

Social Sciences Catalogue

September 2026

DNA of Bharat: The World Guru by Dr. Jaikaran Goel

“DNA of Bharat: The World Guru” draws a parallel between the Ganga’s journey to the ocean and human life’s spiritual journey toward the Divine. It explores how collective thoughts shape national ideology and highlights Bharat’s enduring Vedic culture despite centuries of foreign rule. The book reflects on how modern politics drifted toward Western ideologies and offers a simple yet profound insight into Bharat’s civilizational spirit—inviting readers to rediscover its timeless wisdom and rightful place as the Vishwa Guru. | Born in the village of Madina (Ahulana), Sonipat, Haryana, the author is an esteemed Ayurvedic practitioner, educationist, and social-religious worker. He founded Geeta Vidya Mandir to uplift education in Gohana and built a temple of Maa Durga seeking spiritual solace. Deeply influenced by national events, he engaged with RSS and studied Vedic and Chanakya’s teachings. He also authored “Manushya Ki Niyati Hai Bhagwan Hona”, a simplified rendition of the Srimad Bhagavad Gita. He now manufactures Herbodent toothpaste in Delhi. | Paperback - Second Edition, 2026, 368 p., 23 x 16 cm (Perfect Bound), ISBN 9788195669387 - ₹ 600/-