

"There is a timeless longing you feel that makes you want to keep turning the pages."  
—Christina Rasmussen, Best-Selling Author of *Second Firsts*

P U J A   S H A H

# FOR MY SISTER

A NOVEL



## Media Kit

# FOR MY SISTER

## PUJA SHAH

### DESCRIPTION

Amla and Asya are sixteen-year-old twins living with their family in a small village outside of Mumbai. While they look alike, they are very different. Asya is known for her quiet grace and understanding, whereas Amla questions authority and breaks rules.

Their lives change overnight when their mother becomes ill with cancer and their father succumbs to the massive financial strain of her care in Mumbai and eventually abandons his children. To the twins' dismay, their grandparents arrange their marriages to older men. When they form a plan and run away to join their mother in the hope for a new life, the girls discover that the world is not what they thought.

After trusting the wrong people, a long train ride brings them to the dark streets of India's largest red light district where they are sold to a ruthless woman. Their only security is each other. . . until they are separated. Though they each discover ways to cope through poetry, art, and romance, they long for the other half of themselves. Will their lives ever intertwine again?

### KEY SELLING POINTS

- Women's fiction, bonds of sisterhood
- Own Voice author/book, story in India, supports diversity inclusion
- Story of self-discovery, and creative exploration as a path to freedom
- Anti-trafficking awareness
- Empowerment of girls

### AUDIENCE

- Women
- South Asian readers (global and U.S.A.)
- Literature/Contemporary Fiction
- Educators
- Social Justice cause individuals, non-profits and organizations

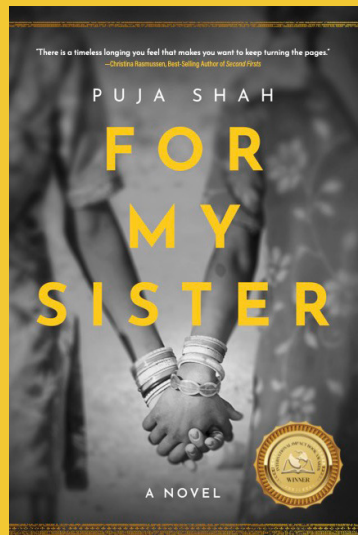
### PUBLIC BOOK CLUBS ON FOR MY SISTER

- Book Trib
- Adventures by the Book
- San Diego Public Library
- La Jolla Public Library
- Oceanside Public Library
- The Chai Mommas + Unity SME Book Club
- Mamajotes Book Club
- Adelphi University Great Minds, Great Conversations
- Liz and Lisa Book Club for Fox 5 San Diego News
- Feminist Book Club



### AUTHOR BIO

Puja Shah shares her voice through written and spoken word poetry, guided meditations, and teaching. Born in Queens, New York to immigrant parents, she defied teachers who questioned her English skills by winning countless poetry and short story awards in her youth. As an avid reader, she spent her teen years exploring New York City for poetry slams and book readings. Her equal fascination with the East and West had led her to earn a graduate degree in dental medicine from Tufts University, as well as over a dozen trainings in various forms of yoga, meditation, and ancient wisdom. For My Sister is her first novel.



**Publisher:** Koehler Books

**Distributor:** Ingram

**PUB DATE:** 10/18/2022

**SOFT COVER:** \$18.95

978-1-64663-796-6

**HARD COVER:** \$27.95

978-1-64663-798-0

**EBOOK:** \$7.99

978-1-64663-797-3

**TRIM:** 6"x 9", pages 286

**Fiction / Women**

### ONLINE

[www.formysisterbook.com](http://www.formysisterbook.com)

### AWARDS

2023 Literary Titan Fiction Book Award

2022 International Impact Book Award in Women's Fiction

2022 American Writing Award for Social Change

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## PRAISE FOR THE NOVEL

"There is a timeless longing you feel that makes you want to keep turning the pages. Puja Shah delivers this reality in a way that is mournful, yet gentle and kind."

Christina Rasmussen, Best Selling Author of *Second Firsts*

"Puja Shah's riveting words will grasp you from the first page, leaving you feeling every emotion along the way. This is a book people won't stop talking about."

Jyoti Chand, Influencer and Author of *Fitting Indian*

"A beautifully told story of twin sisters that soars to the healing power and poetry of love. *For My Sister* is a novel with a social conscience illuminating the epidemic of human trafficking. It will break your heart, open your soul, and ignite a fire within to become part of the solution. Share it far and wide with all of your sisters."

Arielle Ford, international bestselling author of *The Soulmate Secret*

"Puja Shah's exquisite debut novel is a thoughtfully researched and captivating story illuminating the unbreakable bonds of sisterhood."

Dr. Rashmi Bismark, Author of *Finding Om*

"*For My Sister* is at once both a hopeful tale of sisterhood, love, and resilience and also a heart-wrenching cautionary tale."

