

## **WHEN PEOPLE WANT TO READ A GOOD BOOK..**

### **Introduction**

Being a resident of Pune city, Maharashtra, India, it is very easy to see the huge masses of students entering the city every year. Along with increase in educational institutions, jobs are increasing. The city is expanding in every possible way. For this city, also known as 'Oxford of the East', one should think of the very need of books it has. Even if we live in digital era, there are people who want to shop for books and enjoy their free time. This population will be center of the study.

On receiving a complaint from a student, that the number of general bookshops is very low in some areas, I have decided to investigate the situation and find out the areas where setting up a general bookstore or a library will prove helpful to both readers and the owners. The focus will be on the bookshops and libraries which keep books other than only educational ones. The idea is to consider the locations of educational institutions, registered bookstores and libraries and use clustering techniques and local facts for investigation.

Usually, College libraries are not accessible for public, thus, they will be excluded from the list. Considering only bookstores and libraries would serve the purpose, but the abundance of educational institutions along with them might highlight the extent of necessity of bookstores and libraries. This will be a good opportunity to explore the neighborhood of Pune in the perspective of this business problem which will benefit the student community and citizens of Pune in general.