

## Devon K Dev Mahadev

The book Living Life Loving Life by Brigadier Chitranjan Sawant; VSM written in a racy language for the common man makes an interesting reading in leisure hours both in the library and at home. The essays therein on different topics of interest to both the literati and the glitterati are indeed a perennial source of casual information and lasting knowledge. Written in simple English; various essays on myriad topics kindle keen interest and an intense desire to continue reading the book irrespective of time of the day or night. When a prospective reader is tense; Living Life Loving Life relaxes him. Essays on controversial subjects too are read and discussed among literary circles in a gentle manner without raising the blood pressure of men and women fond of making issues where none exists. Living Life Loving Life generates joy unbound. The book is equally enjoyable by both research scholars in the Vedic realm and casual readers in a public reading room. Wishing you a happy reading.

An adman constantly strives to connect market research data to insight on a winning campaign. Ambi Parmeshwaran has developed a fascination for how Indians are getting more religious but also more consumption driven. Combining his thirty- year experience as an adman with a lifelong passion for religious studies, Ambi seeks to answer questions like: • Why has the bindi disappeared from advertisements? • How did Akshaya Trithaya become such a big deal? • What makes Lord Shiva so cool? • How did a Chennai-based department store start the New Year's Sale phenomenon? • Are Muslims more open-minded shoppers? • Why do people who have no interest in using an MBA degree still get an MBA degree? • How did the Manusmriti do a disservice to Hindu women? • What can Harvard Business School learn from the Kumbh Mela? Ambi has filled this book with personal stories, anecdotes, lessons and excerpts from research and other publications. This book is a treat for anyone interested in how religion has evolved and how clever marketers have ridden the wave by tailoring their products and services.

Shipra finds herself drawn towards a book she borrowed from the library. Unknown to her, this magical book drags her mysteriously into another world where she meets Vivaan. After meeting Vivaan, Shipra makes efforts to connect the dots of the book. During the journey, she realizes that she had been living a life of illusion and now she is asked to unravel the hidden peacock crown and discover what destiny has on the cards for her.

This is a mesmerizing magical journey of divine love... The purest of pure love between Lord Shiva & Gauri. An enchanting

narration of the divine pastimes of a Handsome God & His Beautiful Consort; it is not just about their blissful times spent together, but is also an expression of the love between God & His Devotee. This is Gauri's journey of love... She is not just Lord Shiva's wife, but is also the greatest devotee of Lord Shiva! Gauri, from an ordinary human being became a Goddess solely through the Intensity of Her love for Lord Shiva! Through Her journey of love, She teaches us the true meaning of Love, Devotion & Surrender and gives this message to us all that whoever, with a pure heart & pious love like Hers will love God unconditionally, will definitely attain His Grace & Love, just like She did... because He resides in all of us, in our hearts, He is The Soul of our souls...In her all-consuming eagerness to please him, she started dancing with increased ardor; her feet moved very fast . . . the jingling of her anklets became louder than before; it appeared as if each & every pore of her being was reverberating with his name through that blissful dance, wanting to melt in him . . . eventually she lost all consciousness and fell at his feet like a fluttering butterfly! At that very moment the skies thundered, a cool breeze started flowing with the showering of a soft drizzle. Lord Shiva got up from his seat, bent down and with intense care & compassion, picked her up like a dainty flower in his muscular arms! Just by his mere thought, he created a beautiful cavern, the loveliness of which could only be a lover's delight! He went inside & sat down on a bed of perfumed red roses, gently placing his beloved along with him on that bed with her head resting on the soft pillow of his lap . . .

