

india reading olympiad[®]

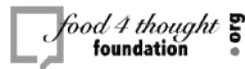


2022

india reading olympiad[®]

2022

*Srinivasa[®]
Farms*



aMADEUS





india reading olympiad®

MESSAGE

We at Food4Thought Foundation are extremely excited and humbled to present the 4th Edition of **india reading olympiad**®

The response for nominations has been overwhelming from all walks of life. We also received feedback from the participants and associated partners, and we have incorporated the same and built this year's framework.

India has always had rich tradition of reading, but the past few decades have seen an alarming drop in reading habits, and this has become more acute with the advent of new digital distractions. We believe a developed nation without enlightened citizens is a dangerous proposition and need to create access to books and encourage reading habits.

india reading olympiad® is a platform which enables, encourages, endorses an ecosystem which creates active reading spaces & joy of reading and appreciates the efforts towards igniting a reading revolution across 13 categories. The three broad objectives of the **india reading olympiad** are to Encourages reading habits and enable Joy of Reading, Encourages and appreciate individuals, groups and institutions which promote reading and inspire citizens to become lifelong readers & book lovers.

india reading olympiad® – 2022 has a total of 13 categories wherein we received 170 entries under 11 categories and in Joy of Reflection category **160** schools participated with 5125 entries (in **7** Languages: English, Hindi, Marathi, Bengali, Kannada ,Telugu and Urdu).

A special note of gratitude to the organizing committee at Hyderabad Literary Festival for providing a platform to propagate this idea. Special thanks to Dr. Kinnera Murthy for encouraging us from the very beginning. A very special thanks to Amadeus Labs under the leadership of Mani Ganeshan, Shalini Nair & Ribu Choudary who wholeheartedly supported us by encouraging to think big. A big note of appreciation to Srinivasa Farms, Signode, India and Green Gold Animation for supporting us and giving us confidence to continue this journey. The beautiful trophies and medals are courtesy of Samhar's India, Mr Surender Singh Arora.

Special thanks to their esteemed Jury members who regardless of their busy schedules took time off to go through all the entries and provide their decisions based on merit.

An initiative of this scale wouldn't be possible without the efforts of large number of volunteers across India who selflessly contributed to various forms, a note of their sincere gratitude to them. Hats off to the organizing team from the Foundation consisting of Madhavi Sharma, Atul Sharma, Megh Risaldar, Sirisha Chilukuri, Divya Devendar and the special thanks to Jaipuria Institute of Management, Indore students for volunteering in Research Work.

We hope you will find value in what we are doing and bless us with your feedback, encouragement and support.

Happy Reading
K Srinivas Rao (Srini)
Founder & Chairman
Food4Thought Foundation

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india reading Olympiad[®] - 2022

WHAT IS

india reading olympiad

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india reading olympiad[®] is promoted by Food4Thought Foundation and supported by **Amadeus** and Hyderabad Literary Festival.



ABOUT THE FOUNDATION

Food4Thought Foundation is a 'Not for Profit' organization which believes that a developed nation without enlightened citizens is a dangerous proposition.

The Foundation aims at building an enlightened nation by universalizing access to books and creating joy for reading by igniting a reading revolution.

The Foundation has opened and operates over 501+ Libraries across 23 States and 92 Cities in India, with more than 132000+ books which are tracked on real time basis across 12 Library Formats ranging from Schools to Communities to Jails to Hospitals to Temples.

www.food4thoughtfoundation.org

ABOUT THE



aMADEUS



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PARTNERS

Hyderabad Literary Festival (HLF) is an annual event that celebrates creativity in all its forms. HLF is a multi-disciplinary, multi-lingual event that draws over a hundred writers, artistes, academics, scholars, publishers from India and abroad each year. It represents the rich and cosmopolitan ethos of the twin cities of Hyderabad and Secunderabad, now Cyberabad.

Amadeus, a travel technology company, builds the critical solutions that help airlines and airports, hotels and railways, search engines, travel agencies, their operators and other travel players to run their operations and improve the travel experience, billions of times a year, all over the world.

Srinivasa Farms is a leader in the Indian Poultry industry since five decades. Their areas of operations include Poultry Production, Poultry Breeding, Animal Feed Production, Agriculture, Goat Breeding and Food Retailing, with a diverse portfolio of products and services. The purpose of the organization is to provide Quality and affordable Nutrition.

Signode Industrial Group is a leading global manufacturer of strap, stretch, and protective packaging consumables, tools and equipment. The company's products protect goods during manufacturing, transport and warehousing.

Green Gold Animation is a pioneer in creating original Indian animation content and has been entertaining the young generation for over a decade. The shows produced by Green Gold have been hugely popular across all leading kids TV channels globally.

ABOUT THE



JURY

Mr. Prabhakar is an Executive Vice President - Human resources (Agri-business Division) at ITC Limited. He actively supports multiple agencies which are dedicated towards art, culture and literature.

Parth Sarwate is leading the CSR efforts of RPG foundation. A Harvard alumni who is passionately working towards reforming education and development sector in order to develop independence and thinking abilities among the new generation.
(*Couldn't judge this year due to covid)

Ms. Shefali Rao is the co-founder of 'Food4Thought' foundation. She handles corporate liaising, operations and media relations. In addition to that, she is also a part of 'The Strategist', a Global People Advisory Firm. She is an avid reader and spends time in curating endangered stories.

Mr. Nanda Kumar is the founder of 'First Principles' which specializes in the domain of Industrial Relations. Prior to founding 'First Principles', he had a solid 36 years of work experience in companies ranging across various industry sectors. He is an avid reader and curator of his personal collection of over 5,000 books.

Ms. Shalini Nair is Senior Director -HR, Communications & Branding and Facilities at Amadeus Software Labs India Pvt Ltd.

Mr.Sanjay Jesrani is the Founder & CEO of Go North Ventures. Go North is an angel investment and advisory firm, focused on investing in & mentoring Startups. It also provides Strategy inputs to high growth Early stage companies and SMB's moving to their next orbit.

ABOUT THE



JURY

Mr Ashok Prabhala is Head HR at Signode India Pvt Ltd. Highly focused, result oriented, passionate HR Professional with over 11 years experience in Talent Acquisition, Talent Management & Development and Talent Engagement.

Ms Archana Naidu is an Executive Coaching and OD engagements for driving and managing change in organizations related to Environmental WasteWater, Ed Tech ,Health Care, Cash Management Services, Media and Entertainment.

Dr. Kiranmai, is currently the Head of Human Resource's and Site Administration, Intercontinental Exchange (ICE) India, the parent company of New York Stock Exchange (NYSE), starting its Data Services operations in India in 2019. Kiranmai Pendyala is also the Governing Body Member on several Higher Education Institutions/ Deemed Universities as well as on United Way, Hyderabad.

Ms Rekha Srinivasan is Chief Executive Officer at United way of Hyderabad. Experienced CEO with a demonstrated history of working in the non-profit organization management. Skilled in Nonprofit Organizations, Corporate Social Responsibility, Program design, Program Execution, Program Evaluation, and System Monitoring.

Dr. Devika Trehan is Assistant Professor Communication, Area Chair, General Management, Chairperson, Public Relations & Media Relations Committee, Jaipuria Institute of Management, Indore (M.P.)

Mr Thota Ram Nagesh Naidu is Founder of Hyderabad Digital Photography Club – HDPC and CEO of Team HDPC – Professional Services.

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Categories



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Role Models

Lifetime Achievement

Igniting Reading Habits

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Recognizes Individuals/Institutions
who/which devoted their life for igniting reading habits
and have left a lasting legacy.



Gowthami Grandhalayam



ONCE UPON A TIME...

Gowthami Grandhalayam or Sri Gowthami Regional Library was started by Poet and social reformer Nalam Krishna Rao in 1898 in Rajahmundry. It is one among the renowned libraries in our country. With efforts from Krishna Rao it was merged with Sarvajana Grandhalayam in 1920 under the Societies Registration Act. The state government took over the library in 1979. This library has seen many a weather during its existence of **122 years**.

This library is a place for hundreds of rare, valuable and ancient books, palm leaf manuscripts and scripts on copper plates that cannot be found in any other library anywhere in the country. Presently the library has 1.03 lakh books in various languages Telugu, English, Sanskrit, Urdu etc., palm leaf manuscripts and the first copy of Britannica Encyclopedia of 1771 is also available in this library.

This library is presently Digitalizing the rare and valuable books. Till today around 16000 rare book out of 30000 books have been digitalized by them. This library has been awarded with the YSR lifetime achievement award last year for the exceptional work they are doing by preserving the valuable historical books and manuscripts.

Gowthami Grandhalayam as Knowledge Hub

1. Holy Bible (Sanskrit) (1853)
2. 430 Manuscripts (17, 18, 19, 20 Centuries)
3. Copper Inscriptions (13th & 14th Century)
4. Hita Suchani (1862)
4. Aeronautics by Maharshi Bhardwaj
5. Political History of India (1784)
6. Maha Prasthanam of Sri Sri Gari Handwritten copy 12
7. 40000 Ancient Texts

Best Reading Club

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Recognizes Volunteer driven book clubs
for their contribution, innovation and membership drive



Shire Book Club



AN INITIATIVE TO UNITE ALL THE BOOKWORMS

Shire Book Club is Panjab University's first book club. Established in 2015, it is an initiative by University Institute of Engineering and Technology's Magazine Board to bring all the book lovers of Panjab University under one roof.

Today this book club has expanded to include all of Chandigarh's bibliophiles, having over 1500 members on board. But this is not just your regular old book club.

Shire Book Club also offers a good platform for budding writers by organising book launches and poetry meets. So far, they have promoted the book launches of five different local authors and launched 2 magazines on Amazon under the label - "Machinery".

As the pandemic introduced us all to a new definition of normal, the Shire Book Club quickly adapted to the changing times and shifted this strong community online to WhatsApp to spread the joy of reading despite the circumstances.

