

## My Father Baliah

Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world.

The extraordinary story of a Dalit family in southern India Poised to inherit a huge tract of land gifted by the Nizam to his father, twenty-one-year-old Narsiah loses it to a feudal lord. This triggers his migration from Vangapally, his ancestral village in the Karimnagar District of Telangana - the single most important event that would free his family and future generations from caste oppression. Years later, it saves his son Baliah from the fate reserved for most Dalits: a life of humiliation and bonded labour. A book written with the desire to make known the inhumanity of untouchability and the acquiescence and internalization of this condition by the Dalits themselves, Y.B. Satyanarayana chronicles the relentless struggle of three generations of his family in this biography of his father. A narrative that derives its strength from the simplicity with which it is told, My Father Baliah is a story of great hardship and greater

resilience.

On the life and activities of Ayya?k??i, 1863-1941, social reformer and Dalit leader from Kerala, India.

British agitations, are thoughts of going home to his wife. When he returns, he finds out that his wife has died, leaving behind their infant child. As Kuldeep's world collapses around him, he negotiates the divergent pulls exerted by people around him: a holy man who advocates renunciation; his childhood friend Saroj, who has always loved him; and the tempestuous Prakash who hides an unsavoury past. Sahitya Akademi Award-winning author Nanak Singh draws on personal experiences to create this compelling portrait of Punjab in the 1920s. Originally published in Punjabi in 1940, Adh Kidhiya Phool is an intense meditation on the choices people make and the consequences these may have.

A Wall Street Journal Top 10 Nonfiction Book of 2017 A Publishers Weekly Best Book of 2017 A Shelf Awareness Best Book of 2017 "Ants Among Elephants is an arresting, affecting and ultimately enlightening memoir. It is quite possibly the most striking work of non-fiction set in India since Behind the Beautiful Forevers by Katherine Boo, and heralds the arrival of a formidable new writer." —The Economist The stunning true story of an untouchable family who become teachers, and one, a poet and revolutionary Like one in six people in India, Sujatha Gidla was born an untouchable. While most untouchables are illiterate, her family was educated by Canadian missionaries in the 1930s, making it possible for Gidla to attend elite schools and move to America at the age of twenty-six. It was only then that she saw how extraordinary—and yet how typical—her family history truly was. Her mother, Manjula, and uncles Satyam and Carey were born in the last days of British colonial rule. They grew up in a

world marked by poverty and injustice, but also full of possibility. In the slums where they lived, everyone had a political side, and rallies, agitations, and arrests were commonplace. The Independence movement promised freedom. Yet for untouchables and other poor and working people, little changed. Satyam, the eldest, switched allegiance to the Communist Party. Gidla recounts his incredible transformation from student and labor organizer to famous poet and founder of a left-wing guerrilla movement. And Gidla charts her mother's battles with caste and women's oppression. Page by page, Gidla takes us into a complicated, close-knit family as they desperately strive for a decent life and a more just society. A moving portrait of love, hardship, and struggle, *Ants Among Elephants* is also that rare thing: a personal history of modern India told from the bottom up.

In *Theologising with the Sacred 'Prostitutes' of South India*, Eve Rebecca Parker theologises with the Dalit women who from childhood have been dedicated to village goddesses and used as 'sacred' sex workers.

The Diary Of C. Raja Raja Varma, Ravi Varma`S Brother, Is A Huge Source Of Information On The Accomplishmnets Of Ravi Varma And The Working Of His Lithographic Press Over A Ten-Year Period, 1894-05-1905

A groundbreaking contribution to the literature now in its revised and expanded second edition, this textbook offers a comprehensive review of diagnostic and treatment techniques for male infertility. This state-of-the-art, evidence-based textbook incorporates new multidisciplinary and complementary medicine approaches to create a first-of-its-kind guide to treatment strategies for male infertility and beyond. While this new edition is primarily designed as a reference for students and residents in reproductive medicine and andrology, it will be equally useful as well

