



Apeejay Bangla Sahitya Utsob, India's first Bangla Literary festival announces 2 day Utsob

Introduces Second edition with a Literary Heritage Tour of Kolkata

Kolkata, 16th October 2016: Oxford Bookstores announces the second edition of Apeejay Bangla Sahitya Utsob (ABSU), India's first Bangla Literary Festival with a pioneering half day 'Literary Heritage Tour' of the city today. Created in association with Patra Bharati, the Utsob will be conducted over 2 days this Friday and Saturday, 21st and 22nd October at Oxford's nearly 100 year old heritage bookstore on Park Street, Kolkata.

Speaking to reporters during the heritage tour, **Swagat Sengupta, Chief Executive Officer of Oxford Bookstore** 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 are kicking off the second edition of Apeejay Kolkata Bangla Sahitya Utsob with a heritage tour of residence and work places of Bangla icons and 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 on Sunday's Literary heritage Tour, **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. Through this literary heritage tour, we would like to reinvent the hidden literary treasures that many people are yet to know in Bengal. 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 will be coming back this year with a 2 day festival. We are looking forward to making the 2nd edition a success through the joint efforts and contribution of our eminent authors, panellists and guests.*"

Eminent authors and writers **Shankha Ghosh, Sanjib Chattopadhyaya, Nabaneeta Deb Sen, Salina Hussain, Komolini Chakraborty, Saikat Mukhopadhyay, Anindo Chattopadhyaya, Chumki Chattopadhyaya, Subhrata Gangapadhyaya, Anup Ray, Debabroto Ghosh, Procheto Gupto, Satya Roy Chowdhury Shirsendu Mukhopadhyay, Nrisingha Prasad Bhaduri, Bani Basu, Ranjan Bandapadhyay, Sijato, Binod Ghoshal, Himadrikishor Dasgupta, Samaresh Majumder, Anish Deb, Krishnendu Mukherjee and Sijato** amongst others, renowned film Directors like **Arindam Sil and Sandip Ray**, popular Bengali singer **Nachiketa** and **Swagata Lakhi Dasgupta**, renowned actor **Sabyasachi Chakraborty** and **Abir Chatterjee** and will be participating in the Utsob.

The events across two days center around the following themes:-



Rohosho – Romancho – Goenda likhlia e jonopriyo? (Detective stories, Thrillers, Mysteries--Are the sure shot ways of becoming best-sellers?),
Cinema ta Sahity er Goenda ra (From page to stage: Literature’s detectives on the big screen), **Kon Dhoren Lekhai Beshi Anando Pai?** (Which kind of writing is more enjoyable for the writer?),
‘Onu – Paromanu - Golpo- Kobita- Hujuk na Sahitya? (short and tiny tales or poems: Are they literature or gimmick?),
Lekhar Alongkoroner Ki Proyojon? (Why does literature need illustration?),
Onno Jogoter Taroka Elen Onno Rokom Lekhai? (Stars from the world of other arts writing different forms of literature),
Mukher Bhasha Ki Sahitya r Bhasha Hoya Uchit ? (Should spoken colloquial language be the language of literature?),
Social Media Ki Sahitor Khoti Korche (Is social media hampering literature?),

The key 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 Bengali Literature*
- Bangla Literary Quiz, Shabdabaaji,*
- Bangla Short Essay and Poetry writing contest, Kotha Kom Kaaj Beshi ,*
- Cosplay of favourite Bangla literary characters*
- Graffiti in Bangla.*

Literary Heritage Tour started at the residence of **Raja Rammohan Roy now Kolkata Police Museum** – themed based museum showcasing the evolution of Kolkata Police also have a special section on the freedom fighters, **Residence of Ishwar Chandra Vidyasagar** - the philosopher, academic educator, writer, reformer and philanthropist, **Rammohan Library** – a library dedicated to Raja Rammohan Roy, the father of Bengal Renaissance. The library was regularly visited by Rabindranath Tagore and Jagadish Chandra Bose, **Residence of Upendrakishore, Sukumar Roy and Satyajit Ray** – birthplace of Satyajit Ray and the work place for both his illustrious father and grandfather which is presently a school, the heritage tour ended at **Sahitya Parishad** - an institute aimed at promoting the Bengali language and literature. It contains a library with rare books along with a collection of rare artifacts related to Bengali literature.

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 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 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. 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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