In these groups, they have book discussions, circulate information about virtual books fairs, launches and other such events. Shire Book Club's Facebook page is almost like a cultural catalogue of the vibrant literary offerings of Chandigarh.

It wouldn't be an exaggeration to say that Shire Book Club has entirely transformed the literary landscape of Chandigarh encouraging a new wave of readers and new ideas.



Read n Rejoice



A PLACE FOR YOUNG BIBLIOPHILES

Read n Rejoice is a book club and library in Chennai that aims to inculcate the love for books among young children.

P. Sasikala - the founder of this library, is an ardent book lover herself and was perturbed by the waning reading culture among young kids.

Their motto is to encourage a reading culture among kids at a very early age by making reading fun and activity-based. By making their visits more than just browsing shelves, they have been able to help many children overcome their gadget addiction and appreciate the world beyond the screen

Situated in Medavakkam, Chennai – Read n Rejoice has enhanced the entire experience of reading among the kids of their community.

They achieve this by conducting storytelling sessions, fun workshops and personality development sessions. With purple walls and colourful shelves stacked with books of all kinds - pictorial, fiction, fairy tales, general knowledge - Read n Rejoice is the library we all dreamt of as kids

They have demonstrated remarkable foresight by maintaining a website - readnrejoice.in. They display their catalogue of books, popular books and all the activities planned on the website, streamlining membership and registration. With members as young as three years of age, Read n Rejoice has impacted over 1000 children - bringing about a reading revolution in their community.



Ladies Study Group (Dancing Words)



LADIES STUDY GROUP - DANCING WORDS

Ladies Study Group, a premier women's organisation of Eastern India, is affiliated with the Indian Chamber of Commerce, Kolkata. LSG was inaugurated in 1966 by Mrs Padmaja Naidu, the then Governor of West Bengal. They launched a book club named Dancing Words in 2016 to encourage reading among the members and as an opportunity to initiate and promote meaningful interaction among them.

Dancing Words in Kolkata is a women's only reading Club where they actively participate in reading sessions and group discussions. This club also holds a Charity wing where they strive towards improving the lives of people in our society

Various interaction sessions are held to spread awareness about our community and the changes it needs. A few recent celebrities invited to participate in their motivational discussions and award functions are Vidya Balan, Sister Shivani, Sunil Gavaskar, Sadhguru, Twinkle Khanna, to name a few. The Book Club Committee selects a book a month in advance, and meetings are held in smaller localised groups where a member is nominated to champion the book and guide the discussion about the book.

These meetings are great conduits for exchanging ideas and understanding others' perspectives.

Besides this, they help drive literacy programmes at orphanages and other schools for the underprivileged. Recently members organised a successful book donation drive for paediatric patients at the Saroj Gupta Cancer Centre & Research Institute in Thakurpukur, Kolkata. Today, the book club has 153 members and a significant following of 2200 on their Facebook page.



Kaffeinated Konversations



A PLACE FOR ARTS, CULTURE AND WRITING

Kaffeinated Konversations from Indore is the one-stop destination for people passionate about reading, writing, arts and culture. Ms Kavita Jhala founded it in 2016 to enable intellectual conversations among like-minded bibliophiles and connect upcoming authors to their readers.

An innovative start-up steered by a dedicated team of book lovers, they have come up with numerous programs to support local authors and readers alike. As part of their #MakeInIndia Initiative, they promote Indian authors through a monthly subscription-based "**Book Box**". Kaffeinated Konversations conducts workshops, literary fests, book launches and meet-ups to encourage reading, writing and arts in their community.

The Kaffeinated Book Lounge is one such effort in this direction, where readers and writers gather under one roof on the last Sunday of every month to read and discuss books.

Their literature fest - "**The Immersive Project**", is a cult favourite in the literary circles of Indore. Participants were engaged in book launches, author interviews and book reviews to celebrate the joy of reading. Their projects encourage members and patrons to promote a reading culture in their localities.

Kaffeinated Konversation's business model is based on collaboration with publishing houses and start-ups for books and merchandise. Its revenue sources are book reviews, author events, training events, workshops, literary fests, and an in-house library. They also sell bookmarks, bookcases and other such accessories along with the KK Book Boxes. Today, they have 2200 followers on Facebook and 70 regular readers who subscribe to their boxes.



The Bibliophilia Café



ASSAM'S FOREMOST BOOK CAFE

Bibliophilia cafe was started in 2012 by Mr Imran Hussain as a lending library and reading room to encourage reading habits among the youth. With 12000 books of various genres, the Cafe made waves throughout the Northeast and rightfully earned its place in Times Of India as “7 must-visit Book Cafes outside Delhi”.

In 2019 they set up a café alongside the library and became the most sought-after book lover's nook in Assam. Bibliophilia Café is the first of its kind place in North-Eastern India where people can read while enjoying food.

Situated in Guwahati's Pan Bazaar, the Café facilitates an environment conducive to intellectual conversations and reading.

To establish a reading culture in the remote villages of Northeast India, they have also set up six similar book cafes in rural colleges, thereby providing a never-before opportunity and access to books to the faculty and students of these colleges. With the promise of good food, they have been able to entice many of their patrons into the adventurous and fulfilling world of books.

They also host various events like book reading sessions, poetry reading sessions, meetings with authors and workshops to bring like-minded bibliophiles under one roof while encouraging them to promote reading within their circles and communities.

Through their unparalleled service and extensive collection of books The Bibliophilia Café introduces all its visitors to the joy of reading and kindles the love for books in them.

Reading 4 Pleasure School

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Recognizes Schools for Promoting Reading Habits / Joy of
Reading
based on innovation, members subscribed / covered etc.



Vansol Sundha Primary School



INVOLVE, INNOVATE & IGNITE READING HABIT

Vansol Sundha Primary School is a government school in the Kheda District of Gujarat. Sanjay Kumar Rajeshbhai Sachdev who has been teaching there since 2007 was concerned about his students' lack of interest towards reading..

To remedy this and encourage his students to read more he centered his pedagogy around reading books and came up with numerous programs to kindle the love for reading among his students and the village community.

'Each One, Teach One' , 'Vanchan Parv' , ' Reading Corner' , 'My Class , My Library' are few of the programs that they run to inculcate the love for reading amongst the students of Vansol Sundha.

They have also collaborated with the Department of Education, Government of Gujarat to start a reading campaign for the students of their school.

To ensure the efficiency of these efforts, they carefully track each student's progress assisting them on their reading journeys and rewarding voracious readers.

Special attention is given to students who seem to be struggling and come from difficult circumstances.

Mr Sanjay's rigorous efforts have paved the path for their students' bright future. For his dedication as a teacher he has been recognised with multiple awards - Dr. APJ Abdul Kalam Memorial Teacher's Award 2021 and Corona Yoddha Samman Patra 2021.



Netraheen Vikas Sansthaan



SEEING THROUGH

Through the Mind's Eyes

Realizing the trials and tribulations of the blind, Netraheen Vikas Sansthan was started with 2 children on 15th August 1977 in Jodhpur. Today, they have grown to over 720 students including deaf, mute and mentally challenged children.

One feature that sets them apart from similar institutions is their massive library containing more than 6500 Braille books including academic textbooks, competitive exams books, fiction, non-fiction, spiritual books and various reference books for classes 1st to 12th as well as higher education..

All India Confederation of the Blind (AICB) and National federation of Blind (NFB) have also supported them with requisite furniture and books for the library. Among the 10 libraries for blind people that NFB has established across India, this is the only one in Rajasthan.

In 2001, to ensure that their students have access to all the books and educational materials that they require - parliamentarian and British High Commissioner Late Dr. L.M. Singhvi donated the school a special Braille printing machine imported from Sweden - capable of converting normal text to braille.

The Sansthan's focus on encouraging and facilitating the culture of reading among blind students has reaped great results with many of their students securing seats in prestigious higher education institutions like the National Law Universities and enjoying successful careers in various government departments like railways, banks and education. The joy of reading helped these blind children rise above their circumstances, carving a niche for themselves in this world.



Meridian School



CONNECTING THE MIND & HEART

Founded in the year 1995, Meridian School, Banjara Hills has established its mettle in the education arena as a space where knowledge and culture coexist..

With this in mind, the Principal Usha Reddy launched the school's book club - "Under the Mango Tree" with an online storytelling session during the pandemic. Through the club, they aim to connect students with their teachers and peers through online collective reading experiences

Run by the Department of English and the teachers of the primary section, the book club has about 350 students from primary to high school.

They meet every fortnight where the teachers introduce a book to their students by reading excerpts from it and playing clips of the films based on it. This sparks an interest and excitement about the book among students - which is essential to developing a reading habit.

For their ardent dedication towards the holistic development of their students they have been endowed with multiple accolades like International Schools Award by the British Council for 3 consecutive years, Jury's choice award for India's Best School by Education today to name a few.

Spearheaded by a visionary principal Dr Usha Reddy who has herself been awarded the "Naari Extraordinary Award of the Decade" in the field of education, the school has empowered a new generation of readers who are sure to contribute to the society significantly in the future.



Dew Drop Academy



PROVIDE

360° EDUCATION

Established in 2019 by Foundation for Empowerment and Inclusive Development (FEID), Dew Drop Academy started with just one classroom in Nongshken Nem Village of Meghalaya. Ever since its inception the school has concentrated on developing a reading habit among its students. The school focuses on supporting all students to reach their full potential - academically, socially, and emotionally.

Books and Library sessions are central to their pedagogy as they strive to inculcate essential values like discipline and leadership - strengthening the future torchbearers of society. They achieve this with the help of their much loved “Library Sessions” where teachers read books to the class every Friday.

The success of this approach is evident in the student's excitement and the smile on their faces after these. To enhance the student's vocabulary and kindle curiosity - classrooms are also equipped with dictionaries.

The school encourages students to read more books, participate in storytelling sessions and share stories with their peers.

