

eminent alumni in super Creative Mode ! : Dr Shashi Tharoor MP, Ambassador Vikas Swarup and Sanjoy Roy



Philip Norman and Former Union Minister Shashi Tharoor
at the Jaipur Literature Festival in January 2018

Toronto : After establishing annual events in London and in Boulder, Colorado, the Jaipur Literature Festival JLF is set to expand its international footprint with a permanent presence in **Toronto**, where the inaugural festival is expected to be held in September 2018.

JLF's co-founder and festival producer Sanjoy Roy announced he is looking at making the Festival a fixture in Canada's largest city, as he appeared on a panel along with India's envoy to Canada Ambassador **Vikas Swarup**, during the annual Canada-India Partnership Summit.

JLF moved beyond Jaipur, where it was founded in 2006, to **London** five years ago and then expanded to Boulder two years after that.

One reason for bringing India's biggest show in literature to Canada was Roy's co-panelist, since Swarup, also an acclaimed author, was "bullying" JLF to bring its act to the country (!!)

As Swarup said, "I think **it's a great idea. Canada needs a JLF** because Canada is a model of diversity and JLF is a festival of diversity. And Toronto, which now has the reputation of being the most diverse city on the planet, is the perfect fit for a festival like JLF."

The intent is to make JLF integral to Toronto's landscape, not just an import from India, by involving talent from within Canada, including those from the First Nations or indigenous communities.

Mr Kasi Rao CEO President C – IBC said "At a time when we all seek to project soft power, the JLF offers a model perspective on how to do it. It is a projection of India's soft power with a direct connect to literary Canadian giants like Margaret Atwood and Michael Ondaatje. For this remarkable festival to put Toronto on its radar would be terrific. It would yet again show Toronto's prowess and materially advance our economic interests with India."