

STERLING

Newsletter

March 2019

The month of February was another milestone for us at Sterling as we released two new books 'The Sikh in the Snow' and 'New Findings on Shirdi Sai Baba'.

On the 2nd of February, Inder Raj Ahluwalia the author of the book **The Sikh in The Snow** hosted a close-knit party with family and friends, where Dr. Charan Singh, Chairman Punjab & Sind bank released the book. The book is about author's scenic and fascinating travel experiences.

On the day of **Basant Panchami** 10th of February, Sai Ka Angan organised the launch of Dr. Chandrabhanu Satpathy's book **New Findings on Shirdi Sai Baba** that gives an insight of unknown and unexplored facts about Sai Baba. **Basant Panchami** is a festival that marks the initial preparations for the arrival of spring. Though it is celebrated by people in various ways depending upon



(l-r) Inder Raj Singh, S. K. Ghai, Vice Admiral Randhawa, Dr. Charan Singh, Lt. Gen. I. J. Singh.



Dr. Chandrabhanu Satpathy unveiling the book.

the region, but most popularly it is celebrated by offering special prayers to goddess Saraswati, who is the goddess of knowledge, language, music and all art forms. Choosing the day for the book launch was the author's way of acknowledging the blessings of his guru Shirdi Sai Baba. The book launch was followed by a cultural program and scrumptious langar.

The last week of the month was again eventful as I got to visit Istanbul Fellowship 2019, however, I will share the details about the same in our next newsletter.

With a wish that the almighty continue to shower his kindest blessings on us, here we get you the list of new titles Sterling Publishers has to offer for the month of March.

"Thanks for the Newsletter. I appreciate Sterling's commitment to information sharing through such professional newsletters. I would love to continue receiving the same."

Tom Tibaijuka

Fountain Publishers, Kampala Uganda

"Thank you for sending a copy of your newsletter, it was an interesting read. Istanbul sounds delightful. I am quite interested to see the 'Sikh in the Snow' book about world travel."

Philip Dennison

IT Assistant, gazelle, UK

Thank you for sharing with me the Newsletter. My association with Sterling Publishers goes back more than 45 years. It started with very productive and cordial relationship with Mr. O.P. Ghai, who founded Sterling Publishers, and has continued with Mr. S.K. Ghai, who has brought it to the present heights. I would like to continue knowing what all new grounds are covered. Best wishes

Dr. Ajay Rai

Author

Thank you for the Newsletter. Very informative and gives the information about new publications and some global information too. Best wishes

Prof. Ravindra Prasad

Author

Thoughtful Thoughts

"Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward, is a step toward achieving something bigger and better than your current situation."

Brian Tracy

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal, a commitment to excellence, that will enable you to attain the success you seek"

Mario Andretti

"A great pleasure in life is doing what people say you can't do"

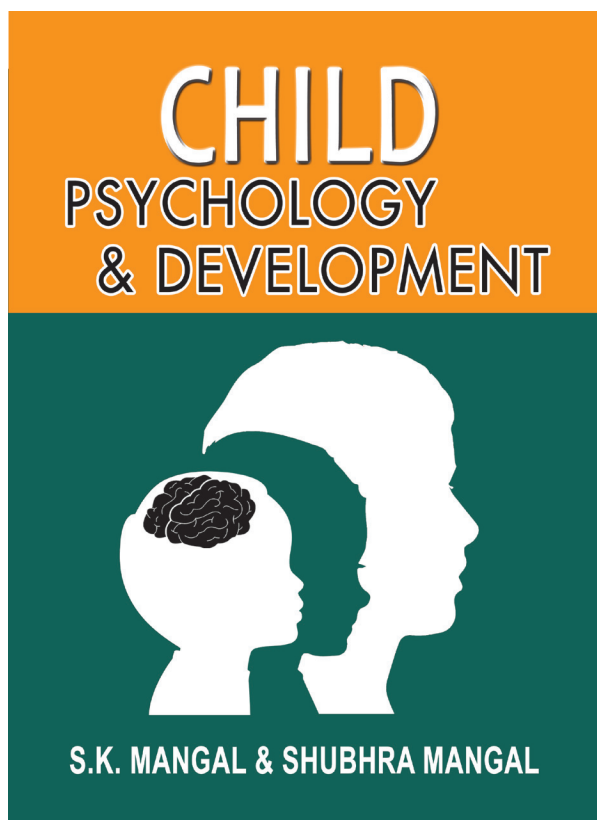
Walter Bagehot

"We are addicted to our thoughts. We cannot change anything if we cannot change our thinking"

Santosh Kalwar

"The unhappiest people in this world, are those who care the most about what other people think"

C JoyBell C.



New Book 2019

The book is designed for the undergraduate and post graduate students of Psychology. The subject matter is well organised into thirty chapters and has been presented in a reader-friendly, simple and logical manner, integrating the essentials of Child Psychology right from their conception in the womb of the mother till their attainment of maturity in the age of adolescence.

