Public Libraries of Future: Opportunities & Challenges

56th All India Library Conference Proceedings
O.P. Jindal Global University
Sonepat
July 21-23, 2011

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2011

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Preface

We feel great pleasure in presenting the pre-conference Volume of 56th All India Library Conference (ILA-2011) on ÄPublic Libraries of the future: Opportunities and Challenges being held at O. P. Jindal Global University, Sonepat, Haryana.

As UNESCO Public Library Manifesto defines that *ÄThe Public Library is a practical demonstration of democracy s faith in universal education as a continuing and lifelong process in the appreciation of the achievement of humanity in knowledge and culture* Public Library is a real democratic social institution, which is by the people, for the people and the people, the purpose of which is to provide information, entertainment inspiration, It is peoples university and has a great role to play in formal and informal education, economic, cultural and social development.

Public Library has a specific role to play in our developing Indian Society. Right to information is there, but proper means to have information is leading, as many states have yet to adopt library legislation. Public Library network does not exist in most of the states. People in remote areas do not have access to right information. Television, through satellite system is the only source of information and communication, which is doing more injustice to the society.

Libraries have to do a lot for the common man. ICT and digital libraries are added advantages in the hand of library professionals in the current scenario. We hope that the deliberations in this conference on these burning issues will certainly be quite helpful and fruitful in the development and growth of public libraries and their services in future.

The response received in a very short time period from the LIS professionals has been extremely satisfying and encouraging. The Editorial Committee reviewed the papers and short-listed 33 papers for publication. The volume is organized into five sub-themes arranged under five technical sessions which are as follows:

Technical Session I

Sub Theme: Development and Management of Public Libraries

Eight papers have been included in this section on various topic of

the sub theme i.e. statutory framework of public library services, obligations of the state and citizens, citizens charter, state funding, recession and budgetary cuts, public private participation, state policies, strategic initiatives, public library business models, philanthropic initiatives, best practices, quality management, performance indicators, public libraries and academic libraries, public library collaborations and consortia; and role of library associations.

Technical Session II

Sub Theme: Public Libraries of the Future Impact of Socio Economic Change

This section has nine papers on the diverse areas of sub theme viz. Impact of socio economic changes: changed social, political, economic and legal environment, globalization of economy, strategic objectives of public library services, funding, profile and expectations of users.

Technical Session III

Sub Theme: Technology and Public Libraries

Eleven papers have included under this section on various topics of the sub theme viz. impact on collection, access and delivery of services, Open Access Initiative, Public libraries as knowledge centers and IPR.

Technical Session IV

Sub Theme : Marketing and Promotion

Two papers have been included in this section on the various topics of the sub theme i. e. best practices, case studies, innovative use of technology and media, users loyalty, customer profile and library branding.

Technical Session V

Sub Theme : Human Resource Management in Public Libraries

This section has three papers on the different areas of the sub theme viz. best practices, new skills & competency requirement of public librarians, job descriptions, performance management, leadership & management of change, training & development

needs, compensation management and partnership for effective delivery of services.

We feel that despite the best efforts of the Editorial Committee, we could not do full justice to the volume. This is mainly because paucity of time The Editorial Advisory Board gratefully acknowledges the contributors and all those who have extended their cooperation in bringing out the volume in time. We are thankful to M/s Om Laser Printers, Delhi who have done tedious efforts in page designing and printing the volume in a presentable manner in a short span of time.

We hope the papers in this volume will be of enormous use not only for Library and Information Science Professionals, but also others who are associated with Public library system and discussions during the Conference will lead to a fruitful exchange of ideas and these proceedings will prove to be a useful collection for future Public Libraries.

Editors

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A New Theory of Management Information Security System in Libraries

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ABSTRACT

I have proposed a new theory of Management Information Security (MIS) System in Libraries (MISSL). MISSL is based on the directions of Diffie and Hellman's Secret Key Exchange Protocol (DHSKEP) [4] and it is represented by the formula

$$d^{k_1 k_2} = (d^{k_1})^{k_2} = (d^{k_2})^{k_1}$$

Key Words: MIS, MISSL, DHSKEP.

1. Introduction: In 1942, Ferguson & Whitelaw [5] proposed computerized management information system in libraries. Lancaster [7, 8] put the idea on the measurement and evaluation of library services in the year 1977. In the Same year Allen [1] & Anaszewicz [2] presented a new concept on managing the flow of technology and management information from integrated systems and the role of decision support system. In 1980, McClure [9] designed a technique about Information for academic library decision making. Runyon [10] extended some developments as their title "On towards the development of a library management information system" in the year 1982. Lakos [6] gave a new thought as implementing a library management information system in the year 2000. I [3] also did the work in the development of the said and wrote the thesis which entitled as "Management information systems in university libraries of Chhattishgarh, INDIA" in the year 2009.

In this paper, I have proposed a new theory on MISSL, which is based on DHSKEF.

2. Management Information System (MIS) in Library: Library can be referred as the 8th ocean of the collection of the creative information's and I have strong faith in the understanding that the *Libraries are the*

carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill. Without libraries, the development of civilization would have been impossible; they are the engines of change. My work is little contribution in the ocean of the knowledge. I hope and believe that proper use of the modern tools/ methods of library management will help in the optimum dissemination of knowledge.

Management of the library is the basic and core activity which helps the academic community in identifying and accessing knowledge resources in a university. Living in an age of *information explosion* it is estimated that the amount of information in the world doubles every 20 months. Libraries, as centres of learning are experiencing unprecedented rates of change, both internally and from external sources. Therefore, Libraries have to transform themselves into organizations that support the values of quality and quality management.

This also means that libraries should build organizations that support learning. Libraries that focus on customer needs increase their ability to provide quality service to their customers. By concentrating on their ability to learn and create solutions, the learning organization "is continually enhancing its capacity to create its future".

A changing user population, technology enhancement, transformation of the scholarly communication system, digital libraries, new approaches to planning and assessment throughout the library are propelling the new environment. It has now become inevitable for Libraries to redefine their vision, mission, values, structures, and systems support behaviour that is performance and learning focused.

Today, Libraries are to be examined in terms of their planning system, financial management, buildings utilization, the state of automation, participation in cooperative activities and collection management, staffing, evaluation process, reader's services, instruction, resources, budget etc. Success of an academic library is increasingly dependent on the most effective utilization and strategic management of new technologies in libraries.

The concept of the user-centred library emerged in the late 1980s and early 1990s, fostered by strategic planning, total quality management, the external demands for accountability and measurable outcomes, and rapidly changing information and budgetary environments. Libraries must move from defining quality by the size of the inputs— and especially from valuing staff and collection size as "goods" in and of themselves. Early opinions of the potential uses of computers in libraries

varied. The decision to introduce library automation was usually based on a re-appraisal of the objectives of the library to make the most effective use of existing library manpower and resources for the benefit of library users, to allow for integration of all aspects of information management relevant to the library's work now and in the future

It is believed that the versatility and power of I T which includes accommodation of increased workload, achievement of greater efficiency in improving existing services, ability for generation of new services, facilitating cooperation and in providing for an integrated approach without regard to format, location or medium through which it is served, which can be called one - stop information shopping, can stand in good stead in the quest for quality and productivity in information services and products. Library services need to reach to the Readers with the use of the technology to provide online access to globally generated information and to provide un-interrupted world- wide access to the library resources searchable from anywhere, anytime, by anyone.

We find that global changes through the information and communication technologies (ICT), have had an impact on the functioning of academic libraries. The developments in ICT have changed the Reader's expectations from the academic libraries in many ways particularly the e-learning process. ICT holds the key to the success of modernizing information services. Not only does ICT introduce new ways of information handling, it also brings about change in the very structure of information and its communication. Concepts like universal bibliography, accessibility to and availability of documents, irrespective of location, highly personalized services matching user needs/interests with document databases, full text searches, storage and retrieval with speed and accuracy, etc. have all been accomplished to a great extent.

Integrated library system, or ILS, is another enterprise resource planning system for a library, used to track items owned, orders made, bills paid, and patrons who have borrowed. An ILS is usually comprised of a relational database, software to act on that database, and two graphical user interfaces (one for patrons, another for staff). Most ILSs separate software functions into discrete programs called modules, which are then integrated into a unified interface. Examples of modules include: acquisitions (ordering, receiving, and invoicing materials), cataloguing (classifying and indexing materials), circulation (lending materials to patrons and receiving them back), serials (tracking Journals and newspaper holdings), and the OPAC (online public interface for users). Each patron and item has a unique ID in the database that allows the ILS to track its activity.

ILSs were often known as *library automation systems* or *automated systems* in the 1970s and early 1980s. Before the advent of computers, libraries usually used a card catalogue to index its holdings. Computers were used to automate the card catalogue, thus the term *automation system*. Automation of the catalogue saves the labour involved in resorting the card catalogue, keeping it up-to-date with respect to the collection, etc. Other tasks automated include checking out and checking in books, generating statistics and reports, acquisitions and subscriptions, indexing journal articles and linking to them, as well as tracking interlibrary loans.

Since the late 1980s, windows and multi-tasking have allowed business functions to be integrated. Instead of having to open up separate applications, library staff could now use a single application with multiple functional modules.

As the Internet grew, ILS vendors offered more functionality related to the Internet. Major ILS systems now offer web-based portals where library users can log in to view their account, renew their books, and be authenticated to use online databases.

One word, 'INTERNET' has completely changed the way Libraries operate. Today's libraries are having a paradigm shift towards web-based e-resources. The conventional bibliographic resources are now fast supplemented by the e-resources. It is huge task for librarians to maintain a supply chain that moves shoulder to shoulder with a global information rate that doubles at every 20 months.

Management Information Systems (MIS) have emerged as a solution to this capacity expansion requirement of Academic Libraries. According to McClure (1990), Management information systems are tools designed to improve *management decisions*. MIS is applied in libraries to track performance, monitor the results of innovation, identify problems and opportunities, evaluate alternative options, and conduct strategic planning. MIS assists library staff in daily decision making process to maintain better accountability and control of resources to monitor budget allocations, to improve overall library effectiveness, to improve long-term planning and to facilitate performance measures activities.

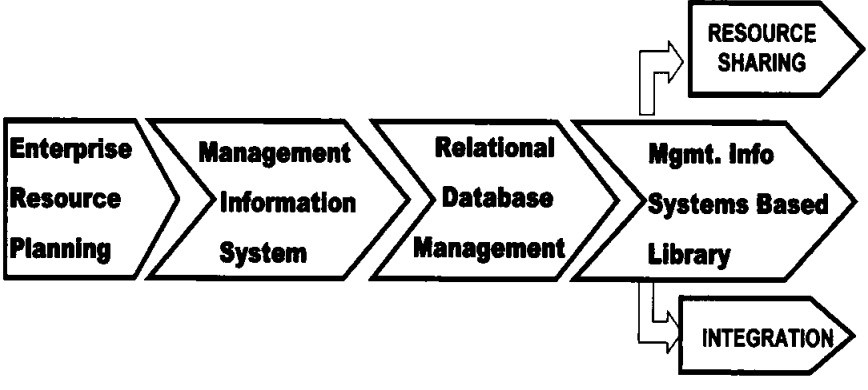
Generically an MIS can be defined as any reporting technique, manual or automated, which provides the key members of an organization with data used in its operation. Heim has defined a Management Information System as: 'the process and structure used by an organisation to identify, collect, evaluate, transfer, and utilise information in order to fulfil its objectives. It is a system that provides management with information to

make decisions, evaluate alternatives, measure performance, and detect situations requiring corrective action'.

MIS is an interdisciplinary tool that has an amalgamation of computer sciences, information sciences, management sciences and Engineering sciences.

MIS is an information system that integrates data from all the departments it serves and provides operations and management with the information they require. MIS refers broadly to a computer-based system that provides administrators with the tools for organizing, evaluating and efficiently running their departments. Management of the library and information systems is the basic and core activity which helps the user community in identifying and accessing knowledge resources in a university.

Figure 1



The goal of MIS is to motivate staff to enhance their skill and expertise in conventional and e- library associated services and operations. The impact of MIS is enormous and global in its magnitude. It is now all set to become an integral part of all aspects of the library management. It has the potential to profoundly affect the library operations, information sources, services, and staff skills requirements and users expectations.

Amos Lakos, Charles R. McClure and other library professionals and educationists recognized the need for systematic application of management information systems in libraries some years ago. However, systematic application of some kind of MIS in the library environment has been and remains rare. The MIS's function is to provide library managers and staff with data, information, analysis and tools that enhance the effectiveness and efficiency of library services and assist in the decision - making process.

The objectives of an MIS are to assist library staff with the daily decision making process, to maintain better accountability and control of resources, to monitor budget allocations, to improve overall library effectiveness by focusing on outcomes to generate internal and external reports to improve long-term planning and to facilitate performance measures activities.

The four main objectives for Management Information systems have been defined as: (1) to facilitate the decision making process in the library by providing the managers with accurate, timely, and selective information that assists them in determining a specific course of action. (2) to provide for the objective performance measurement and assessment of selected relevant areas of the library. The areas are to be determined during strategic planning. (3) to provide pertinent information about the library's internal and external environments, and (4) to provide information on alternative strategies and contingency plans.

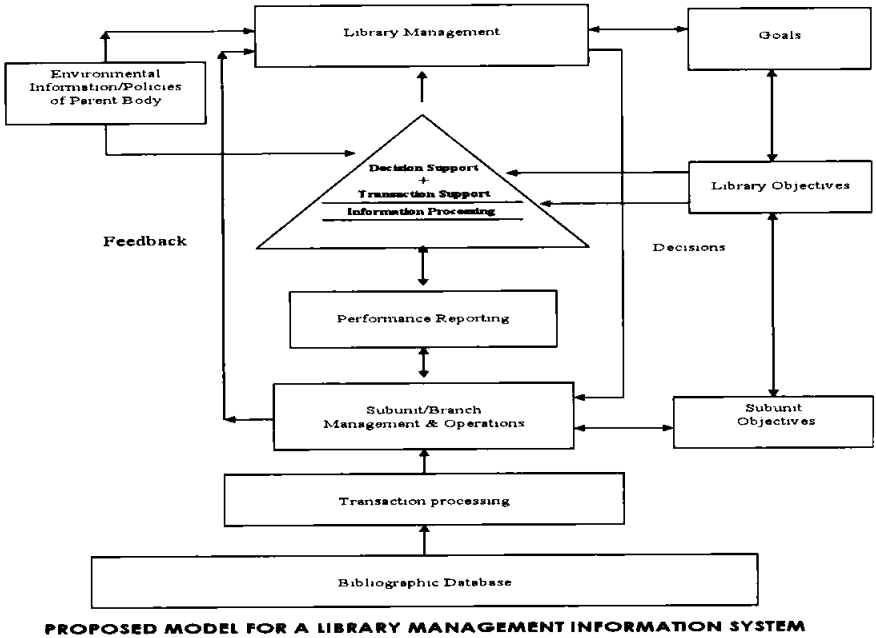
In essence, an integrated Management Information System is very important because it can be used to provide supporting information to determine: (1) Efficiency: is the library doing things right? (2) Effectiveness: is the library doing the right things? And (3) Competitiveness: is the library heading in a direction which is consistent with the environment, that is, does the library have a strategy, and is it certain that it is the correct one?

The library should strive to innovate in the use of new technologies to enhance the usefulness of the MIS in the organization. Special attention should be given to the use of the Web as integrating and enabling tool, especially for collaborative work, particularly important in a consortia environment. Libraries have used MIS to track performance, monitor the results of innovation, identify problems and opportunities, evaluate alternative options, and conduct strategic planning.

Library Automation Stands as a major prerequisite for the Management Information System. The present study aims to focus on Library Automation status for successful implementation of MIS. The library world is moving into network-based environment. Data management is the essence of such environment that enables fast transmission, retrieval and dissemination of information for better customer (reader) service. The entire process originates with management commitment and vision based leadership. Feedback from customers (readers) provides a basis for continuous improvement.

Besides the MIS operations, the most vital element for a successful MIS project is the customer focus. The evolution of MIS is to provide for better customer services with a commitment for continuous improvement through the customer's feedback on its services.

Figure – 2



PROPOSED MODEL FOR A LIBRARY MANAGEMENT INFORMATION SYSTEM

In the present study, the MIS based libraries maintain customer (reader) focus as their central idea during all performances. The objective of an MIS based Library is to be an effective library through:
(1) Providing convenience and justice to its readers.
(2) Attract non-readers to become readers.

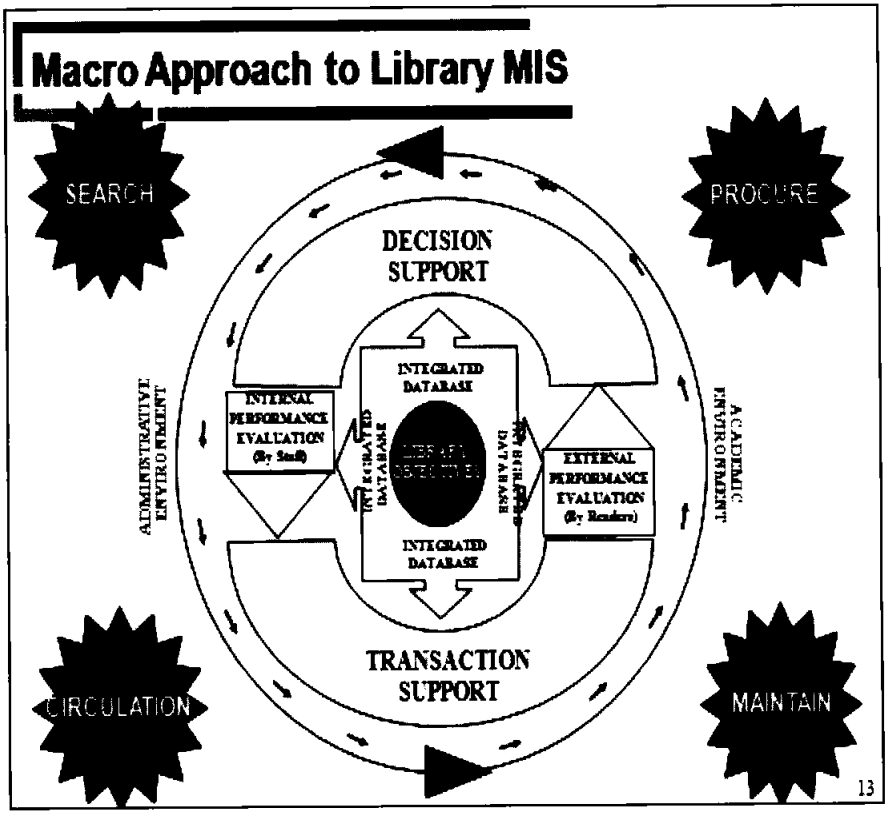
The five cardinal laws of Library Management, as enunciated by Dr S.R. Ranganathan (1892 – 1972), state that:

- Books are for use
- Every reader his book
- Every book its reader
- Save the time of the reader
- Library is a growing organism.

Living in the age of information explosion, MIS based libraries, powered by automation; I humbly propose (on the lines of the 36th Chamber of Shaolin) the sixth law for library management that is: "One library for all"

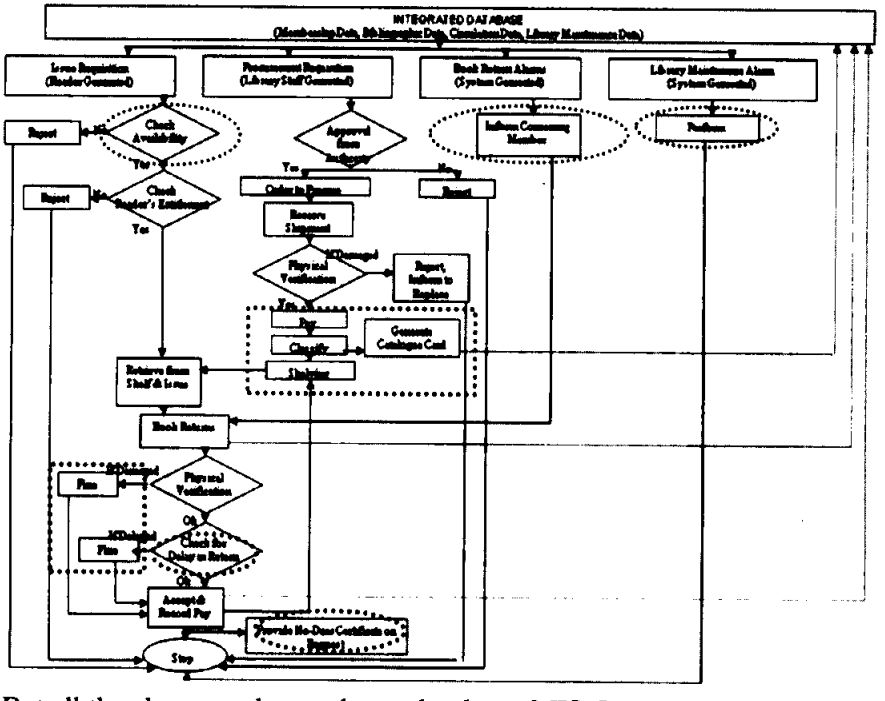
Maintaining this sixth law in letter and spirit allows us to further the scope of our performance to be extended through integration with all neighbouring libraries through resource sharing that again provides achievement of aforesaid library objectives of convenience and justice to readers, and, attracting non-readers to become readers. Figure 3 below exhibits the macro model of our concept of the MIS based university libraries.

Figure – 3



Like the conventional libraries, MIS based university libraries too are surrounded with the administrative and academic environment forces of the university that govern the finance, selection of bibliographic resources, and staffing decisions of the library. As the major driving force at its core, stand the aforesaid library objectives, supported with an integrated database covering the Membership Data, Bibliographic Data, Circulation Data, and the Library Maintenance Data.

Figure – 4



But all the above works are devoted only on MIS. I propose a new theory on MISSL, behind this is a natural thought, which is inspired by protection, because I think that, without security of MIS in Library, how we will link the order of knowledge authentically. So I have used DHSKEP for all the MIS, not only for all the direct users but also this will be applied for indirect users. In the below section, I have demonstrated the proposed scheme, by the simple formulation.

3. Proposed MISSL

Let,

d: Library Data,

u: User,

l: Librarian,

k_1: Secret Key of User,

k_2: Secret Key of Librarian,

By DHSKEP, User and Librarian may exchange their secret keys k_1 and k_2 respectively with the library data d as the following formulation;

$$\boxed{d^{k_1 k_2} = (d^{k_1})^{k_2} = (d^{k_2})^{k_1}}$$

4. Conclusion

Digital Crime is one of the most challenging for the civilization. We are always committed to provide the digital facilities to the users with our

best, but some users misuse these facilities and share these data for the crime or non-constitutional activities. So my theory of MISSL can be very useful to prevent all the cyber crimes. MISSL means a discipline and constitution of library.

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Indian Public Libraries: Challenges we need to overcome

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ABSTRACT

The paper begins with a short inspiring story. The glorious post of Indian Libraries and the present situation of Indian Library System in general and public libraries in particular is highlighted. The basic challenges before public libraries in a diverse country like India such as funding, public perception, lack of motivation to use libraries, need for alternative models of public library system, role of libraries and libraries in the changing society of a developing nation with possible ways to overcome these challenges have been discussed.

"गोरखपुर से 15 किमी दूर बेलीपार के पास स्थित भौआपार गांव के श्याम लाल शुक्ल तब इंटर के छात्र थे। पढने में ठीक थे, लेकिन गरीबी आड़े आ जाती थी। किताबें जुटाने में काफी मशक्कत करनी पड़ती। साथियों का भी यही हाल था। एक दिन सभी साथी बैठकर जिंदगी के फलसफे पर बात कर रहे थे कि अचानक श्यामनारायण शुक्ल ने दर्द बयां किया, 'हमने तो किताबों का संकट झेल लिया, हमारे बच्चों को न झेलना पड़े इसलिए क्यों न गांव में एक लाइब्रेरी खोल ली जाए।' महज 50-60 किताबों से वर्ष 1964 में शुरू हो गया पुस्तकालय। इस लाइब्रेरी में आज 11 हजार किताबें हैं। बच्चे आते हैं, पढ़ते हैं, लाभ उठाते हैं। अब इस लाइब्रेरी के सैकड़ों सदस्य हैं"

Hindustan Times June, 2011

The above story is truly inspiring and says it all. We just need to feel strongly about the needs of public and the tremendous potential of a library, barriers become our challenges and the strong will power becomes our strength!

Introduction

Despite a glorious past of having some of the world famous universities such as Nalanda, Taxila and Vikramashila dating back from the sixth century A.D known for their valuable libraries which were visited by renowned scholars from all hooks & corners of the world, we are not in a position to feel proud of our Indian Library Systems in general and public libraries in particular even after more than 60 sixty years of Independence. Specially the public libraries are struggling hard for their existence.

Indian Public Libraries – Current Scenario

The public library system in India has developed over the years for more than a century initially under the patronage of the aristocracy. The first three decades of the 20th century can be looked on as the golden age of the Indian Library System. The establishment of Delhi Public Library, the involvement of union government in the public library movement and the enactment of public library legislation in some states are the main factors which contributed to the improvement of public libraries after independence. Though library legislation is almost a pre-requisite, only 11 out of 29 States & 6 Union Territory Administrations have so far passed library legislation. The Uttar Pradesh State Cabinet has also recently decided to enact the Uttar Pradesh Libraries Act to regulate grants to public libraries in the state. The absence of a uniform public library system in most states and union territories is an important factor for the haphazard growth of libraries in rural areas. Rural public library sector remains an area that is highly underdeveloped. Due to the diversity in the level of state-wise development, the Department of Culture, Government of India has set up Raja Rammohun Roy Library Foundation (RRRLF) to act as a nodal agency for development of public libraries in India. The RRRLF has also been given the responsibility of resource mobilization for modernization of the state and district central libraries, the development of infrastructure and training of personnel. The government is seriously considering to bring about conceptual change in the rural library sector by coordinating its activities along with the continuing education schemes of the National Literacy Mission (NLM). Philanthropic initiatives and joint efforts taken by some enlightened people in cities as well rural areas are emerging out as a ray of hope for the deprived masses who otherwise would be at the mercy of government aided libraries for their intellectual growth and spiritual awakening.

Crucial Challenges for Indian Public Libraries

India is the world's second most populous democratic country. The country still remains predominantly rural India with huge economic disparities and diversities. Improved public libraries in India on the

surface is a concern limited to providing more access to books and encouraging literacy amongst the masses. To a large extent, this is true. Different library sectors in India are in various stages of development and no single solution or approach will be relevant in the Indian situation. The most pressing needs of education, health and employment need to be addressed first. The case for improved public libraries still seems like a luxury. The technological changes of the last few decades and the transition in India's socio-economic climate over the last several years poses manifold challenges for the public libraries and the library professionals. In this paper, I would like to highlight some of the most crucial challenges which we need to acknowledge and overcome for healthy recovery of dying public libraries and future sustenance of Indian Public Libraries holding incredible potential.

a) Public Perception

Dictionary meaning of library is "a building in which collections of books, CDs, newspapers etc. are kept for people to read, study or borrow". A public library means "a non profit library established for the use of the general public and maintained chiefly by public funds". The word "public" itself adds strength and meaning to the word "library" which otherwise sounds so insignificant for a common man. It is a pre-assumption that "Librarian" is the person whose only job is to "issue" and "return" the books. Image of a dynamic personality who may introduce you to a world of books for complete transformation of vision towards life hardly comes to mind! Libraries are "stagnant pool of speechless books" which gather dust over a period of time in the absence of a potential user. The low visibility and respect of the profession within white collar circles is a major concern. The libraries must change from collection oriented institutions to service oriented organizations. We need to change the public's perception that libraries are "nice to have" to the perception that "libraries are essential for learning, essential for life" (on par with police, fire, education). For the library professionals it is high time to prove themselves as an active community worker, information manager and a disseminator rather than retaining the image of a passive custodian, a rigid administrator or a clerical official and challenge the government policy-makers to think of libraries beyond the "books and lending library model".

b) Defining a Public Library and Policy Formation

Indian public library development remains uneven throughout the country, with varying levels of quality both within and across states. As state differs in size, population, literacy rate, status of books produced in regional language, economic growth, public library system also differs from state to state so far as its infrastructural facilities and patterns are concerned. A library in Municipal Town in our country is designated as

Town Library and one outside Municipal Town as Rural Libraries. Again, the rural libraries in some states form a part of the public library system and in some other states they came under the jurisdiction of Adult Education Department or Public Relation Department. In Madhya Pradesh, three Government Departments i.e. Education Department, Panchayat and Social Welfare Department and Tribal and Harizan Department are promoting and supporting public library services in rural areas whereas in Haryana several libraries are run by the Public Relation Department of the State Government. Aided Libraries in Maharashtra, Gujarat and Kerala have been grouped into different categories on the basis of size, resources and strength of library whether located urban or village center. The Village Libraries in Bihar and Orissa are part-time subscription libraries which have given poultry sum as aid. Experiments are being made in some states like Himachal Pradesh, Madhya Pradesh and Gujarat to combine rural libraries with school libraries. In many parts of the country, including the north-east, rural libraries are established and maintained by local clubs and voluntary organizations. Thus, there are different types of rural libraries prevailing in the different parts of the country. They differ not only in size and nomenclature but also in the type of management and level of financial support even within the same state. On one hand rural libraries are highly underdeveloped whereas on the other, certain urban public library systems, in cities such as Delhi, Chennai, and Bangalore, exhibit fairly well-developed infrastructures. Southern states specially Tamil Nadu, Andhra Pradesh, and Karnataka have a fairly operational public library setup. In the absence of uniformity, it becomes difficult to define what exactly constitutes a public library. A small room in an urban slum or a village with a few books is no less than a central library for village dwellers whereas a more formal organizational structure and technology based service model is required for urban libraries. Though Indian public library development may have the capacity to redefine how public libraries can be run and can serve their communities, several challenges lie ahead for formulation of a concrete public library policy.

c) Adequate Funding

It is critical for a strong and successful public library to receive adequate funding. The condition of the majority of rural libraries is miserable. Many existing libraries are closing down and erecting new public libraries is difficult due to paucity of funds and lack of deliberate initiatives. Public library system prevailing in the four southern states and in the State of Goa in the West and Haryana in the north part of the country, follows one pattern i.e. library cess to meet the expenditure. In the second system prevailing in Maharashtra, West Bengal and Manipur, no library cess is levied, but public library service is provided by the State Government. Thirdly, states like Bihar, Himachal Pradesh,

Rajasthan, Jammu & Kashmir, Madhya Pradesh, Uttar Pradesh and all north-eastern States, public library service is provided by a Department (Education or Art & Culture) of the concerned State Government. Voluntary organizations since long back have been provided public library services in Maharashtra and West Bengal. 1000 of subscription libraries came into being in the process which charged annual subscription and a deposit to finance the library. The Govt. of West Bengal covering most of the subscription libraries as sponsored libraries is the only state in India where there is a Cabinet Rank Minister for Library and an annual budget is allocated to render public library services to 2500 libraries. It is the state of Kerala which provides the public library services under the fourth public library system. Kerala State Library Council, a Department of Public Libraries functions directly under the control of the Kerala State Government, Department of Higher Education. The Government releases grant-in-aid to more than 3000 public libraries of different categories through Kerala State Library Council.

Raja Rammohun Roy Library Foundation is a shining example which has provided the much needed financial assistance nearly Rs. 11.00 crores for the development of rural public libraries. The programme provides the best example of resource sharing between the centre and the state for the development of public library services at all levels. During the last 28 years, the Foundation has covered, out of 60000 public libraries located in the country in a scattered way, more than 31000 libraries at different levels.

In order to keep pace with the growth in population and the expansion in knowledge, almost every other village will have to be provided with library facilities. Public libraries need to prove how public libraries can help to address strategic priorities in order to get their share of funds. A more effective government support and partnerships with educational NGOs may prove beneficial in the case of free public libraries. An investment in public library services, while only a small and modest part of the financial capital, can make a large difference in the achievement of social development and education goals.

d) Motivating the Public to use libraries

Poverty, illiteracy, different socio-economic backgrounds and the changing society in someway or the other compels the city as well as village dwellers, specifically youth, to equip themselves to earn "material" rather than the "intellectual wealth". There is a feeling among a section of a people that illiteracy may not need libraries. Illiterate people may not always essentially be ignorant people. Rather many of them are quite enlightened and are receptive to new

ideas and currents of thought. They can be further enlightened by public libraries through their extension programmes like lectures, discussions, film-shows, folk-dramas, exhibition, puppet-show and reading out books to them etc. Mobile libraries can be a medium to reach the readers who may not be able to visit libraries. A public library should provide pleasant, aesthetic and functional ambience to provide equal opportunities of reading for illiterates, neo-literates, women and children in particular through innovative ways and means. Modernization of libraries through installation of computers, regular addition to the existing collection keeping in mind the basic literary requirements for use in daily life and changing the library set up over a period of time by adding new furniture, new racks or chairs needed may help to retain the daily users and add new members. Organizing discussions with which a common man can relate himself, inviting well known personalities on special occasions, celebrating library day by doing something special for the readers always helps in attracting users. For an instance Delhi Public Library recently added 10000 new members during the last one year by making several administrative changes, revamping the infrastructure and book committees and enhancing their services.

It is important for library professionals to acknowledge that a public library is not just about books but it is a social and cultural hub where people meet like-minded people and participate in various cultural activities.

e) **Need for Innovative Public Library Models**

In the National Policy on Library and Information System (NAPLIS) report of 1986 it was specifically recommended that village libraries should serve as local information centres, bringing areas such as public health, adult education, and local self–government under the same umbrella (India Department of Culture, 1986). The recommendations were never implemented due to a host of political and bureaucratic reasons. Working group on Libraries in its report entitled **"Libraries : Gateway to Knowledge"** submitted to the National Knowledge Commission(KNC) emphasizes on a community–based information system, or Community Information Centre (CIC), which may prove to be a milestone in Indian public library development.

A range of community technology projects within CIC's involving service models such as telecentres and information kiosks, Village Knowledge Centres have the potential of "reaching the unreached". For example **Gyandoot project** in Madhya Pradesh is an intranet in Dhar district connecting rural cybercafes catering to the everyday

needs of the masses, **M S Swaminathan Research Foundation (MSSRF)** has all along been developing and following a pro-nature, pro-poor, pro-women and pro-sustainable on-farm and non-farm livelihoods through appropriate eco-technology and knowledge empowerment. **Akshaya**, an innovative project implemented in the State of Kerala aimed at bridging the digital divide, addresses the issues of ICT access, basic skill sets and availability of relevant content. Quality ICT dissemination and service delivery facilities ('Akshaya Centres') are set up within a maximum of 2 kilometers for any household and networked leveraging entrepreneurship. Akshaya project in Kerala are some success stories but sustainability of such projects still remains a question?

Common Service Centres (CSC) has been approved by the National Knowledge Commission for proving a range of government services to 6,00, 000 villages in India. The current plan is to have 100, 000 CSCs to serve the village with a public-private partnership model serving as the foundation for developing these centres and their associated services. However given the very low levels of computerization in most public libraries, problems of infrastructure, efficient manpower at local level poses several challenges for all the discussed models and their implementation. It will take considerable effort to even begin conceiving of public libraries as Community Information Centres.

f) Libraries and the Librarian – Roles to play for development

The role of libraries in providing widespread and inclusive access to knowledge is widely acknowledged. In today's context, libraries have to play two distinct roles - to serve as a local centre of information and knowledge, and be a local gateway to national and global knowledge. In order to achieve this goal, existing libraries must modernize their collection, services and facilities, become more pro-active and collaborate with other institutions, agencies and NGOs in order to develop a community-based information system. In the rural sector, each village library would play a critical role. The responsibility for this must lie with the Panchayats. Libraries will have to integrate with all other knowledge-based activities in the local area to develop a community-based information system. Libraries will be involved in creation and dissemination of area-specific content and relevant information.

The quality of library service depends to a great extent on the quality of a person rendering the service. The salaried and unmotivated librarians and library staff have largely contributed to diminishing the popularity of libraries. Library professionals can no longer

remain passive spectators.It is expected that there has to be a major paradigm shift to deal with the information needs of the vast majority of the population who at present do not have means to access information. The new generation of librarians will have to face the threats imposed by advancements in Information and Communication Technologies which are killing the need of visiting a library when everything is available easily on web. Librarians will have to be proficient enough to help a techno savvy user through self motivated learning of computers. Working out on personality development, communication skills, attitude and basic etiquettes would be a pre-requisite for every single library professional. Expanding the vision, thinking beyond the four walls of a library to earn the much deserved respect for the profession and the library professionals in particular would also be a challenge which we need to overcome for making all the difference.

Conclusion

The Indian Public Library System which is highly underdeveloped and poorly funded needs revitalization. Crucial challenges lie ahead due to a diverse country but the time is ripe for an enlightened action. India is in a position to redefine what a public library means, especially with regard to the delivery of community information services. Library professionals need to prepare themselves for a crucial role they need to play in the renewed public library system in India.

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Library Legislation: An Indian Scenario

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Introduction

Today, the society is passing through the phase of information explosion. The element of information has become central in the society and the modern society is referred as the 'information society'. To face the new challenges of this information society public libraries play a vital role in providing the services to satisfy the informational needs of the society.

Public library as its name suggests, it is for the people, by the people and of the people. It exists from the civilization of making and act as the important custodian of human culture, knowledge and social customs. The UNESCO Manifesto on public libraries tells that public library is a living force for education, culture and information and as an essential agent for the fostering of peace and understanding between people and between nations.

Public libraries are social institutions offering information dissemination services based upon knowledge for vivid public groups on social, political, economic, cultural and other relevant matters. Under the patronage of aristocracy, the public library system in India has developed over the year at slow pace. But the new independent India, with

democratic set up identified the need for public libraries which will work for the common good will to lay a strong foundation of democracy here. According to the Constitution of India, public library is a state responsibility. So all states are vested with the power to establish public libraries at various levels in the state (Venkatapaiah, 2005). This paper highlights the provisions made (salient features) in the library legislation of the following different states.

Why Library Legislation?

The library legislation is concerned with the development of the public library system. The UNESCO / IFLA public library manifesto also states that it is primary responsibility of the Govt. of the area to provide the facility of public library services to the public. It may be the national govt. or a state govt. or a local govt. like a panchayat or municipality or a corporation etc.

UNESCO / IFLA and several other high authorities in the field of library and information science have strongly recommended the need for library legislation for organized establishment and functioning of the public library system. The main reasons behind the public library legislation are as follows:

1. It provides the guidelines for the structure of the public library system that is appropriate for the area and concerned authorities.
2. It saves the public libraries from any type of interference of bureaucracy and politics and thus the system functions effectively and smoothly.
3. It ensures the perennial and adequate finance for the development of the public libraries through introducing the concept of the library cess, Govt. grants, library fund etc.
4. Library legislation provides the opportunity to the representative of the public for participating in the functioning of the public libraries at all levels.
5. It defines the responsibility of the Govt. for the development of the public library system.
6. It represents the constitution and functions of the library authorities at various levels like National, State, District, Panchayat levels etc.

As per the India Constitution, the state has the responsibility to establish and maintain the state, uniform, effective and integrated public libraries in the state. Library legislation becomes highly necessary and vital for organization and systematic functioning of the public libraries. In this paper an attempt has been to highlight the enactment of library legislation in 10 states (As on today 18 states have passed the public

libraries act) and provisions (salient features) made in the respective Public Libraries Act.

1. Tamil Nadu (formerly Madras) Public Libraries Act. 1948

Tamil Nadu is the first state that enacted Public Libraries Act in independent India. It came into force with effect from 1st April 1950. The objectives of the Act are contained in its Preamble as, *'An act to provide for the establishment of public libraries in the province of (Madras) Tamil Nadu and the organization of comprehensive rural and urban Library Service therein".* It has 19 sections. The salient features of this Act are given below:

1) This Act facilitates establishment of Public Libraries in the State.
2) Constitution of State Library Committee for the purpose of advising the government on such matters relating to libraries.
3) Provision for appointment of Director of Public Libraries to control, direct and supervise public libraries.
4) Constitution of Local Library Authorities, one for the City of Madras and one for each district.
5) Every Local Library Authority shall levy in the area a library cess in the form of a surcharge on property tax or house tax at the rate of six paise per rupee.
6) The Government shall contribute Library Fund to each of the Local Library Authority, except the City of Madras, to the amount of library cess collected.
7) The Act amended Sec.9 of the Press and Registration of Books Act, 1867, Central Act XXV of 1867 to the effect that every printer shall deliver five copies of each book to the State Government out of which four will be deposited in the State Central Library, Madras.

Tamil Nadu was very rich in public libraries. The Connemara Public Library was opened for the public in 1896 and became the State Central Library from 1 April 1950. There is a tremendous growth and development of public libraries since an enactment of Tamil Nadu Public Libraries Act 1948 being the first state in India with Library Legislation.

Each revenue district has a local library authority. Every Local Library Authority collects library cess through local bodies such as punchayats being surcharge on the property or house tax at the rate of 5 paisa per rupee. An equal amount is being contributed by the state government. The chairman of the Local Library Authority is the Chief Executive of

the District and the District Library Officer functions as the Secretary of the authority.

2. Andhra Pradesh Public Libraries Act, 1960

Andhra Pradesh was the second state to enact library legislation in 1960. A peculiar situation arose in the state with the bifurcation of the composite Madras State in 1955 and merging of the several districts from the disintegrated Hyderabad State. So, two Library Acts were in operation in the districts of Andhra Pradesh; one Madras Library Act 1948 and the other Hyderabad Public Libraries Act, 1955. To remove the anomaly created by the provisions of the two different Acts, the Government consulted Ranganathan and enacted the Andhra Pradesh Public Library Act in 1960 (Nair; 2001).

This is the only state, which has a separate minister for public libraries. There is a state library committee with the Minister as the Chairman, which advises the government on all matters relating to the development of public libraries in the state. There is a separate Directorate of public libraries headed by the Director. The Director is the Secretary to the State Library Committee and is empowered to control the total affairs of the public library. The administrative system consist of State Library system (1) District Central Library (23), branch libraries (804), village libraries, Book depository centre (602), and Panchayat and other libraries (2315).

The Salient Features of the Andhra Pradesh Library Act are:

1. Constitution of Andhra Pradesh Granthalaya Parishad, as appex body with statutory powers and functions.
2. Constitution of a Directorate of Public Libraries to direct, supervise and control the public library system.
3. Constitution of City/Zilla Granthalaya Samsthas through nomination of chairman and members by the Government.
4. Libraries of City/ District Central Libraries as ex-officio Secretaries of the City/ Zilla Granthalaya Samsthas.
5. Collection of eight paise library cess on house tax and property tax collected by the Local Bodies.
6. Payment of salaries of the staff working in the City/ Zilla Granthalaya Samsthas by the Government.
7. Grant–in–aid to provide libraries by Government and City/ Zilla Granthalaya Samsthas (Venkatappaiah; 1990)

3. Karnataka Public Libraries Act, 1965

Karnataka State Formerly known as Mysore State, comprises of Bombay-Karnataka area, Old Mysore area, Hyderabad-Karnataka Area, Madras Karnataka Area and Coorg area, with changed geographical boundaries. Karnataka has rich heritage of libraries for more than one hundred years. The recommendations of the Fyzee Committee were in operation in the Bombay-Karnataka area; i.e. in Dharwad, Bijapur, Belgaum and Karwar. (Venkatappaiah; 1990)

This act was adopted in the year 1965. The activities of the public libraries are guided and controlled by the Education Department. The State Librarian was the Head of the Department of Public Libraries. At present the Director of public libraries is heading the department.

The state has got State Central Library (1), City Central Libraries (20), District Central Libraries (27), Branch Libraries (320), Panchayat Libraries (2300), and 204 Grant in Aid Libraries.

The unique feature of the Karnataka Public Library Act is all the employees working in the department are treated as the employees of the state government and the payment is made through the consolidated fund of the government. The funds are raised in the form of library cess not only surcharge on property/house tax it includes the taxes on profession, vehicle registration etc. The equal grants are also received from the state government to run the libraries in the state.

Salient Features:

1. Provision for a State Library Authority in the form of a corporate body with Minister-in-Charge of Education as Chairman. The members are drawn from different segments of the Society.
2. Provision for creating an independent Department of Public Libraries with State Librarian and its head.
3. Provision for the establishment of State Central Library at the apex of Public Library System in the state.
4. Constitution of Local Library Authorities for the cities and districts.

4. Maharastra Public Libraries Act, 1967

The basic principle of Maharashtra Public Libraries Act 1967 is that, the voluntary organizations should come forward to establish new Public Libraries for the purpose of grant-in-aid in the State. Since, the implementation of the Act, the development of public libraries in the State has taken a momentum.

The salient features of the Act are:

1. Establishment of a separate Department of libraries for planning, maintenance, organization and development of Public Libraries in the State;
2. Establishment of the State Central Library for the whole State and Divisional Library in each division, financed and managed by the Government;
3. Establishment of the State Library Council to advise Government on all matters related to the Library development;
4. Establishment of District Library Committee for each district for advising Govt. on all matters concerned with the public libraries in the district;
5. Government is responsible for providing an amount of not less than Rs. 25 lakhs every year for the development of public libraries. The administrative expenditure is in addition to the above amount;
6. There is no provision of library cess in the Act.

5. West Bengal Public Libraries Act, 1979

Establishment of Public Libraries in West Bengal and introduction of Public Libraries Act, 1979 is the result of library movement led by pioneers in the field of library service, the Bengal Library Association and other voluntary and non Government Organisations over a span of one hundred and fifty years.

West Bengal Public Libraries Act was enacted in 1979. It was amended in 1982, 1985, 1993, 1994, 1998 and 2003. Several Rules have been framed under the Act for the proper management of the Public Library System in the State.

With the introduction of West Bengal Public Libraries Act in 1979, a separate Directorate of Library Services was created under the Mass Education Extension Department with a Minister-in-Charge of Library Services. Twelve Government Public Libraries, 2457 Government Sponsored Public Libraries and a State Central Library at the apex are the components of Public Library System of West Bengal. There are also seven State Government aided Libraries.

The salient feature of West Bengal Public Libraries Act

1. The Act spreading over 5 chapters extends to the whole of West Bengal;

2. The Act has not provided for any form of Taxation / Cess; Each Local Library Authority maintains a fund in which government grant as well as contributions received from other sources are deposited and payments are made from the fund for management, maintenance, improvement and development of library services or any other purpose as the Government may think fit;

3. The Minister - in - charge of Mass Education Extension & Library Services , Government of West Bengal looks after the affairs of library and information services;

4. State Library Council (SLC) is the chief advisory committee to advise the Government on the policies and programmes concerning library services in the State. The Minister - in - Charge is the Chairperson of the Advisory Committee;

5. Directorate of Library Services implements the Act. The Director of Library Services under the supervision of the Mass Education Extension & Library Services Department administers the West Bengal Public Libraries Act, 1979 and as amended thereafter. The Department through the Directorate of Library Services, West Bengal also manages the State Central Library and other public libraries established or maintained by the Government and direct all matters relating to such libraries. It also directs and superintendents all matters relating to the work of all Local Library Authorities under this Act;

6. The Local Library Authority (LLA) for each district, except the district of Darjeeling, carries out the purposes of the Act. Two separate Local Library Authorities have been created for Darjeeling district - One for Darjeeling Gorkha Hill Council (DGHC) and the other for Siliguri Mahakuma Parishad Area (SMPA). Normally, the District Magistrate of each district is the chairman of the LLA of that district. The same is also true for SMPA. However, the Principal Secretary of Darjeeling Gorkha Hill Council is the Chairman of the Local Library Authority of Darjeeling Gorkha Hill Council Area. For Local Library Authority of Kolkata, the Director of Library Services, West Bengal is the chairman.

7. The District Library Officers appointed by the Government act as ex-officio Member-Secretary of the Local Library Authority and carries out the function on behalf of the Local Library Authority.

6. Manipur Public Libraries Act, 1988

Manipur is the sixth state in an independent India that has enacted Public Libraries Act in 1988. The preamble stated the objectives of this Acts as, "An Act to provide the establishment and maintenance of Public Libraries in the State of Manipur and matters connected therewith". Salient features of this Act are given hereunder:

1. Constitution of a State Library Committee, to advise the State Government on all matters arising under this Act and to exercise and perform such other powers and duties as may be prescribed.
2. Constitution of a separate Department of Public Libraries under the Director, as its head.
3. Constitution of District Library Authority for each district to supervise library services in the area of its jurisdiction.
4. Provision to constitute Executive Committee and Sub-Committees of District Library Authority to inquire into and report or advice on any matters, which it may refer to them.
5. Constitution of Library fund formed mainly with the contribution of the State Government.

Manipur is the sixth state in India with Public Library Acts in 1988. Manipur Club established in 1927 was changed over into Manipur Book Club/Manipur Club Library and again changed into Jubabati Memorial Library in 1933. But the library had a setback during the Second World War. Imphal Public Library, also known as Khwai Public Library was established in 1938 but was functioning till 1960 and later it was demolished in 1994. District Library and Children's Library-cum-Museun were merged on 26 August 1970 and came to be known as State Central library. There are 9 District Libraries, 1 State Central Library, and 215 Libraries organized by Voluntary Organizations.

7. Kerala Public Libraries Act, 1989

Kerala Public Libraries Act, 1989 is also known as Kerala Granthasala Sangham, 1989. Kerala enacted its pubic Libraries Act in 1989 to become the seventh state in India with library legislation. Preamble of this Act stated its objectives as, *"An Act to consolidate and unify the library laws in the State and to provide for the recognition in the entire library system in the State of Kerala with a view to the development and maintenance of comprehensive rural and urban library service and for matters connected therewith or incidental hereto"*. Important features of the Act are:

1. Constitution of Kerala State Library Council with Executive Committee to advise the government on all matters connected

with this Act and to supervise and direct all maters relating to library service in the state;

2. Secretary of the State Library Council shall be the Chief Executive Authority of the State Library Council;
3. Constitution of District Library Council to supervise, co-ordinate and control the Library service under its jurisdiction and to promote co-operation between libraries and cultural and educational institutions in the country;
4. Constitution of Taluk Library Union, with the power to supervise, coordinate and control the library services in the Taluk and to give directions and advise to affiliated libraries in regard to their day to day function and management;
5. The Government may make every year a grant to the State library council with a maximum of one percent of the education budget of the State.
6. The State Library Council shall maintain a fund called State Library fund. Library cess collected and grants of State and Central Government will be credited to the State Library fund.
7. Transfer of Kerala Granthaala Sangham with its staff, assets, and liabilities to the State Library Council.
8. Collection of Library Cess in the form of a surcharge on the building tax or the property tax at the rate of 5 paise for the whole rupee.

8. **Haryana Public Libraries Act, 1989**

This act was adopted in 1989. The salient features of this act are as follow:

1. Every local body in a district may levy in its area a library cess in the form of surcharge on property tax, the rate is fixed by the state government from time to time.
2. The provisions are made for the constitution and establishment of state library authority for which the minister-in-charge is the Chairman and the Director as Secretary, which is advisory in nature and it can advise the state government on all the matters relating to public libraries.
3. The state government shall constitute a State Library Directorate which shall be the part of the government and is responsible for the establishment and maintenance of the libraries in the state.
4. The provision has been made for the establishment of the State Central Library under the incharge of the State Librarian. This is

responsible for the selection, acquisition and the proper maintenance of reference mentioned in the act.

5. The provisions are also made to constitute a District and City library committee. These committees are assigned to perform the specific functions mentioned in the act.
6. The provision has been made for the creation of Block and Panchayat Library Committee. This is very much similar to local library authorities in the Karnataka act.
7. The employees of the department are treated on per with the employees of the other government departments and specific qualifications and rules for the recruitment etc., are mentioned in the act.
8. The another important feature of this act is the creation of three type of public library funds viz., State, District and City or Town or Block or Village Library Fund.

9. **Mizoram Public Libraries Act, 1993**

Mizoram is the ninth state of India to have library legislation. Preamble of this Act stated its objective as, "An Act to provide for the establishment, maintenance and development of comprehensive public libraries system in the State of Mizoram". Important features of this Act are:

1. Constitution of State Library Council to advise the Government on all matters relating to libraries and also in regard to promotion and development of libraries in the State;
2. Constitution of the Department of Public Libraries to control and supervise the public library system in the State;
3. Constitution of State Library, District Library, Sub-Divisional Library and Village Libraries;
4. Provision of grant-in-aid to recognized libraries;
5. No library cess. All expenses shall be made from the Government funds.

10. **Goa Public Library Act, 1993**

One of the most important contributions of the Goa Government. Towards the library movement in Goa was that it passed the Goa Public Libraries Act in the year 1993. This demand for library legislation to Goa was initiated by Gomantak Granthalaya Sangh in 1970 and it was fulfilled after a gap of 23 years. Many individuals and organizations made continuous efforts for enacting of Goa public libraries act 1993. "Much of the credit goes to Shri K. T. Satarwala, Governor of Goa who

was also the Chairman of state library advisory board. In June 1982, he had reconstituted the state library advisory board under his chairmanship and had appointed a sub-committee to draft a public libraries bill for the state. Shri V. B. Hubli, the then curator of Central library and Secretary of sub-committee had presented a draft of public library bill on the model of Maharashtra Public Libraries Act, 1967. However it did not receive the assent of the Government.

"The Goa public libraries bill 1989 was introduced by the then MLA Shri. Uday Bhembre that also did not receive the support of Government. Later on this library bill was introduced by the then MLA Shri. Domnic Fernendes during the mansoon session of the assembly on 16th July 1993 and was passed on November 26, 1993, after being referred to a select committee appointed for the purpose. The same was assented by Governor on 29th July 1995. "The Act was further amended in April 1997, and its implementation started from May 301997, after being amended on 24th April 1997."

This act was enacted in 1993. The salient features of this act are as follows:

1. The provision has been made to collect the library cess in the form of a surcharge on the excise duty payable under Goa Excise Duty Act 1964 at the rate of 50 paise per Proof litre of the Indian Made Foreign Liquor (IMFL) and at the rate 50 paise per bulk litre of beer.
2. There is a State Library Council with the minister in-charge libraries as Chairman and the Director of public Libraries as Secretary. The council shall advise the state library development cell in all technical matters relating to the library development and organisation.
3. The provision has been made for the creation of the state library development cell which shall be department of the government and this has been given the fullest responsibility including the distribution of grants to aided libraries.
4. The state central library has been established and it is also acting as a State Reference Library.
5. The provisions are also made for the constitution of district, taluk and village library committee to supervise the activities of the libraries in their jurisdiction.

The state government is very much interested in the growth and development public library system in the state for which it has made a

provision in the annual budget of the education one percent is reserved for the promotion of public libraries in the state.

Conclusion

The public library system is unable to cope up with the proliferating quick changing Information and Communication Technology (ICT). As a result, there exists a vast generation gap among the public libraries of the Indian sub continent with that of the western public libraries. To over come this, there is a requirement for designing a long range planning and financial allocations. It is also note that the existing public libraries acts in the several states are in primitive nature and they need drastic and immediate revision.

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Library Legislation: Lifeline of Public Library Development in India

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This paper is based on the premise that public library the basic agency for supporting the education, information and recreation needs of masses and library legislation is the lifeline of the sustainable public library network across the length and breadth of India and anywhere else in the world. Public libraries cannot survive and fulfill their mandate on continuous basis with the support of compulsory library law. Unfortunately, till today only the following 18 states have enacted public library law in India:

Tamil Nadu (1948), Andhra Pradesh (1960), Karnataka (1965), Maharashtra (1967), West Bengal (1979), Manipur (1988), Kerala (1989), Haryana (1989), Mizoram (1993), Goa (1993), Gujarat (2000), Orissa (2001), Uttarakhand (2005), Rajasthan (2006), Uttar Pradesh (2006), Chattisgarh (2007), Bihar (2008), and Arunachal Pradesh (2009).

