

Apeejay Kolkata Literary Festival 2013 hosts the Book Launch of 'Sethji' by Shobhaa De

Kolkata, 10th January 2013: Apeejay Kolkata Literary Festival 2013 hosted the launch of 'Sethji' by renowned novelist and columnist Shobhaa De. The book was released to Kolkata audiences by Art Curator Rakhi Sarkar, the moving force behind initiatives like CIMA and KMOMA and Rita Bhimani, a Public Relations consultant and columnist. Presented in association with Penguin Books India, the launch was followed by an animated conversation between the author and the guests highlighting Shobhaa's inspiration behind writing a book about the dark underbelly of Indian politics where greed, ambition and ruthlessness mean more than trust.

The novel depicts the story of Sethji -head of the ABSP, a self-made man, shrewd and ruthless, who considers himself the modern-day Chanakya. He is aging but a cunning politician of a crucial coalition partner in the government; a toad of a man. The other lead counterpart is Amrita the daughter in law of Sethji who is portrayed to be the man-of-the-house, second only to Sethji. The narrative takes the reader through the unputdownable journey that moves at a fast pace with kidnapping, murder, sex and violence.

Shobhaa De weaves a tale around a political setup that confronts the readers with the biggest reality show called 'The Indian Politics'. "Sethji" provides penetrating insights into the complex innards of contemporary politics in India and combines pain, confusion, betrayal, assassination and infidelity in the plot with the characteristic flair for storytelling.

About the author:

Shobhaa De was born in Mumbai in 1948. She graduated with a degree in psychology from St. Xavier's College in Mumbai. She began her career as a model, and then turned to journalism. She has worked as an editor for three magazines - Stardust, Celebrity, and Society. Shobhaa De's books include the bestsellers Socialite Evenings, Starry Nights, Spouse and Superstar India. A widely-read columnist in leading publications, she is known for her outspoken views, making her one of India's most popular opinion shapers. Shobhaa De lives in Mumbai with her family. Her latest book Sethji was published in 2012.

About the book:

'Sethji' is a politician trying to maintain his position in the politics of New Delhi, but right before a crucial party meeting Sethji is informed that his younger son has raped a girl. So, Sethji quickly arranges for his son to disappear from the country to avoid arrest. He turns to his daughter in law to help co-ordinate the escape, which is easily managed

eventually. The daughter in law, Amrita, is depicted to be the man-of-the-house, second only to Sethji. Sethji's two sons are worthless. Not only does Amrita coordinate the escape of the younger son, but she also tactfully manages the media, and does so in such a manner that her single TV interview ensures that Sethji wins his political battle during the party meeting held later in the evening (of the same morning his son rapes and escapes). But soon afterwards, things turn for the worse, because there are enemies who did not want Sethji to continue maintaining his political clout. In the event, both Sethji and Amrita are kidnapped and taken to Mumbai. The rest of the story then narrates the fight to freedom of these two characters.

About Apeejay Kolkata Literary Festival (AKLF) 2013:

A Community initiative by the Apeejay Surrendra Group, the annual literary festival hosted since 2010 in Kolkata is the first international literary festival in Kolkata, a city celebrated for its intellectual depth and cultural heritage. An array of special curated discussions, performances and some of the finest literary events are scheduled for the fourth edition from 9th- 13th January, 2013. A noteworthy literary and cultural representation from across India and overseas will be seen at the Festival, amongst the finest minds from India and overseas. Prominent personalities attending will be Ramachandra Guha, William Dalrymple, Shyam Benegal, Pavan Varma, Yasmin Ali Bhai Brown, Amit Chaudhuri, Leila Seth, Manil Suri, Ruchir Joshi, Onir, Urvashi Butalia, Shobhaa De and Tishani Doshi and several others. Events are scheduled at significant cultural and heritage venues across Kolkata like National Library, St John's Church, banks of Hooghly, Lascar Monument, and at India's finest and most loved 92 year old iconic bookstore- Oxford Bookstore, Kolkata. Amongst the many highlights is Festival's collaboration with the Tibor-Jones South Asia Prize to recognize and encourage new and emerging writers in the South Asian region.

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

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