



Wednesday, May 21, 2008 9:11:00 PM

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Podcasting used to popularise Gujarati literature

PTI

AHMEDABAD: In the age of television and internet, when literature seems to be no longer popular with the new generation, the Gujarati Sahitya Parishad has tried to find a way out with podcasting.

According to the Parishad authorities podcasting will popularise Gujarati literature among youths and has therefore featured on its website where one can download or listen to poetry recitation and lectures by eminent scholars.

The clips can be downloaded on an iPod or a mobile phone or can be viewed online on Google.

At present, poetry recitation by Janapith winner poet Rajendra Shah and scholar Niranjan Bhagat's lecture on Gujarati poet Narsinh Mehta have been uploaded on the website.

"Initially we have uploaded five-minute video clips of Rajendra Shah, Niranjan Bhagat and Makrand Dave. But we plan to upload more such clips in the coming months," Treasurer of Gujarati Sahitya Parishad, Rajendra Patel said.

"Our progress in this direction is slow but steady. We have been getting good response on this front," Patel said.

"Gujaratis are spread all over the world and many of them are interested in Gujarati literature. We have received a lot of feedback regarding books and other literature published in Gujarati language. The analysis of our website shows we get visitors from the United States," Patel said.

"Our sole purpose is to popularise Gujarati literature and technology seems to be the best medium to reach the Generation Next. It is only through them the Gujarati literature can be preserved," Patel added.

According to Patel, the modernisation process of the Sahitya Parishad started two years ago with the development of a fully-computerised library.

"We are also planning digitalisation of old Gujarati magazines which can be later viewed on the internet through our website," Patel said.

"One of our ambitious projects is to put profiles of 116 Gujarati scholars on the Parishad website. We plan to complete this project in the earliest," Patel added.

Various experts have been supporting Parishad in its initiative and have been providing valuable inputs at various stages," Patel said.

The Gujarati Sahitya Parishad was established in 1905 with an objective of popularising Gujarati language, literature and culture. It provides a platform for development of the Gujarati language.