



The third edition of Apeejay Bangla Sahitya Utsob, India's first Bangla Literary festival commences today

Highlights of the third edition of Utsob

1. *Special sessions like 'Facebook hero but in reality zero', 'Sahityer Goyendara Cinema e Palte Gelo!', 'Natokiyo Sahitya!', 'Ordhoshotok Periyé', 'Daripallaye Khunti-kolom'*
2. *Announcement of the shortlist of Big Little Book Award, an award for Children's writers in Bangla and illustrators from all over the country*
3. *Kotha Kom Kaaj Beshi- Bangla tiny stories and tiny poems online contest*
4. *Boi Pagla (Photography competition) for book lovers to click the craziest pics showing the love for books*
5. *Musical evening: This year ABSU will be home to different kinds of Bangla music with special performances by a young band*
6. *Bangla Literary Quiz and Shabdabaaji*

Kolkata, 3rd November 2017: The third edition of **Apeejay Bangla Sahitya Utsob 2017 (ABSU)**, India's pioneer Bangla Literary Festival was inaugurated today at Apeejay House Lawns near the 100 year old heritage Oxford Bookstore on Park Street, in the distinguished presence of eminent writers **Shankha Ghosh**, **Sanjib Chattopadhyay** and **Imdadul Haq Milon**, renowned novelist from Bangladesh.

The Utsob began with a keynote address by **Sanjib Chattopadhyay** on '**Bangla sahitya'er haal haquiqat**' followed by the announcement of shortlist for Big Little Book Award 2017 instituted by the Parag initiative of Tata Trusts to recognise and honour significant contribution of regional authors and illustrators to children's literature. The evening concluded by a musical performance from '**Naiyyor**' setting the ambience for the next two stellar literary day.

Created by Oxford Bookstores in association with Patra Bharati, Apeejay Bangla Sahitya Utsob will be held in Kolkata at Apeejay House Lawns on Park Street on 3-5 Nov from 12 noon onwards. The Utsob will be attended by eminent authors, renowned film directors, poets and musicians covering all the facets of Bangla literature.

Speaking to reporters during the Utsob, **Swagat Sengupta, CEO Oxford Bookstores & Festival Director** said, "*Apeejay Bangla Sahitya Utsob is in its third year after having firmly established itself in the global map of Bangla literature with its first two editions. The response and enthusiasm in the last two years have made us believe that our initial goal of passing on the literature and cultural legacy to the younger generation is on course to getting achieved. The exponential growth of the Utsob in terms of its length and categories of events in its every edition is testimony to this positive outlook. We value our partnership with Patra Bharati which is now in*



its third year. Their continuous endeavour to expand the reach of Bangla Literature through this pioneering initiative is truly inspiring. We also feel we have been able to help people rediscover the pleasure of stories, books, reading, understand the true value of a book with our various similar initiatives and created a platform for people to engage and discuss different literary and cultural ideas. This year we have included a unique photography competition to showcase the book for love and two music events to bring forth a new flavour to the Utsob. For youth we have increased our focus on competitive activities and the initial response of these activities have been very encouraging and engaging. We look forward to seeing all the Bangla lovers from all over the state come to the festival and make it truly memorable. ”

Present at the occasion **Mr. Tridib Kumar Chattopadhyay, Managing Director, Patra Bharati Group of Publications** said, *“Our city of joy Kolkata has owned the largest attended book fair of the world, International Kolkata Book Fair since last 42 years. We also conduct a number of popular literature festivals mainly based on English language. But it is a matter of regret that although we are carrying the great legacy of masters like Rabindranath Tagore, Bankim Chandra, Sarat Chandra, Bibhuti Bhushan, Manik, Sukumar, Abanindranath, Satyajit and the rich intellectual heritage, Kolkata did not have any exclusive Bangla Literature Festival before 2015. In 2015 a bridge was built between the heritage store Oxford Bookstore and Patra Bharati Group of Publications, a new era began with the inception of Apeejay Bangla Sahityo Utsob.*

We are delighted to inform all of our friends of media that this joint venture is now become a fixed destination for all the Bangla book lovers of our city. Due to the unexpected popularity of this Sahityo Utsob, the first year ABSU was held in a single day, in 2016 it happened in 2 days and this year we are compelled to spread the festival for 3 days — 3,4 & 5 November 2017. And also to accommodate more & more listeners, the venue has been shifted from inside the bookstore to the nearby Apeejay Lawn. We are confident that this unique festival of Bangla language and literature will attain great heights this year”

Eminent authors and writers **Shankha Ghosh, Sanjib Chattopadhaya, Imdadul Haque Milon, Nabaneeta Dev Sen, Shirshendu Mukhopadhyay, Prafulla Ray, Samaresh Majumdar, Subodh Sarkar, Bratya Basu, Srijato** and **Bani Basu** amongst others, celebrated theatre personalities like **Arindam Ganguly, Riddhi Sen**, popular Bengali singer **Nachiketa**, prominent film Director **Arindam Sil** and renowned actor **Abir Chattopadhyay** will be participating in the Utsob.

