

Apeejay Bangla Sahitya Utsob 2016, India's pioneering Bangla Literary Festival commences today

USPs of the second edition

- *Half day Literary Heritage Tour of residence and work places of Bangla literary icons*
- *Tracking the evolution of Bangla literature through various forms of writings*
- *Role of Detective stories & Mysteries in Bangla literature*
- *Impact of social media on Bangla Literature*
- *Bangla Literary Quiz, Shabdabaaji,*
- *Bangla Short Story and Poetry writing contest online, Kotha Kom Kaaj Beshi ,*
- *Cosplay of favourite Bangla literary characters*
- *Graffiti*

Kolkata, 21st October 2016: The second edition of **Apeejay Bangla Sahitya Utsob 2016 (ABSU)**, India's pioneer Bengali Literary Festival was inaugurated today at the nearly 100 year old heritage Oxford Bookstore Park Street in the distinguished presence of eminent novelists **Nabaneeta Deb Sen, Sankha Ghosh, Sanjib Chattopadhyay** and **Selina Hussain**, renowned author from **Bangladesh**. The Utsob began with an engaging discussion on **which kind of writing is more enjoyable for the writers?** accurately named as **Kon Dhoren Lekhai Beshi Anando Pai?**. Created in association with Patra Bharati, the Utsob will be conducted over 2 days today and tomorrow 22nd October.

Speaking to reporters during the Utsob, **Swagat Sengupta, Chief Executive Officer of Oxford Bookstore and Director Apeejay Bangla Sahitya Utsob** said, *"Bengal loves its cultural and literary heritage. We haven't adequately mastered how to pass it on to the next generation and how not to trap our wonderful literary legacy in nostalgia. Our literature and cultural legacy can be persevered and can thrive when millennials understand its relevance and take it forward in their own unique ways. That's a big objective for us at Oxford Bookstores which is why we conducted the Literary Heritage Tour with an aim to discover the hidden literary treasures of Bengal visiting the residence and work places of Bangla icons. The Utsob is being curated as a celebration as well as a beehive of information about the wonderful Bangla literary legacy. We hope that those who are in Kolkata will flock to our heritage bookstore hosting ABSU to participate and for those who are away we are glad to make available live streaming on you tube and blogging in English and Bangla directly from Oxford Bookstore Park Street"*.

Speaking to reporters during the Utsob, **Mr. Tridib Kumar Chattopadhyay, Managing Director, Patra Bharati Group of Publications** said, *"Kolkata is considered as the cultural*

capital of India but not everybody is aware of the rich intellect we possess. To fill the void and establish a platform, Apeejay Bangla Sahitya Utsob, the pioneering mellifluous confluence of literature, culture and language, a one of a kind initiative jointly helmed by Oxford Bookstore and Patra Bharati in its second year, has carefully crafted every event capturing key elements of Bangla Literature with a promise to showcase the best in these two days."

Oxford Bookstore hummed with traditional Bangla adda seeing intellectual exchange and exhilarating discussions with sessions like **Onu – Paromanu - Golpo- Kobita- Hujuk na Sahitya?** (Short and tiny tales or poems: Are they literature or gimmick?) with renowned authors and writers **Komolini Chakraborty, Saikat Mukhopadhyay, Anindo Chattopadhyay and Chumki Chattopadhyay**. Followed by a stimulating discussion on **Lekhar Alongkoroner Ki Proyojon?** (Why does literature need illustration?) with eminent writers **Subrata Gangapadhaya, Anup Ray and Debabroto Ghosh**. The 1st day of the Utsob ended with an engrossing debate on **Onno Jogoter Taroka Elen Onno Rokom Lekhai?** (Stars from the world of other arts writing different forms of literature) with famous singer **Nachiketa, Swagata Lakshmi Dasgupta** and popular television and theatre artist **Kheyali Dastidar**. A special graffiti has been created by The Indian Artist during the Utsob to pay tribute to the myriad icons of Bangla literature. It was a celebration of the legacy that Bangla Literature has created for itself. The final piece was displayed at the bookstore wherein all the participating delegates signed the canvas, for enshrining it as a representation of the soul of the festival.

Coming up tomorrow 22nd October:

- **Bangla Sahitya Quiz** hosted with **Xquizit** and a special curated game of words, **Shabdabaaji**
- **Cosplay (Bohurupi)** for the first time ever in a Bangla literary festival where kids and youngsters will dress up as their favourite Bangla literary characters
- Adda and discussions on: **'Mukher Bhasha Ki Sahitya r Bhasha Hoya Uchit ?** (Should spoken colloquial language be the language of literature?) with prominent authors **Shirsendu Mukhopadhyay, Nrisingha Prasad Bhaduri, and Ranjan Bandopadhyay**.

Social Media Ki Sahitor Khoti Korche (Is social media hampering literature?) with eminent panellists **Srijato, Procheto Gupto, Binod Ghoshal and Himadrikishor Dasgupta**.

Rohosho – Romancho – Goenda likhlia e jonopriyo? (Detective stories, Thrillers, Mysteries--Are the sure shot ways of becoming best-sellers? With celebrated authors **Samaresh Majumder, Anish Deb, Krishnendu Mukherjee and Tridib Chattopadhyay**.

