

## KOLKATA YOUNG READERS' BOAT LIBRARY

A Boat Library dedicated for Children and the grown up Kids

An Initiative by West Bengal Transport Corporation (WBTC) and  
Apeejay Anand Children's Library

**Kolkata 25<sup>th</sup> January 2021:** This Republic Day is special for Kolkata. The West Bengal Transport Corporation and Apeejay Anand Children's Library team up to gift Kolkata, THE KOLKATA YOUNG READERS' BOAT LIBRARY. This first ever children's boat library for Kolkata would give access to children across age groups and segments to pick and read their favourite book while floating on the beautiful Hoogly.

The beautiful library on water decorated with attractive artworks of children reading and housing books across genres for young readers adorning its shelves rolled on its first trip to encourage and inspire children to read and experience the joy of reading. The WBTC that runs the cross ferry service in Kolkata under Surface Transport is running this unique boat library.

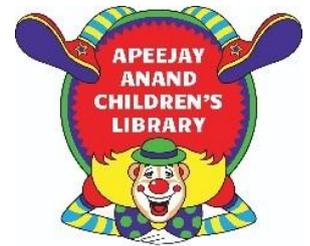
The famed Oxford Bookstores have curated the selection of titles and literature across various young reading age groups for the Kolkata Young Reader's Boat Library. The boat library will eventually host yearlong activities for children on board the boat, such as storytelling, dramatized readings, poetry sessions, book launches, music and more, to captivate young minds.

The Kolkata Young Readers' Boat Library was launched virtually by Mr. Rajanvir Singh Kapur, MD, West Bengal Transport Corporation and Ms. Priti Paul, Director Apeejay Surrendra Group.

**Mr. Rajanvir Singh Kapur**, MD, West Bengal Transport Corporation, said " *The idea behind the Kolkata Young Reader's Boat Library is that once can read some good collection of books while appreciating the beauty of Kolkata from the floating marvel in river Hoogly. The boat Library would take people for a nice 3 hours trip in Hoogly and there would haf ticket for children and Kanyashrees (18 or below) in this boat. People more than 18 can surely enjoy the boat library as well.*

*On the occasion, Ms. Priti Paul, Director Apeejay Surrendra Group said "As a Group we have always championed the cause of reading and support all initiatives that reach out the largest group of young readers. Our collaboration with West Bengal Transport Corporation (WBTC) in the novel venture of 'Young Readers' Boat Library' is one which brings to life our vision. The River is the life breath of Bengal and a waterway of tremendous sacred and cultural significance. We celebrate the river with this initiative - and , further, reading and learning on the move will undoubtedly create an environment where children can celebrate and re-discover our history and roots as we make our way on board the floating library and delve into books through this educational-recreational endeavour to which we are all so committed.*

**Ms. Maina Bhagat**, Director Apeejay Oxford Bookstores, said "Oxford Bookstore Kolkata has always been committed to support and nurture the reading habit across generations of readers both across the city and the nation. The Young Readers' Boat Library will be an extension to that commitment in an innovative way.



An Apeejay Surrendra Initiative

*Following our earlier collaboration, the Young Readers Tramcar Library, we congratulate our partner WBTC on their concept of promoting 'culture on the move', which truly reflects the literary persona of the metropolis and create more public spaces dedicated to learning and knowledge.*

**MAIN FACTS:**

Trip times: 11am, 1.15pm, 3.30pm

Days: Monday to Friday

**Facilities:**

- Music
- About 500 books for youth in English and Bengali
- Tuck Shop
- Free Wifi

**Charges:**

Rs 100 for adults (more than or equal to 18)

Rs 50 for children (17 or under)

Starting from: 27<sup>th</sup> January, 2021

**For more information,** please contact Neeta Sreedharan @9990996123 or email at neetasreedharan@apeejaygroup.com