



OVERVIEW

The French Institute in India, in its mission to make French literature more accessible to people in India, has decided to launch French corners in bookshops all around the subcontinent.

These corners will feature translated French literature in all Indian languages, ranging from classics to contemporary works. Writings from Emile Zola, Albert Camus, Annie Ernaux - a never ending list of writers who have affected the course of history and impacted the lives of people around the world.

The French corner would also feature some books in French itself.

Pardon my French!

Pardon my French!



CLASSICS



FICTION



POETRY



PARIS



INDO-FRENCH CONNECTION



PARLEZ-VOUS FRANCAIS?



I OWN A BOOKSHOP & I WANT A PMF! CORNER



- 1** Locate a space in your bookshop to install a separate *Pardon my French!* Corner.
- 2** Contact Arun Goyal arun.goyal@ifindia.in to set up a meeting and discuss the feasibility.
- 3** We will share with you a catalogue of French titles published in English and Indian languages, along with a recommended list of books. Make your own choices and order it from the publishers/distributors, you know your customers!
- 4** Use the Pardon My French logo and let us know when your corner is ready!
- 5** We will send you the French books for your corner.

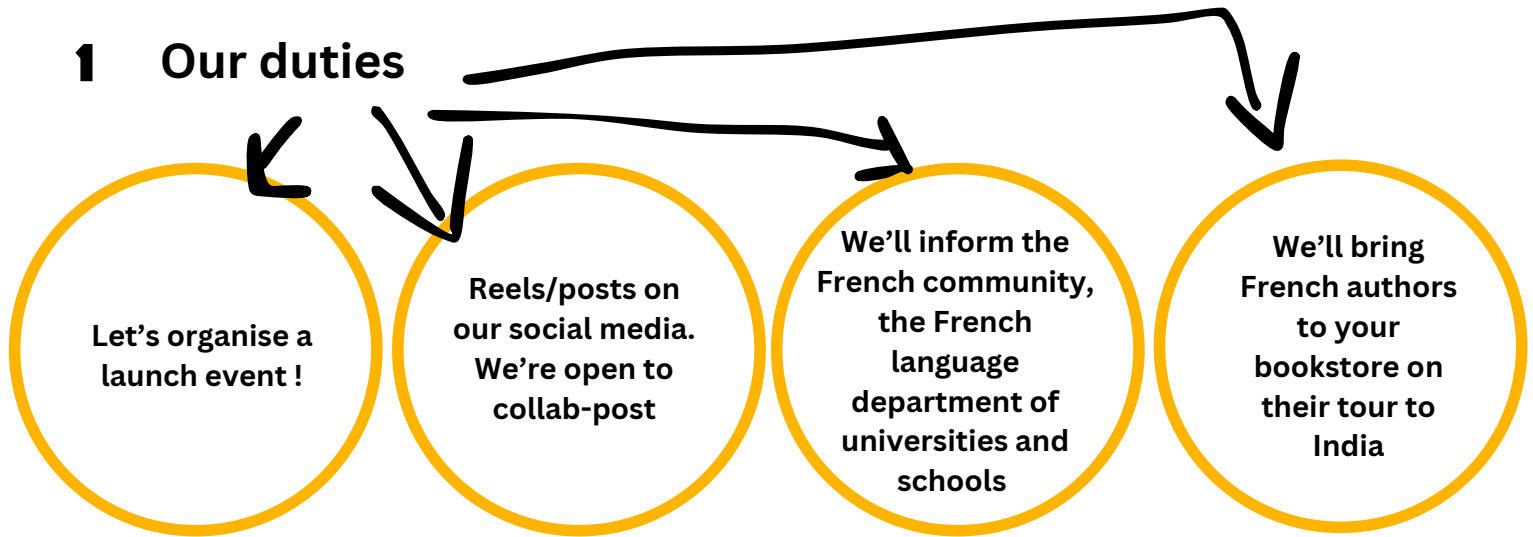
HAPPY TO HELP

- We'll be happy to help you with shortlisting the titles, advising on categorization and name tags for your corner.
- At the beginning of the *Pardon my French!* adventure, we'll put you in contact with publishers to order the books. However, you must be able to maintain the book stock all year long in order to keep the PMF! corner alive and kicking.
- We request you to provide a monthly report of the sale in the PMF! corner in order to analyze the success of the French corner and to observe the trends.



HOW PEOPLE WILL KNOW ABOUT MY CORNER ?

1 Our duties



2 Your duties

