

Relevance of reading in the digital/Google era

In this era of rapid digitalisation where “e-book” and “Kindle” are more familiar to youngsters than “hardback” and “library”, the Learning Resource Centre, Jain University organised an event steeped in tradition. To mark the occasion of World Book Day on April 23, 2015, a “Donate a Book” camp was held at the JGI Knowledge Campus at Jayanagar to educate and enlighten students about the values of reading.

Renowned academician/author Sri P. V. Narayana, President of B. M. Sri Smaraka Pratisthana, inaugurated the function and in his keynote address stressed on the importance of reading in this paperless era. “Whether it is an e-book or any other form of writing, what matters is reading and the assimilation of knowledge. You can create an imaginary world, a stage on your palm and enact the characters according to your imagination and fancy when you are reading”, he said.

Dr. Rajani Jayaram, Dean, Student Welfare, Jain University, followed the chief guest’s address with an appeal to the students, “My cry is you should access the right information, today if we are communicating fluently, it is because of the books that we read! Not because of the hours we spent in the web, sifting through unreliable content.”

All the subsequent speakers emphasised on the primacy of reading books compared to the current Google generation’s adherence to gadgets and technology. The programme ended with an agreement to extend the “Donate a Book” campaign to three more months so that as many books as possible can be accumulated and added to the collection of the Learning Resource Centre.