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A literary haven

Readers & Writers In Sync, Welcome To The Bookshop Inc

Any new venture, no matter how fueled by passion it is, demands a lot of daring; such is the case of The Bookshop Inc as well. The name might sound familiar to bibliophiles. After all, it is The Bookshop that once stood in Jor Bagh for 52 years that has found itself a new name, new place, and even new ownership. Frequenting by foreign nationals, PhD scholars, renowned figures, reputed authors, book lovers, and even novices to the literary world – all of whom have now found their way to the address at Lodhi Colony – this new independent bookstore in town, The Bookshop Inc, is laced with a lot of emotions as it starts its completely new journey.

BRAVE NEW WORLD

The Bookshop's original avatar, that opened its door first in 1971, dissolved the partnership that ran the store on October 31, 2023. Just as its shutter closed that day, the door of The Bookshop Inc opened on November 1, 2023 with the same love for books, but with a new warmth in the air. "The day we opened, we were incredibly nervous about how and whether we will be accepted in a newer space, but thankfully, we saw many old and new patrons ringing our doorbell with flowers, chocolates, and the evergreen love of literature," recite the four-people team behind the store – Sonal Narain, the proprietor and curator of the store; Mahika Chaturvedi, creative director; Nishat Sen, sales associate, and Sohan Singh.

THIS SIDE OF PARADISE

Though the admiration for literature is perennial, a few novels and cash counter does



GT reporters browsing at the bookstore



A peek inside The Bookshop Inc

Pic: Siya Makhija, AIS Vasundhara 6, XII E

not make a bookstore; a harbour of such an art requires much more, which is happily offered here. "The Bookshop Inc is a labour of immense love, with acute attention paid to the experience all kinds of readers deserve to have. Accessible shelves, ample seating, quiet environs, and a warmly lit space that is inviting remains our priority. What makes The Bookshop Inc special for any reader is that each book on our shelves is hand-picked by our curator, because our directive is to be equally welcoming to all kinds of readers," attests Mahika Chaturvedi.

OF HUMAN BONDAGE

The biggest reward of The Bookshop Inc – one you don't even know you are singing up for, as confirmed by the many customers that accidentally testified for the store as we browsed it – is the feeling of community that

is automatically added to your bag the second you enter the place. "Each day at The Bookshop Inc has the makings of a novel, and we always make it a point to pay attention to the people who frequent our store. We offer monthly/bi-monthly selections on different themes which are influenced by our community. At The Bookshop Inc, we create, and in turn are supported by, a sense of community which is why we keep trying to find newer ways to be useful to the society. We opened doors in November, but we have already hosted about five author evenings. We prefer not to do book signings but rather curate events where there is actual conversation between a diverse group."

A LITTLE LIFE

When the topic dances in the periphery of bookstores, in today's technology-advanced

day and age, one is quick to mention online orders and e-books, but book connoisseurs, like the team of The Bookshop Inc, aren't worried. "A physical bookshop will always offer more nuance and avenues for discovery, people to talk to, and above all, an egalitarian experience of browsing, where books, which are beyond what the algorithm picks for you, exist in the periphery. Reading e-books and physical books need not be mutually exclusive, but people are still very much buying physical books!"

"There are books at The Bookshop Inc which only those who spend a long time browsing will discover, so when you visit us, try to forget your lists, and let the shelves surprise you. We assure you'll love what you find so much more!" promises the small team behind the big endeavour. 🇮🇳



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From conquering a tricky test to grabbing a coveted position, from crazy cravings to a companion of joy, the flavourful bites of sweets accompany us through thick or thin. As they carry us through life, they end up teaching us a lot about it. So, let's look at the sweet life lessons that are carried by toothsome tidbits of these delights. Let's start with the spiral delight, Jalebi, that teaches us that life's twists and turns may seem chaotic and sometimes even impossible to survive, but it's the inner sweetness that helps individuals navigate their paths and make it a fun ride. Just as the Jalebi retains its sweetness despite the complex frying process, we should all learn to embrace kind-

Sweet life lessons

Some Takeaways Packed In Our Beloved Mithai

ness and positivity in ourselves, which would ultimately guide us towards contentment. Next up, we take delight in Boondika Laddu, and the fact that 'boondi boondi se banta hai laddu' teaches us the sweet life lesson that small efforts make a big difference. After all, Rome was not built in a day! Even the tiniest of efforts, when done consistently and with dedication, can lead to great results, just like our boondi. Remember, if something takes time, its worth at the end is immeasurable.

And how can we miss the round and spongy Gulab Jamun, which clearly defies the misconception that softness equates to weakness. Its tenderness is its real strength, which is why it is appreciated by all of those who relish it. Being gentle-hearted doesn't diminish our strength, but it rather signifies our empathy and compassion for humanity. Last, but not the least is Soan Papdi. Though not universally loved, it is continually crafted by its maker, showcasing that you might not always be appreciated or praised by

the world, but it does not mean that you should change yourself to suit others. Despite your actions, people will always judge you. So, find your inner peace and follow that; let haters be haters. In conclusion, beyond being mere confections, these sweets encapsulate life's meaningful lessons, reminding you that life is not a destination, but a journey. In the words of an old adage, "May your heart be the light, your mind be bright, and your days be filled with sweetness and joy".