All these acts have a few common but the essential factors of library legislation, but each act has its own pros and cons. Time and space constraints do not allow us to discuss these in detail but these shall be taken care of at the time of presentation of this paper. There is another serious problem also. A few states enacted library law but its implementation is still a pending draft. Another issue is the diversity of collection in these libraries and its use by the general public. The value of anything lies in its use. Reading culture is declining day by day and the masses are being carried away by the digital media. In majority of the states public library system does not exist below the district headquarter

level. There is acute shortage of staff and space. The annual budgets are miserably poor in majority of these libraries. Raja Rammohun Roy Library Foundation (RRRLF), Kolkata has many matching and non-matching schemes to support the development of public libraries in India, but proper use of these schemes is not being made by many states because of their lack of will and lethargic attitude. There is no coordinated development of public libraries in many states. Different bodies are taking looking after different types of public libraries. The Working Group on Libraries (NKC) has also made a few useful recommendations and there is a thin ray of hope now. Efforts are on the set up a National Mission on Libraries (NLM) which will be upgraded as National Commission on Libraries. Rs. 1000 crore have been recommended for libraries and a survey of libraries is also suggested. It has also been recommended to automate and network 25, 000 public libraries in India. RRRLF is being considered to be converted into NML in the near future.

Punjab is one the 10 states in India where, more than 6 decades after independence, there is no legal base for public libraries and their services. The Punjab Library Association (Regd.) (PLA), first founded in 1916 at Lahore is one of the oldest library associations in India. The association has a rich historical legacy during pre- and post- partition of Punjab in 1947. Since its rejuvenation in 1989, the association has been demanding enactment of a public library law for the state of Punjab. For this purpose, the association prepared a 'Draft Punjab Public Libraries Bill' in 1993 and submitted it to the state government. Subsequently in 2003, at a seminar 'Vision Library - 2010' organized by the Education Department of Punjab Government in June 2003 at ICSSR Complex, Panjab University Chandigarh, a sub-committee under the convener ship of Dr Jagtar Singh, Head, Department of Library and Information Science, Punjabi University, Patiala and the then General Secretary, PLA; was constituted by the Principal Secretary, Higher Education Punjab. Other two members of the three- member committee were Sh. Kuldeep Singh Dhillon, the then President of PLA, and Sh. Satnam Singh, Chief Librarian, MM Central State Library, Patiala. This three-member sub-committee prepared and submitted a Punjab Public Library and Information Services Bill 2003 to the Education Department, Punjab Government.

Salient features of the 2003 Bill are as follows:

1. Establishment, maintenance and development of comprehensive rural and urban public library service in the state by the state government through the State Library Authority (SLA), local library authorities, and the co-operating institutions.

2. The SLA is to have 11 ex-officio members (including a Director of Public Libraries as member secretary), 4 persons to be nominated by government including at least two presidents of registered library associations in the state, and a member of state legislative assembly to be nominated by the speaker.

3. An 8-member Standing Advisory Committee, to advise the authority on technical matters and to make recommendations to authority for promotion and development of library and information services, is also proposed to be created within a month of the constitution of SLA.

4. A State Library Directorate is also proposed. It's Director to be appointed from amongst panel of senior librarians working in public libraries in the state, and professionally qualified staff.

5. Musfair Memorial Central State Library (MMCSL), Patiala to be the State Central Library (SCL). Its book stock to include, among others, two copies of each book published by publishers in Punjab. The SCL to provide leadership in all activities of libraries and shall have at least two sections: Reference and Lending. The Officer-In-Charge of the SCL to be the State Librarian.

6. Urban Library system: For cities/towns with a population of more than 1 lakh. a city library system to be maintained by municipal corporation/municipality and it shall have a central library and a branch library for every segment of population of 25,000, with a children section in every branch. Town libraries to be established and maintained by local municipalities.

7. Rural library system: Every panchayat samiti to function as local library authority for area under its jurisdiction and shall establish and maintain public libraries in every village financed out of funds raised through library cess and other sources.

8. The government to create a separate State Library Fund. SLF to consist of amongst others, annual contribution of 6% of education budget by the state government; library cess in the form of surcharge on certain taxes; and a Library Chetna Yogdan (Library Awareness Contribution) on all types of books, periodicals and guides published and sold in the state.

9. A student library fund to be introduced in all government and private affiliated schools, colleges, and other educational institutions.

A review of this bill has also been done by Sharma (2004). Based on the 2003 Bill and other drafts, bills, and model acts, the state government

prepared another Punjab Public Libraries and Information Services Bill in 2006. Suggestions were invited from PLA through the MMCSL, on the 2006 bill in 2009. The 2006 bill has no provisions for including nominated members from registered library associations in the library authority and there are a few other drawbacks.

Recent developments

The state government now intends to prepare a [public] library law for which the Punjab Education Minister Sewa Singh Sekhwan has announced a nine-member panel on 28 June 2011. Dr Dalbir Singh Dhillon, Chairman of Punjab School Education Board has been appointed chairman of the panel. Other members of the panel include a representative each of Panjab University, Chandigarh; Punjabi University Patiala; and Guru Nanak Dev University, Amritsar. Dr Gurbhajan Singh Gill, President of Punjabi Sahitya Academy; Satnam Singh Manak, a journalist; Om Prakash Gaso, an eminent writer; and a college librarian have also been included in the panel. In spite of leading role played by PLA in this regard, it has been left unrepresented in the new panel announced by the Education Minister for preparing a Library Act for Punjab. The Punjab Library Association has requested the Education Minister that in view of the leading role played by PLA, its President or his nominee be included in the newly setup panel for Library Act for Punjab. Now, the PLA president Dr. Jagtar Singh is associated with the committee and a meeting of the PLA President and the Chairman of the Committee is scheduled for 18 July 2011 to fine-tune the 'Draft Punjab Public Libraries Bill'.

Concluding observations

In view of the long history of the continuing struggle for a public library legislation in the state of Punjab, it would be appropriate if the new panel formed by the state government takes into account salient features of the 2003 Bill, public library acts passed by 18 states in India, and keeps in mind 22 general principles listed by Gardner (1978) in chapter 18: Principles in the formulation of a public library law, in second edition of Public library legislation: a comparative study, revised and adapted by Campbell.

Punjab, once on the top of GDP table, now stands at almost in the middle of the table, needs an effective library law. Its neighbor Haryana enacted public library law almost 23 years ago but there has not been much progress or development in that state in spite of enactment of the law. The ineffectiveness of public library legislation in some states has also been noted with concern by the National Knowledge Commission's (NKC) working Group on Libraries. This is an appropriate moment for the new panel constituted by Punjab government to seize the opportunity

by preparing a draft keeping in mind the recommendations of NKC for libraries. Only on sound and solid public library legislation for state, that would help develop public libraries across the length and breadth of the state. We can hope that the next generations of Punjabi people would be information literate, and work and compete with others in a transforming information society into knowledge society. A recommendation and a resolution must be passed at this ILA Conference and sent to the hon'ble Prime Minister of India, Chief Ministers of States and concerned authorities of the Union Territories (UTs) in India for the immediate enactment of library law in the remaining states and UTs. It is very well said by a thinker that vigilance is the price of liberty. Let is wake up now and make the masses vigilant.

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National Policy for Public Libraries (NAPLIS) in Digital Era: A Futuristic Approach

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ABSTRACT

This study deals with the Public libraries scenario in India. The paper discusses about the National Policy for Public libraries (NAPLIS) in Digital Era, Public library development towards modernization and networking. Try to highlight that how library services effected by the legislation. The study also deals with the role of Central Govt. and the factors inhibiting the development of public libraries in India. In the end, try to give the possible solution to overcome from the respective problems.

Keywords: Public Library, Modernization, Networking, NAPLIS, Digital Era

Introduction

In India, the information age is here with many challenges and risks for the information generator and the information disseminator in throughout world. The challenges increase due to the increase in the development of electronic media in the market, so that the demand of the users is automatically changes day by day. On the other side the drastic cut in the budget as well as states without library legislation faces a lot of problem in the digital environment. High price of the electronic resources being a major problem among the libraries. The national policy is only the helping hand in front of libraries. It is important that the policy is design after thinking that we are in the digital era where everything is having a high price.

Public Libraries in India

Public libraries in India are established throughout the country and are located in state capitals, district headquarters and talukas as well as

village levels. There is one State Central Library (SCL) in every state, and then district libraries (DL) in each district and taluka/village libraries (VL) in many villages, resulting in a three-tier structure. Public libraries are mainly supported by central and state governments and are generally under the care of the Department of Arts, Culture or Education, with the exception of a few states where a separate ministry or department exists for public libraries. The development of the public libraries in any state is the responsibility of the respective state government. Isaac, K.A wrote that presently, in India out of 28 states and 7 union territories, only 15states have library legislation so far. Out of 15states, the Acts of Manipur, Haryana, Mizoram and Gujarat have not been implemented or implemented only partially Library legislation in these states ensures that adequate funds and other resources are available for public libraries. But today, the three more states got the legislation so that the current is 18 states got the library legislation.

There are lot of factors that inhibiting the development of public libraries as lack of national policies promoting ICT as a tool for development, political aspects, linguistic and cultural diversity, and lack of resources constrain developing library services, inadequacy and problems in transfer of funds. The last drawback is lack of a joined up approach with other information centers, special and academic libraries in the region in order to develop collaboration for promoting and modernizing public library services in the country. Usually neither the library nor the computer center has the budget to manage those costs, so they keep backing away from the responsibility issue.

National Policy for Public Libraries (NAPLIS) in Digital Era

RRRLF has been active to prepare a document on National Policy on Library and Information Systems and is creating a public consciousness. Planning Commission too set up a working-group on Modernization of Library services and informatics in the seventh plan (1985-90) in 1983 which in 1984 in its report has strongly recommended the development of libraries and the formation of a National policy on library services and informatics (Gupta and Pawan, 1985). In 1985, the Department of Culture, Ministry of Human Resources Development, Government of India finally took the decision to appoint a committee under the chairmanship of professor D.P. Chattopadhyaya who was the then chairman of RRRLF to draw up a National Policy on Library and Information System. The committee lost no time in embarking on the work of drafting a National policy. In this endeavor it had the benefit of two earlier documents on the theme, one drafted by RRRLF and the other drafted by the Indian Library Association (ILA). It also held wide consultation with members of the library profession, academics and others all over the country before finalizing the document "National

Policy on Library and Information System- A presentation". The document was submitted to the Ministry of Human Resources Development, Government of India in 1986. The document is a comprehensive blueprint dealing with all types of libraries and information centres and showing the directions for developing them, development of manpower required for the purpose and their status, bibliographical services and modernization of library and information systems. It also spells out the details of the agencies and machinery for implementing the policy. The policy document, was reportedly, referred by the government to an empowered committee and is known to be under active consideration of the committee (Isaac, 2004). The Empowerment committee submitted its report in April 1988 and an implementation cell was formed to implement, its recommendations with in a period of six months. Yet another working group, under the Join Secretary to the Government of India in the Department of Culture, was constituted to examine its recommendations for implementation. The working Group submitted its report in July 1993 and suggested implementing only 29 of 60 recommendations made by the NAPLIS. The recommendation regarding networking was that, all public libraries with in a state should form a part of a network extending from village library through community centre library, district library, state network and should be linked to the national information grid (Wani, 2008). In the objective of National Library and Information system, legislation was another important point in which National Commission on Libraries and Information Science advice the Government on the design, review and implementation of national policy and also force on the national network of libraries and information centers, in which public library system was also exist as important one and in the context of information management system, policy emphasized that public libraries should be obligated to use modern information management techniques, and provide various services such as repacking of information, Selective dissemination information (SDI), current awareness service(CAS) and referral service. Use of computers, microprocessors and reprographic facilities should be made obligatory to improve their efficiency and modernize their activities (NAPLIS, 1985).

Public Library: Towards Modernization

The Chambers Dictionary defines modernization as an "effort to adopt to present time, conditions, need etc". The role of public libraries as an agency that brings about 'change' in the society by alerting and educating the people. Modernization or adoption to change cannot be considered a onetime effort. It is a continuing process. Today progressively adopt automation and computerization so that the time so saved could be utilized in the service of the user is the one agenda for the libraries (Sastry, 1994).

The interface of computer technology with the communication technology means Information Communication Technology (ICT) made the flow of information easier and faster. The networking of public libraries has become essential. The RRRLF realized the lack of automation in public libraries. In order to fill in the gap, the RRRLF came forward to provide computers to all state central libraries (SCLs) and district central libraries (DCLs). It wants to network the SCLs and DCLs in the first phase. It also proposes ultimately to cover and link up all the public libraries, mandal libraries, village libraries and book deposit centers with the DCLs, SCLs and desire to establish the network of Indian public libraries. The modernization of the public libraries in the villages will enable rural communities in having access to needy information. It is desirable to establish a photo digital library to help the public libraries (Reddy, 2008).

Public Library Networking

The first library co-operation activity in India to be the catalogue of manuscripts compiled by Whitney Stokes in 1868. Inter-library loans with in the city are made possible largely due to the voluntary efforts and willingness of librarians. Union catalogue development was one of the major co-operative efforts in Indian libraries up to 1960s. There is also no compatibility in methods and approaches to compile union catalogue by different agencies. Shared cataloguing and co-operative processing are practically non-existent. Neither the National Library nor the Indian National Bibliography unit has been able to take up the task. The regional centre concept as envisaged by NISSAT, UGC and ICSSR is now gaining attention. These regional centres would be of help to mobilize resources in the libraries in various parts of the country and to provide access to scholars. The National Information Centre (NIC) of the planning commission is a centralized facility for data processing and information management for government departments and organizations. The work of NIC will be to help government department in planning and decision making by the timely provision of data. A public library service develops human resources for the scientific organization of public library network and for providing quality library service. But no provisions have been given in the Kerala Public Libraries Act for such a public library system and service (Nasirudhenn and Bavakutty, 2001).

The topology suggested for the network of public libraries in Kerala is a star topology. The proposed network of public libraries in Kerala consists of three levels, state level, district level and taluka level. In the state level the state central library in Kerala will be directly connected in a star topology to the district library in each district. In the second level the district library will be directly connected in a star topology to the taluka libraries in the district. At the taluka level another star topology

forms, connecting the taluka library to the Panchayat libraries in the taluka. Libraries which entered into a network can derive a number of benefits from the multiplicity of services available on a network. The services, Kerala public library network proposes to provide to its members are catalogue based services, document supply services and communication based services. Under catalogue based services, member libraries can take benefit of shared cataloguing and union cataloguing. Document supply services include inter-library loan service and document delivery. Referral services and electronic mail are important communication based services that will be available to the participating libraries in the network (Varghese and Bavakutty, 2002). The state of Haryana, carved out in 1966. Experience has shown that legislation helps in the smooth working of a library system. Legislation provides for a framework for organization, administration and financing of libraries. Public Library network to cover the entire state has to be established without further loss of time. The network will comprise state central library, subdivisional libraries, district libraries, municipal libraries, block libraries and panchayat/village libraries. A state central library should be established and assigned responsibilities to function as a depository library for all publications, including official publications, of Haryana, to publish. Haryana state bibliography is undertake centralized processing of documents, to serve as a clearing centre for inter-library loan, to prepare union catalogue of holdings of libraries, and to act as a coordinating agency for all libraries in technical matters. The present state central library at Ambala has to be upgraded to perform the above functions (Rana, 1989).

Library Services by Legislation

UNESCO proclaimed International Book Year in 1972 with special idea to provide free Book Service for all. Correct knowledge and information being made available to every citizen, to each country about each of other countries in the world, is necessary to ensure international understanding, and peace and realization in due course of the idea of "one world". To make this effective, in recognition of the importance of library service, the Government of Madras passed the Madras Public Libraries Act of 1948 which came into effect from 1st April 1950. Central purchasing may be possible to purchase and to process and to get bound all the book materials needed for PLS of the state as done in Norway. This will help to get maximum discount and processing of classification and cataloguing. In the case of centralized vs local purchase, the book selection work for the branch libraries which have no resources for the work should be coordinated. The central agency should collate all such book selection lists, consolidate and determine the minimum/maximum number of copies with which all the demands in its system can be met. In the centralized cataloguing and classification, the

lists of books so purchased were distributed to the LLAs with centralized classification numbers with the help of the Connemara public library which speeded the process of publication of Tamil Nadu state Bibliography (Thillainayagam and Venkatappaiah, 1997).

Role of Central Government

The Central Government played an important role in the development of public library. The Government of India made efforts in improving library legislation but much could not be done. The Government role in this connection was significant when the government passed the Press and Registration of Books Act in 1867. Under this Act, "the print of a book was to be delivered free to the state government concerned a copy of the book and one or more copies were to be transmitted to the central government." In 1898, the Government of Bombay province started a scheme "Funds for the encouragement of literature" for registering institutions. Under this scheme copies of books to be published, were to be distributed to the registered institutions (Chakrabarti, 1996).

In 1948, the Government of India passed Imperial Library Act (Change of Name). The Union Government converted Imperial Library established at Calcutta as the National Library which is now the largest library in India. Another Act titled "The National Library of India Act" was passed in 1976 defining the scope and function of the Library as a national library and modification its administrative set up. Another Central Act is "The Delivery of Books and Newspapers Act, 1954" (amended in 1956) which stipulates that every publisher in the country should deposit a copy each of his publication to four designated Libraries. The Libraries are the National Library, Calcutta, Connemara Public Library, Chennai, Central Library (Asiatic Society), Mumbai, and Delhi Public Library, Delhi. In 1957, Indian Copy Right Act was passed. This Act intended to protect the rights of authors, musicians and artists. In 1968, Khudabaksh Oriental Public Library Act was passed in Patna. In 1975, Rampur Raza Library Act was passed in Rampur. In 1984, Asiatic Society Act was passed in Calcutta (Isaac, 2004).

In Assam, the book purchase policy follows the purchase of books is made centrally every year by the Directorate through a purchase board constituted by the Government. There are two book selection boards in the Directorate as Book Selection Boards for Plains and other as Book selection Board for Hills .Information Technology is still stranger in the Assam libraries (Ram Bharali and Binwal, 1992). "The State's policy environment is built around a staunch commitment to decentralization of administration and encouragement to community participation in decision making through Panchayat Raj Institutions and Urban Local bodies. The State believes that every citizen has a right (a) to information

pertaining to his own welfare needs and opportunities for individual and social development; (b) to understand the processes of governance; (c) to know the rationale for decision making affecting citizen welfare and welfare of communities; and (d) to quick and effective delivery of citizen services. The State also believes that the use of technologies would enable information to bring about human development" (Sharma, 2011).

Factors inhibiting the development of Public Libraries in India

1. The lack of national policies promoting ICT as a tool for development.
2. In the political aspects,
3. Due to the linguistic diversity in India, we need good translation mechanisms to solve the problem.
4. The lack of resource is another problem in developing library services.
5. The inadequacy and problems in transfer of Funds is the major factor in the development of public library.
6. The lack of joined up approach with other Information centers, Special & Academic libraries in the region to develop collaboration for promoting and modernizing public library services in the country (Ghosh, 2011).

National Policy design in the light of possible solutions

1. The consolidation and expansion of Public Libraries network with other public libraries.
2. The E-learning programme through Public libraries.
3. Work for target groups, setting of collections of special materials, introducing specialized information services
4. The use of ICT in library extension programs is the demand in the digital era.
5. The E-Governance/E-Commerce is also a need of digital environment.
6. The education and training for staff is must in the digital environment due to the adaptation of ICT application in all the areas of library services.
7. To create virtual opportunities for rural communities like KnowNet (http://www.knownet.org) is a virtual network for recognizing, valuing and sharing local knowledge.
8. To develop regional consortia for licensing and procurement.

Conclusion

The national policy for the development of public libraries wants a shake of hands among the libraries having come interest. The centralisation of the library services and consortium approach is the basic demand in the digital era. The national policy may focus on the budget, because of the high price of electronic resources. The e- resources consortium is also important. The join up approach with other libraries is also the possible solution for the development of public libraries. The public library legislation is must for all the states in the digital era, authorities try to understand that point for the smooth running of library ``fund" is the basic requirement. In India, modern information system with the ICT application is set up at the right time, with the help of right infrastructure and is administered by the right type of qualified professionals.

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Role of Librarians Providing Information Services in Rural Areas

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Rural libraries under the public library system can be dynamic centers of knowledge and information playing a crucial role in the development activates. Agricultural information is local specific and situation driven. The benefits of rural development programmes have not reached the grass root level beneficiaries due to Lack of proper information support.

Rural libraries established fact that 70 percent of Indian population live in rural areas. Our central government is trying to restructure the rural areas in all five years plans. The results of the plans show that there is an improvement but it is not as expected as in the plans. There are many factors involved in restructuring the rural communities. One among them is to establish the libraries at rural areas to provide right information to the right user at right time.

The human resources in India need to be harnessed and made productive. Lack of information to individuals and groups, almost at their door step and in a language understandable to them. Rural libraries are need to disseminate such information as people can use in seeking employment, skill development or in generating self-employment activities, for instance rural folk needs to be appraised of the policies and programmes of the government whereby a farmer is able to get money to cultivate their land and purchase quality seeds at reasonable prices.Dissemination of Social information relating to unhealthy, unsocial practices in society is likely to bring out the issues into the open and aware of them such issues relate to: child marriage, widow marriage, dowry deaths, and portrayal of women in low profile, atrocities on women corruption in public offices, drinking and gambling. This paper discusses the role of Librarians in rural areas in creating knowledge awareness in rural areas.

INTRODUCTION

A rural library is defined as library providing information service in rural area. It is universally accepted that information is the core of all the

developmental activities. Therefore, providing vital information to the rural population live in rural areas, the information requirements of rural population relates to their day to day requirements . like agriculture, health care, weather, loan facilities, land registration, fishing, fees related to varies Government services etc.

If the villagers are given access to the critical information requirement through the rural libraries, it will help them to save a lot of time as well as money. It becomes necessary for the villagers to travel 20-25 miles and in some cases bribe the officers.Further, to develop peopleÇs capability to participate in an evolving knowledge based society. The rural librarian need for his library is self evident.

Rural Librarians play a vital role in providing information services. A rural library is one of the most effective ways of disseminating information to the rural people. The major of rural librarians are to provide basic rural information to the rural residents. Rural libraries can act as information and community centre to improve the living conditions and quality of life of people.

Rural Libraries in India

Rural libraries are part of the public library system in the country. The types of public libraries available in a state are:

- State council Libraries
- District Central Libraries
- Taluk Pachayat or Rural Libraries

Public libraries are mainly supported by

- State government local authorities
- Central Government local authorities
- Central Government development agencies
- Non-Government Organizations and
- Private trusts.

Objectives

- It infuses awareness among rural people of the sources of information and encourages them to make extensive and comprehensive use of information stored in a library;
- It takes care of economic, educational, social and cultural information needs of the local population;
- It converts uneducated/illiterate and non literate into potential library users;

- It provides information on employment opportunities on various fields;
- It guides, and counseling direction on all matters public hygiene, family planning, legal matters etc.
- The public library coordinates with other organizations and institutions in the community and creates a comprehensive database of all information relevant to the community.
- To know the role of rural librarians in providing rural information services
- To identify the problems librarians hindering in proving information service
- To provide suggestions/ recommendations for the development of rural librarians in India

Role of Rural Librarians in Providing Rural Information

Rural librarians play a vital role for the spread of knowledge and information for the rural community. India has had libraries in rural areas since the beginning of the nineteenth century.

According to censes of India

- 28 State Central Libraries for 35 State & Union territories (80%)
- 451 District libraries for 3987 Talukas (12.5%)
- 28820 Rural libraries for 5, 87,226 villages (4.9%)

So, it indicates that there are no rural libraries in many villages even after 60 years of the Independence. Rural librarians are helping the village people to refresh their knowledge. They can supply reading material relating to various fields of rural development.

Most of the rural librarians in the rural areas are like reading rooms and suffering with the lack of proper financial provision. The IT has brought greater revaluation in providing information to socio-economic conditions of the rural people. Already some organizations have initiated digital projects with special reference to various fields.

Rural Librarian Services

The fundamental aim of the rural library is to provide timely, pertinent, accurate and reliable information services to all the rural population. The following are some of the important services that may be provided by Librarians;

- Information with emphasis on; Local history, local commerce and Industry, local Agricultural products and local places of tourist attraction and facilities, local and general employment opportunities, Statistics- Government and private and Career development information;
- Information about Census: Population- Male, Female, Age group, Literacy, percentage, professionals, Rural and urban Forest etc. and National Resources.
- General information on State and the country.
- Cultural activities are- arranging lectures by eminent persons on different subjects, Dramas, debate etc.
- Rural librarians provide agriculture information which may be helpful for farming, fishing, animalhusbandry, animal diseases, production, fertilizers, harvesting, irrigation plant disease etc.
- Rural librariansÇ supplies information on cleanliness, family planning, population control, mother-child health care etc.
- Rural librarians provide environment information to the rural people, which make them careful from floods. Natural calamities, earthquakes and various kinds of pollution.
- Rural librarians provides technological information as regards to pumps, corn cutters, solar dryers and farming tools, which are very much needed for agricultural production.
- They may provide information on credit system, business and trade information. From this information many rural people can become self reliant.
- Rural librarians are an important forum by which farmers can make use to eliminate illiteracy and acquire lifelong learning. For the farmers and their children who live in poverty and remote areas, school facilities, resources and reading materials are extremely scarce, and in this respect rural librarian serves the farmers and their children by their reading materials. By this way rural librarians can help to eradicate illiteracy.

Advantages of Rural Library Service

The rural library helps different sectors of the community by providing right information to the right reader at the right time. For example, it will help children to create reading habit, unemployed youths to get better jobs and farmers to improve agricultural production. Libraries of all

countries are functioning for social development by extending these activities and services, sharing books, extension lectures on various topics such as child labour, epidemic diseases, reading habits and environmental protection.

Services in Rural Area

The network of rural and mobile libraries should used to a greater extent for the dissemination of information to local communities.

The potential of the library in rural areas to support rural business by the provision of employment and training information needs to be exploited in consultation with the economic development staff of the planning Department. It is suggested that the experiment of providing small libraries in village shops. In this services provided by the rural librarians, they must update the date to day knowledge and current awareness programmes.

In addition to the above services some more digital library projects in the context of rural development in our country have also been initialed to create, collect and host information of interest to the rural community to improve the rural livelihood.

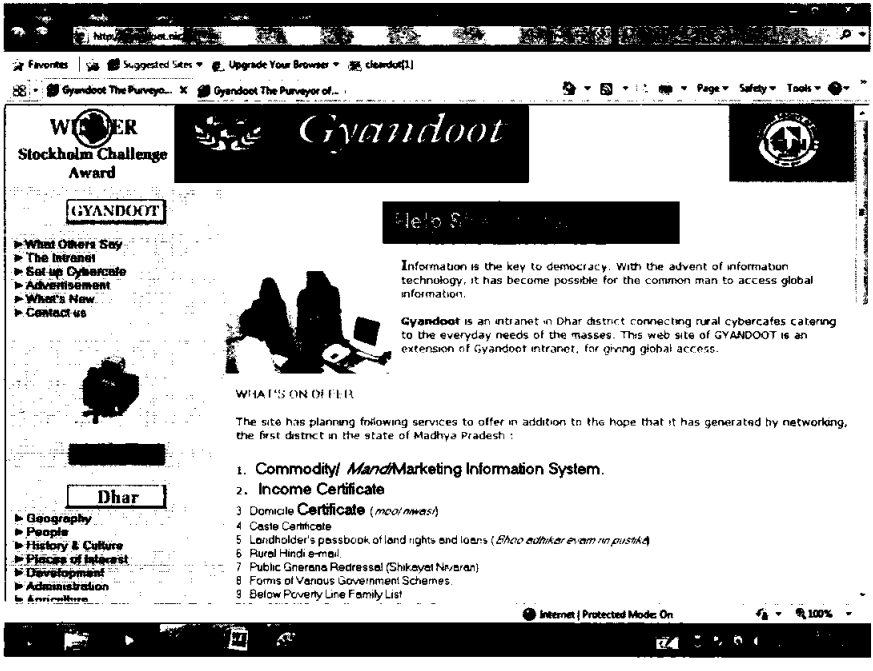
The Village Knowledge Centre Project Ä By Swaminathan Foundation-1998

It is one of the early experiments in delivery of electronic knowledge to the poor. The project connects ten villages near Pondicherry by a hybrid wired and wireless network, consisting of PCs, telephones, vhf duplex radio devices and e-mail connectivity through dial-up telephone lines, that facilitates are both voice and data transfer. The project draws attention by using solar powered network power station. The local volunteers gathered information and feed it into an Intranet and provide access through nodes in different villages. The project is supported by International Development Research Centre (IDRC) Canada and Canadian International Development Agency (CIDA), Canada with a Partial support by Ford Foundation and Government of Pondicherry.

Gyandoot

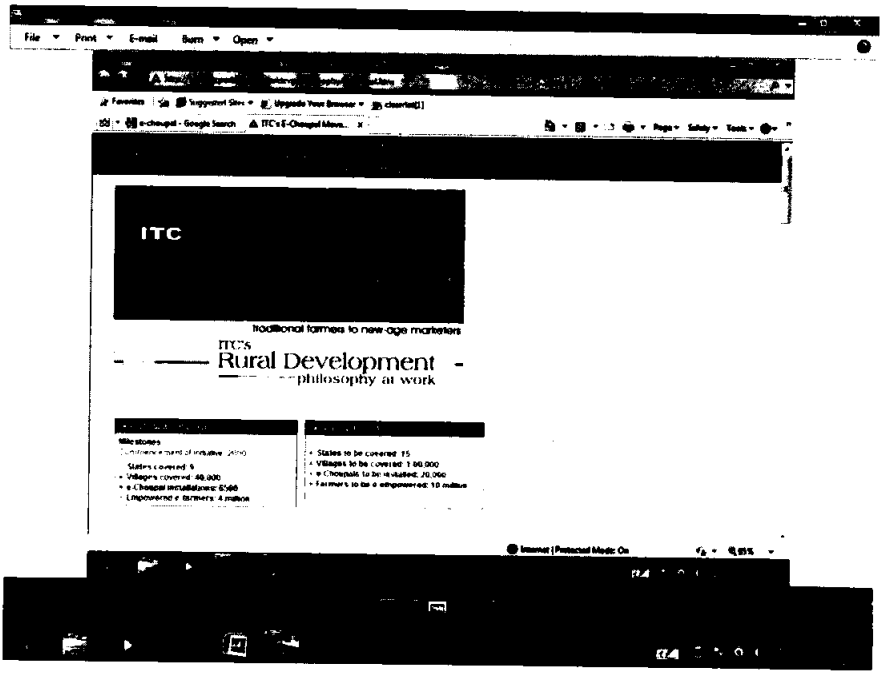
This project is an outcome of the agreement between the Drishtee and the district administration of Dhar. The government launches a e-governance platform. Gynandoot is more of communityÄowned, technologically innovative and sustainable information kiosks. This project covers in 20 villages information kiosks covers 311 Panchyats or village

communities, over 600 villages, nearly 51% of the entire district. Local rural youth act as entrepreneurs, running these information kiosks along commercial lines. Gyandoot is more of communityÄowned technologically innovative and sustainable information kiosks. This project has become a commercially viable, with the potential to replace to other parts of India.



e-Chouupal

It is conceived by ITC in June 2000. E-Choupal has already become the largest initiative among all Internet-based interventions in rural India. E-choupal services today reach out to more than half a million farmers growing a range of crops Äsoyabean, coffee, wheat, rice, pulses, in some 5000 villages through 800 kiosks across for states (Madhya Pradesh, Andhra Pradesh, Karnataka and Uttar Pradesh). Sanchalaka Äas they call it can access information in their local language on whether and market prices, disseminate knowledge on scientific farm practices and risk management, facilitate the sale of farm inputs and purchase farm produce from the farmersÇdoorsteps. The company plans to extend the services to other fourteen states also, the net business of over one billion has been transacted so far. The Gyndoot and e-Choupal both the projects have a commercially viable mechanism to generate finance and therefore they appear to be successful.



Milestones

Commencement of initiative: 2000

States covered: 9
Villages covered: 40,000
e-Choupal installations: 6500
Empowered e-farmers: 4 million

Agenda for 2012

States to be covered: 15
Villages to be covered: 1,00,000
e-Choupals to be installed: 20,000
Farmers to be e-empowered: 10 million

Rural Libraries in Present Scenario

- The number of news papers available in the library is not sufficient.
- The required books are not available in the library.
- The required GK books are not available in the library.
- The number of reference books available in the library is inadequate.
- The number of periodicals available in the library is not sufficient.
- The furnitureÇs are uncomfortable in the rural libraries.

- The space of reading hall is very small.
- The parking facilities around the library are inadequate.
- The working hours of the rural library are inconvenient.
- The ventilation facilities are poor in the rural libraries.
- The cataloguing facilities are not systematic in the rural library.
- The facilities for accessing the books are improper in the rural library

Suggestions and Recommendations

1. In order to maintain and raise the growth of library in rural area, the following suggestions may be found useful.
2. The Government may take steps to extend the library building to invite more readers.
3. The Government shall take steps to build shelters for cycles and motor bikes for the visitors.
4. The Government may take steps to build reference hall in the rural library for utilization of reference books.
5. Library working hours may be framed according to the convenience of users.
6. The library may be fully computerized so that users can easily access the books and the
7. Library staff can maintain the transactions very easily.
8. The books available may be brought online, so that users can access information from home itself.
9. The network of rural library should be used to a greater extent for the dissemination of Information to rural communities.
10. The Government may provide water supply and light facility in the rural library.

Conclusion

From the above, the study has been observed that the public library movement in India, rural library services and rural libraries in present scenario. It also indicates the rules and regulations for establishing the library in rural area. Now a dayÇs library is important part in the world. The library gives more information to rural community and its help to development of rural area. So the government should take steps to growth of library in undeveloped area. To achieve the library and information professionals should develop appropriate library and information system and services for the rural community

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RRRLF ÄA Milestone & Beacon Light for Library Movement: Unravelling Its Future

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ABSTRACT

Elucidates the meaning of the term public library. Draws emphasis from the UNESCO Library Manifesto on the key missions of public library and also on the mandates for the governments. States in brief the growth and development of library movement in India. Talks about the objectives of RRRLF and also about the library development programmes. Analyses the inspection work of officers of RRRLF. Records various findings of the study and makes valid and logical suggestions to RRRLF and all other concerned agencies for improving the health of library movement in India.

ÄThe mode of life of the people (Nation) in any region is not an accident, but the result of its library development .

- Padamshree Dr SR Ranganathan

The Public Library

Dr. S.R. Ranganathan provides definition of the term ÇPublic LibraryÉas follows:

1. Any library established and/or maintained by a local library authority.
2. Any library, open to the public free of charge and maintained and managed by the government or by any local body; and
3. Any library notified by the government as a public library.

Library is a social institution. It collects, selects, processes, organizes, maintains, preserves, retrieves and disseminates information. Public library makes information available to the public. It forms the prime communication channel and information intermediary in any society. UNESCO defines public libraries as:

ÇThe libraries, which serve the population of a community or region free of charge or for a nominal fee. They may serve the general public or

Committee on National policy on Library and Information System emphasized that ÄThe main thrust should go to rural public library. People require information to solve a variety of problem relating to their work and daily life. They need information about agriculture, health, child care, food & nutrition, family welfare, animal husbandry, dairy development, cottage and village industries etc.

The main aim of public libraries in developing countries is to enrich the intellectual development of the public, to support public education, to promote culture in urban and rural areas and to provide ways and means for survey in different fields of knowledge.

Public libraries are the real libraries which provide information to every type of users without any barrier of discipline, space and etc, future holds these types of libraries as prominent ones.

UNESCO and Public Libraries

UNESCO Public Library Manifesto was first released in 1949 (Remember India won its Freedom in the year 1947). It was further revised by IFLA in 1972 and last revised version was adopted by UNESCOÉs Intergovernmental Council for the General Information programme in 1994. It proclaims UNESCOÉs belief in the public library as a living force for education, culture and information and as an essential agent for the fostering of peace and spiritual welfare through the minds of men and women.

It is the hope of UNESCO that where the public library does not meet the needs outlined in this manifesto, educationists, social and cultural workers and community leaders will stimulate interest and promote by all means the creation of a public-library service which will be a central and dynamic force in the busy and growing community.

The public library should be established under the clear mandate of law, so framed as to ensure nation-wide provision of public library service. Organized co-operation between libraries is essential so that total national resources should be fully used and be at the service of any reader.

The UNESCO Manifesto makes its recommendations on resources and services, public library building, accessible to the physically handicapped, and open at times convenient to the user, branch libraries and mobile libraries, trained and competent staff in adequate number, use by children, use by students, handicapped user, and other issues related to public library.

special categories of the public such as children, members of armed forces, hospital patients, prisoners, workers and employeesÉ

HarrodÉs Librarians Glossary of Terms used in Librarianship, Documentation, Book Crafts and Reference Books defines:

ÇA library provided wholly or partly from public funds and the use of which is not restricted to any class of persons in the community but is freely available to allÉ

K.P. Sinha in his report (1957) has described:

ÇA public library is financed for the most part out of public funds. It charges no fees from reader. It is open for full use by the public without distinction of caste, creed or sex. It is intended as an auxiliary educational institution providing a means of self-education, which is endless. Public library houses learning materials giving reliable information freely and without partiality or prejudice on a wide variety of subjects which satisfies the interest of the readersÉ

The above definitions of public library may be consolidated as follows. The public library should be

- Supported by public funds.
- Established and managed by State legislation.
- Its services should be available to all residents coming under its legal service area and it may charge from users outside its legal service area.
- It should provide learning and reading materials and render its library services to its users without distinction of caste, sex or religion.
- It should collect and preserve reading and learning materials for use by the users.
- It should not be a Store House but an Information Centre and provide reliable and authenticated information to right user at right time in a right manner.

Public library is a public institution being run for the people, of the people and by the people. Public Libraries play an important and vital role in the development of community. Rural library are the community base centre for Äinformation Culture . The rural library has been a subsidiary branch of public libraries and it is also a social institution which works for great enlightenment of the society in the community circle of a rural area.

Freedom, prosperity and the development of society and of individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society. Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.

According to Library Manifesto, the following key missions, which relate to information, literacy, education and culture should be at the core of public library services:

1. Creating and strengthening reading habits in children from an early age;
2. Supporting both individual and self conducted education as well as formal education at all levels;
3. Providing opportunities for personal creative development;
4. Stimulating the imagination and creativity of children and young people;
5. Prompting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations;
6. Supporting the oral tradition;
7. Providing adequate information services to local enterprises, associations and interest groups;
8. Facilitating the development of information and computer literacy skills;
9. Supporting and participating in literacy activities and programmes for all age groups, and initiating such activities if necessary.

The UNESCO Manifesto (1994) makes specific recommendations for funding, library legislation and Networks, operation and management, services in relation to the local community needs, implementing the Manifesto, lifelong learning, and all such other issues. The public library network must be designed in relation to national, regional, research and special libraries as well as libraries in schools, colleges and universities.

Library Movement in India

Public Library Movement in India has been project of our National awakening like the *Swadesi Movement.* It was also the product of our cultural renaissance and the revival of our love for our culture and heritage. The fact that our first public library started for this purpose in 1886 was named after ÄSARASWATI Ñ the ÄGoddess of Learning . The Gandhian movement made the public library movement an indispensable necessity to the people and became the spring board for the successful organisation of the independence movement.

Library movement is a saga of organised growth and development of libraries entailing the details of establishment, maintenance and functioning of libraries in a geographical proximity. These aspects, namely, establishment, maintenance and functioning, make the library a growing organism. The growth and development of public library system in India may be studied by categorizing it broadly into three groups stated as follows.

1. Ancient Libraries;
2. Medieval Libraries; and
3. **Modern Libraries**

Modern Libraries/Real Public Libraries

The first landmark in the pre-independence history of the public library system in India is the enactment of delivery and registration of publications Act of Bombay government in May 1808.

The first three decades of the 20th century can be marked as the beginning of the golden period of modern public library system in India. On 31st January 1902 the Imperial Library Act was passed and the Calcutta Public Library was transformed into Imperial Library in the year 1906.

Another two important landmarks in the pre-independent history of public libraries in India are:

1. Baroda State Public Libraries Network under the patronage of Shri Sayajirao Gaikwad-III of Baroda. He invited Mr. M.A. Borden, an American Librarian in1910 to introduce a scientifically organized free and open access public library system.
2. Organisation of Library Conferences: Series of conferences were organised in continuation of the Indian National Congress Sessions., such as,

a. The first conference of Library workers and persons interested in Library Movement was held at Beswada, Andhra in 1914.
b. All India Library Conference of Libraries was held in 1918 at Lahore.
c. All India Library Conference was held at Calcutta in 1933.
d. All India Public Library Conference was held at Madras in 1934.

Post-Independence Period

In the year 1948, the name of the Imperial Library was changed to the National Library.

Delhi Public Library

The much significant development after the Baroda Public Library Movement was the establishment of Delhi Public Library. The DPL was started in 1951 as the UNESCO Public Library Pilot Project under the joint auspices of UNESCO and Government of India. However, as on today, the Delhi Public Library System reflects the poor status of public libraries in our country.

On paper India may boast for having developed a well-organized system of public libraries to meet the reading needs of all its citizens. But, when we make an assessment with objectivity, we find that the condition of most of our public libraries, urban or rural, city or village, and even our prestigious National Library is much below the line of expectation of a developing country. In fact, one may observe that with few exceptions in hand, a well organised, user centred and ever developing public library system is yet to be established.

Raja Rammohan Roy Library Foundation

The Government of India set up and established Raja Rammohan Roy Library Foundation (May, 1972), on the occasion of the Bi-centenary of the Birth of Raja Rammohan Roy. (Who was the Father of Indian Renaissances, and who stressed upon the need for modern education), as an autonomous organisation, fully financed by the Ministry of Culture. The occasion was enjoined with the celebration of the International Book Year with the Slogan ÇBooks for AllÉ and the Silver Jubilee Year of IndiaÆs Independence. The main objective behind RRRLF being to take the development of public library service and promotion of library movement not only to small towns and villages, but also to the remotest corner, in co-operation with the State Governments, Union Territory Administrations and other organisations engaged in the promotion of library services and mass education for the progress of the nation.

Prof. S. Nural Hasan, the then Minister of Education, Social welfare and Culture, stressed upon the objectives of the RRRLF in detail at its Inaugural Function, revisited as follows.

ÇThe primary objective of the Raja Rammohan Roy Library Foundation will be to stimulate the library movement in India by enabling the various state and central libraries to carry out their functions more effectively. The Foundation will make special efforts to ensure that new libraries are set up in all districts and district libraries are enabled to service a chain of libraries in the rural areas come within the reach of the common people. This would mean the setting up of mobile units spread all over India, especially in rural areas. The foundation will also pay special attention to the needs of children and the handicapped persons. In other words, it is going to launch a multi pronged movement in order to give a fillip to the dormant library service in the countryÉ

The Foundation had laid down 29 objectives for its operation. The ones relevant to this study are mentioned below:

1. To promote library movement in the country.
2. To enunciate a national library policy and to work towards its adoption by the central and state government.
3. To propagate the adoption of library legislation in the country.
4. To publish appropriate literature and to act as a clearing house of ideas and information on library development in India and abroad.
5. To promote research in problems of library development.
6. To function as a national agency for coordinating, monitoring and developing public library service in the country, and
7. To advise the government on all matters pertaining to the library development in the country.

The RRRLF during the last 39 years had aimed at many programmes for the establishment and development of public libraries in the country. Those worthy of mentioning in our context are reproduced as follows.

- Book assistance to public libraries in the country.
- Assistance towards organisation of Seminars, workshops, training courses (orientation/refresher) awareness programme and book exhibition.
- Assistance towards development of rural book deposit centres and mobile library services.

- Aid for construction of building or extension of the existing library building.
- Enactment of library legislature in states and union territories.
- Bringing out the national public library policy.
- Survey of the conditions of the public libraries.
- Assistance to public libraries to acquire TV-cum-VCP sets for educational purpose and modernisation of public libraries by applying ITC and automation.
- Assistance to libraries towards celebration of Golden Jubilee year/Platinum Jubilee year/centenary year/125 year/150 year and like.
- Encouraging research on public libraries issues and problems.
- Encouraging Research programs on problems and issues of public libraries
- Inspection of public libraries on regular basis by the Inspection & Monitoring unit of the Foundation.
- Enactment of Library Legislature in States and Union Territories. The RRRLF from its inspection has been persuading and insisting on the state government to enact public library legislation. Due to its efforts the legislation has been enacted in West Bengal (1979), Manipur (1988), Kerala (1989), Haryana (1989), Goa (1993), Mizoram (1993), Gujarat (2000), Orissa (2001), Uttarakhand (2005), Rajasthan (2006), Uttar Pradesh (2006), and Bihar (2008).

RRRLF Present Situation

No doubt, the RRRLF through its various activities had made the concept of libraries reach to the larger number of people, sometimes to small and remote localities. Yet, a pertinent question is raised as to over a period of about 40 years of its foundation in 1972 how many public libraries have become the Çibraries of the public, for the public and by the publicÉin its real sense. The answers arrived at are:

1. Not a single public library in India could become the real community library.
2. Out of 36 States and Union Territories only 18 States have passed library legislation.
3. The state governments which have to look after the public libraries have treated them on a very low priority.

4. India is a sub continent with 5,57,137. It is regrettable that so far only 49,757 (9%) villages could have a public library.

5. Though we could have a good number of public libraries in the cities and towns, one may observe that state government and public support for these libraries is gradually waning and there is every danger to their existence so far as their growth, development, maintenance, and quality of library use is concerned.

6. Not even 25% area in the country is covered by public library services, even after 64 years of independence.

7. Education and libraries are like two eyes of the social welfare. But, the vision of leadership in India is blurred because of the eye-sore, and

8. The establishment of public library network has been considerably delayed in India. There are Bank Network, Railway network, INFLIBNET for the academic libraries but there is no such network for the public libraries in the country. Basic needs of a human being are better known as bread, cloth and shelter. The needs of a society today should include banking facilities, medical facilities, right to work, education and learning facilities (public library facilities) should also be included as basic needs of the community. Therefore, public library network should be started by the Foundation to reach the grass-root level.

Analysis of Inspection/Feedback on RRRLF

As a funding agency for public libraries, the RRRLF does periodically receive feedback through inspection of public libraries. The inspection is done by Field Officers using one questionnaire (containing about 19 questions) to be filled in by the concerned public library, and another questionnaire containing 14 questions to be answered and filled in by the concerned Field Officer. The purpose behind inspection work is caring for sound and effective library movement, also through (i) assessing the good health of the library (it includes the infrastructure facilities and resources of the library), (ii) measuring the cost effectiveness vis a vis library use, (iii) knowing the problems and difficulties being faced by the library, and (iv) drawing out and recommending such ways and means as to maximize the users satisfaction.

On analysing the Inspection Tool (the two questionnaires), the existing situation revealed is briefed as follows.

Questionnaire-1

Q.1 asks for the name of the library, Q.2 asks for the postal address, Q.3 seeks Telephone No., Q.4 enquires about the nature of library authority, Q.5 pertains to status (State/Central/District/Town etc., Q.6 is year of establishment, Q.7 asks for library building/space, Q.8 asks for summary details about library staff, Q.9 is about collection and library equipments including computer, *Q.10 enquires about some traditional library services, and language of collection plus it seeks information about existence of Children Section and Text Book Collection, Q.11 is about open or close access*, Q.12 and Q.13 wants to know whether books are catalogued and classified, Q.14 seeks information about registered members, users in a year, books issued per month, and the amount from membership fee, Q.15 and Q.16 pertain to number of holidays and working days, Q.17 pertains to knowing the details of expenditure from government libraries, and its second part seeks information from private/aided libraries about receipts from various sources and payments of salary etc., Q.18 enquires about different modes of acquisition of reading material, equipments, furniture, etc., and Q.19 asks for various grants received by the library.

It is observed that out of 19 questions asked only Q.10, Q.11, Q.14, Q.15, and Q.16 attempt cursorily to know about the library use. It is the quantum and quality of library use which alone is the determining factor of the good health of the library movement. Surprisingly, there is no query made to know about the difficulties and problems of the concerned library and about the future plans for its improvement and upgrading.

Questionnaire-2

Questionnaire-2 is to be filled in by the Field Officer answering 14 questions. Herein, Q.1, Q.2 and Q.3 pertain to location of library, *Q.4 asks about the population covered, Q.5 pertains to users record keeping, Q.6 asks for the average issue per day, Q.7 enquires about the number of users per day*, Q.8 attempts to know the users profile as per their age, sex, education, and occupation, Q.9 is a query about the books gifted by the Foundation, Q.10 pertains to stock verification and treatment of losses, Q.11 enquires about the governmentÉs assistance, Q.12 enquires into libraryÉs interest in various grants from Foundation and Q.13 seeks information about utilization of assistance from Foundation, and Q.14 is verification of cashbook records of library. Without giving the importance of a full fledged question (observation/recommendation), the questionnaire seeks ÇGeneral CommentsÉof the Field Officer.

It is observed that out of total number of 14 questions, only Q.4, Q.5, Q.6, and Q.7 attempt cursorily to know about the library use. It is the

quantum and quality of library use which alone is the determining factor of the good health of the library movement.

Findings

- A pertinent question has been raised by Dr. V Venkatappaiah, ÇYet a million dollar question is as to over a period of 40 years of its foundation in 1972, RRLF could make how many public libraries, a library of public, for the public and by the public in the real sense?É The answer to the question is ÇNot a single public library has become the real community libraryÉ
- Public library system in our country is still in the state of child growth. An effective public library legislation, national policy statement on development of public library system, proper use of ICT in public libraries, proper infrastructure facilities, sufficient resources (information containers, information providers, finance, technology and techniques, etc.) are largely missing. What to speak of others, the prestigious Delhi Public Library (the Pilot Project by UNESCO) is not yet fully computerized and not a part of any library network.
- Library services to the public could reach only 9% of rural population. One may observe that it has affected not our literacy mission but has adversely affected the all round economic development in the lengths and breadths of our country. Is it not that the lack of information and proper counselling has caused the giant evils of corruption, black money, unemployment among youths from rural and tribal population, terrorism, etc.?
- UNESCO Public Library Manifesto recommends that establishment of public libraries should be made mandatory for all governments. In our country, we may ask ourselves ÄHave we not violated UNESCO mandate even after seven decades of our independence? Further, should we wait till some one files a PIL in the Supreme Court to make the public welfare achieved?
- General impression gathered by this researcher reveals that almost all public libraries, only handful in number are the exception, are deprived of professional and semi-professional staff. There are libraries being run by clerks under the school management in schools (States of Uttarakhand and Himachal Pradesh may be visited); Then there are no panchayat library, no village library, no mobile library in many states (States of Haryana and Punjab may be visited). The public libraries located in villages known for agricultural products, do not provide library services to the farmers (States such as Rajasthan, Madhya

Pradesh, Punjab, Haryana, Uttar Pradesh and many others may be visited).

- It is observed that RRRLF has an annual budget of Rs.40-45 crore, but the way the budget is being utilized, does not show any promising results in form of growth and development of public libraries to depict a sound and progressive library movement over the past period of 40 years.

Suggestions

- ✓ The Library Associations covering different parts of the country should include programmes of library movement, such as, literacy movement, empowerment of women and other deprived groups, programmes which support and meet the information needs of various groups of the community. RRRLF policy statements should declare support and take up the responsibility for making such programmes effective at the grass root level, the community libraries, which may act as Swabhiman Kendras for the community development.
- ✓ To attain the maxim of ***'Sarve Bhavantu Sukhinah, Sarve Santu Niramayah'*** the community libraries (Swabhiman Kendras) should work as single nodal service point for all round development of community, by making our society 'knowledge/information society'.
- ✓ The development fund provided to each MP, MLA, Local Representative, should be spent maximally for the establishment and operation of Swabhiman Kendras in their respective constituencies.
- ✓ RRRLF should make available library manual for working of the system and sub-systems falling in its purview.
- ✓ RRRLF should enter into some mutual understanding with LIS departments in the universities to undertake system study of the system. Projects can be undertaken by faculty members, research scholars and students of the department. The medical profession has already introduced the trainee doctors working for rural health programmes.
- ✓ Much required networking and computerization of public libraries is the long felt need of library movement. Policy statements and required funds need to be made available and earlier the better. Late Dr. Sahib Singh Verma, the then MP from outer Delhi, launched such a programme under the experts working for Gramin Swabhiman (NGO) for his constituency, I witnessed the success of his programme in 2000.

- ✓ The public libraries, especially the village libraries, should extensively provide the 'referral service' to the villagers to meet their information needs on agriculture, hygiene, health, child care, marketing, weather, sanitation, employment, education, vocational training, etc.
- ✓ Separate directorate for public libraries be created under the Ministry/Department of Education/Social Welfare. Professionally qualified with sufficient experience in rural library management need to appoint as Deputy/Assistant Director and similar positions in this Directorate. The Directorate should draw five year plans/annual plans for the growth and development of public libraries, and for upgrading the library services and infrastructure facilities to meet the information needs of the concerned communities.
- ✓ Cluster public libraries be established and properly equipped to provide services for longer hours (minimum for 12 hours per day) to the community. I may mention the name of Dr. Vijai Pal Memorial Library, which was established in Delhi with the initiative and support provided by Dr. Sahib Singh Verma, the library is serving the information needs of thousands of youngsters preparing for competitive examinations, and the students preparing for various professional courses, such as, CA, etc., with air-conditioned reading rooms to accommodate about 500 users in a day. The clue for Cluster Library is taken from report of the Chairman of the Committee for School Libraries in Delhi. The Committee was appointed by Dr. Sahib Singh Verma, when he was the Minister of Education in NCT Delhi.
- ✓ Let there be concerted efforts to hand over the reins of library movement from the slow bureaucratic control to the visionaries in education, social welfare and librarianship. The dynamism and clear vision of Swami Vivekananda, Dr. Sarvapalli Radhakrishanan, Dr DS Kothari, Pt. Madan Mohan Malviya, Maulana Abdul Kalam Azad, Dr. CD Deshmukh, Prof. Yashpal, and pioneers of Library Movement the genius Dr. SR Ranganathan, Padamshree Prof. PN Kaula, Padamshree BS Kesvan, Iyyanki Venkataramannaiah, Prof S Dasgupta, Shri NK Goil, Shri KP Sinha, and many such other illuminaries, is absent altogether in the recent past. These need to be searched and re-established for healthy growth and development of library movement in our country.

Conclusion

The limits prescribed for a paper to be presented before an august body, as we are witnessing herein today in a National Conference, restrict me

to go into further details. Hence, I conclude after reiterating the feelings of a Great English poet:

- Where is the Life, we have lost in Living!
- Where is the Wisdom, we have lost in Knowledge!!
- Where is the Knowledge, we have lost in Information!!!

With your kind permission, let me add "Where is philosophy and spirit of Librarianship, we have lost in Bureaucratic Methods and Advances in Technology".

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Changing Roles of the Future Public Library Professionals in the E-Learning Environment: Challenges and Issues

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ABSTRACT

As the information technologies are changing day-today and growing at a tremendous speed, the knowledge society is becoming more complex, competitive and dependent on technological changes and information explosion. The need for e-information services to the users are also growing and becoming very essential. The impact of web based E-learning and teaching environment has influenced every facet of library and information services in public libraries and providing new opportunities and challenges to the public library professional for involvement in the knowledge based society including electronic and multimedia publishing. Internet based-

information services, global networking, web based digital resources etc. Librarians are charged with selecting and organizing resources and instructing patrons on how to locate and use these, and preserving information regardless of format or technology. The information revolution and the knowledge that is available on the Web have created new challenges to these traditional professional ethics. The emerging challenges of acquiring and providing access to electronic knowledge resources require librarians to change their role from traditional librarian to information scientist by learning and applying new skills to understand the evolving technologies to manage and provide quality on-line information service to the knowledge society. So the vision of the future public library professional must be to create a World Class Networked Global Library and Information Centre to provide timely web based quality information service to the user in time in the e-learning environment. The future visions need for changes in public libraries, trends and challenges before the library professional in the E-learning environment and the various changing roles of the public library professional also have been discussed in this study.

Keywords: Information Technology, public Library Professionals, Web Technology, Technology challenges, E-resources, E-learning environment.