Аромат успеха – аромат влияния. Создай свой инструмент управления жизнью

In The Light of Kriya

The Classic Popular Amar Chitra Katha, 1967-2007

Living Life Loving Life

An Adman on the Business of Religion

Luxury Indian Fashion

*This is the 2nd edition of this knowledge book. The first was published in 2009 and is out of print. 10 new topics have been added. 1375 years of foreign domination, has caused enormous damage to the understanding, indeed the very basis of the Sanatan Dharm. Such a deep wonderful river of knowledge has gone subterranean. When grown ups are clueless as to the percepts, stories and the lore, what do we say to the innocent children, who can't be bothered by what the word HINDU stands for. This alarming trend, was the genesis of this book. Some basic answers to the questions and explanations of the "unexplained" have been presented in short chapters, covering the wide gamut of the beautiful 'Sanatan thought'. The objective is to uncover, understand and enjoy the enormous treasure that our sages have left us. Specially useful for NRIs & westerners who are in search of the SELF.*

*This book examines the phenomenon of prime time soap operas on Indian television. An anthropological insight into social issues and practices of contemporary India through the television, this volume analyzes the production of soaps within India's cultural fabric. It deconstructs themes and issues surrounding the "everyday" and the "middle class" through the fiction of the "popular". In its second edition, this still remains the only book to examine prime time soap operas on Indian television. Without in any way changing the central arguments of the first edition, it adds an essential introductory chapter tracking the tectonic shifts in the Indian "mediascape" over the past decade - including how the explosion of regional language channels and an era of multiple screens have changed soap viewing forever. Meticulously researched and persuasively argued, the book traces how prime time soaps in India still grab the maximum eyeballs and remain the biggest earners for TV channels. The book will be of interest to students of anthropology and sociology, media and cultural studies, visual culture studies, gender and family studies, and also Asian studies in general. It is also an important resource for media producers, both in content production and television channels, as well as for the general reader.*

*"Blissful Reminiscing Soul" as the name suggests the anthology consists of poetries, short stories and articles that is related to the thoughts on the surroundings of 21st century. Mixing emotions with words, the writers will take the readers through an amazing journey of love, healing, motivation and inspiration and their writeups will touch the soul of the readers. It has been edited beautifully by Bismita Acharya and managed efficiently by Shruti Tayal.*

*Why do we offer Vishnu butter, but Shiva milk? Why is Krishna offered the chappanbhog—fifty-six items of food—during Annakuta? Do the goddesses not like bhog? Where does the custom of hanging a lemon and seven chillies come from? Is there a legendary male cook among the gods? Anna is called Brahmin, the way bhasha is called Brahmin. Food and the action of eating maintain life. And yet, traditionally the devis remind you that whenever you eat, you've killed something, sacrificed someone, even plants which come from farms, decimating forests and rivers. The devi reminds one that to build your civilization—sanskriti—you destroy your nature—prakriti. Feast your mind on intricate details behind how we offer food to the gods, and why certain foods are part of the Indian tradition, in this short, sweet read from Devlok.*

*Pilgrimage and Politics in Colonial Bengal*

*Styling South Asian Youth Cultures*

*A Collection of Verses That Inspire*

*The Goddess in India*

*God the Holy Ghost*

*Farrago*

**What do the TV shows we're watching tell us about ourselves? Television is the single most powerful and dynamic agent of change in India today. It is also the country's most popular and accessible form of entertainment. Remote Control examines three kinds of programming—24x7 news, soap operas and reality shows—that have changed Indian television forever, and analyzes how these three genres, while drawing on different sources, are hybridized, indigenized and**

manage to ultimately project a distinctively Indian identity. Shoma Munshi's book shows us how everyday reality in India in the twenty-first century shapes television; and how television, in turn, shapes us.

This is a scriptural commentary of Lahiri Mahasaya on Kabir Gita in the Light of Kriya in which is a conversation between Lord Dattatreya and Saint Kabir. In the dialogue, Dattatreya asked Kabir the following six questions regarding the eleven subjects : Mind, Breath, Sound, Prana (life Force), Brahma (the ultimate Self), Hang Sa (Eternity), Time, Void, Jiva (individuality), Siva (Tranquility) and Niranjana (Unmanifestation): What is mind ? Where does mind exist ? In the absence of heart, where does mind reside ? What is the essence of mind ? From where does mind spring ? How is mind dissolved ?