Key Features

- Presents a comprehensive, detailed and an in-depth description of the topics covered in the text.
- Provides essential insights in understanding the psychology and development of growing children.
- Includes essential discussions about the current issues and burning problems related to the behaviour and development of children.
- Offers engaging language and user-friendly mode of discussion.
- Adequately illustrated with examples, figures and tables.
- Comprises chapter-end summary for quick glance of the concepts discussed in the chapter and provides references and suggested readings at the end of each chapter for going deeper into the subject matter.

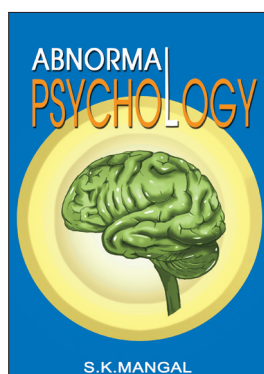
S.K. Mangal, Ph.D., has been Principal, and Professor and Head of Department of Postgraduate Studies at C.R. College of Education, Rohtak, Haryana. He has authored several books, and has been a distinguished administrator and researcher. The main areas of his research have been, Teacher Education, Adjustment and Emotional Intelligence. He has devised various educational and psychological tests including Teachers Adjustment Inventory and Emotional Intelligence Inventory and has published extensively in reputed journals.



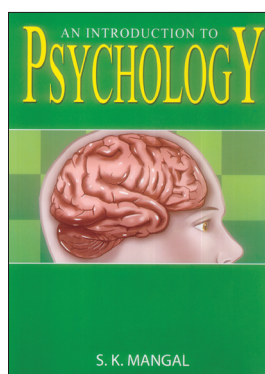
Shubhra Mangal, Ph.D., is the Principal, Professor and Head of the Department of Postgraduate Studies, C.R.S. College of Education, Noida. She has devised an Emotional Intelligence Inventory for the measurement of Emotional Intelligence of School Teachers. She has written and co-authored a number of books in the field of Psychology and Teacher Education.

ISBN 978-93-86245-54-0 Pages 536 Size 6.75×9.5" Paperback Price ₹ 350

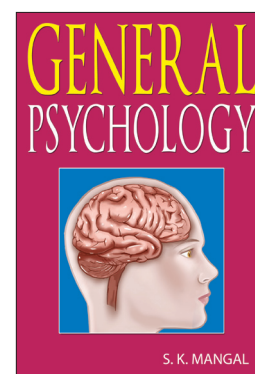
Bestsellers from S.K. Mangal



Abnormal Psychology
S. K. Mangal
978 81 207 0732 0 ₹ 225



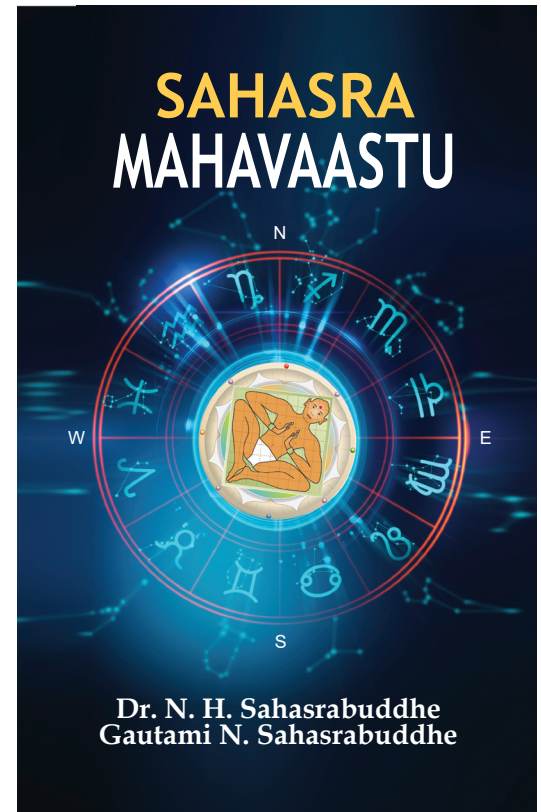
An Introduction to Psychology
S. K. Mangal
978 81 207 1840 1 ₹ 125



General Psychology
S. K. Mangal
978 81 207 0798 6 ₹ 275

New Book 2019

Sahasra Mahavaastu tries to evolve a system of *Vaastushastra* that is concurrent with tradition and does not contain any false, pseudo and use of silly practices that mislead its followers. *Vaastu*, *Yoga*, *Jyotish* (astrology), *Sangeet* (music) and *Ayurveda* (ancient Indian medicine) are five sub-branches of oriental science. In modern science the subject of dynamics is explained on the basis of three terms — rhythm, synchronicity and frequency. This book discusses these as well as the divine subject of *Vaastushastra* with the tools of planet-element-deity-direction-energy. The purpose of this book is to alert followers to protect themselves by avoiding false and pseudo practices that are prevalent in the present times. An attempt has been made to make this book a guide so that even a common man will be able to apply the basic remedial measures to protect the self. The author attempts to present *Sahasra Mahavaastu* as a revolutionary movement in the field of *Vaastushastra*, to propagate an ancient oriental thought in a modern language of the present world.



