

Aashi: I would like to begin by congratulating you on the publication of "WHY-Reason for every Action." How has the response to the book been so far?

Abdul Ghaffar: Thank you Ms. Aashi. This is the question that is expected by all authors and they always want to have its positive answer. I am happy to inform you that I have received an overwhelming response from my friends, colleagues, and other people, too, across the world. This is beyond my expectation. I thank GOD and my readers for it.

Aashi: What led to the idea of writing "WHY-Reason for every Action"? Were there any events that inspired the work?

Abdul Ghaffar: You have asked a very lovely question. Of course, there is a reason for every action. Since my childhood, I have the nature to ask lots of questions to know about my surroundings. I have always been looking for a reason for any action. It helps me to find the real cause of the incident. One day, I was watching an interview of a motivational speaker on YouTube. During the interview, in a response to a question, that gentleman said that first of all we should know, "What is why?" This question touched my heart and I started to research this topic for further knowledge and now you can see this curiosity in the form of a book.

Aashi: How easy or difficult was it for you to write on a subject that held relevance for all and also remain objective about them in "WHY-Reason for every Action"?

Abdul Ghaffar: Thank you for this nice question. This topic is very touchy to everyone. No one can say that there is an action without any reason. So, it is easy for people to understand what I have said in the book. Instead of being a highly important topic, there is very little work available on it. In completion of this book, mostly my personal experiences have played a pivotal role. Without going into detail, I would like to simply say that this book will show its relevance for every stratum of society at all time. This will help everyone to find the reason for their success or failure that will help them developing or learning in their future. This book will help you to concentrate on a 3D formula of Success – Dream, Drive and Deliver If you learn to know your WHY.

Aashi: What are your views about present-day writing? Do you think it does complete justice in depicting human nature in the light of "WHY-Reason for every Action"?

Abdul Ghaffar: Well. There is a very big difference between olden days writings and today's writings. In the olden days, it was difficult to gather information to write a book. At that time, people used to travel a lot to check the due diligence of the information. Authenticity and quality of information was the hallmark of their writings. Almost all manuscript were handwritten. Therefore, publishing a book was a herculean task. Now, time has changed, technology has made life easy in every sphere. Information is available at the fingertips of everyone. Internet and search engine have created a very easy access environment to everything. But, the biggest problem that has arisen due to social media that we get unauthentic information in bulk and secondly, we lost concentration to read a long paragraph. The easy access to information paved the way for new authors to write articles and books. It led to another problem that the workload of the publishing company increased suddenly. Although there are many corporate houses involved in it, the best contribution has been done by self-publishing companies. So far as your second part of the question is concerned, I would like to say that plenty of works has been done to depict human behaviour especially in human psychology and critical thinking. However, there are still many areas where attention should be paid to work on it.

Aashi: "WHY-Reason for every Action" shows the uniqueness of your style of writing. Are there any authors that you enjoy reading or any books which are your favourites? Abdul Ghaffar: You are right. We are directly or indirectly influenced by someone or something. The style which I have adopted in my book is, basically, close to religious scriptures. Similarly, you will find this type of style in it where a statement or argument is supported by stories. Besides this, I am influenced by many great authors such as Simon Sinek, Shiv Khera, Robin Sharma, Brain Tracey, Dale Carnegie etc. I have a reading habit and never want to miss any opportunity to read if I get a chance. I have fond of reading novels and science fictions. I love to read even Urdu, Hind and English fictions and novels. The Imran series of Ibn-e-Safi's novel is my favourite novel series and I read it whenever I get time or not able to concentrate on anything.

Aashi: How would you categorize "WHY-Reason for every Action" as its appeal seems to be to a broad audience?

Abdul Ghaffar: It's a nice question. I would like to say that this is a wonderful book which is ready to answer the many questions of a large audience related to the reason for their actions. We need to understand that nothing happens without any reason whether it is a man-made or God's action. The issue is that we don't understand because of the missing element of WHY. This is the only possible way to know the reason by asking the question 'why'. No one can deny with this fact that the answer to why is the reasons for every action. I am confident that this book will be helpful for everyone without any societal barrier if they want to know the reason for their success or failure. Knowing their WHY can help them to retain or regain the desired results.

Aashi: "WHY-Reason for every Action" has given a powerful introduction to your potential as a writer. Can the readers expect more from you in the future? Please share about your future projects.

Abdul Ghaffar: Let me answer this question differently. The goal shouldn't be static or stagnant If you don't want to stop your growth and development. There are two powerful tools in your life to achieve the goal continuously: one is Intensity of Desire and the second is Continuity of Efforts. Both tools work together. The absence of any tool may pause you at any point in time to achieve your goal. Looking forward is the nature of human being and a sign of progress, so, you need to use both tools to harvest your fruits of success. My readers have the right to expect me to come up with something new. Their expectation from me is a testimony that my work has been accepted and appreciated by my readers. I am working on it and they will get it soon.

Aashi: What is the story behind the title of your work, "WHY-Reason for every Action"?

Abdul Ghaffar: Let me go back to 1987 when I was in high school. Although I had been a good student in my school I missed first division by two marks in Bihar Board Examination. It was a big shock not only for me but for my teachers, too. No one was expecting second division for me while thirteen students had the first division from the same class. I tried to do introspect to find the reason and realized that I need to work hard more focused and more dedicated. I submerged myself fully in study. And a day came after seven years of continuous effort and maintaining the intensity of desire, I was awarded a gold medal for scoring the highest marks at M.A. in Aligarh Muslim University. Now, I think that if I were the first division at the high school level I would never get a gold medal in university. It means there is always a reason behind something. My question was 'WHY', to me and I found the reason. That is why I opted for the above-mentioned title for my first book. This is a message for everyone who misses their target by any means and eager to win it. You can regain it if you try to know your why and maintain the reason to come back from set back.

Aashi: How easy or difficult was it for you to write on an abstract topic and make sure your approach remains practical throughout the writing in "WHY-Reason for every Action"?

Abdul Ghaffar: It's really a lovely question among all which you asked till now. As I understand, easy and difficult is decided based on your knowledge and understanding. If you know something that is easy and if you don't know that is difficult. It's as simple as this. The pragmatic approach is that you need to create an environment of your dream around you and consider yourself part of that situation. Believe me, you will get unexpected support internally as well as externally to achieve your dream. This happened to me, too. I used to be in the same condition all the time. All questions starting with 'W' were looking like 'WHY' to me. The WHY was standing everywhere in front of me before any action. Due to this situation, the result is available here in your hand. You will not find this much of WHYS in any single book other than 'WHY-Reason for every Action'.



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