Introduction

The information atmosphere around the world is changing every minute and growing at a tremendous speed due to the emergence of the web based Information and Communication Technologies (ICT), globalization of networks and Internet. Hence ensuring and organizing access to educational materials in the electronic environment is an important factor in determining realistic requests for development and advancement of education. The information revolution and the pervasive thinking that everything is available on the Web have created new challenges to the traditional library professional ethics. Acquiring and providing access to electronic knowledge resources require library professional to change their role from traditional librarian to information scientist by learning and applying new skills to understand the evolving technologies to manage and provide quality on-line information service to the patrons of the knowledge society. Since, almost all the educational institutions, organizations, universities, Public libraries and library associations have created their own websites with the digital repositories on Internet. The global networked environment has paved the way and opportunity to illiteracy. The impact of web based E-learning and training environment has influenced very much on every facets of

information services in public Libraries or public information centers and providing new opportunities and challenges to the library professionals.

Objectives

The objectives of this study are given below:

1. The primary objective of this study is to analyze and explore the changing vision and the roles of future Public library professionals accordingly to meet the changes and challenges in the E-learning environment.
2. To document the various changes and challenges evolved before the Public library professional in the e-learning environment
3. To define and explain the concept of e-literacy and digital learning environment in public libraries which changes the role of library professionals to the real situation.
4. To discuss about the various skills needed for the library professional to meet the present online and digital needs of the users.

Vision of the Future Public Library Professionals

Technology will continue to change; public libraries and public information centers. The librarian wants to use the changing technology to provide the best access and service to their patrons. Electronic information creates challenges for the library community at its very foundation, moving it away from the traditional paper-and-print format to an ethereal world of circuits and connectivity. The library is no longer defined simply as a building or a physical repository that houses information. So the essential future vision of the public library professionals to achieve the necessary information transformation and to face the digital information needs of the user should concentrate on the following:

- The vision of the future public library professionals must be to create a World Class Networked Global Library and Information Centre to provide web based quality information service to the user in time in the E-learning environment.
- The public library professionals must change the library environment as pathways to high quality information in a variety of electronic media and information resources.
- The library professionals must assert their evolving roles in more pro-active ways, both in the context of their public libraries or public information centers in the context of increasing all related to users required information dissemination and retrieval.

- The vision for the 21st Century librarians must offer electronic training and learning both to guide and beckon the library profession as society and education leaders. They should shape the library programme and serve as a tool for library media specialists to use to shape the learning of users in the public libraries and public information centers.

Review of Earlier Literature on Challenging Roles of Librarians/ Public Library professional in the E-Learning Environment

The concept of a digital library and its usages for humans at the society and the changing role of librarians in creating and managing digital libraries are described by "Joseph Janes", Assistant Professor at the University of Washington Information School. He also presented a case study of the Internet Public Library <*http://www.ipl.org/*> developed between 1994 and 1995 by the then School of Information and Library Studies at the University of Michigan which illustrated how a digital library can support education.

"Christine Dugdale" in her presentation on Electronic Library System which offers access to electronic reservation systems, current awareness service, has shown how short loan collections can provide access to a great quantity and range of material for a larger distribution of learners. Bonk (2004), reviews the trends in online E-literacy programmes in public libraries, public information centers colleges and universities in the United States and around the world, which describe the desire of teachers to empower the learner, the power of future developments such as simulations and virtual world technology in education. "Karen Jurasek" says that libraries must uphold professionals' standards and a commitment to service. Also he describes that along with its services, resources, and technology, the library is both a physical and virtual space for the 21st century. He also concludes that the public library professional must develop a virtual electronic learning system to enhance the user's knowledge and to accommodate an increasingly diverse group of users. "John MacColl's" presentation was on virtual learning environments (VLEs) and the aim of his project was to integrate open library resources and closed learning environments. Also he describes that since virtual learning environment contain links to resources, both licensed and free, overlaps with electronic reserve systems, and has a dynamic linking potential with library, librarians should be involved in creating and maintaining VLEs as resource managers in this new environment of web-based courses. "Kasperek, Johnson, Fotta," and Craig, found that "...continued involvement with play participants outside the library increased student comfort level both with the library in general and the librarian for their major... [and] that students are more comfortable with librarians once they have the opportunity to get to know them." Kinnie"

similarly found that increased involvement with faculty outside traditional library responsibilities also improved his subject specialty liaison work. Dewey likewise promotes the embedding of academic librarians into as many campus venues as possible as a way of "advancing colleges', universities and public libraries' strategic priorities through constant collaboration" and Gamble argues for the recognized presence of librarians on public library governance committees, public unions, clubs and other society users activities as legitimate modes for providing library service that ought to be valued and rewarded by library administration.

E-Literacy/Virtual Learning Environments in Information centers and the Digital Future of the Public Libraries

E-learning is a means of becoming literate, involving new mechanisms for communication, such as: computer networks, multimedia, content portals, search engines, electronic libraries, distance learning, and web-enabled classrooms. Different web based applications such as email, real-time conference, Web Cam, etc. are being used as important tools in the process of e-learning. Technological innovations have brought tremendous changes in the whole education process and have led to a paradigm shift from teacher based education to a learner based education system. Developments in the electronic networking frontier have changed the whole dimension of the education system. This has brought a shift from the 'just in cast education' to 'just in time education' system. Internet, another cost-effective solution of reaching out to the learners at a distance, is gaining ground throughout the world. It is acting as a catalyst for change in the education process. It has taken education beyond the classroom and lecture hall into a new era of networked and collaborative learning. Since the aim of e-learning environment in education is to enhance students' learning opportunities by enabling them to partake in global, team based educational projects, in which they directly experience different cultural contexts and access a variety of digital information sources via a range of appropriate Information and communication technology, the future public library professionals should change their role by developing new standards and skills accordingly to meet the future digital information needs of the users. Today almost all the public libraries ,information centers ,institutions, universities, colleges have been automated by library software and have become connected with Internet, intranet and extranet facilities and through which they are providing access to relevant e-journals and e-books by proxy-server based networks. So the future of the public library services may be changed accordingly to fulfill the needs of the patrons or users in the e-learning environment. The libraries have an outstanding potential as the third place, after home and work with learning, inspiration and entertainment. Hence it is very essential to change the environment,

structure and interiors of the public libraries according to the digital information needs of the users and the future library should not have collection storage as its main functions. E-learning opportunities must be enabled by the library professionals to the user in global level to access a variety of digital information sources via a range of appropriate World Wide Web technology. E-Learning is a catch-all term that covers a wide range of instructional material that can be delivered on a CD-ROM or DVD, over a local area network (LAN), or on the Internet. It includes Computer-Based Training (CBT), Web-Based Training (WBT), and Electronic Performance Support Systems (EPSS), distance or online learning and online tutorials. The major advantage to students is its easy access14. So, providing access to online e-journals and e-books through networks will enhance the self-learning knowledge of the users.

Trends and Challenges before the Future Library Professional in the E-Learning Environment

The first and foremost challenge before the library professionals to face the future information needs of the users in the e-learning environment is to provide electronic access to all relevant information and integrate it on networks across the world. The second challenge is to create a new physical library premises with computer network facilities, abandoning the old concept of library as a storehouse, and, the third challenge to future library professionals is to develop new standards and skills for the library profession to meet the user needs in a proactive way. In this E-learning and E-publishing environment, electronic reference services and other support services with various expertise and digital repositories are becoming a must. The most pressing and pervasive issues and challenges that the library and information science professionals face in the present digital era for providing digital information service to the knowledge society are:

i) New generation of learners
ii) Copyright
iii) Privacy/Confidentiality
iv) Online/Virtual crimes and Security
v) Technology challenges
vi) Manpower's
vii) Collection of digital E-resources
viii) Organizational Structure
ix) Preservation / archiving of digital e-resources
x) Lack of clarity in vision

The New Generation of Learners

Today's users are grown up with latest information and communication technologies. They are coming to higher education with aptitude, knowledge and expectations that have been shaped by the use of the

Internet, digital media, and portable communication technologies. The general users often begin their search for information with Google or similar commercial or social search engines. The library professionals must develop a virtual electronic learning system to enhance the general users' knowledge and to accommodate an increasingly diverse group of users.

Copyright

An important issue that the present day public library professionals are facing in providing electronic/digital information service is the large scale of piracy of software and Anti plagiarism. The cost and timeliness in retrieving the information are also considered. When negotiating access with a publisher, the library professionals must agree to certain restrictions on photocopying or distribution of electronic materials. Despite copyright notices and efforts to educate employees and users about intellectual property rights, electronic publications can be easily forwarded to people outside the licensed user group. The library is responsible for maintaining the awareness of all users about copyright issues.

Privacy/confidentiality

Maintaining privacy and confidentiality is another problem in accessing online information. To control pirating of software, copying or downloading all the contents of any E-resource at a time, right to obtain information and right to withhold or ban the access is essential and so there is a delicate challenge between privacy and rights to information. Now days almost all the users are having their own E-mail accounts and they are often sending and receiving important information and even secret programmes and databases through E-mail itself and storing them for future usage. So maintaining privacy from E-mails is a great issue. Protecting one network from another to maintain confidentiality of information is another problem in securing databases on Internet and Intranet.

Online/Virtual Crimes and Security

Privacy and security are two sides of the same coin," said Kurtz. "If we can improve Web security, we will be able to have a positive impact on privacy as well." Presently, Web/cyber crimes have become a common threat on internet. To overcome this issue, compulsory Virus Proof procedures should be adopted while downloading e-information from any other system. To secure the system from viruses, the databases can be modified by hacker proof procedures. Separate login and password systems are to be compulsorily adapted to the Network systems26. In the LAN environment, the real danger is the gradual erosion of individual liberties through the automation, integration, and interconnection of

many small, separate recordkeeping systems, each of which alone may seem innocuous, and wholly justifiable. To overcome the above database security problems and issues, it is essential to install a database security software or firewall technology like Anti-virus software's and IBM E-network Firewall technology to protect the databases.

Technology Challenges

Technology provides challenges to access information. The ALA's 1995 Code of Ethics clearly states that everyone should have access to information. The recent explosion of information available on the Internet presents challenges to the traditional American Library Association (ALA) code of ethics that is taught in library school. Librarians make ethical decisions every day on the basis of the culture of their organizations. Some organizations limit access to particular levels of employees by requiring a username and password; others may information centers behind-the-scenes filtering software or restrictive policies for providing access to the entire Internet. Because these steps challenge the very essence of librarianship, the librarians must step in and voice concern for the patron's rights. Establishing well defined access policies will help to clarify who has access to the Internet, under what conditions, for what purposes, and with what restrictions. Policies should consider how to integrate the new technology and how its use reflects the objectives and values of the public libraries.

Organizational Structure

Technology has broken down the rigid hierarchical structure of the organizations which is another important issue in changing the roles of the public library professional in the knowledge society. Far from emulating the organization of conventional libraries, the organization and structure of digital libraries, the organization and structure of public libraries and the division of labour within them, are open to considerable experimentation. For example, as publishers and professional societies disseminate works electronically, they are testing how far their investments should incorporate the full range of library functions, and the digital libraries license content from publishers and professional societies that manage their own repositories.

Collection of e-resources

Collecting the materials and making it available to all current and future users is another core value of library professional or librarianship. The challenge is for the library professionals to contribute to establish realistic collection-development policies covering acquisition of and provision of access to electronic resources for users now and in the future. With the increase in electronic resources, librarians and libraries are no longer just collecting and caring for print materials. Unlike a print

book or a journal, electronic resources cannot be considered a permanent addition to a collection. Payment for a product covered by a license is a payment to use the information product for a period of time that is usually specified in a contract. This payment is not for the outright purchase of the product or for ownership of all the rights to that product. A digitized collection means that libraries share the use of the collections with other library networks or information resource centers, not only locally, but also globally. It is the publisher who dictates how much access will be provided, which issues will be available and how much that access will cost.

Changing Roles of Future Public Library Professionals

The changing role of public library professionals implies a set of updated skills needed for facing the challenges created by the latest web technologies in the E-learning environment. The emphasis will shift from technical skills in the library to communication, facilitation, training and management skills. Although technology presents the librarian with ethical challenges, the librarians is to be ready for the new role of information professional and connected with world networked or information networks. They have to acquire skills that can be contributed to success in their new roles.

Leadership Role

One primary role of librarians is to provide leadership and expertise in the design, development, and ethical management of knowledge-based information systems in order to meet the information needs and obligations of the patrons for public libraries, institutions libraries and other libraries in the future. As now, we can expect the virtual library to be the organizations that identifies, selects, negotiates for, and provides access to an incredible range of information resources on our behalf. At present, lot of virtual libraries have been created and managed by various public libraries and organizations libraries for E-learning and other professionals. Hence library professionals should enrich their management skills to play leadership role in the digital future, for organizing, managing and disseminating E-literacy to users.

Proactive Information Professional Role

The modern trend is for the role of the public library professionals to move from that of a passive intermediary role responsible for guiding patrons to appropriate information resources, towards that of a much more proactive professional role which includes analyzing and repackaging information, content information management systems and library digital repository management systems.

Role of Information Scientists in Digital Libraries and E-Literacy

The public library professionals have to change their role in the E-

learning environment by participating in E-learning experiments and becoming involved in E-learning training centers. They should invest in procuring E-learning tools; software's etc. they should have develop their E-learning and ICT skills. "Hans Roes" addressed changes in education in general, and then focused on strategic opportunities in education for libraries. The opportunities for libraries, he mentioned, included:

- Developing digital libraries as natural complements to digital learning environments to support educators with respect to the selection of adequate resources for a given course.
- Managing and indexing digital portfolios and integrating them with other information resources offered by the library.
- Teaching information literacy to educate future knowledge workers, in traditional ways or via Internet-based instruction modules.
- Collaborating as part of multidisciplinary teams of experts to design courses.
- Providing a learning center to serve as a physical learning environment suitable for more active learning styles.

Conclusion

The remarkable growth of Internet has made significant revolution in all the areas of science and technology. Rather than using it as a tool for searching and retrieving information, Internet has become the king of all media, by which we can access virtual information and can build a virtual library to provide timely, quality service to the users. The public library professionals of this digital era, are in the position to change their role as arbitrary information scientists, information officers /gatekeepers and to meet the challenges of the Internet, World Wide Web, online access in the knowledge societies. So they must enrich their knowledge with special skills of the latest IT developments, to browse, access and retrieve a particular information across the global networks and to organize and manage the information by building digital libraries and by which they can provide quality E-information services to the knowledge societies. The public library staff must be capable of working effectively in partnership with social members to enhance the strength of social and research. To be certain, there are many staff members of this kind in libraries today. In this as in other respects, part of the skills, library staff must develop is the ability to educate users, helping them to understand the power and applicability of E-resources.

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Future of Indian Public Libraries: Beginning the Great Transformation

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ABSTRACT

According to the International Federation of Library Associations and Institutions (IFLA, 1999), "the world of information and communication is going through a period of unprecedented and accelerating change. The public library is profoundly affected by this process of change. As the gateway to the world's knowledge for all the world's citizens, the public library has an enormous opportunity to enhance the scope of its services and become a vital bridge between the citizen and the existing world of information". The paper will explore development of Libraries and its services from early to modern age, five fundamental law in present scenario, Beginning the transition of libraries and an attempt to make a proposal for recommendation for libraries.

Keywords: Public Libraries, ICT, internet, Transformation.

Introduction

The UNESCO Public Library Manifesto defines the public library as "the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups" [1]. The public libraries happen to cover the widest population possible; their role in spread in literacy & education has long been acknowledged and is considered to be

indispensable. The public libraries in our country are in an abject state without a constantly refreshing print collection and vibrant non print multimedia sources that lure illiterate and semi literate folk due to various infrastructure, manpower and monetary constraints as well as lack of priority on the part of policy makers and implementing bodies. The Public library scenario is not uniform in India. It has been difficult to collect authorized statistics on public libraries in the country, as the same happens to be under the purview of different agencies and they never disclose such information on a national scale for various reasons. These figures force us to guess only about the number of public libraries and there is no doubt to imagine the difficulties of facilitating information and library support to the mass of over a billion population, spread over 32 lakhs sq. km., with a spectrum of literacy, intelligence, money, cultural and caste values. As states differ in size, population, literacy rate, status of books produced in the concerned regional language, economic growth, public library system also differ from state to state so far as its infra-structural facilities and patterns are concerned. Also there are administrative and maintenance problems such as the rural libraries in some states form a part of the public library system and in some other states they came under the jurisdiction of Adult Education Department or Public Relation Department. Wide-spread illiteracy is the greatest handicap for developing library services in some urban and rural areas in the traditional pattern. Raja Rammohan Roy Library Foundation (RRRLF)'s program of assistance is most helpful to the cause of public library services in the country. The program provides the best example of resource sharing between the centre and the state for the development of public library services at all levels. The Foundation has taken long strides in promoting library service in the country. During the last 28 years, the Foundation has covered, out of 60000 public libraries located in the country in a scattered way, more than 31000 libraries at different levels .But many of these public libraries (approximately 70% may be rural) are mere reading rooms without much books or good infrastructure or trained staff. According to International Federation of Library Associations & Institutions (IFLA) standards, there should be one public library for every 3000 people [2], and thus with over 1 billion people India needs more than 3,43,000 public library units. India has around 568558 inhabited villages [3] and there may be just one public library for 8-10 of them. One of the IFLA standards stipulate with the nearest library unit should not be more than a mile away from the residential areas. The major constraints faced by the public library system to effectively disseminate information are manifold, essentially as a result of:

- A considerable percentage of the population is illiterate or functionally literate forcing library to be of minimal use to them

- Poor allocation for the infrastructure improvement and collection development for public libraries
- Lack of enough sanctioned posts, forcing most of the services to be operated by voluntary non-professional staff, causing sufficient deterioration on information organization and servicing
- There is also a problem of educated professionals preferring to work in special and academic libraries than public libraries.
- Little emphasis on adoption Information & Communication Technology for public library systems and services.

Five Fundamental Law of Library and Information Science

1st Stage	2nd Stage	3rd Stage
1. Books are for use.	1.Inforamtion for use	1.Libraries serve humanity
2. Every reader his/ her book.	2. Every reader his /her information.	2. Respect all forms by which knowledge is communicated.
3. Every book its reader.	3. Every information it s Reader.	3. Use technology intelligently to enhance service.
4. Save the time of the reader	4. Save the time of information user	4. Protect free access to knowledge.
5. The library is a growing organism.	5.Information is a growing organism	5. Honour the past and create the future.

Reading Materials and Retrieval Techniques of Early Period library to 21st Century library

Period	Reading Material	Retrieval Techniques
Early Period	• Early reading material such as Pinakes, Clay tablets, Parchment, Vellum Bark of trees, Palm leaves, Papyrus, etc.	• Scholar librarian usually depended in memory. • Limited collections confined to religious institutions, royals and rich.
Mediaeval Period	• Paper, printing and books: • Paper was invented in 11th century in China, but rest of the world came to know only in 13th century.	• Still books were limited called incunabula, often kept in chain and locked. • Scholars were the moving catalogues.

16th and 17th Centuries	• Printing press was invented in the mid 16th century. • Movable letter presses and changes in social structure such as democracy and sovereign states, resulting in the movement for education for the masses. • Birth of many educational institutions including Universities.	• Production of books became easy • Demand for books has increased • Need arose for libraries storing books in rooms made of bricks with large collections. • This resulted for the birth of Librarianship as a profession. Librarians were still scholars and were mostly depending on their memory for retrieval. Often prepared list of books (what we now call catalogues)
18th and 19th Century	• Saw the production of large number of books • Libraries were created for the benefit of citizens	• Classification and cataloguing dominated as two techniques of Information retrieval, assisted by personal assistance leading to Reference Service.
20th Century	• Periodical/Publications and serials became handy as quicker and faster means of Information communication	• Documentation work and service by producing Documentation lists.
	• Non-conventional documents: • Microforms, microfilms, micro-fiche, micro card • Video-audio tapes • Computer readable material Floppy, CDs and other e-documents, net worked libraries etc.	• Indexing, Abstracting, CAS, SDI, Repackaging were invented for Information retrieval. • Creation of large data bases, on-line retrieval • Public access system, etc.
21st Century	• Euphoria of Internet Revolution	• On-line services (with the help of clicks)

Libraries for Today, Libraries for Tomorrow

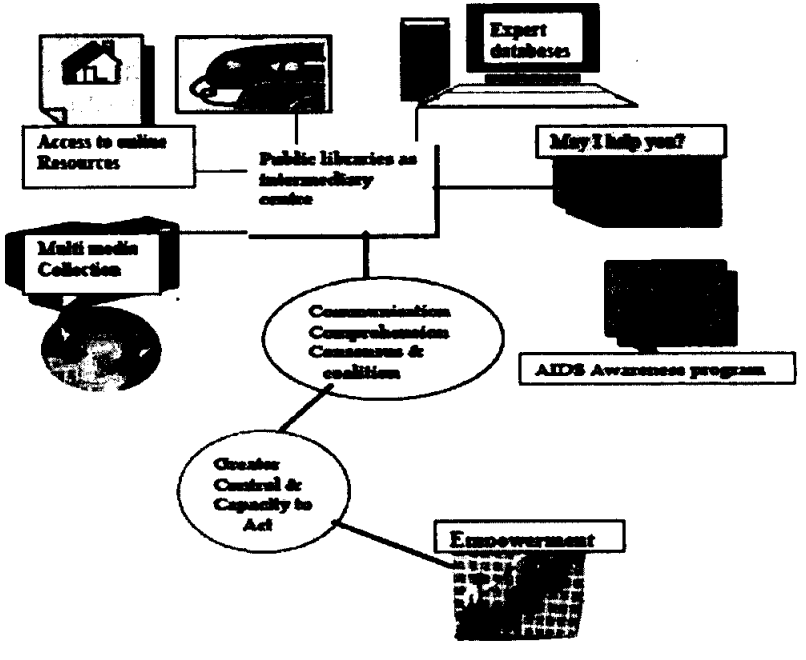
When people think about their expectations of libraries today, they generally think about the traditional services that most libraries carry out so well. Topping the public's list of priorities is that the basic services they have come to expect from libraries remain free of charge to the public. They also expect libraries to have enough current books for children; numerous reference materials; and friendly, knowledgeable librarians available. Libraries should offer convenient reading hours and special programs for children, and they should have well-maintained buildings along with books and information that are organized for easy self-service. The top-ten list of public priorities for libraries also includes making available safe and productive gathering places for teenagers, being open on evening sand weekends, and having plenty of current books for adults. For the most part, these public expectations are matched by libraries' performance, the public told us. People give especially high grades to their public libraries for having buildings that are well maintained; comfortable places to read; and enough friendly, knowledgeable librarians to supply help when needed. Although people clearly want libraries to access the basics—materials, hours, and service—they also expect more and more from libraries in this age of the Internet. "Long Overdue" reveals a great deal about libraries and technology. Libraries are anything but relics of the past. They are viewed as key players in our digitized future. Two-thirds of survey respondents say that having enough computers and online services for people should be a high priority for their local library. Seven in ten favor wiring libraries so that those who might not be able to afford a computer in their home can learn computer skills and get online. Those who think that libraries are merely becoming "information resources of last resort" for those who can't afford a home computer seem to be mistaken. Advanced computer users and families with higher income are even more likely to use public libraries and the technology services they offer. But, not surprisingly, people with few computer skills are the most likely to say wiring libraries to provide for "have-nots" should be a high priority.

ICT driven Public Libraries –the need of the hour

H.K. Kaul (2002) opined that "Our public library system in the country failed totally in bringing knowledge to the doorsteps of every individual. It is advisable for us to look at the problem afresh, especially when the computer and communication technologies have now become available to us at a minimal cost. ICT does not include only the Internet but a gamut of other tools which could be used individually or in convergence with each other. The convergence technologies include community radios, Internet radio, local area networks, tele-centres, information kiosks, mobile phones, WAP applications etc. Use of convergence Technologies reduces the skew in knowledge distribution between rich

and poor, educated and uneducated, rural and urban and men and women. ICT driven public libraries should act as intermediary centre with suitable awareness programs. As the nerve centre for improving literacy, awareness, welfare and cultural awakening, it is the intention to put public libraries in the right perspective to arrive at a single window integrated environment for information dissemination concerned with all aspects of human life.

Fig-1: A proposed model of ICT-driven Public Libraries to empower unprivileged masses:



The emergence of Rural Digital Libraries in India

The emergence of intranet based "Gyandoot" digital libraries in Dhar district of Madhya Pradesh have changed the lives of unprivileged rural communities. "Gyandoot" is a unique form of G2C (Government to citizen) DL activity to address the hardship imposed by transaction costs associated with government services. It connects 21 cyber cafes called "Suchanalayas" which provide services to about 10-15 gram panchayats, 20-30 villages and aggregate population of between 20,000-30,000 people. The Soochanalayas are located at the block head quarters, haat bazaars and Bus depot centers and also on the road side where people normally travel. These cyber cafes are operated by local operator called Soochak, who is a local volunteer not a government person.

Beginning the Transition

We have transitioned from a time where information was scarce and precious to today where information is vast and readily available, and in many cases, free.

People who in the past visited libraries to find specific pieces of information are now able to find that information online. The vast majority of people with specific information needs to longer visit libraries. However, others who read for pleasure as example, still regularly patronize their local library.

Setting the Stage

We have put together ten key trends that they are affecting the development of the next generation library. Rest assured that these are not the only trends, but ones that have been selected to give their insight into the rapidly changing technologies and equally fast changing mindset of library patrons.

Trend # 1 – Communication systems are continually changing the way people access information:

Communication systems have been rapidly evolving. If you were to construct a trend line beginning with the 1844 invention of the telegraph, you will begin to see the accelerating pace of change : 1876 – telephone, 1877 – phonograph, 1896 – radio, 1935 – fax machine, 1939 – television, 1945 – ENIAC Computer, 1947 – transistor, 1954 – color television, 1961 – laser, 1965 – email, 1973 – cell phone, 1974 Altair 8800, 1989 – World Wide Web, 1990 – Online Search Engine, 1992 – Web Browser, 1994 – Palm Pilot , 1996- Goggle, 1999 – P2P, 2002 – iPod, 2004 – Podcasting.

Certainly there are many more points that can be added to this trend line, but as you think through the direction we're headed, there is one obvious question to consider. What is the ultimate form of communication, and will we ever get there?

While we are not in a position to know the "ultimate form" of communication it would be a safe bet that if it not writing and reading books. Books are a technology, and writing is also a technology, and every technology has a limited lifespan.

Trend #2 – All technology ends. All technologies commonly used today will be replaced by something new.

Media formats are continually disappearing. The 8-Track tape was replaced by the cassette tape, which in turn was replaced by the CD, which is currently in the process of disappearing altogether.

The telephone industry has bone from the dial phone, to push button phone, to cordless phones, to cell phones, to some sort of universal PDA, cell phone, music player, satellite radio, game machine device that will be totally unrecognizable by today's standards. Eventually the cell phone device will disappear. We don't need to see technology to interact with it.

In a similar fashion, every device, tool, piece of hardware, equipment and technology that we are using today will go away, and be replaced by something else. That something else will be faster, smarter, cheaper, more capable, more durable, work better, and look cooler than anything we have today.

Trend #3 – We haven't yet reached the ultimate small particle for storage. But soon.
We live in an awkward time where technological advances related to information storage are quite routine and expected. Each new breakthrough barely raises an eyebrow because they happen so often. However, Moore's Law will not go on indefinitely.

There are physical limits to how small we can make storage particles. Within the coming years, advances will slow and eventually stop altogether as we transition from our grand pursuit of tiny- ness to other areas on information efficiencies such as speed, reliability, and durability.

Once we conquer the ultimate small storage, particle, we will be able to set standards – both standards for information and standards for storage. This becomes extremely important as we try to envision the stable information base of the future, and the opportunities for libraries to interact with it and build new and exciting "information experiences".

But perhaps the most critical component of stabilizing information storage will surround the issues of findability.

Trend #4 – Search Technology will become increasingly more complicated:
Many people today think our present day search technology is fairly simple, and it is. But the simple search days are numbered.

The vast majority of today's search industry is based on text search. Text search is being expanded to cover the various languages of the world and some forms of image, audio, and video search are currently in place. However, next generation search technology will include the ability to

search for such attributes as taste, smell, texture, reflectivity, opacity, mass, density, tone, speed, and volume.

As we achieve the ability to conduct more and more complicated searches, the role of the librarian to assist in finding this kind of information also becomes more and more important. People will not have the time and skills necessary to keep up on each new innovation in the search world, and they will need a competent professional to turn to.

Trend #5 – Time compression is changing the lifestyle of library patrons

The spectrum of human need is continually expanding. The paradigm of "need" is changing, evolving, and most importantly, speeding up. Time compression is affecting nearly every aspect of our lives, but as we compress our time, we are also compressing our needs.

People today sleep, on average, two hours less per night than 80 years ago, going from 8.9 hours per night to 6.9 hours. 34% of lunches today are eaten on the run. 66% of young people surf the web & watch TV at the same time. In a recent survey, 43% of the people in our society are having trouble making decisions because of sheer data overload. Basically, we have more needs faster.

So as the spectrum of human need grows, the opportunities for libraries to meet these needs are also growing. However, "needs" are a moving target, so the library of the future will need to be designed to accommodate the changing needs of its constituency. One of the needs that will be going away is the need to use keyboards.

Trend #6 – Over time we will be transitioning to a verbal society –

Dr. William Crossman, Fonder / Director of the CompSpeak 2050 Institute for the Study of Talking Computers and Oral Cultures, predicts that as we say goodbye to keyboards we will begin the transition to a verbal society. He also predicts that by 2050 literacy will be dead.

While the accuracy of his dates and the wholesale transition from literacy to a verbal society may be debatable, there will undoubtedly be a strong trend towards verbal information. Computers will become more human-like with personalities, traits, and other characteristics that will give us the sense of being in a room with other humans.

Trend #7 – The demand for global information growing exponentially

Many secrets in tomorrow's business world lie in the writings of people who did not speak English or any of the other prominent global

languages. A company's ability to do business in a foreign country will be largely dependent upon their ability to understand the culture, society, and systems within which that country operates.

The National Intelligence Council predicts "the globalization of labor markets, and political instability and conflict will fuel a dramatic increase in the global movement of people through 2015 and beyond. Legal and illegal migrants now account for more than 15 percent of the population in more than 50 countries. These numbers will grow substantially and will increase social and political tension and perhaps alter national identities even as they contribute to demographic and economic dynamism."

Our ability to learn about and understand the culture of the rest of the world are key to our ability to prepare ourselves for the global societies of the future. At the same time that we learn about global societies, a new era of global systems will begin to emerge.

Trend #8 – The Stage is being set for a new era of Global Systems
Most people don't think in terms of global systems, but we have many existing systems that have evolved over centuries that now play a significant role in our lives.

Our present global systems include international trade, global sea transportation, the Metric System, global news services, global mail system, time zones, global air transportation, and global stock trading. Two of the newest global systems include the GPS system and the Internet.

Few people think in terms of global systems and what they represent. But as we move towards more homogenized culture and societies, the need for creating cross – border systems will also increase.

Examples of future global systems include global accounting standards for publicly traded companies, global intellectual property systems, global tax code, global currency, global ethics standards, and an official earth measurement system. People will begin to develop these new global systems because each one represents a multi-billion dollar opportunity just from the sheer efficiencies created along the way.

Libraries will play a key role in the development of global systems because they will be charged with archiving and disseminating the foundational pieces of information necessary for the new systems to take root. Libraries themselves are a global system representing and anchor point for new systems and new cultures.

Trend #9 – We are transitioning from a product – based economy to an experience based economy –

As the world's population ages and the Baby Boom generation approaches retirement, many of them will begin to shed their belongings to create a more free and mobile lifestyle. Each item that a person owns demands their attention and the accumulation of physical goods to demonstrate a person's wealth is rapidly declining in importance. Experience becomes the key.

How would you rate your last library experience? Chances are that you've never been asked that question. However, in the future, the patron experience will become key measurement criteria.

Gone are the days of the solemn book-reading experience in the neighborhood library. Activities will be diverse and varied as a way of presenting and interacting with information in new and unusual formats.

But more importantly, books themselves will transition from a product to an experience. As books change in form from simple "words on a page" to various digital manifestations of the information, future books will be reviewed and evaluated by the experience they create.

Trend #10 – Libraries will transition from a center of information to a center of culture

With the emergence of distributed forms and information the central role of the library as repository of facts and information is changing. While it is still important to have this kind of resource, it has proven to be a diminishing draw in terms of library traffic.

The notion of becoming a cultural center is an expansive role for the future library. It will not only serve as an information resource, but much more, with the exact mission and goals evolving and changing over time.

A culture-based library is one that taps into the spirit of the community, assessing priorities and providing resources to support the things deemed, most important. Modern day cultural centers include museums, theaters, parks, and educational institutions. The library of the future with developing an overall strategy that reflects the identity and personality of its own constituency.

Recommendations for Libraries

Libraries are in a unique position. Since most people have found memories of their times growing up in libraries have the luxury of time to reinvent themselves.

The role of a library within a community is changing. The way people interact with the library and the services if offers are also changing. For this reason we have put together a series of recommendations that will allow libraries to arrive at their own best solutions.

1) **Evaluate the library experience.** Begin the process of testing patron's opinions, ideas thoughts, and figure out how to get at the heart of the things that matter most in your community. Survey both the community at large and the people who walk through the library doors.

2) **Embrace new information technologies.** New tech products are being introduced on a daily basis and the vast majority of people are totally lost when it comes to deciding on what to use and what to stay away from. Since no organization has stepped up to take the lead in helping the general public understand the new tech, it becomes a perfect opportunity for libraries. Libraries need to become a resource for as well as the experts in each of the new technologies.
    a. Create a technology advisory board and stay in close communication with them.
    b. Recruit tech savvy members of the community to hold monthly discussion panels where the community at large is invited to join in the discussions.
    c. Develop a guest lecture series on the new technologies.

3) **Preserve the memories of your own communities.** While most libraries have become the document archive of their community, the memories of a community span mush more than just documents. What did it sound like to drive down Main Street in 1950? What did it smell like to walk into Joe's Bakery in the early mornings of 1965? Who are the people in these community photos and why were they important? Memories come in many shapes and forms. Don't let yours disappear.

4) **Experiment with creative spaces so the future role of the library can define itself.** Since the role of the library 20 years from now is still a mystery, we recommend that libraries put together creative spaces so staff members, library users, and the community at large can experiment and determine what ideas re drawing attention and getting traction. Some possible uses for these creative spaces include :
    a. Band practice rooms
    b. Podcasting stations
    c. Blogger stations
    d. Art studios
    e. Recording studios

f. Video studios
g. Imagination rooms
h. Theater-drama practice rooms

We have come a long ways from the time of da Vinci and the time when books were chained to lecterns. But we've only scratched the surface of many more changes to come. Writing the definitive history of modern libraries is a work in progress. Our best advice is to enjoy the journey and relish in the wonderment of what tomorrow may bring.

Conclusion

Public Libraries are often talked about as the possible solution to information poverty; libraries around the world have been working on this daunting set of challenges for several years now. They have created many digital library initiatives and projects and have formed various national schemes for jointly exploring key issue with several years of accumulated experience; the initial enthusiasm surrounding the development of digital library has been replaced by sober second thought.

Public Libraries in India should use new information and communication technologies to create online world which will further transform our lives.

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Future of Public Libraries in India: Changing User's Expectations in the Networked Environment

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ABSTRACT

In many ways, people believe that public libraries are more essential now than ever before. Since so many commercial publishing industries are selling scholarly information, many studies and surveys throughout the world provided that, people absolutely need public libraries to provide vital information sources and services with free of charge to anyone citizens who needs it. In India, through understanding and communicating the value of access to computers and the Internet will be useful for both decision making and advocacy. It will help public libraries to plan for new and continuing services, and also help communicate these plans, and the role of public technology access with them, to funders, policymakers, and their communities. The present paper provides some insights on the past, present and future of public libraries and discusses the significance of public libraries with the changing technological advancements. Besides this the authors urges how public libraries can support the rural people with the help of Information and Communication Technologies (ICTs) particularly Mobile and radio FM. The article concludes with role of public libraries to bridge the digital divide in India to eradicate the illiteracy and digital literacy.

Keywords: Internet, Digital Divide, ICT, Public Libraries, India

Introduction

Today's libraries are considered multifaceted and multifunctional information as well as knowledge dissemination centres. No more significance the dictionaries word "library" has been defined as "a building or room containing a collection of books". A library renders a great service to the people and society. A good library plays a very significant role in promoting the progress of vibrant knowledge society. There are many people who love reading. A public library is a place that is open to poor and rich alike. There are a large number of Public Libraries maintained by the government both central and state, local authorities, NGOs, societies, throughout India. On the other hand public libraries are viewed (and this is supported by countless surveys throughout the world) as being safe, non-threatening spaces where all are welcome no matter your sex, age, colour, caste, your opinions, your beliefs, your lifestyle, your address, your place or country of birth or your political preference and decisions.

Even with the sky rocketing and abounded growing amount of information available on the Internet (both paid and open access) and more competition for public funding, Americans say that public libraries will continue to play a vital role in communities. It is interesting to note that a strong majority say that if their public library were to shut down, they would feel "that something essential and important has been lost, affecting the whole community". The feeling that libraries are central to healthy communities is even more common among those who are most actively engaged in communities: the voters, volunteers, and contributors who make communities strong and can usually be counted on to raise a ruckus when things go wrong.

Public Libraries of the Past, Present and Future: Changing People's Expectations

Today's public libraries actually developed naturally from their earlier predecessors, the social libraries. In order to provide access to materials in the 18th century, groups of like-minded people pooled their financial resources and shared their book collections to establish local lending libraries. This changed in the early part of the 19th century when municipal taxes were first used to finance public libraries. Even in these instances, though, the greatest libraries discovered that they were best served by relying on funding from a variety of sources.

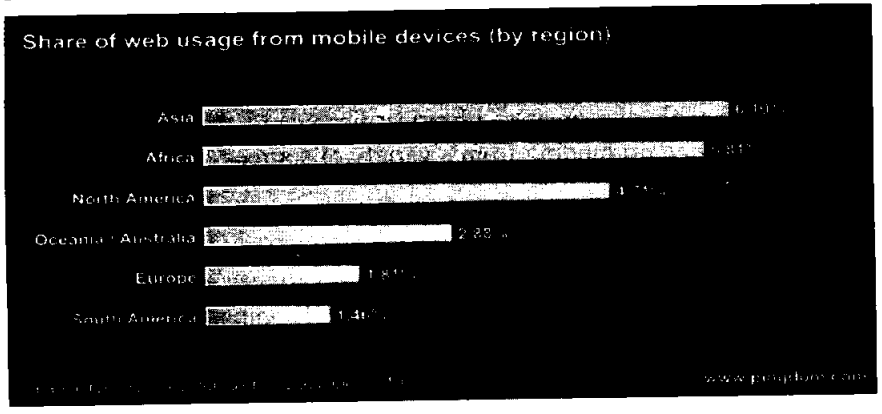
When people think about their expectations of libraries today, they generally think about the traditional library services such as circulation, reference, photocopying, children's corner services etc., which most libraries carry out so well through the years. Topping the public library user communities' list of priorities is that the basic services they have come to expect from libraries remain free of charge to the public. They

also expect libraries to have enough latest books all kinds; updated reference sources such dictionaries, encyclopedias, handbooks, yearbooks etc., and there should be separate competitive examination corner for serious reading and reference. Above all the friendly, knowledgeable library staff should be available during the working hours of the library. Libraries should offer convenient reading hours and special programmes for children, and they should have well-maintained buildings along with books and information that are organized for easy self-service.

In addition to above expatiations the people wants Information Technology enabled services including Internet browsing facility in public libraries to access world wide information. Through this public libraries can play a vital role to remove the digital divide barriers like techno-rich and techno-poor, information rich and information poor and information haves and information have-nots.

Significance of Public Libraries in the Digital Environment

Now public libraries have strong potential to prove in true sense the public libraries are really a People's University through cutting edge ICT technologies while removing all types of barriers and help people in so many ways and means. Through public libraries people can learn best practices, new skills, find jobs, discover history and culture, matrimony, understand current affairs, improve their health, meet other people, connect to other sources of knowledge and generally improve their lives. While World Wide Web (www) and internet penetration in the developing world is steadily improving, the use of mobile technologies is steaming ahead. The following table statistics shows that the highest share of mobile web usage - the Web accessed from phones and other mobile devices - occurs in developing countries. This situation is leading public librarians to work with interesting combinations of ICTs, such as the internet plus mobile phones, together with traditional technologies such as radio, to deliver effective services to their communities and to provide training in specific skills to improve lives and livelihoods.



How Public Libraries Can Improve the Rural People

The Public Library can be use a combination of complementary Information and Communication Technologies (ICTs) to reach farmers in the rural places of India to enable the formers to access agricultural information and to help improve production and showing good market for their products and goods. The public libraries can start new innovative services through SMS and MMS alerts using mobile phone network on rural agricultural business. In addition to this the public libraries also make use of FM radio programmes featuring agriculture, floriculture, aquaculture, horticulture etc. Can be broadcasted with experts and formers interactive broadcast.

Role of Public Libraries to Bridge the Digital Divide

The concept of the digital divide has been focused largely on access to computers and the Internet. While access is an important measure, it is not necessarily the most appropriate indicator of social or technological equality. The digital divide is best treated as a multifaceted concept, encompassing not just access to computers and technology but telecommunications infrastructure, economic conditions, information access, and information literacy (Bertot 2003).

Warschauer (2003) also criticizes the digital divide concept for ignoring broader social problems with too narrow a focus on improving access, arguing that technology use is as important as technology access: Technology does not exist as an external variable to be injected from the outside to bring about certain results. It is woven into social systems and processes. And from a policy standpoint, the goal of bringing technology to marginalized groups is not merely to overcome a technological divide but instead to further a process of social inclusion. Realizing this objective involves not only providing computers and Internet links or shifting to online platforms but also developing relevant content in diverse languages, promoting literacy and education, and mobilizing community and institutional support toward achieving community goals. Technology then becomes a means, and often a powerful one, rather than an end in itself.

Library provision of free public Internet access does appear to reach those who are digitally disadvantaged. Members of disadvantaged groups tend to use library computers more frequently and are more likely to rely on the library as their only source of Internet access. However, great disparities exist in the level of access among library systems, and even among branches within a system. Furthermore, provision of Internet access is only one part of bridging the digital divide, which is a function of broader social and technological inequities in India.

Conclusion

Public Libraries in India have done a remarkable job of responding to the access needs of all kind of community, but free access to computers and internet is only part of the story. The Central, State, City Corporation and municipalities should pay attention to ways in which they can leverage their provision of Information and Communication Technology (ICT) access with their other services and roles to move beyond access and address broader technological inequalities. Some libraries (examples: Delhi Public Library, Delhi Connemara Public Library, Chennai, Mumbai Reference Library etc.,) already accomplish this goal by providing computer and information literacy training, outreach, and content development, and they will be even more effective at fostering social equality if they continue to focus on services beyond public access. The authors of this papers urges it is need of the hour the above said agencies looking into a newest concept called 'public-private partnership' (successful examples with little criticism - Bill Gates, the co-founder of Microsoft, created the U.S. Library Foundation and the Gates Library Initiative) in building good libraries with the state-of-the-art cutting edge technologies to provide wider access to information to the peoples of India for the overall social-economic development of the people and nation.

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Futuristic Role of Public Libraries – A Case Study of E-Governance Programmes in Karnataka

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ABSTRACT

One of the issues often discussed of the impact of ICT is the concept of digital divide. The role of many e-governance initatives is studied in this context. These programmes are conceived to narrow the gap between the communities with different levels of acquisition of ICT knowledge and skills to its beneficial use. The public libraries, besides their traditional roles, have also been involved in literacy campaigns, and they have played a significant role in the adult education programme in the past. The Karnataka Public Libraries Act 1965 has created a strong network of public libraries up to the level of Gram Panchayats. The paper conceives futuristic role of public libraries in Karnataka for the promotion and brining awareness about the e-governance programmes in the State. The National Informatics Centre (NIC) has planned for establishment of CICs ,hence, a proposal is made in this paper as how the public libraries and the CICs should be brought together to implement the proposal of this paper.

Keywords: Digital Divide, E-Governance, Public Libraries, Karnataka, India

1. Introduction

It is a well know fact that public libraries are regarded as 'people's university' long ago. Among the three basic objectives of a University, one of them significantly comparable to libraries is the dissemination of knowledge and the libraries are performing this function since ages. As a people's university, public libraries, besides their traditional roles have been playing different roles that include the literacy programmes. One of the means of spread of literacy is through "Adult Education". Johnson as early as in 1938 identified three possibilities for the development and spread of adult education" and one of them as he states "the third and best possibility of is to develop public library into a permanent centre of adult education, informally, a people's university" (Johnson, 1938). The library's role is identified as to bridge the gap between the 'literacy divide' in the age of spreading the literacy.

In the digital age there is also need for many formal and informal organizations and/or agencies to bridge the 'digital divide' gap. In this context the advent of Information Literacy, Computer and Internet Literacy has been one of the means of empowering users with these skills. The knowledge society per say has now opened up new challenges to individual in the acquisition of formal 'ICT skills' without which the access to knowledge will be comparatively a difficult task. In the educational sector, in particular in higher education the Academic Libraries play a vital role in installing the 'information literary' skills among the students and faculty to enable them to search, identify and access to information from the vast store of World Wide Web, using relevant tools and methods. So the situation in the community as such is totally different where the academic libraries cannot perceive to reach every nook and corner of the society to the knowledge of application of ICT and its use, and the public libraries spread all over a societal environment can take up this task of bridging the gap of digital divide. In this context the paper has identified several projects of e-governance implemented by Government of Karnataka and shows how the public library system in the State can play a complementary role in the spread of the knowledge of such programmes and help the community as a whole.

2. What is Digital Divide?

In simple words the term digital divide refers to "variable distribution of ICT access and advantages among beneficiaries". The concept of digital divide was first realized when it was difficult to access to computers and use of computers which changed over a period of time. It existed when the access to computers and related technologies was vastly different among the rich and the poor, among rural and urban communities. At

that time the high cost of computers created a large divide between people who could not afford to have the computers and also to the advantages and benefits of computer and communication technologies. But the falling cost of computers and community computer and communication technology facilities like the "Internet Access" through broad band has made more and more people to gain access to some form of ICT facilities. With the advent of Information and Communication Technologies (ICTs), access to knowledge has become a potent force for transforming social, economic and political life globally.

As more and more people gain access to computers, the term digital divide has been extended with the growth of technology and technological literacy and the total cost of utilizing the technology in terms of cost of running a computer, the technical and financial ability to make full use of technology available. The digital divide now takes into consideration access to or lack of access to the INTERNET. To go a step further there are efforts going on trying to close the digital divide gap using the free and open source software (FOSS) and though this has eased end user but many programs do not include support for more languages. However it is found now that more and more FOSS is providing the translation and localization facility to enable the users at local levels too. Despite all these efforts the developments in technology has been adding new facilities and to put in additional efforts to 'educate' the user to the services which need minimum knowledge of the technology. Today, the dividing lines between the rich and the poor, between urban and the rural and the fiber-optic and high speed digital lines has to be still narrowed down to bridge the gap. It is found that 15% of the world's population controls around 80% of the world's telephones and about 90% of access points to the Internet, and they are 13 times more likely to own personal computers than the rest. And the rest are 85% of the world population living in low and lower middle income communities. For instance in India the communities identified as "Below Poverty Line (BPL)". It is estimated that 41.8% of rural and 27.5% of urban population is defined as poor and categorized as BPL. So these figures are self evident that the gap is 25-40% and the gap is still wider than expected. Apart from this the two common factors have made the divide more wider with the "Language and Information" characteristics. As it seems most ICT systems use English and only about 5% of Indian population knows English, and use of Hindi and other local languages is yet to be picked up. Hence what are the solutions? One of them is visualized by democratizing the technology and the adopting the technology to implement simple e-governance projects which need minimal technological skills – facilitating access to information with the touch of a screen, even avoiding the use of keyboard.

3. Bridging the Digital Divide

Several projects and programmes are being planned and implemented by several nations to bridge this ever widening gap due to technological developments going on at a very high speed. It has become almost impossible for any individual or community to meet the both ends Ñ growth and ease of use. The following aspects are considered by India to bridge the digital divide.

a. Technology that makes rural access inexpensive and robust
b. Applications that draw a large clientele that pays for service, ensuring economic viability of access to information
c. Content that empowers rural citizens and enable formation of information user communities
d. NGOs and grass root organizations like public libraries that catalyse and manage community building process.

4. E-governance in the Process of Bridging the Divide

According to Wikipedia Ñe-governance is referred to as Çe-government, also known as e-gov, digital government, online government or connected governmentÉ primarily is vested with digital interaction between a government and the citizens (G2C).

The focus is on:

- The use of Information and communication technologies, and particularly the Internet, as a tool to achieve better government.
- The use of information and communication technologies in all facets of the operations of a government organization.
- The continuous optimization of service delivery, constituency participation and governance by transforming internal and external relationships through technology, the Internet and new media.

This digital interaction consists of Governance, information and communication technology, Business Process Re-engineering (BPR) and e-citizen at all levels of government. **e-Governance** is understood to extend the scope by including citizen engagement and participation in the governance (Wikipedia). The Government of India, Ministry of Information Technology, recognizing the potentiality of Information and Communication Technology has drawn a National Plan on E-governance. The importance of e-Governance has been recognized in the National Common Minimum Programme which inter-alia states that e-Governance will be promoted on a massive scale (GOI, MIT, 2004). In this context the National and State governments have undertaken several citizen oriented projects for the better utilization of the ICT and extending its benefits to the common man. The digital divide is also attributed to the under-utilisation of the technology-based services. The gap gets widened if less and less people use the ICT infrastructure. In

India in particular the use of Mobile communication and its applications in various services is visualized as one of the means to narrow down the gap between the have and have nots. Even a common man is as familiar with the mobile communication as much as with a person high business and or financial profile. So number of such projects are completed and implemented by the Government of India and the State Governments. In this paper some National Level E-governance projects and the projects implemented by the Karnataka State are also listed. It is found that some of these projects lack people awareness and participation. In this context the public libraries in the state and country as a whole would be able to play a significant role to reduce the gap of digital divide among the respective communities.

5. National Level E-governance Projects

Some of the National Level Initiatives to Bridge Digital Divide E-governance projects of the Central Government are;

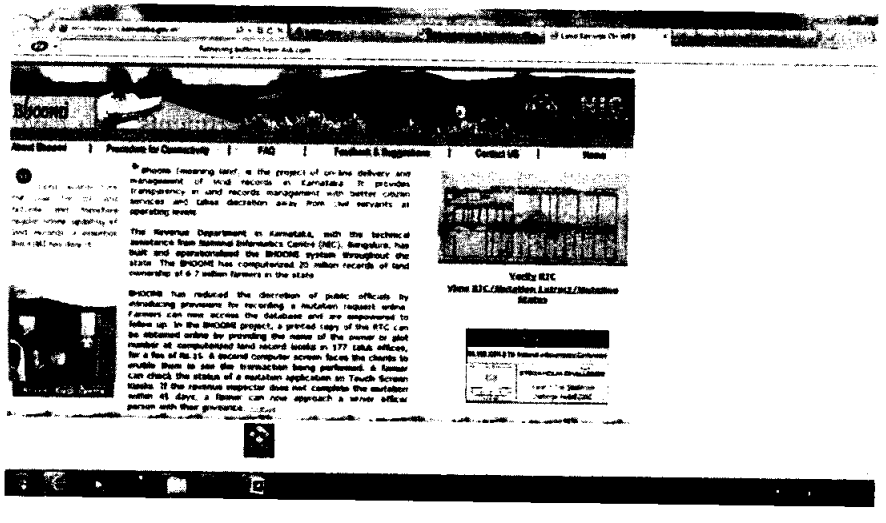
- **SIMPUTER** – Low cost, portable alternative to PCs.
- **AGMARK NET** – Agricultural Marketing Information Network which links various Agricultural Produce Market Committees and APMCs have hosted a portal for this purpose.
- **GRAMEEN PHONE SEVA** – 2500 Villages, 110 Towns, 7.5 Million people.
- **Cor DECT** The Telecommunications and Networks (TeNet) Group IIT, Madras in Chennai, have developed this low cost Internet access technology.
- **SHIKSHA INDIA** – Working for the success of 5 Cs Computers, Connectivity, Content, Coaching and Commercial Sustainability
- **COMPUTER EDUCATION IN VILLAGES** – Computer education to 1-million students in the age group of 3-19.
- **TARAhaat.com**- Technology and Action for Rural Advancement (TARA): Designed by the Development Alternatives Group.
- **Vidya Vahini** – For schools, teachers and students to share their views across the country.
- **SETU** – A bridge for facilitation between Citizen & Government
- **INDIAN RAILWAYS** – Computerisation of passenger reservation systems and other online enquiry system – IVRS>
- **E- POSTAL SERVICE**

6. Some E-Governance Projects of Karnataka

The Karnataka Government has successfully implemented number of E-Governance projects to facilitate the use of ICT by every citizen both in Rural and Urban areas in order to bring G2C connectivity. The projects have been very successful and they need to be promoted for their full

complement of use by the agencies like the Public Libraries to enhance their utility and popularization. Some of the projects with their potentiality to bridge the digital divide gap have been highlighted here.

1. **Bhoomi**: Land Records on the web developed by National Informatics Centre and facilitates Online Delivery of Land Titles. It has become a trendsetter for e-Governance projects in the state as well as other parts of the country.



2. **Mahiti Sindhu:** project, a programme to implement computer-aided education in high schools. The Mahiti Sindhu programme aims at teaching conventional subjects like mathematics and science with the aid of computers, besides providing students with a basic course in computer applications.

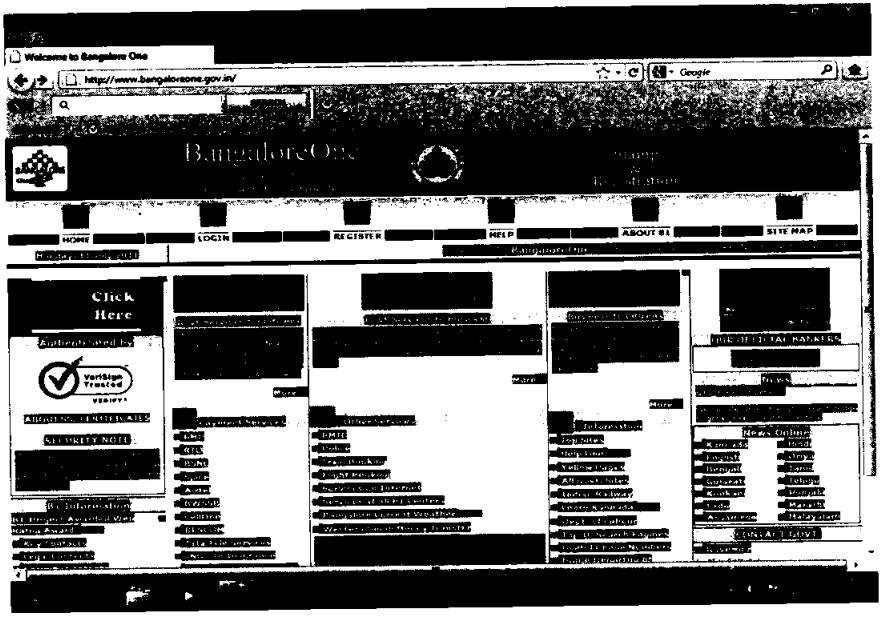
3. **Kriya Katte** – A Right to Information Act by which the citizen can seek the information from officials.

4. **Nemmadi** – A rural business kiosk project, known as 'Nemmadi' in Karnataka is worth investigating for two reasons: (i) it is providing financially viable rural kiosks that are realising 'development' benefits in terms of delivering government-to-citizen services (G2C) and business-to-citizen services (B2C), and (ii) Nemmadi is increasing employability prospects through education and rural Business Process Outsourcing (BPO) services.

5. Other ICT initiatives of Karnataka include : **NONDINI** (Registration), and the **KHAJANE** (Treasury Services), **THERIGE** (Online House and Property Tax payment Services), and the **Students' INTERNET World** which conducts high school based Internet Service

week every year during the month of November as part BangaloreIT.com.

