

PRESS CLIPS

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Jerry Pinto and Makarand Sathe

is a bureaucratic language. Also, the duration of the act extended by 15 minutes, because the language is spoken slowly, with respect to Marathi or English."

Meanwhile, Jerry Pinto addressed how, putting words in a book denuded them of culture, since a book was asynchronous communication, and translating led to 'doubled asynchronicity', further denuding the work of culture.

Desi Dan Brown

Ashwin Sanghi, author of bestsellers such as *Chanakya's Chant* and *The Krishna Key*, was in conversation with writer Meghna Pant, about how an entrepreneur like himself became a best-selling author. "The manuscript of my first book, *The Rozabal Line*, was rejected 46 times by different publishers. Despite that, I self-published it and sent a copy to them



Ashwin Sanghi and Meghna Pant

again. As a businessman, I had heard 'no' so many times, that I didn't fear rejection," said Sanghi, whose book then went on to become a critical and commercial success.

He added that authors needed to become more 'shameless' when it came to marketing themselves. "I would often go to bookstores and request them to place my books at the front, because one publisher had told me, 'jo dikhta hai who bikta hai'. You need to be less self-conscious and go ahead and do these things. If you have friends in the media, there is nothing wrong with requesting them to write about you. The worst that could happen, is that they'd say 'no' to you," the author said.

Sanghi is also collaborating with internationally best-selling author James Patterson on his new book. "My previous novels involved a lot of research. Now, for the first time, I'm concentrating more on the craft than I am on the research," he said.

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Day 3, Sunday

Cinema Scope (3.45 pm to 4.45 pm)

A vibrant panel discussion between Bhawana Somaaya, Anil Zankar and Lord Meghnad Desai on the various aspects of writing about cinema

The Two who dared (3.45 pm to 4.45 pm)

Pune's firebrand author Prof R Raj Rao in conversation with Shobhaa De on how they found their calling against all odds with readings from their books