

Aurora's Degree & PG College

(Accredited by NAAC with 'B++' grade)

Chikkadpally, Hyderabad 500020

Department of Management



EVENT REPORT

NAME OF THE EVENT	World Book and Copyright Day
TYPE OF EVENT	Departmental Event
FACULTY INCHARGE	C.Unnamalai
DEPARTMENT	Department of Management
DATE	23 rd April 2020
VENUE	Online
TARGET AUDIENCE	Faculty

OBJECTIVE:

The objective of World Book & Copyright Day is to pay a worldwide tribute to books and authors and to encourage people to discover the pleasure of reading.

BRIEF ABOUT THE EVENT:

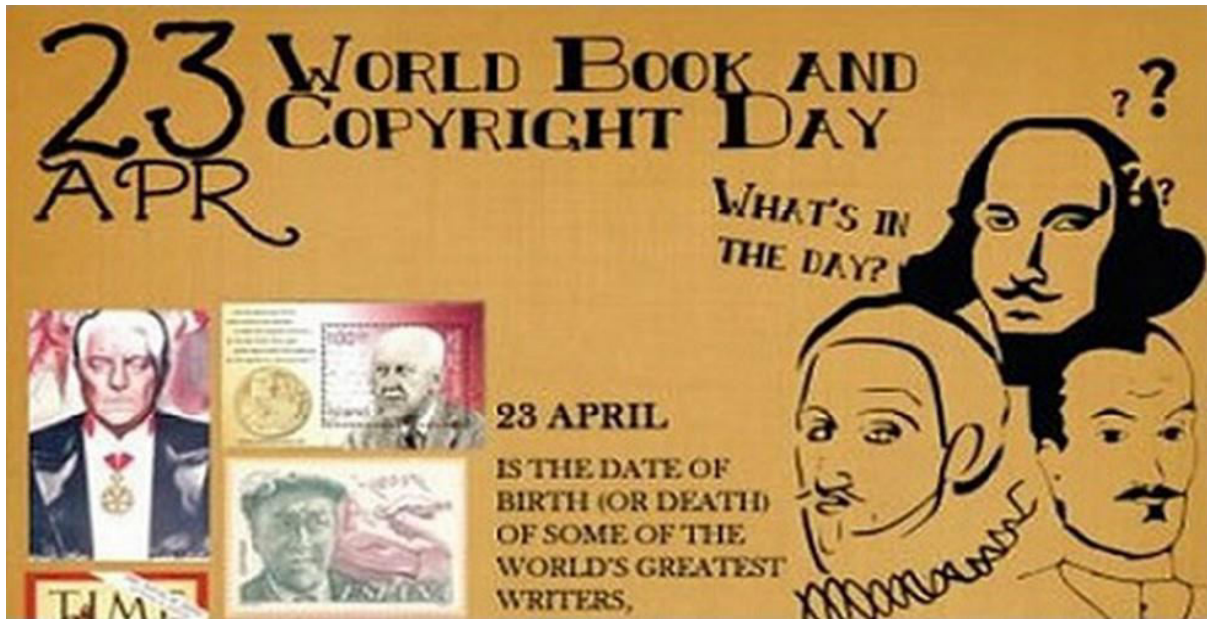
World Book and Copyright Day, which is also known as International Day of the Book, is an annual event observed on 23rd April. It was in the year 1995 that the United Nations Educational, Scientific and Cultural Organization (UNESCO) officially designated 23rd April as the date to celebrate this day. Every year on this day, people come together to celebrate books and to read.


OUTCOMES:

Presentation regarding World Book and Copyright Day and every year, UNESCO and the international organizations representing the book industry's three major sectors-publishers, booksellers and libraries and select the World Book Capital for a one-year period which is effective from April 23 each year.


This year UNESCO has selected Kuala Lumpur in Malaysia, as a World Book Capital. This city has been chosen for its strong interest in inclusive education, the creation of a knowledge-based society and readability to all the population of the region.

PHOTOGRAPHS:










WEBINAR ON THE OCCASION OF
WORLD BOOK
& COPYRIGHT DAY



April 23, 2020
3:00 PM to 4:30 PM

Discussion Points

- Publishing Industry Post COVID
- Post-Corona reading needs
- Digital Publishing/ E-learning
- Infrastructure available for digital publishing / e-Learning

 <p>Prof. Govind Prasad Sharma Chairman National Book Trust, India</p>	 <p>Yuvraj Malik Director National Book Trust, India</p>	 <p>Ratnesh Jha Chair, FICCI Publishing Committee CEO, Burlington Group (India & South East Asia)</p>	 <p>Monica Malhotra Kandhari Co-Chair, FICCI Publishing Committee Managing Director MBO Group</p>	 <p>Neeraj Jain Co-Chair, FICCI Publishing Committee, Managing Director Scholastic India Pvt. Ltd.</p>
--	--	---	---	--

