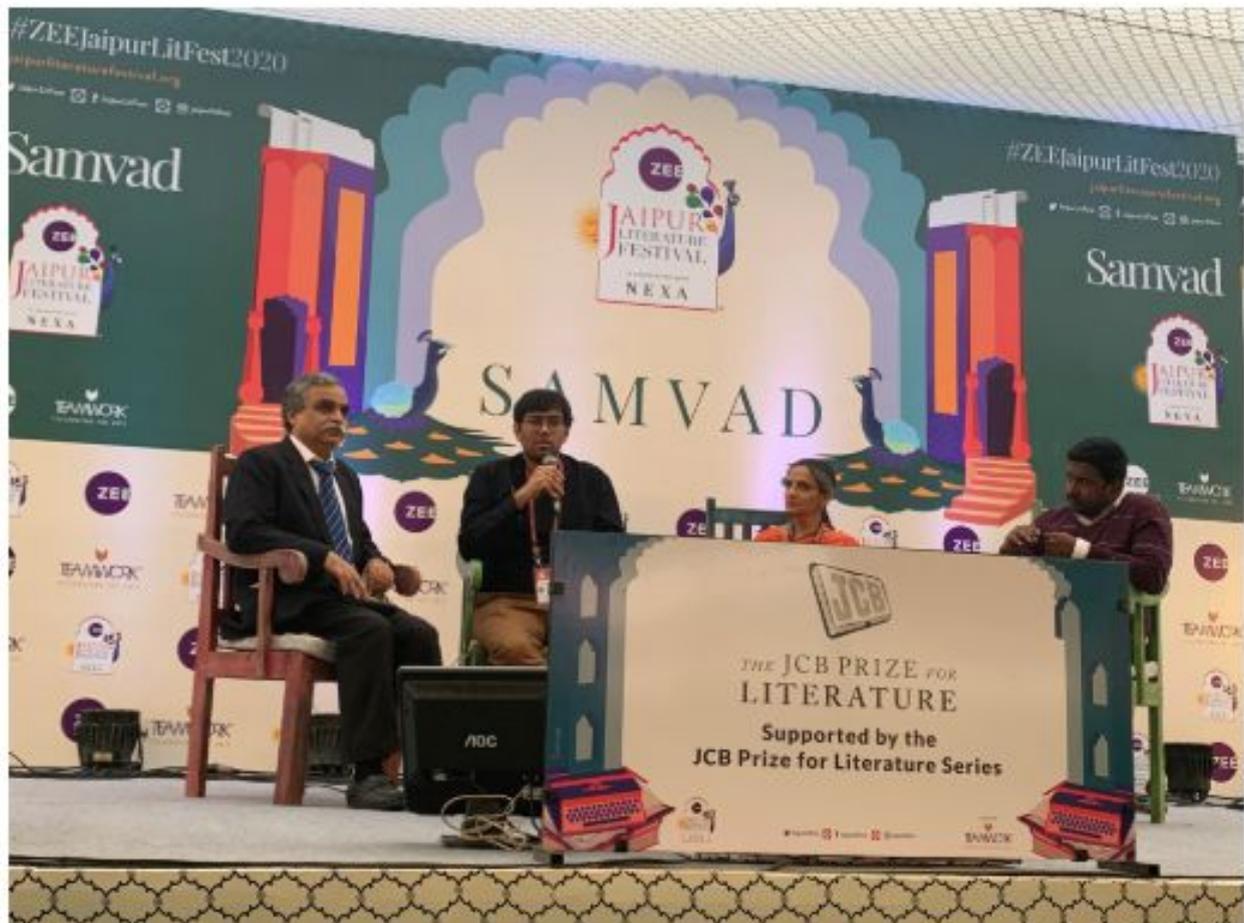


The JCB Literature Foundation announces an initiative for the visually impaired at the ZEE Jaipur Literature Festival 2020



(From L- R) Dipendra Manocha, founder of the Saksham Trust and member of the Executive Committee of the World Blind Union, Siddhant Shah, founder of Access for All, Mita Kapur, writer and Literary Director of the JCB Prize for Literature and Ananth Padmanabhan, CEO of HarperCollins India.

