

Blogger Vlogger

VOLUME 1 ISSUE 1

**Noble work that
deserves a Nobel**



Bloggers Alliance, Chandigarh Chapter launch

Heroes Amongst Us, Coming Soon



QUARTERLY NEWSLETTER OF BLOGGERS ALLIANCE

“If you love writing or making music or blogging or any sort of performing art, then do it. Do it with everything you’ve got. Just don’t plan on using it as a short-cut to making a living.”

- Seth Godin

TABLE OF CONTENTS

Message from the President	4
Message from the Secretary	5
Message from President Chandigarh Chapter	6
The Noble Work that Deserves a Nobel- Story of Venerable Bhikkhu Sanghasena	7
Bloggers Alliance Story	10
Heroes Amongst Us - A Book	17

MESSAGE FROM THE PRESIDENT

It is a pleasure to bring out Blogger Vlogger, the first newsletter of Bloggers Alliance.

The focus of this issue is climate change. Climate Change has become a hot topic of late. In recent news, a team of American scientists flew to the Mount Everest region in March to study how pollution has impacted the Himalayan mountains and glaciers that are melting due to global warming. The team led by John All of Western Washington University spent two months in the region collecting samples and studying the ice, snow and vegetation. The areas of research included how climate change has affected vegetation, snow and water availability for local people and how it is affecting local people. Though detailed findings are yet to come out, John All shared recently that not only lot of pollution is buried deep in the snow, but the snow was quite dark when they processed it.

Climate scientists have installed world's highest operating weather station at Mount Everest's Death Zone, including five other automated stations on other parts of the mountain, The National Geographic has reported. Tom Matthews and Baker Perry have erected seven-foot- building of a weather station at 27,650 feet (8,430 metres), which can withstand extreme climate. The new weather stations will also help understand how the climate change is affecting the Himalayas. More data on impact of climate change will be available soon for the public.

The seriousness and urgency of measures required to stop climate change will be understood soon by the whole world as more data gets available.

I wish the Bloggers Alliance Team a grand success ahead. As we bloggers are important members of civil society, let us not only grow professionally, but also keep making greater contribution to the social causes we feel connected with.



Best wishes

Dr Amit Nagpal

President, Bloggers Alliance

MESSAGE FROM THE SECRETARY

I wish Bloggers Alliance team a great success in the days to come.

Here are 9 reasons why bloggers need to join Bloggers Alliance.

1. Monetize your Blog

Increase blog traffic and monetize your blog through both direct and indirect options

2. Learn to Earn

Learn from experienced mentors, senior bloggers, digital marketing professionals and domain experts

3. Brand Yourself

Get Interviewed and Featured as Blogger of the Week on the website.

4. Network with Bigwigs

Network with senior bloggers, Chief Digital Officers and Digital Marketing Heads

5. Stay Updated

Attend workshops by experts on latest trends and digital disruption

6. Get Published

Meet authors and publishers and become a published author

7. Join Communities

Join niche Communities of travel bloggers, tech bloggers, food bloggers etc

8. Get Recognised

Get recognition badges and awards for your innovations, successes and new initiatives

9. Take Leadership Roles

Take up leadership roles of chapter heads, domain heads etc and prove your leadership and expertise

We also expect more people to come forward and donate to the cause of blogging and creativity.



Best wishes

Devendra Jaiswal

Secretary, Bloggers Alliance

MESSAGE FROM PRESIDENT CHANDIGARH CHAPTER

As President of Chandigarh Chapter of Bloggers Alliance, and General Secretary of Save the Himalayas Foundation, Chandigarh Chapter, I hold both the causes of blogging and saving Himalayas close to my heart.

The core of the blogging is creative expression and sharing of knowledge. The technology may change the mediums and tools of expression but the core human desires of sharing our knowledge, expressing our creativity and telling our stories will always remain. Blogging may turn into vlogging, Instagrams and Facebooks may become more popular than Bloggers and Wordpresses but the fundamentals can never change. We will always have a feeling to express and a story to tell.

Besides Chandigarh UT, the Chandigarh Chapter will also take care of activities in J & K, Punjab, Himachal Pradesh, Uttarakhand and Harayana (except NCR).

May the Blogging community of India rise and shine.