Huda Al-Marashi, Author of *First Comes Marriage*

"A masterfully written book that awakens every emotion and a much-needed narrative...*For My Sister* is easily stacked with some of the best books I've read."

Dianne C. Braley, Author of *The Silence in the Sound*

"*For My Sister* is a gripping, and deeply moving story...this page-turner is full of insight, inspiration, heartbreak and hope."

Tejal V. Patel, Author of *Meditation for Kids*

"Puja Shah's honest and contemplative story embraces that which is wonderful about India, even as it cries out for social transformation. Rich in the texture of its use of language, Puja Shah's first novel is a work of marvelous beauty."

Marsha J. Tyson Darling, Ph.D., Renowned Professor

"Bravo!...Puja Shah is precisely the fiction writer the literary world and global readers need to finally begin understanding the plight of women and girls across the globe..."

Sasha K. Taylor, Child marriage survivor and founder of *Reality of a Desi Girl*™

"Puja is a masterful storyteller. *For My Sister* is a story of hope and empowerment. This novel is an important read for all."

Susie Walton, Author of *Key To Personal Freedom*

"*For My Sister* is an engrossing tale of twin sisters...their story will pull you in and not let go."

Carla Damron, Author of *The Orchid Tattoo* and *The Stone Necklace*

"*For My Sister* is a beautiful and profound story of hope that vividly captures the strength of the human spirit."

Shetal Shah, Author of *Shakti Girls*

"I was totally engrossed...I highly recommend *For My Sister*—the interplay of tension and emotion will keep you reading until the final page."

Professor Winona Howe, Author of *Sita* and *The Prince of Tigers*

"Puja Shah's vibrant prose, intriguing narrative, and thoughtful storytelling in *For My Sister* is an engaging and beautifully written novel..."

Penny Haw, Author of *The Invincible Miss Cust* and *The Wilderness Between Us*

"Powerful storytelling, it's a heartbreaking story that is still able to evoke hope as it shares the beauty and struggle of perseverance and resilience."

Sonee Singh, Author of *Lonely Dove* and *The Soul Seeker Collection*

"An incredibly intense and riveting read."

Amy Maranville, Author of *Padmini is Powerful*

"Through a compelling narrative about fictional sisters Asya and Amla, author Puja Shah brings to light the all too real and common, evil of human trafficking...the courage, and love shown by the sisters in this story, and those who helped them to escape, is present in so many real survivors, and those who, as we speak, are suffering in human slavery."

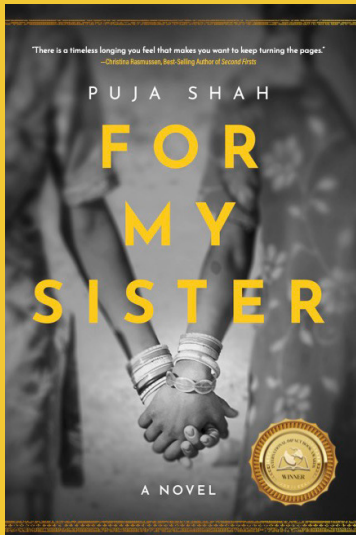
Alisa Gbiorczyk, Head of DeliverFund Global Operations nonprofit

"*For My Sister* is an important book, bringing forth a social issue and message for change that is deep within Puja Shah's beautiful prose. A must read!"

Jill McManigal, Co-Founder and Executive Director of Kids For Peace Global nonprofit

"Even as you read this very engaging novel today, every 30 seconds another child becomes a victim of human trafficking across the globe."

Mangneo Lhungdim, Executive Director of NGO Oasis India



## FOR IMMEDIATE RELEASE

Contact: Puja Shah  
[www.formysisterbook.com](http://www.formysisterbook.com)

# New Novel Reveals The True Cost Of The Global \$150 Billion Human Trafficking Industry, And The Irrepressible Hope And Courage Of Those Trapped By It

***For My Sister***, the debut novel by Puja Shah, tells the fictional story of twin sisters who turn to art, love, and inner strength to survive and reunite after being trafficked into Sonagachi, India's notorious red light district

**Carlsbad, California:** ***For My Sister***, a novel by author Puja Shah, aims to expose the often-ignored human cost of the multi-billion human trafficking industry through an intimate story of two fictional victims: twin sisters Amla and Asya, who cope with their harrowing new reality through poetry, mindfulness, and the bonds of sisterhood.

*"Human trafficking is the modern-day equivalent of slavery. It's a thriving shadow industry operating on every continent, with over 40 million victims and counting worldwide," says Shah. "The vast majority of these victims are women and girls, and with this novel I hope to not only encourage awareness of this crisis, but action to help end it."*

The novel highlights a selection of organizations that Shah was inspired by during her novel's research.