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For South Asia, fashion and consumption have come to play an increasingly important role in the lives of young people and in the formation of youth cultures. Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka have all, in related and distinctive ways, been producing confident young fashion consumers, who are proving to be an important market for fashion. This book explores South Asian youth cultures and fashion across the countries of this region and their diasporas from a transnational perspective. Through visual and textual analysis of film, photography and digital cultures, as well as ethnographic fieldwork, the expert contributors look at how gender, sexuality, class, the media and faith intersect with and style youth cultures. By establishing the heterogeneous nature of South Asia and its youth cultures, they also dismantle grand western narratives that tend to understand the region's diverse cultural modernity through the lens of homogeneity.

- 100 ????
- A Hyper-real Testament
- A Blooming Lotus
- Seven secrets of Shiva
- Bhojpuri Traditions in Mauritius
- Indian Cinema Through the Century

One of the three great gods of Hinduism, Siva is a living god. The most sacred and most ancient book of India, The Rg Veda, evokes his presence in its hymns; Vedic myths, rituals, and even astronomy testify to his existence from the dawn of time. In a lively meditation on Siva--based on original Sanskrit texts, many translated here for the first time--Stella Kramrisch ponders the metaphysics, ontology, and myths of Siva from the Vedas and the Puranas. Who is Siva? Who is this god whose being comprises and transcends everything? From the dawn of creation, the Wild God, the Great Yogi, the sum of all opposites, has been guardian of the

absolute. By retelling and interweaving the many myths that keep Siva alive in India today, Kramrisch reveals the paradoxes in Siva's nature and thus in the nature of consciousness itself.

This is an attempt to understand the meaning of Shiva worship in our time exploring various pictorial images of Shiva iconography, taking us through Shaivite philosophy, beliefs, history, folklore and myth. Written in a simple narrative style, and interspersed with familiar and unfamiliar tales retold, the book reaches out to young and old alike. The highlights include lucid explanations and a pictorial key to numerous symbols associated with Shaivite rituals and festival practices, a map of India showing important Shiva temples including the twelve jyotirlingas, a list of 108 sacred names of Shiva with their meanings, a bibliography for those interested in learning more, and over 150 illustrations of which many are in colour.

This book is a bouquet of poems reflecting diverse emotions, days, and celebrations. Some are going to transcend your soul; some are going to ignite your mood.

For God's Sake An Adman on the Business of Religion Penguin UK

Religion and Popular Culture

The Royal Peacock Crown

Who am I?

Olympus

A Social Critique

Many modern scholars say Shiva linga is a phallic symbol. Most devotees disagree. Who is right? To make sense of a mythological image one has to align the language heard stories] with the language performed rituals], and the language seen symbols]. This book also looks at the sexual metaphors.

From the late nineteenth century onwards the concept of Mother India assumed political significance in colonial Bengal. Reacting against British rule, Bengali writers and artists gendered the nation in literature and visual culture in order to inspire patriotism amongst the indigenous population. This book will examine the process by which the Hindu goddess Sati rose to sudden prominence as a personification of the subcontinent and an icon of heroic self-sacrifice. According to a myth of cosmic dismemberment, Sati's body parts were scattered across South Asia and enshrined as Shakti Pithas, or Seats of Power. These sacred sites were re-imagined as the fragmented body of the motherland in crisis that could provide the basis for an emergent territorial consciousness. The most potent sites were located in eastern India, Kalighat and Tarapith in Bengal, and Kamakhya in Assam. By examining Bengali and colonial responses to these temples and the ritual traditions associated with them, including Tantra and image worship, this book will provide the first comprehensive study of this ancient network of pilgrimage sites in an art historical and political context.

- Olympus is the home of the Greek gods, much like Amravati of the Hindu devas.
- Zeus, leader of Olympians, wields a thunderbolt like Indra, and rides an eagle like Vishnu.
- The feats of the Greek hero Heracles, known to Romans as Hercules, reminded many of Krishna, as did his name, ' Hari-kula-asha ' or lord of the Hari clan.
- The Greek epic of a husband sailing across the sea with a thousand ships to bring his wife, Helen, back from Troy seems strikingly similar to the story of Ram rescuing Sita from Lanka. Is there a connection between Greek and Hindu mythology then? Does it have something to do with a common Indo-European root? Or maybe an exchange of ideas in the centuries that followed the arrival of Alexander the Great, when Greek emissaries travelled to the kingdoms of Mathura and Magadha? In this book, mythologist Devdutt Pattanaik turns his attention to ancient Greek tales, and explores a new world of stories. Long have Europeans and Americans retold Indic mythologies. It is time for Indians to reverse the gaze.

