



WHO READS THE MOST?

COUNTRIES	HOURS
INDIA	10.24
THAILAND	9.24
CHINA	8
EGYPT	7.3
CZECH REP	7.24
RUSSIA	7.06
SWEDEN	6.54
FRANCE	6.54
SAUDI ARABIA	6.48
HUNGARY	6.48
HONGKONG	6.42
UK	5.18
JAPAN	4.06

(Source: Internet)

Reader's Alarm

Problem: #BooksAreBoring

Only 50% Of the students read syllabus books.

Only 30% Of children under 17 read non-syllabus books for pleasure.

About 85% Of children prefer stories being read aloud to them.

Reader's Solution

#ReadingIsMyChoice

- Let kids choose their own books, it keeps them engaged.
- Time to make more personalised books and stories.
- Include bright visual graphics and imagery to entice kids.
- Reduce text and weave study concepts through stories.

Head to toe

Eyes: Looks for possible clues ie predicts and draws conclusion.

Head: Starts monitoring on its own ie it thinks while reading.

Nose: Sniffs important details while reading.

Stomach: Reading reduces stress, and leads to relaxed stomach with no digestive problems.

Heart: Creates visualisation ie produces imaginary characters while reading.

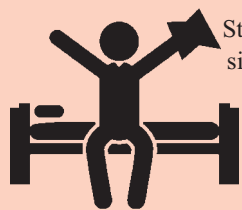
Mouth: Begins questioning ie ask questions every now and then while reading.



Read to lead

For It Empowers You With Profound Knowledge

How to build a reading habit



Start with a simple, easy to read book of 200 pages. On day 1, read for five minutes when you get up.

DAY 1

Change the ambience. Go to the terrace where you can breathe fresh air as you read. Read for ten minutes.

DAY 2



Switch to your couch. Read for 12 minutes.

DAY 3

DAY 4

Increase your reading time to 18 mins. Use

your colourful garden or a nearby park for the day.



Opt for the spot where you feel most relaxed. Increase your reading time by 2 mins. Your overall reading time now become 20 mins.

DAY 5



DAY 6

Push yourself a little more and make your reading time 25 minutes. Eat an ice cream or your favourite dessert as you flip through.



DAY 7

Time to be a PRO on day 7. Sit on a chair, open the book and read for 25 mins straight.



Repeat 7 days cycle twice more and WIN IN LIFE.

DAY 8

YOUTH POWER FINDINGS



5 out of 10 people read



2 out of 10 people read for more than 1 hour daily



4 out of 10 people prefer movies to books



9 out of 10 people understand what they read



6 out of 10 people dislike reading because it requires too much time or concentration

Sample size: 550 Methodology: Questionnaire
Sample group: 12-40 years

The magic called reading

Who said only nerds read? Mrs India Earth 2017, Arjeeta Garg Goel believes that reading is for everyone. She brings you stories from the magical land of reading.

Once upon a read The enchantment begins

No matter what career you choose, personality development is important. And nothing builds your personality more than reading. Reading expands the boundaries of your imagination, and your ability to visualise grand dreams, to fly without wings.

The gifts of fairies & elves Wit, grace and brilliance

We need to make reading a habit as much as

possible. Parents need to catch the children young. They should make it a point to read to their children in their free time. This will not just help the child learn better but also help the parents bond with the child.

Brambles and thorns No obstacle, reading rocks!

If you find some books boring, that's not a problem. There will be others that will interest you. Just keep exploring until you find the 'friends' that suit you best. They can be Harry Potter, or Shadow Hunters, or Vampire Academy just as easily as Oliver Twist.

Happily ever after Curl up with a book

My book best friend is 'And Still I Rise' by



Mrs India Earth interacts with the YP team

Maya Angelou. So, let the aroma of paper and print soak your mind and soul. Explore the jungles of Jim Corbett with Mowgli and laugh at the antics of Brer Rabbit. Pick up a book and dive into the sea of imagination.