Best wishes

Narvijay Yadav

President, Chandigarh Chapter, Bloggers Alliance

THE NOBLE WORK THAT DESERVES A NOBEL- STORY OF VENERABLE BHIKKHU SANGHASENA



Venerable Bhikkhu Sanghasena is a compassionate monk doing selfless service to humanity. The Ministry of Social Justice and Empowerment, Government of India, presented him with the 'National Award for the Welfare of People with Disabilities' in the year 2000. The Gandhi Peace Foundation, India, honoured him with its prestigious 'World Peace Award' for the Year 2004 in recognition of his work for world peace, interfaith service and inter-religious harmony. In 1999, his name was included in the prestigious book 'Marquis' Who's Who'. The American Biographical Institute recognised Venerable Bhikkhu Sanghasena as it's 'Man of the Year 2002'. His Holiness Bhikkhu Sanghasena was born in the Ladakh region of Jammu and Kashmir. He was brought up in a deeply religious family and was nurtured by people who followed Buddhist traditions both in letter and spirit and believed in the values of

compassion, peacefulness, and innocence.

At the young age of 17, he joined the Indian Army which groomed him into a disciplined and responsible person. In 1974, answering to his inner calling to undertake a spiritual odyssey, he decided to leave the army.

"I joined the army at the age of 17 in 1974 and served for four and a half years. After meeting a Buddhist monk and hearing the preaching of the Buddha, I felt I was not leading a pure Buddhist life.

I decided to quit the army to be a monk."

He left his heavenly abode of Ladakh and became a disciple of the renowned Buddhist monk, Venerable Acharya Buddharakkhita Mahathera, the abbot of the Mahabodhi Society Vihara, Bangalore. After receiving full ordination, Ven. Sanghasena undertook Dhamma studies and practiced Buddhist meditations of several types.

He returned to Ladakh in 1986 and realised that progress had bypassed the isolated region. His next calling was ready; educating the underprivileged children in Ladakh to help them keep pace with the rest of the world.

In 1992, he began with the Mahabodhi Residential School, an educational institution in Devachan, Leh, initially with girls and later admitted boys too. Under the leadership of Sanghasena, the school has expanded and now has three new branches – in Timisgang, Bodhkarbu and Nye.

In the same year, he founded the Mahabodhi International Meditation Centre (MIMC) in Ladakh. He continues to work tirelessly to put the Buddha's teachings of love, kindness and compassion into action. MIMC is located in 250 acres at Devachan Campus at Choglamsar, Ladakh. The campus is abuzz with volunteers, visitors, and seekers from different parts of the world, who visit every summer to participate in various activities and events including meditation, yoga, festivals, spiritual teaching programs and humanitarian services.

The Devachan campus once barren has now blossomed into a fertile land having thousands of apple and apricot trees and multiple varieties of flowers which provide a colorful and sweetly perfumed backdrop to the graceful campus. Besides leading high quality education initiative, several organisations under his leadership are providing shelter to underprivileged children, compassionate healthcare for the sick, literacy and empowerment programmes for women and other disadvantaged groups, a caring home for the aged and destitute, and so forth. In addition, he is proactively involved in fostering numerous peace-building and inter-faith harmony and inter-religious dialogues.

Bhikkhu Sanghasena in addition to promoting various environmental, educational, health initiatives is also involved with various national and international festivals for promoting and preservation of the Buddhist and Himalayan cultural heritage.



Venerable Bhikkhu Sanghasena has distinguished himself both as a charismatic and energetic social reformer and a spiritual guide who by example teaches application of Buddhist principles in day to day life. Through his popular programs- 'Compassion in Action' and 'Meditation in Action', his captivating smile and compassionate actions have touched and transformed thousands of lives across the world. Bhikkhu Sanghasena is also the founder of 'Save the Himalaya Foundation' (SHF), New Delhi, which is dedicated to the beautification of Himalayan mountains & regions, 'Foundation for Indian Buddhists' (FIB) also based at New Delhi, which is dedicated to the revival of Buddhism in its birth place. He is also the founder of the 'Mahakaruna Foundation', New Delhi, dedicated to promote universal compassion and the 'Ladakh Think Tank Forum', dedicated to future vision of Ladakh.

Ven. Sanghasena has traveled extensively across the world and participated in several international conferences, seminars and workshops. He leads by



example and urges everyone to promote spiritual and cultural values, environmental protection, non-violence, inter-religious harmony, and peaceful co-existence. He is not shy in raising his voice against critical global issues such as destructive armaments, destruction of the environment and ecology, human injustice, consumerism, economic imbalance and racism.

