

How It All Started



http://ppm55.my/baca/

BACA (READ): ITS BIRTH AND JOURNEY THROUGHOUT Malaysia

The publication of the book 'Baca' is an initiative of the Librarians Association of Malaysia (PPM) and the Kuala Lumpur World Book Capital (KLWBC) 2020 Secretariat in conjunction with KLWBC 2020

The publication serves as a guide to increase interest and inculcate reading culture in Malaysia.

Special features :

- Infographic of each chapter
- Photos on reading activities
- 136 Pages
- 7 Chapters - About reading, libraries in Malaysia, family libraries, bibliotherapy and activities organized by PPM
- Words of wisdom by outstanding librarians

COVID-19

In spite of the challenges faced during the Covid-19 pandemic, this book was successfully published and the official launching ceremony was held on 2 June 2022 at Mayor's Courtyard, Kuala Lumpur.

Printed Materials :

- 1,500 Books
- 80 Buntings
- 70 Posters
- 1,000 Bookmarks



IMPACT : eBook usage 7,578 downloaded, 9,671 digital views (flipbook), 13,906 Web Access as at 27 July 2023

Access via: Hardcopy, eBook, audiobook and braille

TOTAL 2,309 Programme Participants

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Partnership with 17 Organisations