Coming up tomorrow Saturday 4th Nov:

The utsob will start with the all-time hit activity- **Bangla Sahitya Quiz** which will be hosted by Xquizit



Adda and discussions on: **Bhromonroshik Bangali (The Bangali traveller)** for people who loves to travel; **Bhojonroshik Bangali (The Foodie in every Bangali)** especially for the food lover; there will be illuminating sessions like **Ordhoshotok Periy**e (Completing half century of writing); **Komboyeshira bangla pora chere dichche!** (The Youth is no longer reading Bangla!); **Ekhon Comics e shahitya!** (Now, comics is literature!); **Natokiyo Sahitya!** (Dramatic Literature) and a special tribute to Pancha Kobi - **Gaane golpe panchakobi**

On the last day Sunday 5th November:

The utsob will begin with a special curated game of words, **Shabdabaaji** hosted by **RJ Roy**, followed by the announcement of winners for **Kotha Kom Kaaj Beshi**, an online short story competition aims to bring the author in you and the creative contest of the Utsob '**Boipagla**' a unique photography competition to click the craziest pics of book lovers in various places capturing the love for their for books.

Adda and discussions on: **RJ-ra ki Bangla bhashake egiye niye jacche?** (Are RJs taking Bangla language ahead?); **Itihash aaj o taaney** (History still attracts); **Facebook-e Hero, Bastobe Zero** (Hero in Facebook but Zero in reality); **Daripallaye khunti-kolom** (Balancing home and work); **Sahityer Goyendara Cinemae Palte Gelo!** (Literature's detectives change on the big screen)

Our Partners:

Apeejay Bangla Sahitya Utsob 2017 is supported by 24 Ghanta. 94.3 Radio One as radio partner, event partner Parag & Kobita Club, travel partner Flying Squirrel, Social media partner Calcutta Cacophony and beverage partner Typhoo. Beside these partners we also have strategic partnership with Shabdabaaji, Xquizit, Photo_Scene_Thes's, Jodi Bolo Rongin, The JU Journal, Post Intellect, Purano Kolkata r Golpo, Calcutta Photo Tours.

About Apeejay Bangla Sahitya Utsob (ABSU):

Apeejay Bangla Sahitya Utsob (ABSU), India's first Bangla Literary Festival (ie Utsob in Bangla) created by the nearly 100 year old Oxford Bookstore in 2015, honours the rich literary tradition of the Bangla language by making it increasingly visible and accessible, building an audience for Bangla books and creating a culture of readership among the new generation. The Utsob is the pioneer of initiating an interactive platform for the voices of Contemporary Bangla Literature at the national and international stage. ABSU not only showcases all aspects of Bangla literature, literary expressions and its impact on various art forms but also aims to encourage youth and familiarize them with the Bangla language. Among eminent personalities who have graced the Utsob in the last two editions are renowned authors like Shirshendu Mukherjee, Nabaneeta Dev Sen, Samaresh Majumdar, Sankha Ghosh, Pracheta Gupta, Ranjan Bandhopadhyay, Sanjib Chattopadhyaya, Saikat Mukhopadhyay, Anindo Chattopadhyaya, Nrisingha Prasad Bhaduri, Srijato, Binod Ghoshal, Himadrikishor Dasgupta, Anish Deb, Krishnendu Mukherjee and Subodh Sarkar; film Directors like Suman Mukhopadhyay, Aniruddha Roy Chowdhury and Arindam Sil; Bengali



musicians Nachiketa, Surojit Chatterjee and Swagatalaksmi Dasgupta; Actors Sabyasachi Chakraborty and Barun Chandra. Beside these the Utsob has also attracted prominent literary personalities from Bangladesh like Salina Hussain and Imdadul Haq Milon. ABSU is committed to the journey of Bangla Literature which is both exciting and exhilarating

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 of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, 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 of 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.

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