Smearred with ash, draped in animal hide, he sits atop the snow-capped mountain, skull in

hand, withdrawn, with dogs for company, destroying the world with his indifference. He is God who the Goddess shall awaken. His name is Shiva. Locked in his stories, symbols and rituals are the secrets of our ancestors. This book attempts to unlock seven

Fashion, Media and Society

Shiva to Shankara

Roll of Honour

The Kabir Gita

Remote Control

Food Of The Gods (Penguin Petit)

The present book throws new light on the gradual development of the concept of Rudra-Siva in his animal, phallic and human forms, since the days of the Harappa Civilization. It examines how Siva, the composite Aryan-non-Aryan Divinity, was not only admitted but was ultimately crowned with an exalted position in the Brahmanical pantheon; how the bull once identified with the deity, was regulated to the position of a vahana; how phallism was related to Saivism and also how Siva, in his different forms, was represented in early Indian Art and the Art of Further India. The wide range and depth of the author's research fills a vital gap in the subject and his treatment of the entire subject is unique. This methodical study on Siva also contains an exhaustive bibliography.

"Farrago - A confusing mixture of many things. Now isn't life so nowadays? We are all spoilt by choices and hence live life in more or less one constant state of mind - Confusion. :)

Farrago is a story about how an ordinary guy who finds happiness in the small things in life, traverses through it in the 21st century. Life glides Adi from Germany to India, to tease him with pretences, then kicks his butt to Afghanistan to make him see the other side of life eventually helping him find his true calling back in India, to become that kind of person, which every young Indian aspires to become at some point in his/her life, yet eludes him of the one thing which he wants the most. Was everything predestined or was it him who made his own destiny? Will Lady Luck court him? Will he finally get what he desperately wants?"

Have you ever wondered about Shiva and His mysticism? Have the mythological stories around Shiva and Parvati and their two illustrious sons fascinated you? The Power of Om Namah Shivaya will simplify Shiva and His stories for you and make you fall in love with Him, if you aren't already so. The path to enlightenment can be beautiful and simple when you chant Om Namah Shivaya. All your troubles will simply melt away and you will find His love. You will be blissful beyond words.

The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, social media, mobile media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring the development of the mediated communication industry, mediated communication regulations, and societal interactions and effects. This reference work will look at issues such as free expression and government regulation of media; how people choose what media to watch, listen to, and read; and how the influence of those who control media organizations may be changing as new media empower previously unheard voices. The role of media in society will be explored from international, multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies, sociology, anthropology, social psychology, politics, and business.

Theory, Methods, and Media

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The Myth of the Goddess Sati

The Ancient Science of Mantras

Theory and Practice in Indian Cinema and Television

## Decoding the Phallic Symbol

**This Handbook of Visual Communication** explores the key theoretical areas in visual communication, and presents the research methods utilized in exploring how people see and how visual communication occurs. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the visual communication discipline. The theory chapters included here define the twelve major theories in visual communication scholarship: aesthetics, perception, representation, visual rhetoric, cognition, semiotics, reception theory, narrative, media aesthetics, ethics, visual literacy, and cultural studies. Each of these theory chapters is followed by exemplar studies in the area, demonstrating the various methods used in visual communication research as well as the research approaches applicable for specific media types. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication, and serves as a foundation for future scholarship and study. As such, it is required reading for scholars, researchers, and advanced students in visual communication, and it will be influential in other disciplines in which the visual component is key, including advertising, persuasion, and media studies. The volume will also be useful to practitioners seeking to understand the visual aspects of their media and the visual processes used by their audiences.