Bhikkhu Sanghasena is a strong proponent of the Indian philosophy of 'Vasudhaiv Kutumbkam'- the world is one family- as the only solution for peace in our conflict ridden world. He is actively engaged and committed along with several other leading national and international organizations to a safer, peaceful and integrated world. He has emerged as a globally recognized and respected Buddhist leader.

He has undertaken numerous daunting activities in the harsh climate and unfavourable terrain of Ladakh. He has witnessed first-hand the serious effects of climate change in the region and the difficult conditions in which mountain communities

live. While he appreciates the role of tourism in generating prosperity, he is weary of the unsustainable nature of this so called 'tourism'.

To carry forward his environmental and humanitarian work in the Himalayas, Bhikkhu Sanghasena felt the urgent need to create a platform for partnering with like-minded individuals and organisations to act jointly in addressing some of the most pressing issues of the Himalayan region and thus 'Save the Himalayas Foundation' was born. It is an effort to address these major challenges by bringing together people who respect land, nature and traditional life and values.

During the Mahakaruna day celebration in Delhi on 4th February 2017, Dr. Karan Singh, the great Indologist and a member of the Indian parliament, in his keynote speech recommended the name of Bhikkhu Sanghasena for Nobel Peace Prize for humanitarian services.

May our world be wiser, more compassionate and courageous in the days to come and be blessed by spiritual leaders like Venerable Bhikkhu Sanghasena.

BLOGGERS ALLIANCE STORY

The Back Story

The Why

Apple Co-Founder Steve Wozniak made a sweeping statement, "Indians Lack Creativity" during his visit to India in February 2018. Steve pointed out that Indians measure success with academic excellence and a stable job, but lack creativity. He also emphasized, "The creativity gets lost when behaviour is predictable and structured ultimately making everyone similar".



Bloggers Alliance

Association of Bloggers, Storytellers and Creators

Indian Education and Rote Learning

Although I disagree with Steve in terms of the stereotype and generalization, I have definitely experienced that Indian schooling and education system emphasizes on rote learning, which diminishes overall creativity in children. So I began introspecting and wondered how I can further contribute to the nurturing and enhancement of creative process in India. Indian education system needs structural reforms to encourage creativity and innovation. In fact if one analyses at the deeper issue, being a developing country we discourage risk taking and creativity requires taking risks and risking failure. Coming up with creative and innovative ideas also require risking ridicule.

“Blogging is to writing what extreme sports are to athletics: more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.”

- Andrew Sullivan



Encouraging Creativity, Empowering Creatives

The What

Empowering creatives (and introverts) has been my lifetime mission since 2010. I had realized that social media and blogs have empowered creative people to showcase their creativity to the whole world. Creative people need to be educated and skilled to take advantage of the digital tools. Blogging is a platform creative people can use to showcase their creative output and freelancers can showcase their creative portfolios online.

Connecting the Dots

The How

Storytelling has been gaining popularity in the digital world while social media began democratizing storytelling. Everyone has inherent creativity and a story to tell. In fact I personally believe storytelling is a higher and structured form of creativity. Or in other words storytelling is Narrative + Meaning. So I decided to connect the dots and empower creatives, encouraging creativity one step at a time.

I looked for like-minded people, did the necessary research & administrative work and we decided to launch the Alliance soon. Devendra Jaiswal (Co Founder), Dr Prakash Hindustani (Member, Advisory Board), Preeti Subberwal (Vice President) and Narvijay Yadav (President Chandigarh Chapter) are founder members of the alliance. In fact Devendra Jaiswal was already working on creating a creative ecosystem in India.

“Don’t focus on having a great blog. Focus on producing a blog that’s great for your readers.”

– Brian Clark

Bloggers Alliance is Born

The introspection led to the idea of creating an association of bloggers, storytellers and creators. The name Bloggers Alliance was finalized as a platform “for the bloggers, by the bloggers.”

At Blogger's Alliance, we aim to inspire and guide bloggers to become storytellers and storytellers to become better storytellers. We intend to enhance the creativity and bring out the stories of as many people as we can. Our punchline reflects our mission aptly,

“Handholding bloggers on the road to success”.

9 REASONS

Why Join Bloggers Alliance

“The first thing you need to decide when you build your blog is what you want to accomplish with it, and what it can do if successful.”

