

## Press Note:

# Apeejay Kolkata Literary Festival seeks to find the “Hero in Me” among school students

**Kolkata, 16<sup>th</sup> January, 2015:** AKLF 2015 today witnessed a unique leadership session *‘The Hero in Me’* for school students aged 13 to 15 years conducted by Jeroninio ‘Jerry’ Almeida, bestselling author of the book *Karma Kurry* and a motivational and leadership coach. As many as 40 schools sent their students for this half day leadership coaching session which dealt with the importance of one’s Karma, Character, Fundamental Duties and Individual Social Responsibility™.

The session commenced with unveiling of Late Shri Jit Paul’s statue, created by renowned sculptor Biman Bihari Das, followed by the motivational talk titled ‘The Hero in Me’ by leadership coach Jerry Almeida who urged the children to inspire towards a Solid Character like Jit Paul’s by diligently doing one’s Karma. Jerry told the students how Mr Jit Paul was an Unsung Hero, the kind he wrote about in his books, as he too, despite being such a successful industrialist, turned away from recognition and focused only on Karma, integrity, honesty, hard work.

The talk was followed by a panel discussion conducted by Jerry and 91.9 Friends FM RJ Jimmy Tangree with the student delegates present at the event. In the discussion, Jerry spoke about the importance of Character and Individual Social Responsibility™ towards state and society and why by doing so, they, the children, will discover the hero within themselves. The renowned RJ shared his experiences of real life stories of children who had achieved amazing heroic feats. This was followed by a pledge taken by all present to enforce the need to change oneself for the better by practicing one’s Fundamental Duties and Individual Social Responsibility™ to unleash the Hero in each of us and make India the greatest nation in the world. The session also witnessed the presence of acclaimed journalist Kunal Bose who spoke about Jit Paul as an Unsung Hero, the values he instilled and how the great patriarch of the Paul family inspired him to do great work and stay humble.

### **About Jeroninio Almeida**

Jeroninio “Jerry” Almeida recently signed the unique and first big publishing deal in India with 12 crores INR for 10 more books of *Karma Kurry - The Hero in Me* bestselling inspirational book series. Jerry is a teacher, iconic inspirational orator/ motivational speaker, master storyteller, intrepid missionary entrepreneur, firebrand social crusader, teacher, UN advisor, internationally certified leadership subject matter expert, trainer & coach and the worlds’ most innovative fundraiser.

### **About Biman Bihari Das**

Biman Bihari Das, former principal of Government College of Art & Craft, is a sculptor of national and international repute. A 2014 Padma Shri awardee, Professor Das is renowned for his exhibitions held at

reputed venues across the country as well as abroad. His solo exhibitions, more than 22 in number, have been staged at places like New Jersey, Cairo and Budapest, apart from many cities in India. In a career spanning three decades, he has served as a lecturer in College of Art, New Delhi for 25 years and Principal of the Government College of Art & Craft for 8 years and served as a jury member in various prestigious panels of art & sculpture exhibitions and seminars. A winner of several prestigious awards, notable being Sahitya Kala Parishad Award, Birla Academy of Art and Culture Award, Lalit Kala Academy Award and Kalavibushan Award of All India Fine Arts and Crafts Society, his sculptures have been commissioned in various prestigious organizations in India and abroad. His sculpture of Jawaharlal Nehru has been commissioned at the ICCR office in Singapore and his statue of Mahatma Gandhi can be seen in various countries such as Brazil, Venezuela, Spain and Italy.

### **About Jimmy Tangree**

Jimmy Tangree hails from a business family and his love for music got him into Deejaying and Radio, Started Djing since 1983, joined as a DJ at Taj Bengal in 1993, Has done opening acts for Dr Alban, Tata Young, Bryan Adams, Paul Oakenfold etc. has conducted major shows in Kolkata, Delhi, Mumbai, Goa etc, expert in handling events and interacting with clients. Conducted workshops on radio in IIM, PAILAN, NSHM, SYMBOISIS, ST XAVIERS and other reputed institutions. His expertise has also given him opportunities of setting up radio stations not only in India but internationally also. He joined Times FM (Times of India Group) in 1994 as Deputy Manager Programming and Production. He not only supervised the production and programming team in Kolkata but was also responsible for conceptualising programs and monitoring all technical aspects. He conducted workshops, formulated marketing strategies and was a Radio Jockey for few specialized shows e.g. Britannia Little Hearts Love is on the air, Power Dance which was sponsored by Eveready for 3 years in 5 centres. In June 2000, he joined Saregama Broadcast Software as National Head – Programming Broadcast Software Division. He was not just responsible for programming, budgeting, formulating various strategies but also for setting up 4 studios in metro cities and it's over all operation control. This multifaceted spirit joined Radio Today Kolkata (now Digital Radio Kolkata Broadcasting Ltd.) in May 2002 as the Station Head – RED FM 93.5 Kolkata. He was I part of the National Core Team. He is responsible for all the programming, marketing, sales, budgeting, and strategy formulation etc. of the station. Currently, he is the Head of 91.9 friends FM since April 2014 and is looking after the entire operations, business and programming of the station.