Shah organizes and participates in a variety of online events, book signings, and fundraisers aimed at gathering support for the mission. Updates and invitations for these events are posted periodically on her website [www.formysisterbook.com](http://www.formysisterbook.com).

The novel has already won 3 book awards including the 2023 Literary Titan Fiction Book Award, the 2022 International Book Award, and the 2022 American Writing Award for Social Change.

*For My Sister* harnesses rich storytelling and cultural exploration to deliver an urgent message. Shah explains, *"The story of Amla and Asya is one of light and darkness. I wanted it to reflect the beauty of Indian culture and the power of art and love in nourishing the human spirit: but also the harsh realities of human trafficking and the cyclical abuse of women that perpetuates this dark industry in many countries and cultures."*

The 286-page novel is published by Koehler Books. Digital and physical books can be made online at Amazon.com, Barnes and Nobles, Indiebound and all book retailers.

# ***For My Sister* supports an end to human trafficking: and so can you**

For My Sister is a work of fiction based on a very real global crisis.

The web of human trafficking involves tens of millions of victims and hundreds of billions of dollars, with a presence in every continent on earth.

The launch of the book aims to heighten awareness of this dark industry, so together we can play a part in dismantling it.

**An estimated 40.3 million people are victims of human trafficking**

**Human trafficking is a \$150 billion global industry**

**The majority of trafficking victims are girls and women**

**One in three trafficking victims are children**

**Human trafficking transactions exceed the sales of illegal firearms**

**A child is sold for sex up to 30 times per day**

## ***You can make a real difference***

The more support gathered for this campaign, the bigger its impact.

Every single person can make a difference, and there are multiple ways you can get involved:

### ***1. Cover the story and help spread the word***

Puja Shah is ready to work with you on feature articles, interviews, discussion panels, or other forms of content for your media platform.

### ***2. Join the *For My Sister* mailing list***

As a member of the mailing list, you'll receive periodical emails with news, event invites, and other updates related to the book and its mission.

Reach out and sign up at **[www.formysisterbook.com](http://www.formysisterbook.com)**



### 3. Have a book club event in support of a nonprofit for children's rights.

For My Sister book events have supported the following nonprofits:



# For My Sister Media Coverage



**Fox 5 San Diego News:**  
**[Watch here](#)**

The San Diego  
**Union-Tribune**

San Diego Union  
Tribune:  
**[Read the article here.](#)**

**browngirl**

Brown Girl Magazine:  
**[Read the article here.](#)**



Puja's Interview on  
Ruckus Ave. Radio:  
**[Listen here.](#)**



Koehler Books Interview:  
**[Read the article here.](#)**



The Brave Table Podcast  
with Neeta Bhushan:  
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Yoga Medicine Article on  
Seva by Puja:  
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Magazine Feature:  
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The Coconut Chats  
Podcast: **[Listen here.](#)**



Literary Titan 5 Star Editorial  
Book Review & Interview:  
**[For My Sister Review,](#)**  
**[The Strength Sisterhood Can Have](#)**

**ADELPHI**  
**UNIVERSITY**

Adelphi University Great  
Minds, Great Conversations:  
**[Watch here.](#)**



# Puja Shah

**Award Winning Author**



*I believe in the magic of a good story. I also believe in the power of connection.*

*As I meditate, I connect with myself, others, and the world at large. As I write, I unleash my creativity towards awareness on topics that can inspire change.*

*The widespread threat of human trafficking, including of women and children, is one such issue in urgent need of change: and this is what I chose to focus on in my debut novel, **For My Sister**.*

As a first generation immigrant, much of my journey blended both my worlds, the East and the West. I was two months premature in Queens, N.Y., where doctors told my parents I wouldn't survive. It was through the power of sanskrit mantra, their prayers or *puja*, that I was named.

I grew up to defy teachers who questioned my English skills by winning numerous poetry and short story awards. As an avid reader, I spent my teen years exploring New York City for poetry slams and book readings. The books I was drawn to were ones that explored social injustice. *The Bluest Eye*, *Black Boy*, and *A Fine Balance* and *Midnight's Children* were just a few that adorned my young adult bookshelf.

While I hold a graduate degree in dental medicine from Tufts University, I have also taken three yoga teacher trainings, and countless courses in various forms of yoga, meditation, and ancient wisdom. It was through meditation that I found courage to pursue my passion for writing. I share my voice as fiction and spoken word poetry on my social media influencer accounts and guided meditations in my family e-commerce business. My meditation album has been released on all music streaming platforms. I am currently a writing instructor at The San Diego Writer's Ink.

Upon moving to California, I served on the board for a children's cause nonprofit in San Diego for seven years and am the president of my own 501c3 family foundation. I also spent time volunteering in Uganda, India, and Mexico with organizations focused on children's rights. These journeys were where my inspiration to advocate for the underrepresented voice of the girl child came from.

[www.formysisterbook.com](http://www.formysisterbook.com)