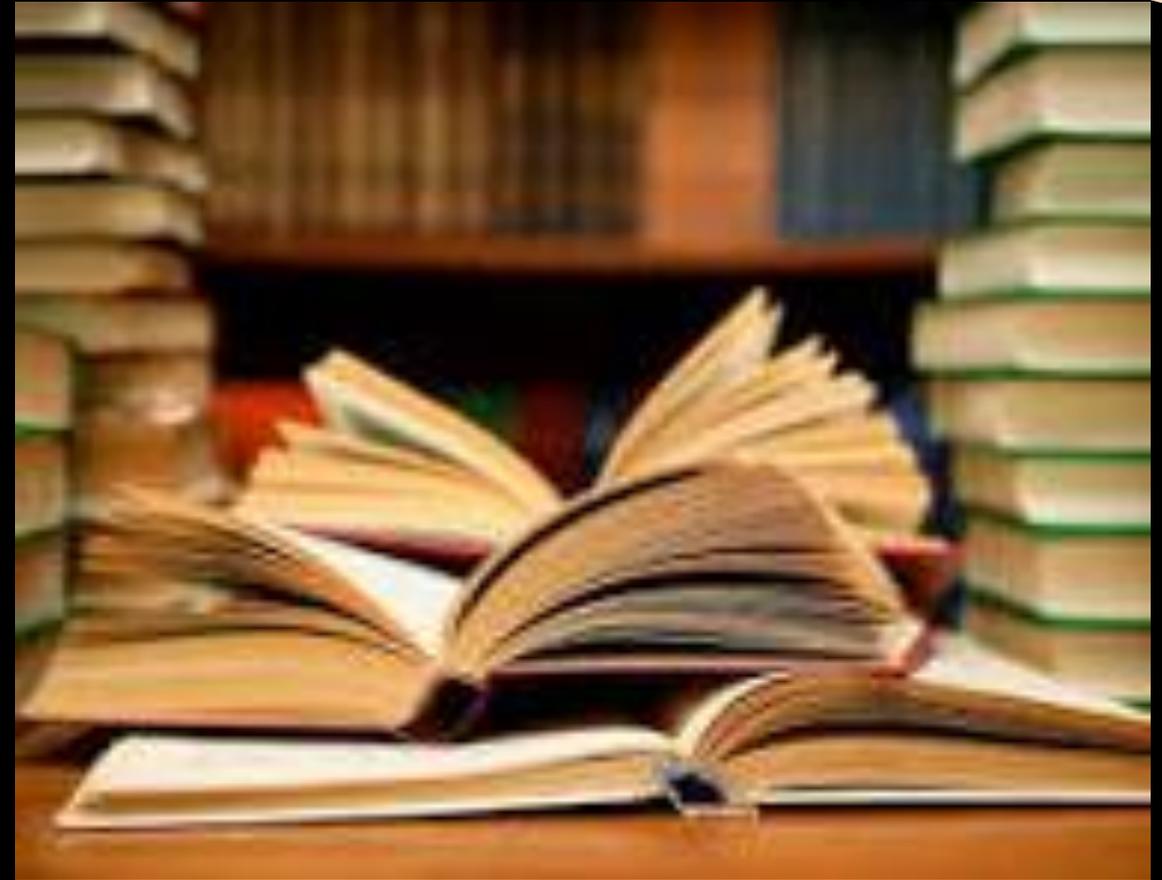
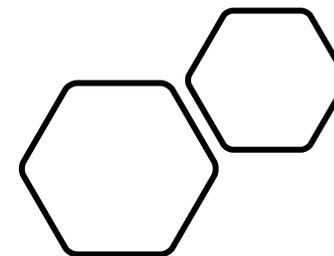


Why Read Books?

BIMTECH

17 th February 2023





**“I never read
The Economist.”**

Management Studies, April 12.

The world's first book ...

Was not the ...