### **About Kunal Bose**

Kunal Bose was the Resident Editor of The Economic Times and before joining Financial Times, London, as a correspondent, where he worked for 15 years. He is currently a columnist with Business Standard and India correspondent for Euromoney Group's publication Metal Bulletin and UK-based magazine Dry Cargo International. He also occasionally writes edit page articles for Hindustan Times.

### **About Karma Kurry**

*'Karma Kurry: For the Mind, Body, Heart & Soul'* is a very interesting and timely book on the efforts of seemingly common people, who were courageous enough to take the first step. It is a compendium of 26 brief biographical sketches of people from various walks of life. These people excelled in their chosen vocation, but decided to go further and contribute to society. They had the vision and courage to look beyond narrow self-development and work for the less privileged, poor and or voiceless.

### **About Apeejay Kolkata Literary Festival (AKLF):**

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grows out of the bookstore's year round involvement with books, writers & publishers. In the six years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one with a now 94-year-old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favors depth over size, and includes a variety of subjects from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events and eminent literati and cultural stalwarts from across India and overseas join the festival scheduled every year in the second week of January. In 2015 AKLF explores literature as part of our tangible and intangible heritage, a theme that runs through several sessions of the festival. AKLF focusses on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. Prominent personalities attending will be Hanif Kureishi, Naseeruddin Shah, Charles Allen, John Elliott, Mohammed Hanif, Leila Seth, Michael Buckley, Upamanyu Chatterjee, David Davidar, Shekhar Gupta, Shashi Tharoor, Asish Nandy, Ramachandra Guha, Kishwar Desai, Nabaneeta Dev Sen amongst several others. There are some firsts in AKLF 2015. A heritage literary walk, a literary 'adda', a Young Adult litfest for high school students, a bloggers' meet, a children's bookfest crammed with activities, even a standup comic for the college crowd and a leadership training session for young teens on importance of character, karma and individual social responsibility™. Add to that our signature heritage site evenings at The Indian Museum, National Library, Victoria Memorial, Lascar War Memorial, indepth discussions, top of the line authors, thinkers and performers, and you have a literary experience not to be missed. And all absolutely free for Kolkata and her culture-loving audience.

Stay connected with #AKLF2015 -  [twitter/@TheAKLF](https://twitter.com/TheAKLF),  [Facebook/aapeejaykolkataliteraryfestival](https://www.facebook.com/aapeejaykolkataliteraryfestival)

For event videos & pictures Log On to <http://www.aklf.in/>

---

**For media related information, please contact: Perfect Relations**

Priyanka 9830615322 | Sramana 9836496930

### **About Apeejay Kolkata Literary Festival (AKLF):**

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grows out of the bookstore's year round involvement with books, writers & publishers. In the six years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one with a now 94-year-old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favors depth over size, and includes a variety of subjects from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events and eminent literati and cultural stalwarts from across India and overseas join the festival scheduled every year in the second week of January. In 2015 AKLF explores literature as part of our tangible and intangible heritage, a theme that runs through several sessions of the festival. AKLF focusses on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. Prominent personalities attending will be Hanif Kureishi, Naseeruddin Shah, Charles Allen, John Elliott, Mohammed Hanif, Leila Seth, Michael Buckley, Upamanyu Chatterjee, David Davidar, Shekhar Gupta, Shashi Tharoor, Asish Nandy, Ramachandra Guha, Kishwar Desai, Nabaneeta Dev Sen amongst several others. There are some firsts in AKLF 2015. A heritage literary walk, a literary 'adda', a Young Adult litfest for high school students, a bloggers' meet, a children's bookfest crammed with activities, even a standup comic for the college crowd and a leadership training session for young teens on importance of character, karma and individual social responsibility™. Add to that our signature heritage site evenings at The Indian Museum, National Library, Victoria Memorial, Lascar War Memorial, indepth discussions, top of the line authors, thinkers and

performers, and you have a literary experience not to be missed. And all absolutely free for Kolkata and her culture-loving audience.

Stay connected with #AKLF2015 -  [@TheAKLF](https://twitter.com/TheAKLF),  [Facebook/apeejaykolkataliteraryfestival](https://www.facebook.com/apeejaykolkataliteraryfestival)

For event videos & pictures Log On to <http://www.aklf.in/>

---

**For media related information, please contact: Perfect Relations**

Priyanka 9830615322 | Sramana 9836496930