



# LITOMANIA CONCLUDES

India's largest literary fest, Litomania 2014 concluded after two days of master classes, workshops and panel discussions by prominent authors and industry experts such as Caleb Franklin, Damodar Mall, Ashwin Sanghi, Sorabh Pant, Prakash Iyer, Priya Kumar and Radhanath Swami at We School; the knowledge partner.

Think WhyNot Group (TYN), the marketing force behind the most interactive and successful literature fest welcomed more than 4,000 literati who wrote back with amazing responses. Celebrating the rise of Popular Indian Literature, 'October Litfest' witnessed the presence of best-selling authors like Amish Tripathi, Ravi Subramanian, Ashwin Sanghi and Sivaraman Balakrishnan.

A unique involvement of the attendees was donating their old novels at the art installation called 'Gift a book Art Challenge'. It is a first-of-its-kind crowd-sourced installation using donated books which created emotional connects. Unique workshops like Terribly Tiny tales, publishing for kids, Wild life & conservation amongst others were conducted. This was the first time a litfest was streamed live on the OgleIndia platform. Shantanu Moitra and Swanand Kirkire along with Vikram Sathaye closed Litomania with a rocking end.

Think WhyNot through Litomania has catered to every lit-

erature enthusiast. The fest has balanced the two days with peripheral entertainment and Indian literature that has made the weekend a lot more enriching for everyone who attended it.

Talking about the success of the fest in the maiden year of its initiation, Sangram Surve - CEO Think WhyNot Group & Festival Director of Litomania, said, "Litomania has been an initiative that has a personal attachment to me. It has been heartwarming and overwhelming to see such a large number of book enthusiasts and authors being involved at the festival. There is always an imbalance in the ratio of author's popularity and I hope the sessions have helped budding authors to learn and grasp opportunities. Litomania has definitely taken Indian literature to a platform of great intellectual relevance."

The festival showcased authors, writers and popular creative personalities.

Readers got an opportunity to interact with their favourite authors and famous personalities. Readers eagerly participated in panel discussions and workshops conducted by experts.

The Litomania initiative was supported by Tridhaatu Realty and Infra Pvt Ltd, My Financial Advisor, Shriram Finance and We School amongst others. Prof Dr Uday Salunkhe, Group Director of We

School spoke about the association with Litomania with pride. "We School is constantly aiming at bringing in people from different walks of life and different thinking styles to interact with the We School students and faculty. Litomania organized by "Think WhyNot" has allowed us to bring about an interaction between people who are writing for India, this can provide an interesting and precious insight in understanding what India is reading, possibly reflecting what Indians are thinking. This entire initiative is in line with Design led Innovation approaches at We school where we learn from non-typical sources and

make an effort to include diverse community of people in this pursuit. Sangram has been an integral part of the Marketing Communications process at We School and has partnered our growth for a very long time now, his maverick approach has never failed us. When he came up with the idea of Litomania, supporting him was a logical step. Our students like Sudeep Nagarkar have established themselves as best-selling authors and made us very proud."

Litomania gave a chance for readers to discover what it is that motivates their favorite writers to write.

