

**PRESS INFORMATION BUREAU
GOVERNMENT OF INDIA**

**UNION HRD MINISTER TO RELEASE NBT-NCAER STUDY ON
READING HABITS OF THE LITERATE YOUTH OF NORTH-EAST INDIA**

New Delhi: November 19th, 2012

Union Human Resource Development Minister Dr M M Pallam Raju, will release a report **Youth of North-East India: Demographics and Readership** in New Delhi tomorrow, 20th November, 2012. Ministers of State for HRD, Sh Jitin Prasada and Dr Shashi Tharoor would also be present on the occasion.

This focused Report attempts to give an analytical and detailed account of the reading habits of the literate youth in the north-eastern states and their exposure to different forms of media, and how diverse socio-economic and motivational factors impact their reading habit. The reading of 'leisure or non-text books' among the literate youth is the special focus of the study.

The Report is a follow-up study of the **National Youth Readership Survey** (2009-10) assigned to National Council of Applied Economic Research (NCAER) by the NBT under the National Action Plan for the Readership Development among the Youth (NAPRDY) mooted by NBT. In order to have a better understanding of the status of the North-Eastern (NE) states as compared to the rest of country in this sector, the findings are compared with the similar result for one developed state (Maharashtra) and one economically backward state (Bihar), chosen on the basis of their per capita gross domestic product. This is over and above the comparison of the findings in respect of the NE states with the overall Indian situation.

For highlights of the Report, methodology and other details visit the website <http://pib.nic.in>

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