**Знание использования ароматов позволяет управлять своим настроением и настроениями своих близких. Например, удивительно свойство одного из ароматических масел – масла лотоса, которое может одновременно помочь учащемуся или студенту подготовиться к экзаменам и в ежедневной учебе, а также профессору максимально включить в работу свой мозг, повысить работоспособность и раскрыть максимально свои умственные способности. Оно всегда помогает успешно подготовиться к какому-нибудь экзамену и его сдать. А также при использовании его в аромолампе, создает в помещении легкий, слегка уловимый аромат, гармонизирующий атмосферу отношений в семье между разными поколениями. Между уставшим стареньким дедушкой и совсем маленьким, 2–4 летним, шумным внуком. Им не просто находиться в одном пространстве друг с другом. Одному нужен покой, другому – шум. И у каждого от общения будет возникать напряжение, усталость, раздражительность. А масло лотоса, аромат лотоса при своем воздействии устраняет напряжение и создает атмосферу гармонии в пространстве общения. Если мы будем грамотно и правильно использовать ароматы, то это помогает решить многие вопросы каждому, в различных ситуациях. Это ведет к здоровью, отношениям и успеху. Я лишь чуть-чуть приподняла занавес тех тайн, которые открылись мне. А их очень много... интересных встреч с эфирными маслами. Ну что ж! Двигаемся дальше...**

**Appreciating Melodrama: Theory and Practice in Indian Cinema and Television** seeks to identify and appreciate the continual influence of the ancient Sanskrit drama treatise, the *Natyashastra*, and its theory of aesthetics, the *rasa* theory, on the unique narrative attributes of Indian cinema. This volume of work critically engages with a representative sample of landmark films from 100 years of Indian film history across genres, categories, regions and languages. This is the first time a case study-based rigorous academic review of popular Indian cinema is done using the Indian aesthetic appreciation theory of *rasa* (affect/emotion). It proposes a theoretical model for film appreciation, especially for content made in the melodramatic genre, and challenges existing First World/Euro-American film criticism canons and notions that privilege cinematic 'realism' over other narrative forms, which will generate passionate debates for and against its propositions in future studies and research on films. This is a valuable academic reference book for students of film and theatre, world cinema and Indian cinema studies, South Asian studies and culture, Indology and the 'Sociology of Cinema' studies. It is a must-have reference text in the curriculum of both practical-oriented acting schools, as well as courses and modules focusing on a theoretical

study of cinema, such as film criticism and appreciation, and the history of movies and performance studies.

This Book has devotional rhymes in Hindi, English and Sanskrit. They will serve for worshipping various Deities Rama, Krishna, SAI, Jesus, Buddha to name a few. It also has rhymes extolling various human values Truth, love, non violence, righteousness, peace.

Religion Demystified

Appreciating Melodrama

Devlok

Indian Television in the New Millennium

The Power of Namah Shivaya

Ганеша и его культ: происхождение, иконография, мифология

***This unique ethnographic investigation examines the role that fashion plays in the production of the contemporary Indian luxury aesthetic. Tracking luxury Indian fashion from its production in village craft workshops via upmarket design studios to fashion soirées, Kuldova investigates the Indian luxury fashion market's dependence on the production of thousands of artisans all over India, revealing a complex system of hierarchies and exploitation. In recent years, contemporary Indian design has dismissed the influence of the West and has focused on the opulent heritage luxury of the maharajas, Gulf monarchies and the Mughal Empire. Luxury Indian Fashion argues that the desire for a luxury aesthetic has become a significant force in the attempt to define contemporary Indian society. From the cultivation of erotic capital in businesswomen's dress to a discussion of masculinity and muscular neo-royals to staged designer funerals, Luxury Indian Fashion analyzes the production, consumption and aesthetics of luxury and power in India. Luxury Indian Fashion is essential reading for students of fashion history and theory, anthropology and visual culture.***

***The most outstanding young achievers, all in one place ? right at the top. Read about them and be inspired! Here's your chance to meet the high-performing young Indians who have excelled in different fields, from studies to sports, scientific innovations to community projects, acts of bravery to subject Olympiads, TV and cinema to language and big ideas. Roll of Honour is a ready reckoner of brilliant successes, complete with lively lists and inspiring information. Featuring spelling bee winners, national examination toppers, sports champions, Olympiad toppers, and science fair stars, this is a comprehensive Who's Who of young people who have set the bar high, gained recognition and won accolades for their commendable achievements in school and outside of it. Alongside Indian children and teens, there are foreign role models, too, besides the best schools in the country, quiz winners and the setters of some fascinating records. So what are you waiting for? Find out if you are already in here!***