Join Webex Meeting Meeting Number: 586 006 821 | Password: 2020
<https://ficci.webex.com/ficci/j.php?MTID=m19a0fa978becb00523dd878159eec9cd>

DETAILED REPORT:

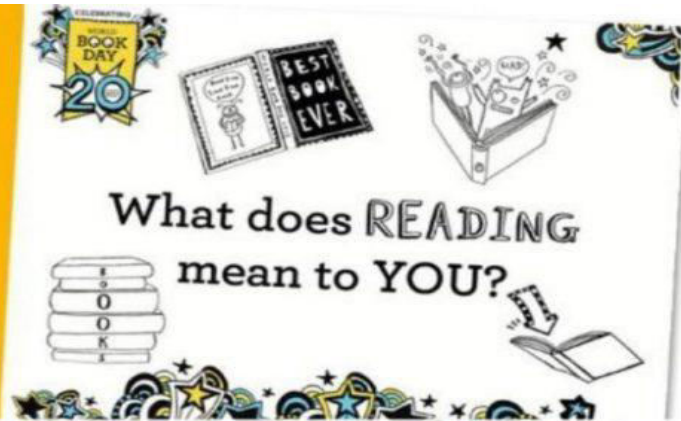
World Book and Copyright Day is a celebration to promote the enjoyment of books and reading. Each year, on 23 April, celebrations take place all over the world to recognize the scope of books - a link between the past and the future, a bridge between generations and across cultures.

But this year (2020), due to COVID-19 crisis, there were no campaigns or awareness programs held. Although the crisis could not stop people from spreading the awareness through online mode. Presentation on this occasion was made as a tribute to books and authors and to encourage people to discover the pleasure of reading. It is hoped that this will lead to the renewed respect for those who have made irreplaceable contributions to social and cultural progress. In some years, the UNESCO Prize for Children's and Young People's Literature in the Service of Tolerance is awarded. It is also hoped that World Book and Copyright Day will increase people's understanding of and adherence to copyright laws and other measures to protect intellectual copyright.

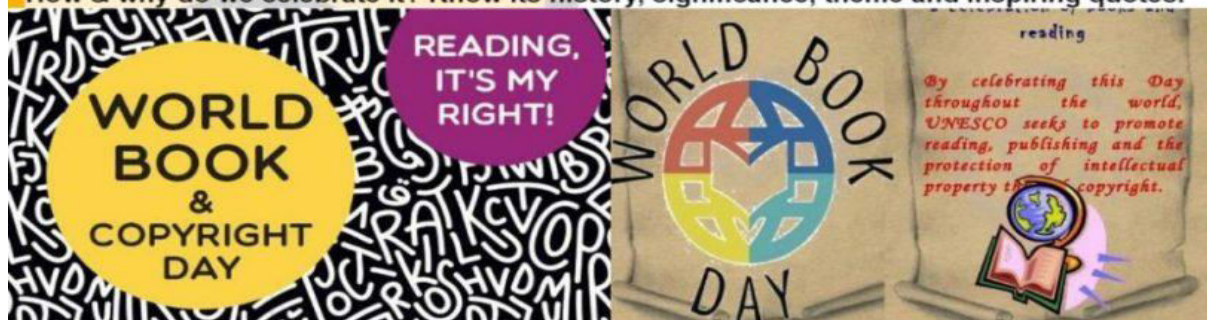
This year UNESCO has selected Kuala Lumpur in Malaysia, as a World Book Capital. This city has been chosen for its strong interest in inclusive education, the creation of a knowledge-based society and readability to all the population of the region. Through this presentation the poster has been send with link to join the event online which was conducted by nbt.India. Free e-books was available in the website of nbt.India, so that all will be able to read books during lockdown

PHOTOGRAPHS:

WORLD BOOK DAY



World Book and Copyright Day:
How & why do we celebrate it? Know its history, significance, theme and inspiring quotes.



Ways to Cultivate Reading

- Set Times
- Always Carry A Book
- Make a List of great Books
- Find a Quiet Place
- Reduce Television/Internet
- Read to Your Kid
- Keep A Log
- Read Fun and Compelling Books
- Go to Used Book Shops
- Have A Library Day
- Make it Pleasurable
- Blog it
- Set a High Goal
- Have a reading hour or reading day

23
April



WORLD BOOK AND COPYRIGHT DAY

Wishing You A Very Happy
World Book
and
Copyright Day

www.PoemsBucket.com

“ You Can't Buy Happiness
But You Can Buy Books
And That's Kind Of The
Same Thing.

 PoemsBucket