'Cinema ta Sahitya er Goenda ra' (From page to stage: Literature's detectives on the big screen) with renowned film Director **Sandip Ray, Arindam Sil** and eminent actors **Sabyasachi Chakraborty and Abir Chatterjee**.

Our Partners:

Apeejay Bangla Sahitya Utsob 2016 is supported by 24 Ghanta. 94.3 Radio One is the radio partner and Hanglaatherium is a food partner and Kolkata Bloggers as blogging partner. Beside these partners we also have strategic partnership with Shabdabaaji, Xquizit, Let Us Go, First Flush and The Indian Artist.

About panelists:

Sanjib Chattopadhyay: is a Bengali novelist and writer of short stories. His style is characterized by use of short satirical sentences mixed with very lively language. He is an authority on subjects related to Sri Sri Ramkrishna, Swami Vivekananda and Nivedita. Receiver of many national awards.

Sankha Ghosh: is a Bengali Indian poet and critic. He is regarded a leading authority on Rabindranath Tagore in addition to being one of the most prolific writers in Bengali. Received several National awards for his contribution to Bengali Literature

Selina Hussain: Author | Recipient of SAARC Literary award in 2015 | Chairman of Bangladesh Shishu Academy | Founder of Fareea Lara Foundation, which works to improve the lives of impoverished people of Bangladesh.

Subrata Gangopadhyay: Started his career as an illustrator and graphic novel artist, Painter | Renowned for working with modern realist traditions.

Swagata Lakshmi Dasgupta: Musician | Acclaimed for her rendition of Rabindrasangeet | She is only singer of all rabindrasangeet. Felicitated with Sangeet Mahasamman award from the Govt. of West Bengal as well as Millennium Kalakar Award for her outstanding contribution in Indian Music. She is also an outstanding poet and has translated Rabindranath's songs and poems. Author of the book *Galaxy*.

Saikat Mukhopadhyay: One of the most promising new faces of Bengali Literature. His strengths lay in writing on a varied range of subjects and genres, from comedy to crime thrillers. Best known for *Maranbibha* and *Nightyr proti Bermuda*.

Nabanita Deb Sen: is an award-winning Indian poet, novelist and academic. Apart from her awards and contribution to Literature, she also runs the organisation "Shoi" for women.

Nachiketa: Most well known as Contemporary singer. Started his career in 1995. Received the Bongobhushan Award for contribution as musician and lyricist. He specialises in magic realism and his works are offbeat contemporary thrillers with fantasy element ingrained. Best known for *Nachiketa Omnibus* which is running the 3rd edition and is hugely popular.

Kheyali Dastidar: Renowned dramatist, actor and director and a promising new face of Bengali literature. Best known works *Shunno diye shesh* and *Shajher Alo*.

Chumki Chattopadhyay: CEO of Patra Bharati and Kishore Bharati. Best known for her short stories which focus on daily life and simple language. Her story “Ratneshwar” got a special mention in the largest circulated daily newspaper and appreciation across readers.

Debabroto Ghosh: Well-known illustrator, art director in a leading Bengali newspaper, cover designer and specialist in fantasy art.

Anup Ray: Renowned Illustrator | Cover designer. His strength is cartoon art.

Subhrata Gangopadhyay: Started his career as an illustrator and graphic novel artist, Painter | Renowned for working with modern realist traditions.

About Patra Bharati

Patra Bharati started its journey back in the year 1968, with the very reputed juvenile magazine, Kishore Bharati. In 1981 Patra Bharati entered the world of book publishing. It mainly concentrated on Children and Juvenile Literature. With the start of a millennium, Patra Bharati stepped up and started publishing of all Literature across all genres and age groups. The lines of restrictions were removed and a new age publication house that focused on varied forms of Literature was born. Patra Bharati has to its credit Novels, Essays, Compilations, Graphic Novels, Comics, Stories, Non Fiction, Prose and so on. Many titles have received Awards and Accolades and are best sellers in today’s time. Very recently Patra Bharati has also entered into English Publication, under the name BEE Books which has started gaining popularity with some of its titles.

About Oxford Bookstores:

Established in 1919, Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with stores in major metros, India’s first dedicated Children’s bookstore, Oxford Junior, India’s first of its kind tea boutique, Cha Bar, India’s only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, literary platforms like Hindi Mahotsav and Language Symposium. Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last nearly 100 years. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Kolkata where the brand started in 1919, its charm leaves you wanting for more. Our fleet is happy to help expert booksellers and informed hosts work day and night to bring to customers world class reading experience be it through our books or our fine teas and live by the brand’s motto - Much more than a bookstore – at every Bookstore. In December 2012 Oxford Bookstore took a chapter from its growth story in India by launching, Katakali, its first overseas bookstore in the luxurious Sahara Palace at the foothills of the Atlas Mountains in the exclusive palm-filled oasis of the Palmeraie, Marakkech. In April 2013, with the opening of its most architecturally crafted retail store

in a stunning new destination in Delhi's historic centre, Connaught Place, Oxford Bookstore carved out yet another incredible space for quiet browsing, reading and contemplation. Its growth story continues. For more information, please also log on to: www.oxfordbookstore.com

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