

CASE STUDY/INSIGHT

When was the last time you read a book? Does your reading habit revolve around reading whatsapp status, Instagram stories and Tweets? If you are a person who doesn't read books, then you might be losing a lot of wonderful benefits. Book reading will give good habits, healthy thoughts and broad mindedness to a person. As the saying goes, books are your best companion. It is the responsibility of the parents and teachers to cultivate the habit of reading in children from their young age. Children must be tuned to get into the habit of So many legends, freedom regular reading. entrepreneurs and successful people are book readers. Book reading shapes a person, build his character, impacts education in early age.

Finding good book is the biggest challenge to everyone. Among several books, Literature plays a vital role in feeding food for thoughts to young minds. Literature is the reflection of thoughts in a Society which binds an individual with social responsibility.

In Tamil Nadu, we have so many great writers like Bharathiyar, Kannadasan, Jayakanthan, Jayamohan, Kalki, Indira Parthasarathy, Thi. Janakiraman, Bharathidasan, Ramani Chandran, Sundaram Ramasamy, Sujatha, Chaavi, Devan, Rajesh Kumar, Indira Soundhararajan, Saandilyan, etc. in various genres.

Number of big book fairs are being conducted in Chennai and other parts of the country every year. These are excellent opportunities for the book lovers to visit and buy books of their choices.

Parents can bring their children to those book shows to encourage the children to choose books of their choices. Parents can sit and read books along with their children, which will create good bonding between the parents and kids.

Storytelling is a popular technique which helps the listeners to get the emotions involved in the story by spending only a fraction of the time needed compared to reading the complete book by oneself. Such story telling helps busy people who don't have time for reading. They can simply listen to stories and get the emotions involved. Though, it will not give 100% perfect emotions like reading the whole book, still it is a boon. It also, throws insights through the story teller. Many people are there in storytelling. Among them, Bava Chelladurai is probably one of the best Tamil story teller in the world. He has narrated so many stories with lot of real emotions involved in that. There is a big group of fans for him. He shares the emotions in books and also about famous personalities and their real life stories.



In Tami Nadu, we have lot of socially thought provoking story writers. Jayakanthan's 'Agni Preveasm' created a revolution in story writing with a modern thought process even during seventies. Jeyamohan's 'Aanai Doctor' is written in such a realistic way, that we will be inspired to be dedicated to our profession and to become responsible and pay respect to nature, forest and animals. Many stories inspire and rejunuvate us. Ponniyin Selvan is one of the greatest and evergreen books in Tamil in the 'history' genre. Everyone should read it at least once in their lifetime.

Personality Development Books play a vital part in shaping a person's character. James Clear, 'Joseph Murphy, Robin Sharma, Rhonda Byrne, Stephen R. Covey, Miguel Ruiz, Dale Carnegie, Napolean Hill, Anthony Robins, etc. are some of the good writers in that genre. A person who reads will be the person who thinks.

Let's read books, enjoy it and also encourage our friends, family members and relatives to read the books. One of the greatest joy in the world is to discuss about literature and stories among likeminded people. Let's keep alive our passion for reading books.

