

BOOK CULTURE AND BOOK STUDIES IN INDIA

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BOOKS- IMPORTANCE

- Best Friend of Man
- Shape Man's Future
- Provide Us a Vision
- Help Man Develop and Progress
- Provide Knowledge and Information
- Help Preserve Culture and Language

BOOKS- IMPORTANCE (Contd)

- Architects of Post-Independent India-
- Understood Significance of Reading
- Readers and Writers of Books
- Wanted to Promote Reading Habits
- Develop Book Culture among Masses
- Established a National Level Institute

NATIONAL BOOK TRUST OF INDIA

- Established by first Prime Minister, Mr Jawaharlal Nehru in 1957 To:
- Promote Books and Reading Culture
- Publish Low-cost Books in Indian Languages
- Organising Book Fairs in Remote Areas
- Promote Indian Books Abroad
- Provide Assistance to Authors and Publishers
- Promote Children Literature, and
- Set up Children Book Trust

READING CULTURE IN INDIA

- Unique History of Literature and Books in India Extending back to about 3,000 years
- It is Woven into Indian Culture
- Most Households having Collection of Books from Generations
- Reading Habit Imbined into Future Generation

BOOK PUBLISHING IN INDIA

- Publishing Industry in India is Unique and Vast
- There are about 19,000 Publishers of various size across the Country
- Together they publish about 90,000 Titles in different Languages of the Country
- Book Market is very Vast

BOOK MARKET

- About 70,000 Public Libraries, Big and Small, have been established for the People
- About 1,000 University Libraries in the Country for Faculty and Students
- There are about 40,000 Colleges having Libraries for their Readers
- Similarly there are about 12,000 Special Libraries

WORLD BOOK FAIR

- Being Organised in New Delhi since 1972
- Provides Opportunity to Book Lovers, Publishers, Libraries to Buy and Scan through to know various New Titles.
- National and State level Book Fairs also organised from time to time
- Book Fairs inculcate Reading Culture among New Generation Readers

LITERATURE FESTIVALS

- Literature Festivals being organised in different parts of India to make people aware about New Books, their Authors, Critics, etc
- To bring together Readers, Publishers, and others to Share their Views about Book Culture, Reading Habits, etc

BOOK CULTURE TO MOBILE CULTURE

- Mobile Technology has changed the Medium of Reading
- Change from Book to e-Book taking place
- Young Readers/ Students more interested in e-Content on Internet
- Shift to e-Reading in a Multilingual Country like India

PRESENT SCENARIO

- In the Present Scenario of COVID -19, it is a Unique Opportunity to Stay Home with Books
- E-Reading may be more Helpful to Young and Old alike
- STAY HOME
- HAPPY READING
- (THANKS)