

Press Note: Apeejay Kolkata Literary Festival 2016 – Day 3

Event: 'To Be The Change'

Panel discussion on role of media in bringing about social change

Kolkata, 16th January, 2016: Apeejay Kolkata Literary Festival 2016 today hosted **'To Be The Change'** – a panel discussion on role of media in bringing about social change - entailing an interesting dialogue between **Garga Chatterjee**, faculty at the Indian Statistical Institute, Kolkata and renowned journalists **Ratnottama Sengupta & Salil Tripathi**. The conversation was moderated by **Oindrilla Dutt**. The event was partnered with Yes Foundation.

The panelists shared their experiences and views about the role of media and its influence on society. The discussion centered around the penetration level of media and its role of communicating to the public the happenings of the world. The societal impact of how media handles news, how it analyses and presents various viewpoints and the panelists spoke about how media can work towards contributing to a better and a cohesive society.

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 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.

Notes to the Editor

Garga Chatterjee leads the Ghilu Lab. He is an Assistant Professor at the Indian Statistical Institute, Kolkata, West Bengal. Garga Chatterjee is a Kolkata-based commentator on South Asian politics and culture. He received his PhD from Harvard and is a faculty at the Indian Statistical Institute, Kolkata. He blogs at hajarduari.wordpress.com.

Ratnottama Sengupta is a journalist, who has contributed to newspapers like The Telegraph, The Indian Express and The Times of India as the Arts Editor. She won the National Award for Writings on Cinema in 2001, has contributed articles on Hindi cinema to the Encyclopedia Britannica and been on the Central Board of Film Certification. She is involved with programming film festivals, curates art and photo exhibitions and has authored several books on contemporary Indian art and artists. She is currently writing *In The World of Bimal Roy*, and *Behind The Veil*, based on the life of legendary Bengali actress Suchitra Sen.

Salil Tripathi is a contributing editor at Mint and Caravan in India. He is director of policy at the Institute for Human Rights and Business. In the UK, he was board member of English PEN from 2009 to 2013, and with novelist Kamila Shamsie, he co-chaired PEN's Writers-at-Risk Committee. In November 2011, he won the third prize at the Bastiat Awards for Journalism about free societies, in New York. He was a correspondent in India from 1987 to 1990, moved to Singapore (and later Hong Kong) from 1991 to 1999 and finally to London in 1999. Over the last 18 years, he has published nearly 1,000 articles in publications in Asia, Europe and America. Salil has also appeared frequently on television, for stations including CNBC, BBC, Doordarshan, and TCS (Singapore). He is the author of *Offence: The Hindu Case* (Seagull, 2009), *The Colonel Who Would Not Repent: The Bangladesh War and its Unquiet Legacy* (Aleph, 2014; Yale, 2016), and *Detours: Songs of the Open Road* (Tranquebar, 2015). He is currently working on a book about Gujaratis.

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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