The Buddhist diamond sutra

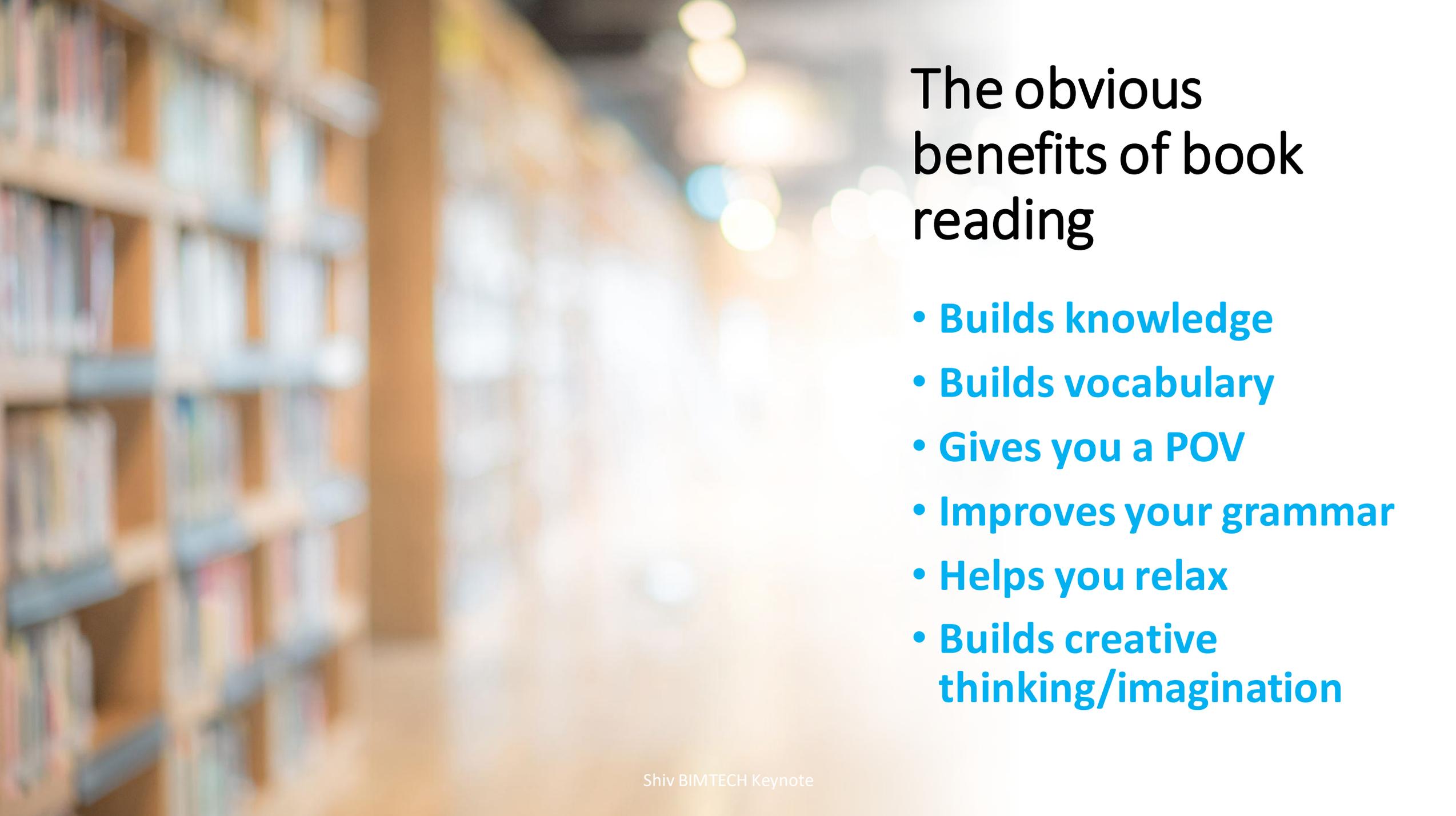


Royalty opposed books for the common man

**READ
YOURSELF
INTERESTING**

Pulpbooks.co.za
Let us recommend something.

Shiv BIMTECH Keynote



The obvious benefits of book reading

- **Builds knowledge**
- **Builds vocabulary**
- **Gives you a POV**
- **Improves your grammar**
- **Helps you relax**
- **Builds creative thinking/imagination**

Every habit has
a friend and an
enemy, so is it
with book
reading



Book reading is at two extremes, some people read a lot of books and many read very few books.

2022 global study across 56 countries

27 % read more than 20 books per annum

15 % read 11-20 books

18 % read 6-10 books

31 % read 1-5 books

Country Reading habits — Hours per person per week

Country	Hours per week per person
India	10.42
Thailand	9.42
China	8.0
Phillippines	7.36
Egypt	7.3
Czech	7.24
Sweden	7.06
Australia	6.18
USA	5.42

People still read
physical books

57 % read physical of
which 41 % paperback,
16 % hardcover
20 % kindle
12 % E books
8 % audio books