6. **Bangalore ONE** ÑOne of the most widely used public services in the State. Bangalore One provides the citizens of Bangalore with a one stop interface with the Government of Karnataka. The Citizen's interaction with the government departments will be under a single umbrella. These services are incorporated under the Government to Citizen (G2C) facilities provided by the Government of Karnataka. This facility allows the citizens of Bangalore and in other district places to avail numerous services of several government departments, through one window i.e. BangaloreOne. On the parallel lines ÇOneÉ service facilities are created in other cities of Karnataka. Various government departments who have integrated their services with BangaloreOne are given below.



- Bangalore Electricity Supply Company (BESCOM)-
- Bangalore Mahanagar Palike (BMP)
- Bangalore Police Service (BPS)
- Bharat Sanchar Nigam Limited (BSNL)
- Regional Transport Office (RTO)
- Regional Passport Office (RPO)
- CellOne-CellOne is a popular post paid service offered by BSNL.
- Bangalore Water Supply and Sewerage Board (BWSSB)
- Bangalore Metropolitan Transport Service (BMTC)

7. Role of Public Libraries in Implementing E-governance

The public libraries have been closely associated with the social, cultural and educational functions since their inception. As a social institution the public libraries have been catering to the educational, recreational and cultural needs of the society and they are established by the people, for the people and of the people. It is a common belief that the public libraries are established only for the purpose of acquiring and lending books to the members of the community. This is a largely conceived feeling of the public and not beyond this objective. They have adopted several outreach programmes such as Mobile Library services to reach the population at remote places, as one of the diverse function. Their futuristic role can be very well envisaged here in taking up the promotion of e-governance programmes of the State. As a matter of fact this will enable the public libraries to diversify their functionalities beyond only the conceived function of lending of documents. This will help the public libraries to be more visible and will enable them in building their images as people centric organization. The NIC has planned for the establishment of 1 lakh Community Information Centres (CICs) as a part the ongoing Five Year Plans. The CICs can be made as integral units of the public libraries at strategic administrative levels, such as in Districts and Cities. The e-governance programmes of the State can be given a wider public awareness jointly by the public libraries in association with the CICs. A framework of implementing this action plan is presented here below.

The Public library infrastructure in Karnataka consists of the following levels.

- State Central Library
- District Central Libraries (with several branches spread all over the district)
- City Central libraries (with several branches spread all over the city)
- Gram Panchayat Libraries (approximately 5600 libraries)

The Plan of action includes identification of nodal libraries, for instance libraries coming within the purview of Zilla Parishaths (ZPs). The CICs will also be located in each of these nodal libraries. A programme of action with the Deputy Director of the district s central library will be chalked out and the proposals for implementation of these programmes will be taken up for approval and implementation with district library authority. A separate budgetary provision and also the manpower for successful handling of the programme have to be worked out. The personnel earmarked for this task should be made to undergo training under each of the e-governance programmes. This training should be

planned on continuous basis to augment the developments and the up gradation of the stated programme.

8. Conclusion

The paper has conceived a diversified and futuristic role of public libraries beyond the traditional services being offered by them since centuries. The impact of ICT has always been attributed towards the internal development of the public libraries. But the public libraries can foresee more constructive programmes with the adoption of the developments of ICT for instance E-governance programmes of State and Central governments. This can be adopted by the all the States through their respective public library system so that the entire scheme of implementing of the proposal of this paper can get spread to the entire country.

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Public Libraries are Knowledge Resource Centre: An Overview of Delhi Public Library System

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ABSTRACT

This paper deals with the present state of Delhi Public Library System in the National Capital Territory of Delhi. More emphasis is given to explain the organizational structure, collection, services provided and the steps taken towards the modernization of Delhi Public Library by using Information Communication Technology.

Keywords: Public Library; Knowledge Centre; Knowledge Resource Centre

Introduction

Throughout the ages, men have sought knowledge of the seas and planets, growing things, the ways things work, and of man himself. Men seek to know of the atom's secret, the mysteries of medicine, music and machines, the ways of life and man in distant lands. They seek further knowledge of the earth, the skies the space beyond. As more and more men seek to learn the things that book can teach as this happen for knowledge swells and spreads a long felt need grows all the greater; the need for many books within the reach of all once. To serve this need, expanding with the ever-widening boundaries of knowledge itself, is the challenge and the dedicated purpose of the libraries. Only Public Library (s) can provide/cater the needs of masses also Public libraries can attracts the masses to enrich their knowledge.

UNESCO Manifesto on Public Library

"The public library is a practical demonstration of democracy's faith in

universal education as a continuing and life long process, in the appreciation of the achievement of humanity in knowledge and cultureÉ Thus a public library aims at serving the general public in the community concerned. It is basically a service library. This is meant to provide free service or charge a nominal fee for its service.

Public Library

1. In the words of Padamashri Dr. S. R. Ranganathan, a public library should-

   - help the life-long self-education of one and all;
   - furnish up to date facts and information on all subjects to one and all;
   - distribute in an unbiased and balance way all shades or recorded views and thoughts to one and all; and serve as a help in the discharge of their political functions in respect of local, national and international affairs;
   - contribute to productivity drive by informing top-management of the latest trends in diverse enterprises by ploughing back into the minds of researchers, designers and technologists every piece of relevant new thought promptly and pin-pointedly;
   - preserve the literary remains of humanity for posterity, as vehicles of culture and as source materials for antiquarian research;
   - provide to one and all harmless and elevating use of leisure; and in general
   - Work for continued social well-being as the agency incharge of all socialized recorded thought.

2. A public library is an institution for the public, by the public and of the public. In other words, it is established for the use of the public which includes every citizen whether he is high or humble by birth, or is rich or poor, or is powerful or meek or is male or female, child or old or is highly educated or illiterate. Secondly, a public library is managed and controlled by the public through its representatives through library boards, trustees or committees. A public library is also financed from public funds.

3. A public library, like any other library, is a growing organism. Though every public library may not be having ÑChild growth , yet its various other demands which include the perennial

acquisition of ever-growing number of new books and opening of more and more libraries and their branches and the appointment of more and more of library staff are almost common to all libraries. The aim of a public library is not only to ensure full coverage so far as its areas of service and its clientele are concerned, but a standard library service has also to be provided to one and all. To achieve all these aims, a continued financial support is needed.

4. A public library's reading public belongs to every stratum of population, thereby implying not only existence or varied reading interests but also of varied levels. This requires the provision of all kinds or reading materials which are considered suitable to cater to their needs and tastes.

5. A public library is for all without the distinction of caste, creed, class or locality. This implies the establishment of various kinds of public libraries at various levels of localities. These include urban as well as rural libraries.

Objective of Public Library

According to UNESCO, the objectives which relate to information literacy, education and culture should be at the core of public library services. There objectives are specified as under (UNESCO, 1994).

1. Creating and strengthening reading habits in children from an early age.
2. Supporting both individual and self conducted education as well as formal education at all levels.
3. Providing opportunities for personal creative development.
4. Stimulating the imagination and creativity of children and young people.
5. Promoting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations.
6. Providing access to cultural expressions of all performing arts.
7. Fostering inter-cultural dialogue and favoring cultural diversity.
8. Supporting the oral tradition.
9. Ensuring access for citizens to all sorts of community information.

10. Providing adequate information services to local enterprises, associations and interest groups.

11. Facilitating the development of information and computer literacy skills and,

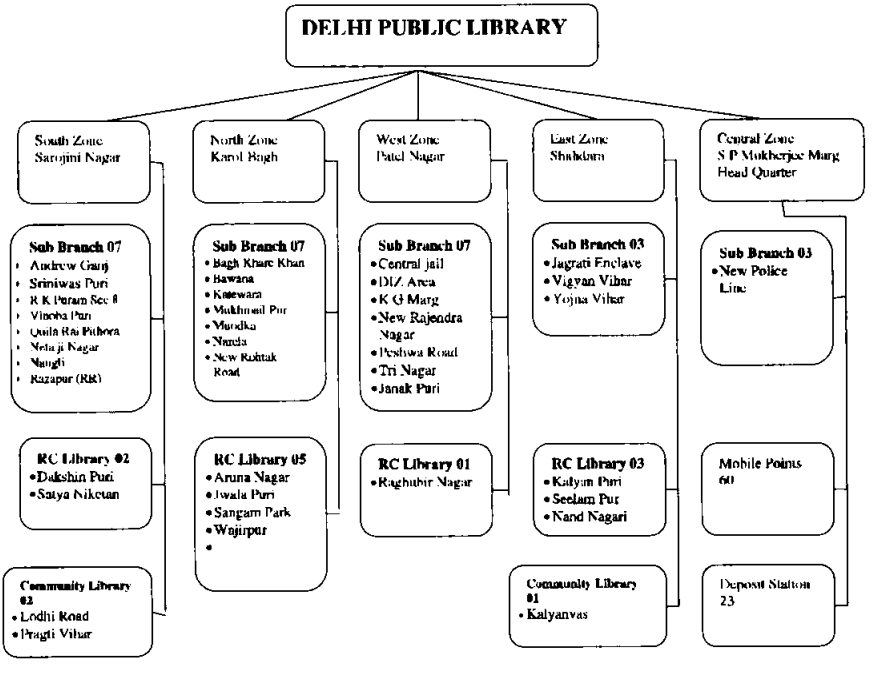
12. Supporting and participating in library activities and programs for all ages groups and initiating such activities if necessary.

Delhi Public Library (DPL)

It was the 1st UNESCO pilot project sponsored by UNESCO and the Government of India. DPL was conceived to be free to its users for circulation and reference services to all.

It was agreed the project be located in Delhi. As the Delhi Library Board was constituted by the Government of India and the name of Delhi Public Library was given to it.

Organizational Structure of Delhi Public Library



Membership

The DPL provides free library service in the NCT of Delhi. Membership is open to all persons residing in NCT of Delhi. Library membership is free and no subscription is charged for the use of library services.

To become a member of DPL one should go to the nearest branch of DPL and to fill the Membership Application Form available at the membership registration counter on payment of Rs.2/-.

Collection

Delhi Public Library is having 15 lakh books on variety of subject including books for Competitive examination, Computer science, Information Technology, Philosophy, Religion, Medical, Linguistics, Geography, International Relation, Literature, Fiction, etc.

Currently DPL is subscribing to 292 journals and 32 Newspapers in different languages and 100 journals received as gratis.

Legal deposit under Delivery of Book and News Paper Act 1954

Delhi Public Library under the Delivery of Book and newspaper Act is entitled to receive one copy of each publication form publisher in India at free of cost in Hindi, English and all Indian Languages. Books, journals and other reading material received under the act are kept in the reference section of the south zonal library Sarjoni Nagar for consultation.

Depository: Delhi Public Library has been nominated as depository library for Asian Development Bank (ADB) publication service 1994; ADB provides Annual Reports, proceedings. This material is kept in the central library for consultation purpose.

Gift: Delhi Public Library also receives books through gift by individual; institutions and libraries to develop library resources. Only those are acceptable by DPL which are not available in the library and which are in good condition.

Library Service(s)

DPL provides the following type of service to people.

1. **Lending Service**
   DPL provides lending service to its users for a maximum period of 14 days. The books may be renewed further for another 14 days either in person or by phone. Books may be renewed for maximum of three times. Books are to be returned on or before due date marked. Paisa 50/- will be charged as fine per book per day for late return.

2. **Reference Service**
   DPL has a separate reference section in the Central Library, S P Mukherjee Marg and in the South Zonal Library, Sarojini Nagar. Reference Service is to assist the reader to find the information and to use the library resources in an effective manner.

3. **Services for children**

The Delhi Public Library has a separate children section in all the service units including mobile vans. An exclusive children library is functioning at Jorbagh, Delhi. Membership is open to children of age 5-15 years. Children are entitled to borrow two books for 14 days. The DPL has an extensive collection of general as well as reference books for children including comics, picture books, information books, storybooks for all ages, Reference books, Science Fiction, folk tales, Science Projects etc in Hindi, English, Urdu and Punjabi language. Besides this cultural activities and the annual competition are also organized for children.

4. **Special Services**

a. Braille Library service

Braille Section of Delhi public library is located at Blind Relief Association, Lal Bahadur Shastry Marg, Delhi-110003. The Braille Library was started in the year 1963. The Braille library has 16154 Braille books available in Hindi and English languages, 3000 long playing records and 500 cassettes. Braille library has specially designed Braille mobile van which visits the different institutions/places for delivery of books and other reading materials for blinds.

b. Community Library Services

The Delhi Public library runs six community libraries at different places in the National Capital Territory of Delhi. These community libraries have 1260 registered members using these library facilities.

c. Extension Services

a) Deposit Stations

Delhi Public Library has a wonderful scheme of running a library by Societies/Associations in their respective colonies. Delhi Public Library provides books to Societies/ Associations who are interested to open library in their colonies. Library is also imparting initial training to run the library service. The scheme is known as Deposit Station. At present DPL is operating 29 Deposit Stations in different places in the NCT of Delhi. These deposit stations have 2540 registered members.

b) Mobile Libraries

The Mobile Library service was started in the year 1953 to cater the needs of the people living in the rural areas and new colonies of Delhi due to expansion of the city. Library is providing library services at the doorsteps of the readers through mobile vans. At present Delhi Public Library is

operating 4 Mobile Vans in 54 areas in the National Capital Territory of Delhi. 3974 registered members are availing library services from the Mobile Library Vans.

d. Services for Prisoners

The library provides its services to the prisoners in the Central Tihar Jail of the National Capital Territory of Delhi. 647 registered members are getting library facilities.

e. Social Education service

Delhi Public Library is organizing group activities among the adult members in the Central Library for the development of individual's inner talent/aptitude. At present following groups are functioning: Drama, Music, Social Study, Literature study, Music Coaching, Naturopathy and Homeopathic groups etc. It also arranges book exhibitions, film shows, television programs and lectures etc. for the reader's benefits. To participate in these activities it is a pre-condition that one has to be a member of the library. The library caters to promote cultural interest of its members and the general public through group activities and audiovisual programs in library auditorium.

a) Competitions and prizes

Every year Delhi Public Library has been organizing the annual competitions to encourage cultural interests of Adults, Children and visually handicapped members. Prizes and certificates are also issue to the winners.

b) Gramophone and Music Cassettes Library

Social Education Department of Delhi Public Library also operates a gramophone records/audio/video cassettes lending service for its registered members of the library for free of charge. These records/cassettes comprise of classical instrument and light music, bhajans, ghazals, film songs etc. Facilities for listening songs through lingua phones are also provided by this Department.

f. Reprographic Service

Reprographic service is provided in the library. Readers can get the material Photocopied as and when they require on nominal rates i.e. Rs. 1/- per page.

g. Guidance and Counseling

This Cell provides guidance to Library and Information Science Students. Delhi Public Library has been providing guidance and practical exposure to students in its various library departments/branches especially for classification & cataloguing.

h. Resettlement Colony (R.C.) Library Service

At present the Delhi Public Library runs 23 R.C. Libraries in

Resettlement Colonies inhabited by the weaker sections of the society by providing books for home reading as well as reading facilities of newspapers & other reading materials. At present the total membership of R.C libraries is 6,089.

ICT application

The library is the instrument which collects and make available both knowledge and documents. The automation of Delhi Public Library activities initiated in 1995 by installing computers and accomplished by the UNESCO's. CDS/ISIS software package, which unable to create text database.

The Delhi Public Library now has decided to install and implement KOHA open source, integrated library management software (ILMS) to expedite automation in-house activities; this was carried out by the Delhi Public Library's own personnel with the guidance of information and library experts. Through KOHA software bibliographical information of books and publications currently received under the act available to online public access through internet and bibliographical data can be downloaded free for our own library website.

Public Internet Access Service:

The Delhi Public Library branch libraries at Sarojini Nagar, Central Library (S.P. Mukherjee Marg), Patel Nagar has started free internet services to user.

Sub-branch library at Vnobha Puri and Janak Puri are fully computerized.

Membership, issue/return of DVD is computerized at central library, Sarojini Nagar, Patel Nagar, Karol Bagh, Shahadara, Novela and R. K. Puram, sector 8.

Conclusion

Nothing can be better than a place where a person can sit and read all the important news papers, variety of magazine, informative books, can borrow DVDs and CDs of their choice without paying a single penny to the Public Library. Delhi Public Library taking one steps forward to reach its users to provide them their entire requirement at their neighborhood so that the citizen of NCT of Delhi may enrich their knowledge and make maximum use out of it.

Rabinath Tagore in his speech once said that it is hospitality that makes a library big not its size. That the reader's make the library is not the whole truth in the library likewise library makes the readers. Libraries have commanded respect all over the world on account of their utility.

Public librarianship is not concerned with books alone. It is equally concerned, perhaps, more with people. As Delhi Public Library is doing.

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Public Library: Information Literacy Skills

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ABSTRACT

Information in itself has no value, but its value lies in its communication and use. There is a broad view of how to use material from huge array of resource and area to support a growing picture of relationships and areas to support literacy and technology. Information literacy skills must be taught in the context of the overall process. Present article describes the role of public library in promoting information literacy skills. As public libraries are the most economical and effective medium to provide life long education, adequate information and healthy recreation to one and all has been gathering impetus. Public library is considered a literary hub. Here, the goal is to prepare users early on to "learn how to learn" and carry literary skills into other areas of their lives so that they can be independent seekers and consumers of information throughout their live. Information literacy requires not only the learning of a constellation of skills, but also a new way of thinking in order to derive meaning from learning. Present articles includes various aspect of Information literacy including its concept, types of information literacy, objectives, literacy skills provided by public library, role of five laws in promoting it and issues to be faced in the whole process.

Keywords: Information Literacy, Literacy Skills, Public Library, Types of Information Literacy.

Introduction

Information literacy is the successful grassroots effort of people around the globe. It remains a much needed commonsense approach for addressing the real challenge of providing equity of opportunity within today's information society. Information is everywhere; it is unlimited, unbounded, unrestricted and unconditional. We can found the impact of information in everything, in every part of our life. No one is untouched

to it. Human is always been dependent upon information to help him to make decisions and guide his action. Basic information literacy skills call for accessing, evaluating and using information from a variety of sources efficiently and effectively for survival in the information age. Information is publishing in so many forms and in a huge amount, to meet this people should improve competency to chose which part is needed and which is not, what would be beneficial for society and what would not. Information literate people are those who have learned how to learn. These people are called learned due to their active participation in finding, creating, organizing, and using the information where it can be more beneficiary. They know very well how to learn the information to make decisions effectively and to perform any task efficiently.

Library scene in the country has changed substantially; one of the major changes that took place is in the field of public libraries. Public library is the place where user, use to come from all corners of the society. They may belong to different subjects, backgrounds, social status, languages and can vary in their competencies of learning. Some of them may be quite efficient while others may not. In this situation the responsibility of a librarian increases. Information learning activities are the part of general education programs including statement regarding use of libraries, computing, information learning and how all these activities prove helpful in making them information literate. Information literacy skills are essential to produce a workforce of flexible, life long learners, which is increasingly a prerequisite to economic development. Public libraries of today is not only opened its door more widely but also have moved out of its four walls to reach larger target groups.

Wallace writes in this connection about American Public Libraries "Libraries have operated railway stations, housed red cross classes, sponsored concerts and dramatic productions, operated museums and even planetariums, held art shows, loaned umbrellas in rainy days and furnished high chairs for the infant."

Kenyon committee of U.K a public library is "Centre of intellectual life of area it serves."

Thus we can see the changed role of public library in every field of life, make it a hub of social and educational centre to meet the educational and informational needs of the society. Public libraries are providing proper shape to intellectual output of the people and results in the most productive usage of them.

Definitions: Information Literacy

"To be information literate, person must be able to recognize when

information is needed and have the ability to locate, evaluate and use effectively the needed information."- **American Library Association Presidential Committee on Information Literacy, Final Report, 1989, p.1.**

"The ability to recognize when information is needed and to locate, evaluate, effectively use and communicate information in its various formats."-**State University of New York, 1997.**

"A new liberal art that extends from knowing how to use computers and access information to critical reflection on the nature of information itself its technical infrastructure, and its social, cultural and even philosophical context and impact."-**Shapiro and. Hughes1996.**

What emerges from the above observations is that information literacy flows from creation to disseminate the information. A Literate person should have the guts to realize when and how to use required information in an appropriate manner. Information is presenting in various formats as print format (Documents, charts, graphs, tables, picture, posters etc.) and electronic format (Computer graphics, electronic documents, animation, multimedia etc.) Hence the concept of information literacy emphasis on the ability to dissect and understand what we see or what we hear (regardless of its format), to sort, to discriminate, to select and to analyze the array of message that are presented.

Types of Information Literacy

Visual Literacy: Visual literacy can be defined as the ability to understand and produce visual messages. It is the ability to understand and use images, including the ability to think, learn and express oneself in terms of images. It is based on the thinking, learning and communication.

Computer Literacy: It concern's with the ability to create and manipulated documents and data via word processing, spreadsheet, databases and other software tools. It is seen as an integrated part of literacy not as a separate entity and the ability to use a computer and its software to accomplish practical tasks.

Technical Literacy: The ability to use and understand new techniques such as the Internet, to access and communicate information effectively. It influences on to locate, access and use information in a networked environment and on television, motion pictures and World Wide Web.

Media Literacy: Library media programs are fostering information literacy by integrating the presentation of information literacy skills with

curriculum at all grade levels. It requires the understanding of television, radio, news papers and magazines to people to access, analyze and produce information for specific outcomes.

Library Literacy: It requires the ability to use a library's collection and its services. To get the full advantage of libraries collections print as well as non print and services special as well as general one should be library literate.

Objectives of Public Library to Information Literacy Skills

- Public library emphasis on to Provide generic programs (organizing lectures, exhibitions in the library) as appropriate that develop transferable information literacy skills among people.
- To Support the research needs of users by providing resources and services to them in a helpful way.
- To provide opportunities for self-directed learning by giving them a platform to share their ideas, feelings to one another.
- To provide developmental opportunities with broaden their views and vision by putting information to them.
- To make the resources as flexible as to be used by the people.
- To provide essential expertise in creating and using the information up to their requirement.
- To provide accurate information from a large complex collection.
- Qualitative information should be provided to them which will be most suited to them.
- To emphasis on Expansion of knowledge in the activities as problem solving activities.
- To assist them in appreciation for life long learning.

Information Literacy skills provided by Public Library

Right of Access to Information: Public library is meant for all. Everyone finds equal right to get access to the required information. Nobody is treated partially regarding use of the sources and services of the library. It ensures to access variety of resources. It understands the economic, legal and social issues surrounding the use of information and access, and use information ethically and legally.

Exposure to Environment: It is creating general desire on the part of the citizens to become increasingly literate and better informed so as to

play effective role in the exciting task of development of society as well as of nation. Public libraries use to provide an environment of learning which is helpful in creating reading habit in children, information hunger in adult regarding their career or research purpose and making fruitful usage of time of old people by providing best type of entertainment, reading.

Decision Making: To sharpen ones skills, which are in a hidden form into an effective instrument of self education one need to have easy and continue access to information which is prove helpful in taking decisions regarding career as well as developmental aspect of people.

Recreation: Public libraries are try to reshape the people to suit the currents needs of the society. Educational reform and restructuring make information literacy skills a necessity as users seek to construct their own knowledge and create their own understandings. Public libraries can be helpful by developing creativity in users, regarding their area of interest, providing services and sources to them, which would be beneficial for the society in the form of recreation. It makes constructive use of leisure time of people in recreation of new ideas and thoughts.

Unrestricted Information: In public library people enjoys unrestricted use of services as well as of collection. Public library destroys all restrictions regarding the use of its collection and services.

Communication Skills: The purpose of public library is to maximize the use of information. It can be achieve when people get skills of how to use the information into most productive usage. This is possible by creating communication skills in them. They are guided in a manner that they don't hesitate to ask their questions and satisfying their queries.

Delight of Release: It is capable of molding diverse interests of the people, all sections of the citizens to the public library with the primary object of serving the individual member of society by anticipating his requirements to motivation for self – directed learning.

Promoting Awareness: Public library proves helpful in making and promoting awareness in respect of cultural heritage, appreciation of the arts, scientific achievements and innovations. Public awareness programs as announcements of library services and other means to alert citizens to the value of information literacy.

Need Driven: Public library services are highly needed to mass education program to remove illiteracy and make them aware regarding educational development. Dissemination of information becomes

essential to the progress on ones self as well as of society and nation. Public library provides information which is needed largely by the mass to develop them selves as well as of others.

Information Finding: The users of public libraries are common people who have no idea about how to find the information or particular resource from a huge collection. For this Public library usually conduct mini lessons programs about locating and searching a variety of information sources. It assists user in learning the information literacy components, technical skills and internet based services which provide global access to quick, timely and needed information.

How Laws of Library Science are helpful in promoting Information Literacy Skills in Public Library

First Law: Books are for Use (Skills to ensure maximum use of Information)

The primary purpose of making information is to communicate the thought it contains. The law demands that all efforts should be made to ensure that every bit of information kept in any form and in any language, in the library should be used. A public library is called social institution having the people come from every side. It is the duty of the librarian working in this social institution to ensure maximum use of information by developing literary skills in them. People usually some times find themselves unable to search their desired information. In this situation it is the duty of librarian to make them learnt in how to search concerned information.

Second Law: Every Reader his/ her Book (Skills to develop understanding by providing required information)

In public library all people are welcomed regardless of their caste, creed, culture, language, gender, age, social status and educational background. It is the place where every user is free and has equal right to get the information of his interest. It is observed that right of access to information is come under the fundamental right. People should be given enough opportunity and guidance regarding use of their desired information.

Third Law: Every Book its Reader (Skills to publicize Library collection and services)

Information is made to use so it should gets its user. Information is publishing in a huge amount and enormous growth. It becomes impossible to a user to make a decision which one is important and which is not. In our country where rate of literacy is much low this problem becomes more critical. In this situation the responsibility of librarian increases. In public library user gets informal education, in this

informal environment it becomes more difficult to get they search their required information. To provide information to its reader one should need to publicize library services and collection. Public library should concern such activities as adopted to catch the attention of masses towards the use of library. This publicity basically concerns with informing the people, to making them learned towards the information and knowledge and converting them from irregular to regular user of information. It also emphasize on the self assessment of the library as it know people's opinion about itself, about its collection (whether it is sufficient or not) and services (whether these are fruitful or not).It is mandatory to each public library to take necessary steps to increase the user of information with developing literary skills.

Fourth Law: To Save the Time of Reader (Skills to provide timely information)

The present era is of information and technology. Here Time is the key factor. The revolution in technology and development has changed the scenario and collapse the distance between user and information. User of public library are the people of daily life, they come to library to make them satisfy and to learn how to learn in a much better way to understand the real meaning of information without wasting their time. They prefer to come because they have the view that library can help them in finding, searching and using the resources and service in an easy and shortest way. It is the responsibility of librarian to provide them timely and quick information which would be helpful in developing literary skills to them.

Fifth Law: Library is a Growing Organism (Skills to increase number of user to make them literate)

This law implies that library grows with passage of time. It grows is respect of collection, material, staff and users. Public library can increase the number of users by making them learn how to learn. It can encourages user in using library resources or services and making them understand how these sources and services can be helpful to them in becoming more literate and liberal.

Challenges: Information Literacy

Information Explosion: Today people are suffering from the problem of information explosion. Information is publishing in so many forms that it has become impossible to trace which part is usable and which is not. The tremendous growth in the information available online as well as offline makes it difficult to get the desired one. It makes difficult to manage the information.

Technological Aspect: There is a lack of skilled and trained persons in the library who can provide services in digitized form. The persons

working in the public libraries are not very familiar to the application of new modern technologies. Technology includes computers, televisions, video cameras, video editing equipment, and TV studios still remain bizarre to them. There is some empirical indication that users who use technology as a tool may become better at managing information, communicating, and presenting ideas. Information technology is a tool for writing papers, communicating with colleagues worldwide, and exchanging experiments, ideas, and programs internationally. There should be provision of computer coaching and electronic monitoring for learning, decision making and performance monitoring.

Lack of Coordination: Coordination implies coordinating and linking library service at each level. Coordination among public libraries ensures maximum utilization of available resources and services but libraries are lacking in coordinating the collection and services. Keeping in view the advantages of coordination user should be provided proper access to literacy heritage available anywhere in any public library. Efforts should be made to fulfill local community needs and a desire to satisfy those needs.

Low Literacy Rate: In our country rate of literacy is relatively low. Most of the libraries are remain unused by the people due to their irresponsive view or ignorance towards literacy. A sufficient degree and increase of literacy can be adopted with the ability to convert from passive to active readers by providing them local conditions such as cultural levels, religious convictions, economic conditions and graphic presentation of ideas by means of illustrations, pictures and portrays to the people. Potential Programs have been instituted in public libraries across the country in an attempt to improve the literacy rates in this country.

Financial Constrain: The earmarked plan and non plan fund allotted to the public libraries are insufficient. Lapses in the management of fund allotted to the libraries can be seen time to time. The public libraries are facing severe budget constrains as they are developed by the public library authority. Public library system should be funded on a clear legal basis for establishment, and financial support.

Inadequate Time Involved: The good collection of public library is sufficient to promote information literacy is not more then a fallacy. The collection (books etc) is dormant object; its utility resists in the hands of its communicators or provides who is called librarian. It is called for social and intellectual alertness. Generally user who uses to come in public library suffers in finding their information. They should be given proper time by the library staff to fulfill their requirement in the form of

collection as well as of services. Workforce will become more multicultural and decentralized.

Conclusion

The concept of information literacy which advocates the preparation of people to be successful users of information, addresses the concern librarian have with the evolving nature of information sources and the overwhelming amount of information available. Information literacy is necessary expansion of the traditional notion of literacy a response to the revaluation in which we are living. The global nature of human interaction makes the ability to access and use information crucial. Current and future reforms efforts should address the rapidly changing nature of information technologies. Public libraries will have to coordinate more closely with organizing bodies and other learning sites to ensure sufficient access to information resources and technology for all ages and abilities to remain a strong community resource for lifelong education.

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The E-Governance and Public Library

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ABSTRACT

E-governance is the interaction between the government and the public. When the public need service from the government, they can approach the government through electronic media. The government serves the public quickly and efficiently through this electronic communication. The public library is store house of knowledge, the librarian or the person, who is managing the library can help the public to get it done. The library needed to be connected with the government department through the Internet connection. The public can get their works like birth and death certificate, property tax, and etc. through Internet. It save the time, money and stationeries. The public library should not have the collection of printed version, it should also have electronic version of information. The public require quick information for their need; it is possible only through the electronic media. Now the information available in the electronic format, it is difficult to retrieve the information from electronic media. So the public needs literacy program, the librarian needs to be technically knowledgeable person. In E-governance the public should have basic knowledge of policy and principles of the government.

Keywords: E-governance, Public Library, Information Literacy, Legal portal.

Introduction

The public library serves the public for their information needs. It is in the form of printed materials, now the collection is not only in the printed version, they needs electronic version also. Before it was like CDROM, FLOPPY, and DVD. Now that also outdated, they want the information in the form of internet service. Now we are living in the knowledge society .The information available in 24x7 and 365 days. They donÄ have time to reach the library for collecting the books in cities like Mumbai. The government started communication with the public

through internet; it gives way for the e-governance. Because of this e-governance, the public will get it done their work through the online service without any delay. The public library can serve the public for improve the e-governance of the government. Every library should have at least one internet connection for the purpose of providing current information to the public. In the e-governance also there is some positive and negative points.

E-governance

We use the term e-governance in this paper to represent the new governance opportunities, since it has acquired a certain usage and context. The e-governance is all about making a real impact on our daily lives. The internet led changes take place so fast, and so we are among the leading producers of applications of information technology (IT). We now have to become consumers IT. Therein lies the real benefit. We need to e-enable ourselves. Bringing the internet and governance together means bringing the greatest technology of our times to bear on the most fundamental concern of our society. Internet and government made for each other.

E-governance is a form of e-business in governance and refers to the process and structures needed to deliver electronic service to the public (citizen and business) collaborate with business partner and to conduct electronic transactions within an organizational entity. E-governance is defined as the application of electronic means in the interaction between government and citizens and government and businesses to simplify and improve democratic government and business aspects of governance.

The FAO, the UN body working for the development of rural communities has noted in one of its reports, people oriented development can only realize its full potential, if rural people are involved and motivated and if information and knowledge is shared. Communication caters to the human dimensions of development. It establishes a dialogue with rural people, involves them in the planning of their own development, provides information as a basic for social change and conveys the knowledge and skills required to improve the quality of their life. Communication methodologies and tools can help overcome the barriers of illiteracy, language, intercultural differences and physical isolation.

Public Library

According to Ronald Benge Public Library concept consists of four elements:

a. The public libraries are available for the loan of materials and for reference purposes to all citizens.

b. The public Libraries are mainly supported from public funds either on a local or on a national basis.
c. The service should be free to the individual.
d. All materials should be available as an integral part of right.
It enforces need to do governance, in local languages. Ensuring e-governance in local language is a big task to achieve.
e. Information Literacy.
f. The rural electricity is also a vital factor for the success of e-governance.

UNESCO Public Library Manifesto

The UNESCO produced a manifesto on public Libraries in 1949. According to the UNESCO Public Library Manifesto, the public library as a living force for education, culture and information and as an essential agent for the fostering of peace and understanding between people and between nationsÄÄ One of the distinguishing features of India is that the rural India constitutes 700 million people living in 600000 villages. These villages contain 72% of Indian labor. The public library has to concerned about equitable access to information about the information have and information have notÄÄ. A library that does not have this in its plans runs the risk of becoming marginalized A library is a house of healing for the soulÄÄ The public they are coming for the library for getting good books. This book is still a liberating, empowering and creative force. Because they entertain, enlighten, inspire and instruct. But now they are share with electronic information and resources.

The public library to be a information highway, positioning itself to be the public, electronic doorway to information. The public library should have internet facilities. The public library should interconnect with one another and also have OPAC access. So the public will get information about the availability of the books anywhere in India or world, through this catalogue the public can check what they have out on loan, renew materials check on their account. Easy connectivity has been a major key to building the library without walls. It involves shifting the emphasis from ownership to access.

The OPAC will facilitate to find out the information available from all over the world. If the public library connect with other libraries like school, college and other academic libraries with the help of telecommunication infrastructure by installation ISDN connections at all branches and fiber optic cabling in the main library. Resources are being made as accessible as possible by building a WWW site and loading it with content, and by planning to digitalize local material to more fully exploit the local history.

E-governance and Internet

While the internet can be deployed for making existing operations more effective and efficient the real opportunity is governance remodeling, redefining the scope of the current governance model. The internet allows seem less information access and exchange in real time which

a. Provides immediate access to the right knowledge input to optimize any physical activity
b. Greatly reduces transaction time and costs and
c. Avoids wastage of resources that organizations have to commit for contingencies of the unknown and the unexpected birth and death certificates, land records in sub- registrarÄs offices. Collect property taxes more efficiently.

It is more effective and less expensive to fulfill the citizenÄs needs. For all their grievances, citizens still have a special relationship with their governance. In an online environment this association can be easily leveraged to provide many more new services to citizens from different providers. In the e-governance, it talks about the connecting policy level with operational levels policy with execution. This means effectively translating policy objectives with intended deliverable at the points of implementation, or in other words enduring that the broad generations of the policies get converted into meeting the exact needs and demands of the concerned beneficiaries. The next issues are the beneficiaries should know the policies and objectives as well as details. The next issue is to know about the execution of the policies. The policy and execution will go hand in hand .Policies will be reduced to statements of purpose and goals. The target groups / beneficiaries will be clearly identified at the time of setting the objectives. Government work on matters that are typically quite important to the lives of all their citizens.

Governance is the process of taking control of the collective destiny of people and it has only nominally to do with any specific entity. The more and better the opportunities available the more and better would governance be.

Legal Portal

The public should have legal portal in the public library e-collection. It should cover the acts like Right to Information Act, Panchayat Raj Act, Consumer Protection Act, Indian Constitution, Indian Penal Code, Human Rights and etc. This act gives some basic knowledge about the law. The right to Information Act, which is enacted in the year 2005,This act is very useful for the public, based on this act the public will get information, wherever and whenever it is necessary, except under certain situation some information cannot be given to the public for internal problem or which is comes under the government secret Act. If the

government servants are not in a position to give the information or delay the required information, the public can approach the court. If the Act is English Language, the public could not understand properly the meaning of the act, so the library has to keep the vernacular language or local language books or e-version of the act. The public can understand easily. Every citizens of our country should have the knowledge of the Constitution of our country. Secondly, our public also wanted to know about the human rights, because the police department and some other department harassing the public, if the public know what is their rights, they can fight for their rights.

Information Literacy

Information literacy needs to be replaced with literacy. Information literacy itself makes oneself self Çsufficient and self reliable. Further, for economic development, the empowerment through e-governance and other knowledge centers can mobilize the self-help efforts of the poor. The community Information Centers should be entrusted the responsibilities of handling e-governance projects, village knowledge centers etc. These Community information centers are public / rural libraries. According to IFLAÄ (International Federation of Library Associations and Institutions) (IFLA, 2007) recommendations in order to make informed citizen there should be one library per one thousand people, according to this, in India, there should be more than 330000, however, right now there are only 60000 public libraries out of which Raja Rammohan Roy Library Foundation has covered only 31365 libraries. First and foremost public / rural libraries are need to be set up with proper infrastructure. So that they can handle E-governance and other such initiatives with proper aims and objectives.

According to Chan, an information skilled person must be able to :

a. Recognize a need for information.
b. Know how to locate information effectively.
c. Know hoe to organize, analyze, interpret and evaluate information.
d. Incorporate selected information in to his/her knowledge base.
e. Use information effectively to accomplish a specific purpose.

Information literacy is the key competency for the current information Age. The complexities of the Internet and other electronic data technologies have heightened the information literacy needs for the public. The information available in different sources like printed and electronic version. In format like books, periodicals, magazines and etc. In electronic versions the information is available in the form of Internet, CDROM, DVD and etc. For searching the information from the internet

and other e-resources, the users need some basic knowledge of the computer and internet. This will be learned from the library only. So the librarian should have computer knowledge or a computer savvy.

Librarian and computer training

The public library is now called as community information center. The community information center is connected with one another through computer network. The net work is important for the e-governance. The public does not how do use the computer; the computer knowledge is must for the public to interact with the government. The librarian, who is working in the community information center, should have to give training for the public to use the computer. This may be arranged in any working day, which convenient for the public .The librarian who is working in the community information center should have knowledge about the computer, what are the latest amendment, what are programs introduced by government and also have knowledge about English as well as local language. Before going to put any person the administrator of the library they have to think of it.

Benefits of the e-governance

a. The public get will quick service from the government.
b. It is cost saving. The public donÄ want to go from one place to another place.
c. It is a quality, transparency and time management
d. Avoids wastage of resources

Challenges of the e-governance

a. Lack of integrated Services: Most of the E-governance services being offered are not integrated. This can mainly be attributed to lack of communication between different departments. So the information resides one department has no or very little meaning to some department of Government.
b. E-governance needs personnel Identification of the person in India.
c. A challenge due to the diversity of the country. It enforces need to do governance, in local languages. Ensuring e-governance in local language is a big task to achieve.
d. Information Literacy.
e. The rural electricity is also a vital factor for the success of e-governance.

Conclusion

The new role of public library makes the public will get new services of the government through the e-governance. Now the public also

having awareness about their rights and also have knowledge about the e-governance. If the librarian tries improving the information literacy through his / her training, the public will get more benefit. For all this the fund, technology, and also interest of the public and librarian is very important for the success of the e-governance.

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UNESCO Manifesto for Public Library Services with Special Reference to Pune Marathi Granthalaya: A Study

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ABSTRACT

A Library is an institution that keeps a collection of books and other materials for reading, reference and dissemination. As the citizens need lifelong education for acquiring knowledge and the needs of the citizens are changing with the advances in knowledge, public libraries should become the ideal institution to impart education to the public. UNESCO Manifesto for public library is expecting, the public library should promote self education by adopting modern technology. Public libraries are providing library services to every citizens of the city without any discrimination. This paper is an attempt to study the resources, facilities and services provided by Pune Marathi Granthalaya and their relevance with UNESCO manifesto. Pune Marathi Granthalaya is one of the oldest public library in Pune city is providing all the modern library services to the society with four extension counter at four different places in Pune city with a unique special children library. A Questionnaire has been prepared and interview with the

Secretary, Pune Marathi Granthalaya was conducted for collecting the data. It has been observed that The Pune Marathi Granthalaya is implementing almost all the key mission set by UNESCO Manifesto.

Keywords: UNESCO Manifesto, Public Library Services, Pune Marathi Granthalaya.

Introduction

Library forms an essential part in the chain of human communication. Library is a bridge between those who generate new information and those who require it. Public Libraries are provides essential information to the large number of the people and thus occupy a position of an important social institution. Now-a-days public libraries are trying to design and develop their services according to the need of their clients. They are helping all the people of the society without any discrimination of caste, creed, color, rich or poor, rural folk or urban folk etc.

ÄA Public library is an organization established, supported and funded by the community, either through local, regional or national government or through some other form of community organization. It provide access to knowledge, information and works of the imagination through a range of resources and services and is equally available to all members of the community regardless of race, nationality, age, gender, religion, language, disability, economic and employment status and educational attainment.

Purpose of the public library

The primary purpose of the public library is to provide resources and services in a variety of media to meet the needs of individuals and groups for education, information and personal development including recreation and leisure.

They have an important role in the development and maintenance of a democratic society by giving the individual access to a wide and varied range of knowledge, ideas and opinions.

Modern Public libraries have to play a triple role to cater the need of the society.

1. They have to identify the information needs of the society.
2. The publications which the public needs have to be procured and provided to those who need them.
3. The Public libraries have to modernize their facilities in this IT environment so that they can render better services to their users, now and in future.

These purposes also reflect in UNESCO Manifesto for public libraries. The UNESCO public library Manifesto 1994 considers Äthe public library as a living force for education, culture and information, and as an essential agent for the fostering of peace and spiritual welfare through the minds of men and womenÉ The manifesto lists the following twelve key missions that should form the core of public library services:

1. Creating and strengthening reading habits in children from any early age
2. Supporting both individual and self conduct education as well as formal education at all levels
3. Providing opportunities for personal creative development
4. Stimulating the imagination and creativity of children and young people
5. Promoting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations
6. Providing access to cultural expressions of all performing arts
7. Fostering inter-cultural dialogue and favoring cultural diversity
8. Supporting the oral tradition
9. Ensuring access for citizens to all sorts of community information
10. Providing adequate information services to local enterprises, associations and interest groups
11. Facilitating the development of information and computer literacy skills
12. Supporting and participating in literacy activities and programmes for all age groups and initiating such activities if necessary

Objective

- To study the resources, facilities and services available at Pune Marathi Granthalaya and their relevance with UNESCO Manifesto for Public Library.

Methodology

For the collection of data a preliminary survey was undertaken, for this purpose a Questionnaire was drafted namely for the Secretary of Pune Marathi Granthalaya and Annual report and the brochure of the library was utilized for getting the information.

History of Pune Marathi Granthalaya

One of the oldest Public Library from Pune ÄPUNE MARATHI GRANTHALAYAÉ was established from the inspiration of the

celebrated Marathi writer Late Mr. N.C. Kelkar in the year 2nd October 1911. The library has been started with the sole intention of developing a good collection of Marathi Literature and preserve the same for making it available to the enthusiastic readers. The library is celebrating to its Century in the year 2011. The Library is registered under Public Charitable Trust Act, 1950.

The library is recognized by the Government of Maharashtra with an ÄAÉ Grade District Public Library. The library has its own building having working premises of 20,000 sq. feet in the heart of Pune City. The library activities are fully computerized. It facilitates to provide best and modern services to the members.

The library have a separate section for children and also have a rich reference Section which is made available to anybody who wants to study Marathi literature along with a judicious collection of 1,25,000 books. It is subscribing 115 Marathi and English Magazines. With this holdings library render services to fulfill the needs of 4500 members. The Library has close association with noted personalities from various fields. The library conducts various cultural activities which help to increase interaction between Marathi Literalist, Social workers and the readers.

The donations given to the trust are accepted under section no 80G of Income tax act and entitled for the income tax relief.

Library Timings:- Library are open for 12 Hours i.e. 8..00am to 8.00pm

Services

The services provided by Pune Marathi Granthalaya and their relevance to UNESCO Manifesto is summarized as under.

The computers now play a vital role in almost all activities of human life. The case of libraries also is not different. The traditional concept of the library is now undergoing a thorough change due to the changing needs of the modern society and constant development in the field of science and technology leading to innovations of computers and the like. Library computerization includes both housekeeping operation as well as information handling.

The Pune Marathi Granthalaya is fully automated and the main service of this library is issuing and receiving of documents, photography service, literature search, document copy supply service (by supplying Xerox copies of the book) to their clientele. They have around 4500

members. In addition to this occasionally they arranged book exhibitions, cultural programmes, documentary film show etc.

a) Inculcate reading habit :

1. Creating and strengthening reading habits in children from any early age (Manifesto)

   The Pune Marathi Granthalaya. Library have a separate section for children. They have around 10113 books and 200 CD collection. To inculcate the reading habits among the children, the Library organizes every year at least 20 summer Camps.

b) Education:

2. Supporting both individual and self conduct education as well as formal education at all levels (Manifesto)

   The library runs study room for college students. Around 1200 students are benefited by this activity. The library provides material to support formal and informal learning process.

c) Personal Development

3. Providing opportunities for personal creative development (Manifesto)

   The opportunity to develop personal creativity and pursue new interests is important to human development. To achieve this, people need access to knowledge and works of the imagination. To fulfill this objective the Pune Marathi Granthalaya provide access to the knowledge through print books and non-print material. They also have a scheme for the villager who cannot acquire the books on their own behalf. The Pune Marathi Granthalaya distribute the material according to their demand.

d) Children and Young people :

4. Stimulating the imagination and creativity of children and young people(Manifesto)

   In the year 1982 the Library had received a generous donation of Rs.72000/- from Late Marathi writer P.L. Deshpande to establish a exclusive children library. Prior to this library has a children section. With help of this donation, library has started a children library called ÄMuktangan Bal VachanalayÉ The British Library had also donated 1500 books to this library. The library had a 1500 sq ft area containing 3 sections, one for books where open access to the books is provided, second containing 10 computers where children can enjoy and learn computer and multimedia, third an auditorium to perform Cultural programmes. It is

designed and developed so that the schools in and around Pune city should visit this section as a library trip. It can accommodate 40 students at a time.

The Library has 10,113 exclusive children collection. The library is organizing free summer library for children at 30 different places in the Pune city and 13 different places around the Pune city.

e) Cultural Development:

5. Promoting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations (Manifesto)

- They arrange lectures of eminent personality on various occasions.
- Every Year on 21st February, is celebrating as Marathi din with a lecture by an eminent personality in the field of literature.
- The library is felicitating persons in the field of arts and music.
- It hosted cultural programmes.

f) Information to all :

6. Ensuring access for citizens to all sorts of community information(Manifesto)

With the help of 16 newspapers and 9 magazines the library has started a open access free library service to the all citizens. This library is open on all the days in morning and evening.

g) Local services :

7. providing adequate information services to local enterprises, associations and interest groups (Manifesto) .

By establishing Four extension counter at different places the library is providing services to their clientele.

h) Computer Literacy

8. facilitating the development of information and computer literacy skills(Manifesto)

The library has adopted software for housekeeping operations for smooth functioning. The library authorities with the help of M/s Speed Mark Computers Pune, has taken extreme efforts for developing the exclusive use of Marathi font in day to day library function. Touch Screen OPAC facility is available in the library.

i) Special activity of the library:

- Book Donation Scheme: Library has maintain a fund of Rs. 5,00,000/- and from the year 1989 library is donating books to the other library around 180public libraries has benefited (approximately 100 books each library) under this scheme.
- Inter library loan: To exploit its rich and rare collection the library is extending inter library loan to other government recognized public libraries in Pune city.
- Special Diwali holding scheme: With the help of 900 copies of 154 exclusive Diwali holding titles library has provide this service to 828 members.
- Reading Hall: The library has a spacious reading hall accommodating 1050 students seating capacity with all essential amenities.
- Compulsory Book Purchase Scheme: The library is maintaining a fund of Rs. 21,99,255/- The interest occurred on this fund is utilized to purchase the books for library. The donations received to the library are entitled to get exemption under income tax act.

Felicitating library movement workers and authors.

j) Future Plans :
The library is planning to digitize its rare and exclusive collection for preservation.

Findings and Suggestions

1. It has been observed that Pune Marathi Granthalaya is following the almost all key missions set by the UNESCO Manifesto 1994 for public library services.
2. This library has taken for various activities to fulfill the need of social and cultural development of society.
3. The library has also active in Pune library movement.
4. The library has very rare collection its holding so it needs to preserve it therefore it is suggested to plan for digitization and preservation for this resources.
5. Further it is also suggested that to go for Web OPAC so that information users/Readers get the access on their desktop.
6. Mobile library is the current trend so library can also undertake this activity and provide service to users.

The library is completing almost all expectation expected in UNESCO Public Library Manifesto. Considering above services and contribution to the public library movement and enrichment

of Marathi language and literature the library had got best Indian Public Library Award from Raja Ram Mohan Roy Library Foundation, Calcutta. The library is completing hundred years, the current year 2011 is century year and the library is planning to celebrate it enthusiastically.

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Usage of Information Resources and Services in Zilla Grandhalaya Samstha, Chittoor District (Andhra Pradesh)

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ABSTRACT

Public libraries arose worldwide along with growth in education, literacy and publications. Energy state in India has its own public library. Survey on use of information resources and services in public libraries of Chittoor district, Andhra Pradesh show that majority and above they included postgraduate and undergraduate degree holders. Newspapers and Magazines are more frequently read information sources and book lending services were the most often used services. Concludes that since majority of the users are senior citizens, public libraries need to take proactive approach in motivating users to use these resources and services to enhance their competence level.

Introduction

The Public libraries play a pivotal role in the socio-economic development of a nation or a society. However, it is found that the structure and functioning of public library[1] system differ from state to

state in India. Not much research has been done in this area, which verity makes this study imperative. The Andhra Pradesh state has enacted public libraries Act[2] in 1960 and has a structure of the Public Library System, but suffers from apparent lapses and lacunae. The main use of information resource and services of the public libraries, especially public libraries in Chittoor district, which would help in framing appropriate policies related to collection development and improve the quality of library services.

Chittoor district is bounded by Anantapur District[3] to the northwest, Cuddapah District to the north, Nellore District to the northeast, Krishnagiri District, Vellore District and Tiruvallur District of Tamil Nadu state to the south, and Kolar District of Karnataka state to the west.

Average literacy rate of Chittoor in 2011 were 72.36 % compared to 66.77% of 2001. If things are looked out at gender wise, male and female literacy were 81.15% and 63.65% respectively. Total literate in Chittoor District were 2,711,432 of which male and female were 1,512,958 and 1,198,474 respectively. Chittoor District population constituted 4.93 percent of total Andhra Pradesh[4] population. Results of the study of use of information resources and services in district central library and its branch libraries in Chittoor district of Andhra Pradesh are presented in this paper.

Review of Literature

Gautam (1994)[5] discusses how a modern public library using the latest technology, can play a useful role in society by promoting adult and continuing education and serving as a cultural and information centre for the community with particular reference to the conditions in India.

Chang and Hisieh (1996)[6] explain that pub. Libraries, with well established library systems, have flourished in Taiwan during the past four decades owing to economic prosperity. They point out that despite this, less than one-tenths of the population in the community served by these libraries has registered as library users. Suggests that this relatively low level use of by customers may be due to lack of awareness of the services that the public library has to offer. They propose an effective approach to designing marketing strategies to incorporate marketing channels, corresponding communications messages and services quality dimensions, in order to promote the use of library services and to change the use pattern of current customers.

Heitzman and Asundi (2000)[7] describe the development of the public library system in the state of Karnataka, by conducting several exercises in evaluating the system. After outlining the system in the rural district of Chikkamagalur they concentrate on the city of Bangalore. Qualitative

and quantitative survey data portray the demographics of the library users, their information needs, their rating of library materials, facilities and the library staff and the relationship between their evaluations and the preliminary stages of automation. Analysis focuses on issues of age, gender trajectories of career development and the rural-urban divide in determining the future planning of the system.

Objectives

- To find out the frequency of visit to library by users of various age groups.
- To know the educational status of users.
- To explore the reasons for visiting the library and reasons for not visiting library more frequently.
- To understand the information channels used to gather information; and
- To know about the information resources most frequently consulted.

Methodology

A survey of the user community in district central library and its five branches in Chittoor district was undertaken with the help of a well structured questionnaire in regional language, Telugu. The survey consisted of 9 questions, 8 fixed response and 1 free test. All of these libraries are kept open between 8.00 A.M to 8.00 P.M, on all working days, except on Fridays being a weekly holiday and on government declared holidays. Simple Random Sampling was adopted to collect the data. In each library under study, first 10 visitors in the morning and 10 visitors in the evening were requested to fill the questionnaire. Out of 100 questionnaires distributed, 79 questionnaires were received with a response rate of 79%. A brief profile of distribution of questionnaire is presented in Table 1.

Table 1: Users Distributions of Questionnaire

S.No.	Library Code	Study taken Library	No. of Questionnaires Distributed	Questionnaire Received	%
1	**DCLC**	District Central Library, Chittoor	20	18	22.78
2	**KBLK**	Kuppam Branch Library, Kuppam	20	16	20.25
3	**PBLP**	Puttur Branch Library, Puttur	20	15	18.99
4	**CBLC**	Chandragiri Branch Library,Chandragiri	20	17	21.52
5	**GBLG**	Gudipala Branch Library, Gudipala	20	13	16.46
Total			**100**	**79**	**100**

Response Rate: 79%

Limitation of the Study

The present study is confined to use of information resources and services in public libraries of Chittoor district. Out of 70 public libraries in Chittoor district only 5 libraries were taken under study. Questionnaire were distributed randomly only for 20 visitors per library.

Data Analysis

Frequency to Visiting the Library by Age

Table 2 and 3 show the frequency of list of users to the library based on age and sex respectively. It is found that 15.18% are between 15-25 and 46-55 years respectively, 18.98% are between 26-35 years, 20.25% are between 36-45 years and 26.61% are above 56 years of age.

Table 2: Age Vs Frequency to visit the library

S.No	Age	Daily	Twice a Week	Once in a Week	Once in a Month	Rarely	Total
1	15-25	2 (2.53)	2 (2.53)	3 (3.79)	2 (2.53)	3 (3.79)	**12 (15.18)**
2	26-35	3 (3.79)	3 (3.79)	4 (5.06)	1 (1.26)	4 (5.06)	**15 (18.98)**
3	36-45	2 (2.53)	8 (10.12)	6 (7.59)	0	0	**16 (20.25)**
4	46-55	0	2 (2.53)	8 (10.12)	2 (2.53)	3 (3.79)	**15 (18.98)**
5	56 and Above	12 (15.18)	2 (2.53)	4 (5.06)	2 (2.53)	1 (1.26)	**21 (26.61)**
Total		**19 (24.05)**	**17 (21.51)**	**25 (31.64)**	**7 (8.86)**	**11 (13.92)**	**79 (100)**

(Figures in Parentheses indicate percentage)

Frequency for visiting the library by Sex

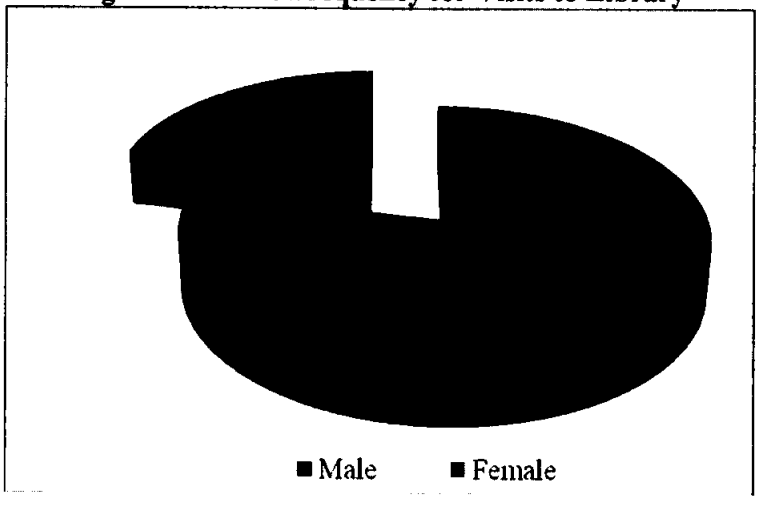
31.64% visit libraries once in a week and persons above 56 years of age frequently visit library. As illustrated in table 3 f. .quency of visits based on sex shows 78.48% are men and women population is 21.52%.

