

ENTER A VIRTUAL BOOK SHOP

THE GUIDE TELLS YOU ABOUT A
NEW ONLINE SERVICE THAT
ELIMINATES THE NEED TO VISIT
THE STREET BOOK VENDOR OR
BOOK STORES

G SHOPPING



DEBARATI.PALIT
debarati.palit@mid-day.com

If you are a bookworm but don't have the time to go on a book hunt, there's a hope for you. MyVishwa, an IT company with product development specialisation, have developed an online library www.bookganga.com where you can buy books and read them online.

The online library gives readers access to more than 10,000 books, including Hindi, English, Marathi and Sanskrit, both in fiction and non-fiction. Mandar Joglekar, President and CEO of the company started the website a few months back.

"The idea behind the online library is that if a person from a small city wants to buy a book, he has to visit the metros. An online

store facilitates the process and helps readers from across cities buy books online. The authors are benefited and the reader also doesn't spend a lot of money traveling," said Joglekar.

The process is simple: a reader has to pay minimal fees and then download any book for an unlimited number of times. "They can just download software available on the site and then go through the list of books available. We immediately email the individual with a book access key," adds Harshad Markad, software engineer at MyVishwa. He adds that a reader will have to create a user name and password at the time of ordering.

As of now, around 10 books are available which can be read absolutely free of cost at one time.

LOG ON TO www.bookganga.com