Starting with only a few children and one classroom, they have traversed a steep growth trajectory. They are working towards improving the school's infrastructure and training teachers to make the Library Sessions more engaging and fruitful.

They aim to build a library in their premises, leading the way for other schools in the area to do the same for their students.



BDAV School, Tanjavur



BRIDGING THE G.....AP

Bishop Devadass Ambrose Vidyalaya was established on 7 June, 2019 by the Diocese of Tanjore Society with the goal to facilitate quality, value-based education for students from economically weaker sections. On its very first year of inception, as many as 1092 students got enrolled at BDAV.

In the last few months of running, the school has established a name for itself in the city for its academic excellence, discipline and individual care for children. One of their programs in the direction of this goal is the famed BDAV Book Club. inaugurated in the initial days of the school, the Club's mission is to build the foundation for a lifelong love of learning and to encourage positive change through the power of literature.

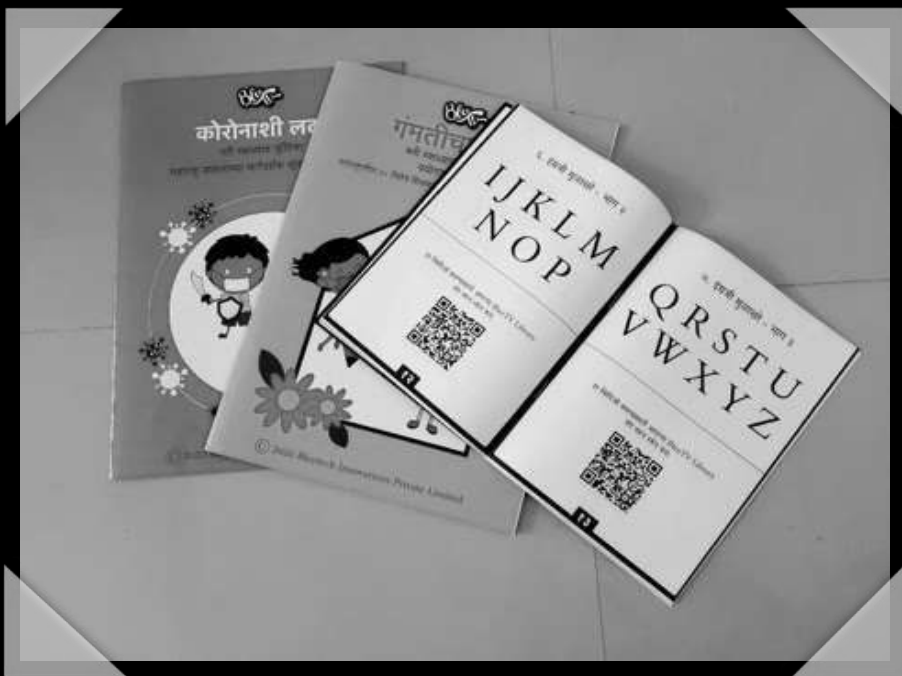
The Book Club has been set up for students of ages nine to twelve and employs a one-of-its-kind strategy that compels students to explore beyond the fundamentals of reading. Under the guidance of their teachers, students discuss the book in detail, and analyse elements such as plot, character setting and their relationships, themes, writing style, author's purpose and are encouraged to come up with their own unique perspective of the book.

Book Fair, Lunch Bunch - where students discuss books they recently read during lunch breaks and **Talking Heads** - where students write and share book reviews. Besides this the school encourages students to build a class library by donating their old books so that their peers can also enjoy them. Through their concerted efforts, BDAV School has been able to seed the love for books in its students as they strive to facilitate their growth as global citizens.

Innovation 4 Reading

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Recognizes Innovations
which Encourages reading among individuals / groups /
communities



Bleetech Innovations



India Reading Olympiad[®]
Innovation 4 Reading
2022

BREAKING BARRIERS, EQUALIZING EDUCATION

Pune-based start-up, Bleetech Innovations, is aiding people with hearing impairments attain quality education that doesn't focus on oralism, speech therapy or lip-reading. As part of their accessible library program, they have designed books with stories and activities meant explicitly for deaf children.

They are using chiefly 2 technological interventions to bridge this gap. The first is BleeTV, a free android app and web portal that hosts a vast pool of content in Indian Sign Language (ISL), and the second is BleeTV Library—a similar platform that curates content for children.

Bleetech was founded by Janhavi Joshi and Nupur Kirloskar while they were still studying product design at MIT. “Children with hearing impairment end up relying heavily on textbooks designed for their peers, who do not have hearing issues, which in turn leaves them struggling to understand and reproduce the texts. As a result, most of them have underdeveloped linguistic skills,” says Janhavi. Bleetech's books are designed with an overarching concern and empathy for deaf children and the struggles they encounter in their pursuit of education.

These books are also connected to the BleeTV Library app through QR codes, which gives them access to content in Indian Sign Language. The content on BleeTV are videos with topics ranging from news, financial literacy, current affairs, moral stories, English language, science and technology, and self-help, among others. The platform has reached over 12,000 deaf people, including 1,200 children, and has trained over 100 teachers. For their remarkable innovation, Bleetech founders secured a place for on Forbes's 30 under 30 list.



Hole in Wall Education Project(NIIT Foundation)



WALLS TURN INTO LEARNING STATIONS

The Hole in Wall education project or Hole in wall learning station is a unique concept designed by Dr Sugata Mitra ,Chief scientist emeritus, NIIT. The Hole in Wall Learning Station has been created to promote minimal invasive education.

As part of this project a learning station is installed in a hole in the wall. The learning station displays innovative educational content to spark children's curiosity. Powered by solar energy, they provide a truly uninterrupted experience. This project has led to a drop in the number of school drop-outs and improved attendance while enabling high impact group learning through knowledge sharing.

Formally called Minimally Invasive Education, this innovative methodology was first tested in a slum in Kalkaji, New Delhi, in 1999. The experiment was replicated in two other rural sites in the same year. The first adopter of the idea was the Government of NCT of Delhi. In 2000, the Government of Delhi set up 30 Learning Stations in a resettlement colony. This project is ongoing and continues to create a tremendous impact among generations of young learners.

A national research program was started, in which Learning Stations were set up in 23 locations across rural India. In 2004, the Hole-in-the-Wall reached Cambodia through the Ministry of External Affairs, Government of India. Since 2013, NIIT Foundation has already implemented more than 100 Hole in the Wall Learning Stations. In India there are approximately 6,40,000 villages and NIIT Foundation has the mandate to have a Hole-in-the-Wall kiosk in each of these villages.



Village of Books, Perumkulam



VILLAGE of BOOKS

Perumkulam is a village in Kollam district in Kerala. Inspired by Bhilar village of books in Maharashtra this village started libraries to promote reading among children. On June 19, 2021, the Chief minister of Kerala Mr. Pinarayi Vijayan declared this village as Pustaka Gramam or the Village of Books on National Reading Day.

It is the first village of books in Kerala. Bapuji Smaraka Grandhasala', a library in the village is at the forefront of this effort. This library has placed Pustaka Koodu i.e. Book cases made up of glass with sloped roof at 14 spots in the village. Each case has around 30 to 50 books in it.

Way back in 2017 when Bhilar, a village in Maharashtra's Satara district, was declared a 'village of books' (Pustakanch Gaav) by the State government, it sparked an idea in Kerala. The office bearers of Bapuji Smaraka Vayanasala, a library in Perumkulam, near Kollam, in Kerala were determined to replicate it, and they have finally achieved their goal.

The idea of the bookcase came from US-based Little Free Library – a book sharing movement through bookcases placed in public spaces.

Following its model of sharing books, The Perumkulam library is registered with the Little Free Library, "With the registration, our library shows up in their map of Little Libraries. That gave us the idea of placing the bookcase in a public space.", says a librarian working there.

The design of the cases, though made locally, was inspired by some of those of the Little Free Library. Thus, by making books publicly accessible from almost all the spots in the village – Perumkulam has helped spread the joy of reading in its community.



Pustakanch Gaav- Bhilar (Maharashtra)



INDIA'S FIRST BOOK VILLAGE

Pustakanch Gaav is a project run by the Rajya Marathi Vikas Sanstha - Mumbai, and Marathi Language Department, Government of Maharashtra in Bhilar. It was conceptualized and led by Vinod Tawde, Minister of Cultural Affairs and Marathi Language and inaugurated by Devendra Fadnavis, Ex. Chief Minister of Maharashtra in 2017.

They aim to enrich the reading movement and promote Marathi language, vocabulary and literature among children and parents through linguistic games and selected publications. The village Gram Panchayat, School management and house owners create spaces where books are stored for reading.

In this village every house has donated a room for the library and the rest - furniture and books are provided by the government. These rooms are open for visitors at all time. Anyone can visit anytime to read the books without disturbing the household.

This initiative has also helped develop and improve Marathi language and literature among children and parents through various linguistic games and giving access to selective publications.

In some sections they have around 700 to 1000 books useful for PhD students, artists, journalists and authors.

This initiative has also indirectly helped develop the infrastructure and economy of Bhilar.

Most importantly it has inculcated a reading habit among the youth and children of Bhilar and surrounding villages.



Tamarind Tree



TRANSFORMING THE TRADITIONAL CLASSROOM

Setting boundaries comes easy to the human mind, it's setting the mind free that is more difficult. Such a difficult proposition is easily dealt with by The Tamarind Tree, a not-for-profit organisation from the tribal town of Dahanu, only two hours from Mumbai. The organisation has been using open-source technologies with its marginalised tribal children since 2010. Registered as a school, running classes from pre-primary to eighth grade, Tamarind Tree's teaching space defies the boundaries of traditional schooling.

It is a technology driven school and besides physical books, has an e-library with more than 5000 books that children can access and read anytime on their digital devices.