Table 3: Sex Vs Frequency for Visits to Library

S.No	Library Code	Male	Female
1	DCLC	14 (17.72)	4 (5.06)
2	KBLK	13 (16.46)	3 (3.80)
3	PBLP	12 (15.19)	3 (3.80)
4	CBLC	13 (16.46)	4 (5.06)
5	GBLG	10 (12.66)	3 (3.80)
Total		62 (78.48)	17 (21.52)

(Figures in Parentheses indicate percentage)

Figure 1: Sex Vs Frequency for Visits to Library



Users Time Spent during each visit

Table 4 shows that 11.39% users spend less than 15 min in library, while 20.25% users spend more than 2 hours during every visit to library.

Table 4: Time Spent during each visit

S.No	Time Spent During each Visit	No of Users	Percentage (%)
1	15 Minutes	9	11.39
2	30 Minutes	18	22.78
3	Less than an Hour	18	22.78
4	Between one and two Hours	18	22.78
5	More than two Hours	16	20.25
Total		**79**	**100**

Education Qualification and Occupation of users

It is understood from table 5 that 11.39% are post graduate degree holders, while 46.85% are undergraduate degree holders.

Table 5: Educational Qualification of Users

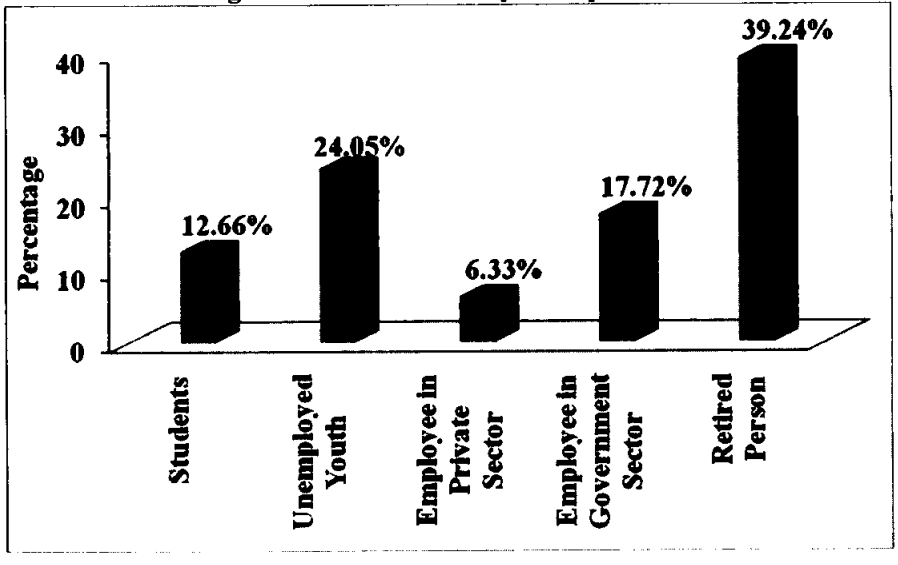
S.No	Education Qualification for Users	No of Users	Percentage (%)
1	Primary	8	10.12
2	Xth Class	11	13.92
3	Intermediate	14	17.72
4	Under Graduate	37	46.85
5	Post Graduate	9	11.39
Total		**79**	**100**

Table 6: Distribution by Occupation

S.No	Occupation for Users	No of Users	Percentage (%)
1	Students	10	12.66
2	Unemployed Youth	19	24.05
3	Employee in Private Sector	5	6.33
4	Employee in Government Sector	14	17.72
5	Retired Person	31	39.24
Total		**79**	**100**

It is obvious from Table 6 that 39.24% Retired persons visit library when compared to other users. The bar diagram (figure2) depicts distribution of users by occupation.

Figure 2: Distribution by Occupation



Reasons for Visiting Library

Table 7 shows that almost all (100%) visit library for reading newspapers and magazines and have ranked first while 68.35% visit library to prepare form competitive examination and have secured 3rd position, only 1.26% visit library for serious reading.

Table 7: Reasons for Visiting Library

S.No	Reasons for visit	No of Users	Percentage (%)	Rank
1	To read Newspaper & Magazines	79	100	**1**
2	To Borrow and Return non-Fiction	38	48.10	**4**
3	To find information about Employment	54	68.35	**2**
4	To Prepare for competitive Examinations	43	54.43	**3**
5	To Improve general Knowledge	21	26.58	**5**
6	For Serious Reading	1	1.26	**8**
7	For Reading Personal Reading Materials	2	2.53	**7**
8	To Find Information for research	3	3.79	**6**

Frequency of Use of Library Services

Table 8 indicates frequency of use of library services. A Hierarchical Cluster Analysis was framed for frequency of use of library services.

Table 8 Frequency of use of Library Services

S.No	Library Services	No of Users	Percentage (%)
1	Books Lending Service	52	65.82
2	Reference Service	29	36.71
3	Reading Room Service	32	40.51
4	Photocopying	14	17.72
5	Book Reservation Service	38	48.10
6	Watching TV News	27	34.18

Cluster Analysis for Frequently Used Library Services

The variables and variable codes considered for the cluster analysis representing the frequently used library services by users are show in table 9

Table 9: Frequently Used Library Services (Variables and Variable Codes)

S.No	Variable Code	Variable Name
1	FULS A	Books Lending Service
2	FULS B	Reference Service
3	FULS C	Reading Room Service
4	FULS D	Photocopying
5	FULS E	Book Reservation Service
6	FULS F	Watching TV News

Table 10: Cluster1- Least Frequently Used Library Services

S.No	Variable Code	Variable Name	Agree	Disagree
1	FULS D	Photocopying	14 (17.72)	65 (82.28)
2	FULS F	Watching TV News	27 (34.18)	52 (65.82)
3	FULS B	Reference Service	29 (36.71)	50 (63.29)
4	FULS C	Reading Room Service	32 (40.51)	47 (59.49)
5	FULS E	Book Reservation Service	38 (48.10)	41 (51.89)
Total			140	255

N=79

Agree: 140 **Disagree: 255**

Agree Ratio: 140 /79 = 177.21 **Disagree**

Ratio: 255 /79 = 322.78

Agree and Disagree Ratio (177.21:322.78) = 0.55:1

In cluster 1, five variables are grouped as shown in the table 10. The agree and disagree ratio is 0.55:11, which can be interpreted that photocopying is least frequently used library services by users.

Table 11: Cluster2- Highest Frequently Used Library Services

S.No	Variable Code	Variable Name	Agree	Disagree
1	FULS A	Books Lending Service	52 (65.82)	27 (34.18)
Total			**52**	**27**

N=79

Agree: 52 **Disagree: 27**
Agree Ratio: 52 /79 = 65.82 **Disagree Ratio: 27 /79 = 34.18**
Agree and Disagree Ratio (65.82:34.18) = 1.92:1

In cluster 2, 1 variable is recorded as shown in table 11. The agree and disagree ratio has been arrived at 1.92:1, which can be interpreted that the users utilize high frequency of library services.

Reasons for not visiting Library Frequently

Users were questioned the constraints lying behind frequent library visits, and their responses and recorded in Table 12 while reveals that 49.36% users feel that services are not satisfactory, while 1.26% mention lack of transportation facility.

Table 12 Reasons for Not Visiting Library Frequently

S.No	Reasons for Not visiting	No of Users	Percentage (%)
1	Library Working Hours are Inconvenient	3	3.79
2	I don't need Library	5	6.32
3	Library is far away from my home	2	2.53
4	Lack of Transportation Facility	1	1.26
5	I am not a Member of the library	2	2.53
6	Lack of Adequate Collection of Books	4	5.06
7	I use School/College Library	3	3.79
8	I collect required information from other Sources	13	16.45
9	Services are not satisfactory	39	49.36
10	Lack of Time	7	8.91
Total		**79**	**100**

Use of Information Resources

Among various information resources, newspapers, magazines and non fictions books are most often used information resources, and

encyclopedia, dictionaries, yearbooks and manuals are least frequently (Table13) used by users.

Table 13: Use of Information Resource

S.No	Information Resource	1	2	3	4	5	Mean
1	General	27 (34.17)	18 (22.78)	18 (22.78)	16 (20.25)	0	2.29
2	Encyclopedia	0	0	0	0	4 (5.06)	1.10
3	Subject Encyclopedia	0	0	0	2 (2.53)	6 (7.59)	2.02
4	General Dictionaries	3 (3.79)	0	0	5 (6.32)	3 (3.79)	2.13
5	Subject Dictionaries	0	1 (1.26)	0	2 (2.53)	6 (7.59)	2.61
6	Year Books	27 (34.17)	16 (20.25)	18 (22.78)	18 (22.78)	0	2.34
7	Biographical Sources	9 (11.39)	18 (22.78)	34 (43.03)	0	18 (22.78	3.00
8	Newspapers	38 (48.10)	16 (20.25)	0	18 (22.78)	36 (45.56	3.71
9	Magazines	27 (34.17)	7 (8.86)	5 (6.32)	0	0	2.75
11	Internet Resource	9 (11.39)	27 (34.17)	5 (6.32)	9	2 (2.53)	3.18
12	Manuals	0	1	0	0	2 (2.53)	1.02
13	Directory	0	0	0	5 (6.32)	1 (1.26)	2.18
14	Non Fictions	9 (11.39)	16 (20.25)	18 (22.78)	18 (22.78)	18 (22.78)	3.25
15	Watching TV	9 (11.39)	18 (22.78)	18 (22.78)	18 (22.78)	16 (20.25)	3.18

N=79

1.Most Frequently 2.Frequently 3.Less Frequently 4.Least Frequently 5.Never

Conclusion

Majority of users of public library under study are men with age group 56 years and above and visit library once a week. Most of them are retired persons. Majority of users spend more than 2 hours per visit in library, undergraduate holders most frequently visit library. Reading Newspapers, Magazines and to find information about employment seems to be significant criteria to visit library often. Majority of users utilize books lending service and reading room services, while photocopying is least commonly preferred by them. Unsatisfactory library services seem to be an essential constraint preventing users to visit library. Public libraries have always been the door to learning for a

great majority of populations that they contribute. Public Libraries are knowledge centers and put in to lifelong learning. For Chittoor district, there are bumps in the road that leads to the goal of having institutions to serve the masses. A massive investment in public libraries is needed to mate them true information resources centers for the layman.

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Application of ICT in Public Libraries: Future Perspective

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ABSTRACT

The paper shows the usefulness of ICT techniques and their application and implementation in public libraries. It also discusses the future scenario of the Public Libraries.

Introduction

Public libraries are the need of society in order to educate the common people about their rights and duties and spread the environment of democracy and inculcate the values and culture among the people. One may find this library at every level like national, state, regional and district level. It serves the every common citizen living in the urban or rural areas. The people who are living in the villages may get benefit from the public libraries in order to update the information about their countryÄs development and technological changes.

The information and communication technology has played a vital role in the library sector. The application of ICT is so much essential for public libraries because these libraries are carrier of information which is useful for the common people. The process of application of ICT and their implementation is not an easy task in the area of public libraries. The financial and moral support of government and public and library associations is needed.

Public Library

Public library can be defined as a library which serves the all types of users without the distinction of user groups and create an environment of learning among the public and provides the informative material on each and every subject fields and support the educational, civic, and cultural activities of groups and organizations.

According to the UNESCO Manifesto public library as a library:

1. Which is established under the clear mandate of lawÇ

2. Which is maintained wholly from public fundÇ
3. which levies no direct chargeÇ(fees) from its users for any of its services, and
4. Which is open for free and equal use by all members of the communityÇ regardless of race, colour, caste, creed, religion, age, sex, nationality, language, status or level of educational attainment.

The above definition shows that public library should be provided by a local authority and financed for the most part out of its funds. The library services should be freeÇ for the users and must be open for free and equal use by all members living in area of its operation distinguishes it from an academic or a special library. Finally, a public library must provide to its users the worldÄs best thought giving reliable information, in an unbiased and balanced way, on as wide a variety of subjects as will satisfy individualÄs personal, professional, or political aspirations[1].

Information and Communication Technology and Public Libraries

ICT includes the information technology, telecommunication, broadcast media and all types of audio and video processing and transmission. The information technology and communication technology came together for effective control on information and their use and thus the concept of information and communication technology came into existence. Information and communication technology may support the activities of public library whose aim is to collect and disseminate information on each and every subject fields related to the countryÄs development for the general public and information seekers. The development of technological tools and techniques has extended the activities of public library. Therefore the public libraries are playing a great role in the countryÄs programme for development and national reconstruction in the spread of education, dissemination of information, utilization of the leisure time in useful activities and in programmes for over-all socio-economic development.

Application of ICT in Public Libraries

The impact of information and communication technology has made revolutionary changes in the field of library and information services. The public libraries have also been implementing the tools and techniques of information and communication technology in order to disseminate the required information to the information seekers living in the rural areas and spread the literacy and education among the citizens.

Use of Computers in Public libraries

The computers are the need of todayÄs world and computerization of libraries and information centre are must. In terms of public libraries which are situated in the rural areas, computers are essential for searching and retrieving the required information on each and every subject fields. The role of librarian is important in order to provide valuable information to its users for example librarian may help to the farmers by searching the required information about the latest tools and technologies in the field of agriculture, and may provide information on the industry to the workers of small scale industries, may educate the illiterate people by helping to the literacy programs of the government through computers.

The application of computer and internet can only be successful when the network is powerful and can reach into the remotest areas of the country. Therefore, there is need to develop the strong network of internet technology in future in order to serve the basic purpose of the public libraries in true sense.

Need of Online Resources

The modern public libraries should be well equipped with the online resources such as e-books, magazines, news and journals and directories and reference books in each and every field such as agriculture, public administration, industries, weather, trade and education. The library may play as an intermediary between the common people and online resources. A librarian can search and retrieve the required information with the help of the online resources and offer the information seekers.

Maintenance of digital collection

The public library can develop the collection of digital resources (such as audio and video CDs and DVDs) based on the general awareness, farming, countryÄs economy, trade and transport, literacy and entertainment programmes like documentary films, and etc. These digital resources can be helpful to the users of the public library in order to know the countryÄs development and economy and to learn the cultural values and to educate them.

There is a duty of librarian to have a proper maintenance of these types of collections. For this purpose content of the digital collection may be uploaded on the server and access to the server may be provided by the client computers.

Design of Software

There is need to design the software packages for the public libraries. The software should cover the programmes on Dairy, Farming, Weaving,

Education, Industrial and Economic sectors and these softwares should be supplied to the public libraries located at suburban or rural areas.

Public Library Networks

In this modern era, the libraries are going to be automated and technology based services are being offered. Therefore, there is need of establishing a network of libraries and especially public libraries. The need of networking of public libraries can be understood in the following mentioned points:

- Networking can promote the free flow of information within and outside the countries, sharing of resources such as books, periodicals, and grey literature would become easily possible at local, regional, national and international levels.
- It will solve the problem of crisis of manpower by sharing of catalogue, classification and database creation.
- It will facilitate in offering SDI and CAS services and document delivery services.
- It promotes cultural awareness and gives direction to cultural resources with locations data.
- It would be possible to receive inputs and feedbacks from users about their information priorities on a regular basis and evaluation of their needs would help authors and publishers in planning their publications for future use [2].

It is advisable to create star network of public libraries where State Central Library will be connected to many libraries and State Central Library will be a part of National Public Library. It is important to have a proper management of public libraries network. For this purpose the team of experts specializing in hardware, software, and communications are needed in order to solve the problems and detecting the faults.

Importance of Telecommunication systems

Now a dayÄ communication system needs more facilities for transmission of data and voice and non-voice services. The ISDN (Integrated Services Digital Network) is helpful to integrate these two (voice and data) and transmit it through single network interface to the user. This network is very much advantageous for libraries because it may improve the existing services like OPAC of the library and may develop the new services like document delivery services and library cooperation.

OSI (Open System Intercommunication) is another system which deals with connecting open systems that are open for communication with other systems. It will help in transferring the files and enable remote file handling.

Thus these systems are enhancing the use of computers and in this way it enables transfer of files and remote file handling and electronic data interchange which are essential for a modern library system.

Internet Services

The fast and speedy internet services are in demand of the library users. The public services may provide the internet services to their users who are living in remote areas and interested to know the present world and its development. The e-mail, and web based services can make the person information literate in true sense.

In the rural areas, the information seekers may avail the services of internet in public libraries and can be informed about the rural development programmes, distance education, recreation, weather, agriculture and new technological development of machines used in agriculture.

Conclusion

The public libraries work as information provider among the general people of all age groups, castes, creeds and sex. Therefore the responsibilities and functions of public libraries are more than other types of libraries. There is a need to make the public libraries automated and technologically improved because these libraries have to facilitate informal self-education of all people in community, to meet the information needs of all, to support the educational, civic, and cultural activities of groups and organizations and to encourage recreation and constructive use of leisure time. The information explosion has increased the need of libraries and libraries have to fulfill the ever-growing demand of the users within limited time period. The technological development has made library services effective, speedy and constructive. Therefore public libraries have to supplement their services with the latest information and communication technology in order to educate their users living in remote areas and villages about the economic conditions, trend and development in all the areas of the country. Thus, community development programmes, rural development programmes adult education programmes of the government and the concept of e-governance can achieve its goal with the help of the modern public libraries.

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Automation: A Model for Public Library

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ABSTRACT

Library automation refers to the phenomenon mechanization of library activities such as acquisition, serial control, catalogue, circulation, information services and related activities. It may sometimes include related activates as well as like financial management and management information services.

Keywords: E-resources, Public library

INTRODUCTION

An automated library is one where one or more computers systems are used to manage one or more computers systems are used to manage one or several of the libraryÄs functions. The word automation has been derived from a Greek word AtomizeÇ which means something which has the power of spontaneous motion or self-movement. Library automation usually covers the following activities and services:-

- Library cataloguing system
- House-keeping operations and networking
- Information services and products
- Access to external information through internet.

OBJECT OF THE PROJECT

- ❖ To analyze the functional structure of Public libraries of India.
- ❖ To get the opinion various library professional on various matters of public library automation that should be included in model.
- ❖ To identify the areas, activities and services that could be automated in public libraries.
- ❖ To gain market intelligence to have an idea of models and prices of various devices used in automated system.
- ❖ To identify the time involved in automation process.

METHODOLOGY

Preparation of a model to automate public library involves collecting information from various parties related to automation process such as library professional, users, vendors etc. In addition literacy study also has to be done to get the theoretical knowledge of public libraries and present status of automation in them.

Need and Purpose of Automation

- To provide new forms of old services.
- To improve access to exiting service.
- To provide new information services faster by through Internet portal.
- Growing the information.
- Efficient dissemination of information.
- Save the time for the user.
- To provide information service and products by Internet for the users.

Limitation of Study

In the present age of information technology every library wants to automate its activities in order to achieve the objectives of fast processing, time saving and maximum satisfaction to users. The process and requirements of automating library differs depending upon the type of library. The present project presents the model for automating public library only; other types of public libraries have not been covered under this study.

Other limitation is the technology. In the present scenario technology is changing at lighting speed in every area or field. Every day a new or improved device came into existence. This is also applicable to the devices used in library.

Automation Characteristics

The main characteristics of automated system are:-

1. The operation/processes are carried out automatically.
2. Avoids or reduces human action and thus save time and labour.
3. Increases productivity, efficiency and speed of library operations.
4. Expands the range and raises the quality of existing services.
5. It faster new products and processes.
6. Instantaneous answers to multiple queries.

Activities and services

Library cataloguing system
House-keeping operations and networking
Information services and products, and
Access to external information thought internet.

Library automation and housekeeping operation
Acquisition
Classification
Catalouging
Circulation
Stock-Taking
Serial-Taking

Objective for automation of acquisition

1. Reducing order backlogs.
2. Reducing/Containing acquisitions cost.
3. Speeding ordering work.
4. Improving funds control
5. Achieving compatibility
6. Move towards integrated system

Objective for automation of classification

1. Programmer that help the classifications.
2. Programmer that help the classifier

Objective for automation of cataloguing

1. To enable a person to find a book of which the author, the title or subject is known.
2. To show what the library has by given author or a given subject or in a given kind of literature.
3. To assist the choice of a book or to its edition (bibliographically) or as to it character.

Objective for automation of circulation
The studies have shown that there are three types of circulation systems, which are in use at present in different libraries in India.

1. Card based system
2. Charges in system
3. Link with online catalogue

Objective for automation of stock-taking
The term stockÇ in the library parlance means reading and educative material which include book and non-book material and also modern material like microfiche, microfilm, chart, blue-prints, etc., available

Objective for automation of serial-Taking
Serial control is the process for acquiring periodicals/involving selection, order and procurement using any approximate subscription mode. It also includes the formulation of selection policy, evaluation policy, and preparation for blinding and weeding, recording and other allied operation. It needs careful handling because of the nature and size of the collection and involvement of a large-scale budget.

Types of Reference Services

In view of the changing information needs of users and their increasing pressure the libraries have to design their information services as follows:-

General Service: - In most libraries general questions on data, statistics, factual information, directional questions, information about specific questions, are handled by the reference personnel. They also answer technical questions on one or the other subject. As the readers ask for quick reply, staff generally do it with their intimate knowledge about a variety of reference and information services as handbooks, manuals, directories, encyclopaedias, and even the significant texts.

Literature Search Services: - The reference personnel also provide intensive services beyond the scope of the general type of library services to literature searches. They go beyond the general reference sources to the pages of bibliographies, indexing and abstracting periodicals, review periodicals, and so on. In the computerised environment they also made through on-line databases, and even surf at the internet to support research and development activities.

Referral Service: - This service is defined as the process of linking a person with a need/problem with a service which will meet the need to solve the problemÇ The referral queries are of multi-dimensional type like community and social information, health and hygiene, job training and employment opportunities, recreations and entertainment, tourist information, business and trade information, and so on. For the reference professional adequate knowledge of informal sources as individuals, institutional, etc., is indispensable.

1. UserÄs information needs and demand for intensive services.
2. Growth of libraries in all dimensions and their complexities.
3. Modern tools and techniques developed for library and information services.
4. Volume and variety of documents, both print and non-print: and
5. Impact of information technology.

Current Awareness Service: - As the name implies current awareness service is the process of keeping update by notifying userÄs citations about current documents of their interest, thereby informing them about the on-going research in their subject fields. CAS can be augmented in the form of indexing or abstracting bulletins covering current periodicals, reports, monographs, seminar/conference papers and other literature for the profiles of organizations, research group, scholars etc., CAS not only generated but also sustains research interest among the target users groups thereby, facilitating research activities.

Selective Dissemination of Information (SDI):- Selective dissemination of information is a method of supplying each user or a group of users with the references of documents or abstract relating to their predefined areas of interest, selected from documents published recently/received during the period in question. This services saves the user the effort of having to scan through a number of publications, which can be very time-consuming, and to choose the documents of interest to him. Although SDI can be highly convenient from the user point of view, it may not prove useful the user and document profiles are carefully constructed and their matching is exact. Thus, the effectiveness of SDI service depends on the quality of user profile and relevance of the publications matched with them.

Document Delivery Services:- Information searchers conducted by library or information specialists from databases usually are from bibliography much less on full-text databases. Since the bibliography databases provide only bibliography references and abstracts, the users often request for copies of full-texts of certain references that are of interest to them. Supplying the full texts against such request is called document delivery service. The full texts can be sent to the users as photocopies, microforms or through electronic transfer online networks. While the photocopies, microforms are sent by pots, electronic transfer can be, made by fax, electronic mail, or internet mail, or internet or any other available networks. Normally, the copies are not supplied by fax electronic mail, etc., due to various reasons.

Hardware requirement for Library automation

Any software requires hardware to work upon and this. Software requirement is called as minimum hardware requirement. While choosing software a user always take care of hardware required to run that software. If the hardware requirement or configuration in very high than automation will be very expensive, as the hardware is also expensive. So, the software should have a minimum hardware configuration required.

Hardware Components			
Computer	**Printer**	**Scanner**	**Internet**
Types of Monitors:- **LCD/CRT:** Current price: 7000 to 20,000 Company Name: Samsung/LG/Microteck	**Inkjet printer** Current price:2000 to3000 Company Name: HP/Epson/Kodak	**Scanner** Current price:2000 to5000 Company Name: HP/Hitache	Modem Current price:200 to3000 Company Name: Motorola/ Intex/Hitache

C.P.U:- Pentium 4 Cyrix Celeron Current price: 15,000 to 45,000 Company Name: Pentium4/Cyrix/Celeron	**Dotmatrix printer** Current price: 6000 to 10000 Company Name: Epson/Citizen		
Keyword Current price: 500 to 2000 Company Name: Tech-com/Samsung/Intex	**Laser printer** Current price: 15000 to 450000 Company Name: HP/TVS/Epson		
Mouse Current price: 200 to 500 Company Name: Logitech/ Tech-com/Intex	**Barcode Printer** Current price: 15000 to 200000 Company Name: Pentium4/Cyrix/ Celeron		

Table

Particulars	Approximate Cost
Hardware for stand alone system Pentium 4 2.40 ghz with 512mb RAM 80Gb HD; 1.44mb FDD 833mhz; CD Drive Color Monitor, Multimedia	25000-30000
Printer Color Multifunction Printer	6000.00
Backup System Cartridge backup of IGB	15000.00
Stabilizer IKV	25000.00
Hardware/Operating system/shareware for networking Server (Pentium) Same as item no. 1 1.4ghz; 256mb RAM; (IBM) 40 GB HD; CD-ROM Drive Hub (8 ports) UNIX, NOVELL or NT (for 128 users) Ethernet CARD UPS (30 Minutes) Cabling Cat 5 (Rate per mt) Fiber Optic (Rate per mt.)	50000.00 150000.00 3000.00 100000.00 50000.00

*Telephone	2000.00
*Subscription to VSNL	35000.00
E-mail+Internet (500 Hours)	50.00
Modem	500.00
52kbps	3000.00
32kbps	15000.00
28kbps	7000.00
	6000.00
LANBIT FISC CDm Server OR	4000.00
Snap Server	
AMC (approx. 8% to 10% of the Hardware Cost)	150000.00
Note: the prices indicated were taken at the time of publication of this paper.	

Software requirement for Library automation

Software is a generic term covering the concepts, procedures and instructions, which cause computer systems to do useful things. In other words instructions and statements that direct the computer to perform the required task is know a computer software.

System Software

System software is responsible for controlling, integrating and managing the individual hardware components of a computer system so that other software and the users of the system see it as a functional unit without having to be concerned with the low-level details such as transferring data from memory to disk, or rendering text into a display.

Application Software

Application Software, on the other hand, is used to accomplish specific tasks other than just running the computer system. Application software may consist of a single program, such as an image viewer; a small collection of programs that work closely together to accomplish a task, such as a spread sheet or text processing system; a larger collection of related but independent programs and packages that have a common user interface or shared word processor, spread sheet, database, etc., or a software system, such as a database management system, which is a collection of fundamental programs that may provide some service to a variety of other independent applications.

Independent or function specific software

Some of common features of these packages are:-

1. Powerful functionally in all system modules.
2. System is totally modular in design.
3. Completely integrated.

4. Data is only entered once and immediately updates all relevant files and becomes available system-wide.
5. Real-time, interactive system, which always provides current status information.
6. Interactive with World Wide Web.
7. Browser products and document transmission capabilities.

Examples of such types of software are

1.	Alice	Soft link Asia Pvt. Ltd.
2.	Libsys	Info-Tek Consultants Pvt. Ltd.
3.	Soul	INFLIBNET Center
4.	E-Granthalya	National Informatics Centre, Banglore
5.	Autolib	Autolib Software systems, Chennai
6.	Nettlib/Vidyut	Kaptron Pvt. Ltd.

Conclusion

A library and information service in the public is a very important constitutional that determines the quality of public programmes. Presently public libraries are not in a position to fulfil their important objective due to unplanned growth, poor organization of materials, unqualified staff, and inefficient retrieval systems. The process of automating public libraries includes following steps:--

1. Weeding (as much time as need probably 6 months for small collection)
2. Automation system selection (Insure as many of your staff as possible have input of the selection)
3. Retrospective conversion from paper to electronic using a vendor.
4. Bar-coding the collection (this can be done in conjunction with retrospective conversion).
5. Installing the hardware and library automation software.
6. Training staff.

Thus as a conclusive note it can be stated that the effect of computerizing public library will give immediate results in the way in which library delivers information, in modes of preparation of lectures by teachers and in the methods of learning by students. It also helps in the professional staff for qualitative improvement in their work. It is the need of present public library system to make it more efficient.

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Collections & Services of Public Library System in ICT Era with Special Reference to TS Central State Library, Chandigarh

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ABSTRACT

Public Library is the store house of knowledge, where different types of literatures are available. The present paper discuss about Public Library System and Networks in Chandigarh with special reference to TS Central State Library, Chandigarh along with its branch libraries in Chandigarh. This paper also highlights and study of several kind of users and their membership ratio, growth in its collections including books, journals, magazines and growth in expenditure since last three year of Central State Library, Chandigarh. Central State Library also providing some wonderful services to its users in tri city, which is also discussed in this paper. After interviewing of few public library users from Academic Background (regular users of Academy Library) including teachers, students of Panjab University, Chandigarh. Few Public Library Services also discussed which are hardly provided by Academic Library. Further, it also highlights impact of ICT on Public Library Services and selected areas of benefit due to Public Library Internet Service.

1.0 Introduction

Public Libraries are the store house of knowledge with printed or non-printed, conventional and non-conventional materials, users of public library may be a common person without any discrimination on the basis of caste, creed, sex, religion, age, community and status. Public Library is the peopleÄs university.

2.0 Public Library System

Public Library is also known as the peopleÄs university. Public Library System, as the name implies, is user-friendly system as anybody can make use of this system without any discriminating on the basis of caste, creed, sex, religion, age, community and status. Dr. P.N. Kaula stated

that, Public Libraries came up as institutions for the masses, where the illiterates were educated with the aid of pictures, stories and demonstrations lectures and readings from the epics and other literature of our country and where the newly educated were helped to widen their knowledge with the aid of selected books on various subjects and education through literacy classes was imparted to women and children also through magic lantern, puppet shows and theatreÇ

According to Dr S.R. Ranganathan, Father of Library Science in India, Public Library is, one which is open to any member of the public and annually free of any charge paid as so much serviceÇ

3.0 Public Library Network in Chandigarh

1.1 TS Central State Library, Sec-17C, Chandigarh
1.2 State Library, Sec-34, Chandigarh
1.3 Branch Library, Manimajara, Chandigarh
1.4 Integrated Library Centre (ILC-27), Govt. Senior Secondary School, Sec-27, Chandigarh
1.5 Branch Library, Community Centre, Village-Badheri, Sec-41, Chandigarh.

4.0 TS Central State Library Chandigarh

The Chandigarh Public Library System was initiated in 1955 in the First Five Year Plan, under the scheme of Promotion of Art and CultureÇ After reorganization of the state of Punjab, it came under the control of Chandigarh Administration.

The Central State Library is a beehive of intellectualÄ activities. Since its very inception it has carved a niche for itself in academic, literary and social circles of the city beautiful. The library has a regular flow of visitors representing a cross-section of the population of this region. The library has given a positive thrust to book-culture and related activities.

4.1 Users of Central State Public Library- Total Membership of the Central State Library is 38500 and daily users are 2250. Among 38500 Users, the following are the broad categories and their percentile:

S.No.	Categories	Percentage
1	House Wives	10
2	ChildrenÄ	20
3	Students	35
4	Police Men	3
5	Medical Persons	10
6	Army Personal	2
7	Academicians	20

4.2 Growth in Collections- TS Central State Library has the total collection of books around 2,28,651 adding approximately 4000 books annually. The following are the annual growth in its collections:

Year	Books	Journals/Magazines	Newspapers
In 2008-9	218341	160	35
In 2009-10	223754	150	40
In 2010-11	228651	160	42

In 2009-10 annual addition of books are 5413 and in the year 2010-11 annual addition of books are 4897.

4.3 Growth in Expenditure- Central State Library of UT is funded by Central Govt. The following are the expenditure details of Central State Library, Chandigarh:

Year	**Expenditure on Books (In Lakhs)**	**Expenditure in Journals/Magazines (In Lakhs)**
2008-9	17.50	1.12
2009-10	18.75	1.08
2010-11	18.75	1.10

According to Public Library Expenditure, it spent more money over procuring of books rather than Journals/Magazines. Expenditure over books shows that users of public library are preferred books rather than Journals/Magazines.

5.0 Services of TS Central State Library-The following are the main services of TS Central Public Library:

5.1 Reference Service- Central State Library being provided Bibliographical and Documentation based services to its 38,500 users among approximately 2250 users per day. Further, it is also providing referral service to its users as well as other.

5.2 Circulation Service- Central State Library also providing facility of books rendering to home on the basis of membership charge. Two books can be borrowed for 15 days by a member. It is also providing facility of book reservation and renewal on telephone.

5.3 Free Internet Services- Eight Computers are available at Reference Section with internet facility and it can be used by any

library by showing his membership card and making entry over a page which is maintained by Reference Librarian on daily basis.

5.4 **Study Circle-(Computer Books)-** Competitive books are available for various competitive Examination like IAS, UGC-NET, Railways, UPSC and other Govt. Jobs etc.

5.5 **Reading Room Facility-** Central State Library also providing reading room facility, it has a huge hall for general reading around 100 seats capacity, In addition to this is has also reading room facility at different sections of the library like Reference Section, Children Section etc.

5.6 **Rare Books-** It has also the collection of rare books and book on Chandigarh and by Chandigarh Authors.

5.7 **CD-ROM based services-** Central State Library also has Educational Media Centre where Audio Video facility is being providing.

5.8 **Holding Competitions and Carrier Guidance-** Central State Library also holding competitions for childrenÄ, organizing workshops readers frequently. Further, it is also providing carrier guidance and training to LIS Students.

5.9 Library awareness drive, professionals Academic-Interactive Programmes.

5.10 **Wheel-Chair Facility-** Wheel Chair Facility is being provided to physically-disabled persons of Central State Library. Since, it has 3 Floor Library and Wheel-Chair Facility is providing to physically handicap which makes Central State Library more User Friendly.

5.11 **Library at your door-step-** Library at your door-step facility is providing books on request to senior-citizens at their homes in Chandigarh.

5.12 **Books on Demand-** Central State Library also providing books on demand.

5.13 **On-line web OPAC-** Central State Library maintains it OPAC and put it over its website for searching purpose.

5.14 Mobile Services- Mobile services are on process, according to this service, if there will be some process taken place, a message will go to the users mobile.

6.0 Academic library vice-versa public library services- / are public library users includes teachers, research-scholars and students of academic library? If yes, then why?

According the membership ratio of Central State Library 20% users falls under the category of Academic Library which includes teachers, research scholars, regular students of colleges or universities etc. After having conversation with Reference Librarian of Central State Library and 6 members of Public Library among 2 are teachers and 4 are Students of Panjab University, Chandigarh. The following are the reasons which force them to come to the Public Library.

1. **Diversity in Collections-** Most of libraries which are available at these Academic Libraries are based on curriculum, includes Test Books, few Reference Books etc whereas Public Library contains all type of literature like Social Science, Science, Humanities, Medical Science etc. Therefore, it force to Academic Library Member to move Public Library;

2. **Competitive Examination Literatures-** In Central State Library has books about competitive Examinations, novels, general magazines etc which are hardly available at Academic Library;

3. **Children Library-** Public Library has also Children Library, Academic Library often try to visit the Public Libraries Children Section to get the idea and help, guide their childrenÄ and encourage them to take the membership of these Public Libraries. Children Library Often organized Competition Examinations, workshop of several times;

4. **Flexibility of Library Timing-** Generally Public Libraries are often open on weekend i.e. Saturday and Sunday for a short time whereas Academic Libraries is closed on weekend.

5. **Pleasure in Reading-** Some users of Academic Library love to read general books like novels, magazines etc which hardly available at concerned Academic Library. Therefore, Academic Library Users used to love Public Library facility.

7.0 Impact of ICT on Public Library Services

Public Libraries, leveraging a range of external funds, successfully introduced basic internet services to all most all of the communities they serve in an amazingly short period of time. Internet services become boon of libraries. The service he heavily used by a diverse array of people for an incredible range of purposes. The promise of the internet has been demonstrated.

The questions for the future are:

- Can public libraries sustain and expand their internet services?
- Can public Libraries reach out beyond its doors community grouped most in need?
- Can several federal and state programs be re-energized to better support public library services in the network environment?

8.0 Selected Areas of Benefit due to Public Library Internet Services

8.1 Education

8.1.1 After School and Home Work Helper- After School, Public Libraries helping Students to use the Public Library to complete Schools assignments or continue learning on their own or learning subject that their school cannot teach. Even College Student send and received assignment information while visiting Public Library.

8.1.2 Expanded Collections, Expanded Minds- The internet, couples with the licensed databases offered by many states and library system, greatly, expanded the access to information students and teacher can use.

8.1.3 Summer reading & summer learning- When vacation is taken place during summer in schools, colleges and universities, while public libraries is remain open, in many of the communities visited, there is no other place to go. The internet is an essential added dimension to their continued learning.

8.1.4 Education Technology-Wide variety of educational technology is often available at the library by using the internet.

8.1.5 Distance Education-Librarian and Library Professionals discovered the use of internet they tried to obtain MLS Online degree. Example: IGNOU is providing Online Degree in MLS.

8.1.6 Informal Learning-The Public Library is noted as they are sure place in community where one can continue to learn for

the joy, to satisfy oneÄ curiosity or to satisfy a personal need.

8.2 Literacy

8.2.1 Literacy for all ages- Whether you are an at-risk pre-school students, preparing competition, a family wanting to read together, a citizen seeking basic information technology literacy skills or an adult seeking to read. The public library computers and internet have become an essential part of the process. TS Central State Library provide community members with the basic information literacy skills necessary employment, conduct business, and improve quality of the new digital era.

8.3 Employment

8.3.1 Job Preparation- Many citizens use the public library to search the jobs, to prepare cover letters, resumes, thank you notes etc.

8.3.2 Job Seeking- Peoples who are job seeking use PL, and in some cases are required to use internet-based job posting sites using the public libraries workstations. At least on state employment service required application via the Internet and library staff showed people how.

8.3.3 Re-skilling- Peoples have used the library to add basic computer and internet skills to their resumes so as to be more marketable. Migrants and summer held were trained to use the Internet at the library in several locations in cooperative programms with local or state governments.

8.3.4 Telecommunications- in some cases, public libraries being providing services of computers with internet facility, job seekers can apply through online, make their resume on computer, they can scan their testimonials, send their resume via email or fax. **For Example TS Central State Library has 8 computers with internet facility in its premises for public library users.**

8.4 Small Business Assistance

8.4.1 First introductions & equipment purchase advice- Small businesses were first introduced to several new information technologies by going to their local libraries. Business people goes to the public library to obtain advice and consumer information on IT products and services. Several

libraries remarked the business Come to us for advice and training to learn about the internet and e-commerce and e-informationÇ

8.4.2 Access to government small business assistance- Small business people regularly use the internet to learn about assistance programms, obtain advice on running a business etc.

8.4.3 Investment Centre- Public Library also provides services related to investment centre and to make actual stocks and other trades.

8.5 Tourist Services

8.5.1 Travel preparation- If users of public library would like to visit to some place or make some trip, they can search the information from public library computers and make trip according to their feasibility.

8.5.1 Reservation Booking- Travelers will use the internet t the library to make their online reservations.

8.5.1 Maintaining contact with home- When traveling, citizens will use the local library in the community they are visiting top stay in touch with events and people back home.

8.6 Consumer services and Advisor

8.6.1 E-commerce introduction- Many people received their initial introduction to e-commerce using the libraryÄs internet workstations and they continue to come back to shop.

8.6.2 Advice and Purchases- Public Library become a common place to go to search the internet for comparative shopping and consumer advice.

8.6.3 Advice on purchases- Public Library has become a common place to go to search the internet for comparative shopping and consumer advice.

8.6.4 Stay in touch- E-mail is by far the most popular use of the internet and libraries offered citizens both youth and old, rich and poor, a way to stay in touch. One librarian told of a father who could no longer travel being able to see his daughterÄs art work for the first time because it was being shown on a web based virtual art gallery that the father could access at the local public library.

8.6.5 Resource Sharing- The internet has dramatically improved a library userÄs ability to locate an expanded range of needed information at remote sites and arrange to obtain it in a continually shortening period of time.

8.7 Local Government Partner

8.7.1 Introduced the technology- in some cases, it was the library that introduced the internet to local government, trained local government officials and agencies, designed the first government web sites and proved other advice and assistance.

8.7.2 Shared technology & techniques- In some cases, the library provided or shared access to internet technologies and technical support.

8.7.3 Provider of access to Government Information- Public libraries provide access and assistance to locate and use federal, state, and local government information. This in particularly important when the source of the government information does not have a local presence. State and local libraries also assist government to establish an internet presence, organize government information and train staff.

8.7.4 Window on the world- The internet allowed citizens, immigrants, migrants, and foreign visitors across the India to access the culture and nations of the world first hand. Immigrant transition was eased with expanded language materials and the ability to keep in touch with events and people back home.

8.7.5 Patients & Health Information-Health information providers found a new way of locally disseminating health information. Health information providers in several of the states provided donated internet workstations so that local people could access web-based health information.

8.7.6 Centre for new technology introduction- Peoples goes to the library to learn about and try new information technologies including, computers, modems, the internet, faxes, scanners, digital cameras etc. A person also goes to the library for training and consumer advice. One of Central Public Library user commented People get to use and learn todayÄs technology at the libraryÇ

8.7.7 Local History- The internet has allowed local history information to be more widely available a distributed than ever before and there is great interest. Digitally preserving

local information becomes a greater priority. Public Library introduction of internet services also made it possible for participating libraries to become creators of information, particularly information about the library, its services, and its community. Libraries were creating unique local history resources.

Conclusion

Public Library is the local information centre where the community can locate their information needs through its various services. It promotes the people irrespective of age, race, sex, religion, nationality or language in various activities of knowledgeÄ Central State Library playing a crucial role and providing remarkable IT bases services to its users and encourage them to use its library. There are few services which are not provided by Academic Library but being provided by Public Library. There are selected areas of benefit due to internet based public library services.

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Concept of Digital Library

(A Comprehensive Study)

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ABSTRACT

Fast development in information technology and communication played a vital role in globalization. Library functions and management is also affected by these revolutionary changes and emerged it as ÄDigital Library . Its main object is to fulfill the demand of library users with relevant updated and accurate information at economic cost and at universal norms. The history of civilization is the history of all improved means of communication through library function from print paper to its digital form the paperless electronic viewed. Its management is specific & coordinated through specialist. The process of digitization basically involves converting a physical object in to electronic viewed through its main tools MARC, Internet resources & searching, a collection of net work and searching information through search engine. This trend started in advanced countries about five decades ago and two decades ago in India.

Keywords: Globalisation, Electronic Devices, Transforming, Transforming information, LAN & WAN, CD-ROM, WINISIS, GENESIS WEB, APACHEWEB SERVER, MARC

Through the fast development in the field of Information Technology & means of communication the countries of global world are coming nearer to nearer now a day. That time has gone when it was told that how one can reach or approach to the distant part of the country and world. Now with in no time one can easily approach to any where in the world. This could only be possible due to the revolutionary changes in the means of communication through IT. As each & every field of the life is affected by this revolutionary development then how the services of library can be aloof & untouched from this change. In fact application of IT can

easily be seen in the field of library, the treasures of knowledge, resultant that library services have become more efficient and effective as well. The emerging trends in digital technologies and their applicability to information handling activities added new challenges to knowledge professionals for providing qualitative success to its users.

[1](DESIDOC Vol 29, No.2(2009)-RS R Varalakskhmi). It has brought a revolutionary changes in the field of modern library functions. [2] Due to this application the concept of digital library are coming up and Digital libraries are being set & maintained by using the of Internet services and by developing library software.

What is Digital Library?

Due to the development in the field of electronic science and technology the library functions & system have all to-gather changed and have been transformed in digital library. Not only this but this emerging trend is trying to develop the uniform system of entire library functions and activities all around the glob. Though it is very difficult due to the different languages even then efforts are being done and are in progress. In this way digital library is said to be a collection controlled and access of information through the electronic device, system and format by adopting universal patterns and modes Clifford lynch, a well known expert on Internet and web technologies has defined the digital library ÄThe digital library not just one entity, but multiple sources seamlessly integrated .[3] (Lynch Clifford and Hector Garcia ÇMolimma. IITA Digital Library Workshop Reston, VA, MAY Ç18-19, 1995)

In this way the digital library offer a platform where in methodologies of information development and database management can be maintained. It has reduced the growing costs of cataloging , preserving and making accessible of readable. The vast collections of readable materials are stored and preserved for the very longest period through this digital form and device with paperless system based on computer network technology and communication facilities. It can be termed as supplementary facility to traditional library for better retrieval and faster communication. One can easily, directly & transparently access the library facilities without the specific knowledge of librarian ship. In the broader sense it can be defined as paperless library totally based on electronic computer technology, in which all library functions and activities can be activated without the help & specific knowledge of librarian ship. Its goal is to be a universal access. As & when it will be possible then it will be called as global universal digital library. Although digital libraries have a long way to go before they reach their full potential, there has been significant development in the past decade.

Object of Digital Library

It has vital objects due to its electronic computerized working and resources. Digital information objects may be in a variety of formats such as electronic journals, web pages, reference materials, images, audio-video readable etc. Its main object is to fulfill the demand of library users by providing relevant, comprehensive up to-date and accurate information at an economic cost at the right time. Digital objects are equivalent conceptually to the items that may be found amongst library holdings. Its main object is to set & run the library management at universal norms, principles & practice. To fulfill this object efforts have been made by library congress Washington D.C. In 1966, there after U.K. France, Germany, Canada & Australia have come forward. Now there are 60 countries in the world have taken effective steps to-wards formation of bibliographic formats. Now efforts are being made to reconcile the different formats.

History of Digital information resonance

Communication is a regular & unending process. From the birth to death not only man but even all living being use to communicate their feelings & thoughts at each & every moments of life. Without communication no one can live for a moment. From the symbolic wall drawing and painting age to the age of alphabetical age of language expresses through speech and printing technology the process of communication had passed through drastic changes due to the development of science of technology. It is all due to the developed human mind's creation. The storage or so called collections of exchangeable valuable feelings & thoughts emerged the concept of library, which has now turned up in digital form of collection to use for making this communication process continue to generation to generation. In this way the history of library starts from the emergence of human life & shall continue till its existence in the universe. Its patterns & form of shape remained in variably changed according the means & sources of the collected readable materials. It is all due to the technological development, so occurred due to the inventions and creations time to time. In this way it is a long way to move from ancient past to the unpredictable future. Since 1940s several thinkers have forecast the replacement of print on paper by the electronic media. Their dreams and forecast turned in reality inform of digital library. Nanotechnology may convert it in Nano library or pocket library, laptop library is available due to its digitalization. The history of civilization in the history of all improved means of communication through stored & preserved documents, which are only available in libraries. The developments of libraries from print-paper based to digital form seems an illustration of man's never ending desire to improve means of communication.

Characteristics of Digital Libraries

A Digital libraries are electronic viewed of the conventional archival. By converting all library functions and activities in to electronic version with the greater sense of exchange, communication and value added professional elevations. It is a paperless library in which information and reading material is stored in digital form. The user can directly obtain the material by accessing library functions without the help of any librarian. The user can also copy the required readable from master version by using electronic system and technology. The transformational effects of digital technology can easily be seen in :-

(a) Collection of document, which make it permanent and quick handling and accessible as well.

(b) Individual working without any specific knowledge of librarian ship.

(c) Transforming and transbording of information with in and outside the country. This is an important characteristic of digital library which helps in seeking the required information to use.

The telecommunication is facilitating the use of electronic methods. The mechanism of publishing and printing of readable from the master version made the library function very easy & fast. It is only due to the Internet facility available with in libraries & with its user.

Management of Digital Library

While adopting digitization techniques in libraries some important factors are earnestly needed in managing the whole process of electronic device and techniques. Not only to storage and distribution of data i.e. documents in digital form but it is essential to preserve them for a long term in such a way that the scanned image of documents will be remain visible for a long time to come. Apart from this standardization for wholesale conversion of documents in digital format is imperative. To fulfill the objective, motive & initiative aim behind digital library it requires a specific management in which specialist in IT, Electronics, internet administrators and librarians are employed. The cordial and expertise efforts of all these experts will make this mission successfully achieved and fulfilled. The managers of digitization jobs have to keep in mind these aspects and their point of view must be global & universal. It is a very careful issue for the success of digitization process. For efficient management it is essential to have high speed local server with fast connectivity to internet, full text search engines with efficient indexing facilities, web server and FTP servers and electronic document management facility. The relational data based also needed to support a variety of digital formats. Management of digitized documents for preservation is an important issue in relevance of technical obsolescence. The preservation of the storage medium of data should be in such a way

that may be helpful in transferring from one storage medium to another storage medium and which can easily be accessed to context I.e. easy to translate data from one format to another during such migration there should not be any loss of documentary information. As it is very difficult and not possible at present to have a common standards libraries need to make CD ROM and optical disk back-ups. Management of digital libraries would include all kinds of documents i.e. published unique printed documents, which should be selected by the committee of experts for scanning without violating copyright regulations. In this regard it is important that it should have the means of revenue generation for the maintenance of digital library. Each institution has to keep in mind that any sensitive documents which create controversy and affect a sanctity and gravity of any group, society and country, should not be scanned for its wider use. The selection committee should undertake a final quality check iterance of the authenticity and accuracy of information. In this way the management should be objective, selective and remunerative as well for digital library.

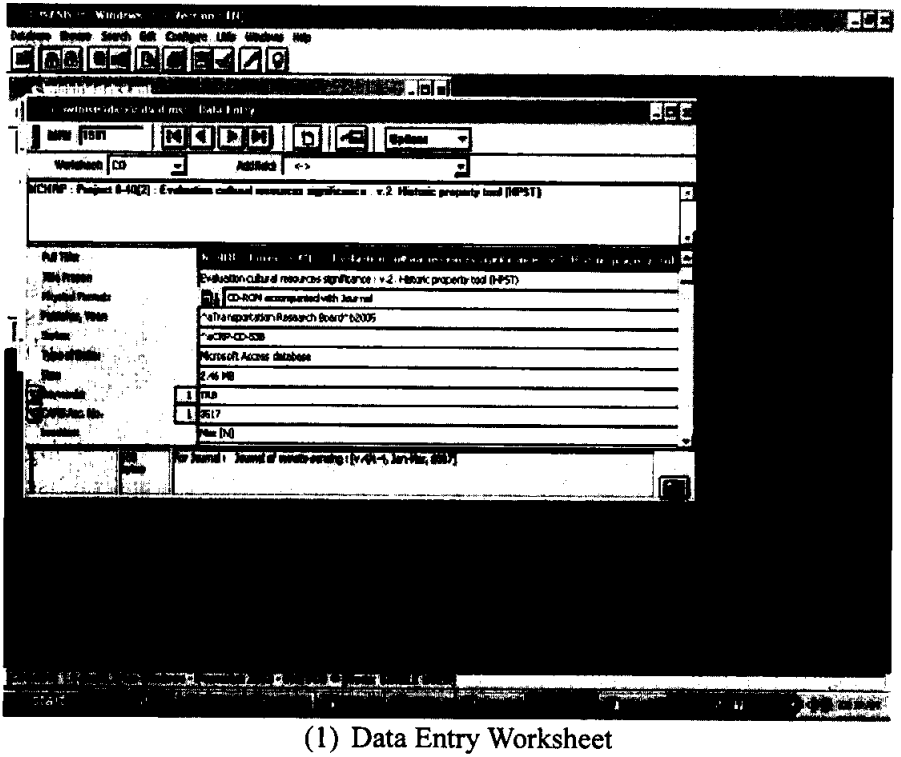
Process of Digital Library

The process basically involves converting a physical object i.e. printed text, manuscript, image or sound & film and video recording., image or electronic photograph by using scanner or digital camera and safely store them in CD's or drivers i.e. pen drives etc. This whole process is called digitization or digitalization. To facilitate and to complete the whole process of creating digital information resources i.e. digitalization it is basically required that all the library functions must be computerized with scanners, CD writer and internet connection. Networking facilities like LAN & WAN must also be available in library. CD-ROM and multimedia stations should be installed. These requirements will reduce expenditure in converting text to digital form. To make the best use of this process a separate web page may be created for library highlighting its services and collections on internet. It will increase the use of its resources. Though there are problems to be faced like compliance with standards of widely distributed linkages and value added services are interposed at many implementation stages even then this process will definitely increase the capacity and capability of library for providing responsive and high quality on line services. CD-ROM (Compact Disc Read One Memory) technology had made this process more easy, vital & fast. It has attracted the publishers, the libraries and the user with its unique features of large storage capacity and its interactive search facility. Hussain K.H. Rahnam Nair R and Raveendran AK have assessed its impressive importance for digital library. In their published paper ÄCD-ROM full text publishing mentioned ÄBy the mid 80s, CD-ROMs made profound impact on libraries.....affecting library services and operations in academic libraries [4] Beheshti J, large A and Moukdad H

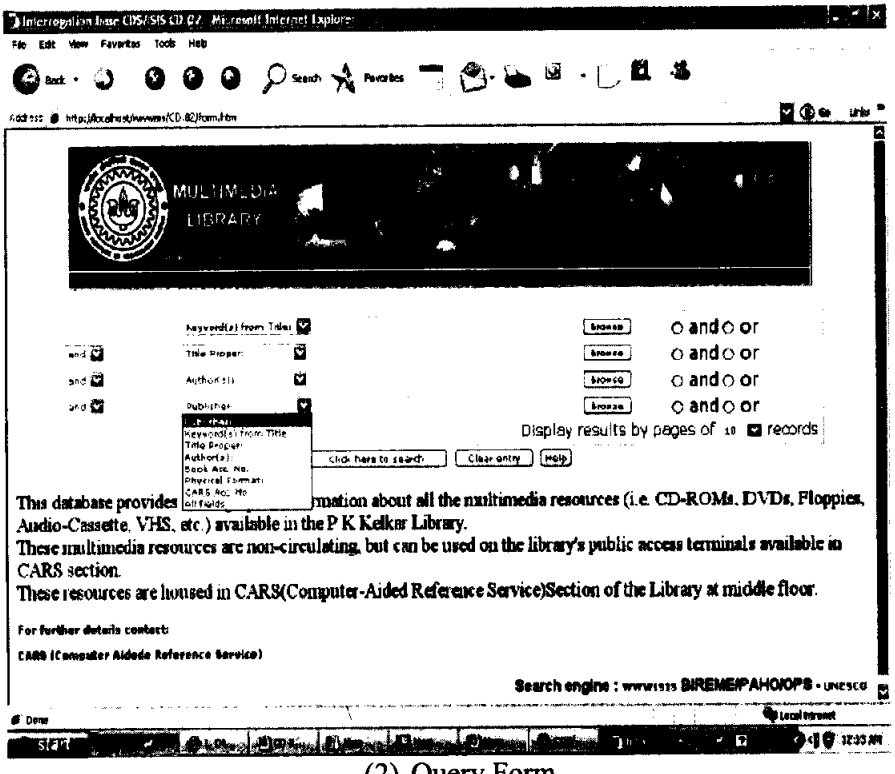
have called it as a Ätransient technology [5] Now it has invariably considered as a valuable and important storage device. In the recent past the role of this technology has become more prominent and vital, with spread of DVDs, in content to digital library It came to be known as a dv-stressing collections device to meet out the automation requirements of the libraries and information processing centers will done version of CDs-ISIS is widely used. This database creation software is known as ÄWINISIS and can easily accessible on web through ÄGENISIS WEB . This software is widely used and developed by UNESCO since 1995. The present ÄWINISIS version, 1.5 build 3 has been introduced in 2003. The most important feature of this software is capability to handle an unlimited number of databases and users are free to design according to their requirements. Many libraries, Museums in the world are using this software now a days through ÄEpoch Cheque no.

