

Get Gujarati literature on your mobile and iPod

Ashish Vashi | TNN

Ahmedabad: If you are a lover of Gujarati literature then here is some good news for you - you can go mobile with it now!

The Gujarati Sahitya Parishad has taken the hi-tech route to preserve, popularize and inject new life into Gujarati literature in the diaspora as well as among Generation Next.

The Parishad has introduced new features, like podcasting on their website wherein you can download or listen to lectures and poetry recitations by eminent poets and authors on your iPods and mobiles. The Gujarati Sahitya Parishad has uploaded clips of a recent poetry recitation by Jnanpith winner poet Rajendra Shah and scholar Niranjan Bhagat's lectures on renowned Gujarati poet Narsinh Mehta. You can listen to the sound clips on your iPods and mobile in any part of world.

"Gujaratis are spread over the globe and, they are interested in Gujarati literature. We can ignite and satiate their love for Gujarati literature by using such technology while injecting new life into our literature," says Rajendra Patel, treasurer of the Parishad.

He adds, "We also want to popularize this literature, especially among the new generation. Technology is the ideal medium which can be used to reach out the finer nuances of our literature to Gen X."

Other Parishad members also feel that technology is the answer if one wants to rejuvenate Gujarati language and

literature. And it is this thought that led to the Parishad dynamically modi-



fyng their website and adding a set of new features.

Rupalben Mehta who designed the Parishad website says, "We are updating Parishad's website with the latest technology. We will continue to update the contents and add new things in the near future. In this age of the new generation, we have to provide literature to youngsters when they need it. The Parishad is also trying to create and build a network among amateur artists through the website."