A case history of the remarkable transformation in Indian tourism in the last seven years. In 2001-2002, after the destruction of the World Trade Centre, the war on Afghanistan and the attack on Indian Parliament, tourism was down in the dumps in India. It was at the peak of this crisis that the "Incredible India" campaign to position India as a tourist destination was launched. The author, Amitabh Kant, played a key role in this phenomenon as joint secretary in the Union ministry of tourism. He writes a scholarly book that is full of personal insights into a remarkable growth story

Pub: Harper Collins

Class No: 910.402 K16B  Accession No: 153849
This definitive and magnificent 10-volume unabridged translation is one of the rare English translations in full of the epic. Bibek Debroy makes the Mahabharata marvellously accessible to contemporary readers. Dispute over land and kingdom may lie at the heart of this story of war between cousins—the Pandavas and the Kouravas—but the Mahabharata is about conflicts of dharma. These conflicts are immense and various, singular and commonplace. Throughout the epic, characters face them with no clear indications of what is right and what is wrong; there are no absolute answers. Thus every possible human emotion features in the Mahabharata, the reason the epic continues to hold sway over our imagination. In this superb and widely acclaimed translation of the complete Mahabharata, Bibek Debroy takes on a great journey with incredible ease.
A sharp insider’s account of the many political and economic decisions that shaped the future of modern India. The Turbulent Years opens in the 1980s. Sanjay Gandhi is dead under unexpected, tragic circumstances; not many years later, Indira Gandhi is assassinated; Rajiv Gandhi, ‘the reluctant politician’, abruptly becomes India’s Prime Minister. Pranab Mukherjee was witness to (and, sometimes, a participant in) the momentous events of the 1980s and the 1990s, a period that was indisputably the most turbulent in India’s post-Independence history. An insider, he sheds new light on every major political occurrence of the time from Rajiv Gandhi’s ascendance as India’s Prime Minister to the emergence of P.V. Narasimha Rao as a leader of the nation; from Operation Blue Star to the Babri Masjid fiasco. Equally, Mukherjee is candid about each of the professional crises that marked this period of his career the rumours that he wanted to elbow aside Gandhi and P.V. Narasimha Rao • Presents a revealing picture of how a democracy functions, covering one of the most controversial periods between 1980 and 1996 • Gives a blow-by-blow account of Mukherjee’s return to Delhi from Contai alongside Rajiv Gandhi on 31 October 1984, the day Indira Gandhi was assassinated • Openly talks about the incidents leading to Mukherjee’s expulsion from the Congress party, and the years of struggle that followed as well as his failed attempt at starting a political party • Narrates in great detail the infamous tussle between Swraj Paul and DCM/Escorts • Chronicles the shocking demolition of the Babri Masjid and presents
Mukherjee's candid views on whether the Narasimha Rao government could have done anything differently to prevent it. • The most-awaited second volume of Pranab Mukherjee's memoirs, after the bestselling The Dramatic Decade

**Pub:** Rupa Publications

**Class No:** 923 M954T  **Accession No:** 153874

4. **Blue ocean Strategy: how to create uncontested market space and make the competition Irrelevant/W Chan Kim**

This global bestseller, embraced by organizations and industries worldwide, challenges everything you thought you knew about the requirements for strategic success. Now updated with fresh content from the authors, Blue Ocean Strategy argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting
success comes not from battling competitors but from creating “blue oceans”—untapped new market spaces ripe for growth.

Blue Ocean Strategy presents a systematic approach to making the competition irrelevant and outlines principles and tools any organization can use to create and capture their own blue oceans. This expanded edition includes:

**Pub:** Harvard Business Review Press  
**Class No:** 658.802 K49B  
**Accession No:** 153784

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5. Thoughts gallery/Sunil Gupta