for professionals in urology, reproductive endocrinology, embryology, and research fields who are interested in the role that antioxidants play in male infertility. World-renowned experts in these areas have been selected to participate in this work. Careful selection of the highest quality content will span the whole range of topics in the area of male infertility, providing a complete review of well-established and current diagnostic and treatment techniques for male infertility. The incorporation of 20 new chapters will enhance the book's appeal by including the most recent advances brought to the male infertility arena. Additionally, this edition incorporates new features, including bulleted key points, review criteria and select video clips demonstrating some of the most fascinating male infertility treatment modalities. A dedicated new section on current guidelines on male infertility will enlighten readers on how to most optimally manage male infertility clinical scenarios. Covering all aspects of diagnosis and management, ART, lifestyle factors and associated conditions for male infertility, *Male Infertility: Contemporary Clinical Approaches, Andrology, ART and Antioxidants* will be a readily accessible, high quality reference for medical students and residents, and will be of significant value to professionals working in the various fields treating this condition as well. Nils-Aslak Valkeapaa was born in 1943 to a reindeer-breeding family in Sapmi, homeland of the Sami, whom outsiders have called "Laps" or "Laplanders". A Finnish citizen, he lives in both Norway and Finland. Much of traditional Sami life was nomadic, involving herding reindeer and living in harmony with the landscapes, weather, and animals of the far north. The poems in *The Sun, My Father* serve as a link between past and present. According to one myth, the Sami are the children of the sun, and the poet honors that myth, reaching back into the Sami past from the point of view of a modern Sami. The Sami edition was originally

published in 1988 and won the Nordic Council's Literature Award. The translation team includes Ralph Salisbury, a Native American poet, Lars Nordstrom, a Swedish translator, and Harald Gaski, a Sami scholar.

'Caste is Race in Ancient Times, Race is Caste in Modern Times, Untouchability is an Aryan Construct. They said God has not created Untouchables.' Kancha Ilaiah Shepherd goes on to say, 'Many people from the Brahmin–Baniya castes have written about their own greatness in their autobiographies, in English and in the regional languages. But I have not seen even a single autobiography of a person born and brought up in the shepherd community'. He adds that it is in writing about themselves that people gain a sense of self-respect. Shepherd's evocative memoirs reveal the struggle for education and dignity that a great majority of Indians undergo. As a little boy herding sheep and goats, he and his brother were the first to go to school. The author writes of his long and often interrupted journey to becoming a writer and an intellectual, without support and having to overcome adversities.

Translated from Telugu.

Traces India's economic and social transformation into a free-market democracy, sharing the stories of its top players while weaving in the author's own life experiences as a former CEO for Procter & Gamble India. Reprint.

Osho Says It Is Imperative That We Become New Human Beings As We Enter The New Millennium. He Elucidates The Seven Essential Qualities Of The New Man And Examines Issues That Have Bedevilled Generations: Love, Relationships, Marriage, Family, Money, Power, Work, And Morality. Showing Us How To Let Go Of Our Past, He Invites Us To Wake Up To Our Enlightenment.

In Deora, a remote village near Lucknow in Uttar Pradesh, Shiva Balak walked 24 kilometres to and back from his school each day, only to be left wondering why there were no schools in his own village. A brilliant student, he struggled through extreme hardships, and achieved laurels by winning a scholarship to fund his post-graduate degree in geology in Canada. 'This book chronicles the journey of an extraordinary Indian who has the courage to be ordinary. I went to his village and came away humbled. Dr Misra turned his back on what the affluent West had to offer him, and returned to his country to serve the people of rural India. His is an underdog story of a young scientist from an Indian village whose credit as a discoverer was snatched by his Western colleagues . who had to honour him decades later. This book is a must read for every Indian.' - Mahesh Bhatt, Filmmaker S.B. Misra became a star in the scientific community when he discovered 565-million-year-old fossils that were the oldest records of multicellular life on earth. However, he pondered over the long walk to school each day, which thousands of children were still making in his rural backyard. Abandoning a promising world of fame and recognition, he returned to India to realize his dream - a dream of education for young children in his village. This is an inspiring story of an ordinary Indian in rural India, where class barriers and gender discrimination still exist. This is a story of courage, determination, faith and the will to dream big and fulfill those dreams in the face of adversity.

This is a quintessential book for Cinema buffs and particularly those who are passionate about Tamil cinema, which has the distinction of having played a significant role in history of films in India. Tracing the evolution of Tamil films from the time of pre-independence, when it was anathema for local Congress leaders

to be associated with the celluloid, to the arrival of an American, Ellis Dungan, who made masterpieces like Meera, the book showcases vignettes about every important milestone in the vast canvas of Tamil films. In the almost ten decades of its evolution, Tamil cinema has grown to exert a dominant influence on the social and political life of Tamil Nadu in a manner that is unparalleled elsewhere in the world. This seminal volume is an analytical study of Tamil cinema both as an art form and as a socio-political force. Theodore Baskaran traces its history, and presents the achievements of many filmmakers with colourful insights. For the film buff as well as the serious student of film studies, *The Eye of the Serpent* is a handy reference book on several aspects of Tamil cinema - its character and evolution, the songs and songwriters, filmmakers and script writers, the beginnings of the unique nexus between cinema and politics in Tamil Nadu and much more.

