

Press Note:

Apeejay Kolkata Literary Festival 2016 – Day 3

Event: *‘So what if I have a problem, I am still growing UP!’*
Concerns and paradoxes of student life

Kolkata, 16th January, 2016: Apeejay Kolkata Literary Festival 2016 hosted an inspirational session by Jeroninio Almeida, motivational speaker and leadership trainer supported by Kolkata much loved RJ Jimmy Tangree.

Conducted for the second year in the memory of Shri Jit Paul, the half day session formed a part of group therapy discussion. More than 300 students from across 50 schools including Lakshmipat Singhanian Academy, South Point School and Kalyani Central Model School to name a few were a part of congregation held in Lawns of Apeejay Surrendra group headquarters on park Street.

Renu Kakkar, Director CSR, Apeejay Surrendra Group said, *“AKLF has curated this unique leadership session in the memory of Shri Jit Paul and based on the values and principles of the legendary personality. Last year, the theme was **“The Hero in Me”** where students from as many as 40 schools of the city were inspired to build a **“Solid Character”** by diligently doing one’s Karma following the example of Shri Jit Paul, who despite being such a successful industrialist, turned away from recognition and focused only on Karma, integrity, honesty and hard work. In this year’s we tackled **“concerns and paradoxes of school life”** that often become an **“issue”** and prevent a young person from reaching his / her full potential. This year’s session is backed by months of research done with principals and counsellors from 50 different schools in the city. The research threw up myriad issues the students grapple with, that originate from academic stress, family problems, lack of quality parenting, abuse, performance issues, peer pressure, maddening competition and even medical issues. Following the principles of Jit Paul, the inspirational session focused on solutions and I think it really helped the children and students present to understand that growing up to become **“solid”, capable and fearless individuals** overcoming issues was indeed possible. “*

With a view to discuss and arrive at some of the most common concerns across various educational institutions, Apeejay School had invited the school counsellors from various schools to voice their concerns which they would wish to have resolved at the AKLF session . The purpose was to be able to equip themselves better in handling teen students and ensuring their

holistic development. Accordingly a number of schools had sent in their queries, some of which were discussed and dealt with in great details by both the dignitaries, Jimmy and Jerry.

The area is calling for immediate attention of all the stakeholders involved in the education industry and there were some interesting observations that came to light while deliberating on the issues raised by the Schools. The most important and pertinent point made at the leadership session was the need to have a collaborative effort including all the stakeholders – teachers, parents, counsellors and others – so as to be able to help and promote education of children as well as their well being. What also came out was that time is the most important factor and early intervention to stress seen a child is the key to success of resolving the problem helping the teenager achieve his or her potential. While the popular belief is that the younger generation are not sensitive and do not exhibit the qualities of empathy, however, it is important that schools, as a second home, are able to provide an environment that is sensitive to children so as to be able to mould them into sensitive individuals.

About Apeejay Kolkata Literary Festival (AKLF) 2016

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 grew out of the bookstore's year round involvement with books, writers & publishers. In the seven 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 nearly 100 year old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favours 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 2016 AKLF celebrates diverse themes encompassing books, theatre, the arts and cinema. AKLF's focus is on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. The 7th edition of AKLF is poised to scale new heights, with an outstanding and meticulously curated programme, bringing the world and the nation to Kolkata. Continuing to celebrate the city's magnificent public monuments and heritage sites the festival rediscovers the quaint and hidden charms of the city through heritage walks. AKLF highlights several unique concepts with a fresh approach that reflects current concerns such as diversity, gender equality, continuities across borders and youth engagements, which are also broad themes running through the festival. AKLF signature heritage sites include Nandan, Town Hall steps, The Indian Museum, Presidency University, Tollygunge Club and Victoria Memorial. AKLF 2016 has participation from Australia, Israel, Scotland, Italy, Nigeria, Portugal as well as England, France, Germany, Pakistan, Bhutan and others. Some of the prominent personalities who will be part of the literary extravaganza are Ben Okri, Meera Syal, Christine Manfield, Ashis Nandy, Vir Sanghvi, Bharathi S Pradhan, Shatrughan Sinha, Shobhaa De and more. The four day long, multi-faceted event has several stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage. And all of this is absolutely free for Kolkata and her culture-loving audience.

Note to Editor:

Jerónimo Almeida (Jerry) is a Teacher, celebrated inspirational Orator & motivational speaker, social entrepreneur and a highly sought Management consultant, Leadership Trainer & Life Coach. Jerry is also the founder and driving force behind the International Confederation of NGOs, the joy of giving, right every wrong and Karmaveer awards movements. His mission in life is to encourage Individual Social Responsibility by democratizing heroism and inspiring solid character. With Karma Kurry book series Jerry has plunged into writing thought-provoking inspirational stories to awaken the hero and leader within people across the globe.

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.

AKLF 2016 Partners and Associations:

The AKLF 2016 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board both our new and regular partners including the Victoria Memorial Hall, Indian Museum, Australian High Commission, Embassy of Italy in India, Bloody Scotland, British Council, Calcutta Debating Circle, Crime Writers Festival, Embassy of Israel in India, Alliance Française, Portugal Embassy, Presidency University, Jaipur Literary Festival, Yes Foundation, FACES, Open Doors, FREED, The Creative Arts, Poetry Paradigm, MAKAIAS, Tollygunge Club, Max Muller Bhavan - Goethe Institute, The Park, Modern High School for Girls, Rakshak Foundation, Aishee, Streets of Calcutta, Calcutta Instagrammers, Wikipedia, Caravan, BEE books, GIBL.in, Bulk Email SMS India, Presto, She and Griffith Review. We also have 91.9 friends FM as radio partner, The Times of India as Print Media Partner, Anderson as Printing Partner, Selvel as Outdoor Partner, Typhoo as Refreshment Partner, Mera Tiffin as Food Partner, Indismart and Anon Production as special partners. A wide cross section of publishers, which include Niyogi Publishers, Future Publishers, OM Books and others will showcase their authors at AKLF 2016. AKLF is proud of these associations and hope they keep growing year on year

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