**Press Release (photographs attached)**

**Celebrating Literature !**

**JKK PRESENTS ‘BOOKAROO’ – A CHILDREN'S LITERATURE FESTIVAL FROM 30TH APRIL**

Jaipur, 26 April:  JKK has invited Bookaroo, India’s first and largest children's literature festival to Jaipur. The two-day festival will be held on 30 April and 1 May  at Jawahar Kala Kendra (JKK). This was informed by the Director General of JKK, Ms. Pooja Sood today in Jaipur.  She further said that the programme will have over 57 sessions with 17 speakers from three countries and will run at various venues at JKK from 11 AM to 4.30 PM.

Ms. Sood went on to say that Jaipur is recognised as the literature capital of India with the Jaipur Literature Festival being held here. JKK is adding to the city’s literary reputation by bringing a children literature festival to Jaipur. Reading expands young minds and JKK’s Junior Reading Room at the Library is a concrete step in that direction.

The Bookaroo Children’s Festival Director, Ms. Swati Roy said that bringing children and books together is the mission of Bookaroo and a distinguished lineup of speakers will be at JKK, all set to mesmerise the children of Jaipur with a repertoire ranging from storytelling to craft to doodles to performances.

The Bookaroo Children’s Festival Director, Mr. M. Venkattesh said that we are extremely happy to be able to bring Bookaroo to the Pink City. Bookaroo is a unique environment to bring books and children together to celebrate books and stories. Bringing together authors, illustrators, storytellers, poets and artists who create deep and diversified experiences around storytelling and reading makes books come alive and starts children on their lifelong reading journey.

 On the occasion the Brand Head of ZeeQ, Mr. Ashwin Sashital said that ZeeQ has championed responsible content for kids' entertainment. With our current campaign of 'So Busy So Happy', we are looking at encouraging the kids to be busy by learning art and craft, reading, sports which develop their personalities.

It is to be noted that a host of distinguished authors, poets, illustrators, and theatre artists promise to make the weekend unforgettable with their fascinating body of work. Apart from Pune-based Ajay Dasgupta – founder of The Kahani Project, who believes listening to stories is the fundamental right of every child, we have Parnab Mukherjee, one of the leading alternative theatre nomads of the sub-continent and Kalyan Joshi, the renowned Phad artist.

Children will also get to meet Arefa Tehsin, author, columnist & ex-honorary wildlife warden, Udaipur; Wendy Cooling who has been involved in a range of projects to promote reading not only in the UK but worldwide and climate activist and writer Lana Hansen from Greenland.

**Exhibition of Japanese ‘Children’s and Picture Books’**

Later, an exhibition of the paintings of an acclaimed, award winning Japanese Artist, Ms. Chiharo Iwasaki as well as other picture book artists from Japan was opened for viewing at the Parijat Gallery. The exhibition will be showcased upto 10 May from 11 am to 7 pm. It is in collaboration with The Japan Foundation, New Delhi.

**Box Item:**

For more than 2 decades the JKK Library has provided Jaipur with a space for research and learning. The large two-storey, Library has in its collection over 14,000 reference books on art, culture religion, architecture etc. The newly renovated JKK library now features a General Section for adults and a  Junior Reading Room (JRR) with books and educational toys for children from 4 - 14 years. With WiFi capability, new bathrooms and a beautiful ground-floor exterior pergola with greens – JKK will now support literary activities alongside the performing and visual arts.