While 'Indian popular cinema', as if by default, has come to mean Bollywood, there are other cinemas in India which are at least as rewarding to study, the largest and perhaps most intriguing among them coming from South India. Tamil, Malayalam, Telugu and Kannada cinemas have their own colourful histories, megastars and political trajectories. This anthology is an attempt to do justice to the bewildering variety there is in the body as a whole and addresses this

diversity in the only way deemed possible, which is to open out the study to different approaches, at the same time to get a comprehensive look at South Indian cinema as never before undertaken.

The influence of notable women and their impact on history and science are captured in this exceptional series. This set of 9 books is perfect for reading levels 34.6 and interest levels 212 and includes 8 nonfiction readers and 1 colorful Readers Theater script. The nonfiction readers feature high-interest nonfiction text, primary source graphics, highlighted content-area vocabulary, sidebars, photographs, maps, glossary, and index. The readers theater script is ideal for practice and performance featuring multiple/differentiated reading levels for characters, social studies and science theme, glossary, related song, and poem. Reader titles include Pocahontas, Phillis Wheatley, Abigail Adams, Laura Ingalls Wilder, Harriet Tubman, Eleanor Roosevelt, Rachel Carson: Natures Guardian, and Jane Goodall: Animal Scientist and Friend. Script title: A Teacher and A Friend (The story of Helen Keller and Anne Sullivan). 2432 pages each. For readers of Jhumpa Lahiri and Rohinton Mistry, as well as Lorrie Moore and George Saunders, here are stories on the pathos and comedy of small-town migrants struggling to build a life in the big city, with the dream world of Bollywood never far away. Jayant Kaikini's gaze takes in the people in the

corners of Mumbai—a bus driver who, denied vacation time, steals the bus to travel home; a slum dweller who catches cats and sells them for pharmaceutical testing; a father at his wit's end who takes his mischievous son to a reform institution. In this metropolis, those who seek find epiphanies in dark movie theaters, the jostle of local trains, and even in roadside keychains and lost thermos flasks. Here, in the shade of an unfinished overpass, a factory-worker and her boyfriend browse wedding invitations bearing wealthy couples' affectations—"no presents please"—and look once more at what they own. Translated from the Kannada by Tejaswini Niranjana, these resonant stories, recently awarded the DSC Prize for South Asian Literature, take us to photo framers, flower markets, and Irani cafes, revealing a city trading in fantasies while its strivers, eating once a day and sleeping ten to a room, hold secret ambitions close.

'That day I cried like a baby not because I feared what cancer would do but because I didn't want the disease. I wanted my life to be normal, which it could not be.' For the first time Yuvraj Singh tells the real story behind the 2011 World Cup when on-the-field triumph hid his increasingly puzzling health problems and worrying illnesses. In his debut book *The test of my life*, he reveals how—plagued with insomnia, coughing fits that left him vomiting blood, and an inability to eat—he

made a deal with God. On the night before the 2011 ICC Cricket World Cup final, Yuvraj prayed for the World Cup in return for anything God wanted. In this book, he lays bare his fears, doubts, and the lows he experienced during chemotherapy—when he lost his energy, his appetite, and his hair—and his battle to find the will to survive. Poignant, personal, and moving—The test of my life—is about cancer and cricket; but more importantly, it is about the human will to fight adversity and triumph despite all odds.

"God Bless America", "White Christmas", and "There's No Business Like Show Business" are just some of the more than 1,000 songs written by Irving Berlin. Here is an affectionate, intimate, frank memoir of America's most famous and enduring songwriter of this century by his daughter. Photos.

Five years after 26/11 - the siege of terror in Mumbai that brought the country to its knees - India still seeks justice. The terrorists who planned it have disappeared into the darkness they emerged from and Mumbai seethes with fury. All the Indian government has achieved is the establishment of counter-terrorism committees. But one man will stop at nothing in his quest to avenge the dastardly act. Retired Lt Gen. Sayed Ali Waris of the Indian army masterminds a covert mission with a team of daredevil agents: a sharp policeman, a suave tech expert, a cerebral scientist and two battle-hardened army officers. They strike like

lightning even as they are pursued by the Pakistani army and the ISI, combing through every land and possibility in pursuit of the deadly killers. From Sweden to Istanbul, through Dubai, Pakistan and Singapore, they annihilate the perpetrators with single-minded focus, veiling the deaths as natural ones to save the Indian government diplomatic and political embarrassment. The stakes have never been higher. This is a nifty, edge-of-your seat thriller with an intricate plot and jaw-dropping twists. As Waris and his team navigate untold dangers towards a nail-biting climax, will Mumbai finally be avenged?

