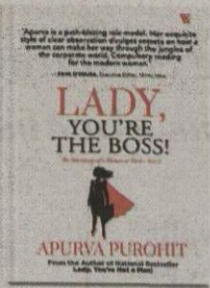


# This one's for the ladies

When Apurva Purohit committed to becoming her own ally instead of saboteur at a watershed moment in her career, she was challenging a notion that she'd later learn was the Imposter Syndrome. It refers to a feeling of inadequacy; the idea that someone better, more deserving, is meant to be where you stand. Having recently



(Westland Publications), on Thursday. Drawing from personal

found mention among Fortune India's Most Powerful Women of 2019, Purohit is also a writer. Following the success of her first book, Lady, You're Not a Man!, Purohit, who holds the position of President – Jagran Group, launches her next title, Lady, You're the Boss!

experiences, she urges women to challenge social prejudice and biases that come in the way of achieving what they are capable of. From learning to let go, finding sisterhood to real-life role models, she covers a smorgasbord of subjects to offer critical lessons on leadership. She says, "The world needs more women in the workforce and at leadership levels. It needs women to make their opinion count by making their voice matter in public discourse."