

“Why Read BOOKS?”



Weekly Learnings 08 / 2024

The link here has the keynote PPT from Bimtech Business Literature festival.

Link: [Why Read Books?](#)

1. The world's oldest book is not the bible but the Buddhist Diamond sutra.
2. When books first came in 'royalty' opposed books since they felt every commoner would have knowledge and their knowledge would hence not be superior.
3. Book reading is a habit, and all habits have enablers and deterrents. A Global study shows that people read a lot of books or very few books, book reading is a bipolar habit.
4. Indians surprisingly read a lot, mostly magazines and other stuff, not books, and are amongst the highest in the world in terms of time spent. Converting existing reading into book reading is the challenge.
5. The physical version still sells more than the digital version.
6. No one in the Indian publishing industry makes money, not the author, not the publisher, not the seller. This industry is at the crossroads.
7. Sleep is the enemy of Netflix, similarly attention span is the enemy of book reading. We need inspiring teachers, journalists, and a digital detox to develop book reading as a habit.
8. Book reading helps you become someone interesting, someone new!! Please read a book!

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