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Union Bank of India
Amount 57500/-

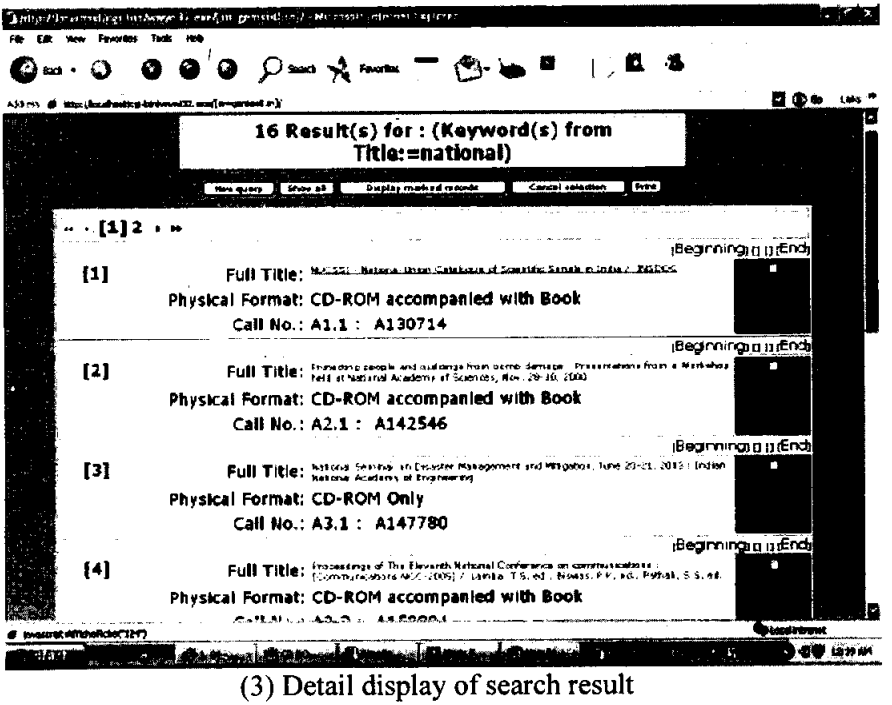
Dated e In web Server . Few database so developed by Mishra Kumar & Tripathi Libraries P.K. Kelkar Library IIT Kanpur by using ININSIS/GENISIS software, can be seen in following figures.[6]



(1) Data Entry Worksheet



(2) Query Form



(3) Detail display of search result

For effective and meaningful process of digitalization the following tools play important role:-

1. MARC
2. Internet resources and searching
3. Developing Digital Library

1. MARC:- MARC Stands for machine readily cataloging It helps to standardize the library functions at one common & agreed standard to the used by all libraries by exchanging bibliographies information among computerized library systems. It can be saw well interpreted cataloging record of data contains a guide to tell the computer what type of data fallow BY the help of this all type of library application programs can be applied to the library data basic.

Averred of marc records are developed by library congress, which now called USMARC. The standing of marks is more then 35 years. Library congress in satiation de was the first to produce MARC records in October 1966 there after U.K. France Germany, Canada and Australia have devised separate MARC formats.

In this way thee were 60 countries in the world using bibliographies formats based on MARC.

Later on it was felt necessary to create one MARC format to facilitate the bibliography exchange of records because every country has developed their own MARC format & country then from one to another was the big problem, ten MARC Ç21 come in as a harmonized CANMARC and USMARC. The national Library of Canada and library congress worked to gather and record all the format differences The familiar terms of marc are: -

(i) Fields (ii) Sub fields (iii) Indicators (iv) content Designators

The bibliographic data of catalogued item has been deiced in logically into fields and subdued into sub field each type of data with in the field is called sub fields which is predated by a code for batter identification. The indicators are the two speeches, which is a number from 0 to 9. There are only two indicators in field. A contact designators is a collection terms used refer to the tags, sub field codes and indicators.

In the way MARC has its vital important is providing a standard format for the global exchange of bibliographic information available in machine readable format in the library world ride.

2. Internet Resources and Searching-:

the internet is a collection of net work i.e. compilation of national,

regional and foreign net works are commuted through Ägateways . It is based on server models which stored and provide the information required by the clients. It is a fantastic tool for closely associated was used the world wide wave for transmitting a wide verity of information it is based on web technology and dependency of internet increasing day by day as provide batter security and hire bandwidth at a lower price due to its technological advancement as we inter the twenty first century the internet will have to offer faster access and become more powerful useful reliable and less congested.

It is necessary to have search engine for searching information on internet. The search use software program search for robots, spiders or crawlers. Since there is a large number of useful information available in the library and its is improves to physically examine all the books million of pages and billions of words or the wave and its difficult to search all those wave pages without the help of search engine /direction which is common by called Äsubject catalogue the wave directories are organize according to the main topics and sub topic e.g. Arts, science health, business act. Wave search engine is like on index of a book from which one can local individual appearances of search words and document also over the wave through search techniques.

Concept of cataloging of resources available in the library physically is also now possible for cataloging the internet resources. The need was felt in order to create bibliographic resources of the resources available on internet and to make it available through on line catalogues. Through computer, internet recount, modem and simple communication software one can reach to library resources on internet. The utility of internet resources can be assessed in proper and effective routine functioning of library by locating the subject wise directories.

3. Developing Digital Libraries-:

A digital library resources is on assemblage of digital computing, storage, and communication machinery to gather with the software needed to reproduce emulate and extend the resources provided by conditional library. The concept of a digital library is not merely equivalent to a digitized collection with information management tools. Association of research libraries has identified the fine elements of digital libraries:-

(i) the digital library is not a single entry
(ii) It requires technology to oink the resources of a many.
(iii) Its linkages are transparent to the end users.
(iv) Universal access to digital libraries is a goal.
(v) Digital library collections are not limited to document surrogates.

The digital libraries will provide more enterable access, anywhere, any time. It will be cheaper then traditional libraries. There is a great need for adopting various standards and best practices to build interoperable digital libraries. Digital information needs to be achieved and preserved for future use. It is digital publishing tools connected from one digital format to another to suite the requirements of a particular digital library.

This process is called as digitization or digitalization. The first step is computing paper documents in to a digital library collection is to obtain images of all pages of all publications in digital format by scamming then through scammer, a digital image of each paper is reamed and transformed into image. The main tool of such electronic system of recording, storing transmission and communication of information records computer, keyboard, web search engine or web directory and the internet system through which one can get authentic and well evaluated information due to this system library function become more effective, efficient and standardized on the basis of national and international norms, formats and marks. It is a boon for the library system, services and management.

Advantages of Digital Libraries

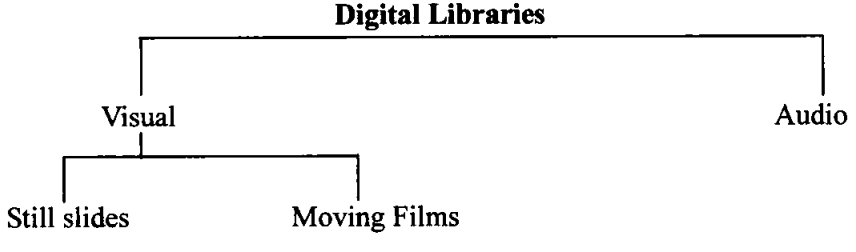
The development of digital libraries seems an illustration of man's never ending desire to improve his means of communication. The digital library is an advanced information highway in this regards which easily provide quick, accurate and updated authenticate information as and when and where in the world at minimal cost required by users by using searching and browsing mechanisms. Its CD ROM technology is a permanent optical Ç based storage device through which documents can stored and preserved for a very long time and can randomly access at a very low cost. It is a reliable medium requires less shelf space. It is economical and practically viable now a day. Due to its easy transportation it becomes attractive in days Ç to competitive world. Its sources not get exhausted with unlimited use. Presentation of information can done with in a reasonable time with its easy, effective and speedy multiple access. One can easily download the required information due to its networking capability.

Due to its multiple uses it is advantageously useful in providing education, training and career planning etc; as large volumes of data and information can easily be stored and transferred. In this way it develops a distributed learning environment for the benefit to its users. Above all, the quality of information service can be improved and maintained through the digital resources. Advocates of digital libraries use to say that digital library contribute in many ways such as its resources can assist in the process of knowledge creation.

Though there are many problems and challenges to be faced in this process of transmission of data information from its collection centre to its users, such as compliance with standards of widely distributed linkages and value Ç added services are interposed at many stages, even then the multimedia capability of digital is clearly a destine advantage for recording, storing and preserving information in a wide variety of formats. Here it is worth while to mention that difference of opinion regarding its value and utility may exists but every body like to adopt and adept new technologies hence it is not an end in it self. The digital resources need to be organized into a digital library and the principle of resource selection; collections and organization for access and retrieval applicable to other resources as well. The real benefits to technology, especially for libraries, will be in improving resources and services. Now there can be no dispute about the importance of digitization and digital resources despite of this fact that in completion of this process of digitalization there are many challenges and practical problems may come and arise to face. In facing and over coming over the difficulties new technology will definitely be helpful and will certainly brought huge improvement in providing physical access to published information resources especially on the web.

Development of Digital Libraries in India

The modern libraries not only contain books and periodicals but also contain a large variety of non book items in the form of digital resources, which can be classified in two segments Ç visual and audio. The visual can further be seen in still photographs and moving film ellipse & strips[6]



This trend started in U.S.A. U.K. And other advanced countries about fine decade ago. The pace of growth of scantier information had also become faster.

In India this transformation of library started two decades ago. In early 1990 Indian Institute of Technology Kanpur library known as P.K. Kelkar library had transformed in to digital library by using Win Isis and Genesis web software. A well planned and systematic effort had been made in this regard. Likewise central Drug Research Institute Library (CDRI Library) Lucknow, and College of Engineering Panchvati Nasik

(Maharashtra) initiated such an efforts during the year 2000 through different modules of LIBSYS. There after this wave spread over in the country with its faster speed now at last 800 libraries in the countries have been changed into digital libraries.

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Development of Digital Library Education: In Information Society

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ABSTRACT

The paper highlights the various aspect of digital library, how digital libraries are going to develop in the era of information society, and **in** what ways would digital library differ from the World Wide Web? The information environment is greatly changing throughout the world. Present rapid development in communication system and recent innovation in technology witnessed as changing emphasis in the role of information and its management. The new technologies have facilities the transformation of data into digital format. This paper defines the digital library, and analyses the changing role of the library professionals in digital environment and need of new skills for library.

Keywords: Digital Library, technologies, innovations, information in digital format, traditional library.

Introduction

Rapid advances in information processing, storage and communication technologies have revolutions the role of world wide libraries in disseminating information services to their users. As a result, libraries are facing new challenges; new competitors, new demands, new expectations and a variety of information services from users tailored to their wants and needs. The new technologies have facilities the transformation of data into digital format. Over the last few years information has been produced digitally and libraries have become major providers of information in digital format.

Digital Library

This is a computer era. So, we can say that digitalization is the part of computerization. Digitalization means, there we can find the information through computer in digit form. Digital Library, a global virtual library, is a library of thousands of networked electronics libraries. There will be a vast population of users scattered around the globe, who are able to access, easily and conveniently, the complete contents of thousands of repositories containing texts, images, sound recordings, videos, maps, scientific and business data, as well as hypermedia combinations of these elements. The library must a network based distributed system with local servers responsible for maintaining individual collections of digital documents.

A digital library is a collection of digital objects. A collection of research papers is a typical example. When this collection gets sufficiently large, users of the digital library cannot examine each paper individually to find if its subject interests them. To address this problem, digital librarians create an interface to stand between the content of the collection and the user. In a traditional library, an example of this would be a card catalog Ä a collection of small cards that represent the larger objects contained in the collection.

Definitions

According to **Don Waters** defined that Digital libraries are organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communitiesÇ

A Digital library is a machine readable representation of materials which might be found in a university library together with organizing information intended to help users find specific information. A digital library service is an assemblage of digital computing, storage, and

communicating machinery together with the software needed to reprise, emulate, and extend the services provided by conventional libraries based on paper and other material means of collecting, storing, cataloging, finding, and disseminating information.Ç**Edward A. Fox**

Digital libraries are organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use a by a defined community or set of communities.ÇSays **Digital Library Federation.**

Characteristics of Digital Libraries

Digitized library require digital technologies and is the combination of traditional and media collection. So they encompass both paper and electronic material. Digital library

Consisted of mostly electronic documents, which are of reference type.

1. Digital Library is a digital object, which may be text, audio, video, image, and numeric multimedia components.
2. Digital library can be accessed from users work place. □ Digital library support formal and informal learning procedures.
3. Digital library provides remote to rare and expensive material. Digital Library requires well tested and prevents information technologies including the multimedia kit

Digital Librarians

Digital libraries need digital librarians who possess particular experience, skills and knowledge. With the development of DLs, libraries and information centres have experienced an increasing demand for positions that require advanced skills for working with IT and in a digital environment, in particular for the IT profile of the digital librarian. Lin states there should be no digital library without a digital librarian. The efforts of researchers, scholars and professionals over the last two decades have focused on a variety of aspects related to digital librarians:

- the demand for digital librarians in the information age
- the roles of digital librarians
- the skills and knowledge required by digital librarians
- the creation of programmes/courses/curricula for training digital librarians and
- methods to teach digital librarians.

Since the 1990s, job titles using the term digital librarianÇ have appeared frequently in advertisements. The work of Croneis and Henderson, and Choi and Rasmussen on analyzing job advertisement during the past two decades shows that there is an increasing demand for new professionals termed digital librariansÇ for the development of DLs. It seems that there is an urgent need for digital librarians.

Librarians play a crucial role in the successful development of DLs, and they are important for supporting learning and assisting people in accessing information. In the digital environment, digital librarians are required to select, acquire, organize, make accessible and preserve digital collections. They have to plan, implement and support digital services. They are required to manage DLs and undertake all tasks in the DL such as information and knowledge management, digital services, information access and retrieval, knowledge mining from the emerging knowledge warehouses, etc.

A digital librarian should have a combination of technological and librarianship competence. They are a bridge between digital resources and users; an agent of innovation, of citizenship, of information literacy etc; communication skills are important for the social role of the librarian which is still prominent, and even more so in a digital environment; and pedagogical skills are enforced in a digital environment

The Development of a Digital Library

For the development of the digital library based on the implementation of the analysis pattern *virtual library,* several changes were necessary. Virtual libraries only manage meta information and references to documents. Therefore, the design of the virtual library had to be augmented significantly by components necessary to store and manage the actual documents. Figure shows the main changes.

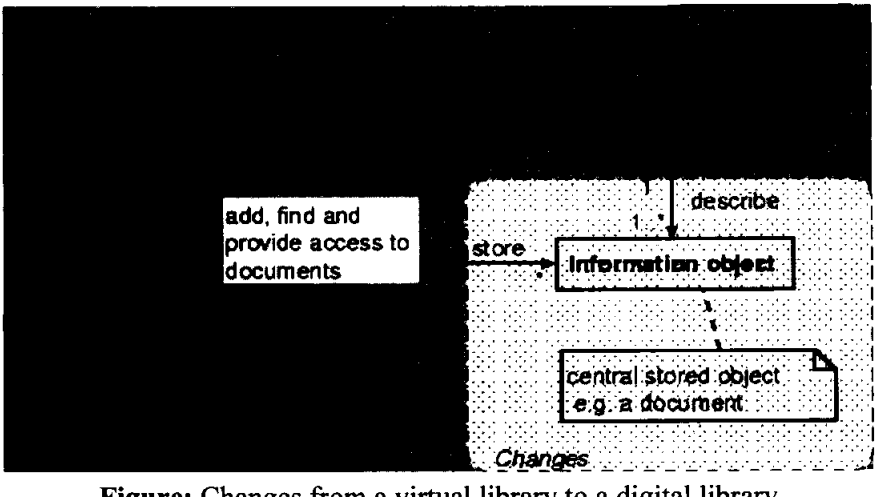


Figure: Changes from a virtual library to a digital library

But not only the design changed; also the analysis presented in the pattern *virtual library* only applies partial to a digital library. Virtual libraries are used to provide access to distributed information sources; in contrast, digital libraries provide a central storage for information in form of documents. This leads to a different set of forces and consequences for a digital library. In fact, digital library should become its own analysis pattern.

How would Library Users Benefit?

Making the digital library available over the web would open up readership to a host of potential new users. A major advantage for existing library users would be convenience of remote access Ä from workplace or home, if they had an Internet connection, or perhaps from branch libraries.

Libraries Today and Tomorrow: The Challenge of Working in a Flat World

The below figure shows the library at the centre of a flattened world. It needs to project its services into the user environment, and those services in turn rely on bringing together a range of other services and products. We can describe these two emphases in the context of the discussion so far. The library in the user environment is about how the library responds to changing network behaviors. It cannot simply aggregate resources. It has to configure them, and shape them to support research and learning activities that are also being changed by the network.

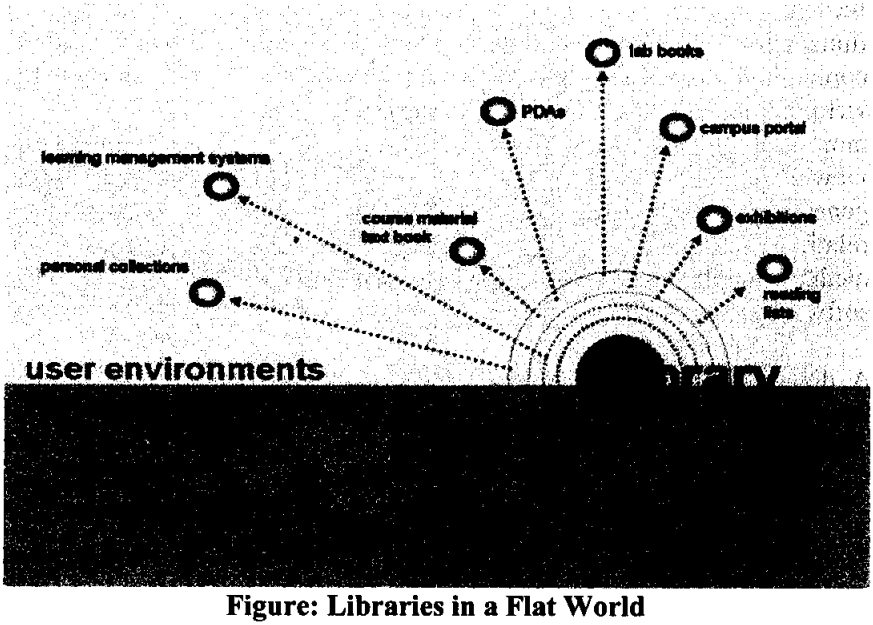


Figure: Libraries in a Flat World

How the library organizes its own capacities to provide services is also changing as the network becomes more central. Libraries, and libraries acting collectively, are thinking about how best to allocate resources, how to source new solutions collaboratively, and how to look for system-wide efficiencies.

Of course these two issues are related. The library needs to focus on its distinctive contribution, which, I would argue, is to create services which enhance research and learning experiences. To do this, it needs to routines as much as possible the apparatus from which it creates services. Labour-intensive, redundant activities represent a serious opportunity cost for the library.

Of course, the picture is misleading in one sense: the library is one source only of materials for the user; it is not necessarily at the centre of their information world.

In what ways would digital library differ from the world wide web?
The digital libraries are focused collections of information that has been carefully selected and organized, in contrast to the web in which anyone can add information and organization is haphazard. Digital libraries have boundaries; the web does not. Digital libraries can bring information to people who lack access to the web.

Digital libraries present many exciting new opportunities. They can incorporate a huge variety of different content types. While one naturally thinks first of textual documents, upon reflection digital libraries can contain any media type Äfor example, images, maps, audio, video, even virtual manipulative. So can conventional libraries, of course, but it is more difficult for them because of physical packaging and different viewing requirements for library users. Digital libraries are viewed on general-purpose computers, which can present all kinds of media in a relatively uniform way. Moreover, they are not restricted to conventional media: digital libraries can include raw data and even interactive software modules.

A digital library is the same as a traditional library, or a traditional information retrieval system, except that the material is represented digitally.

- A library that encodes journals, books, and information into a digital format.
- A collection of texts, images, etc., encoded so as to be stored, retrieved, and read by computer.

- A collection of digital representations of information content, along with hardware, software, and personnel to support the functions of a traditional library plus knowledge worker operations like searching, browsing, and navigation.
- An integrated set of services for capturing, cataloguing, storing, searching, protecting, and retrieving information.

Digital Library notes the possibility of capturing dynamically changing information, something a conventional library cannot do.

- A collection of a very large number of digital objects, comprising all types of material and media, that are stored in distributed information repositories and accessed through computer networks.
- A large collection of information that has been stored in digital form. A digital library can include documents, images, sounds, and information gathered from ongoing events (e.g. continuous pictures from a weather satellite).
- Digital libraries can include reference material or resources accessible through the World Wide Web. Digitized portions of a libraryÉs collection or original material produced for the web can also be included in a digital library.

Digital Libraries Future and Development Issues:

There are many thousands of digital library projects currently underway, in all sectors of the library community. The basic concept underlying the digital library is not new. In 1945, Dr. Vannevar Bush of the U.S. Office of Scientific Research and Development discussed a device called a memexÇ He envisioned this device being used by individuals as a sort of mechanized private file and libraryÇ

A digital library is not confined to just digitize collection of rare materials. It should be built according to principles that are not necessarily the same as those employed for paper collections, and it should be valuated according to different measures that are no yet totally clear and not defined perfectly.

Updating the Skill of Library Staff

In order to manage the changing library environment, the library staff will need to be trained in the application of necessary tools in their work environment. The modern storage media like, CD-ROM, Microfilms, Micro-text, optical laser disc, floppy discs, magnetic tapes and discs etc, play a vital role in the ever-growing information World-Daily routines and functions of the library have been impacted and influenced very much by the modern communication medias like e-mail, e-journal, fax,

telex, satellite communication, telecommunications, online network communication etc. So it is very essential to provide approximate training to the library personnel. To handle and utilize the modern facilities librarian must have the Knowledge and Skills about the technologies and communication channels and should provide proper training to the staff.

Conclusion

In a conclusion we can say that digital Library is the electronic library, which the information is stored in the digital form. With the advancement and new technology in the field of information librarians need to improve new skills using the new technology and it requires reorientation of traditional skill of librarian ship information professional and librarians must acquire the new skills as networking and web based technologies, on live searching of electronic database CD-ROM Products e-journals etc. In Multi- Disciplinary Knowledge and in the future digital libraries will be common in every Institutes, College and Universities.

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Digital Library Book Recommendation Models: A Critique

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ABSTRACT

As traditional libraries move online, there is a possibility of suggesting books to users based on their past library usage and other accessible information using data mining technology. In this paper, we analyze four major categories of book recommendation models, i.e. content-based filtering, collaborative filtering, hybrid approach and generalized profile association. In each of the models, the assessment mainly focuses on analyzing the basic characteristics, advantages, limitations and representative models of each category. This paper also examines the accessible data of digital library. Based on each recommendation model, a core set of data attribute is proposed which should be readily available for libraries to implement different book recommendation models. This would provide a reference for libraries intending to offer book recommendation services.

Keywords: Digital library, Book recommendation, Collaborative Filtering, Content-based filtering, Hybrid method, Data collection; Data mining technology

1. INTRODUCTION

Library service is moving online. Large quantity of data is collected in the library database. It includes the library user profile, loan history, book information, user browsing log file, inter-library loans, etc. Most of this information is used either by a user for searching specific items based on keywords - *user search query*, or by the library managers to get a summary statistics on the monthly circulation rate, average number of books that a user has borrowed or most popular books, etc. With the library database in place, the data collected could be used to provide added value by using Data mining techniques. Among the many benefits possible from data mining, one of the value-added applications is to

provide a Book Recommendation services using the existing data in the library database.

Traditional digital library service allow user to query certain keywords, and return search results purely based on keywords input. In this scenario, the user hardly gets to see books outside of their own search keywords. Through a Book recommendation service the experience of the library users can get enhanced. In this setup, the user is presented with a list of book recommended based on their own interest, loan history, or users with similar profiles. This allows users discover books of interest outside their own keyword ideas. It also holds the promise of benefiting the Library management by an higher book checkout figure since existing users might borrow more books, and more users is attracted to use library service.

1.1 e-Commerce recommendation vs. Digital Library recommendation service:

Recommendation Service using Data mining technique has its root in e-Commerce applications (Schafer *at el*, 2001). As early as 1995, some online news site such as Usenet were using Data mining to pull out relevant news according to the users interest in an attempt to relieve the user from information overload and in turn retain the user for their service (Lang, 1995). Again, online store like Amazon.com have been using Data mining to recommend products to its users to promote up-selling, cross-selling opportunities, and to increase customer loyalty by increasing customer s switching cost. Many current library Book recommendation models borrows ideas from e-Commerce recommendation service, but adapt the algorithm and the model that best meets their specific needs (Semeraro *et al*, 2007).

For the ease of comparison, the word *Qtem* is used to represent books in library context, and products in the e-Commerce context. The major difference between ane-Commerce recommendation and digital library Book recommendation services is one about data quality and data availability. Compared to the e-Commerce website database, library data have a unique advantage of better quality of data. Firstly, a library would have complete demographic information about its users and this information most of the time is valid, while most e-Commerce website are limited by law on the collection of personal information, and for the privacy protection purpose, most users wouldn t give out the true demographic information. Secondly, the item information in library is often more organized than that of an e-Commerce website, since library follows strict and scientific taxonomy schemes on each book. Lastly, the loan history of library truly represent individual users, while in e-Commerce context many users would buy items for others as a gift or

users in one family would share the same account which would render the learning of individual user profile somewhat confusing since it won t represent interest of one user.

However, the shortcoming of library data as compared to e-Commerce website data is that the library data is very sparse. Most University libraries have a large collection of books; while the book collection is growing continuously the number of students it serves is almost static (limited by the enrolment of the University) and is very small as compared to the number of books (Hwangand Chaung, 2004).Also for university libraries, the users are short-termed since students graduate within a few years, thus only for a limited year of book loan history is available for each user. This would make the association between user profiles somewhat hard since most books are only borrowed by a few users, and on the other hand each user only borrowed a small number of books.

The difference between data quality and availability of library data and the e-Commerce data suggest that Data mining techniques used in library book recommendations should be different from that of an e-Commerce recommendation service, as is the case with many current digital library recommendation services presented in section 2 of this paper.

1.2 General Data Structure of library data:

In the above section the characteristics of library data, its advantages and disadvantages as compared to e-Commerce data were discussed. In the following section we illustrate possible data collections items of a digital library:

1) **Library Collection Data**: Item ID; Item type (Book, Journal, Video, CD etc.), Item Storage method (Electronic, Printed, etc.), Title, Author, Category, Keywords, Descriptions, Pages, Publishers, Table of Contents and other possible features.

2) **User Profile**: a User ID, typical demographic information such as Department, Category (Graduate Student, Undergraduate Student, Part-Time Student, Staff, Professor, Administration), Sex, Day of enrolment, etc.

3) **Circulation Data**: (Loan history of the user). Circulation data stores what items each user borrowed and is identified by User ID and Item ID. Along with that, other information includes as to when the item is borrowed, when the item is returned, how many time it was renewed, late return of item, reservation request, etc. Circulation data would also include inter-library loan data, such as from/to which

institution the items are borrowed/lent, cost of acquisition (Meletiou and Katsirikou, 2009), transportation times, etc.

4) **Library web-server log file**: the Web-server stores data about the user s browsing history and stands for a unique session Ävisit to the website. The next time the user visit the website, if the cookie placed on the user s computer and is not deleted the web-server can still identify the same user; if the cookie is deleted, the web-server can t recognize the same user and would treat it as a new user. By using web-server log files, we can find the most popular pages, and the common paths navigated by the users (Meletiou and Katsirikou, 2009).

5) **Collection-Acquisition information**: is the cost of items, such as cost of purchasing a book/e-book/video/audio, cost of subscription to a journal, cost of subscription to an online database, date of acquisition, number of copies obtained, suppliers, etc.

6) **Other information**: Institution information like number of students registered, number of alumni, staff, faculty, departments, etc. Budget for purchasing book, student s request of new book purchasing, online survey results, user opinion about library service. And for some advanced digital library system, if the website provides a commenting and rating feature, this commenting and rating would also be part of the database.

While different libraries would structure their databases from the above information as per their requirements and would be different; essentially they would have the same category of information available in their database.

2. BASIC CATEGORIES OF RECOMMENDATION TECHNIQUES

There are many recommendation methods used in commercial recommendation systems. Schafer *et al.,* 2001) categorized the recommendation methods into 6 basic categories:

1. Raw Retrieval: System recommends according to the user request - a search query.
2. Manual Selection: Human experts create recommendation lists for community members.
3. Statistical Summaries: Top read books are based on statistical analysis.
4. Item-to-item correlation, also called ÇContent-based Filtering : uses association between the content of the book or between content of

book and area of interest expressed by the user to give recommendation.

5. User-to-user correlation also called ÇCollaborative Filtering : uses correlation between user profiles.

6. Attribute-based: also called ÇGeneralized Association . It uses specific attributes of the customer to provide recommendations (e.g. a computer science student is more likely to read computer books and math books).

Schafer *et al* (2001) has suggested all of the six categories discussed above for application for a Library Book recommendation services. While the first three methods are based on user search, human recommendation or basic statistics; only the last three methods include model building by data mining techniques. In this paper we limit our discussion to the last three methods and include ÇContent-based Filtering , ÇCollaborative Filtering and ÇGeneralized Association .

Section 2.1and 2.2 discuss the characteristics, advantages and limitations of the first two methods. Section 2.3 discusses the ÇHybrid approach that combines the advantages of the first two models. We will discuss the ÇGeneralized Association model which intends to recommend books to library users based on their generalized profiles in section 2.4.

2.1 Pure Collaborative filtering

Collaborative filtering identifies users with similar profiles and recommends items that other similar users have borrowed (or liked). Content information about the item is not necessary, such as the abstract, author, table of content, etc. All we need to know about an item is its unique identifier so as to distinguish between different items. The user profile can be built in different ways. Some utilize user demographic information to represent user (Chen and Chen, 2007); some use user rating on items to build user interest profiles and the nearest neighbour is found through users with strongest correlations on past ratings (Balabanovic, 1997); some only use user transaction history as in the Hebbian Algorithm where there is no explicit user group and the average user preference is reflected through the connection between books (Heylighen and Bollen, 2002).

The advantage of a pure collaborative filtering system is that the recommendation is not limited to similar items that users have liked in the past, and thus create a sense of diversity in the recommendation list. This allows for more interesting result being shown to the user, and user is able to explore new area of interest based on the recommendations. And since only the item ID needs to be known; it creates a possibility to

recommend any type of media content such as videos and audios where there is a lack of content information.

Listed below are some of the common limitations of pure collaborative filtering models:

1) If a new item is added to the library, and no users have borrowed the item before, there is no way this item can be recommended to user. This also happens when the item is not new, but never borrowed by anyone. Since a large portion of the library collection is never borrowed, and the rate of adding new items is high (Hwang *et al*, 2003; 2004) pure collaborative filtering would not provide desired recommendation service since a large portion of the library collection is never recommended.

2) Like the first limitation, when data is very sparse in the library database, the recommendation would not work well since the overlapping between users on items borrowed is very small.

3) If a user has a profile so special that it is dissimilar to any other user profiles, or in another word there is no overlapping between the books this particular user read with other users, then the user would receive very poor recommendations (Balabanovic, 1997).

4) While recommending based on user with similar profiles would expand the possibility of new discoveries, the explanation of recommendation is very hard to present to the user.

5) Only very popular items get to be recommended in a community with similar taste, further aggravating the homogeneity in reading choice of users of the same group or users in general.

Apart for the above stated common limitations of collaborative filtering models, there are other limitations depending on specific models. For example, if the model requires user rating on an item so as to build a user interest profile, then this would be additional burden on the users side. Again, if demographic information is need for a user profile, there would be concerns about user s privacy. Despite of all of the limitations of collaborative filtering model, this model is by far the most used methods in recommendation systems including library book recommendations (Hwang and Chuang, 2004).

2.2 Pure Content-based filtering

Content-based filtering recommends items based on similarity between items or similarity between items and user interests. While the collaborative filtering method recommends items based on other people s preferences, the content-based filtering methods only takes into account the user s own preference in making recommendations. Balabanovic

(1997) defines a pure content based recommendation system to be one in which recommendations are made for a user based solely on a user profile built up by analyzing the content of items which that user has rated in the past .

User interest can be shown explicitly by choosing the area of interest in a keyword form or in the rating of items. Implicitly, it can be inferred from the duration of holding the items, etc. Once the interest is identified, the user's interest profile is represented by a vector of elements extracted from the content feature of the item of interest (Lang, 1995), or a probability model is built to rank the relative possibility that users would like an items (Mooney and Roy, 2000).The major challenge of content-based approach is that of Information Retrieval, which identify the content features is by extracting key phrases. The quality of the feature extracted is instrumental for the performance of the model since both the user profile and item profile is represented by the content feature extracted.

A pure content-based recommendation system has the advantage of easier interpretation of the recommendation results. The user can identify the key phrases that play an important role to get the current recommendation, and this ability to interpret gives people more trust in the system. It provides the user with an insight on his/her own preferences which sometimes is quite unobvious to the user. The pure content-based model is able to recommend previously unrated items, which broaden the coverage of recommendations. Also, since it only takes into account the user s own preference, the system is capable of provide quality recommendations to users with unique tastes, which addresses one of the disadvantages of collaborative filtering models.

A pure content-based recommendation system has many limitations as follows:

1) The current methods for representing contents and extract features from content do not necessarily capture the whole meaning of the content, such as the writing style of the content, the popularity of the author, the interestingness of the way subject is presented, the logic inside the words, etc.

2) A content-based filtering system tends to be over-specialized where users only get there commendation based on their own borrowing history or expressed interests, so the system would recommend similar items as to what the user has already read before. This issue may be lessened by adding randomness into the system, like the Mutation Process of the Genetic Algorithm.

3) Many rely on user s rating of items to identify user interest. This would be burdensome for users of the system.

One example of content based filtering model is LIBRA (Learning Intelligent Book recommending Agent) system proposed by (Semeraro *et al*, 2007). The model considers each category of the book content (title, authors, comments, etc.) as an unordered bag of words. Each book has many categories of contents which forms a vector of bags (of words). They model the books using Multinomial text model which considers the bags of words as a sequence of words drawn from the same Vocabulary. Using the Naïve Bayesian Text Classifier (which assumes that each word event is only dependent on the classification of the document it belongs to, but not dependent on other words in the document) a probability model based on contents and user ratings of the items is built. The model (i.e. all probability is estimated from training data) for each user, can be used to predict the user's ranking on a list of books. As a typical content-based model, the user ratings of books are very important in training this model since it builds user profiles by their past ratings into a probability model, and applies this model to other books to determine the relative possibility (ranking) that the user would like the book.

2.3 Hybrid approach:

Content-based and collaborative filtering approaches are not contradictory to each other, many efforts has been put in combining the two models in a hope to get a better recommendation results. Hybrid system takes the advantages of the two models while avoiding the disadvantages to some extent. A simple way to construct a hybrid system is to run collaborative filtering and content-based filtering separately, and combine the result in recommendations (Huang, 2002). But this simple approach is not a genuine hybrid system since the two methods are actually separated from each other. A slightly complicated way is to incorporate the two methods sequentially, like using content-based approach to first recommend books similar to user s interest profile which is formulated by combining contents of items rated high by the user, and then use collaborative filtering methods to find similarity between user profiles is the FAB system (Balabanovic, 1997). Other method like the graph based approach proposed by Huang *et al* (2002) represents users and items using extended graphs that incorporate item-to-item (Content-based Filtering), user-to-user(Collaborative Filtering) and user-to-item relationships. This method naturally integrated both methods together without separately or sequentially using them.

A Hybrid system has the combined advantages of pure content based and pure collaborative filtering models. It can recommend book that are unrated, cater the need of special taste users, provide explanations on

recommendations, and do not get such over specialized as to only recommend items similar to what users have liked in the past. By taking other user's interest into account through collaborative filtering, even if content feature does not capture the whole meaning of the content, it can be compensated by the collaborative factor. However, the limitation of a Hybrid system is that it demands more information compares to pure collaborative method or pure content based method. This would also raise concerns about privacy of user information and readily availability of data.

One example is the FAB system which is designed for net news, but the structure can be used in digital library. The FAB represents users with the content information from the items they rated high. In the digital library scenario, the rating is not always available. We can derive the rating from users by some other implicit factors such as duration of borrowing, puts item on hold, or number of times of renewal. User receives book recommendation from two sources; one source is content-based in which user gets recommendations from books similar to their past interest; the other source is collaborative based in which user gets recommendations from the high rated book of similar users. The major task of constructing such a system is to ensure that the user profile actually represents the interest of the user. An accurate profile would ensure that the items and user interests are indeed matching and that users of similar profile indeed have similar interests.

Another example is Graph-based model proposed by (Huang at el, 2002). This model builds a two layered graph. With one layer represents book-book connection, the other layer represents user-user connection, and in between the two layers are user-book connections. The book-book connection is weighted by the similarity of books based on book content which is represented using key phrase vector with weights. The weight on key phrase is used to adjust the relative importance of certain aspects of the contents like the authors. The weights between book connections are calculated using modified version of asymmetric cluster function. The connections between users are weighted by their similarity on user demographic information.

Finally, the connections between books and users simply reflect the user transaction history. When a user borrows a book, there is a connection between them. The user-book connection can also be weighted by user s interest in the book which can be derived explicitly or implicitly. When the graph is built, the recommendation becomes a graph search job. The level of recommendation of Book B to User U is calculated by employing a certain degree graph search starting from node U to node B, and summing over all possible paths the product of connection weights.

The experiment on the model shows that a low degree graph search (only search for paths with few connections from U to B) performs as good as a high degree graph search which uses Hopfield Net Algorithm. This model gives us a very clear structure about hybrid model; if there is no connection between users, the model would become a pure content based model; if there is no connection between books, the model would become a pure collaborative filtering model.

2.4 Generalized Association Rule

This is a category that does not fit into the content/collaborative-filtering models, since this model uses neither book content information, nor user to user connection. The recommendation is based on associations between general demographic categories of users and general book categories. This is a method that takes advantage of availability of book taxonomy in library, and addresses the problems of recommending new books to users.

One model is proposed by (Hwang et al, 2002) tries to address the problems of recommending new books which represent 75% of the collection of NSYSU (National Sun Yatsen University) Library. User demographic information and books they borrowed is put into one vector and forms a Demographic-product-transaction record. Then demographic and book taxonomy trees are used to replace each value in the demographic-product-transaction record with their corresponding demographic type and book category, and therefore forms extended transaction records. The extended transaction records are then used to build association rules between demographic types and book categories. The recommendation of the system would be of the form ÇCS Student->Computer books with 60% confidence and 2times improvement .

The advantages of this model are that it gives out clears rule which is understandable, and easy to follow, addresses the problem of recommending new books, and requires no further computing after it is built when make recommendations. But it also has many limitations. The model does not take into account specific taste of individual users. All books in one category would be recommended to all users of specific demographic type, which will certainly not be a high quality recommendation. And its heavy usage of user demographic information would certainly be a concern of privacy.

3. DATA REQUIREMENT ANALYSIS

We analyzed the characteristic of each model with respect to its advantage, limitation and illustrated a few examples of representative algorithms of each models in section 2. Apart from model building, data usage and data availability is also of concern. In this section, we focus on

data usage analysis of Book recommendation models. Here we analyze the data requirement for each category of models in section 3.1 and propose a core dataset that would be needed by libraries while planning to implement a book recommendation services based on data mining technique.

3.1 Data attributes used in book recommendation models

In a recommendation system, three types of information are usually used: user information, item information and transactional information (Huang *et al*, 2002). In a library setting, user information mainly includes user s demographic information such as users age, working title, educational background, etc. Item information usually contains text description of items like book s title, table of contents, journal s abstract. Transactional information is usually accessed by users borrowing history.

However, not all three types of information are required in each book recommendation model. A pure collaborative filtering model only relies on user demographic information and transactional information, while content-based model usually uses item information and user s rating (or other implicit information shows users preference on items), which could also be seen as transactional information. Hybrid approach, which approach attempt to combine both collaborative and content-based models, requires all three types of information. Table 1 summarizes information required for each category of book recommendation models.

Table 1: Data Attributes used in each recommendation model

Category	**Algorithm Name**	**Information Required**
Collaborative filtering	Ant Colony and Association	Users ID, Object ID, Type, Loan data and Return Date
	Hebbian	Browsing, saving, book marking, printing, or buying (in our case: interval of book borrowing), loan records (user and book)
Content-based	Content-based Algorithm	Title, Authors, Synopses, Published reviews, Comments, Related titles and subject terms. (Use users rating for training process)
Hybrid	FAB content-based	Web page content, Users profile
	Graph-based	Book content information; User s personal attributes; Library usage histories
Other	Generalized profile-base	Customers demographic information, book attribute values, customers borrowing records

3.2 Discussion and Conclusion on core dataset

As seen in section 1.3, data collected by library are broad enough to encompass all the data required in any book recommendation models discussed in section 3.1. However, not every library would preserve all the data or not every type of information is readily accessible, especially for users demographic information and item information. Reasons are various. For example, in traditional library, it is hard to do extraction to get text description from print materials. Besides, significant users demographic information raises privacy concerns so sometimes user information is hard to access. Consequently, although libraries carry big amount of users library usage information, sometimes users demographic information and book content information might hard to be used for providing recommendation service. On the other hand, there are also challenges for libraries that do keep enough information. Due to the complexity of their database, extracting data from distributed databases bring data integration concern. So it is really important for libraries to think about how to prepare data, if they have an interest in providing book recommendation systems.

Given this, we propose a core data set for libraries that are planning to offer recommendation service. When they think about extracting data from database, only a limited amount of information is considered, and this would make the data preparation job more focused. This dataset covers all three types of information, and proposed different data attributes for a library setting. Although collaborative is the most popular approach in book recommendation model as we mentioned before, we believe that there is a trend of using Hybrid approach to do library book recommendation service. First, as a combination of collaborative filtering model and content-based model, Hybrid approach is potentially to provide more accurate recommendation services. In fact, many papers have already proved Hybrid approach is a more effective model compared to the other two. Moreover, as libraries are carrying more and more digital format items, such as e-book and online journal, there is a possibility to extract more text description information of items, which is required information in Hybrid approach. These web documents have spectacular advantages since they are available at anytime and anywhere and easy to search for specific phrases or keywords. Therefore, we proposed the core data set with data attributes based on the Hybrid recommendation model, we expect that this data set could provide some ready-reference help to libraries intending to offer book recommendation services.

Table 2: Core data set for book recommendation model

CONTENT INFORMATION		USER INFORMATION	TRANSACTION HISTORY
Item number	Audience	Customer ID, Name	User ID
Catalogue	Language	Physical information (Sex, Age)	Item number
Type (e.g. print, electronic)	Text information (if any)	Organization/department	Borrow date
Format (e.g. books, Journals, CD, Cassette)	Subject	Education/Type & Major/Grade	Return date
Publication year			Status

4. CONCLUSION

This paper provides an overview on current book recommendation models in library setting. It first analyzes and compares the different characteristics of different models. Then from the data collection point of view, analyze the data requirement of each models, and propose a core dataset that are ready to be used for building book recommendation models. A Library that intend to construct its own recommendation service can select models by considering the different benefit and limitations each model has based on our analysis, and use the proposed core data set to identify their database readiness for the model to work. If their data collection is not broad enough to meet the core dataset requirement, they must first collect enough data in order to be able to provide recommendations. If all data in the core data set is available in their database but it is hard to integrate of data from distributed database, they must then focus on a better scheme of data structure or build a protocol for data integrity.

Data mining is such a new technique. So although library is going digital and stored massive amount of data, the data is not collected with a data mining requirement in mind. So that in order to provide a good recommendation service, libraries still needs many preparations with respect to data collection, data integration, data privacy, and model selection. We hope this paper could provide some guidance in all of the above aspects.

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Library 2.0: An Innovation for Building Better Public Libraries

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ABSTRACT

This paper is an attempt to explain what is web 2.0?, the Characteristic of web 2.0. Most important aspect of web 2.0 is its emphasis on online collaboration and sharing because it has social networking, user-centric and multimedia characteristics. Web 2.0 helps LIS professionals to generate a user-driven library environment and update users with changing environment. The paper also discusses about library 2.0, its characteristics, tools and techniques used in libraries, objective of library 2.0. The paper also describes the library 2.0 applications that apply web based technological environment to improve libraries situation.

Library 2.0 is a library service model that used web 2.o tools, technologies and services in order to guide towards the next level of information services delivery and usage. Through library 2.0, we can disseminate online services as use of OPAC systems and can increased flow of information. We can provide best services to its users and constantly update and reevaluate services. Library 2.0 also attempts to harness the library user in the design and implementation of library services by encouraging feedback and participation. Library 2.0 has very unique characteristics that are useful for public libraries as well as users. Library 2.0 may broadly also categorized as synchronous communication, content delivery, collaborative publishing tools, collaborative service platforms and hybrid applications, programs and programming tools etc. Library 2.0 applications are to provide more and more

interaction and user-centric library and information services to users. The users can get help on finding information even when library is closed. Libraries are using social networking, SMS, blogs as tools for promotion, publishing and outreach services.

Library 2.0 technologies may facilitate useful tools for public libraries to stay relevant and remain useful libraries have to adapt to changing user needs and expectations. Through library 2.0 we can able to remain constant reputation and standing libraries in the society. Library 2.0 also will bring a meaningful and substantive change in libraries, in its collection, in its services and in information delivery method. Library 2.0 will provide better, relevant and valuable information to its users.

Keywords: Web 2.0, Library 2.0, Libraries and Library 2.0 applications.

1. Introduction

Technology plays an increasing role in accelerating information growth and promoting development. With evolution of internet and world wide web (www) has transformed the whole globe. The libraries achieved the maximum benefit from it. It is web 2.0 epic, it provides an unprecedented platform for all internet users to dynamically farm, collaborative groups and creates, publish, exchange, share and cooperate on any types of information knowledge. Web 2.0 has found its applications in many spheres of activities that in turn led to advent of concepts like business 2.0, and library 2.0 so the concept of library 2.0 is borrowed from that of web 2.0 and follows some of the same underlying philosophies. Library 2.0 is more significant for better libraries and began to apply recent technologies as a means of creating more interactive, user Äcentric library services.

2. What is web 2.0?

The term web 2.0 coined by O Relly media (An American Media Company) to distinguish between the old and new generation of websites. O Relly projected web 2.0 as a collection of ideas on the perceived services by the second generation www that facilitate online collaboration and sharing among users.

ÇThe term library 2.0, first coined by Michael Casey in 2006 on his blog Library Crunch, refers to a number of social and technological changes that are having increasing impact upon libraries, its staff and their clientele, and how they could interact. The application of concepts and technologies of web 2.0 applied to the library services and collection is named as Çlibrary 2.0É It is a concept that defines new genera of library

services geared towards the needs and expectations of today s library users.É(Arora, 2009)

3. Characteristics of Web 2.0:

Some important characteristics are as:

3.1. To empowering tagging and rating of content and online services.
3.2. To allow build up the drawing data and virtual applications.
3.3. To assist in creation of user Ä generated content like Wikipedia/ blogs.
3.4. To capture users demand and satisfy their demand.
3.5. To permit active online participation of users.
3.6. To allow user to place and control his/her own data on web 2.0 sites.
3.7. To grant different neutral sites (web services) and contextual advertising blogs such as Google mail/Gmail/Google adsense etc.

4. Why Web 2.0 in Libraries?

Most important aspect of Web 2.0 is its emphasis on online collaboration and sharing. Web 2.0 has social networking, user Ä centric, multimedia characteristics. As user information seeking behavior change its services but demand also change in such situation web 2.0 find new solutions to serve user in changing environment and permit to user o observe, received and utilize information. When web 2.0 is connected with library information services, it is changed into library 2.0 because the application of communication, collaboration and multimedia based technology of library and information services and collection. With the beginning of web 2.0, a large number of web sites are available which facilitate social networking and online applications where user interact, create and recreate ideas, share resources, tags and label content. Web 2.0 technologies have been credited with the ability to expand social contact, accelerated business process, cost Äeffectiveness, recruit high Ä caliber personnel, high morale, motivation, job satisfaction and improve the user relations. Social networking is often known as social networking sites (SNS), it makes uses of web sites, and library professionals are using SNS, closely followed by creating awareness, socializing, making friends and new arrival display is predominantly dominated by SNS closely followed by book discussion and metadata linking. Web 2.0 also help to library and information professionals to generate a user Ädriven and library 2.0 environment and update library users with changing environment, It engage and push content to user. It also gives an opportunity to make community and received fast, quick respond to feed back. All above revolutionary ideas are very useful for libraries to consolidation of information seeker are now able to identify, seek, confirm and consolidate the type of information which they are for. It is

fact that more and more users are connected to each other by web 2.0 services to share their experience, video and views.

5. What is Library 2.0?

It is a library service model that used web 2.0 tools, technologies and services in order to guide towards the next level of information service delivery and usage. The focus is on user Ä centered change and participation in the creation of content and community. The concept of library 2.0 borrowed from business and web 2.0 and followed same underlying philosophies. It includes online services as use of OPAC systems and an increased flow of information from the library with library 2.0. Now libraries may provide best services to its users and constantly update and reevaluate services. Library 2.0 also attempts to harness the library user in the design and implementation of library and information services by encouraging feedback and participation.

6. Characteristics of Library 2.0

6.1. It is user Äcentric.

6.2. It provides library and information services to satisfy the needs of users beyond the library like portal and e Ä learning environment.

6.3. It makes easy community, communication and user participation.

6.4. It builds application that may be obtained from different sources and are flexible, responsive and intelligent to users demands.

6.5. It permits information knowledge to expose, discovered and manipulated through various manner and distinct from the original because the information knowledge were generated or applicable which originally generated or accessed it.

6.6. It exposes hidden collection.

6.7. It enriches information knowledge.

7. Tools and Technologies

Some essential tools and technologies that are used library 2.0 may broadly be categorized into five groups:

7.1. ***Synchronous communication***: it includes Instant Messaging (IM)

*7.2. **Content delivery:*** it includes

7.2.1. RSS feeds (Read simple syndication or Rich site summary), HTML feeds.

7.2.2. Stream media: it is sequential delivery of multimedia content.
7.2.3. Podcasting: it includes audio digital media files.
7.2.4. Vodcasting: it includes video files.
7.2.5. SMS enquiry service: it delivers short message on mobile.

7.3. ***Collaborative publishing tools*****:** it includes blogs and wikis etc.

7.4. ***Collaborative service platforms*****:** it includes social networks, tagging and bookmarking services.

7.5 Hybrid Applications, programs and programming tools**:** it includes Mushups, Ajax (Asynchronous JavaScript and XML), Application programming interface (API).

8. Objective of library 2.0

The main objective of library 2.0 applications is to move towards technologies based services environment so that large number of users can be benefited and to change the library and information services by making them more personalize, Interactive, collaborative, web-based and needs driven by users desired.

9. Library 2.0 applications

Library 2.0 applications (IMs, RSS feeds, Streaming media, Podcast, SMS, Blogs, WIKI, Social networks Social networking sites, API and Ajax etc.) are able to provide more and more interaction and user-centric library and information services to users. Both users and library professionals can add or edit the content through web browser. Libraries are offering live reference services like instant messaging (IM) around the clock in a collaborative manner for example: INFLIBNET Centre is using Google talk support users of SOUL software. Libraries are generating RSS feeds for users to subscribe to knowing updates on new arrivals, new services and new subscribe databases. Several streaming audio or video used in libraries. Moreover podcasting applications (iPod=broadcast=podcast) to support library orientation programs. Taking advantage of podcasting as a delivery media of library and information content and services is a great leap forward for library and information profession. The user can get help on finding even when the learning resources centre/library is closed. Short message service (SMS) is very popular; learning resource centers /libraries allow patrons to use their mobile to SMS their demands or queries to them. The reference staff deployed to attend such queries can respond at once with answers or with connect to more in-depth answers. Libraries are using blogs as a tool for promotion, publicity and outreach services. Wiki provide a quick, low-tech method to generate and maintain web based library subject guides and act as communication tools to enable social

interaction among library and information professionals and patrons. LIS professionals and patrons interact, share and exchange resources by social networks. Libraries can also use social marking sites using RSS feed for subject discipline or in area of specialization relevant to them. Some other applications such as Mashups, API and AJAX also can be deployed effectively to implement library 2.0 into traditional libraries.

10. Conclusion

Library 2.0 has change the conventional way of thinking about library and information profession where only libraries involve in generating the content and services for user shifted to the side of the user where library and information professionals will enable to users to generate then for themselves. Library 2.0 technologies may provide useful tools for libraries to stay relevant and remain useful libraries have to adapt to changing user needs and expectations. But must be accounted that technology is only a tool and it should only be used one time, the high level aims are taken which are essential for both users and libraries so only best useful tools should be carefully selected instead of trying to select a whole technology revamp that could prove costly as well as counter-productive. Through library 2.0 we can able to remain constant reputation and standing of libraries in the community. Library 2.0 also will bring a meaningful and substantive change in libraries, in its collection, in its services and in information delivery method. We conclude that library 2.0 will provide better, relevant and valuable information to its users.

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Public Libraries with Special Reference to ICT, Open Source and Institutional Repository

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ABSTRACT

Public Libraries are confronted with increased demands for a range of public access computing services and resources through implementation and optimum use of ICT. Facilities of technology bring good user environment, free exchange of information, increase effectiveness and efficiency of the user, the staff and the library. Network services, RFID, Barcode, Intranet, etc. Open Source Software are a big advantage to Public Libraries. Open Source Software has not only free automation (example-KOHA) but also free digitization of Public Library resources. These free Open Source SoftwareÄ (OOS) are DSpace, Greenstone, Eprint which help in digitizing the library resources as well as creating scholarly communication and discussion among users of Public Libraries. These OSS are creating Institutional Repositories which also access long term preservation. This paper also deals with the benefits of Institutional Repositories to Public Libraries. Part of the Public Library mission has become attempting to help bridge to the gap through digital divide. Institutional Repositories as a part of Public Libraries to justify in bridging of this gap. National Knowledge Commission has also recommended Public Libraries and Institutional Repositories as a key to Knowledge Management. A public library is a library which is accessible by public and is generally funded from public sources. In addition to print books and periodicals most public libraries today a wide array of other media including audio books, e-books, CDÄ, cassettes, videotapes, DVDs, video games, Internet, Inter

Library Loans, ReaderÄs Advisory service on fiction and non-fiction titles (often called Çreadalikes É), community meeting rooms, storytelling sessions (under early literacy program), Cultural Performances, adult literacy programmes, career counseling for teenagers, discussion groups, mobile libraries (reaching the unreached).

Definitions of Public Library

1. The American Library Association (ALA), addresses this role of Public Libraries as part of "access to informationÉ and "equity of access" part of the profession's ethical commitment that "no one should be denied information because he or she cannot afford the cost of a book or periodical, have access to the internet or information in any of its various formats."
2. A noncommercial library often supported with public funds, intended for use by the general public.
3. Encyclopedia Britannica Ça library maintained by a municipality or other unit of local government or usually supported at least in part by local taxation that provides books and reference services free to all local residenceÉ

Type of Public Library

1. National Library.
2. State Central Library.
3. District Central library.
4. Village Library.
5. Mobile Library.

Public Libraries play a pivotal role in dissemination of Knowledge. National Knowledge Commission had recognized Public Libraries as an extremely important element of the foundation of knowledge economy.

National Knowledge Commission has also recommended that there is urgent need of reforms in Public Libraries in India.

Aim of the Public Library

I. Public Library plays a vital role in improving the standard of education.
II. Access is free to all.
III. Provided valuable information as a whole to the society.
IV. Managed by five laws of library science by S.R.Ranganathan, the father of library science.
V. Public Library act in trinity that is document-librarian-users.
VI. Information Literacy.