My Big Campus is the virtual learning environment of Tamarind Tree. This portal was developed by a community of young learners and facilitators across India on Moodle – a Learning Management Software. Students can attend their classes from anywhere. Each day, students access the learning content and go through activities independently, nurturing their curiosity. In this setting, the role of the teacher is not as someone who delivers content, but more like a facilitator who mentors the children during their learning journey.

Besides, guiding children through their lessons, whenever a teacher realizes that a student is facing difficulties with a topic or concept, or requires help, they will schedule one-on-one meetings where they both research and learn together.

“Because our system is technologically run it's extremely easy to pinpoint exactly in which concept [...] the learner is facing a problem”, says Tamarind Tree team member Ayushi.

#iambond Above 18

india reading olympiad[®] - 2022

iambond (I AM BOND) are book lovers above 18 years and who work tirelessly to Encourages reading habits / joy of reading



K P Radhamani



A WALKING LIBRARIAN FROM WAYANAD

KP Radhamani is a 65 year old 'walking librarian' from a village in Wayanad called Mothakkara. She has been distributing books to women and the elderly at their doorsteps since Braving the hilly terrain, she walks kilometres daily carrying a basket of books. Her first job was at a printing press and then for 24 years she worked as a Balavadi teacher teaching tribal students.

In 2012 she joined the Pratibha Public Library and began her journey as a walking librarian as part of Kerala State Library Council's initiative to encourage reading among women by taking books to their homes. She takes 20-50 Malayalam books covering various genres and subjects from the Pratibha Library and delivers them to around 110 members.

She carefully selects these books aligning reading with more community development initiatives by the government. Initially the ladies in the village were reluctant to read books. Radhamani's persistent efforts helped them develop a reading habit. From magazines they started reading novels. They got so used to reading that even during the pandemic they used to drop by at Radhamani's house to borrow books. She has been a source of emotional and intellectual support for many women and children during the pandemic.

She also provides competitive examination preparation material to help women prepare for competitive exams like PSC. Owing to her consistent efforts, there are now 102 members in the library, 94 of them women. Besides being a librarian she also works as a tourist guide during her book distribution journeys. Working as a guide helped her with her long walks to and from the library everyday. "I don't mind the walks – I trek hills as a guide", says Radhamani.



Kumaresan Shanmugam



FISHERMAN TO BOOKSELLER

-A JOURNEY

Kumaresan Shanmugam started "Apollo Books - Exchange & Library" 14 years ago on the fisherman beach of Mamallapuram, which he later moved to the Othavadai Streets. A 9th generation fisherman, Shanmugam started the bookstore to introduce his fellow fishermen, women and other members of their bustling community to the joys of reading.

His most cherished memories are the hour-long bus trips he used to make to Chennai solely to add to his collection of books.

Before starting Apollo Books, he used to run a "Books Exchange" Cafe on the rooftop of his family home.

Today, the shelves of Apollo Books stack over 15,000 books and has developed an excellent reputation among foreign tourists for having books in various languages like French, German, Dutch, Russian, Japanese - to name a few. To further promote the culture of reading in his community, Shanmugam organises six book festivals throughout the year focussing on Children, Women, Arts and Ayurveda. At the core of these festivals is a social responsibility to uplift his community by spreading the joy of reading. The public readings, book signings, fun events planned as part of the festival's proceedings attract a great footfall.

Apollo Books also has a Kid's Library with more than 90 registered children who visit regularly. The cost of books is kept very low to make reading accessible to everyone. Shanmugam's love for books has been recognised worldwide. The tourists who visit his shop are so fascinated that they often donate their own books to the collection. A much loved and revered member of the community, Shanmugam has successfully brought about a reading revolution among the people of Mamallapuram just like he had dreamt.



P. Sukumaran



KNOWLEDGE KNOCKS ON THEIR DOORS

P Sukumaran is a 61 year old man from Karuvatta - a small village in Alappuzha, Kerala. He is very passionate about reading books and also likes to share his knowledge with other people.

He started his career as a librarian in Kumarapuram Public library in 1979 when he was still a student.

There was a turbulent period in Kerala when the government did not give the library its grant and librarians' allowances for more than three years. To overcome the financial crises of the library he started delivering books at people's doorsteps with permission from the library committee. He has been continuing this journey as a walking librarian for over 41 years now.

Sukumaran walks 12 kms daily carrying two bags full of 60 -70 books from doorstep to doorstep visiting about 35 houses daily.

He is an avid reader with a mission to spread awareness about the value of books and reading among people. Most of Sukumaran's readers are children and women. He carefully curates the collection of books according to the readers' tastes and routinely interacts with them - asking about their takeaways from a certain book, inspiring them to read more. Due to Sukumaran's efforts, the library has also seen a consistent growth in membership over the years.

His hard work was recognised with IV Das memorial award by Kerala State Library Council Staff Association – 2016 presented by the honourable Chief Minister of Kerala Sri Pinarayi Vijayan. He has also received the Vocational service award by Rotary Club Haripad, Karuvatta. His diligent efforts have helped many people including women and children develop a reading habit and find joy in the company of books.



Prakash P. Gopinath



BOOKS ON BICYCLE

Prakash P Gopinath used to be a senior section engineer with the Indian Railways. He took voluntary retirement in 2015 to pursue his passion for cycling, travelling and trekking. Books by Bicycle is an initiative by the cycling enthusiasts of Trivandrum. He realised that many people could not visit bookstalls to browse and buy books.

To remedy this, he started Books by Bicycle - a service delivering English and Malayalam books and Children's literature at the consumers' doorsteps at great discounts. And thus began the journey of a million miles, cycling through the streets of Trivandrum.

They maintain a Facebook page and WhatsApp group to provide information on available books, bestsellers and new launches. When the pandemic hit, they came to the book lovers' rescue. They supplied books to 825 houses in Trivandrum during the first phase of the pandemic only. Driven by the ardent pursuit of spreading the joy of reading, he also set up a book lending library.

Killing two birds with a stone, Books on Bicycle have set up bicycle brigades in many schools and encouraged their students to develop a reading habit. Over the last four years, they have been donating a bike every month to an underprivileged girl child and have taught 168 women to cycle. Through their concerted efforts, Gopinath and his team have encouraged mental and physical wellness in their community.



Soumya Manoj Kumar & Alvin Raj



A NETWORK CONNECTING BOOKLOVERS

Soumya Manoj Kumar and Alvin Raj are book lovers and friends who started a mobile library called “The Like Minded Club”. The club was founded with an aim to instil the habit of reading among people and form a book lover’s community.

After spending long years abroad when Soumya moved back to Thiruvananthapuram, she noticed that the reading habit among the people of Kerala had withered away. This rekindled an old idea in Soumya’s mind - to start a library. Soumya, an avid reader herself, collaborated with her neighbour and friend Alvin Raj to tackle this situation.

Initially they wanted to start a traditional brick and mortar library but realised that it might not be as scalable in the present context. So, exploring a radical alternative - they established a Mobile Book Club with doorstep delivery and pickup service with a comfortable read at your own pace facility for specially challenged people, senior citizens and beginners. They started with just 60 books which they delivered to their close friends and family.

Today they have a collection of around 4000 books. They maintain a website where members can select and order their books. They also encourage other people to lend books on their portal for a commission.

The Like Minded Book Club helped book lovers and beginners improve and continue their reading habit even during the pandemic. They plan to extend their franchise to more metro cities and spread the joy of reading across India.

#iambond Under 18

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iambond (I AM BOND) under 18 are book lovers who are below the age of 18 years and work tirelessly to Encourages reading habits / joy of reading



Shanaya Singh



WORLD'S YOUNGEST STORYTELLER – 7 YEARS

We all have grown up with stories; however, storytelling has primarily been a grown-up territory. But not for 7-year old Shanaya Singh holding multiple records for being the world's youngest storyteller to have performed on national and international platforms, including Britain's no. 1 Radio Show - Talking Stories by The East London Radio Show.

She was also chosen as the Brand Ambassador for Namaste India Magazine from Kolkata. The word of her precocious talent has travelled across the globe and earned her a place in multiple prestigious record books - The International Book of World Records, America Book of Records - to name a few.

Besides being an avid storyteller, Shanaya also loves to write stories. Her stories have been published in "Borderless Journal" - a leading magazine from Singapore. Not only this, but her writing talent was also recognized and lauded by a global writing platform - "Bookosmia", an international writing platform that declared her "Author of the Month".

For her outstanding feats, she was nominated for the Rashtriya Bal Puruskar. Having been significantly inspired by reading books, Shanaya aims to spread the joy of reading among other children too.

She conducts interactive online storytelling sessions for children on various platforms, motivating them to dive into the world of books and cultivate a reading habit.

She discovered her love for storytelling at the age of four when she performed in a school play and there has been no looking back since. Having created waves with her talent, she credits her success to the support of her parents and teachers, who helped her hone her talent.



Nayaab Suhel



YOUNG AUTHOR

FROM MEGHALAYA

Nayaab Suhel is a ninth-grader from Shillong, Meghalaya. At 14, she is already a published author of 2 children's books - "Flamingo in Vamprickle Land" and "Gobo and the Enchanted Toadstool". Don't be surprised if her name sounds familiar - chances are that you have already come across her artwork and writing in newspapers or online portals.

But Nayaab is only getting started - her third book based on Meghalaya is on its way. For her brilliant writing, Nayaab has been awarded many accolades. She was declared as Author of The Year - 2020 by Story Time, a popular online portal. Her poem was shared on Twitter by The Prime Minister's Office and Ministry of Home Affairs.