Jaipur, Saturday, 25 January 2020: The JCB Literature Foundation has today announced at the ZEE Jaipur Literature Festival 2020 an initiative to make books shortlisted for the *JCB Prize for Literature* more accessible to the visually impaired.

In its second year of successfully running India's richest literary prize, the JCB Prize for Literature, the JCB Literature Foundation, which was established as a CSR initiative by the Delhi-based construction equipment manufacturer JCB India, has made significant progress in fulfilling its ambition to create an enduring cultural legacy in the country.

This initiative is an extension of the Foundation's core objective to increase the readership of Indian books within India by making literature more accessible and inclusive, particularly among vulnerable communities and groups across the country.

As part of this important initiative, the Foundation is working with [Sugamaya Pustakalya](#), India's first and largest collection of accessible books, to make books that were shortlisted for the 2019 *JCB Prize for Literature* available as e-books for free download by the visually impaired community. For the first time ever, these shortlisted books will be accessible to those with a wide spectrum of visual impairment. Furthermore, the e-books will be made available to international libraries for visually impaired communities in other countries.

The Foundation has also partnered with Access for All to create a physical Braille copy of the 2019 *JCB Prize for Literature* winner, Madhuri Vijay's *The Far Field*. Copies of the book, which will come with a tactile cover thus providing a complete user experience for the visually impaired, will be donated to Braille libraries across the country.

Commenting on this initiative, JCB India MD and CEO, Subir Kumar Chowdhury said: *"Literature needs to be accessible to all within India. Since its inception in 2018, the JCB Literature Foundation had as one of its core objectives an ambition to make shortlisted entries to the JCB Prize for Literature available to all. This initiative by the Foundation to make the 2019 shortlisted entries accessible to the visually impaired in India and beyond is a crucial step in the right direction, which we intend to build on as the JCB Prize for Literature enters its third year in 2020."*



Siddhant Shah and Mita Kapur with the Braille copy of the 2019 *JCB Prize for Literature* winner, Madhuri Vijay's *The Far Field*.

The announcement was made during a special session entitled, **“Literature for All: The JCB Prize Shortlist in Braille”**. Moderated by Mita Kapur, writer and Literary Director of the JCB Prize for Literature, the session discussed accessibility of literature and literary fiction for the visually impaired. The panelists included **Ananth Padmanabhan**, CEO of HarperCollins India, **Dipendra Manocha**, founder of the Saksham Trust and member of the Executive Committee of the World Blind Union and **Siddhant Shah**, founder of Access for All.

The session was part of a special series of discussions at the ZEE Jaipur Literature Festival 2020, offering the audience a richer insight into the 2019 JCB Prize for Literature shortlisted books, the jury, and the broader vision of the JCB Literature Foundation. The Foundation, in conjunction with the ZEE Jaipur Literature Festival, also ran a special session on accessibility of literature for the visually impaired in Jaipur BookMark catering specifically for the publishing sector.

One of the key initiatives of the Foundation, the JCB Prize for Literature was set up in 2018 to enhance the prestige of literary achievement in India and create greater visibility for contemporary Indian writing. The prize encourages translations and aims to introduce new audiences to works of Indian literature written in languages other than their own.

Mita Kapur, Literary Director commented, *“By converting the JCB Literature Prize shortlist into Braille, we take a small step towards making the best of Indian contemporary fiction, in English and in translation, accessible to all. The hope is to encourage the publishing industry to adopt inclusivity as a guiding principle and to facilitate print-disabled people to create, share and read excellent Indian writing.”*

Download high res images [here](#).

For information about the Prize, please visit: www.thejcbprize.org. For updates, look for [@thejcbprize](#) on Facebook, Twitter and Instagram.

