



Oxford Bookstores announces India's first Bengali Literary festival

“Apeejay Bangla Sahitya Utsob”

Kolkata, 6th October 2015: Oxford Bookstores today announced Apeejay Bangla Sahitya Utsob (ABSU), India's first Bengali Literary Festival to be held in Kolkata at its heritage bookstore on Park Street.

Created in association with Patra Bharati, the festival will be attended by eminent authors, renowned film directors, poets and musicians covering all the facets of Bangla literature and is pioneering in its ideation and conceptualization.

Ms. Priti Paul, Director Apeejay Surrendra Group said, “*To honour the rich literary tradition of the Bangla language, to make it increasingly visible and accessible, and to build an audience for Bangla books and reading has inspired me to create the Apeejay Bangla Sahitya Utsob. The Utsob is a prized initiative of Oxford Bookstores which provides a prominent platform to showcase voices of Contemporary Bangla literature on the local and national stage. The inauguration of the Apeejay Bangla Sahitya Utsob as Bengal gears up to celebrate the homecoming of Goddess Durga, makes it a truly special offering to our City of Books. I invite all Kolkatans to spend October 10th at Oxford Bookstore Park Street amidst debate, poetry, discussion, celebration in the company of the brightest minds from West Bengal and Bangladesh being brought together.*”

Eminent authors **Shirshendu Mukherjee, Nabaneeta Dev Sen, Samaresh Majumdar, Sankha Ghosh, Imdadul Haq Milon, Bani Basu, Pracheta Gupta, Ranjan Bandhopadhyay, Prafulla Ray, Sanjib Chatterjee, Srijato** and **Subodh Sarkar** amongst others, renowned film Directors like **Goutam Ghose, Suman Mukhopadhyay, Aniruddha Roy Chowdhury, Mainak Bhaumik** and popular Bengali musicians **Nachiketa, Surojit Chatterjee and Kalika Prasad** will be participating in the festival. Honourable Deputy High Commissioner of Bangladesh in Kolkata **Janab Zokey Ahad** as well as veteran actor **Barun Chandra** will also grace the festival.

Mr. Swagat Sengupta, Director, Apeejay Bangla Sahitya Utsob said, “*Apeejay Bangla Sahitya Utsob is pioneering in its ideation and conceptualization. We have carefully curated a full day Utsob, covering all the facets of Bangla literature, where our literature is headed, the differences between epar and opar literary expression & writings, the impact of Bangla literature on films, how it has evolved over centuries and the rich and important role Kobita has played in Bangla literature. Eminent voices speaking on all these issues of importance are being brought together on one platform for a whole day and will interact with audiences at our heritage store in Kolkata where the Oxford Bookstore story started nearly a 100 years ago and is a must attend for everyone.*”



The eminent gathering at Oxford Bookstore Park Street will deliberate on - **Epar Bangla Opar Bangla. Sahityer Bhasa Ki Bodle Jacche** ((Is the language of Bengali Literature changing across the border?), **Bitorko Na Holey Sahitya Jonopriyo Hoena!** (Literature has to be controversial to be popular!), **Barshik Pujor Phosol! Ete Ki Sahitya Samriddha Hoye?** (Do the Novels, stories and poems published every year during the festive season contribute to enriching Bengali Literature?), **Cinemar Sahitya Na Sahityer Cinema?** (Which adaptation is better, Books to Movies or Vice Versa), **Kobitar Kothokotha** (A discussion on Modern day Bengali Poetry), **Sarthak Adhunik Gaan Sarthak Kobita!** (Lyrics make a song or the composition?).

The Utsob will break ground with newer concepts and fresh ideas to engage everyone and there will be many firsts not seen before in any literary festival in our country. *“For the first time ever, the Wikipedia bangla team will create original content coming out from the Utsob's deliberations, live blogging from the Utsob in English by the Kolkata Bloggers reaching the voices heard at our events to those who do not read or understand the Bangla language, live feed on youtube of the events so that if you want to hear an author speaking at the session and are anywhere in the world, you can live stream directly from the event. Joining the event mid-day will be a group of 25 photographers from Streets of Calcutta who would have walked College Street since early morning visiting important landmarks, where an author lived or lives, a famous book seller on the street, a famous publisher and finally also how a manuscript is printed and becomes a book - the reader treasures. Oxford Bookstores is looking forward to October 10th and we hope everyone will love our effort!, Swagat Sengupta added.”*

Mr. Tridib Kumar Chattopadhyay, Managing Director, Patra Bharati Group of Publications said on the occasion, *“Kolkata is considered as the cultural capital of India. It is the home of the intellectuals, authors, readers, poets and critics. The biggest evidence is the International Kolkata Book Fair where over 20 lakhs Kolkatans visit over a period of 12 days to buy books and celebrate Literature in the purest form. Kolkata also hosts several International Literature Festivals. But Kolkata being the hub of Bengali Literature has never recognized its own regional literature truly and there has not been a prominent platform to showcase the works of the eminent authors, poets and celebrities. To fill the void and establish a platform, Kolkata's oldest bookstore, Oxford Bookstore have organized the Apeejay Bangla Sahitya Utsob 2015 in association with Patra Bharati. We look forward to making this event a success through the joint efforts and contribution of our eminent panelists and guests”.*

Present for the announcement was eminent author **Shirshendu Mukhopadhyay**, who shared his excitement over the promising potential and opportunities that a celebration of diverse themes across books, theatre, dance, and music that Apeejay Bangla Sahitya Utsob would make possible.

The Utsob's valued partners and friends of ABSU attended the announcement with **Ms. Renu Kakkar, Director, CSR Apeejay Surrendra Group** who was also present at the announcement.



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 more than 30 stores in India, 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, 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 9 decades. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Calcutta where the brand started in 1919, its charm leaves you wanting for more. Our fleet of 200 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, be it Kolkata, Mumbai, Bangalore, Bhubaneswar, Delhi or another. 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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