

OXFORD BOOKSTORE

Opens Entries for Oxford Bookstore Book Cover Prize 2021

19th November 2020, New Delhi: The Oxford Bookstore today announced the sixth edition of Oxford Bookstore Book Cover Prize with jury members Dr. Shashi Tharoor, Shobhaa De, Kunal Basu, Priti Paul & Namita Gokhale.

Instituted in March 2015 by Oxford Bookstore, the Oxford Bookstore Book Cover Prize year after year has gained traction as the most prestigious award in the book cover design industry. It is a first of its kind award for brilliance in book design, an attempt by the iconic bookstore to recognize and encourage the extraordinary work of illustrators, designers and publishers across India. The prize appreciates the importance of the balance of graphics and narrative, particularly in our increasingly visual age, and believes that a book cover interprets and decodes the ensuing text in crucial ways that contribute to its ultimate success.

The sixth edition jury for Oxford Bookstore Book Cover Prize comprises of prominent author, Indian columnist and novelist, **Shobhaa De**, well known Indian politician, writer and Member of Parliament, **Shashi Tharoor**, renowned author, **Kunal Basu**, Director, Apeejay Surrendra Group and the creative force behind Oxford Bookstores, **Priti Paul** and author, publisher & literary historian, **Namita Gokhale**. The jury members are all pre-eminent in their particular fields and share a love and commitment to books and reading. The varied interests of these eminent jurors will help create a rich and diverse perspective for the selection.

Under the guidance of Ms. Priti Paul, Director, Apeejay Surrendra Group, Oxford Bookstores has been pushing all boundaries to encourage the publishing industry and celebrate the business of books. Standout cover design is an integral part of the success of a book, designers and illustrators play a vital role in helping a book become emblematic and create recall.

Oxford Bookstores will announce the longlist, shortlist and winner of the sixth edition of Oxford in a series of events besides an exhibition of the shortlisted book covers will be displayed at Oxford Bookstore, Connaught Place. The winning entry will be awarded with a prize amount along with the winning trophy.

Covers of titles by designers of Indian origin and published between April 2019 and March 2020 are invited to apply for the sixth Oxford Bookstore Book Cover Prize. **Entries are welcome from 19th November 2020 till 20th December 2020.**

In its first year, the prize was given to designer, **Bena Sareen** for the book, **Talking of Justice** by late author, Leila Seth, published by Aleph followed by designer for the second year **Pinaki De** was declared winner for book **Kalkatta** authored by Kunal Basu, published by Picador India. The third Oxford Bookstore Book Cover Prize was awarded to **Maithili Doshi Aphale** for the

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book **Himalaya** authored by Ruskin Bond, Namita Gokhale, published by Speaking Tiger. The fourth Oxford Bookstore Book Cover was awarded to **Bonita Vaz Shimray** for the book **Remnants of a Separation** by Aanchal Malhotra published by Harper Collins. The Fifth Oxford Bookstore Book Cover was awarded to **Sneha Pamneja** for the book **Tiffin** by Sonal Ved, published by Roli Books.

ABOUT OXFORD BOOKSTORE

Established in 1919, Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with stores in major metros, India's first of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last nearly 100 years. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Kolkata where the brand started in 1919, its charm leaves you wanting for more. Our fleet of happy to help expert booksellers and informed hosts work day and night to bring to customer's world class reading experience be it through our books or our fine teas and live by the brand's motto - Much more than a bookstore—at every Bookstore.

INTRODUCING THE JURY PANEL

Shobhaa De is an Author, Indian columnist and novelist. De is best known for her depiction of socialites and sex in her works of fiction, for which she has come to be known as the "Jackie Collins of India". She began a career in journalism in 1970, during the course of which she founded and edited three magazines—*Stardust*, *Society*, and *Celebrity*. *Stardust* magazine, published by Mumbai-based Magna Publishing Co. Ltd., was started by Nari Hira in 1971 and became popular under the editorship of Shobhaa De. In the 1980s, she contributed to the Sunday magazine section of *The Times of India*. At present, she is a freelance writer and columnist for several newspapers and magazines.

