

## e-India Perspectives

After the Covid induced hiatus, India Perspectives is back. This time with a new digital look!

2. The revamped e-magazine incorporates several features that make it contemporary, user-friendly, and aligned with the interests of its readership. Some of the major features include:

- a) It is an e-magazine, published every two months, and available through dedicated **mobile applications** on iOS and Android, as well as on the **India Perspectives website**([www.indiaperspectives.com](http://www.indiaperspectives.com)).
- b) The magazine, mobile application, and website are now available in **17 languages. Sanskrit has been added as a new language.** The other languages include English, Hindi, Arabic, Russian, French, Chinese, Spanish, Portuguese, German, Italian, Japanese, Pashto, Persian, Bahasa Indonesia, Sinhala, and Tamil.
- c) Fortnightly **audio and video podcasts** and a **Children's Corner** featuring content for children, such as stories, comic strips, cultural crosswords, and puzzles, can also be accessed through the mobile application and the IP website.
- d) We are also digitizing older issues of the magazine, which can be accessed through the **archives section** on the app and the website.
- e) The magazine has **social media** handles on X (@IndPerspectives), Instagram (@indiaperspectives), YouTube (@IndiaPerspectives), Facebook (IndiaPerspectivesMEA), LinkedIn (india-perspectives), and Pinterest (IndiaPerspectives), where snackable content, such as reels, carousel posts, infographics, etc., showcasing diverse facets of India, is posted on a daily basis.

3. The first issue of the magazine is now available on the app and the website. It features articles on India's leadership of the Global South and on climate action; celebrations of Indian festivals around the world; diaspora diaries featuring Shailesh Jejurikar; stories on innovation, fashion, and food; and articles on Gyan Bharatam, millets, Mission LiFE, India Stack, and Mithila art. The edition also includes inspirational content based on the journey of cricketer Harmanpreet Kaur, along with

write-ups on travel and tourism in Madhya Pradesh and Maharashtra. Additionally, it offers a quiz arcade comprising crosswords and quizzes on Indian culture.

4. The mobile application for the magazine can be downloaded from the Apple App Store and Google Play Store through the following links:

<https://apps.apple.com/us/app/the-india-perspectives/id6760363778>

[https://play.google.com/store/apps/details?id=com.maxposure.indiaperspectives&pcampaignid=web\\_share](https://play.google.com/store/apps/details?id=com.maxposure.indiaperspectives&pcampaignid=web_share)

5. QR codes for downloading the mobile application, and creatives for printing standees, can be accessed through the Google Drive link below:

<https://drive.google.com/drive/folders/17E8jtdg8okaVQYVI8VYiSYeAX8zoCrmb>

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