

An Apeejay Surrendra Initiative



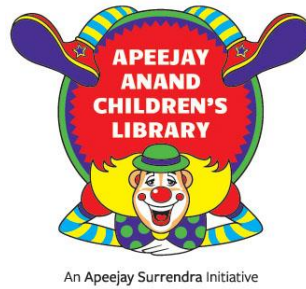
KOLKATA YOUNG READERS' TRAMCAR

World's first Tramcar for Young Bibliophiles

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

Kolkata 14th November 2020: This Children's 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' TRAMCAR. This first ever children's tram library is also the first in the world of its kind, giving access to children across age groups and segments to pick and read their favourite book while on the move.

The beautiful library on wheels decorated with attractive artworks of children reading, hand painted by local artists 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 only existing tramway in India is running this unique tramcar in collaboration with the Apeejay Anand Children's Library team.



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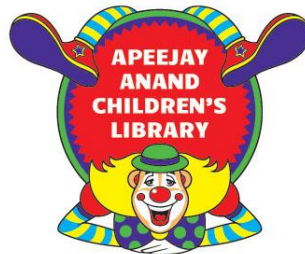
With making literature available to one and all as the driving focus this year Oxford Bookstores had curated the selection of titles and literature across various young reading age groups for the Kolkata Young Reader's Tram Car. Yearlong activities for children on board the tramcar, such as story telling dramatized readings, poetry sessions, book launches, music and more are also on the cards, to captivate young minds.

The Kolkata Young Readers' Tram Car 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 Tramcar is that all children should get access to read good books and what better than the Kolkata trams! The tram would run on Shyambazar Esplanade and Esplanade Gariahat routes spanning North to South of Kolkata and there would be no ticket for children and Kanyashrees (18 or below) in this tramcar. People more than 18 can surely enjoy the tramcar as well, at normal AC tram fares. We thank the efforts and zeal of Apeejay Anand Children's Library team to associate with this project, implementing it at super lightning speed. It is truly a great Children's day gift for Kolkata.*

On the occasion, **Ms. Priti Paul**, Apeejay Surrendra Group Director said “ *As a Group deeply vested in both the heritage and progressive future of Calcutta/Kolkata, we are delighted to partner with the West Bengal Transport Corporation (WBTC) in this novel venture of 'Kolkata Young Readers' Tramcar' which encompasses both. The Apeejay Anand Children's Library on a tram will, perhaps be the very first Children's library on a tramcar anywhere in the world, with free access to all children of our city. We believe that a library is essential to every child's holistic development, and that knowledge and books are game changers enhancing the future of each child. Reading and learning on the move will undoubtedly augment their recreational environment, and we are committed to facilitate this.*

Ms. Maina Bhagat, Director Apeejay Oxford Bookstores, said “ *Our Heritage Oxford Bookstore Kolkata is proud to have supported the reading habit across generations of readers both across the city and the nation. It now literally, 'moves ahead' with the Kolkata Young Readers' Tramcar: The Apeejay Anand Children's Tram Library also celebrates the heritage of Trams, an integral and much-loved part of the life and times of Kolkata. We congratulate our partner WBTC on their concept of promoting 'culture on the move', which truly reflects the creative persona of the metropolis.*



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The Kolkata tramways have been operating since 1873 when the maiden tram took off with horses. In 1880, the Calcutta Tramway Company was formed in London which is now called the WBTC that runs the only existing tramways in India. The WBTC has taken lot of steps recently to popularise tram as a choice mode of Kolkata's transport. Earlier, heritage arts were put in trams making people aware of heritage. Then, the Tram Library was launched and recently, a jute tram: Paat Rani was also started. This Kolkata Young Readers' Tramcar has been conceptualised by WBTC in collaboration with Apeejay Anand Children's Library.

Apeejay Anand Children's Library, an Education Support Program was incorporated in 1992 in Kolkata in the loving memory of Priti, Priya and Karan Paul's brother Anand [1972-1989]. It has become a safe haven that protects their reveries, give flight to what they had thought were just fanciful day dreams. Conceptualized as a visually exciting and happy space that draws kids in, Apeejay Anand Children's Library, has over the years, become stimulating learning stations. The books in the Library have been donated by Group's Bookstore chain, Oxford Bookstore.

In the last 27 years, Apeejay Anand Libraries have unfurled the joy of reading and literature at numerous shelter homes across India. In Delhi - NCR at a 24 hours shelter home for Boys, a 24 hours shelter home for girls run by Salaam Baalak Trust in Gurugram and at a 24 hour shelter home for girls in Najafgarh, in Kolkata's Khidirpur Docks in a Shelter Home run by ApneAap and in Chandigarh at a Shelter Home run by Vatsal Chaya Trust. The Libraries are a unique Education Support Program that also helps Apeejay Education Trust under which Apeejay Schools are run to identify and sponsor education of talented children from underprivileged backgrounds.

For more Information on WBTC please visit www.wbtc.co.in

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