

## **Poetry and Literary Session Conducted at APS Jammu Cantt**

A highly engaging and insightful poetry and literary session was conducted at Army Public School Jammu Cantt on September 10, 2024 by Mr Sahaj Sabharwal, a young and accomplished Content Writer, Author, Aeronautical Engineer, and Social Media Influencer. With an impressive portfolio of three published books and collaborations with over 50 brands and organizations, Sahaj brought a wealth of experience and knowledge to the students.

The session aimed to guide students of classes through the journey of becoming published authors, providing a step-by-step understanding of the book publishing process. Mr Sahaj emphasized the importance of leveraging social media for effective marketing, sharing key strategies on how budding authors can promote their work online. He also gave students a comprehensive breakdown of the stages involved in getting a book published, from writing to editing, finding a publisher, and navigating self-publishing options. A special session focused on the power of social media in promoting literary works. Sahaj shared tips on building a personal brand, engaging with audiences, and using platforms like Instagram, Twitter, and LinkedIn to market books effectively.

Drawing from his own journey, Mr Sahaj shared personal anecdotes, discussing the challenges he faced in the literary and social media fields. His story inspired students to pursue their passions despite obstacles, with an emphasis on perseverance and self-growth. A dedicated Q&A session allowed students to raise queries about writing, publishing, and social media strategies. Sahaj answered each question thoroughly, providing practical advice tailored to the students' specific concerns.

The interactive session not only provided technical insights into writing and publishing but also served as a powerful motivational platform. Students were visibly inspired by Mr Sahaj's achievements and his candid discussion of the real-world challenges in the industry. The interactive nature of the session, coupled with Sahaj's approachable demeanor, made the session both educational and inspiring for all attendees equipping them with the knowledge and motivation needed to embark on their own literary journeys.

