



সমুদ্রে শিহরণ  
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Dear Patron,

We are institutionalizing a new breed of Lit Fests themed around celebrating Bengali Literature in unlikely rural settings allowing participants to connect their writings with nature. Sans grand ceremonial jamborees yet having unconventional themes & locations, help an author to express a symbolic gesture to the world of creative writing.

Our 2022 inaugural edition themed "Tale of the Hills, From the Hills, In the Hills", coined "Paharparbo" was aptly hosted in the North Bengal hamlets of Lava and Rishyap. Our 2023 edition in a South Bengal beach, promises much more excitement through an Ocean Oriented Literary Event. Coined as সমুদ্রে শিহরণ (Thrill from the Sea), our focus is on "Ocean" as a primary thread in the tale.

Inviting new & published authors to send in stories in the pre-defined categories & selecting 16 best ones in a competitive spirit, this event promises to bring in a social interaction aimed to explore new dimensions in conventional topics. This time, Book Reading Sessions, Author Workshops & Book Launches aside, we will promote local artisans & folk singers from the region.

Tahaann & The Café Table, are working closely to protect the cultural diversity of Bengal's language & heritage. One of the key outcomes this year is a unique book, including the 16 stories, to be released at the 47th Kolkata International Book Fair in January 2024.

Your cordial presence, support & encouragement would mean a lot.

Avishek Aich  
Founder – The Café Table

Chayan Mazumdar  
Founder – Tahaann

The Café Table



# Event Highlights - সমুদ্রে শিহরণ ২০২৩

## Day 1 : Opening Ceremony & Book Launch

7am - Depart from Kolkata  
10:30am - Check-in & Registrations at Event Venue  
11:30am - Main Stage | Opening Address  
12:00pm - Welcome Speech by Chief Guest  
12:15pm - Felicitation Speech | Winner Announcements  
12:30pm - Lunch Break  
2pm - Official Book Launch for Samudre Sihoron Initiative  
2:30pm - Panel Discussion on Regional Literature by Prominent Authors  
3:30pm - Café Table Book Launches  
4:15pm - 6pm - Author Interviews on the beach  
6:30pm - Baul Folk Music Program (Birbhum Gharana)  
7:30pm - Campfire | Story-telling by award winning author  
9pm - Dinner

## Day 2 : Main Event

6am - Sunrise Beach Walk with Morning Raga songs (optional to attend)  
8am - Registration at Breakfast  
9am - Opening Address | Sponsor Felicitations  
9:30am - Regional Literature Outlook by Local Community | NGO  
10:15am - Tea Break  
10:30am - Panel Discussion | Confluence of East & West Bengal's language Bengali Literature  
11:30am - Roundtable Debate | Impact of Interactive Media on Reading Habits  
12:30pm - Lunch Break  
2pm - Book Reading Session from Samudre Sihoron Initiative | Celebrity Host  
4pm - Tea Break  
4:30pm - Writing Skills Workshop by Shri Tridib Chattopadhyay  
6pm - Treasure Hunt themed on Bengali Fiction  
7pm - Campfire | Sufi Music Program  
9pm - Dinner

## Day 3 : Closing Ceremony

6am - Sunrise Beach Walk with Morning Raga songs (optional to attend)  
8am - Registration at Breakfast  
9:30am - Opening Address  
10am - Recognition of Notable Bengali Fiction in 2023 | Awards Ceremony  
10:30am - Closing Remarks | Vote of Thanks  
11am - Check-out for all participants  
12pm - Lunch  
2pm - Depart from Venue

## Pristine Beaches of Bay of Bengal

This year's event will be hosted at a beach resort town in South Bengal, facing the incredible Bay of Bengal. Spanning 3 days, the event promises an opportunity for 16 Bengali authors to win a free participation of 2N-3D stay during the 2nd Annual Bengali Lit Fest organized by the Tahaann Group and also get their fiction published at The Café Table's showstopper book scheduled to release at the International Book Fair 2024.

Select Stories will be re-scripted for leading YouTube Channel Productions. Participants will include celebrated authors, leading media personalities, special industry delegates and members of the community.

Early Bird Registrations and Bulk Bookings will get special rates. Delegate Invitees and Chief guests will be sponsored.

## KEY HIGHLIGHTS AT THE EVENT



**Handicrafts Corner**



**Folk Music**



**Local Cuisine**



**Bengali Fiction Merchandise**



**Treasure Hunt**



**Writing Workshops**

## OPTIONS TO ATTEND THE 2023 LIT FEST - সমুদ্রে শিহরণ

We welcome everyone to participate in this soulful celebration of Bengali Language and Bengal's Heritage. To attend in person, you must be in one of the following categories -

❑ Winner of Lit Fest Contest as a Café Table Selected Author - you go free, yay !!