– Ron Dawson

1 **Monetize your Blog**

Increase blog traffic and monetize

2 **Learn to Earn**

Learning from experienced mentors, senior bloggers, digital marketing professionals and domain experts

3 **Brand Yourself**

Get Interviewed and Featured as Blogger of the Week

4 **Network with Bigwigs**

Networking with Chief Digital Officers/ Digital Marketing Heads

5 **Stay Updated**

Attend workshops by experts on latest trends and digital disruption

6 **Get Published**

Meet authors and publishers and become a published author

7 **Join Communities**

Join niche Communities of travel bloggers, tech bloggers, food bloggers etc

8 **Get Recognised**

Get recognition badges and awards for your innovations, successes and new initiatives

9 **Take Leadership Roles**

Take up leadership roles of chapter heads, domain heads etc and prove your leadership and expertise





BLOGGERS ALLIANCE-A PROFILE

Bloggers Alliance Education Society (BAES), the national association of bloggers was established in 2019 to promote the recognition of blogging as a profession and to formulate and interpret to the public the objectives and the potentialities of blogging as a tool for social change.

Bloggers Alliance is a not for profit society, registered under HRRSA, 2012 (Regn No 03256)

Vision

To empower bloggers in becoming national / global influencers and changemakers by supporting them in optimizing power of blogging

Mission

To serve blogging community by providing training, coaching, networking, branding and other opportunities required for professional success and support them in creating social change

“It should feel genuinely good to earn income from your blog
– you should be driven by a healthy ambition to succeed.
If your blog provides genuine value, you fully deserve to earn
income from it.”

– Steve Pavlina



OBJECTIVES OF BLOGGERS ALLIANCE

1

To train and coach bloggers in the areas of blog branding/ personal branding, digital marketing and blogging tips

2

To mentor and train bloggers to become published authors. Mentoring will be provided on approaching publishers and literary agents.

3

To train and mentor bloggers in speaking and story narration skills through tie ups and Blogger Meets

4

To inspire, groom and mentor bloggers into storytellers

5

To syndicate and promote the best content on Bloggers Alliance social platforms.

9

To provide international opportunities to bloggers to speak, coach, train and so on.

6

To train and mentor bloggers in influencer marketing and approaching companies for brand collaboration.

10

To provide information to bloggers on upcoming conferences, events, trends, opportunities for influencers marketing and so on.

7

To provide a platform for bloggers to network and explore synergies

11

To provide a community and sense of belongingness by creating interest groups and topic wise sub-communities (*Facebook groups & Twitter chats*)

8

To invite top bloggers, speakers, storytellers, authors to share best practices with bloggers/ members.

12

To promote bloggers through interviews and train them on media relations and PR skills.

13

To train corporates on areas such as blogger engagement and influencer marketing.

14

To be a bridge between the corporate world and blogosphere.

15

To provide free and paid resources such as books, eBooks, webinars and so on.

16

To provide mentoring on work from home opportunities for women, physically challenged, students, freelancers and others.



“Successful blogging is not about one time hits. It’s about building a loyal following over time.”

- David Aston

MEMBERS OF ADVISORY BOARD

Ananda Sukarlan, Pianist and Blogger, Spain

Dr AK Sapre, Professor & Former Director, IIPS, Indore

Dr NK Sahu, IES, Former Jt Secretary, Ministry of HRD, India

Dr Prakash Hindustani, Journalist/ Blogger & Founder Editor, Webdunia.com, India

Harjeet Khanduja, VP-HR, Reliance Jio, & Blogger, India

JD Gershbein, Speaker and LinkedIn expert, USA

Mrityunjay K. Jha, Broadcast Journalist with 3 decades of experience, India

Osama Manzar, Founder, Digital Empowerment Foundation, India

OUR CORE VALUES

Collaboration

To encourage spirit of collaboration between members and with external stakeholders