Nayaab was initially reluctant to read books but eventually fell in love with them. When asked to describe her journey of discovering the joy of reading, she says - "once I started reading - I got addicted to it and started dwelling in those fantasy lands. I could not come out of it. It was like a potion in a magic cauldron after which there was controlling me or my pen". In her interview by Doordarshan-

Meghalaya, she urged parents to inculcate a reading habit amongst their children. She invites her friends to her place on weekends to read books. Through her numerous achievements and laurels, she has established herself as a role model and inspired by her, many of her peers have started reading more books. She plans to open a small library in her home in the future to revive the culture of reading in her community



Namya Joshi



DESIGNING CODING WORKSHOPS FOR TEACHERS

Namya Joshi is a ninth-grader from Sat Paul Mittal School, India and a Minecraft Mentor student. Inspired by her own motto #EachOneTeachTen, she has spent the last four years designing and delivering free of cost coding workshops for more than 10,000 teachers youngsters - especially girls in India and all over the world, as well as empowering other young people to run their coding clubs.

She has raised awareness about pressing social issues using game-based learning with STEM to solve humanity's problems. For her unique initiative, she was awarded the Pradhanmantri Rashtriya Bal Puraskar 2021 and the Diana Award 2021. Besides these, she is also the UNESCO World Youth Multimedia Competition winner, TeachSDGs Ambassador, Rex Karmaveer Bronze Medal Awardee, Global E-Innovation Award Winner, Youngest Global Juror, and TeachSDGs Ambassador India.

She is a dynamic speaker and has presented her views on the power of STEM in many national and international summits. During the pandemic, she conducted many workshops and created remote learning tutorials for educators. She has also created a virtual library of more than 200 lessons available free of cost on her YouTube channel and website.

Namya is a strong proponent of the transformative power of books and education. In this direction, she has created an immersive virtual library of books named MAGICAL WORLD OF BOOKS attempting to explain the different genres of books. She believes one can find magic anywhere; all they need is a book.

#CoronaHeroes



Aranya Dutt Bedi



India Reading Olympiad
iambond < 18
2022

FIGHTING THE PANDEMIC

WITH COLORS & WORDS

An ardent young reader, Aranya's hobby is thinking up stories and painting them into colourful books. At age six, she has already written ten storybooks personally illustrated by her. Seeing the plight of labourers and migrant workers in the pandemic, Aranya set out to do something to ease their tribulations. But the money in her piggy bank was just not enough.

On her mother's suggestion, she came up with the idea of selling her books to raise funds for the poor. So she put her book "Be calm with CoronaVirus" up for sale. The book was launched on April 18'2020, and in just over two weeks, the 5-year-old had raised around Rs. 1 lakh.

Out of these earnings – more than half were donated to The Akshaya Patra Foundation, which distributes food and essential ration kits among poor migrant workers who were left in the lurch due to lockdown. "I saw from the balcony that there are so many persons who do not have food to eat and they are called poor. So many people were lined up in long queues only to eat food. I wrote this book because I wanted to sell it online and give the money to arrange food for these people," Aranya said.

All her books are now available on her website. With no fixed price, all the proceeds from her online book sales go to The Akshaya Patra Foundation and UNICEF. She actively encourages her readers and peers to read more books. Aranya wants to continue spreading the joy of reading while helping the poor and homeless. Leveraging her talent for the larger good while demonstrating deep empathy and social awareness at such a young age, Aranya is an inspiration to many.



Akarshana Sathish



India Reading Olympiad
iambond < 18
2022

A LIBRARY FOR CANCER PATIENTS

Akarshana is a ten-year-old for whom reading is an integral part of life. She doesn't let her age come in the way of her goals. The Hyderabad Public School student has single-handedly set up a library for the young patients at the MNJ Cancer Hospital. She started working on this idea during the first wave of the pandemic. She used to accompany her father when he used to go to MNJ cancer hospital to distribute food cooked by the people of her housing society.

She befriended some children undergoing treatment there and realised that they found it tough to spend time in the hospital. Reading being her favourite pastime, Akarshana set out to build a library for her friends at the hospital. She requested her friends, relatives and neighbours to donate books for the library.

Eventually, she collected 1036 books and set up a library in the play area allocated by the hospital. She also bought a bookcase and a few toys using the funds she had collected. Through this single-handed initiative, Akarshana spread the joy of reading - lighting up the lives of children as they courageously fought cancer. For children undergoing treatment, the books turned out to be a welcome delight and distraction from the challenges they faced daily.

The therapeutic effect of reading helped these children manage stress. Her wonderful initiative was recognized by the Hyderabad police and awarded the Young Heroes of Hyderabad Award in 2021.

Aranya has also received a letter of appreciation from the Prime Minister. She plans to set up another library in a juvenile home for girls with the help of police officials.

Reading 4 Pleasure NGO

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Recognises NGO / Not for Profit / Voluntary Groups
for Promoting Reading Habits / Joy of Reading
based on innovation, members subscribed / covered etc.



Smile For All



FIGHTING POVERTY

WITH EDUCATION

Smile For All is an independent nonprofit based out of Jaipur that works diligently towards providing education to underprivileged children living in slums and in makeshift homes.

Founded in 2017 by Neha and Bhunesh Sharma of Jaipur - it was recognized as an NGO in 2019. Poverty can only be alleviated through education.

SFA and its widespread network of 4000 volunteers across India, Bangladesh and Nepal have been using books and the gift of education to bring smiles to the faces of children whose circumstances give them little reason to smile.

By spreading awareness among parents about the power of education, SFA volunteers have been able to send 1247 children to school, who had otherwise been involved in child labour or menial jobs. Not only this - they provide them with school textbooks and special tutoring in the evenings to ensure their success on the academic front. Books are essential for holistic development and forming a strong sense of self.

To this end, SFA has been distributing books among these children helping them discover the joy of reading and explore knowledge beyond the realms of textbooks.

Smile for All provides the perfect platform for volunteers to create substantial impact. The commendable efforts of SFA volunteers has in turn helped these kids break free from the shackles of poverty and rise above their circumstances.



Sanskriti NGO



HANGING LIBRARIES

Sanskriti Society was started in 2007 by two brothers Joginder Rohilla and Jitender Rohilla in Bahadurgarh, a small town in Haryana as a small library with just over 200 books from their personal collection and donations by friends. Today they are a registered NGO under the Government of Haryana.

They are working rigorously towards establishing a reading habit among the underprivileged by setting up free libraries in rural areas with interesting and good quality books. Through this they also attempt to create an environment that is conducive to focussed studying.

They collaborate with individuals, government officials, rural schools and other such organisations by providing them a carefully curated collection of 150-200 good quality children books, a few tables and chairs, almirah ,book racks and all the essentials to set up a good library. Besides this, they have also come up with the innovative and highly impactful concept of hanging libraries where they give an educator a well selected set of books along with a specially designed rack that can be easily hung wherever they teach students.

Widely popular among village children, the hanging library has expanded their horizons and empowered them to dream big while taking their studies seriously. Having set up 90 such free libraries across the country - they have impacted the lives of at least 10,000 children. For their remarkable contribution they were nominated for Forbes Asia 30 under 30'2018. The founder - Joginder Rohilla was recognized as the top 10 best tech entrepreneur - 2020 by the Insider Magazine.



Ratan Nidhi Charitable Trust



MISSION MILLION BOOKS

Ratan Nidhi Charitable Trust was established by Mr. Mahendra Mehta in 1967 to help poor children in Mumbai. They strive to empower underserved children, youth and the disabled community through relevant support services like education, clothes, books, food and technology. These days the trust is working tirelessly to promote reading habits among children through their project - "Mission Million Books".

From its humble origins as a family institution it has grown rapidly, and their projects have covered a wide range of activities located in both India and in other developing countries. To accomplish this they have been donating books and setting up libraries across India..

We run regular donation campaign for collecting of books and then design campaign to give to students. Further we arrange Free home pick up, minimum books donation quantity is 5 kgs. Till date, over 9.6 lac books have been donated to 4000 schools and colleges across India and over 4000 libraries have been set up by the trust. Ratan Nidhi trust has expanded the Mission Million Books project globally to Ghana.

They have shipped 400 cartons - 14 tons in weight containing 19000+ books to Ghana free of cost.

Besides this, they have also provided over 390 educational scholarships to children of terror attack victims. They aim to bring the joy of reading to each and every child of the communities they are involved with.



Hamdard NGO



KNOWLEDGE REACHING EVERY CORNER..

Hamdard NGO is a charitable trust that provides emergency assistance, disaster relief, blood donation, food kits, books and other essential supplies to orphans, widows and underprivileged people in Jammu & Kashmir, especially Chenab Valley's Ramban District. According to Niti Aayog Report 2021 - Ramban is the least literate district of J&K. Situated in challenging terrain, children of Ramban do not have adequate access to libraries and other educational resources.

To tackle this concern, Team Hamdard set out to promote education in the area. Inaugurated on 9th July'2021 by IPS Officer P. D. Nithya," Moving Library" is team Hamdard's unique initiative in collaboration with the Indian Army".

Around 300 books were donated to the cause by the Army initially - the local police and CISF also followed suit and helped the NGO accumulate an extensive collection of children books spanning genres. With the help of the Army, Hamdard volunteers distribute books among children in remote areas of the district to help them expand their outlook and develop a deeper understanding of themselves and the world that surrounds them.

Hamdard NGO provides free educational coaching and preparation material for competitive exams to orphans and underprivileged children. Various seminars, Quiz competitions and career guidance programs are also organised to encourage academic endeavour and help these children develop a strong personality.



BREAD Society



CHANGING LIVES

ONE BOOK AT A TIME

Founded in 1989, Basic Research Education and Development (BREAD) society is a voluntary organisation that establishes libraries in the Government Schools of Andhra Pradesh and Telangana. A strong proponent of the integral role of books in children's development, they have been working tirelessly for over two decades to lay a solid educational foundation among underprivileged children with the help of books.

BREAD Society has set up around 1609 libraries in various government schools of Andhra Pradesh and Telangana in the last 13 years. These libraries have over 650 books with colourful, engaging graphics covering a variety of subjects like moral values, history, science, culture, general knowledge, puzzles, sports - to name a few.