Shobhaa De runs four weekly columns in mainstream newspapers, including *The Times of India* and *Asian Age*. She has been the writer of several popular soaps on television, including India's second daily serial, *Swabhimaan* (first is *Shanti*). De writes *Detour*, a fortnightly column for *The Week*. She is the brand ambassador of Dehradun Literature Festival.

Shashi Tharoor is an Indian politician, writer and a former career international diplomat who is currently serving as Member of Parliament, Lok Sabha from Thiruvananthapuram, Kerala, since 2009. He also serves as Chairman of the Parliamentary Standing Committee on External Affairs and All India Professionals Congress. During the Congress-led UPA Government rule (2004-2014), Tharoor served

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as Minister of State for External Affairs (2009–2010) and Minister of Human Resource Development (2012–2014). Tharoor is an acclaimed writer, having authored 18 bestselling works of fiction and non-fiction since 1981, which are centred on India and its history, culture, film, politics, society, foreign policy, and more related themes. He is also the author of hundreds of columns and articles in publications such as *The New York Times*, *The Washington Post*, *TIME*, *Newsweek*, and *The Times of India*. He was a contributing editor for *Newsweek International* for two years. From 2010 to 2012, he wrote a column in *The Asian Age*, *Deccan Chronicle* and, for most of 2012, until his appointment as Minister, a column in Mail Today; he also writes an internationally syndicated monthly column for *Project Syndicate*. He also wrote regular columns for *The Indian Express* (1991–93 and 1996–2001), *The Hindu* (2001–2008), and *The Times of India* (2007–2009).

Kunal Basu is an Indian author of English fiction who has written five novels – *The Opium Clerk* (2001), *The Miniaturist* (2003), *Racists* (2006), *The Yellow Emperor's Cure* (2011) *Kalkatta* (2015) and *Sarajini's Mother* (2020). The title story of his only collection of short stories, *The Japanese Wife* (2008), was made into a film by the Indian filmmaker Aparna Sen. Basu has also written four Bengali novels – *Rabi-Shankar* (2016), *Bairer Dorja* (2017), *Tejoswini O Shabnam* (2018) and *Angel* (2020)

Priti Paul is the Director, Apeejay Surrendra Group. Educated at the prestigious Massachusetts Institute of Technology, Harvard University and Architectural Association School of Architecture, UK, Royal Institute of British Architects, Priti Paul has been at the forefront of taking over the business of the century old Apeejay Surrendra Group since 1990. Since then, she has spearheaded the real estate division of the Group which included expanding the business of the Oxford Bookstore in India and abroad, launched India's first gallery on new media art – Apeejay Media Gallery and set up the London Office of Apeejay Shipping Limited. She is also the creative force behind the iconic Oxford Bookstore, the best equipped 'base-camp' for journeys of the mind established in 1919. She has made Oxford into India's favourite bookstore, taking the brand to unprecedented heights and across India. She has also been at the forefront of education for children coming from economically weaker sections of the society which is manifested through the Apeejay Anand Children's Library run for the benefit of street children.

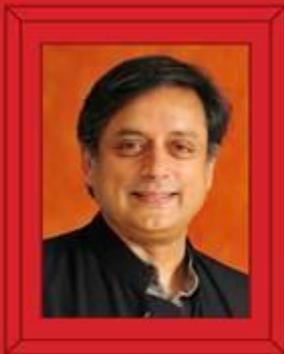
Namita Gokhale is a writer, publisher and festival director. She has written over twelve books. She is a founder and co-director of the famed ZEE Jaipur Literature Festival and of Mountain Echoes, the annual Bhutan Literature Festival. Gokhale is committed to showcasing writing from across the Indian languages and to celebrating creativity across different platforms.

For more information, please contact Neeta Sreedharan @9990996123 or email at neetasreedharan@apeejaygroup.com

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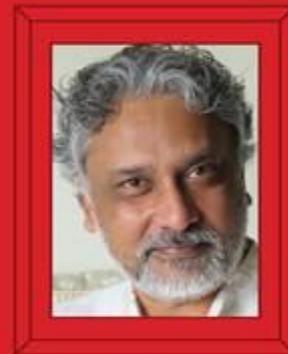
JURY MEMBERS
2021



Shashi Tharoor



Shobhaa De



Kunal Basu



Namita Gokhale



Priti Paul