Features of Public Library

I. Funded/Financed by government.
II. Public Library is brain of the community.
III. Public Library varies from Special to Academic Libraries.
IV. In information era, application of technology in Public Library has influenced a lot to potential users.
V. Popular Material and Historical Material are available easily.

New Role of Public Library

- Community activities centre
- Community information centre
- Independent learning centre
- PreschoolerÄs door to learning
- Reference libraries
- Research centre
- Formal education support centre

Services to be provided by Public Libraries

- Document supply service
- Information service
- Current awareness service
- Location type information service
- Reference service
- Back-up service
- Reprographic service
- Collection of non-book material
- Inter Library Loan/Consortia
- Union Catalogue/Shared Catalogue
- Text, Graphics, Video, Audio available

Worldwide Developments in Public Library Services

- Public library portals
- Digitizing national cultural heritage
- The e- book library
- Information Literacy
- Hybrid Library
- Internet access
- Distribution of commercial on-line database
- Distribution of national bibliographic on-line databases
- Connection to authorities own networks
- Database development

Infrastructure Requirements of a Public Library

- Well stocked collection
- Multiple copies for user benefit

- Individual section for Children
- Photocopy facilities with reasonable charge
- Online catalogue facilities
- Resource sharing

Influence of Information Technology on Public Library

The new information era has forced many systems to utilize together and Public Libraries are moving towards the application of information technology for extending their activities with the modern world. Use of ICT makes public libraries effective and efficient so as to reach the user and save their time.

1. **Computer and multimedia access** - use of computers for providing on-line services to the users and accessing information through it.

   Multimedia access helps in Public Libraries facilitates users with text, graphics, video and animation.

2. **Library automation**- The library resource material required software for automatic working of Public Libraries. Example LIBSYS, CDSISIS, KOHA (Free software and can be downloaded from internet). Library automation covers all the section of Public Libraries(i.e. Acquisition section, Circulation section, Catalogue section, Periodical section, Binding section, Document section, Theses section).
3. **Digital imaging technology/Printer/Scanner/Reprography** - Benefits Public Libraries by providing direct delivery and retrieval of information.
4. **Network Technology** Ñ Used to share information and resources. Most of the Public Libraries provide free access to internet facilities to users.
5. **Web Technology** ÑWorld Wide Web is a consortium that links all web servers. The whole world wide interconnected computers store a collection of interlinked e-documents called the web.
6. **Bar code technology** ÑA bar code is collection facilitates all types of activities of Public Libraries by using scanner and computer. It facilitates issue and return.
7. **Intranet** ÑAccess of intranet facilitates Library staff and further enhances and save time of user.
8. **Chatter boots/Reference Desk/Video Conferences/Instant Messages**- SDI and CAS services provided by Public Libraries have now changed their way to new technologies by instant messages facilities provided by Webcamp (Skpe and Meebo are providing online facilities for video conference).

9. **Social Networking** - Blog, Wikis, Face book, etc used for marketing strategies by Public Libraries.
10. **SMS and E-mail alert services**- Bulk of sms free of cost can be provided by Public Libraries for new arrivals, book reservation, fines, etc.
11. **Discussion forums**- Blogs, Wikis, Google Documents can be used for peer reviews and generate scholarly communication with a particular age group of Public Library users example Women section of Public Library, Teenager section of Public Library can discuss their views on a particular topics.
12. **RFID (Radio Frequency Identification)**- This RFID is a wireless technology that incorporates the use of electromagnetic coupling to uniquely identify the object. These systems are being implemented for Public Libraries for
    a) Library Security System
    b) Support Library Circulation
    c) Patron Self Check-in/Check-out
    d) Smart and Quick Inventory

    RFID tag is the most important link in any RFID system ability to store information relating to the specific item attached, rewrite again without any requirement for contact sight. Data within a tag may provide identification for an item ownership.
13. Biometric/Smart Cards- Used for identification of user through his figure tips, card access. This biometric or Smart Card application provides safety and security to the library resources and equipment and library users. These biometric or Smart Card application help in counting the present users per day automatically and thus identify its users.
14. CCTV ÑCCTVÄ used to avoid theft of books and non-books materials. It is the major security system of the libraries. CCTVÄ required cameras and TVÄ for monitoring the day to day activities of the Public Libraries.
15. Building Digital Collection- The major collection of any library is forced to build collection by using both print and digital collections. Open Source Software is the key to digitization of resources of library. Institutional Repositories are the recent trend for free and quick access of information. Examples of open source software are DSpace, Greenstone, Eprint, Fedora, etc.

Open Source Software Ñ Open Source Software is a Software that include source code and is usually available free of charge. Software can be modifying according to needs of the Public Libraries. Public Libraries can realize many advantages by using open source softwareÄ and

creating Institutional Repositories. Due to budget constrains many Public Libraries are not able to satisfied the requirements of their users. Open Source Software not only has a free acquisition, low implementation and support cost but also requires no need to take additional licenses. As the overall scenario is changing beyond traditional functionalities. The libraries demand services integrating internet and web technologies. The systems in libraries must deliver fully fledged content and support for entire satisfaction of the users. But in spite of the challenges libraries should consider the capabilities of Open Source Software and evaluate the merits of the features, reliability and feasibility.

Open Source Software directs new directions in scholarly communication like self arching, open access publishing. Libraries are experiencing heavy increase in cost of Journals and also libraries have an imperative to invest in technology infrastructure to support the delivery of digital contents and also to create high-tech and user friendly environment. This Open Source Software aims at fulfilling the objective of National Knowledge Commission recommended for Public Libraries to modernize public libraries through stimulation of services, applications and quality of contents.

Open source software has a great deal of possibility for library specific, open source software. Open source software struggles to offer only core modules; the overall scenario is changing beyond traditional functionalities. The systems in libraries develop fully fledged content and support for entire satisfaction of the users. Public libraries should consider the capabilities of open source systems and evaluate the merits of the features, reliability and feasibility.

Open Source Software are assisting in creating Institutional Repositories. Institutional Repositories are key to knowledge society. Public Libraries which are dealing with all kind of contents can create an Institutional Repositories for digitizing their contents and for long term preservation, free of cost through open software. Some of the open softwareÄs are Greenstone, Eprint, Fedora, Dspace.

Thus Institutional Repositories can provide a new look to the entire scenario of the Public Libraries. Here, we are now mentioning the Institutional Repository and also explain that how it can be a beneficial part of Public Libraries. Institutional Repositories is creation, transformation, dissemination of knowledge. Public Libraries increase their publications without having burden of cost. Institutional Repositories are easy to access for users even outside the premises of Library. Institutional Repositories supplement to the traditional

collection development of Public Libraries. Institutional Repositories covers Blogs, Websites, RSS Feeds, Self Archive.

Definitions of Institutional Repository

Clifford Lynch Ò a university based Institutional Repository is a set of services that a university offers to its members of its community for the management and dissemination of digital materials created by the institution and its community members. It is most essentially an organizational commitment to the stewardship of these digital materials, including long-term preservation where appropriate, as well as organization and access or distributionÄ

Foster and Gibbons describe an IR as Òan electronic system that captures preserves and provides access to the digital work products of a communityÄ

Wikipedia Encyclopedia:- ÒAn institutional Repository is an online locus for collecting and preserving in digital form the intellectual output of an institution, particularly a research institution. For a university, this would include materials such as research journals articles before (pre-prints) and after (post-prints) undergoing peer review and digital versions of theses and dissertations, but it might also include other course notes, or learning objectsÄ

Types of Material:

Resource Material:- Blue Print, Pre-print, Post-Print, Working Paper, thesis/dissertation, technical report, conference papers, progress reports, research articles, A-V chips, Teaching Material, diversity of contents and language used in full texts undergoing peer review and digital versions of course notes. Contents can be classified, restricted or unrestricted /open.

Characteristics of Institutional Repositories

- Institutional Repositories promote self archive.
- Institutional Repositories are institutionally defined rather than subject based.
- Institutional Repositories have wider distribution.
- Institutional Repositories increases dissemination, collect content in a single location.
- Institutional Repositories are supported by Scholarly Communication.
- Functions of Institutional Repositories:-
- User requires registrations for their documents submissions.
- Approval required for Moderation of the scholar work.
- Administration of scholar work.
- Dissemination of material submission.

Need and Advantage:- Institutional Repositories are Innovative, wider access, visibility to research output, preserve institutional heritage, reduce publication delay, faster communication, increase citation, strength research, Boom grey literature, persistent URL, research work Archive.

Other Benefits of Institutional Repositories

- Increased visibility to the Library.
- Complete customization of policies and user interface.
- Responsiveness to local user needs and preferences.
- Increased contact with constituents.
- Showcase and preserve scholarly output and historic documents.
- Archive post-prints, preprints.
- Support teaching and learning.
- Provide curatorial stewardship for disorganized and scattered digital materials.
- Papers will get persistent URL and more citations.
- No back up required.

Reason why Public Libraries should choose Institutional Repositories as a part of their Routine tasks

1. Public library can use Institutional Repositories to collect historical documents from community and share them with the world. This is one of the major recommendations of National Knowledge Commission.
2. Institutional Repositories can hold user E-Portfolios, Sharing Data, Sharing digital Contents over long term could benefit by establishing an Institutional Repositories in Public Libraries.
3. Public library can establish a repository to facilitate sharing of digital documents among the members such as collection of audio samples of language from around the world compiled by members of linguistic society.
4. Institutional Repositories can be a Prestige to a Public Library. Institutional Repositories has changed the conventional way of organizing the Contents of Public Libraries.
5. Institutional Repositories can be created by Open Source Software which requires Metadata. Metadata is associated with each document. Metadata derivable automatically from source documents. Browsing to Institutional Repositories is through Metadata .Metadata based browsing through list of Authors, Title, Date, and Class Number.

6. Institutional Repositories also support Multilanguage documents and collection can contain several gigabytes.
7. Z39.50 protocol is supported for accessing external servers and present collection to users.
8. Plug in facility of Open Source Software automatically accommodate new documents.
9. Institutional Repositories is flexible platform for building high quality Multimedia Artifacts.
10. Registered users of Public Libraries can access Institutional Repositories through Password.
11. One of the important recommendations of the National Knowledge Commission for Public Libraries is Digital Divide. This recommendation can be take care by Institutional Repository as it covers a large Database at the fingertips of the user.
12. Public Library Principal ÇBe Free Of ChargeÉ and so as the mission of Institutional Repositories i.e. Free access of Documents for the users.

Assessment Challenges for Evaluating ICT, Open Access and Institutional Repository in Public LibraryÑ There is also a need to consider how to evaluate ÇsuccessfulÉ Public Access Technology services in Public Libraries. Evaluating Internet-based services as opposed to traditional services would need to consider a number of factors.

1. Traditional evaluation approaches typically base assessment on an imposed or organizationally accepted set of services goals/ objectives. Services based on social networking activities build on dynamic, personally self-driven goals/objectives which are constantly evolving and changing.
2. Outcome measures that assess changes in knowledge, behavior, skills and attitudes may be less importance in internet-based services where learning, contacts, quality of life and other individually-based measures are most important. Moreover, individually Ñ based measures may have greater validity for measuring user success than system Ñbased out comes.
3. Comparing the Çsuccess Çof users across various types of internet based services, especially social networking services applications, presents numerous challenges given the situations. Presents numerous challenges given the situational nature of the users of these applications.
4. Defining and operationalizing Çpage views,É Çfull text downloadsÉ, and other online statistics in the context of

federated searching, firewalls, and complex network configuration should be made simple and easy to access.

5. The nature and the definition of the ÇcommunityÉ as it relate to the libraryÄs service population changes significantly in a network environment.
6. Institutional Repositories in Public Libraries can be evaluated through various research tools i.e. Survey method, Questionnaire method, etc. These methods can provide a good feedback to Public Libraries so that usage of Institutional Repositories can improve further.
7. Success of the usage of ICT, OPEN ACCESS and INSTITUTIONAL REPOSITORY depends on the skill and Knowledge of the user. Public Libraries should provide adequate training to users and staff to increase their efficiency and effectiveness.

Conclusion- ICT, OPEN ACCESS and INSTITUTIONAL REPOSITORIES are the key for successful running of the Public Libraries in recent era. Public Libraries do have budget constrains and it is difficult to manage even through Consortium, ILL, Resource Sharing. Application of ICT, OPEN ACCESS and INSTITUTIONAL REPOSITORIES can store gigabytes of data for a long duration free of cost. National Knowledge Commission emphases on Knowledge preservation and intensive use of ICT in Public Libraries. It also recommended the interconnection of all the Public Libraries through Networking. OPEN ACCESS and INSTITUTIONAL REPOSITORIES in PUBLIC LIBRARIES have many advantages in E-ERA and further increases User Satisfaction.

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Public Library Services in the Information Communication Technology (ICT) Era: An Introduction

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ABSTRACT

Information Communication Technology (ICT) not only by providing access to information, but also by disseminating information and fostering interaction. It is currently taking center stage and transformed the whole world into a global village with a global economy, which is increasingly dependant on the creative management and distribution of information. The librarians in public libraries have to apply the tools and techniques of ICT to meet the changing requirements of the users by innovating its procedures and systems. The paper discusses the impact, implications of ICT and role of public libraries in the era of information Technology.

Keywords: ICT, Information Communication Technology, Information Technology, Library Services, Public Library.

Introduction

Information and communication technologies (ICT) can play an important role in community development. Public access to computers can extend the reach of ICT, offering access to those who do not have access to computers and ICT at home, at school or at work. Public access ICT through venues such as cybercafés, public libraries, and telecentres has become increasingly popular over the last 15 years. The International Telecommunications Union (ITU) reports that only 26% of the worldÄs population has Internet access in their homes, with most access penetration in developed countries (2010). Access to ICT is certainly an important starting point, but it is not enough to help bridge the digital divide (Barzilai-Nahon, 2006; Potter, 2006; Fink & Kenny, 2003; Gomez & Casadiego, 2002; Gomez & Martinez, 2001; Gurstein, 2003; Wilson, 2004; Yu, 2001).

Mission of Public Library

The UNESCO Public Library Manifesto defines the public library as "the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision making and cultural development of the individual and social groups". According to UNESCO Manifesto for Public Library (1994)Äthe mission of public libraries services are:

- Creating and strengthening reading habit in children from an early age;
- Supporting both individual and self-conducted education as well as formal education;
- Providing opportunities for personal creative development;
- Stimulating the imagination and creativity of young people and children;
- Promoting awareness of cultural heritage, appreciation of arts, scientific achievements and innovation;
- Providing access to cultural expressions of all performing arts;
- Fostering intercultural dialogue and favouring cultural diversity;
- Supporting the oral tradition;
- Ensuring access for citizens to all sorts of community information;
- Providing adequate information services to local enterprises, associations and interest groups;
- Facilitating the development of information and computer literacy skills;
- Supporting and participating in literacy activities and adult education programmes for all age groups, and initiating such activities, if necessary.

Social Responsibilities of the Public Libraries

ÇThe poorÄÉ and "the richesÉ of information define the new circumstances the public libraries in the whole world are supposed to work with. In the social area of the local community, a public library should be regarded as an opportunity to reach information, in spite of different social conditions. Even it was not called Çsocial responsibilityÉ; a certain commitment of the libraries concerning the social protection existed for a long time. Nowadays, this obligation is mentioned even in the library legislation in order to be observed as such. There is a direct connection between how the library is understood as an information structure and its role in the community and the total quality management. The real democratization of the access to the information becomes a condition for a durable social development of the community members. Up to what level is this connected with the quality of the services? We think it is totally connected as the social responsibilities of a country library are huge and userÄ expectations are very high regarding all kind of services. Public administration offers the financial support for the county libraries taking into consideration their capacity to offer services to the community. It is to be understood that always libraries complained about money and they will do that in the future for sure. Generally, very high quality services mean a lot of money. But, in the same time mean a proper management of the resources, professionals, building etc. Library was seen in the past only as a ÑculturalÉ institution, not producing money, but consuming it in large quantities.

Today, the social responsibilities of the libraries cover democratic access to the information for the community *via* good library services and in the same time and management strategies able to use the community money in a proper way.

Public Library in the ICT Era

The public library has become a multi-purpose agency with multiple roles covering the areas of information and life long learning, recreation and leisure, culture and research. The new Information and Communication Technologies (ICT) do not threaten the existence of public libraries but offer an opportunity to provide increasingly valuable and effective services for users. Because of their importance, public libraries are at the heart of both the Department for Culture, Media and Sport (DCMS) and broader Government policies:

- They underpin education, providing essential support for school children, students and lifelong learners;
- They enhance public access to the worldÄ storehouse of knowledge and information;

- They promote social inclusion, by helping to bridge the gap between those who can afford access to information and those who cannot, and by facilitating access to information for socially excluded people;
- They are a vital conduit and access point for the main principles of modernisation and delivery of public services;
- They provide information and learning opportunities which underpin creativity, economic regeneration, urban renewal and rural development.
- In addition, their traditional roles in support of literacy, reading and personal and community growth are undiminished.

Initiatives for the Development of Public Libraries Services in India

Former President of India A.P.J. Abdul Kalam has coined a new term, PURA (Providing Urban amenities in Rural Areas) that describes coherent knowledge and resources distribution across the country. The PURA will deliver three types of connectivity: physical connectivity by providing roads in rural areas, electronic connectivity by providing reliable communication network and knowledge connectivity by establishing more professional institutions and vocational training centres. Schools with best infrastructure and teachers who love teaching, primary health centres, silos for storage of products and markets for promoting cottage industries and business, employment opportunities for artisans are some of the elements of PURA. PURA will also help in poverty removal. He has also envisaged establishing Village Knowledge Centres across India. To implement visions of President of India and other contemporary social reformists, Government of India and other agencies have taken up a number of programmes and initiatives across the country. Some initiatives are based on successful partnership between private bodies (like, corporate and NGOs) and public bodies (like, village Panchayats), this may known as private public (PP) partnership, e.g., eChoupal, TARAHaat. Some initiatives provide Government to Citizens (G2C) interface to ensure better transparency in governance, e.g., Bhoomi, Gyandoot, Community Information Centres, etc. These community information centres provide various kinds of community information required by common citizens, e.g. education, health, nutrition, sanitation, agriculture, wholesale prices of agricultural products, village industries, weather, land records, utilities (such as, ration cards, driving licenses, birth certificates, death certificates, caste certificates, income certificates, etc.), and so on. Some projects have coverage in particular areas, e.g. Bhoomi (covering land records), whereas some other initiatives have coverage in an array of areas, e.g. Community Information Centres (covering education, health, utilities, etc.). Most of these initiatives are establishing information kiosks or

cyber cafes at the village and the semi-urban areas, with the hardware, software, network, telephone and power supports from the respective institutions involved, and with the participations of the self-help groups or volunteers who will run the information kiosks at the doorsteps of the villagers and common citizens. VSAT terminals are also provided in few initiatives, like, Community Information Centres and eChoupal, where telephone connectivity is not adequately available. These community information initiatives deliver e-literacy programmes to the common citizens where basic skills of using computers and Internet are imparted. These initiatives also deliver information literacy training to the users of information kiosks, where learners know how to use information resources available within the respective initiativeÄs portal, intranet and Internet, and how these information can be used in solving the problems of individuals in their vocational (e.g. agricultural know how), personal (e.g. getting a certificate) and social (e.g. sanitation) life.

Projects launched for the public libraries services in India:
Coverage institutions involved type of participation

Name of the Project (with web address)	**Coverage**	**Institutions involved**	**Type of Participation**
Common Service Centre (CSC) (www.mit.gov.in/default.asp?id=825)	Establish 1000,000 Common Service Centres in 600,000 villages of India	Department of Information Technology; Infrastructure Leasing & Financial Service Limited	G2C
Akshaya (www.akshaya.net)	1 State (Kerala)	Kerala State Information Technology Mission	G2C
Bhoomi (www.revdept-01.kar.nic.in)	1 State (Karnataka)	Revenue Department; National Informatics Centres	G2C
Community Information Centres (CIC) (www.cic.nic.in)	10 States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, Jammu & Kashmir)	Ministry of Development of North Eastern Region (DONER); National Informatics Centres	

Digital Gangetic Plane (www.iitk.ac.in/mladgp)	1 State (Uttar Pradesh)	Media Lab Asia, IIT Kanpur	G2C
Drishtee (www.drishtee.com)	5 States (Haryana, Punjab, Madhya Pradesh, Rajasthan and Bihar)	Ltd.	
eChoupal (www.echoupal.com)	6 States (Madhya Pradesh, Karnataka, Andhra Pradesh, Uttar Pradesh, Maharashtra and Rajasthan); 31,000 villages.	International Business Division of ITC Limited	
Gyandoot (www.gyandoot.nic.in)	1 District (Dhar district of Madhya Pradesh state)	Gyandoot Samiti & National Informatics Centres	
Rural e-Seva (www.westgodavari.org)	1 District (West Godavari district of Andhra Pradesh state)	West Godavari District Administration	
TARAhaat (www.tarahaat.com)	4 States (Punjab, Haryana, Madhya Pradesh, Uttar Pradesh)	Development Alternatives	
Village Knowledge Centres (VKC) (www.mission2007.org)	600,000 villages across India by the year 2007	National Alliance for Mission 2007, NGOs, Department of Information Technology, Ministry of Panchayati Raj, Ministry of Agriculture, National Bank for Agriculture and Rural Development, etc.	

ICT Driven Public Libraries ÄThe Need of the Hour

H.K. Kaul (2002) opines that ÇOur public library system in the country failed totally in bringing knowledge to the doorsteps of every individual. It is advisable for us to look at the problem afresh, especially when the computer and communication technologies have now become available to us at a minimal cost. ICT does not include only the Internet but a gamut of other tools which could be used individually or in convergence with each other. The convergence technologies include community radios, Internet radio, local area networks, tele-centres, information kiosks, mobile phones, WAP applications etc. Use of convergence Technologies reduces the skew in knowledge distribution between rich and poor, educated and uneducated, rural and urban and men and women. ICT driven public libraries should act as intermediary centre with suitable awareness programs. As the nerve centre for improving literacy, awareness, welfare and cultural awakening, it is the intention to put public libraries in the right perspective to arrive at a single window integrated environment for information dissemination concerned with all aspects of human life.

ICT Based Library Activities

1) **Data Processing:** Data processing is a process that uses a computer program to summaries, analyse or otherwise convert data into usable information. The process may be automated and run on a computer. In the data processing we can do Data Entry, Data Coding, Data Transformation, Data Translation, Data Summarization, Data Aggregation, Data Validation, Data Tabulation, Statistical Analysis, Computer graphics, Data Warehousing, Data Mining.

2) **Circulation:** A circulation department is one of the key departments of a library. It provides lending services and facilities for return of loaned items. Renewal of materials and payment of fines are also handled at the circulation desk. Circulation staff may provide basic search and reference services, to library users.

3) **Cataloguing:** Online cataloging has greatly enhanced the usability of catalogs, OPACs have enhanced usability over traditional card formats The online catalog does not need to be sorted statically; the user can choose author, title, keyword, or systematic order dynamically. Most online catalogs offer a search facility for any word of the title is reached even better.

4) **Bibliography:** Bibliographic Service Compilation of bibliographies, reading lists and state-of-art reports are very parts of LIS work, particularly in research and academic libraries. Browsing through bibliography database in electronic form on CDROM or online, offers

convenient, efficient and cost effective information retrieval. Bibliography databases also provide unique search features such as searching on multiple criteria (key-word, subject, author, source, classification code, year of publication, language etc.), and variety of display formats & styles.

5) Prepared in house database: A library is a collection of sources, resources, and services, and the structure in which it is housed it is organized by the library for the use of library members. Modern libraries are increasingly being redefined as places to get unrestricted access to information in many formats and from many sources. In addition to providing materials, they also provide the services of specialists, librarians, who are experts at finding and organizing information and at interpreting information needs.

Public Library Services through ICT

1) CD Rom Searching: The CD-ROMs coming along with books are assigned accession numbers and are kept at the computer section to be issued to the users to get information whenever needed. Library has also subscribed to CD ROM database provides for online Access.

2) On-line Networking: Networking is one of the most effective ways of serving usersÄneeds comprehensively. Networked access to databases would help get newly-published information to library users.

3) Photocopying: The technology of reprography made a big impact on the document delivery system. Most of the research libraries have reprographic machines and provide photocopy of any document on demand.

4) On-line Information Service: Online Information services are anticipatory or responsive. Both these services promote the use of library materials, make available library materials to users and thus meet user requirements. The various services include Newspaper clippings, Abstracting/Indexing Services, Current awareness services, translation services, referral services, photocopying services and Computerised services.

5) News Clipping Scanning service: Newspaper Constitute an important source of Information as they contain the latest information in the form of news with, often daily, updating. Print media is useful for research needs but many organization and individuals are turning to online newspaper clipping services and some are organization do this by their library.

6) On-line Reservation Service: The Online Reservation Service allows you to reserve books and journals which are on order, being processed by the Library or on loan to another reader. User can place a reservation at the Issue or Information Support Desk using the request option on the on-line catalogue.

7) Database Searching Service: Through this service, we regularly provide the users with the exact information they need, depending on their interest profile, from our collection of major national and international databases (retrospective and current) on our subject. The databases are in CD ROM or computerised form which saves their valuable time and energy, as the information available here is pinpointed and readily accessible.

8) Audio-Visual Service: Audiovisual materials are important sources of information, education and entertainment. Many libraries particularly media libraries and large academic and public libraries hold audio visual material such as DVD, films, pictures and photographs etc. Libraries allow their members to borrow these. Recent developments in storage media, compression and encryption technology have made it possible to store large amount of multimedia documents on hard disk and disseminate through internet.

9) Internet Access: The use of the Internet around the world has been growing rapidly over the last decade. Libraries provide free or controlled access to internet and email. Depending upon the availability users can be given time slots for use of internet facility. Usually internet enabled terminals are provided in the library that can be used for internet access and email etc.

10) E-Query Services: E-Query Service is a Web-enabled contemporary reference service offered to the registered members of the Library together handle queries received in person or by e-Mail. E-Queries may sometimes need to be followed-up with telephone, fax, regular mail, or personal interactions. Library, appropriate and brief information gathered in response will be sent to the enquirer through e-Mail within three consecutive working days from the date of receipt of the query.

Conclusion

ICT literacy is an area that seems very important in the future. It is defined as the ability to identify, access, and use electronic information from the network - not least from a social perspective giving due attention to the imperative of the widening gulf between the network literate and the network illiterate. Information and Communication

Technologies (ICTs) play an important role in enhancing efficiency in development of public library service. ICT is changing the work of libraries and information centers. An increased number of users, a greater demand for library materials, an increase in the amount of material being published, new electronic formats and sources, and the development of new and cheaper computers are some of the reasons for the growing need for ICT in India. Libraries of the 21st century can help fight poverty and narrow the gap between rich and poor. For the first time in history poor are getting opportunity to enhance their wealth through the creation and use of knowledge. And libraries are taking a central role in this notable movement. Librarians, library patrons and supporters, and, above all, must help develop ICT-based libraries to meet the changing demands of the users.

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Rejuvenating of Public Libraries of Assam through Mobile Technologies: An Approach

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ABSTRACT

The paper introduces with the mobile technology which is the out come of ICT. This technology is moving very fast with more user-centric. The library and information centres are forced to include the mobile devices to support information needs of their remote users, wherever they are located. It also enlighten that 4.6 billion cell phone users worldwide, representing two-thirds of the world population, in such case all these people will be having access to library. The various application mobile technologies for providing library services also discussed. Public library in India and Assam in brief narrated as a central theme of the paper. Lastly, it has suggested how public libraries including rural libraries in Assam can be rejuvenated with the advent of mobile technology use in libraries.

Introduction

The dimension and implications of Information and Communication Technology (ICT) is changing from one to other, whether it is internet connectivity and in other communications. Such is the case with mobile technology, it is one of the out come of ICT and its development is very

prominent and becoming more user-centric. Its applications has become inevitable in Libraries and Information centres which is changing the relationship between libraries and their users--by expanding services and posing new challenges to reader's privacy. Moreover as the information revolution continues to grow, more libraries will be forced to include mobile devices in their services to support the information needs of their remote users-wherever they're located.

But the growing capabilities of mobile devices also comes with some important concerns related to content ownership and licensing, digital rights management, and access to information in the digital age. Despite these concerns, however, a growing number of tech-savvy libraries so many libraries in the world have developed mobile apps and are embracing mobile technology. Libraries can reach out to other potential users who've never stepped into a physical library building, and who never may.

ALA (American Librarian Association)'s Office for Information Technology Policy has been tracking mobile device research for the past few years, and the information it's uncovered represents "just a tip of the iceberg" in how libraries can use mobile apps to their advantage. Mobile devices are really bringing the power of the Internet to life on the go.

Studies show that in 2009 there were nearly 250 million wireless data-capable devices in the United States. At the same time, adoption rates for mobile technology dwarf those for non-mobile technologies. For example, there are eight times more iPhone/iPod Touch users in the two years since their launch than there were AOL users two years after its launch. At the end of 2009, there were 4.6 billion cell phone users worldwide, representing two-thirds of the world population. At the same time, a 2010 study finds that that 66 percent of public libraries offer e-books to their users, up from 55 percent the previous year. And an estimated 83 percent of libraries offer online audio content, while 63 percent offer online video content. The opportunities for learning all these extends the opportunities for learning and outreach from libraries.

1. Mobile Technology and its Use in Libraries

There are different levels at which we can enter the world of mobile friendly library services, from basic text messaging services, through the mobile web that is increasing rapidly in importance and availability, to the more speculative (and fragmented) world of location aware services. Whatever level we are at, it is important to remember that this is a rapidly developing area. It is only likely to be more important each month and each year to be represented on our users' mobile phones, but

there are lots of ways we can painlessly and cheaply make that presence felt.

1.1 Online Public Access Catalogue (OPAC) through Web and Mobile:

An OPAC (Online Public Access Catalog) is an online bibliography of a library collection that is available to the public. OPACs developed as stand-alone online catalogs, often from VT100 terminals to a mainframe library catalog. With the arrival of the Internet, most libraries have made their OPAC accessible from a server to users all over the world. This OPAC can also be accessed through mobile device from any corner of the world.

1.2 E-Mail through Mobile:

An email message is sent for various activities of library to its users on their registered mobile phone. All the users of library are having email and mobile numbers now-a-days which are provided to library during registration to library. Notices, common circulars or any other special information are sent to users through email on mobile, users can have access them while on move at any time and place.

1.3 Text and Messages:

Text and messages which are usually sent through mobile since inception of mobile technology known as sms which is very cheap and convenient as well, with the adoption of mobile technology in Libraries the same are being used as tool of communication for various purpose of library services such as circulation, browsing etc.

1.4 Circulation Services:

Almost all the standard circulation procedure such as book issued as well due from the library alongwith due dates of the same are communicated through mobile. In addition late fine, reservation and reminder also sent on mobile of the users. Users also can browse their own library account with proper user ID and password.

1.5 Distribution of Electronic (E)-Resources through Mobile:

Electronic Resources are shared in internet through different portal dedicated for its deployment which now can be deployed through mobile devices. This facility is only available with user ID and password provided by library of its user on mobile. As an example, The Royal Tropical Institute has launched of its portal on mHealth in Low-Resource Settings, www.mhealthinfo.org. The mHealth in Low-Resource Settings aims to facilitate the sharing of

experiences and lessons learned in order to contribute to more sustainable programme implementation and scaling up of mHealth initiatives. The portal features a fully searchable database containing more than 300 e-resources. Projects linking mobile technology to health care in LMIC can be browsed via tables as well as on maps. Users can learn more about KITÄs mHealth activities and are encouraged to share their own projects and experiences.[1]

1.6 Bibliography, Indexing and Taxonomy services in web through mobile:

Bibliographic information, Indexing and Taxonomy services which are available in the web for library users. But now the same are also deployed through mobile with various options available, for example, OCLC WorldCat database, Mobile access for Knowledgespeak is now available in a mobile browser version and a Java application version thorough http://www.myscoope.com. It provides a Java version - SCOOPE.JAR - for Java enabled phones. The executable file can be downloaded from http://www.myscoope.com/scm/images/SCOOPE.jar.

Some of SCOOPE STM Mobile's user-friendly features include:
» Easy Selection and viewing of desired news items
» Saving News articles in the local phone memory for later reading
» Search options
» Forwarding information via SMS or email
» Navigating to the URL links listed in the news item [2]

1.7 CAS, SDI, Information Bulletin and other miscellaneous services:

The various information such as extension services, workshops, seminars, new arrivals are being deployed to its users on mobile just like it is displayed in notice board. The Selective Dissemination of Information (SDI) and Current Aware Services (CAS) are also made available in the same manner on mobile.

1.8 Interactive Video and Audio Streaming on Mobile:

In mobile educational videos and audio can be deployed to its users. FM radio is generally used by library for itÄs user for dissemination of information and marketing of library products. In library Screening of movies for various educational and recreation purpose for its users be deployed on mobile for its user. It is mentionable that through this video and audio facility of mobile device library can have user education.

1.9 Maps and Geographical Information:

Mobile GIS applications enable field workers to display, inspect, capture, and update geographic information in the field; part of the

same technology is being by library for location of particular geographical location and map for its user. However, for this the mobile should be enabled with GPS. But for general purpose, library location can also be deployed through web on mobile.

In addition to the above, this technology can be useful for mobile library as well, in fact, this enhanced technology can turn library into mobile library in true sense which can be accessible to all right from city dweller to a remote villager provided the movement of its use in library is being cultured in right direction.

2. Concerns of Mobile Technology in Libraries

In-spite of having many more advantages for its use and applications in library and information centres, there are few disadvantages as well which are enumerated in brief in this section.

2.1 Navigation : The screen of the mobile phone is short and it is not very easy to browse or scroll to locate information from one screen as one page and other

2.2 Smart phone or such other good quality phone is required to have all video and images with proper footage.

2.3 There is a need to have habit of using mobile phone to access library material

2.4 Proper training for library personnel for deployment of information through is a great matter of concern which may require special training.

In addition to the specific problem there are many other issues such as virus, copy right violations, IPR and other security issues which may be considered for adopting and for its continuous use in Libraries for the community.

3. Public Libraries

A public library (also called circulating library) is a library which is accessible by the public and is generally funded from public sources (such as tax money) and may be operated by civil servants. Taxing bodies for public libraries may be at any level from local to national central government level. Public libraries exist in most places in the world and are often considered an essential part of having an educated and literate population. Public libraries are distinct from research libraries, school libraries, or other special libraries in that their mandate is to serve the public's information needs generally (rather than serve a particular school, institution, or research population), as well as offering materials for general entertainment and leisure purposes. Public Libraries provide free services such as preschool story times to encourage early

literacy. Public libraries are typically lending libraries, allowing users to take books and other materials off the premises temporarily; they also have non-circulating reference collections. Public libraries primarily focus on popular materials such as popular fiction and movies, as well as educational and nonfiction materials of interest to the general public; computer and internet access are also often offered.[3]

3.1 Bridging Digital Divide:

As more commercial and governmental services are being provided online (e-commerce and e-government), public libraries increasingly provide Internet access for users who otherwise would not be able to connect to these services. Part of the public library mission has become attempting to help bridge the digital divide. A study conducted in 2006 found that "72.5 percent of library branches report that they are the only provider of free public computer and Internet access in their communities".[4] A 2008 study found that "100 percent of rural, high poverty outlets provide public Internet access, a significant increase from 85.7 percent last year".[5] In addition to access, many public libraries offer training and support to computer users. Once access has been achieved, there still remains a large gap in people's online abilities and skills. For many communities, the public library is the only agency offering free computer classes and information technology learning. As of 2008, 73.4 percent of public libraries offered information technology training of some form, including information literacy skills and homework assignment help. A significant service provided by public libraries is assisting people with e-government access and use of federal, state and local government information, forms and services. Internationally, public libraries offer information and communication technology (ICT) services, giving "access to information and knowledge" the "highest priority."[6] While different countries and areas of the world have their own requirements, general services offered include free connection to the Internet, training in using the Internet, and relevant content in appropriate languages. In addition to typical public library financing, non-governmental organizations (NGOs) and business fund services that assist public libraries in combating the digital divide.[7]

3.2 Public Libraries in India:

Public libraries in India is spread all over the countries, consist of state central libraries in every state, district libraries, urban public libraries at the cities and rural public libraries at the villages. Public libraries are mainly supported by state governments and local authorities, and some times by the central government, developmental agencies, nongovernment organizations and private trusts. The Delhi Public Library (DPL), established in 1951 by government of India in collaboration with UNESCO, caters library and information services to the National Capital Territory of Delhi. It has 176 service points spreads

over five regions and consists of branch libraries, sub-branches, community libraries resettlement colony libraries, reading rooms, mobile library points, Braille library and deposit stations. The DPL is a recipient of books published in India as per the provision in the Delivery of Books and Newspapers (Public Libraries) Act, 1954. The DPL has collections about 2 million books and other documents. Raja Rammohun Roy Library Foundation (RRRLF) is the nodal agency of the Government of India to support public library services and system and promote public library movement in the country. The RRRLF undertakes different functions in each state and union territory through a State Library Planning Committee (SLPC) or State Library Committee (SLC). Its headquarter is located at Kolkata and it has four zonal offices in Kolkata, Delhi, Mumbai and Chennai. RRRLF provides financial and technical assistance to public libraries and organisations engaged in the promotion of public library development through different schemes. Schemes of RRRLF broadly categorized as Matching Schemes and Non- Matching Schemes. Assistance under matching schemes is given from the resources shared on 50:50 matching basis with the state governments. Assistance under non matching schemes does not have share of the state governments. Table 1 shows the number of different public libraries in India which also indicates that there is lack of existence of public libraries in some villages even after 60 years of independence. The Public Library penetration has been given in following table:

Table 1: Public Library system in India

Demography of India	**Number**	**Public Libraries***	**Number**	**Percentage covered**
States and Union Territories	35	State Central Libraries	28	80%
Districts	592	District Libraries	451	76%
Talukas#	3,987	Taluka Libraries	501	12.5%
Villages#	587,226	Rural Libraries	28,820	4.9%
Source: #Census of India, 1991; *Ghosh, 2005 [8]				

3.3 Public Libraries in North Eastern States:

In the North Eastern states of India, only two states i.e. Manipur and Mizoram have the library act which even yet to implement, other states are yet to enact library acts. Public Library system in the North Eastern States has always been given less important by the concerned

Governments. Public library system of North Eastern States other than Assam state has been given in a table below:

Table 2: Public Library System in North Eastern States

State	Central	District	Sub-Divisional	Block	Circle	Rural	Branch	NGO Library with RRRLF Grant	Total
Arunachal Pradesh	1	12	13	18	38	-	-	84	166
Manipur	1	6	-	-	-	-	1	120	128
Meghalaya	1	7	-	-	-	-	-	15	23
Mizoram	1	5	-	-	-	-	-	410	416
Nagaland	1	7	-	-	-	-	-	244	252
Sikkim	1	3	-	-	-	-	-	159	163
Tripura	1	3	7	10	-	2	-	100	123
Total	7	43	20	28	38	2	1	1132	1271
Source: Brahma, Sangrang, 2011[9]									

3.3.1 Public Libraries in Assam:

The Directorate of Library Service, Assam was formed in the year 1984 under the Ministry of Cultural Affairs Department, Govt. of Assam, to improve, supervision and control with better administration of Library system in the state of Assam. The total number of libraries of different level has been given in a table below:

Table:3 Public Library System: Assam

Directorate of Library Service	District	Sub-Divisional	Branch	Rural
01	23	14	04	204*
* 200 in plain areas and 04 in hill areas.				

3.3.1a RRRLF and its grant:

RRRLF grant for libraries in North Eastern states out of special non matching fund.

Year	RRRLF Contribution (in Thousand)	State Government (in Thousand)
1993/94	50	50
1994/95	4,50	4,50
1995/96	10,00	10,00
1996/97	5,00	5,00
1997/98	10,00	10,00
Table 5: Matching share of RRRLF with State Government in the ratio of 1:1, Source: (Bardoloi: 2000:125)		

In the year 1998/99-1999/00 seven (7) rural libraries that are run by voluntary organization received a total of Rs. 5,05,042/- from the foundation. (Bardoloi: 2000: 125) and in the year 2002/03 the foundation sanctioned a special grant of Rs. 123.05 lakh for N.E. States (RRRLF: 2003: 47) out of which Assam received a total of Rs. 19,14,807/- [For training Rs. 2,27,290/- For book Rs. 9,98,820/- and for storage Rs. 6,88,697/- (RRRLF: 2003: p.109)]. Out of the total fund 11 NYK (Nehru Yuvak Kendra was established for the welfare of non-student youth between 15-35 years of age under Youth service programme of the Ministry of Human Resource Development. These are centrally sponsored libraries) received a total of Rs. 12,500/-, the rest amount are distributed among the 1 state central library, 22 Divisional or District libraries. By this way a total of 34 libraries were benefited by the RRRLF during 2002/03. In the year 2003/05 the Kanakpur Progatishil Club (Hafzur Rahman Memorial Library), Kanakpur, Nilambazar, Karimganj received a total of Rs. 1,20,000/- (RRRLF: 2004: 45) for building under the scheme of assistance to voluntary organization providing public library services, 15 libraries received a total of Rs. 1,50,000/- under the scheme of financial assistance to children libraries of children section of general public libraries, while 9 centrally sponsor libraries receive a total of Rs. 22,474/- that means only a total of 33 libraries were benefited by RRRLF during 2003/04 (1 State central library, 22 divisional/District libraries, 9 NYK and 1 voluntary organization). It should need to mention here that the fund received by state central library from RRRLF also distributes the same among 245 libraries that it covers. So in reality there are very few libraries in Assam that are benefited by the RRRLF.[10]

4. Rejuvenate of Libraries with Mobile Technology

The public libraries in India and in Assam in particular are not growing neither in its volume nor in terms of its service to be rendered to the society to make them more responsive citizen in a democratic country like India. There are many more issues which are responsible for the underdevelopment of library and its services, out of which one of them is financial crunch and secondly a policy both in state level and at centre. In spite of the above, the library services in this region can be revived with this mobile technology, provide the following recommendation is taken into consideration:

a. Infrastructure development of District Libraries and State Central Library with as cameras, scanner, PCs for mobile server for digitization process. Web and mobile application software may be provided either free. For expertise in retrospective conversion of various materials, Gauhati University Library may extend necessary help. If require, National Manuscript Mission, National Library Kolkata may be consulted.

b. The existing library which are located in District Head Quarters and with its State Central Library along with other libraries if any having good library holdings should convert all the materials in digitized form.

c. Make the content ready for deployment on mobile through web and web application for mobile.

d. The Government in association with library association/ organisation such as IFLA, ILA, Assam Library Association, should make necessary arrangement for training to the librarian for the technicalities & use of mobile in libraries including content development and deployment in mobile.

e. The government should make necessary laws & policies in consultation with TRAI for various issues such security and privacy for use mobile for libraries.

f. The mobile operators in the state should be instructed by the Government for free deployment of library information into mass people for the greater benefit of the society.

g. Strong motivation amongst the librarians and its staff for making the library on move project through cooperation in each other is mandatory.

With the above, all district libraries will have the digital information which are ready for deployment. Any rural library or any sub-divisional may request or any user from any nook and corner of villages of Assam can have access those library material through mobile. In this way, a new library set-up will not be required neither any more manpower requirement is necessary to have access particular information. In addition, certain information on public health and hygiene, national information on children education, adult education etc., can also be deployed through mobile. It is nevertheless to mention that over the year, the cost of maintenance towards library material will also reduce and nominal charge may levied for accessing information as the penetration level goes up.

Conclusion

Modern information and communication technologies such as the Internet are not yet commonly available in resource-poor settings. The mobile phone is a notable exception as it is the first ICT tool to reach even remote areas in low- and middle-income countries (LMIC).

Mobile devices and services offer tremendous flexibility for those who want to take advantage of library services. With a simple 3G connection, a user lying on a beach can access e-books and multimedia content from

a local library. Smartphones can access networks and content can be continually streamed over a network, providing content on demand and making it unnecessary to maintain a paper copy of the material. By going mobile, then, a library takes a giant step toward becoming a round-the-clock service.

Although mobile devices hold great promise for library services, there are some things to watch for. One is the reach of an external vendor into the digital collections and technologies, will be an extremely important issue for libraries if they adopt mobile technology and services that offer content from providers outside of the library. Another pressing concern about mobile technology in the library is privacy, because of the risk that patron usage information can be used and exploited by law enforcement official and those who commit identity theft.

Indeed, issues related to trust and security will arise as more libraries collect digital information that's stored in the cloud. Libraries should be wary of entrusting user information to locations in the cloud that may offer a different level of protection from that provided by in-house library infrastructure.

With the advent of mobile technology in libraries five laws of library science, and its democratic approach towards its users gets utmost priority, by providing service & access on the move, in any location without barring any geographical location.

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Role of ICT in Public Libraries

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ABSTRACT

Today the impact of ICT (Information Communication and Technology) is felt in every walk of life. Public libraries are highly benefited by ICT. Technological innovations and modern inventions facilitate public libraries in achieving their objective, i.e. providing information to the masses in the remote areas. The services of the public libraries can be modernized with the help of ICT and such modern devices as Internet, I-POD, Personal Digital Assistants and Laptops. These modern tools have now replaced traditional methods of disseminating information. Any information can be had had just by sending a command on the Internet. The scientific inventions have changed seems almost impossible. Since public libraries are the main source of providing up-to-date information, they are therefore required to make best possible use of ICT so that they may not fail in their primary objective of disseminating information. This paper examines the use and applications of ICT in the public libraries.

INTRODUCTION

Now-a-days ICT (Information Communication and Technology) has become so important that its impact is felt in every walks of life. Public libraries are readily absorbing technological innovations and modern inventions. Public libraries were started with the primary objective of providing information to all and sundry. The services of the public

libraries can be modernized with the help of ICT and such modern devices as internet, I-Pod and laptops etc.

ICT in Day-To-Day Life

Communication technology has entered in daily life in the form of Mobile phone, Internet, I-Pod, Personal Digital Assistants and Laptops, Multimedia resources such DVD Players and Home-Theatres have become accessible to the gentry as well as the laity. The scientific inventions have charged the life style of every Indian. The ICT helps the public Libraries in providing information to every common man.

Services Offered in Public Libraries

Reprography

Reprography / Xerox / Photostat services are being provided in the district central libraries. The same may be extended through Taluk Central Libraries and branch Libraries in rural areas too.

Voice Over Internet Protocol

VOIP (Voice Over Internet Protocol) facility shall be utilized to help the users reduce the cost of making overseas call to talk to their dear relatives.

Print Outs of E-News Papers

Electronic pages of newspapers that are available in Internet for cost shall be made available to users at an additional nominal cost. This service might be of great help for the unemployed youth to benefit from it, since certain advertisements appear only on the Capital editions of the respective newspapers.

Renewal through E-mails

Books that are lent to members shall be allowed to be remred through e-mail alert options. This helps the user renew the books even while they are at from Äoff places and in emergency.

Computerization of Public Libraries

Computerization activities started in the first phase with district central libraries being provided with computers for book accessioning and lending. Later on, with the aid of social service organizations such as RRRLF (Raja Ram Mohan Roy Library Foundation, Calcutta), three branch libraries in a district were selected and are supplied with three computer terminals with printers, barcode scanners, UPS (Uninterrupted Power Supply) and the necessary peripherals. With the help of these computer gadgets, public libraries can generate certain to meet their establishment and maintenance needs by providing services such as Internet browsing, print outs of downloads, CD writing, and so/on.

Networking of Public Libraries

Public Libraries in each district shall have a separate web page of their own and the same can be hosted on NICNET (National Informatics Center Network) free of cost, because of being a government organization. A separate network for public libraries can be created, so that public libraries of the state can share their digitized catalogues for the benefit of the users. Such a network may also help in smooth functioning of the administration, since information can be shared at any moment through such networks. Networking will also lead to bringing public libraries under one roof as a single entity of higher order. OPAC (Online Public Access Catalogue) of public libraries, if provided, shall help the users to browse the titles available by sitting in their home itself.

Knowledge Management

Experiences that are gained from what previously happened could be stored and used for future purpose by a have a of such information by providing services to a vast variety of users. Creating rich collection storing, processing and disseminating such knowledge assets using ICT can be done through public libraries at a minimal using, since they are located already at almost all the districts and the suburbs.

Internet Based Services

Apart from providing Internet browsing and voice chat services, computers with Internet connectivity at public libraries can be utilized from fee based services such as train ticket reservation, distribution of ration cards and free services such as alerts about natural calamities and traffic congestions. Income generated through such activities can be used to enhance the services that are being offered presently. This may gave way for changing the status of public libraries from spending organizationÇto revenue fetching organizationsÇ

Digital Innovations

The digital inventions such as barcode technology and RFID (Radio Frequency Identification Devices) have come to a stay. Libraries are the first to adopt incurred in RFID technology makes it difficult for all kinds of libraries to use them. In future with increased usage and mass production the cost may come down and REID technology, shall become viable for all kinds of libraries to use it.

Conclusion

Life without modern electronic devices seems almost imaginary. Life comes to a hall as soon as power is cut or a cable connection goes off Modern technology is essential for our life. Public libraries are playing alive note in providing information and knowledge to the common

public. This fact proves the importance of ICT at the present time. Days are not for when ICT will be come essential for the common public.

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Marketing and Promotion of Library & Information Services in Public Libraries

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ABSTRACT

In the age of Information & Communication Technology, marketing has become very necessary and important for public libraries due to variety of users and their growing expectations so public libraries should adopt the marketing techniques to understand the needs of their users and to plan effectively to meet their needs and requirements. This paper has made an attempt to highlight the main issues of marketing of library and information services in public libraries. The paper describes the concept and the meaning of marketing of library and information services by giving some definitions and explores the various facets of marketing of library and information services in public libraries in Indian scenario. It also describes some of the important challenges and critical issues of marketing of library and information services in public libraries. This paper is a contribution for promoting awareness about marketing of library and information services at national level and its importance among the LIS professionals and also suggests a list of guidelines for implementing the marketing techniques in libraries.

Keywords: Marketing, Library Products, Information Services.

Introduction

The public library is the local centre of information, making all kinds of knowledge and information readily available to its users (The IFLA/UNESCO Public Library Manifesto). A successful public library is a dynamic organization working with other institution and with individuals to provide a range of library and information services to meet the varied and changing needs of the community. Information technology has created a new gateway for information services. Multiple formats of

information products and services have made libraries and information centres more competitive and alert to fulfill the information needs of users. Due to the impact of the information technology, the adoption of the marketing approach provides a new way and helps to improve services for users and enhance the reputation of library and information services. The challenges of budget cuts, increased user base, the rapid growth of material, rising costs, networking demands, competition by database vendors, and complexity in information requirements are forcing the professionals to adopt marketing to improve the management and working of library and information centres especially public libraries. Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services.

Meaning and Concept of Marketing

Marketing is the process through we assess the need of market/customer/user, and we provide the services and products which satisfy their needs in the best possible way. Many scholars have defined the marketing in different ways. Some of them are given below:

- According to Kotler, marketing is:
  Marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organizations offering in terms of the target marketÇs needs and desires and as using effective pricing, communication, and distribution to inform, motivate and serve the markets.É

- Stanton defines the marketing as:
  "Marketing is a total system of interacting business activities to plan, price, promote and distribute want satisfying products and services, and present to potential customers."

  Marketing is a managerial process involving analysis, planning, implementation and control which is concerned with carefully formulated programmes not random actions designed to achieve desired responses and is directly correlated to the achievement of organizational objectives.

- Palmer describes the marketing in the following way:
  "Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of the customer on whom the organization depends".

So the marketing is the process of planning, pricing, promoting, and distributing products and services to create exchangesÉthat satisfy the organization and the customer as well as this is a way to achive success because through marketing an organization can increase the reach of its services and products and promote itself.

Marketing of LIS Services

Marketing has become very essential and important in the field of library and information service. Public libraries have a huge variety of users and their expectations from the libraries. Marketing includes selling, advertising, physical distribution, sales, promotion. The library user has turned into the consumer of information and multiple formats of information products and services are seen in the libraries. Marketing is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information.

Need of Marketing of LIS Services in Public Libraries

Public libraries need to be more persistent in investigating userÇs needs to develop services that meet their expectations. It is not just marketing of already available services to the users but to find out what the users want. Marketing has become very much essential activity of public libraries to promote its services and maintain the faith among their users. Some of the important reasons to adopt marketing are given following:

- To identify the users and their requirements of information product and services.
- To let the users be aware of the being of the library and its services.
- Rising cost of information products and services.
- Lack of the public sponsorship and subsidy, the need to find alternative sources of revenue.
- Development of information technology and its application in libraries.

Challenges of Marketing of LIS Services in Public Libraries

There are some challenges and difficulties to adopt marketing in public libraries. Here are some of the major challenges:

- Lack of funds.
- Lack of awareness about marketing and its implementation in public libraries.
- Lack of training and knowledge of marketing tools and techniques.

- Marketing is a complicated problem for libraries because of their wide range of products and services from traditional format to digital format.
- Variety in audience that ranges from children to seniors, students to faculty, public officials to business people etc.

7Ps of Marketing in the Context of LIS

Product

Products can be the libraryÇs resource collection or the services offered by it to its users. The libraries can be marketed by general reference and information service department. It includes the items like books, periodicals, films, CDs, etc and the information, reference, and ancillary services that add value such as personal assistance, referral services, online database searches, document delivery, and interlibrary loan.

Price

Pricing of use of the library is usually that of the time and effort the user spends traveling to the library, as well as the time and effort spent searching for and examining materials and cost of a foregone alternative activity. It is flexible and dominant element, which determines the revenue/profitability/market share for the organization.

Place

It represents the distribution channels that a library utilizes to convey its products and services to its users. Place of service, based upon knowledge of the market of a library, is essential in order to identify users and their discrete information needs and wants. To expand the service area, the library may have branches, bookmobiles, or electronic access, etc.

Promotion

This involves the communication that promotes the services and products of a library among its users. Promotion includes utilizing persuasive information about general information services, and communicating this information to target market segments that are potential users. Five kinds of promotion include: publicity, public relations, personal representatives, advertising, and sales promotion.

Participants

All human actors who play a part in reference and information services delivery, namely the libraryÇs personnel.

Physical Evidence

The environment in which the reference and information services are delivered that facilitates the performance and communication of the service.

Process
The procedures, mechanisms and flow of activities by which the reference and information services are acquired.

Role of IT in Marketing of LIS Services in Public Libraries
Information Technology has created a new scenario in the field of information services. Multiple formats of information products and services have been available in the libraries so the role of marketing has become very important for public libraries because public libraries have a huge variety in users and their information needs. So they should always ready to develop the products to meet the needs expressed by the users in the age of ICT.With the help of IT, they can provide the best information about their products and services to their efficient use. Such as the bibliographic database of the library collection can be available online. They may provide better service by Digital information services and Online Public Access Catalogue (OPAC).The library website is to guide to the physical facilities that delivers detailed information about the library and its products and services and the option of E-mails containing new library resources and tips
on finding information can also be used for this purpose. In this way IT has made a great impact on marketing approach in public libraries.

Marketing and Promotion Plan in Public Libraries
Marketing and promotion plan in public libraries could include many activities and elements to promote their resource-collection and services. Some of them are given following:

- Regular publications and the preparation of resource lists and pamphlets and special library publications should also be published.
- Designing campaigns to meet the needs of people with physical and sensory disabilities.
- Organization of book fairs and displays and exhibits of library resources and services through posters, charts, pamphlets etc.
- Organization of fund-raising activities and campaigns.
- Organization of annual library week celebrations and special years of celebration and anniversaries and other collective promotional activities.
- A web page is a good way of promoting library information services and resources. So the library websites of a public library must be created and links to and from related websites and portals should be provided.

- Attractive information brochures with CD-ROM and leaflets should be distributed widely in order to provide information about the collection and services of the library.
- Newspapers and magazines should be used for dissemination of information related to the various programmes and activities being performed by the library.

