

Mita Kapur appointed as the next Literary Director of the JCB Prize for Literature

New Delhi: The JCB Literature Foundation announced today that, after a careful selection process, they have appointed Mita Kapur as the next Literary Director of the JCB Prize for Literature.

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 Mountain Echoes – The Bhutan festival of Art, Literature and Culture, the Woman Up! Summit, and Soul Connect Experiences.

As someone who has had the unique privilege of working with writers, publishers, creators and artists in shaping Indian literature as well as other critical aspects of culture such as music, arts, and food, Mita will bring new and wider perspectives while maintaining the core mission of the Prize to take the best of contemporary literary fiction by Indian authors to an ever broader national and international audience.

Mita will take over the responsibilities of the Literary Director from January 2020, succeeding Rana Dasgupta, who completed his two year tenure with the Foundation earlier this month. Rana helped launch the Prize in 2018 and was responsible for the successful running of the last two editions of the Prize.

Mita Kapur commented, *"Sometimes the only way to make sense of this world is to escape it. To gain perspective, we must live beyond who we are—culturally, linguistically and socially. Great fiction allows us to shed our skin and see through different eyes. And in our fractured times, what greater blessing can we ask for? Even in India's rich literary world, millions of stories remain untold because they aren't translated into the language of the majority. The uneven quality of translation often means that the nuances of the original language are lost. I'm proud to be associated with the JCB Prize for Literature, which rewards novels that hold up a mirror to contemporary Indian society. I hope the Prize encourages readers to look at India's literary culture as a whole—in translation, in Indian languages, and in English."*

The JCB Prize for Literature celebrates the very finest achievements in Indian writing. It is presented each year to a distinguished work of fiction by an Indian writer, as selected by the jury. The Prize encourages translations and aims to introduce new audiences to works of Indian literature written in languages other than their own.

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

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.

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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.