Co-Creation

To co-create opportunities including content

Learning

To provide a platform for learning and evolution

Empowerment

To empower bloggers to bring out their peak potential

Action Orientation

To focus on execution and action

Inspiration

To provide inspiration to community and society

Global Outlook

To promote a global mindset in internal stakeholders

Community

To develop a close knitted community and sense of belonging

Empathy

To be empathetic while creating content





ACTIVITIES FOR BLOGGERS AND SOCIETY

ACTIVITIES FOR BLOGGERS AND SOCIAL CHANGE

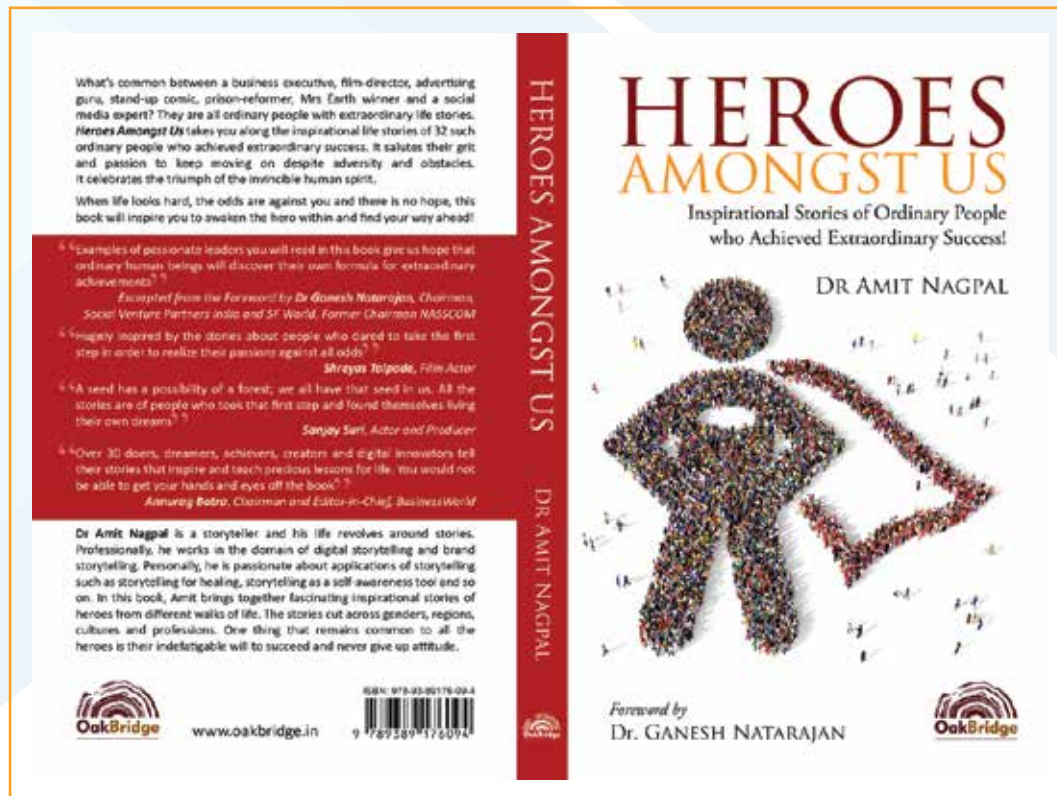
BLOGGER RELATED ACTIVITIES				OTHER ACTIVITIES
Learning Activities	Networking Activities	Empowerment Activities	Talent Management Activities	Social Change Activities
Workshops	Blogger Meet	Training	Leadership Opportunities & Mentoring	Promote social causes
Master Class	Sub Domain communities	Coaching	Awards	Support government initiatives
Conferences	Collaborating with social entrepreneurs/ non-profits	Publishing assistance	Contests	Influencing government policy
Seminars	Online communities	Bringing out peak potential	Co-publishing success stories	Community building/ Outbound events



HEROES AMONGST US

The book is about stories of ordinary people who went on to do extraordinary things.

The objective is very clear and razor sharp- to inspire readers, especially who belong to the blogging community. We have included stories of people who talk about their challenges at various stages in their life and how they overcame them to be successful and how they converted their fears into their success mantras.. The readers can co-relate with their own struggles to draw inspiration from these real life situations.



You might be wondering why we chose 30 people from 7 different countries. The human story has the same vulnerability everywhere and people go through similar struggles, experiences, emotions, successes, failures and the same type of roller coaster rides. From USA to Africa and from Australia to India, we have similar longing for love and belonging.

To build global bridges between cultures, nations and people, we need to focus on these similarities rather than our differences. We chose a mix of stories from superheroes to sheroes and heroes to inspire readers from varied walks of life. The contributors are from different domains ranging from film direction to HR, from those working for world peace to digital empowerment. Yet the common thread running through the contributors is that all of them are active bloggers/authors and about half are TEDx speakers and mentors.

