy :** Our endeavour is to promote literacy in the country and create a culture of reading, especially among children. With an aim to encourage and discover the joy of reading among children and the youth of India, FICCI launched a campaign "*Roz Ek Nayi Kahaani*" to supplement the Government's effort of creating literacy in the country.

- **STM Publishing :** Publishers have major role to play for the development of Science & Technology. FICCI engages with scientific publishers, journals, academia and Government to look at the entire ecosystem. FICCI plans to position publishing industry as more than just book industry and be a part of the knowledge economy.

- **Showcasing Indian Publishing Sector Globally**: India is at the cusp of tremendous socio-economic and technological developments. Amidst a stream of innovation and new business opportunities, publishing is one area which is going to grow exponentially in the coming decade. The country's present technical expertise and the resources to create state-of-the-art educational content have made India a potential exporter of published books. India publishes books of international standard that are comparatively less priced globally. FICCI supports the efforts of Indian publishers who are engaged in exporting books and content to other markets, especially in the emerging economies.

- **Print and Publishing Outsource Business in India:** India is slowly becoming the hub of the global publishing outsource business. Publishing services has emerged as an important component of the publishing process. India account for more than 80 per cent of the outsourced publishing services market globally. The major clients are leading academic and scholarly publishers based out of Europe and the United States. Many of the Indian technology firms have already become global brands in this area. Indian companies are well placed to lead the digital content development and content technology innovation space. In addition, Indian printers provide the complete range of print solutions for publishers from emerging markets. FICCI has been working to create a platform for the stakeholders in the publishing outsource business in India and for the print publishing segment in the country.

- **Anti-Piracy and Anti-Counterfeiting:** Piracy is a major concern for publishers in South Asia. Piracy and counterfeiting affect the publishing sector most. With the advent of digital publishing the issue of piracy has multiplied many folds. FICCI is associated with the initiatives of the Government of India to work on policies to curb piracy and counterfeiting.

- **Parallel Imports:** South Asia is one of the most rapidly expanding book markets in the world. The prevalence of piracy and counterfeit creates a favourable environment for parallel imports of books. FICCI is working with various organisations to address this issue.

- **Education & Research exceptions and 'fair use doctrine:** The recent developments in the sphere of copyright, have brought the focus on educational and research exceptions and 'fair use'. Practices globally indicate that 'fair use doctrine' does not provide for a blanket immunity for multiple copies printouts. FICCI believes that the 'fair use doctrine', and education & research exceptions need to be discussed and debated across industry and academia. The clause regarding educational exceptions and fair use need to be explained in detail in the Copyright Act.

Programmes Organised by the Department

- **Annual Flagship Event:**

– **PubliCon 2020:** Economics of Publishing

– **PubliCon 2018**: Publishing in Indian Languages

– **PubliCon 2017:** Copyright, Piracy & Publishing

– **PubliCon 2016:** Publishing for schools

– **PubliCon 2015**: The Publishing Ecosystem

– **PubliCon 2014:** Publishing across Platforms

– **PubliCon 2013**: Export Markets

– **PubliCon 2012**: Digital Publishing

– **PubliCon 2011**: The Business of Publishing

- FICCI Interactive Session at **The London Book Fair 2019**
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- FICCI Interactive Session at **The London Book Fair 2016**
- **Scrapbook- Children's Publishing Conclave 2019, 2018, 2017**
- **Managing Copyright in Publishing:** The Need for Awareness and Outreach
- **Role of Publishing in Enhancing Research in India**

- **Seminar on Copyright in Publishing**: Awareness and Outreach
- **Challenges and Opportunities in the Book Publishing Sector, Dhaka, Bangladesh**
- **Seminar on Emerging Trends in Publishing:** New Models for the Market
- **Seminar on Legal Aspects o**f the Book Publishing Industry
- **CEOSpeak Over Chairman's Breakfast** 2020, 2019, 2018, 2017, 2016, 2015, 2014 and 2013
- **FICCI Business Lunch Session at the Frankfurt Book Fair 2012**
- **Seminar on Curbing Digital and Online Piracy** in Publishing Industry
- Programme on the occasion of **WORLD BOOK & Copyright Day**
- Programme on **Learning and Skilling during & post COVID** - A New Normal for Publishing Industry
- Closed-Door session on **Registration of Press and Periodicals (RPP) Bil**l, 2019
- **Launch of the Campaign "Roz Ek Nayi Kahaani"**
- **Future of Publishing**
- Seminar during **International Literacy Day - Reading, Writing and Literacy**
- Session on **'Creativity and the Art of Storytelling'**

Glimpses of Past Programmes

- CeoSpeak 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020
- PubliCon 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2020
- Scrapbook- Children's Publishing Conclave 2017, 2018, 2019
- Managing Copyright in Publishing: The Need for Awareness and Outreach
- Role of Publishing in Enhancing Research in India
- Seminar on Copyright in Publishing: Awareness and Outreach
- Challenges and Opportunities in the Book Publishing Sector, Dhaka, Bangladesh
- Seminar on Emerging Trends in Publishing: New Models for the Market
- Seminar on Legal Aspects of the Book Publishing Industry
- FICCI Business Lunch Session at the Frankfurt Book Fair 2012
- Seminar on Curbing Digital and Online Piracy in Publishing Industry
- The London Book Fair 2016, 2017, 2018, 2019, 2020
- Programme on the occasion of WORLD BOOK & Copyright Day
- Programme on Learning and Skilling during & post COVID - A New Normal for Publishing Industry
- Closed-Door session on Registration of Press and Periodicals (RPP) Bill, 2019
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About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate
sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community



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