

APURVA PUROHIT

# For All the Lady Bosses Out There

A new book talks at length about women **and their trials and tribulations at work.** By Aishwarya Ramesh

**A**purva Purohit, president of the Jagran Group, dons many hats. An author is one of them, and her latest book 'Lady, You're the Boss!' is a sequel to her first book. It discusses the many challenges that women are faced with when they take an active and competitive part in the workforce. Purohit released her first book 'Lady, You're Not a Man — the Adventures of a Woman at Work' in 2013.

Over a telephonic conversation, Purohit mentioned that she has always been drawn

towards imparting insights to people through storytelling and that's what her books aim to do. She says the book is not just for women "It's for anybody who is trying to build an organisation or for anyone who is attempting to create an ecosystem. They will find lessons in prioritising, focus, on how to measure performance and so on. The biggest insight I took from my

life that I tried to impart in my book is that everything in life is a lesson. All the anecdotes in the book have subtexts of a lesson. The message I'm trying to send is that there are so many women facing the same problems. I want to give them a sense of hope, courage and optimism and embolden them to handle their problems."

Purohit identifies herself as a feminist and emphasised that anybody who believes in gender equality is a feminist. Her book also briefly touches on the #MeToo movement and she calls it an outpouring of support and sisterhood and believes this kind of solidarity is what women need to foster.

Published by Westland Publications, the book is available on Amazon, Flipkart, and offline bookstores for ₹250. ■

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