"The world was never changed or transformed by politicians, or for that matter, by scientists. The mothers of the world hold the keys." As she eagerly awaited the birth of her first child, Mallika Chopra began to craft a unique gift that would express her profound loving commitment to the baby growing inside of her. *100 Promises to My Baby* is that gift--one that reflects her deep awareness of the sacred responsibilities of parenthood. Here the author shares the vows she made to help her child--and all children--grow up feeling cherished and secure, look at the world with wonder and curiosity, and learn spiritual values that enrich life and contribute to making the world a better place. Accompanying the 100 promises are short essays, reflections, poems, and stories that have inspired the author throughout her life--and that will inspire readers to think about their own lives, values, and beliefs, and what they would like to pass on to

their children.

On the family biography of Y.B. Satyanarayana, Dalit thinker from Andhra Pradesh, India.

As India gears up for the 2020 Tokyo Olympics, the country will focus once again on the moments of glory we have had on the largest sports arena in the world, featuring such stalwarts as Abhinav Bindra, Mary Kom and PV Sindhu. But it will also be time to ask again the question we ask ourselves every four years: why does a country of a billion plus have so little to show for itself at the Olympics? Dreams of a Billion gives the reader an inside view of what goes on backstage in the Indian Olympics world, alongside a quick history of how India has fared at the Olympics over the past century, and a look at how the Indian Olympics world has changed in the last decade. Which brings us to the question: How good is India's preparation for Tokyo 2020? Can Tokyo be the gamechanger Indian sport wants it to be and hopes it will be?

A dazzling and eloquent reworking of the Mahabharata, one of South Asia's best-loved epics, through nineteen peripheral voices. With daring poetic forms, Karthika Nair breathes new life into this ancient epic. Karthika Nair refracts the epic Mahabharata through the voices of nameless soldiers, outcast warriors and handmaidens as well as abducted princesses, tribal queens, and a gender-shifting god. As peripheral figures and silent catalysts take center stage, we get a glimpse of lives and stories buried beneath the dramas of god and nation, heroics and victory - of the lives obscured by

myth and history, all too often interchangeable. *Until the Lions* is a kaleidoscopic, poetic tour de force. It reveals the most intimate threads of desire, greed, and sacrifice in this foundational epic.

*Textbook of Assisted Reproductive Techniques* has become a classic comprehensive reference for the whole team at the IVF clinic. The fourth edition comes more conveniently as a set of two separate volumes, one for laboratory aspects and the other for clinical applications. The text has been extensively revised, with the addition of several important new contributions on laboratory aspects including developing techniques such as PICSI, IMSI, and time-lapse imaging. The second volume focuses on clinical applications and includes new chapters on lifestyle factors, tailored ovarian stimulation, frozen-thawed embryo transfer, viral disease, and religious perspectives. As before, methods, protocols, and techniques of choice are presented by eminent international experts. The two volume set includes: ? Volume One - Laboratory Perspectives ? Volume Two - Clinical Perspectives

It's no secret that certain social groups have predominated India's business and trading history, with business traditionally being the preserve of particular 'Bania' communities. However, the past four or so decades have seen a widening of the social base of Indian capital, such that the social profile of Indian business has expanded beyond recognition, and entrepreneurship and commerce in India are no longer the exclusive bastion of the old mercantile castes. In this meticulously researched book ?

acclaimed for being the first social history to document and understand India's new entrepreneurial groups? Harish Damodaran looks to answer who the new `wealth creators? are, as he traces the transitional entry of India's middle and lower peasant castes into the business world. Combining analytical rigour with journalistic flair, India's New Capitalists is an essential read for anyone seeking to understand the culture and evolution of business in contemporary South Asia.