This book is about basic issues that define our country's course of development. In a diverse cross-section of topics, the author discusses in his inimitable style the fundamental flaws that have beset the nation's inexorable march to progress and prosperity. He also elaborates how a shift in the positions of individual members of society on different issues could cause a qualitative difference in the course of events and thereby lead to a better tomorrow. The articles compiled in this book have already appeared in the social media on the author's writing platform (drsunilgupta.com) and won wide acclaim. Endowed with the right balance of insight and prowess owing to the extensive exposure and rich experience gained in his professional capacity in the corporate, economic and
social sectors, the author has been able to do justice to the task at hand. Not written with any particular section or group of persons in mind, the book's aim is to pique the interest, curiosity and conscience of the individual reader and thereby motivate him to think, and then inspire him to act for the inclusive and sustainable development of our nation. Being an inalienable and intricate part of the society, it is the individual's thought pattern that will make all the difference in the final shaping of our country's destiny. And that, dear reader, is the undercurrent of the brook of the author's thoughts that this book tries to encapsulate

Pub: Prabhat Prakashan

Class No: 320.50954 G977T Accession No: 153816

6. Kashmir: the unwritten history/Christopher Snedden

In Kashmir: The Unwritten History, politico-strategic analyst Christopher Snedden contends that in October 1947, pro-Pakistan Muslims in southwestern J&amp;K instigated the Kashmir dispute – not Pashtun tribesmen invading from Pakistan, as India has consistently claimed. Later called Azad Kashmiris, these people, Snedden argues, are legitimate stakeholders in an unresolved dispute. He provides comprehensive new information that critically examines Azad Kashmir’s administration, economy, political system and its subordinate relationship with Pakistan. Azad Kashmiris
considered their administration to be the only legitimate government in J&K and expected that it would rule after J&K was re-unified by a UN-supervised plebiscite. This poll has never been conducted and Azad Kashmir has effectively, if not yet legally, become a (dependent) part of Pakistan.

Long disenchanted with Islamabad, some Azad Kashmiris now favour independence for J&K, hoping that they may survive and prosper without recourse to either of their bigger neighbours. Snedden concludes by assessing the various proposals that have been mooted to resolve Azad Kashmir’s international status and the broader Kashmir dispute.

**Pub:** Harper Collins

**Class No:** 954.6 S671K  
**Accession No:** 153842

**7. Scholastic Yearbook 2016**

This amazing edition brings you: Major events of the world and India People in the news Popular awards Facts about India's states and the world's countries World and Indian political roundup Sports highlights Environment news Top 10 lists of the biggest, highest, strongest Developments in science and space News and views from the world of entertainment Lifestyle news and trends
On the way from Delhi to Jaunpur in eastern Uttar Pradesh is the dusty town of Badshahnagar. Even in this nondescript settlement, people receive money via mobile transfer from family members working in distant cities. There are computer training centres offering diploma courses in Bhojpuri, Hindi and English. Badshahnagar is an example of India's numerous remote towns that have skipped the stage of basic learning and landed straight to digital literacy as they strive to keep up with the times. In this book, A.P.J. Abdul Kalam, writing with Srijan Pal Singh, draws upon examples.
Rookie lawyer Ranjeev C. Dubey slogs his way through the corridors of Delhi’s trial courts and realizes that the legal system is anything but fair. He stumbles upon a strange world of corruption, sleaze, adultery, eloping couples and clients willing to pay for legal services ‘in kind’. He survives the ‘killing field’ of litigation for twelve long years, biding his time.

When he gets an offer to join a law firm, Dubey believes he has finally arrived. But has he? The world of Indian corporate law is one of intense power-play and the merciless pursuit of revenue. In this sinister world of destructive politicking, Ranjeev becomes enemies with the big sharks who own the law firm. What follows is an explosive showdown.

Pub: Penguin

Class No: 340.092 D814L

Accession No: 153856
India’s fault lines run wide and deep. Some of them go back centuries, others are of comparatively recent origin. The myriad villains these fault lines have spawned include rapists, murderers, terrorists, prophets of religious hatred, corrupt politicians, upholders of abhorrent caste traditions, opponents of free speech and dissent, apologists for regressive cultural practices, and external adversaries who try to destabilize our borders. All of them are responsible for impeding the country’s progress, destroying the lives of numberless innocents, usually the poorest and most vulnerable of our people, and besmirching the democratic, plural, free and secular nature of our society.

**Pub:** Aleph

**Class No:** 327.54 D979T  
**Accession No:** 153850