❑ Working Committee Members, Nominated Delegates, Distinguished Panel Guests and Special Invitees from the Literary industry - you go almost for free, fingers crossed !!

❑ Friends, Families and Supporters of any participant - you can pay the bare minimal logistics cost

❑ Members of the community and our supporting audience of avid readers - please register early with us for participation options, as we will need to plan for your logistics

### Contact Us for the following:

**Digital Marketing, Brand Collaboration and Sponsorships -**

Tahaann - tahantob@gmail.com | +91 91765 21583

**Story Submissions and Publishing Queries -**

The Café Table - avishekthecafetable@gmail.com |

+91 98742 63413

Debanjan Mukhopadhyay - debanjan.eoi@gmail.com |

+91 98315806631

**Program Details, Event Guidance and Logistics Queries -**

Adrij Chowdhury - +91 99035 03025

Sudipta Saha - +919874677765



# MAJOR HIGHLIGHTS



**Event Coverage in all leading regional news media**



**Branded Promotions on Social Media**



**Literary Idols' endorsement of our event**



**Bengal's only Theme-Oriented Lit Fest**



**First Formal Lit Fest organized for Bengali Language Celebration**

## *Our Team -*

**AVISHEK AICH [Founder, The Café Table, ex Media professional]**

**DEBANJAN MUKHOPADHYAY [Journalist & Published Author]**

**ADRIJ CHOWDHURY [Independent Brand Management Professional, Music Composer]**

**ABHINANDAN MUKHOPADHYAY [Entrepreneur, ex World Bank professional]**

**SUDIPTA SAHA [Senior IT Professional & Published Author]**

**CHAYAN MAZUMDAR [Dream Merchant for AI Adoption & Founder, Tahaann]**

**SUHANJU DAS [Cloud Kitchen Founder, Publication Owner]**

**RAJ CHAKRABORTY [Marketing Partner for Tahaann]**

# Sponsorship Details

## **Silver Tier** **Minimum Commitment – INR 15,000**



- ❑ Logo Branding at Event and Acknowledgement on Social Media Handles
- ❑ Logo Printed on all compulsory Samudre Sihoron Bookmarks
- ❑ Logo printed on Event Venue Banners

## **Gold Tier** **Minimum Commitment – INR 25,000**



- ❑ All Silver Benefits +
- ❑ Website and Social Media Handle tagging to Event Promotions
- ❑ Individual Flex Standee for the Branding
- ❑ 50% discount on attending delegates.

## **Diamond Tier** **Minimum Commitment – INR 35,000**



- ❑ All Gold & Silver Benefits +
- ❑ Logo Printed on Special Gift to the Authors
- ❑ Brand Mention during Book Launch at Event
- ❑ Brand Mention during Folk Music Program
- ❑ Brand Mention on all Video Promotions

## **Platinum Tier** **Minimum Commitment – INR 50,000**



- ❑ All Gold, Silver & Diamond Benefits +
- ❑ Brand Promotion on Main Stage Background Flex
- ❑ Brand Mention for one F&B Sponsorship
- ❑ Brand Mention for one Panel Discussion Hosting
- ❑ One Free Delegate Invite to attend full event
- ❑ Special Mention on the Commemorative Greeting Card of the Event
- ❑ Opportunity to Feature your Brand in Author Interview videos

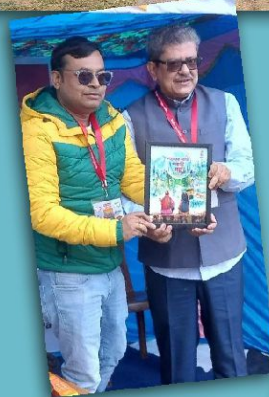
## **Collaboration Tier** **Minimum Commitment – INR 100,000**



- ❑ All Tier Benefits +
- ❑ Includes opportunity to Speak at event stage for Brand Promotion
- ❑ Dedicated Booth at the event to showcase your products
- ❑ Feature your brand on Celebrity Session at the event including post event video inclusions.
- ❑ Feature your brand perpetually on all our YouTube Productions related to this event
- ❑ Includes free brand introduction video montage and dedicated branding during event
- ❑ Opportunity to present during Book Release at 47th Kolkata International Book Fair

# KEY HIGHLIGHTS FROM LAST YEAR | 2022

**Paharparbo 2022 | Venue: Rishop,  
Lava, North Bengal, India**



**40+ attendees | 19 Authors | News  
Headlines | Branded Merchandise | Author  
Workshop | Book Readings  
Local Cultural Programs | Local Cuisine**