India Nielsen data over the last decade

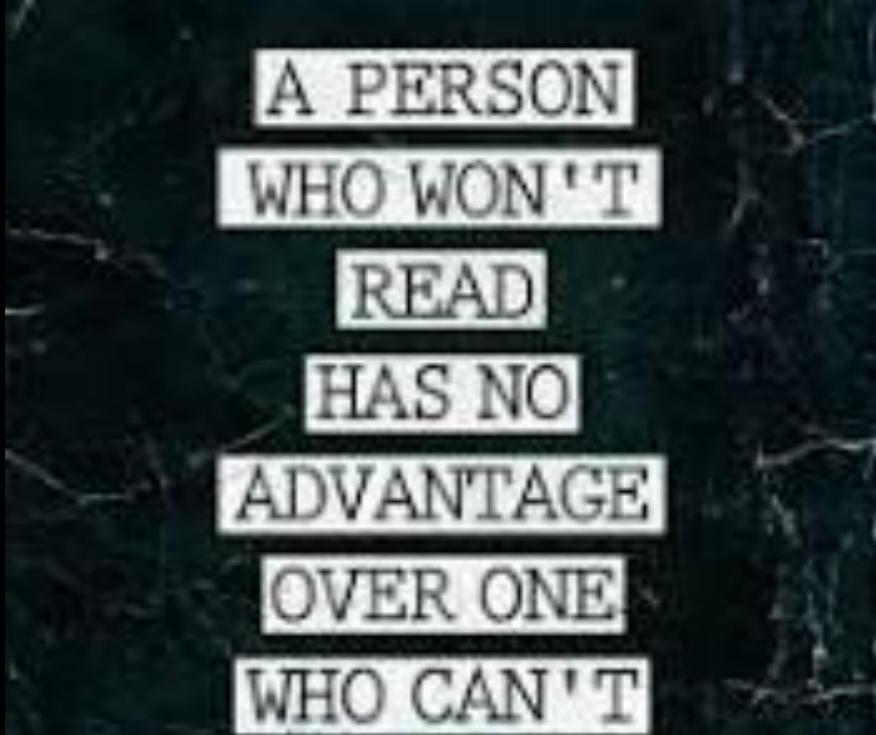
- 26 million books tracked, highest over 11 years
- Value is Rs 830 crs
- Average book price in India is Rs 314
- Adult fiction (18%), adult non fiction (51%) and Children's genre(21%)
- Children's book average book price is Rs 407 for hardback and Rs 239 for paperback



Books for academic
marks vs



Books for life marks



A PERSON
WHO WON'T
READ
HAS NO
ADVANTAGE
OVER ONE
WHO CAN'T





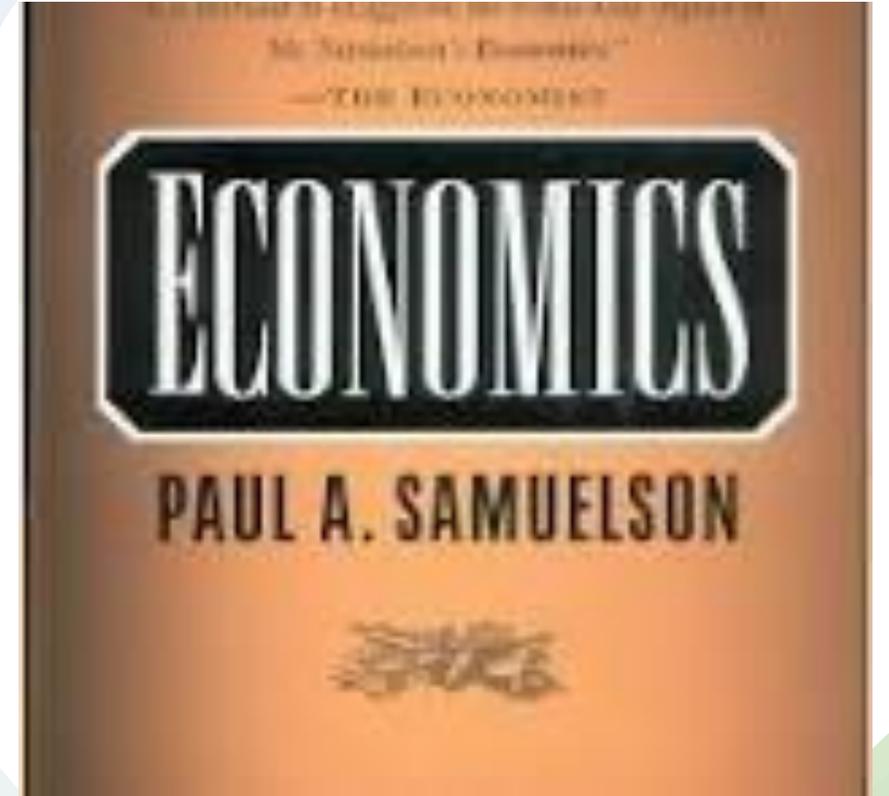
We have a
business
problem!



No one in the book publishing eco system makes money.



Book reading must be
visual and fun.



A book is a best friend

During Covid, book reading went up from 9 hours per week to 16 hours per week



The enemy of
Netflix is **sleep**





**ATTENTION
SPAN**

The enemy of book reading
is social media, movies,
socializing, plain digital
searching.

Attention spans are a few
seconds..

To enhance book reading, we need inspiring teachers, we need high quality journalism and some degree of digital detox every day.





Sit down dinner vs kitchen dinner

Book reading is an individual pursuit, not a team exercise.





Book reading is a
commitment one
has to make to
oneself.



Become Interesting
by reading.

Thank You