ABOUT THE PANELISTS



Ananth Padmanabhan is CEO of HarperCollins India. He began his career in 1992 as a bookseller at the Landmark Bookstores in Chennai before joining Penguin India as a sales representative for South India. In 2010, he was named Vice President and was later appointed Senior Vice President in 2014. He is also a published author and photographer.



Dipendra Manocha is working as the Developing countries coordinator and Lead of Training and Tech Support with the [DAISY Consortium](#) (Digital accessible information system). He is a member of the Executive Committee of the World Blind Union. He is Managing Trustee of the [Saksham Trust](#). He worked as Asst. Project Manager for the DAISY For All Project. He is the elected president of the DAISY Forum of India. He worked as Director IT & Services at the National Association for the Blind, New Delhi, India from 1993 till July 2008. He also worked as consultant to the Delhi University for

establishing the resource centre for persons with disability. After completion of post-graduation and research degree from Delhi University he left his Ph.D. in between to work for the mission of providing information and content in accessible format to persons with print disability. In the past decade he has managed or coordinated several technological development and implementation projects.



Mita Kapur is the founder and CEO of Siyahi, India's leading literary consultancy. Her first book, *The F-Word*, is a food book, memoir and travelogue. She has edited *Chillies and Porridge: Writing Food*, an anthology of essays on food. As a freelance journalist, she writes regularly for different newspapers and magazines on social and development issues along with travel, food and lifestyle.

Mita has received many awards, including the Karamveer Puruskar (2009) for her work as a journalist in creating social awareness and for being the best literary consultant in the country, the Maharani Gayatri Devi Award for Woman of Excellence (2014), and the *Femina* Women Super Achiever Award (2018) at the World HRD Congress. She curated Masala Chowk, a food court for street food in Jaipur in 2018, and was a member of the executive council for Jawahar Kala Kendra from November 2016 – October 2018. She is also the producer for the Woman Up! Summit, and Soul Connect Experiences, and was producer for Mountain Echoes – The Bhutan festival of Art, Literature and Culture (2010-2019).



Siddhant Shah is a Heritage Architect and Access Consultant who specializes in bridging the gap between Cultural Heritage and Disability, through his initiative [#AccessforALL](#). Shah, a Stavros Niarchos Scholar, has finished his MA in Heritage Management from the University of Kent (Athens Campus, Greece) and his bachelors in Architecture (BSSA-NMIMS, India) along with a Post graduate Diploma in Indian Aesthetics. When Siddhant's mother became partially sighted; he started looking at the world with a different perspective, specifically observing the absence of

accessibility for all. His experience of being in Greece and observing the inclusive planning of museums also



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urged Shah to create “experience-based prototypes” using the museum collection in India in order to make the country’s culture-scape an INCLUSIVE one.

NOTES TO EDITORS

ABOUT THE JCB PRIZE FOR LITERATURE

The JCB Prize for Literature was set up in 2018 to enhance the prestige of literary achievement in India and create greater visibility for contemporary Indian writing. The prize encourages translations and aims to introduce new audiences to works of Indian literature written in languages other than their own. It is funded by JCB and administered by the JCB Literature Foundation.

2018 WINNER

Jasmine Days by Benyamin, translated from the Malayalam by Shahnaz Habib.

2019 WINNER

The Far Field by Madhuri Vijay

ABOUT JCB

JCB is a leading global manufacturer of earthmoving and construction equipment. The JCB Group has been active in India since 1979. Through its subsidiary, JCB India Ltd, the British company today employs 5,000 people in India, and operates five state-of-the-art factories: in New Delhi, in Pune, and in Jaipur. Products made in these factories have been exported to more than 93 countries around the world. Over its journey of close to four decades in India, JCB, through its products has contributed significantly towards the development of Infrastructure in the country. JCB is committed to being a socially and ethically responsible company at both a global and local level. For the past 20 years, JCB India has been working across India with vulnerable communities through the Lady Bamford Charitable Trust with the aim of providing them access to a better quality of life through education, enhanced income, business and skill development, and supporting traditional arts, culture and heritage.

