

Press Note:

Apeejay Kolkata Literary Festival 2015 – Day 3

Event: Award ceremony for the best blog on the theme of *The Great Indian Chamcha*

Kolkata, 16th January, 2015: Apeejay Kolkata Literary Festival 2015 hosted a special event for Kolkata based Bloggers for the award ceremony of the best blog on the theme of “The Great Indian Chamcha”.

A part of “The Great Indian Blogging Contest” organized for the festival, the bloggers were invited to blog on the theme, “*The Great Indian Chamcha*” – an ode to the culture of sycophancy that runs deepest in politics but has slowly become a part of daily life. The award ceremony was a much-celebrated platform that brought literary skills to the fore, showcasing wit and sense of humour of individual bloggers, thus being the first and the biggest of its kind in the city.

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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