

Press Note:

Apeejay Kolkata Literary Festival 2015 – Day 3

Event: ‘The Big Fat Bollywood Bubble’- Tisca Chopra in conversation with Amrita Chowdhury, and Ruchir Joshi on the romance of Bollywood

Kolkata, 16th January, 2015: Apeejay Kolkata Literary Festival hosted a discussion on the romance of Bollywood with actor **Tisca Chopra** and author of ‘Acting Smart’. The actor was in conversation with **Amrita Chowdhury**, Country Head of publishing house Harlequin India and writer **Ruchir Joshi**. The discussion was moderated by **Nandita Palchoudhuri**. The session was concentrated on the interesting episodes and amusing anecdotes of the big fat bubble called - ‘Bollywood’, intertwined with the real life experience of Tisca as an actor.

Her book 'Acting Smart' is the newbie’s guide to entering Bollywood, replete with anecdotes and advice, tried and tested tips from insiders in Bollywood, written in a fabulous conversational, witty style that makes it a breeze to read.

About the Panelists:

Tisca Chopra: Tisca Chopra is an Indian actress who starred in the well-reviewed play Dinner With Friends. Her film debut was Platform (1993), opposite Ajay Devgan. In 2004 Tisca played the role of Prabhavati Devi, wife of JP in Prakash Jha’s film Loknayakan. In 2007, she appeared in Taare Zameen Par with Aamir Khan. She acted in Nandita Das's directorial debut, Firaq (2008). In 2011, she appeared in Madhur Bhandarkar's Dil Toh Baccha Hai Ji. For 10 ml Love, Tisca was nominated Best Actress at the 11th Annual New York Indian Film Festival. Her book Acting Smart is about how to make a career in Bollywood.

Nandita Palchoudhuri: Nandita Palchoudhuri is a social entrepreneur Curating and Consulting internationally, in the field of Indian Folk Art Craft and Performance Practices. Her work creates cutting edge artistic and functional applications using traditional skills that often address a current social need. This explores the possibility of Art to reexamine the old and create new relationships between social engagement and aesthetic gesture.

Ruchir Joshi: Ruchir Joshi is a writer, filmmaker, photographer and columnist for The Telegraph, India Today as well as other publications. He is best known for his debut novel titled The Last Jet-Engine Laugh. He is also the editor of India’s first anthology of contemporary erotica Electric Feather: The Tranquebar Book of Erotic Stories.

Amrita Chowdhury: Country Head of publishing house Harlequin India. Amrita Chowdhury has written *Faking It*, an art crime thriller, and *Breach*, a cyber-thriller. She holds engineering degrees from IIT Kanpur, UC Berkeley and an MBA from Carnegie Mellon University. She holds 7 US patents for semiconductor manufacturing and has done strategy consulting and Board governance in US and Australia. She has worked in higher education and publishing.

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.

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