



PAFI  
8<sup>TH</sup> NATIONAL FORUM 2021  
REVIVING THE ECONOMY  
REIMAGINE. REBOOT. REFORM  
21<sup>ST</sup> & 22<sup>ND</sup> OCTOBER, 2021



Partner State:  
Telangana

Presented by  
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## Session 5 - Reviving the Creative Economy

Thursday, October 21, 2021

1800 – 1855 Hrs

Moderator



**Sanjoy Roy**  
Managing Director  
Teamwork Arts

Sanjoy K. Roy, an entrepreneur of the arts, is the Managing Director of Teamwork Arts, which produces over 33 highly acclaimed performing arts, visual arts and literary festivals across 40 cities in countries such as Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Singapore, South Africa, Spain, UK and USA, including the world's largest free literary gathering — the annual Jaipur Literature Festival. Roy has received the National Award for Excellence and Best Director for the film Shahjahanabad: The Twilight Years.

He is a founder trustee of Salaam Baalak Trust (SBT) working to provide support services for street and working children in the inner city of Delhi where over 55,000 children have benefited from education, training and residential services. In 2011, the White House presented SBT the US President's Committee of Arts and Humanities Award for an International Organisation.

Roy works closely with various industry bodies and Government on policy issues within the Creative Industries and Cultural Sector in India and is a senior office bearer on several committees working on policy infrastructure for the creative industries - he is Co-chair of the Art and Culture Committee of the Federation of Indian Chambers of Commerce and Industry (FICCI) and former President of Event and Entertainment Management Association (EEMA) and an advisor to the Arts

Council of England Diversity board for theatre. He is on the advisory council of various International Agencies, Federations and Universities.

Roy has lectured and works in collaboration with Universities including those of Western Australia, DUT, Brisbane, Monash, University of Chicago, Harvard, MIT Media lab, Admas, Symbiosis, University of Houston, Columbia College, London School of Economics, University of York, Swansea, etc.