***Кто меня полюбит? Как отличить настоящие чувства от мимолётной увлеченности? Кто он - мой единственный? Сколько вопросов преследуют девушек и женщин в поисках семейного счастья. Эта книга - попытка найти ответы для нас: незамужних барышень....***

***This book views itself as the 'hyper-real testament' of new religious***



**phenomena by addressing the theories, among many others of Baudrillard, Jameson and Lipovetsky, and by exploring the use of fictions such as those from Harry Potter, The Matrix, Star Trek, Buffy and Lord of the Rings.**

**For God's Sake**

**The SAGE International Encyclopedia of Mass Media and Society**

**Prime Time Soap Operas on Indian Television**

**Magic of Divine Love**

**The Presence of Siva**

**Shiva**

Gowri is the story of a traditional young girl who had her own dreams and ambitions. But her life takes a turn when she was bound to accept the circumstances of her life and walk with the society. The story also reflects the traditional Indian culture and the changing society over the time. It also highlights the truth behind ancient traditions and religious practices that existed in the subcontinent.

The first exhaustive collection of goddess mythologies from India. •Explores the evolution of goddess worship in India over 4,000 years. •Stunning color photographs illustrate many stories of goddess lore never before available in one collection. In India it is said that there is a goddess in every village, a nymph in every lake. Demonesses stand guard on village frontiers, ogresses howl on crossroads, and untamed forests resound with the laughter of celestial virgins. It is a land of mysterious Apsaras and seductive Yakshinis, of terrifying Dakinis and wise Yoginis--each with a story to tell. In this wide-reaching exploration of ancient Hindu lore and legends, author Devdutt Pattanaik discovers how earth, women and goddesses have been perceived over 4,000 years. Some of the tales recounted are revered classics, others are common and folklorish, often held in disdain by priests. Until now, most have remained hidden, isolated in distant hamlets or languishing in forgotten libraries, overwhelmed by the din of masculine sagas. As the tales come to light through word and stunning color imagery, the author identifies the five faces given to the eternal feminine as man sought to unlock the mysteries of life: the female half of existence is at first identified with Nature, gradually deified and eventually objectified. She comes to be seen as the primal mother, fountainhead of life and nurturance. The all-giving mother then transforms into the dancing nymph, a seductress offering worldly pleasures that bind man in the cycle of life. As this nymph is domesticated, the dominant image of woman becomes the chaste wife with miraculous powers. Finally the submissive consort redefines herself as the wild and terrifying goddess who does battle, drinks blood, and demands appeasement. Exploring mysteries of gender and biology, and shedding light on the roots of taboos and traditions practiced in India today, the author shows how the image of the Mother Goddess can be both worshipped and feared when she carries the face of mortal woman.

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Tanisha Agarwal is a passionate poetess and writer from Coimbatore, Tamilnadu. A

blooming lotus is a first solo book by her where she shared true incidents from her life that have given her aspirations to become inspirations for people around especially youth. Her passion for poetry can be found in her stories. She recently contributed her intense love story of the wife of Indian army inspired by Captain Vikram Batra titled "Wrapped in tricolour" in the anthology Unknown soldiers by Drishya Sanal with rosewood publications. She describes "Writing for me is an art, an art of expression, an expression of freedom for here my intuitions, my emotions, my inspirations blend in the beauty of words, words unbound adding layers of depth, a sheath of warmth, a sense of gratitude making me delve and explore a world, a world that's new, a world that maybe unknown yet a world with a place for everyone and yet a world familiar to me, that feels like home, I am like a bird free flying with passion in a world of its own".

Sai Prem Pushpanjli

Handbook of Visual Communication

The Five Faces of the Eternal Feminine

Contemporary Reflections

An Introduction

The Concept of Rudra-?iva Through the Ages