By ensuring access to good quality books, BREAD society encourages these students to explore beyond the four walls of the classroom, exposing them to the numerous opportunities that lie ahead. They motivate them to study and work hard to secure a meaningful future for themselves and their families. As evaluated by the Tata Institute of Social Sciences, BREAD society has an impactful operational model that is cost-effective and efficient. These libraries have not only inculcated reading habits among students but helped them participate in and ace inter-school competitions as well.

As an added impetus, the society also conducts book review competitions where the top 10 students from each school are rewarded. Driven solely by volunteers, it is one of the country's largest networks of school libraries. They have won numerous awards and recognitions - Certificate of Awesomeness from Give India, Super Star Status from Global Giving Foundation and an astounding store of 85 from Global Giving Donors.

Joy of Reading Reflection

Schools

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*Srinivasa[®]
Farms*



SIGNODE

aMADEUS



**HYDERABAD
LITERARY
FESTIVAL**



Recognizes children
for their ability to read and assimilate the essence of books /
authors ideas
based on Reflection Journal

ENGLISH



**Mohammed Arub
MPPS Shamshiguda, Hyderabad
(Category 1 – 4)**



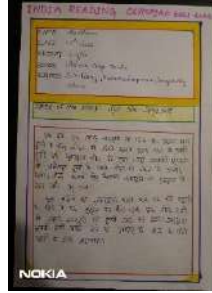
**Rasheeda Banu
GUHPS, Attibele, Karnataka
(Category 5 – 7)**



**T Karthik Chary
Student High School, Hyderabad
(Category 8 – 10)**



Vandana Ahirawar
Sri Sri Gnan Mandir, Ghaziabad, UP
(Category 1 – 4)



G Abhinav
Akshara Vidhya Mandir, Hyderabad
(Category 5 – 7)



Ravi Biradar
Student High School, Hyderabad
(Category 8 – 10)

VERNACULAR



Rupak Nath
SSGM Daincherra, Tripura (Category 1 – 4)
Language- Bengali



Mohammadh Usmaan
GPHS E Muthasandra , Karnataka (Category 5 – 7)
Language- Kannada



Zala Tanviba Harpalsinh
Sajjanpur Primary School, Gujarat (Category 8 – 10)
Language- Gujarati

HIGHEST PARTICIPATION



Akshara Vidhayamandir
Category- 1st to 4th



ZPHS Vallabhi,
Telangana
Category- 5th to 7th



ZPHS Potluru , AP
Category- 8th to 10th

Book Store Of The Year

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*Srinivasa[®]
Farms*



SIGNODE

amadeus



**HYDERABAD
LITERARY
FESTIVAL**



Recognizes Boutique bookstores
which are more than 50 years old and are using creative ways
Of making books accessible to all and Encouraging reading
habits & the joy of reading



Books En Amee



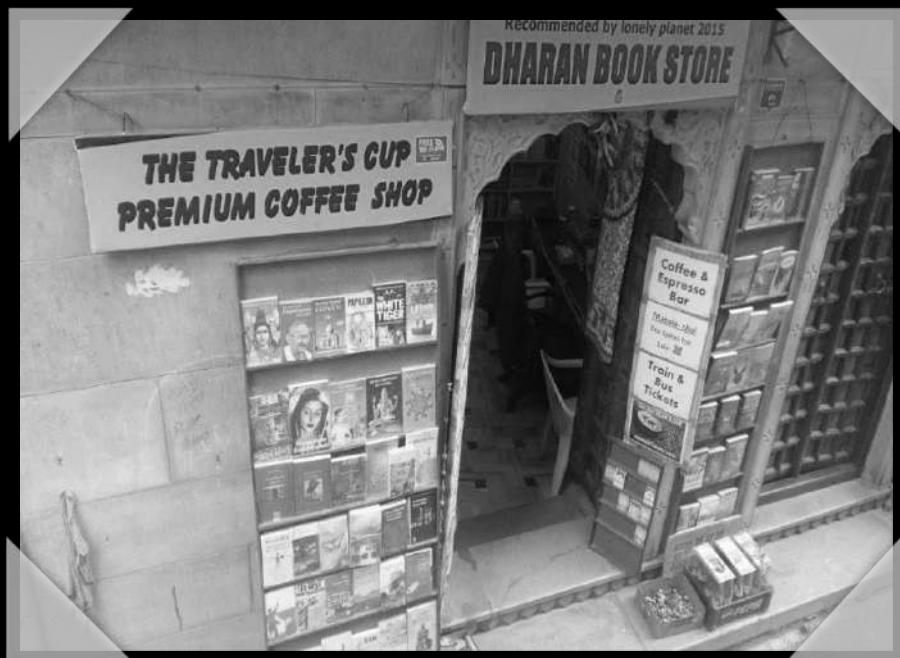
THE PRIDE OF PATALIPUTRA

Established in Patna in 1979 by Mr Aatmanand Das to kindle the spirit of reading among its people- Books-en-Amee has emerged as the "Pride of Patliputra" over 42 years. Having survived nine relocations and a global pandemic, it symbolises resilience. Today, Books-en-Amee is the only independent bookstore in Patna

Opening a bookstore in Patna where reading was largely limited to academic pursuits was a bold act but one that was imperative to cultivate and cater to the love for books among the city's rising youth population.

"I come from a small place called Kishanganj, where books were only limited to the ones you studied in school. Anything that fell outside that category was not considered worthy of reading. While I understand the importance of gaining more practical knowledge, it is equally important to read beyond boundaries.", says Das. He owes the bookstore's success and sustained relevance to the guidance of his patrons. In 2005, they started a Book Club to empower Patna's reading community which is now 2000 members strong.

Their arduous efforts and deep empathy for their customers has helped them foster a strong bond with people and created ripples across the literary landscape that has attracted legends like Gulzar Sahab, Vikram Seth and Amish to name a few. With a formidable collection of 20,000 books from classics to contemporary spanning genres and curated according to the patrons' preferences with utmost care.



Dharan Bookstore



HIDDEN BOOKSTORE

IN A FORT

A bookstore hidden in the meandering by lanes of a mediaeval fortress sounds like something straight out of a fairy tale, and Jaisalmer's Dharan Bookstore is nothing short of that.

Established in 2006, this Bookstore embodies the very spirit of Jaisalmer with its splendid collection of books on Indian Culture and Life in English, French, Spanish, Russian, German and many other languages - catering to the diverse nationality of travellers who visit this Bookstore.

As you step through the traditional Rajasthani archway into the Bookstore - you find yourself surrounded by towering bookshelves covering every inch of the wall - a lot like some rebellious princess' secret library.

It's the perfect place to relax after an adventurous afternoon exploring the sheer grandeur of the fortress. They also serve refreshing beverages and offer free Wi-Fi as you browse through a vast collection of books to satiate the curiosity that the Fort ignites. The 15-year-old Bookstore has widely contributed to enhancing the experience of travellers who visit the Fort by giving them an opportunity to learn more about the grandeur they have just witnessed.

As a result of their eclectic thoughtfulness, Dharan Bookstore has garnered many heartening reviews on TripAdvisor and earned The Lonely Planet's recognition as the Best E-Café within the Fort in 2015. Every nook and niche of the Jaisalmer Fort has a story to tell, and Dharan Bookstore houses all those stories and so much more.

kool skool

THE BOOK STORE



Kool Skool



THE KOOLEST CHILDREN'S BOOKSTORE

In today's day and age where children are always glued to their screens watching videos or playing games - opening a children's bookstore was a risky experiment. But Amit Sarin and Ritu Vaishnav took the plunge in 2011 to start Kool Skool and have never looked back since.

They believe that every child is a reader and one has to just find the right book for them to read. With their carefully curated collection and rigorous research - they have been able to emulate this belief wonderfully. On any given weekend, one can step into the bookstore to find families bonding over books.

But Kool Skool isn't just a bookstore - their conviction to bring the best books to young readers has made them expand beyond the walls of their bookstore. They also partner with schools as their library curator and book fair organisers. Not only this - before the pandemic they used to organise many sessions with renowned authors like Jeffrey Archer, Jeff Kinney, Yann Martel, Lucy Hawking, Frances Miralles and more to inspire young readers and writers alike.

When the pandemic hit bringing their expansion plans to a halt - they swiftly moved their operations online and established a wider presence across India through their popular and beloved book subscription plan - "Send Me A Story" and virtual book fairs. When asked about their greatest achievements they proudly credit it to their digital transition while retaining their entire staff during the pandemic.



Rajat Bookstore



THREE GENERATIONS ...

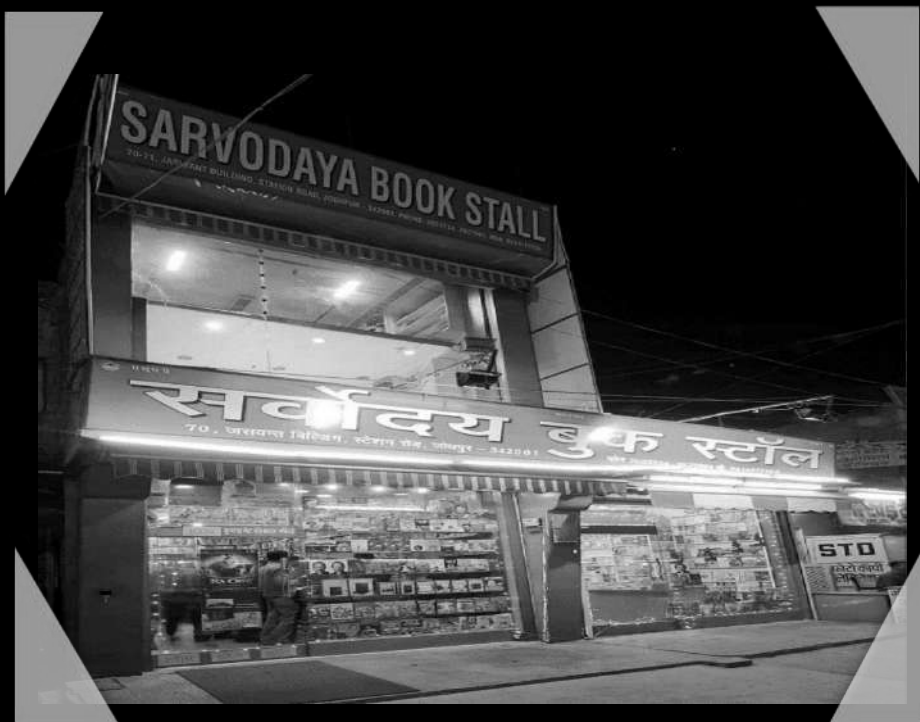
ONE BOOKSTORE

Calamity has often paved the path for enterprise - and the story of Rajat Bookstore stands testimony to this. Established in 1947 by Mr Govardhan Batra as a humble eatery cum bookstore opposite Glency Medical College, Amritsar to cater to the unfulfilled demand of medical books and academic journals is now home to over 2,00,000 books spanning genres and age groups with branches in Jaipur.

