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LITERARY LEANINGS

My Idea

I love reading books. My parents buy lots of books for me during vacations. Last summer, during a dining table discussion at home, I asked my father whether I can read something about the book before buying it. Normally we find a summary by the publisher on the back cover of the book. It is from the publisher's point of view. I was looking for objective reviews from people of my age. There were very few book reviews from children, about children's books. It occurred to me - what if children who read a lot of books share their experiences by writing their views on a common platform. This can be helpful for other children before actually buying the book. My father encouraged me to work on this idea and develop the website.

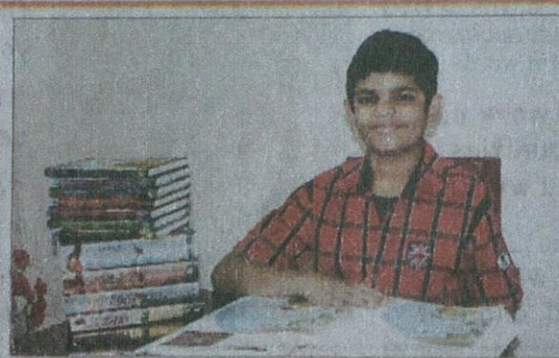
Challenges

The next question was how do I reach to the children? How do I get the right book reviews? The answer was to tap them through schools. From June 2014 to December 2014 I searched the contact details of the schools in India. By December 2014 I had the data (name, address, phone numbers, e-

mails) of approx. 12,500 schools. The structure of the website was ready by this time.

Time invested and working

I started working on my website in May 2014 in December, on a small holiday at Lonavala my parents



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BOOK READING DAY

and I discussed how to go forward. We hired 'Master Equations' for developing the website. My imagination was put into reality by Karan, Sanchit and Manjit. I was amazed to see they replicated the way I had imagined it. In April 2015 we launched the website. I prepared a letter and a pamphlet

and sent it to about 10,000 schools in India. In May 2015, I researched on schools in Singapore and sent them the mails to encourage their students to register on my website. In April I found out some good quotes on books. I have put more than 60 good quotes on Facebook and Twitter. I have a Linked-in account also. I remain active on Social media.

Role Models and more...

Steve Jobs is my inspiration and Kiran Patil, my father is my mentor. At this moment we are not making any money on the website. We plan to do some business association with online business entities like Flipkart, Amazon and book stores like Crossword in the near future. We also want to create a platform for new books which can be reviewed by members on the website. My Parents have sponsored the website so far. We want as

many children as possible to register on our website and write book reviews which will be useful for other children. As of today 777 students from 207 schools have registered on our website and reviewed 133 books. We wish to have at-least 10,000 registered members and review of 1000 books by March 2016. We are thinking of developing an app which will help the children to read or choose books.

As told to Sugandha Indulkar