By bestselling author David Davidar, Ithaca is a thrilling account of international publishing. In the early years of the 21st Century, sweeping change is taking place in the publishing industry. Ill-equipped to handle the transformation of their world, a number of publishing houses struggle to survive – one of these is Litmus, an independent firm in the UK. The onus of ensuring that the company remains viable falls upon its publisher, Zachariah Thomas, who also edits its most successful author, Massimo Seppi. Seppi's quartet of novels, featuring angels and archangels, has sold millions of copies worldwide. Unfortunately for Zach and for Litmus, Seppi dies unexpectedly. Without its star writer, Litmus's chances of surviving the economic downturn are slim, and when a giant corporation intent on taking it over begins to move in for the kill, it seems impossible that Litmus will remain independent. To keep his company intact, and to give it room to regroup and chart out a strategy for the future, Zach must, among other things, try and mine the Seppi legacy for one last gem. He travels around the globe, from London to the new Litmus subsidiary in Delhi, from

negotiating meetings in Toronto to the halls of the renowned Frankfurt Book Fair, from a sales extravaganza in New York City to the streets of Sydney, and more, in his quest to stave off disaster. By turns compelling and thought-provoking, this eagerly anticipated new novel by one of the industry's foremost figures masterfully depicts the exhilarating and surprisingly turbulent world of book publishing.

A poignant account of the author's brief years shared with his civil rights leader father offers insight into their special bond, their separation during Dr. King's imprisonment and the author's 5-year-old witness to the famous "I Have a Dream" speech.

The author of *100 Promises to My Baby* explores 100 questions children ask, sometimes whimsical, often mystical, and shares some insights on how to foster a child's imagination, creativity, and sense of self. "As a mom, I realized early on that my children were looking to me for answers," Mallika Chopra writes. "Even before they could speak, they were asking questions, questions about how to interact with the world. And it was my reaction to these questions that began to shape their worldview, their sense of security and trust." Embracing the responsibilities of parenthood as a sacred trust, Mallika shares with other moms and dads her own quest for answers to the questions her children posed as they sought to make sense of their feelings and the world around them. "Where did I

come from? Will you get sick and die? Why do I have to share? Do trees have feelings? Why doesn't anyone want to play with me? What's a bomb?" Whether she is fielding simple queries like "Why do I have to say thank you?" or deeper ones that require much soul searching about her own beliefs, Mallika Chopra draws on history and myth, global wisdom, and rich personal anecdotes to craft responses that expand children's sense of wonder. This beautifully designed book, with inspirational reflections and stories accompanying the 100 questions, makes an irresistible gift for any mother of young children or any person asking questions about our place and purpose in the universe.

Now including an excerpt from *Lust & Wonder*, a new memoir coming in March 2016. *Running with Scissors* is the true story of a boy whose mother (a poet with delusions of Anne Sexton) gave him away to be raised by her psychiatrist, a dead-ringer for Santa and a lunatic in the bargain. Suddenly, at age twelve, Augusten Burroughs found himself living in a dilapidated Victorian in perfect squalor. The doctor's bizarre family, a few patients, and a pedophile living in the backyard shed completed the tableau. Here, there were no rules, there was no school. The Christmas tree stayed up until summer, and Valium was eaten like Pez. And when things got dull, there was always the vintage electroshock therapy machine under the stairs.... *Running with Scissors* is at turns foul and

harrowing, compelling and maniacally funny. But above all, it chronicles an ordinary boy's survival under the most extraordinary circumstances.

In 1992 when a Dalit woman left the convent and wrote her autobiography, the Tamil publishing industry found her language unacceptable. So Bama Faustina published her milestone work *Karukku* privately in 1992—a passionate and important mix of history, sociology, and the strength to remember. *Karukku* broke barriers of tradition in more ways than one. The first autobiography by a Dalit woman writer and a classic of subaltern writing, it is a bold and poignant tale of life outside mainstream Indian thought and function. Revolving around the main theme of caste oppression within the Catholic Church, it portrays the tension between the self and the community, and presents Bama's life as a process of self-reflection and recovery from social and institutional betrayal. The English translation, first published in 2000 and recognized as a new alphabet of experience, pushed Dalit writing into high relief. This second edition includes a Postscript in which Bama relives the dramatic movement of her leave-taking from her chosen vocation and a special note "Ten Years Later".

"This book, the first critical work by an eminent Dalit writer to appear in English, is a provocative and thoughtful account of the debates among Dalit writers on how Dalit literature should be read. This book includes an extensive interview with the

author, an exhaustive bibliography, and a critical commentary by the translator. Originally published in Marathi, this is the first English translation of the book."--Provided by publisher.

R.D. Laing was one of the best-known and most influential psychiatrists of modern times. Written by his son, this book tells the story of R.D. Laing's life and work.

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