

WORTH THE WAIT | 1st edition receives overwhelming response with over 60,000 book lovers going for pre-launch booking

Book Ganga's first Marathi book a huge hit

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With the successful launch of its online book store for Indian literature Book Ganga, MyVishwa Technologies has gone ahead and published its first Marathi book "Be +ve" with as many as one lakh copies in the first edition.

Interestingly, the first edition has received an overwhelming response with over 60,000 book lovers going for pre-launch booking on the net. Mandar M Joglekar, president and CEO of MyVishwa Technologies, informed **dna** that Book Ganga was launched in 2011 and in four year's time they have reached 2.1 million readers from across 60 countries by providing them around 15 thousand e-books.

He said that when they wanted to publish their own book, Joglekar thought of the subject which would ap-



Mandar Joglekar, president and CEO of MyVishwa Technologies, with a copy of 'Be+ve' at a Book Ganga stall

peal the readers and that is the reason he decided to bring the book 'Be +VE' which is about positive thoughts. "These are inspirational, motivational quotes from intellectuals. I was inspired by the work done by

the Napoleon Hill Foundation and that is the reason I have brought out this book," said Joglekar.

He informed that in Maharashtra culture there are quotes from great poet saints but those are of religious or

Pre-launch response

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philosophical nature. "Being a Maharashtrian, I observed that generally while bringing up a child, especially in Marathi families, they develop a negative attitude due to a number of reasons. A sense of fear is instilled right from

the childhood. For example: If a child does not finish his milk or food, the family tries to scare him with devil and many other things. Instead, they should inculcate positive attitude and that is the reason behind the compilation of these quotes," informed Joglekar.

He expressed confidence that this book would result in transforming lives of readers to a soul enriching and joyful journey of life. The book was released by former Union home minister Sushilkumar Shinde after the inauguration of book exhibition at the 89th All India Marathi literary meet on January 15, 2016.

For printing and binding one lakh copies in time, Joglekar informed that he had to deploy five printers from Mumbai and Pune. He has a dedicated team of 150 persons for successful distribution of the books.