



BANGALORE LITERATURE FESTIVAL

THE SITUATION:

To make the 3rd edition of Bangalore Literature Festival more meaningful for Bangalorean's and dedicate towards reviving the art of reading amongst younger audience in India.

THE CHALLENGE:

21st century observes lesser youngsters reading books and more driven to technology mediums like mobile, Ipad etc. The challenge was to cultivate reading as a habit through a national platform with a 'global' appeal like BLF which is reflective of the cosmopolitan nature of the city; a distinctive brand with the 'Power to Influence'; a flagship annual literature festival that is rooted in Bangalore and with global aspirations.

THE TACTIC:

To lead by an example, North East has superior reading habits compared to other cities in India; we positioned the theme of BLF around "North-east" and engaged various young writers and influencers to participate in the festival, organized children/youth related activities like:

- Structured sessions for children and young adults like story-telling and detective workshop, a Harry Potter Quiz.
- Invited Chetan Bhagat, Shobha De and many more young writers
- A unique LitMart was organized where to be authors can make crisp three minute pitches of their manuscripts to an array of literary agents, commissioning editors and publishers
- Involved student volunteers to work for the festival

THE RESULT:

- The festival saw approximately 15000 people walking in and participating
- Around 150 authors including Chetan Bhagat, Preeti Shenoy, Arun Shourie, Leila Seth, Shobhaa De and many prominent north-east writers participated
- A lot of sessions were organized and authors were invited from different parts of the country
- The Bangalore based festival earned more than 10 crore PR value with wide front page and full page coverage in the top English and regional publications like EconomicTimes, Prajavani etc.
- More than 1.5million impressions on Twitter and Facebook, with continuous tweeting of authors and participators

The author's pitch

The third edition of the Bangalore Literature Festival will feature 150 authors as well as a 'LitMart' for aspiring writers.



A group of authors and organizers standing together for a photo.

The Bangalore Literature Festival is a platform for authors to showcase their work and connect with readers.

Author's pitch details: A 200-word synopsis, a short bio, and a list of previous publications are required for authors to participate in the LitMart.

Potter, detective workshop steal show

Day Two: Aspiring authors pitch novels and story ideas; multiple interactive storytelling sessions enthrall school children at BLF



Children from across Bengal participate in an interactive storytelling session at the Bangalore Literature Festival.



Author Chetan Bhagat speaking at a session during the Bangalore Literature Festival.

The second day of the Bangalore Literature Festival was a day of interactive storytelling sessions for school children. The sessions were held in a large hall, where children from across Bengal participated. The sessions were led by authors and were highly interactive. The children were encouraged to share their own stories and ideas. The sessions were a great success and the children enjoyed them very much.

BANGALORE LITERATURE FESTIVAL: WHAT'S BETWEEN THE COVERS?



A collage of photos from the Bangalore Literature Festival showing various activities.

Startups Grab a Book and Curl Up in a Corner at BLF

Entrepreneurs and authors meet at BLF to discuss the role of books in startups.

A session titled 'Startups Grab a Book and Curl Up in a Corner at BLF' was held during the festival. The session was moderated by a panel of experts and featured several authors and entrepreneurs. The session discussed the role of books in startups and how authors can support startups. The session was a great success and the audience enjoyed it very much.

PHOTO PRESENTATION OF U.S. AMBASSADOR'S VISIT TO BANGALORE



A photo presentation of the U.S. Ambassador's visit to Bangalore.

Eclectic voices on show

Top 100 authors of Bangalore Literature Festival present their views on the festival.



Top 100 authors of Bangalore Literature Festival presenting their views.

A panel discussion titled 'Eclectic voices on show' was held during the festival. The panel featured top 100 authors of the Bangalore Literature Festival. The authors shared their views on the festival and the role of literature in society. The panel was a great success and the audience enjoyed it very much.

Literary fest

Authors and readers meet at BLF to discuss the role of literature in society.



A man in traditional attire performing a cultural act on stage.

A literary festival was held during the Bangalore Literature Festival. The festival featured a variety of literary activities, including book launches, author sessions, and a literary quiz. The festival was a great success and the audience enjoyed it very much.

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Bangalore Literature Festival

A Thousand and One Ways to Tell a Story

WHERE IS ALICE? WONDERLAND OPENS IN CITY

Lit Fest Looks East for Eden

Lit Literature Festival Comes, Can Controversies be Far Behind

Various news snippets and articles related to the festival, including book launches and author sessions.

Lit fest back with a bagful of stories from tomorrow

Authors and readers meet at BLF to discuss the role of literature in society.



Authors and readers meeting at BLF to discuss the role of literature.

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BEYOND THE LINES

Authors and readers meet at BLF to discuss the role of literature in society.



Authors and readers meeting at BLF to discuss the role of literature.

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HNIs Open New Chapter at Lit

Open Book

Chief Financier

- Madhavan Pai
- Kiran Komarpant
- Shashank Singh
- Manjunath Shiv

Contributions

- More than ₹50,000
- Target ₹75 lakh
- Target ₹45 lakh

City's elite contribute from personal wealth to Blore...