Having faced challenges mounted by the partition, rising militancy, the digital economy and a global pandemic over the years, Rajat Bookstore has cemented its reputations as an undisputed cultural phenomenon. In 1979 declared the Year Of The Child by UNESCO – Rajat Batra, the founder's son, became the country's first mainstream retailer to exhibit books at schools and pre-schools

Eager to spread this endeavour beyond Amritsar, he planned events in the neighbouring small towns of Dalhousie, Pathankot and Jalandhar. Today they have curated more than 100 author interactions and have handled logistics for renowned authors all over the country. Having grown up in the company of books and inheriting the unique business acumen of his father, Mohit Batra has successfully carried forward the legacy of Rajat Bookstore into the 21st Century.

Reading voraciously led to Mohit Batra's debut as a writer for Jaipur's Daily News And Analysis broadsheet; by 2010, he had written 95 book reviews in his column "Booked For Life". Soon the shelves of Rajat Bookstore started making room for new and upcoming. When the pandemic closed its three branches, Rajat Bookstore swiftly shifted its operations online - delivering the joy of reading across the country. Today their website's database has grown to include over 10,000 customers.



Sarvodaya Bookstall



THE BOOKSTORE OF JODHPUR

Established in 1960 with a mere 300 books - Sarvodaya Book Stall in Jaswant Sarai, Jodhpur is a household name today. Ever since its inception - Sarvodaya Book Stall has worked relentlessly towards bringing the joy of reading to the members of its community.

As one enters the shop one is instantly filled with awe forth large collection of books. The space lends itself to fostering human connections out of shared love for the simple and pure joy of books.

People from far and wide visit this bookstore owing to its extensive collection and a wide variety of books. Towering shelves covering every inch - it is indeed a book reader's paradise. They believe that reading isn't just about pleasure - it compels us to ask the crucial questions in life and develop a unique perspective about the world surrounding us. This guiding philosophy has helped them chart this remarkable 62-year-old journey and even persist through the hardships of the pandemic.

They owe the bookstore's strength and sustainability to their customers. On any given day, one might run into a reputed IAS officer, statesman or business tycoon browsing the shelves of Sarvodaya Book Stall. With a growing customer base they are vigorously expanding to bolster their patrons' intellectual pursuits. Supported by a humble and reliant staff of 20, the bookstore leaves its imprint on every person who visits its premises.

Reading 4 Pleasure Institute

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Recognizes Corporates / CSR Platforms
for Promoting Reading Habits / Joy of Reading
based on innovation, members subscribed / covered etc.



CARE School of Architecture



EMPOWERING WITH WORDS

The Care School of Architecture was established in 2010 in Trichy.

CARE Literary Club is a student led initiative, a step towards promoting reading and writing within the CARE community. The club was created during the pandemic when online platforms presented an opportunity to bring readers together to discuss their mutual interests, ideas and love for reading.

This club aims to create an amicable space for all bibliophiles, providing them a platform to showcase their abilities and grow together. Every club member takes on the implicit responsibility of further spreading the joy of reading in their localized circles and peer groups.

The club organizes multiple sessions throughout the year to engage members in a holistic reading experience. Some of these activities were:

Book Reviews:

Members discuss the books they have read recently – the plot, writing style and the major takeaways. Many people keenly look forward to these sessions to find out the next book to read.

Writing Sessions:

Great readers naturally make great writers. In these sessions, members present poems, stories and essays written by them – seeking feedback and inspiring their peers to do the same

Debates & Panel Discussions:

Armed by the knowledge gained from books, they also use this platform to discuss and debate new ideas, government policies and current affairs.



Government College, Karsog



EMPOWERING n NURTHURING THE YOUTH

Government College, Karsog was established by the Government of Himachal Pradesh in 1994 in Karsog, Mandi. It is the only higher educational institute in this rural area. Founded with an objective to promote higher education among the people of

Apart from other infrastructural facilities, this institute has a well-stocked library with spacious seating space for students to study. They also have various clubs and societies formed in the college that give students a platform to showcase and discover their talents making their college experience a memorable and unforgettable one.

The college has recognized the massive role of books in building strong personalities. With this in mind, multiple Literary Societies have been constituted in this college with the Departments of English, Hindi and Sanskrit.

They conduct various activities - regular seminars, presentations by the students and functions on the birth anniversaries of famous writers and authors. Further, the Department of English commemorated William Shakespeare's birth anniversary in April.

Students enacted scenes from the prescribed text "As You Like It." They also made creative bookmarks with famous quotes on them to encourage their peers to read more. They encourage their students to inculcate the habit of reading and writing by engaging them in reading various books and enacting excerpts from popular books. This institute has made it possible for students of rural background to pursue higher education and are also doing remarkable work in educating girls.



HITAM University



BOOKS WILL

LEAD THE WAY

HITAM was started in 2001 as Royal College of Engineering at Medak. Since its inception, the institution has sought to impart qualitative education in the field of Engineering and Management.

It is also the first campus in India that has been certified as a Silver Rated Green Building in the category of educational institutions, by LEEDS, US Green Building Council. They have adopted best practices in education, eco-consciousness, career planning and faculty development to facilitate the holistic growth of their students.

HITAM has developed and inaugurated the first NDLI (NATIONAL DIGITAL LIBRARY OF INDIA) Club. They encourage students to read and encourage reading in their circles.

They have understood that reading is an essential 21st century skill that helps one develop a wider perspective, strong personality and great decision-making skills. In their quest to empower the youth – reading books has acquired a central spot in their pedagogy. They actively endorse an ecosystem where reading takes precedence. With the very first NDLI Club, they have empowered their students to pursue reading not

just as a hobby but an important aspect of their education. During the pandemic they organized multiple author sessions, quizzes and webinars to keep their students engaged. They are using books as a central part of their pedagogy to improve language, communication skills, values, confidence as well knowledge in their students.



NGP Arts and Science College



'I THINK, THEREFORE I AM'

Dr. N.G.P. Arts and Science College was established by the Kovai Medical Centre Research and Educational Trust, Coimbatore in 1997. This College began its educational journey with just 4 undergraduate programmes and has now emerged as one of the top self-financing colleges in Tamil Nadu.

They have started a book club called The Youngistan Club to encourage a culture of reading and intellectual reflection among its students. The English department plays a critical role in facilitating the club's activities. Realizing that the benefits of reading extend beyond just pleasure, the college actively promotes reading among all the courses – be it literature, engineering or the sciences.

The Youngistan Club was established to encourage reading thereby enabling students to develop a unique perspective of the world around them. Member meet regularly to discuss the books they read, emphasizing on their impact and the wisdom imparted. Besides these sessions, they also organize elocution, debate and declamation competitions to help students improve their speaking and listening skills as well.

The Youngistan Club aims at promoting the holistic development of the students by

- Honing communication and presentation skills
- Cultivating a critical outlook and encouraging out of the box thinking
- Providing a platform to showcase creativity
- Instilling confidence, vis-À-vis, the English language.



Vardhaman College of Engineering



READ IT OUT LOUD

& BE PROUD!

Vardhaman College of Engineering started a Book Club under the Student Affairs Division, to bring fellow readers in the campus under one roof and celebrate the joy of reading.

This is supported not only by students but also faculty members. The club organises monthly meetups to discuss authors and their best writings.

During each of these sessions at least 10 books are covered – students discuss different ways of interpreting the text. Debates and a difference of opinions is always appreciated.

During the pandemic, they continued these sessions virtually. Instagram posts were created sharing information about various authors and their genres. For this, they were appreciated by many readers and also helped beginners pick up a reading habit by providing them great options to start with.

Apart from regular meet-ups, the Book Club also organizes multiple other events for literature enthusiasts and help students develop their personality and communication skills.

For budding writers and bibliophiles, Author Interactions and Book Launches are organized throughout the year. These sessions give flight to the imagination of aspiring writers on campus. In the competitive corporate world where only technical skills aren't enough, reading equips one with the soft skills essential to charting an impressive career trajectory. For the students of Vardhaman College, the reading club has broadened their horizons, exposing them to the exciting possibilities of the world.