Endorsements for the Book

"Starting the journey is often the most difficult part but those who are committed ultimately succeed in reaching the destination. Hugely inspired by the stories about people who dared to take the first step in order to realize their passions against all odds."

Shreyas Talpade, Film Actor, Mumbai

"An inspiring series of stories about people who were able to follow their passions and put what they learnt into practice, setting examples for many young people."

Vivaan Shah, Actor and Author

Finding one's own way in life is one of the major issues everyone has to face and solve in life. It is a search made of attempts and failures, often lived as defeats. But in reality they are only adjustments on our paths, that rarely need a 90° turn. Not everybody is able to undertake them. Those who can, open for themselves a path of self achievement.

This book is an interesting collection of stories of people who could do this turn in their lives, and can be examples for others.

Andrea Baldi, Director, Italian Embassy Cultural Center, New Delhi

A seed has a possibility of a forest; we all have that seed in us. It is about taking that first step and the universe aligns. All the stories are of people who took that first step and find themselves living their own dreams and not others.

"Jo chal pada woh pahunch gaya...
jo chala hi nahi woh kya pahunche ga"

Sanjay Suri, Actor and Producer, Mumbai

About Narvijay Yadav

A media entrepreneur, Narvijay has been a successful journalist for over three decades before venturing into the field of Public Relations and Marketing Communications in 2006. Born in Budaun (UP) on 24 Dec 1964, he did BSc (Bio) from University of Allahabad and holds a PG Diploma in Journalism & Mass Communication.

Narvijay, a passionate media professional with over 30 years of experience, started career in journalism in 1988 from 'Free Press', Indore and played leading role in establishing 'Dainik Bhaskar' in Chandigarh and 'Rashtriya Sahara' in New Delhi.

Having been associated with both sides of media, Narvijay knows the verve of the industry. As a journalist, he victoriously handled the post of Defence Correspondent in New Delhi (1996-97). He also covered the Ministries of Railways, Sc & Tech, Civil Aviation, Health, Parliament and BJP beats during the Vajpayee era. Narvijay has been associated with various organizations, i.e. Public Relations Council of India; Chandigarh Sahitya Akademi; Indian Science Writers Association; Mahabodhi Ladakh; Bloggers Alliance (President, Chd Chapter); Save the Himalayas Foundation (Secy Gen, Chd); and Prakash Foundation (Founder President).

Mobile: 98141-36699

Email: narvijayindia@gmail.com

Twitter: @narvijayyadav

About SpecttrumPR

In the challenging global environment when the leading world economies suffered recession and slow downs, SpecttrumPR, made a humble start in 2008. Sheer dedication, honesty, zeal to serve and passion to grow, bore fruits, and SpecttrumPR is listed now one of the leading firms of India.

Relying on the thoughtful policies which nurture from the intellectual thoughts of senior journalist Narvijay Yadav, the firm has served the media industry, as well as its clients, not only to their satisfaction, but delight. Marketing communication and Media Consultancy, being key focus areas of SpecttrumPR, have earned wide acclamation to the organization where the quality is never compromised for any reason.

SpecttrumPR provides PR, marketing communication, content, branding and social media services to a variety of clients from diverse sectors such as Entertainment, Lifestyle, Healthcare, Education, Tourism and Business. It provides quality media services in Punjab, Haryana, Himachal, Jammu, Uttarakhand, UP, MP, Delhi, Bangalore, Gujarat and many other states.

Facebook/ Instagram/ Twitter: @SpecttrumPR

Email: specttrumnews@gmail.com

Save the World, Heal the World International Blogging Contest

(Jointly organized by Bloggers Alliance, Save the Himalayas Foundation and SpectrumPR)

Entries are invited for international blogging competition from students and working professionals on the following two themes

**Save the Himalayas
to Stop the Climate Change**

**Heal the World, Save Mother Earth
(UN SDGs, Sustainable living, 3P, Pollution)**

Last date for receiving entries: 30th September, 2019.

To know more, visit this link

<https://amitnagpalstoryteller.blogspot.com/2019/06/save-world-heal-world-international.html>

In case of any queries, please send an email to president@bloggersalliance.org



Bloggers Alliance
Association of Bloggers, Storytellers and Creators