About Jaipur BookMark

The Indian publishing industry has grown rapidly with the world’s attention converging on it: creating a meaningful B2B platform for publishers was thus essential and the Jaipur BookMark was conceived to run parallel to the Jaipur Literature Festival. In the 6 years since its inception, JBM is fast emerging as a nerve centre for the South Asian publishing industry and is indeed a focal point where books mean business.

Jaipur BookMark (JBM) brings together stakeholders of the book trade from across the world – publishers, literary agents, writers, translators, translation agencies and booksellers. It gives them an opportunity not just to “talk business” through relevant sessions and focused roundtables, but also provides the right and fruitful atmosphere to inspire conversation and a space for one-on-one meetings and networking. This intimacy forges relationships and allows the occasional contract to be signed too.

About the ZEE Jaipur Literature Festival 2020

Described as the ‘greatest literary show on Earth’, the ZEE Jaipur Literature Festival is a sumptuous feast of ideas. The past decade has seen it transform into a global literary phenomenon having hosted nearly 2000 speakers and welcoming over a million book lovers from across India and the globe. Our core values remain unchanged: to serve as a democratic, non-aligned platform offering free and fair access. Every year, the Festival brings together a diverse mix of the world’s greatest writers, thinkers, humanitarians, politicians, business leaders, sports people and entertainers on one stage to champion the freedom to express and engage in thoughtful debate and dialogue.

Writers and Festival Directors Namita Gokhale and William Dalrymple, alongside producer Teamwork Arts, invite speakers to take part in the five-day programme set against the backdrop of Rajasthan's stunning cultural heritage and the Diggri Palace in the state capital Jaipur. Past speakers have ranged from Nobel Laureates J.M. Coetzee, Orhan Pamuk and Muhammad Yunus, Man Booker Prize winners Ben Okri, Margaret Atwood and Paul Beatty, Sahitya Akademi winners Gulzar, Javed Akhtar, M.T. Vasudevan Nair as well as the late Girish Karnad, Mahasweta Devi and U.R. Ananthamurthy along with literary superstars including Amish Tripathi, Chimamanda Ngozi Adichie and Vikram Seth. An annual event that goes beyond literature, the Festival has also hosted Amartya Sen, Amitabh Bachchan, the late A.P.J. Abdul Kalam, His Holiness the 14th Dalai Lama, Oprah Winfrey, Stephen Fry, Thomas Piketty and former president of Afghanistan, Hamid Karzai.

The ZEE Jaipur Literature Festival is a flagship event of Teamwork Arts, which produces it along with over 25 highly acclaimed performing arts, visual arts and literary festivals across more than 40 cities globally. Teamwork Arts also produces JLF London, JLF Belfast, JLF Houston, JLF New York, JLF Colorado, JLF Toronto, JLF Adelaide and for the first time in 2019, JLF Doha.

Website: www.jaipurliteraturefestival.org

About Teamwork Arts

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad.

Every year, we produce over 25 performing/visual arts and literary festivals in several countries including Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Singapore, South Africa, Spain, the UK and USA.

Teamwork Arts produces one of the world's largest literary gatherings, the annual [ZEE Jaipur Literature Festival](#) and the [Jaipur Music Stage](#) in Jaipur, the [Ishara International Puppet Festival](#) and the annual [Mahindra Excellence in Theatre Awards \(META\) and Festival](#) in New Delhi, the [Mahindra Kabira Festival](#) in Varanasi, [The Sacred](#) in Pushkar, the [Jazz India Circuit](#) across multiple locations in India, as well as international festivals [India by the Nile](#) in Egypt, [India by the Bosphorus](#) in Turkey, [India by the Bay](#) in Hong Kong, [Confluence - Festival of India](#) in Australia, [India in the Sunshine City](#) in Zimbabwe and many more.

Website: www.teamworkarts.com