Caught Reading

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 **SIGNODE**

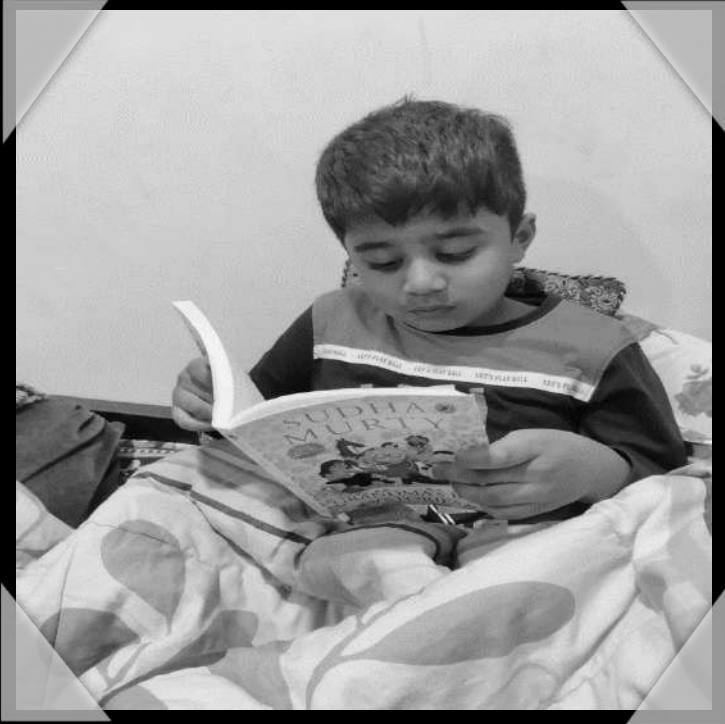
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 **HYDERABAD
LITERARY
FESTIVAL**


GREEN GOLD
Animation Pvt. Ltd

Recognizes photographs
which capture the essence of Reading Habits / Joy of Reading

A PICTURE TO INSPIRE



Amruta Deshpande

Amruta is an Assistant Manager ,Human Resources in Weave Software services. She is an avid reader who likes to capture the reading moments.

CAPTURING THE JOY OF READING



Dipali Joshi

Dipali is an Entrepreneur who runs “Little Stars Learning Club” with an initiative to spread the thought of a gentle, positive and a new way of parenting. She also likes photography . Through this passion she captures the essence of reading.

SEIZING THE MoMent



Ilaxi Sudhir Patel

Ilaxi Patel is a former Journalist , author, content writer and a news editor from Gujarat. She is a book lover who has been running Swagat Children's library since 20 years. She loves capturing her grandson who is also an avid reader to capture the essence of reading.

BETWEEN THE GAPS...



Pratikhya Patnaik

Pratikhya Patnaik is a Software Engineer by profession who has an undying love for books. She considers reading as an essential part of her life. She also like photography so she never misses an opportunity to capture someone in their moment of reading as she believes it is one of the purest and happiest moments to share.

Best Library

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SIGNODE

aMADEUS



**HYDERABAD
LITERARY
FESTIVAL**



Recognises Schools where the Foundation Libraries are
operating
based on READER index parameters
which include, how many books are being read, by how many
children etc.



**The Vidya Foundation
(North Zone)**

Founder : Mr Hindprakash



**GHPS Allapanahalli , Hoskote
(South Zone)**

Principal: Ms. Chandrakala



**Sri Sri Gnan Mandir, Satkura , West
Bengal
(East Zone)**

Principal: Mr. Jyotish Mitra



**Sri Sri Gnan Mandir, Chimbali, Pune
(West Zone)**

Principal: Ms. Madhuri Kaluram

The Vidya Foundation is a team of volunteers from the slums of South Delhi who have stayed or are a resident of the slums. These volunteers are helping their fellow slum people / students with the intent to raise them up socially and economically via education has been transforming and impacting lives by their selfless and remarkable contribution.

GHPS Allapanahalli was established in 1961 and it is managed by the Department of Education. It is located in rural area in Hoskote. This school has classes from 1 to 7. They have a library with 1350 books in the library. Joy of reading sessions are conducted to inculcate and improve the reading ability of the children.

Sri Sri Gnan Mandir Satkura , West Bengal was established in 2004. This school has classes from 1 to 4. They have a library with 200 books in the library. Joy of reading sessions are conducted to inculcate and improve the reading ability of the children.

Sri Sri Gnan Mandir, Chimbali, Pune school was established in 2010. The school has grades from 1 to 5. This school has a library with 200 books in it. Joy of reading sessions are conducted to inculcate and improve the reading ability of the children.

Innovative Library Format

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Recognizes Innovations
which are Encouraging reading among individuals / groups /
communities
Through innovative approach which is a best practice



Boat Library



INDIA'S FIRST BOAT LIBRARY

In 2021, a new vessel was launched on Kolkata's Hooghly River, equipped with a library containing nearly 2000 books- India's first boat library. Also called the "Young Readers' Boat Library", it has a carefully curated collection of books especially meant for children spanning various genres in English, Hindi and Bengali.

The boat offers its passengers astounding views of the city and an experience to cherish for a long time, cruising on the Hooghly river with a book in hand.

Having collaborated with Apeejay Anand Children's Library - a leading bookstore in the city, they have developed a deep empathy for children's inclinations and developed numerous strategies to spark the joy of reading among the kids of Kolkata - the intellectual hub of India. Apart from the views and books, the officials often organise creative activities such as storytelling, dramatised reading, poetry and music sessions.

They have also hosted many book launches and author interactions. With a cafeteria and audio-visual system aboard, they ensure that their passengers have everything they need for a serene 3-hour long reading trip. With a nominally priced ticket, they excellently deliver on their promise of a unique and memorable boat ride which has kindled the joy of reading among many.



Teacher's Bike Library



TEACHER'S BIKE LIBRARY

In the villages of India, where people have to travel long distances to find a good bookstore or library, many children are deprived of the many benefits and joy of reading. With the advent of technology and easy access to smartphones, the little reading culture that existed in villages has also started waning.

As the founder of Asaya Youth Foundation that he runs from his menial income, he started the Mobile Library program in Vizianagaram, where he would carry around 300 books on his motorcycle spanning all genres from fables to spiritual books. He has modified the bike design to carry books visibly and attract kids easily. He stays in a village for nearly three hours where students gather at panchayat buildings and temples to pick the books of their choice.

Reddi also interacts with these kids and clarifies any doubts or questions they may have - encouraging each of them to read as much as they can. To bolster his efforts to reignite the reading culture in these villages - he runs a 21-day program where students who read books for 21 days at home are rewarded. "As many as 2,600 students read books during my visits. They eagerly wait for my next visit. I have bought books which are suitable for different age groups.

Andhra University's Engineering college has donated books worth Rs. 1 Lakhs to the Mobile Library, and he receives regular support from students and teachers. For his devotion and the enormous impact, he has facilitated, Reddi has been widely recognised by the Government of India, The Governor of Andhra Pradesh, the President of the Indian Red Cross Society and the Youth Hostel Vizianagaram, to name a few.



Pop Up Library – Chennai Photo Biennale Learning Lab



A CELEBRATION OF TRAILBLAZING PHOTOGRAPHY

CPB Learning Lab, Chennai, primarily focuses on the area of Photography education. Photography has evolved from being evidence of an event to becoming a universal language of expression and communication. This learning lab still believes in books as the best way to foster a strong bond with an artist, their thought process and work.

The CPB Learning Lab has a reading room with a diverse collection of artworks from across the world. CPB's primary focus is Photography education and discourse that take place through year-round photo education programs.

With this goal driving them, they have established the Kanavu Fellowship and Showcase. As part of this program, they train women from underprivileged backgrounds in Media and Arts to address the gender gap that persists behind the camera. Besides this, they organise Pop-up libraries in 8 Indian cities as part of their "Paper Trail" program to share photobook collections among different communities.

Their efforts to empower photographers and showcase their artwork through Pop-Up libraries, photobooks and annual CPB Awards has popularised the art of photography among the communities they are associated with while forming a trusted and strong network of photography lovers across Indian whom they often collaborate with.



Delhi Police Public Library



LIBRARY IN A POLICE STATION

When we hear the word 'Police Station' - a disconcerting image comes to mind, after all, who has ever wanted to visit a police station. Delhi Police Public Library is a unique initiative by the South-East District Police started on 22nd February 2012 in association with Shikhar NGO to bridge the gap between the general public & police.

Located within the police station premises, the library aims to inculcate a habit of reading among children from underprivileged communities and slums in the district. It is the first of its kind Community Policing Initiative in India and has been running successfully for almost ten years now.

The Library also provides free of cost education to underprivileged children, free entrance exam coaching especially for girls and educational materials for UPSC, SSC and Law aspirants. They also organise various counselling sessions for students with senior officers and career counsellors. They have also started a new project - SHE TO SHAKTI intending to empower 50,000 girls and women through different social activities like personality development sessions, self-defence training, and free health camps.

Delhi Police has impacted more than 1 Lakh people in their community through the library.

For such a wondrous accomplishment, they have been awarded National Business Excellence and Achievers Award 2021, National Business Excellence and Achievers awards 2021 – Innovative start-up. Indian CSR Award for Best Education Support Initiative(Government) and Influential Indians Awards '2021.



The Mobile Library



BOOKS ON WHEELS

The Reading Project from Chennai is a private lending mobile library started by Mr. Gopi Sampath as an extension of The BookWorms Library which he started in 2001. "From Tambaram to Purasawalkam and from Siruseri to Kundrathur, this vehicle goes door to door," says Gopi Sampath.

When a few of his regular members relocated to a different neighbourhood they could not find any libraries nearby. Answering their call and armed by the firm resolve to spread the joy of reading beyond the neighbourhood - Mr. Sampath bought a TATA Ace, modified it and started the mobile library.

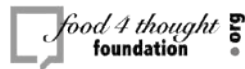
The book truck is equipped with racks that can be stacked with over 3000 books at a time and is fully accessible to people of all ages including senior citizens. Ever since he started the mobile library, he has shown incredible enterprise in his ardent pursuit to spread the joy of reading among the people of Chennai by coming up with interesting subscription and membership plans. As part of their Corporate Membership Program, they station the truck outside office campuses that partner with them to encourage a reading habit in the employees.

They also partner with societies and housing colonies that wish to bring the joy of reading to their residents. Mr. Gopi Sampath started the library with a few hundred books and he manages a collection of over 35,000 books with 2000 members across the city. This feat was made possible by his passion for books, a profound concern for his customers and quick wit. Standing true to its slogan - "Happy Reading", The Reading Project continues to bring a smile on the faces of many books lovers.

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