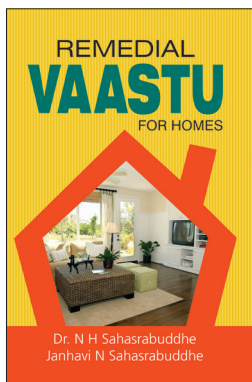
Dr. N. H. Sahasrabuddhe is a consultant from Pune with 33 years of experience in structural engineering. He holds a graduate degree in Civil Engineering from the College of Engineering, Pune, and a postgraduate degree in Structural Engineering from the Indian Institute of Sciences, Bangalore. He is a Fellow of the Institute of Valuers. He has been awarded two prestigious titles — *Vaastu Vachaspati* and *Vaastu Samrat*. He is associated with numerous educational institutes in an advisory capacity and has written many books on *Vaastu* and Feng Shui in English and Marathi.



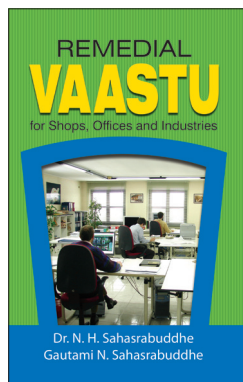
Gautami N. Sahasrabuddhe is a graduate from Pune University and holds a Master's degree in Computer Management. She is a software professional consultant in a reputed multinational company and a practicing *Vaastu*-expert. She has completed a certificate course in Reiki and a basic course on Art of Living. She has been awarded two prestigious titles — *Vaastu Pandit* and *Vaastu Vidmani*.

ISBN 978-93-86245-53-3 Pages 248 Size 5.5×8.5" Paperback Price ₹ 350

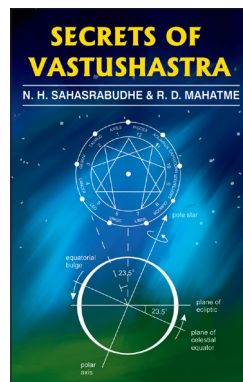
Books by Dr. N. H. Sahasrabuddhe



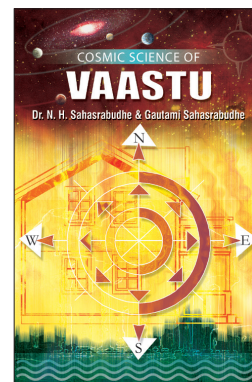
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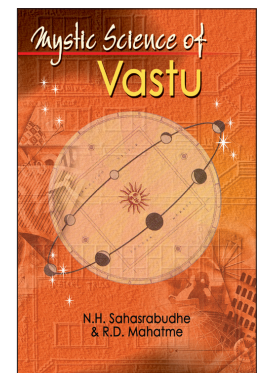
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N H Sahasrabudhe &
R D Mahatme
978 81 207 2206 4 ₹ 200

REPRINTS

Paperbacks

Healing Mind Body & Soul	Alan Bryson	ISBN 978 81 207 2205 7	256pp	₹250
Baba's Rinanubandh	Vinny Chitluri	ISBN 978 81 207 3403 6	196pp	₹200
Secrets Of Naturopathy & Yoga	Dr. Brij Bhushan Goel	ISBN 978 81 207 7997 6	400pp	₹375

Textbooks

The English Teacher's Handbook	T. C. Baruah	ISBN 978 81 207 1212 6	344pp	₹250
Advanced Study in the History of Medieval India	J. L. Mehta	ISBN 978 81 207 0617 0	380pp	₹300

Obituary

Rakesh Kumar Mittal an exponent of positive thinking and author of several books in Hindi and English like 'Dictionary of Positive Thoughts', 'Positive Lessons From Life', 'Positive Mind Therapy', 'Positive Mind Power', 'Think Positive and Things will go Right', '21 Laws of Positive Living', 'The Power of Positive Management' and 'The Power of Positive Anecdotes' was a family friend who always had a positive aura and thinking. The last book he wrote was the 'Story of My Spiritual Journey: 25 years of Guru Sannidhi in 2016.

He was introduced to me by Rakesh Uberoi from Dehradun in early nineties. He had two sons Amit and Rohit both of them developed Muscular Dystrophy, which had no cure, so he lost both of them in a span of a year in 2013. In spite of that he was full of calm and took things in his stride with patience.

He founded Kabir Peace Mission "Curse not darkness, light a lamp". He also built a Smriti Bhawan in the memory of his two sons where the activities of Mission and regular cultural and educational programs are held.

During his lifetime he served Government of India in the various capacities and retired as a Secretary to the Government of Uttar Pradesh.

He and I, had long years of friendship and we even travelled together to Denver in U.S.A for the launch of his book '21 Laws of Positive Living'.

Towards the end he developed cancer of pancreas, and I was keeping a track of his health. My last message to him was in the first week of November, to enquire about his health to which his reply was "Having lot of pain".

He told me that he has developed a habit of telephoning daily one or two contacts from his contacts list and discuss life. Probably that was another way how he was spreading his undying positivity.

My dear friend left for his heavenly abode on 13th of November 2018. But with his authored books he will continue to inspire us. His positive aura, words and memories will remain with us forever.