Indian Scenario

Marketing has become a very popular and important issue for public libraries in India. Many initiatives have been taken to promote the marketing of libraries in our country. Some of them can be reflected by the following points:

- Various library associations and organizations such as Indian Library Association (ILA), Indian Association of Special Libraries and Information Centers (IASLIC), Medical Library Association of India (MLAI), Society for Information Science (SIS), Management Library Networks (MANLIBNET), Developing Library Network (DELNET), etc are increasing their interest and promoting the marketing of library services and products.
- Various library associations and organizations and other institutions like DESIDOC, NISCAIR, CSIR etc are conducting many training programmes on marketing of library services. Various workshops are also conducted in this area to train the library professionals. Marketing of library services and products has become a very popular topic now a days so many conferences have been organized on this theme by various associations and organizations in India.
- A number of articles are being published regularly on marketing of library services and products in various reputed journals and magazines of India such as Annals (New Delhi), Herald of library science (Lucknow), IASLIC Bulletin (Kolkata), SREL Journal of Information Management (Bangalore), and ILA Bulletin (New Delhi) .Some have brought special issues on this topic.

Suggestions

The library should promote its services to the public to ensure that they are kept informed of the services provided to meet their library and information requirements. UsersÇ survey must be conducted by the libraries to know the opinion about their satisfaction with the product and services of the library, provided to them. Library should arrange a way by which the suggestions about the product and services of the library can be obtained .It may be either a suggestion box or direct

communication with the users. By these methods, feedback can be obtained and it can be very helpful to fulfill the requirements of the users.

Conclusion

Marketing is important for every library and information product manager and service provider for success in the market. The success and survival of public libraries is dependent on getting the users to use the library resources and services because a library without users is useless. And to succeed in that there is a need to let the users be aware of the being of the library and its services. So the Libraries must use marketing techniques to understand the needs of their users and to plan effectively to fulfill their requirements and needs. The ultimate aim of marketing here is to provide the right information to the right user at the right time.

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Sustaining Public Library System & Services through Marketing Business Resources to Small Entrepreneurs

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ABSTRACT

Public library has important social, cultural and economic role to the community, where it is placed. Here authors have tried to explore functioning of public library, its funding and resource crunch for libraries in present day context. The sustainability issues have been discussed. Marketing of information products and services to small business community has been considered to sustain the system. Some online marketing techniques have been discussed as well.

Keywords: Public Library, Marketing, Marketing Models; Library and Community, Library Public Relations, Library and Small Business

Introduction

A public library (also called circulating library) is a library which is accessible by the public and is generally funded from public sources. The

public library, as Andrew Carnegie (in early year of 20th Century) knew, is the institution of multiple chances, not just second chances. Public libraries are distinct from research libraries, school libraries, or other special libraries in that their mandate is to serve the public's information needs generally (rather than serve a particular school, institution, or research population), as well as offering materials for general entertainment general business information and leisure purposes. The relationship of the public library to small business may be termed symbiotic. Public library service to business and library marketing are inseparable. Small business needsÇ library services and resources to achieve business success.

Marketing is indispensable to encourage people to actually use library services and resources. Library service to business is a way of marketing the library as a whole. One of the tacit missions of the public library as a unit of government is (or should be) arguably to contribute to the functioning of the economy of its community.

The Public Library in the local small business community

The public library thrives, at least in terms of its budget, only if the economy is strong enough for small business to afford to pay sufficient taxes. The assistance the library provides to small business in turn helps the library be proactive and relevant, more than just a passive educational and cultural organization. These roles, though undeniably important, but library is always competing for funds with other municipal departments. It can be argued that schools and universities, cultural institutions like libraries, and bookstores all provide somewhat similar or overlapping services. Park departments and other social service agencies also provide educational services for children. Libraries can more aggressively compete by emphasizing that the value of the services they provide to small business constitutes a measurable contribution to the economy of the region. The resources of the library, a small business itself, part of whose mission is to serve business, helps businesses discover how to generate more revenue. This translates into tax revenue, which in turn helps support municipal government.

The Public library, which someone named the peopleÉs university,Ç plays an important social role with respect to small business. It helps level the playing field. Library resources can give framework and flesh to creative entrepreneurial ideas. Library books and information resources - and certainly librariansÑare consultantsÇ for the entrepreneur. The public library is virtually the only place aspiring entrepreneurs can go for the necessary information to fill in the blanks in the business plan. It can manage appropriate reference resources to give meaning and utility to *demographics* and *competitors*, and other terms often used without a

clear idea of what they mean and their relevance to specific situations. The appropriate reference sources identify who and where they are.

Resources

Resources of public Library includes

a. Print books and periodicals, audio-books, e-books, CDs, cassettes, videotapes, DVDs, and video games,
b. Facilities to access the Internet and inter-library loans (borrowing items from other libraries).
c. Public libraries also provide materials for children, often housed in a special section. Child oriented websites with on-line educational games and programs specifically designed for younger library users are becoming increasingly popular
d. Services may be provided for other groups, such as large print or Braille materials, Books on tape, young adult literature and other materials for teenagers, or materials in other than the national language (in foreign languages).

Services

a. Readers' advisory is a fundamental public library service that involves suggesting fiction and nonfiction titles (often called "read likes").
b. Public libraries may also provide other services, such as community meeting rooms, storytelling sessions for infants, toddlers, preschool children, or after-school programs,
c. In person and on-line programs for reader development, language learning, homework help, free lectures and cultural performances, and other community service programs are common offerings.
d. One of the most popular programs offered in public libraries are summer reading programs for children, families, and adults.
e. In rural areas, the local public library may have, in addition to its main branch, a mobile library service, consisting of one or more buses furnished as a small public library, serving the countryside according to a regular schedule.
f. Other services include computer and internet access are also often offered.
f. Public libraries provide reference and research help to the general public, usually at a reference desk but can often be done by telephone interview.
g. As online discussion and social networking allow for remote access, reference is becoming available virtually through the use of the Internet and e-mail.
h. Public libraries in some countries pay authors when their books are borrowed from libraries. These are known as Public Lending Right program.

i. Reference or Information desks: to answer queries about particular topics at any time during regular operating hours.

Our focus for this write is mainly focused to reference desk, which can cater services to local smaller business units through tailored business information services.

Funding to Public Libraries

Public library funding can come from a number of sources, including central government funding, state library funding, local sources and library foundations.

a. Central Government Funding of Public Libraries

Some funding for libraries, though not the majority comes from central government funding. Libraries can also benefit from other types of central funding. One example is funding made available through Raja Ram Mohan Roy Library Foundation.

b. State Funding of Public Libraries

State funding for public libraries provides far more funds than federal sources, but still far less than local sources.

c. Local Funding of Public Libraries

Local funding makes up the major portion of public library funding.

d. Other Funding of Public Libraries

The second greatest source of funds for public libraries was other sources,Çincluding gifts and donations of money, fees, fines, grants, and interest earned.

Funding Problem

Most public libraries rely heavily on local government funding. Some proactive librarians[1] have devised alliances with patron and civic groups to supplement their financial situations. Library "friends" groups, activist boards, and well organized book sales supplement government funding. With the cost of running local government increasing at a rate far above inflation,[1] libraries are compelled to look beyond the tax base of the communities they serve.

Survey data suggests the public values free public libraries. But the survey also found the public was mostly unaware of financial difficulties facing their libraries. "There is sufficient, but latent, support for increased library funding among the voting populationÇ Public libraries, long supported by various government entities, have seen a decline in monetary support for several decades

Information Products for Marketing

There is a lot of different ways to make money selling information products. When I talk about info products, I refer to a lot of different thingsÇ that are included in that category. They include but are not limited to:

1. **Books** Ñ Physical books are an essential but often omitted element in the information marketing mix. Many info product producers tend to avoid writing a physical book. This would be a big mistake. Your physical book certainly wonÉt make you big money on its own, but itÉs crucial to your success.
2. **E-books** Ñ Most people in the field write and produce e-books. They have been taught that this is an essential element of their product mix. They are correct. BUT, it is only one piece of the info marketing puzzle. An important one, but ONLY one piece.
3. **Audios** Ñ Whether they are interviews or live recordings of an event, audios are an important element of the mix. They satisfy those customers who like to learn via listening. IÉm one of those typesÇso donÉt ever leave me/them out.
4. **Videos** Ñ A lot of people want to WATCH something to learn how to do things. This is true even if the video is simply talking heads. Whenever I go to Charlie Rose and watch his interviews with people I like, I would PREFER that they were in audio form. They are not, so I watch them. Other people are different than I am and would ONLY watch/listen to information that was in video form. Even without a heavy visual component.
5. **Experiential Events** - Seminars, boot camps, etc. A lot of people donÉt like to learn things in any other way. It therefore makes it essential for you to offer events like these. I enjoy doing them. If you donÉt, I suppose you could omit them from your mix, but youÉll end up leaving a lot of money on the table doing so.
6. **Software** Ñ There are a lot of toolsÇ that people buy from information marketers. My best example is Web Marketing Magic. This is a tool that everyone in the information marketing business NEEDS to succeed. If you create software that everyone on your niche NEEDS, youÉll be in good shape.
7. **Coaching/Consulting** Ñ For me, this is a big portion of my revenue. Take a look at my sites: www.TheProductGuru.com and www.FredProtege.com to get an idea of what and how I do things in this area. Regardless, for most info product folks, this is another big component.

Information Marketing Models

There are so many different business models, strategies and tactics to carry on the marketing activities. Many people (myself included) suffer

from information overloadÇwhen theyÉre trying to start their business Ñ you become overwhelmed with all the different information out there, you just donÉt know where to start or what to focus on.

In our experience, when you start focusing on one solid (proven) marketing model or strategy, and follow it through, you will be more successful. ItÉs too easy to lose focus and become distracted by the next best thingÇwhen really you are more likely to be damaging your chances of success by trying to do too many different things.

Here we will concentrate on few alternative online marketing models for this write, since it is the medium in present day context and easy to be implemented without much investment. We recommend that if you are just getting started, have a look over these business models and see which interests you most. DonÉt try and do all of them Ñ pick one and work at it based on environmental conditions where you are made to operate.

1. Selling Services Online
2. Affiliate Marketing
3. Domain Flipping
4. Website Flipping

Selling Services Online/Freelancing

Selling services, or freelancing on the Internet is gearing up get started making some money online. There are many companies and individuals who require work on a daily basis and are willing to pay you for your time and skills. Now I would point out that although it can be lucrative, the main downside with selling services is that itÉs much harder to leverage your time, unless you are able to quickly build up enough work to recruit a reliable team who you can outsource some of the work to and still make a profit. But when youÉre starting out, or need some extra cash, thereÉs nothing better than selling services.

Services You Can Offer

There are many different services you can offer online. Many of these require minimal skills or they can be learned quickly Ñ and thereÉs no shortage of help available online Ñ just use Google to help you if youÉre struggling with a task. Here are some ideas for services you can start offering today:

1. Article Writing/Marketing Ñ One of the simplest services you can offer, but also one which is very much in demand. Writing and distributing articles is a great way for people to generate traffic to their websites, so there will always be demand for great article writers. If you can research and write unique content this could be for you.

2. Ghostwriting Ñt is in-depth article writing. Ghostwriters are paid quite well for their work and will always be required by marketers who are launching new products regularly.

3. Graphics & Web Design Ñ This covers a wide range of tasks and areas, but there will always be demand for good designers.

4. Tech Support ÑThere are many people who struggle with the basics and having an on-demand person who can help them with their technical tasks can be very valuable. Generally these kinds of jobs are smaller, but you can do volume work to build up your income.

5. Virtual Assistance Ñ Virtual Assistants perform a range of tasks (including some of the above) depending on the requirements of their contract. Usually virtual assistants can have a number of clients if they are working from home, and will usually have to perform tasks like email management, taking phone calls, organizing content, organizing schedules and many other tasks.

6. Copywriting ÑCopywriting is one area where you can make a really great income if you can master the skill.

Build Your Client Getting Machine
You need to setup a website in order to help you find clients, or help clients find you. There are many portfolio/service provider themes available, and you can find some fantastic paid designs on Theme Forest. Setup a services page which details the services you offer, and have a portfolio page if you have some work to display. On your homepage/front page you need to ensure you have a call to action which should be encouraging your visitor to contact you for a quote or to order. You can add a contact form to your blog using the Contact Form 7Ö plugin (for more information on setting you your blog see my guide).

Affiliate Marketing
The concept of affiliate marketing states that you find a niche market with **demand** for a solution and you **supply** that demand.

Although the methods used have changed over the last few years, the main steps of the process remain the same:

- **Step 1: Find a market** ÑYou need to find a market with a hot demand. In our case it will be subject specific information demand. Here you donĦ just go for topics at the top of the lists on these sites though, dig down so you find the popular topics but not those that everyone has already jumped on.
- **Step 2: Find offers to provide the products and service.**

- **Step 3: Find keywords to target** - You need to find keywords that people are searching for related to your market or product.
- **Step 4: Market / Product Analysis** ÑIt is important to analyse the market to see whether it is of worth developing an affiliate promotion or not. Here at first place select the keywords which specified your offering, and focus on the keywords with 300-400 searches per month or more. Then each keyword is plug individually into Google with the prefix of allintitle: your keyword hereÇ(no quotes needed). This will tell you how many sites are competing for that specific term.
- It is always advisable to try and focus on keywords which donÉ have any authority sites or sites more than 4 years old with high page ranks (5 or more).
- While building an information product business in local business community, itÉs better to have less competition, although you do want to see some adverts (Adwords ads) or some promotions as this shows there is money to be made.

So now youÉve established the niche you want to target and built up a list of keywords you want to target. The next step is to build a site that you can then drive traffic (visitors) to and hopefully convert them to buyers of the product youÉre promoting.

Important Consideration:
a. Domain: Before you start building your site, you will need domain which must reflect your nature of activities.

b. Monetization: Obviously you need a way for your affiliate blog to make money. I recommend to use methods like **Affiliate Links in Posts, Build a List and Sell Later**

c. Driving Traffic: Although your blog posts will generate some natural traffic but you need to start driving concentrated traffic to your site through **Article Writing, Video Traffic, Twitter, Social Media** etc.

Domain Flipping
The Internet is continually grow and has become more mainstream; domain names are likely to become more valuable on the web. It is now a great time to get involved in the domain name market. This is fairly new business model, and you can continue experimenting this model alongwith at the moment alongside my main information product business. We should also point out that there is some overlap with this business model and website flipping...

How it can works in library conditions:
The basic idea of domain flipping is buying a great domain name and then selling it on for a profit and subsequent **MAINTENANCE**. With domain flipping, youĤl usually be focusing on pre-owned domains, and IĤl go into more about finding these later. Here our expertise in following aspects can provide edge over other competing players

- **Keywords** - You want to try and find domain names with the keyword for the market you are targeting in them. Particularly an exact match keyword domain as this is more valuable. e.g. infomegasystems.comÇ would be the keyword domain for information processing and managementÇ
- **Page Rank** ÑIf the domain you have found has a Google page rank, this is often something which can increase the value. In the same fashion we can also provide credit rating facility to local business communities and getting revenue for the library.

Website Flipping
With website flipping, we can start developing small websites which are scalable as per requirement and start by buying an existing website property. The same can be offered to local business houses at cost effective rate. Then comes the maintenance and subsequent updating of the websites where revenue can be generated on regular basis by offering service to the client.

Kinds of Sites can be considered for Flipping:
There are following kinds of a range of different sites you can build or buy to flip:

- **Affiliate Sites** Ñ this is a site which promotes a product or service with an affiliate link. This could take the form of an affiliate blog, an affiliate review site, or an affiliate landing page with option
- **Membership Sites** Ñthis is a site with specific memberĤs area and members only content. This could be a free or paid membership site
- **Authority Blogs** Ñ A blog focusing on a particular niche or topic. An authority blog would usually have high quality content and be monetized through advertising or affiliate links
- **Ecommerce Sites** ÑThis is a site which is setup to sell physical goods.
- **Information Product Sites** Ñ One of my favourites Ñ this is where you sell a complete site including an information product.

Typically you would have a sales letter and digital product included in a sale like this.

If youÉre building a website from scratch to flip, focus on hot and trending topics. Use Google Trends to see what is hot now, and always also remember to start with the end in mind Ñthink about how you can monetize the site before you build it.

You could also consider offering your consulting services or coaching services as your experience grows, and provide this as a higher level service. Providing you can give value to your clients, people will pay you will for your expertise in your particular area.

Assessment and Measurement Issues

The value and cost of library service to small business is measurable. This is important because one component of the process of convincing people to use the business resources of the library is convincing them that there is a net value in doing so. One component is the expense to the library (*E*) of acquiring printed and electronic resources (*R*), as well as the expense of staff (*S*) that provide service to small business.

$E = R + S$, to give these components a formula. If, for instance, one fifth of a librarianÉs time is devoted to service to small business owners and those planning a small business, then one fifth of the personnel costs associated with that librarian could represent a second component of the costs to the library of service to small business. A desired outcome for the library would be goodwill (*G*). Goodwill consists of a lot of successful outcomes (*SO*), less the expense in achieving them. $G = SO$ Ü E. A value could be placed on information from the library. How much would it cost to obtain the information elsewhere? Could it be obtained elsewhere? Existing businesses may be seen to have in essence a kind of return on their investment (ROI) in library services. This may be seen to be the value to an individual business of information necessary (*NI*) to conduct its business over the course of the year, less what it pays in taxes for library service (*T*), plus the expense of using the library (*EU*). Expressed as a formula: $ROI = NI$ Ü $(T + EU)$. These same formulas can be used to demonstrate the value to higher management at the library and to local government that fund the public library. The library processed Q number of questions or service requests for the previous year for P number of patrons, using R resources. Because of the existence of the business library, N companies decided not to set up their own business libraries or information centers. The business library must remain funded at a certain level to insure that its essential services to the community are not affected.

Conclusion

Public libraries all over world are facing challenges on account of financial resources made available to sustain its system and services. If business services, aggressively marketed, will help the library to stay relevant. If there is a need for business information, then there is a need for the library. There is large competition from big corporate resources which are threatening the very existence of public library business services to entrepreneur. It is strongly believed public library marketing, if properly taken at this juncture will give meaningful direct or indirect competition to corporate resources as well help sustain its system and services.

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Human Resources Management in Public Libraries

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ABSTRACT

The Public Libraries are and important social, economic, cultural and educational institution serving the society in several ways. It is a center of lifelong self education for one and all. It helps to fulfill the educational and cultural aspiration of the community and providing information to the public at large. Public Libraries play a vital role in the overall development of the society. The majority of the populations to the Country are illiterates. In order to eradicate illiteracy public libraries should be restructured in order to meet the needs of the large mass. Public Libraries have to provide their services to all kinds of users without any discrimination of caste, sex, economical status etc., Human Resource Management has a truism to say that human resources are an organizationÄs most valuable assets. A local authority or an academic institution and therefore the policies and procedures relating to human resource management will be those of the parent body.

Introduction

The progress of nation mostly depends upon on the rate of that nation. Higher illiteracy rate is the main cause of poverty, growth of population and many other problems of our country. Therefore public libraries; have to provide their services to all kinds of users without any discrimination of caste, sex, economical status etc., Public Libraries are an important social, cultural and educational institution serving the society in several ways. It is a center for lifelong self education for one and all. It helps fulfill the educational and cultural aspiration of the community and providing information to the public at large.

Human resource Management are an organizationÄs management valuable assets. What is less widely acknowledge is the Human Resource are as a general rules, less well managed than the other assets of library and information services. It is also a fact that, whatever the scale and scope of a particular LIS it is almost always part of a larger organization

be it a commercial enterprise, a local authority or an academic institution and therefore the polices and procedures relating to Human Resource Management will be those of the parent body.

a) Keeping in touch with the development and acquiring the newer skills required for job.
b) Understanding the importance of data base standards
c) Finding, processing and creating access facilities to relevant digital resources other than Internet resources.
d) Creation and maintenance of network LAN connectivity
e) Communicate skills among the state and users and with the top management etc.
f) Evaluating the information resources using user back mechanism
g) Tuning to the new environment using it tools
h) Scanning, conversion, indexing and linkage issues to work in the digital library environment.

Service Conditions

The library should provide adequate working conditions conductive to the physical well-being of the staff. The staff should be provided with a reasonable amount of leisure for scholarly or professional writing, advanced study, physical relaxations and recuperation, with assistance in illness, and security in retirement. It is useful to provide in buildings adequate, well-lighted and ventilated workrooms, suitable furniture and comfortable staff loungers.

Motivations

The term Motivation is derived from the word motive which may be defined as needs, wants, drives or impulses within on individual. Motives directed towards the achievement of certain goals which in turn determine the behavior of individuals.

Job Evaluation

Job evaluation or performance evaluation is on orderly and systematic technique which aims at determining the worth of jobs, In other words, it is a forms system of determining the base compensation of jobs. According to ILO, job evaluation may be defined as on attempt to determine and compare the demands which the normal performance of particular jobs make on normal staff members, without taking account of the individual abilities or performance of the workers concerned.

PERFORMANCE APPRAISAL AND EVALUATION

Reference Appraisal id also termed as personnel appraisal, merit rating, personnel rating and personnel performance evaluation. Although

formal personnel appraisal systems are of relatively recent origin. The appraisal of otherÄs performance is a fundamental human act. Performance appraisal is the systematic evaluation of the individual with respect to his performance on the job and his potential for development. Performance appraisal is concerned with determining the differences among the personnel working in the organization. It should be differentiated form job evaluation which is concerned with the determination of worth of different jobs.

According to Spriegel Performance appraisal is the process of evaluating the employees performance on the job in terms of requirements of the job .

Significations of Performance Appraisal in the Library:-

Performance Appraisal is a continuous process in the majority of the libraries in the sense that is accruing most of the time. It aims to reduce to objective terms, the experience and personnel qualities of every personnel in the library. It is also an objective to regularize the procedure used by requiring periodic appraisal, so that up-to-date information is available for use in making decision about personnel.

Personnel Appraisal has become a very significant activity is most of the libraries because it provides data about past, present, and expected performance of the personnelÄs which is helpful on taking decisions on selection, training and development, increase in pay, promotion, transfers and the like. These days a large amount of money is being spent on performance appraisal by most libraries. These following benefits of performance appraisal justify the expenditure on dividing and implementing on appropriate system of Performance Appraisal. Time Management:-

Definition and Meaning of Human Resource Management in Public Libraries

Manpower is an essential component in the growth of an organization. In the libraries it is much more critical as the information resources need to be found, acquired, processed organized and disseminated to the users and in the changed environment to their desktops Manpower planning address the issue of format training, skill acquisition constant up-graduation of the skills on the job apart from attending the constituting education programmes to acquire new qualifications.Ç

A purposeful effort intended to strengthen the libraryÄs capability to fulfill into mission effectively and encouraging and providing for the growth of its human resourcesÇ

The training is understood as the process by which an individual learns new ways, information or techniques and changes from a state being incapable of doing the job or being ineffectiveÇ

Objectives of Human Resource Management in Public Libraries:

1) To take care of economic, educational, social, cultural and informational needs of the people
2) To covert uneducated/illiterate and neo-literate into potential users.
3) To provide information on all aspects such as agriculture, financial, public hygiene, family planning, legal masters etc.
4) To help in improving their career prospects.
5) To set social reorganization o professional status.
6) to provide training facilities to men and women for managerial carrier and for developing experienced administrator in the field of library management
7) To establish and maintain up-to-date library and documentation centre
8) To develop the individual as a person to continue sly recognize develop and use his potential
9) Develop the industrial skill in relations to his present job on role.
10) Prepare each individual in relations to his future expected jobs or role.
11) Helps to develop team and team spirit.
12) Develop the healthy organization as a whole to promote enabling capability of the individual.
13) To produce personnel capable of handling a variety of problems arising in different kinds of libraries and information centers.
14) To produce professional capable of undertaking research work on different facets of library and information science.
15) to provide training facilities to men and women for managerial carrier and for developing experienced administrator in the field of library management
16) To establish and maintain up-to-date library and documentation centre
17) To develop the individual as a person to continue sly recognize develop and use his potential
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21) Develop the healthy organization as a whole to promote enabling capability of the individual.
22) To produce personnel capable of handling a variety of problems arising in different kinds of libraries and information centers.
23) To produce professional capable of undertaking research work on different facets of library and information science.

Needs of Human Resource Management in Public Libraries:

1) Duration of library and information science courses is too short to give them sufficient background in subject.
2) Library staff needs a regular flow of information in order to be relevant and useful to the academic institutions.
3) The use of information technology i.e., networking particularly internet surfing is percolating to academic libraries of small towns an d rural academic institutions. Library staff should regularly get exposure to new information technology.
4) Among them is to establish the libraries at rural areas to provide right information to the right person at the right time.
5) The present working of public libraries is to be restructured immediately

Projecting Manpower requirement

It is blue print for organization structure that means evaluating the existing manpower resources and evaluating the manpower requirements to an organization. It means harmony people with what abilities will the organization need to remain in the operations for future? Thus it is a projecting of manpower requirement to an organization.

Job Analysis

Standards are necessary for planning, organization and controlling the work of the library. They are quite as necessary for the effective use of human forces in the library as for physical forces. Important research ha been carried out in this field and three principles research techniques have bee found out. Out of them is Mob Analysis.

Job analysis, a form of functional analysis, is the process of investigating and analyzing the functions in a work assignment or group of assignments. The resulting facts aid in determining the relations between the conditions and requirements of the work and the individuals who must do it. Job analysis is a technique for investigating general work assignment. Job analysis has been applied to both executive and

operative work to get factual data for improvement in an organization structure. So Job analysis includes two steps

i) Job Description
ii) Job specification

i) Job Description

Job description means information provided by the job analysis process is written into records in the form of job descriptions. Job Description contains the following information

a) Name of the Job
b) Job symbol,
c) Department which do this job.
d) The nature of the job and the responsibilities involved,
e) Its relations of the job, such as working hours, speed and accuracy etc.
f) Importance of duties as indicated by the relative distribution of the employeeÄs time.
g) The difficulties that the employee must normally overcome in per forming his duties.
h) The executive to whom the employee reports, or thinks be reports for each duty.
i) Any other information that may be required by the objectives of the job analysis survey.

ii) Job Specification

Job Specification refers to the summery of personnel characteristics required from job. It can be prepared by job analysis and job description. It is improved version. It is also called manÄs specification. Job Specifications for general executive position may be based on information that was obtained by job analysis. Such specifications are used in long range planning for organization growth and expansion. It concerns the worker.

j) Experience required,
k) Educational required
l) Physical requirements
m) Language
n) Personal characteristics.

Manpower Inventory

Manpower inventory as manpower audit refers to the analysis and assessment of current human resources. The purpose is to know the size and quality of personnel available within the organization to man various positions. Manpower audit will indicate the utilization talent and that exist in the present manpower. The inventory of various skills may be indexed to ensure that all available talent has been included.

Identification of gap between available and required manpower: Through this manpower inventory the existing and future gap in managerial personnel and their availability can be identified. This stage is the preparation of actual plan. This will look at the future in terms of impact on the carriers of the staff, the salary structure, the training needs, the likely future recruitment and the potential for redeployment of staff. It will look at what is called for by the overall planned development of the services and will assess what is possible. In the light of this assessment it may be necessary to later the overall objectives of the library. For the staff resources will not be available. Then there is little point in planning. The introduction of a new services or any other development.

Staff selection and Recruitment and Selection Recruitment: If we accept that human resources are an organization most valuable asset, then it follows that getting and retaining the most appropriate workforce possible is of fundamental importance. Before recruitment to any past, it is advisable to ensure that jobs necessary and valuable. This applies equally to new and existing post.

Flipp as defined recruitment is the process of searching for prospecting employees and stimulating them to apply for the jobs in the organization.

Recruitment of personnel refers to study of new personnel etc. library should aim to develop a positive and definite recruitment programme. So that it is able to search out and attract the best available talent. There should be a continuous evaluation of the recruitment programme.

Proper recruitment means that the prospective candidate should be informed regarding, salary, scale, allowances, working and service conditions, future prospects.

Selection

The process of selection of persons leads to employment, who possess the ability and qualifications to perform the jobs which have fallen vacant in the library. It divides the candidates for employment unto two categories, homely, those who will be offered employment and those who will not. The basic purpose of the selection process is to choose right type of candidates to main various positions in the organization. In orders to achieve this purpose, a well organized selection procedures involves many steps and at each step more and more information is obtained about the candidates.

Various steps in selection:

1) Preliminary Interview
2) Application Form
3) Tests
4) Interview
5) Medical examination
6) Final Selection and placement.

Education and Training

Education and training has been universally accepted as a vital input to improve the standards and considered as an investment in human resources. Training can successfully bring about changes in the out look and outside of all functionaries and there by making the group capable of rendering the service more effectively and efficiently resulting in an increase in the general level of the clientele.

Training is often used to refer to learning that is associated with the developed of every specific skills and behaviors that are required in the work place. Training may take place through a wide range of activities including the development of specific skills in the work place through instructions, coaching and on the job training and also learning by attending specific training events. Training process may take place at a number of levels within team of group, individual. Development is a broader term and includes all type of learning that are associated with personal and carrier development take place through gaining a variety of work experience, attendance on education and training programmes. According to Gates Training is the process whereby individuals acquire knowledge, skills and attitudes, through experience, reflection, study or instruction. Learning is the modification of behavior through experience and training .

Why quality in education and training?

1) To be Profitable
2) To be recession proof
3) To improve service
4) Gain customer confidence
5) To Increase customer satisfaction
6) To increase competitiveness
7) To lows the cast

Methods of Training

To improvement in technological skills of the staff, there are certain methodologies which need to be adopted. These will involve financial implications and strategic planning. Following are the Methods:

1) Continuing Education

2) In-house Training
3) Outside Training
4) Deputation in Academic courses

Continuing Education

The continuing education is a boon for library staff at all levels to improve their qualification and knowledge instead of getting struck up in service. The existing library staff needs to be deputed to undergo training as a part of continuing education. This involves administrative time and expenditure per staff for which the management should be ready. Every field, keeps on changing and do not remain same for years together. To know the changing concept, and areas in any field one has to attend seminar, short term courses, summer/winter institutes, workshops, innovative ideas, case studies etc and to get changed the vision and outlook. The Continuing Education essential changes in the functioning which should be incorporated as and when necessary and suitable.

In-house training

A programme /Training course can be chalked out in consultation with computer centre of the institute or his training centers, draw some resource persons and conduct is formal shoot term course for library staff. This is a very good exercise for developing technological skills in-house,. They can be told on fundamental of computer, different Operating Systems, file management, software /packages management, etc

Outside Training

Wherever in-house training is not possible, selected professionals can be sent to out side computer institutes or library and information centers for training. They offer very useful training course at all levels: elementary, in depth and advanced. This option is bit costly but can be availed if nothing else is feasible. When the library staff is trained by this option, he/she should educate the other in library. Who cannot be deputed outside for various reasons.

Deputation to Academic Course

To view continuing education, training from different agencies, etc in totality, a few of the enterprising library staff must always be deputed to peruse the higher studies in information science which has also incorporated the training components in their courses. They may be permitted to join the correspondence course being run by Open Universities in India. Any sort of appropriate technology training, higher studies in information science and continuing education programmes to library staff are accepted with open mind.

LIS Training Programmes

Training courses and programmes are offered by various institutions, organizations, associations and private bodies. The organization such as INSDOC, NISCAIR, DRTC, INFLIBNET, NIC, DST who have been organizing long term and short term course in LLIS.

Services

The libraries should provide adequate working conditions conductive to the physical well-being of the staff. The staff should provide with a reasonable amount of leisure for scholarly or professional writings, advanced study, physical relaxation and recuperation, with assistance in illness and security in retirement. It is useful to provide in buildings adequate, well-lighted and ventilated work rooms, suitable furnitureÄs and comfortable staff loungers. Air conditioning is being installed increasingly in library buildings for the comforts of the users as well as for the preservation of the collections and equipments.

1) On employment opportunities and Career development information
2) Information about population
3) Guiding and counseling on all matters such as agriculture, public health

Motivation

The word motivation is derived from word motive which may be defined as needs, with an individual. Motivation reference to the way in which urges, drives, aspiration, string, or needs direct control or explain the behavior of human beingsÇ

Job-evaluation

Job evaluation or performance evaluation is on orderly and systematic technique which aims at determining the worth of jobs. In other words, it is a formal system of detraining the base compensation of jobs.

The main objectives of job evaluation are to help management to achieve the following :

1) Equitability of salary structure within the organization.
2) Establishment of sound salary foundation for incentives.
3) Maintenance of consistence policy for salaries of staff.
4) Provide a framework for periodic view of salaries.

Merits of Job Evaluation

1) Job evaluation is a valuable technique in the hands of library management by which a more rational and consistent salary structure can be evolved in the libraries

2) Job evaluation helps in bringing or maintaining harmful relations between management and the staff since tends to eliminate salaries and scales inequalities within libraries.
3) Job evaluation involves job analysis and appraisal which are of great use while recruiting new staff. Selection can be made objective by matching
4) the qualifications the candidate with job specifications.

Performance Appraisal and Evaluation

Performance Appraisal is also termed as personnel appraisal, merits rating, personnel rating and personnel performance evaluation. Performance appraisal is the systematic evaluation of the individual with respect to his performance on the job and his potential for development. Performance appraisal is concerned with determining the differences among the personnel working in organization. According to Spriegel Performance Appraisal refers to all formal procedures used in working organization to evaluate personalities and contributors and potential group of members .

Conclusion

The restructuring of the Public Libraries and to satisfy all the objectives mentioned above which helps to improve the socio-economic conditions of the rural communities is an important issue. This is the long run makes the rural people habitual reader of the library. They realize the value of libraries and develop library culture and create discipline in them, which is very much the need of the hour for the success of the five years plans.

We should pay full attention to diversity and variation of library staff requirement; strengthen management of different libraries staffs by applying contingency management approach. That is to some people rigid management method is applied, rigorous supervision and control imposed quantity and quality requirement of work according to regulations and procedures are made clear and to the rest of the people, more flexible management method is applied to let them participate in decision Émaking and consultation and undertake more jobs so as to bring their management abilities in to full play and realize organizational and personal objectives.

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Proposal for Human Resource Development in Public Libraries

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1. Introduction

The role of Public Libraries (PL) has been changing in the context of the emerging information society and knowledge society. PL can no longer be regarded as institutions for storing books and providing reading materials for public leisure. PL are fast emerging as centres of information, knowledge, education, and culture. The Public Library System in the country is still not in good shape. It is lacking in term of adequacy, relevance and range of knowledge resources in various formats in the collections; effective information services for various user groups; and low penetration in the community. It has yet not been able to evolve its own networking system for cooperation and sharing of resources even though it has been continually facing financial crunch for the last several years. The other major problems are: lack of library legislation in many of the States in the country, inadequate ICT infrastructure, lack of qualified and skilled staff at various levels in the public library system, and lack of proper planning and management of the public libraries, and more importantly lack of proper agency in the country responsible for planning, coordination and monitoring of their activities. In order to lead public libraries in the country to an impressive performance and to enable them to play innovative roles, we need to identify areas of investment in the public library systems and services and work out a plan for the purpose.

2. Existing Scenario of PL

I don not want to go into the history of PL in India but wish to mention that during the last 200 years of history we have seen PL moving up in performance and have also seen them going down in most part of the country to a condition where they have neither access to necessary and sufficient printed work nor have the capacities to access important digital resources available in the world. Since 1972 the Government of India through Raja Rammohun Roy Library Foundation (RRRLF) has been supporting PL in India. We can have a glimpse of this support in the following table:

Sl. No.	Types of the Libraries supported by foundation	Number of Libraries
1	State Central Libraries	28
2	Divisional and District Libraries	451
3	Sub-Divisional /Taluka/Tehsil Libraries	501
4	Town and Rural Libraries	30,134
5	Nehru Yuvak Kendra	272
6	Jawahar Bal Bhavans	128
7	Others	31,563

In all over India we have more than 54,000 public libraries. Since the libraries are to be essentially supported by State Government the support given to the above libraries by the RRRLF has been catalytic in nature for otherwise the condition of PL upto district level would have further deteriorated.

At present 19 states in the country have been passed library legislation for a good Public Library System which mandates the local and state authorities to initiate support and maintain public libraries under law wholly supported by public funds partly raised as per provisions of the PL Act. The such states are: Tamil Nadu (1948), Andhra Pradesh (1960), Karnataka (1965), Maharashtra (1967), West Bengal (1979), Manipur (1988), Kerala (1989), Haryana (1989), Mizoram (1993), Goa (1993), Gujarat (2001), Orissa (2001), Uttarakhand (2005), Rajasthan (2006), Uttar Pradesh (2006), Chattisgarh (2007), Pondichery (2007), Bihar (2008), and Arunachal Pradesh (2009). These states collect library cess on property tax on lands, buildings, vehicles, profession, education etc. Some of the states such as West Bengal, Maharashtra, Mizoram, Manipur, Gujarat and Orissa do not collect any cess but do support public libraries form the consolidated fund of state.

The main intent behind legislative sanction to Public Library System has been to provide and ensure public libraries a well defined management structure, continuous and sufficient library funding, qualified personnel support, planned organization and growth, etc. But going by the state of current affairs in public libraries it seems the expectations have been belied. One of the reasons is the paucity of funds, the others being lack of ICT infrastructure and facilities, lack of functionally planned buildings, lack of competent and skilled as well as professionally qualified workforce, lack of committed and motivated manpower, lack of planning at the library management level, and the inflexible bureaucratic framework at the state level within which the libraries have to perform and function. Although the RRLF has contributed greatly to improve the vitality and impact of the public libraries by coming forward with its positive, aggressive, and time-bound plans, yet the public library facilities and services have failed to show the expected results.

3. Role of Public Libraries

3.1 As a Centre for Education, Culture and Information

UNESCO believes that public library is a living force for education, culture and information, and as an essential agent for the fostering of peace and spiritual welfare through the minds of men and women. Therefore information, literacy, education and culture should be at the core of public library services. Its various missions for the public library are:

(i) Creating and strengthening reading habits in children from an early age;

(ii) Supporting both individual and self conducted education as well as formal education at all levels;

(iii) Providing opportunities for personal creative development;

(iv) Stimulating the imagination and creativity of children and young people;

(v) Promoting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations;

(vi) Providing access to cultural expressions of all performing arts;

(vii) Fostering inter-cultural dialogue and favouring cultural diversity;

(viii) Supporting the oral tradition;

(ix) Ensuring access for citizens to all sorts of community information;

(x) Providing adequate information services to local enterprises, associations and interest groups;

(xi) Facilitating the development of information and computer literacy skills; and

(xii) Supporting and participating in literacy activities and programmes for all age groups, and initiating such activities if necessary.

Public libraries in the UK, USA, France and other developed countries are known for playing new and non-traditional roles by offering services such as online access to knowledge sources, links to useful sites for exploring more information, and conducting training courses through classroom lectures and e-learning on the web ..

The New York Public Library portal (http://www.nypl.org/) proclaims it as people's university. It conducts classes for education in ICT skills for people of all ages, classes for adult literacy and for teaching English language to people speaking other languages. The Gateshead Libraries portal (http://www.asaplive.com/Home/Index.cfm), the public library in UK, offers a virtual learning centre for people of all ages by providing links to e-learning sites, or by providing contact addresses of institutions and agencies in the city which actually conduct such educational

programmes. The library portal also offers information of current interest to general public.

3.2 Bridging the Digital Divide

Public libraries have another important role to play is to bridge the so-called digital divide in the society that separates the rich and the poor, and communities within the same area. Over the past decade, new information and communication technologies (ICT) have triggered a quiet revolution making us increasingly ICT dependent for the services such as: banking industry, stock market, rail and air transport, print and electronic media, education, health, BPO industries, or virtual retailing stores like *amazon.com.* ICT has brought about dramatic changes in the education and service sector influencing our economic and cultural life. From information society, which stresses connectivity and says nothing about the content and utilization of the new communication networks, we are moving towards a knowledge society. Knowledge is needed to utilize knowledge effectively. We are witnessing growth in the data banks, and databases, etc on the Internet. Having realized the role of the knowledge society in providing economic prosperity, freedom of expression, universal access to information and knowledge, and quality of education for all, World Summit on the Information Society underlined the need for an equitable and peaceful global community so that its benefits reach to all. The prerequisite is to bridge the digital divide which deprives the populations of developing countries, and the marginalized population in developed countries, of access to ICT. The public libraries have a role to play in bridging the digital divide by bringing ICT and knowledge resources within the reach of all, and complementing such efforts by its extension activities to make people in the community ICT literate and offering them tailor-made information services.

4. Agenda for Public Library Service

In order to realize their potential as PeopleÄs University, information centre, as envisioned in the IFLA/UNESCO manifesto and to play their role in bridging the digital divide, adult education and literacy and to engage people in the extension programmes, the public libraries need to plan, organize and provide the following different kinds of services:

4.1 Community Information Service

With the rapid development of information technology, the procedures and techniques by which information can now be collected, accessed and presented have improved radically. By using ICT public library has a great potential to serve as an effective information centre. Such a centre should provide knowledge and information on various topics such as:

- cultural, civilization of the local area and all other information of interest to the members of the community as well as tourists;

- career information, information about educational centers;
- consumer information;
- rights, privileges, duties, welfare measures aimed at physically handicapped;
- environment information, family, health and safety, government information;
- health care information, housing, legal matters, money matters;
- privileges of senior citizens, women problems and their solutions;
- adolescent problems, youth problems, citizens rights and duties,;
- music, folk dances, drama, games, sports information, and the arts;
- agricultural information such as on crop, seeds, weather, agriculture produce prices;
- science and technology information; and
- information about Internet access cafes, access centres, training and education facilities for learning ICT, and accessing knowledge resources on the Internet.

4.2 Support for Lifelong Learning & Distance Education

Lifelong learning is important for individuals to play a greater role at work and in the community. It is a road to personal development, intellectual stimulation, imagination and creativity, and to a richer life. Besides, a higher general level of education facilitates economic growth and employment. Life long learning can take place through formal and non-formal systems of education and training, free adult education, and informal interactions. Public libraries constitute the setting for lifelong learning connecting individuals to the global resources of information and knowledge. The development of the information and communication technology has enhanced the library potential to provide access to knowledge sources on the network, giving thereby the users even of small local public libraries access to the world wide sources of information despite the geographical barriers. Public libraries therefore play a role of fundamental importance in the development of future systems of lifelong learning.

Students pursing academic studies through distance system of education from universities in the country need access to knowledge and information resources. Due to geographical distances they are unable to use the library resources of their respective university libraries as frequently and as conveniently as desired. The local public libraries have potential to offer necessary knowledge sources to such distance learners. Public libraries, therefore, should play a vital role in the strengthening of distance system of education and learning.

Public library can identify various segments of population who could be captured for adult education and literacy and offer them elementary education by conducing regular classes within the library premises or in public places of interest to the community. Public libraries have the potential to support lifelong learning by offering training in basic skills in ICT, guidance and training in searching information from specialized databases on the network. Thus, public libraries are the necessary prerequisites for a democratic knowledge society.

4.3 Public Libraries and Digital Divide

For bridging the digital divide public libraries need to offer training programmes to improve information seeking skills of individuals in the community as they are considered important for living in the knowledge era, build linkages with authorities in the government departments for support for equipment or qualified trainers, and to organize ICT infrastructure within the library for access to knowledge databases on the Internet, and facilitate new means of communication and interaction amongst individuals and groups in the community. The training programmes will have to focus on Internet access to knowledge resources on the Internet.

4.4 Public Awareness Programmes

Public awareness about government programmes such as literacy movement, adult education, right to information, polio eradication, reading habits in children, and family planning etc is essential for their success.. Public libraries have a great potential in undertaking awareness activities about government programmes. They offer a public forum for discussion and expression of views on issues underlying various programs and educating and sensitizing thereby social groups and organizations in the community for the purpose. Public libraries can organize campaigns, as well as participate in such campaigns organized by others for promoting awareness about government programmes. Besides, the library can offer discussion groups on the Internet for holding ongoing debates.

4.5 Cultural Centres

The public library should be a key agency in the local community for the collection, preservation and promotion of local culture. This can be achieved in a variety of ways e.g. the maintenance of local history collections, exhibitions, storytelling, publishing of items of local interest and developing interactive programmes on local themes. Where the oral tradition is an important method of communication the public library should encourage its development.

4.6 Library Services for Specialized Groups

Nearly eighty five percent of India's population is residing in rural areas in small villages and towns. They have very little access to library and information facilities as by and large village and town libraries do not exist. Until such time the States and Union Territories establish libraries at the village and town level, it is suggested that school premises in such areas may be utilized for housing public libraries and access provided to the public after the school hours. Public libraries need to focus attention on others special groups also such as children, neoliterates, and physically disadvantaged to provide them knowledge and information in the formats which can sustain their interest in the library.

4.7 Access for All

Public library must be accessible to and not directed to one group in the community to the exclusion of others. Provision should be made to ensure services are equally available to minority and special groups who for some reason are not able to use the mainstream services, for example linguistic minorities, people with physical disabilities or those living in remote communities who are unable to reach library buildings. The development of services, the design of libraries and their opening hours should all be planned with the concept of universal access as a basic principle.

The development of collections should also be based on the principle of access for all and include access to formats appropriate to specific client groups e.g. Braille and talking books for blind people. Information and communications technology should be used to allow access to the library's collections and those of other information sources both from within the library or from remote sites.

4.8 User Education

The public library should help its users develop skills which will enable them to make the most effective use of the library's resources and services. Library staff must act as information navigators to help users of all ages to make the most effective use of information and communications technology. Programmes of user education should be developed and the library should make every effort to bridge the gap between the information rich and the information poor. As the new technologies become more commonly available the role of the public library both in providing access to these technologies and in helping people learn how to make best use of them is of vital importance.

Guided tours of the library should take place regularly to introduce people to the library building and services, how to use catalogues, indexes, databases for searching information, and what are the important

sources of information in the subject areas of interest to the new users. Besides, the new members may be given graded reading lists according to their subject and professional interests. These guided tours have to be carefully planned according to the needs of those taking part. Tours for groups should be organized in co-operation with the institution from which they come.

5. Internet Threat to Public Libraries

The Internet is seen by many as a threat to the survival of physical libraries. The challenge posed by the Internet is real and strong. It is seen as a vast repository of knowledge, a digital world, network accessible, offering information in multimedia and in hypertext format, enabling new means of information transfer, and is continuously expanding its capacities for storing, retrieving, representing, and manipulating information. Society is beginning to view digital information as the preferred form of information. Online databases and Internet databases are gaining importance, precisely because they offer global access to a wide range of information on the network for search and retrieval and with speed.

The physical library is known mainly for its four roles: collections, physical space, user services, and as a social institution. Though the Internet might have succeeded in compromising physical library's strength as a unique source of knowledge and information, but its role as a physical space, service provider, and as a social institution still remains unique and unchallenged. Public libraries need to strengthen these roles for their survival, vitality, and impact in the Internet era. This requires improving their potential as a service provider by filtering scholarly information contained in the documents as well as on the Internet for their users, restructuring the libraries on the lines of 'access model' for developing scholarly collections, say, on consortium basis. The 'ownership model' for developing library collections has become obsolete in the Internet era. Besides, developing their strength in terms of unique resources, public libraries need to offer services such as user education in order to equip their users with the information seeking skills necessary for living in the knowledge society, strengthen their function as the place for lifelong learning, continuing and adult education, and developing appropriate programs to serve the under-served population in their communities, including the poor, uneducated, ethnic minorities, new immigrants, physically disabled, etc. As a social institution, the public library should engage individuals and groups in the community for intellectual satisfaction through public talks, discussions, debates, lectures on issues of societal interest and on programme initiated by the government. Such extension services would certainly put the public libraries on the centre stage and lend them recognition, respect, and trust as well as help them meet the Internet threat as a strong competitor.

6. Implications for Collection Development

The library collections should complement its services to ensure that knowledge resources are relevant and useful for meeting the information requirements, educational requirements, and cultural requirements of all members of the community regardless of age, race, sex, religion, nationality, language or social status. In particular it shall have to direct its collection development efforts in the following directions:

- The collection must aim at serving various user groups in the community including children, adult, senior citizens, business class, professionals, self-employed, entrepreneurs, underprivileged such as in prisons, physically handicapped, and women folks, etc.
- The collection must represent the culture of the local community and as such development of local information sources and material is vital. The library must have a local area collection.
- The collection must be balanced so that it represents knowledge resources in all formats such as books, reference books, fiction, non-fiction, newspapers, journals, reports, ephemeral materials, on-line databases, CD-Rom databases, software programmes, microforms, audio-visual tapes and CDs, digital versatile disks (DVD's), videocassettes, laser discs, large print materials, Braille materials, audio books, electronic books, and posters etc.
- The collection must be developed in the languages which individuals and groups in the community understand.
- The library may develop its own database of non-book material for answering queries on topics of interest to the community such as tourism information about local area, career information, consumer information - rights, privileges, disputes, welfare measures aimed at physically handicapped, environment information, family, health and safety, government information, medical facilities information, housing, legal matters, money matters, privileges of senior citizens, women problems and their solutions, adolescent problems, youth problems, citizens rights and duties, sports information, games, arts, science and technology, and agricultural information for understanding crops, weather, and market trends.
- The library may develop its own databases of Frequently Asked Questions to facilitate its roles as an effective local information centre.

7. Success Factor for Public Library Performance

The performance of the public library lies in its growing library membership size, its penetration in the local community, its transactions in circulation service, photocopying volume, visitors per day, reference queries per day, its linkages with the social groups and organization in

the community, its awareness activities through quiz sessions, group discussions, talks, invited lectures, its areas of specialization for providing community information services, its activities for promotion of local culture, and more importantly the currency and relevancy of its collections to the community needs. In order to be effective in its performance public libraries need to undertake several measures such as:

- Membership promotion;
- Developing linkages with bureaucracy, local institutions, individuals and groups in the society;
- Provide ICT Infrastructure for library automation, online access to digital resources, and sharing resources through library networks;
- Appealing and inspiring ambience of library interiors and exteriors;
- Qualified and competent staff, and rewarding motivation, dedication, and efficiency;
- Best practices in library collection development, information processing, management of library operations and services, library cooperation, and education and training of in-service staff
- Form and structure of the library must reflect on culture roots of the area in which it operates;
- Library collection and services must reflect users' needs; and
- Introducing user education and customer care policies.

8. Manpower Development

Human resource development is vital for the effective performance of an organization. It is a process by which the staff in the organization acquires, develops, and update their knowledge and skills necessary for performing professional tasks on the job. It is also about improving professional qualifications through the system of formal and non-formal education for career development of the staff in public libraries. Hence, a two pronged approach is suggested for the education and training of the staff in public libraries - (i) education through universities, and (ii) education and training of the in-service staff. The focus will be on developing skills in library and information science, information and communication technologies (ICT) and their applications to libraries, and management skills in improving organizational performance.

8.1 Education and Training through Universities

Under the regular system of education through universities the UGC's curriculum development report provides for a paper on public library and information systems at the master's level in library and information science. In this paper the focus is on topics such as: public library system in India, UK, and other countries, collection development of publications in various formats, public library organization and management, public

library information services, personnel management, resource sharing and networking, library finance and library buildings.

The areas which need to be strengthened in university course curriculum on public library systems and services at the master's level are: collection development of non-book material, extension activities, evaluation of Internet resources for public libraries, marketing of public library services, evaluating public library performance, best practices in library operations and management of public library services, leadership and team management for library development, and communication skills.

8.2 Education and Training for In-service Staff

For the education and training of in-service staff the· focus should be on improving ICT skills for handling library operations and information services on the network, developing web portals for access to library resources, leadership and team management skills, communication skills, skills for marketing information, and education of the staff in the culture and civilization of the area in which the library operates. The details are as follows:

8.2.1 Basic skills in ICT

Education and training in basic skills in ICT may be given to the staff having no background in computers. After training, the staff should be able to handle computers for performing Office applications such as Word, Excel, and Outlook, and data entry work. The training duration for this course should be 5 days, of which 60% time must be allocated for hands on experience on the computer. The pre-requisites are computer lab, lecture hall with projection facilities, and necessary software on Windows platform.

Module 1 - Basic skills in ICT for handling Office applications

8.2.2 Library Applications of ICT

Education and training in library applications of ICT may be given to the staff having background in computers. The following modules are suggested for the purpose:

Module 2

- Library management system, and
- Internet information resources for public library services' (1 0 days for both)

Module 3

- Electronic publications including copyright, and Intellectual Property Right (IPR)
- Library networking and information consortia for collection development and sharing resources (10days for both)

After training under module 2, the staff should be able to handle library functions on computer, surf the Internet for information resources, use e-mail and handle ftp function.

After training under module 3, the staff should be able to handle e-publications for access on the network, understand the limitations of such a resource for access, learn the economics of network access to e-publications on ownership basis or on consortium basis, and understand the terms and conditions for payment under different models of access. The training duration for each module should be for 10 days of which 60% time must be allocated to hands on experience. The pre-requisites for such training courses are: computer lab., broadband connection, necessary software, dummy data for demonstrating library management applications, password access to e-publications, reading material, and lecture hall with projection facilities.

8.2.3 Advanced skills in ICT for Library Application

Education and training in advanced skills in ICT for library applications may be given to the staff having training and experience in computers and its library applications. The following training modules are suggested for the purpose:

Module 4

- Developing web portals for marketing public library information services (15 days)

Module 5

- Digitization and Multimedia for documentation and dissemination of information on cultural heritage (15 days)

Module 6

- Metadata and bibliographic standards for record format, and
- Developing cataloguing and full-text database of books, journals, or non-book material with hypertext features (15 days)

After training under module 4 - Developing web portals for marketing public library information services - the staff should be able to develop library portal providing web connectivity to its OP AC, union catalogue, databases, etc., providing information on library functions and services, providing facilities for posting information about library publications and other current and relevant information on the web, having dynamic pages for capturing user data for facilitating online membership registration, or capturing user views on library services or even on the quality of material posted on the web, etc.

The prerequisites for such training are: computer lab, web server, web creation tools, multimedia tools, database management system, sample

databases for web connectivity, broadband connectivity, reading material, lecture hall with projection facilities. The training duration should be 15 days with 60% time allocated for hands on experience.

After training under module 5 - Digitization and multimedia for documentation and dissemination of information on cultural heritage - the staff should be able to perform digitization and documentations activities for developing databases and making them available online on the web. Such training is more important to draw specifications for outsourcing digitization activity and overseeing the progress of the work. The prerequisites for such training are: computer lab, high speed high resolution digital scanners with OCR facilities, content management system, broadband connectivity, reading material, lecture hall with projection facilities. The training duration should be 15 days with 60% time allocated for hands on experience.

After training under module 6 - Developing cataloguing and full-text database of books, journals, or non-book material - the staff should be able to develop OPAC, and bibliographic databases, or full-text database of select articles from journals, pamphlets, reports, etc. with hypertext features, and making them available online on the web. The metadata created for the purpose must conform to the established standards. The prerequisites for such a training are: computer lab, high speed and high resolution digital cameras with OCR facilities, sample metadata records under various bibliographic standards, content management system, broadband connectivity, reading material, lecture hall with projection facilities. The training duration should be 15 days with 60% time allocated for hands on experience.

8.2.4 Library and Information Skills

The in-service staff in public libraries must be exposed to the latest techniques in library and information science for planning and providing information and extension services for various user groups in the community. The training programmes suggested for the purpose are:

Module 7

- User Groups and Services (5 days)

Module 8

- Collection Development (5days)

Module 9

- Indexing and abstracting techniques, techniques for searching and retrieval (5 days)

After training under module 7 - User groups and services - the staff should be able to develop a good understanding about specific user groups in the community such as children, adults, senior citizens,

handicapped groups, and woman groups, business class, entrepreneurs, professional, journalists, etc. in terms of their social, economic, educational and cultural characteristics such as language, educational background, social practices, culture, subject areas of their interests and their strengths and limitations, as well as their reading habits, etc. It is also about educating staff in culture, civilization, environment, and geography of the place in which library is located. Research methods for data collection, data analysis and interpretation would form another component for the training programme. Besides, the staff would be able to learn techniques for gathering knowledge about user needs, their information seeking habits, various sources of information to be used for meeting their needs -- current information needs, every day information needs, or catching up information needs, -- and techniques for developing database of frequently asked questions, for updating such stored information.

After training under module 8 - Collection development - the staff should be able to learn techniques for writing draft collection development policy for the library, for understanding user needs, research methodologies, present and analyze data, bibliographic tools for books selection, analyze and evaluate collections, project collection development trends, etc. The perquisites for such training are: computer lab, access to online information databases, reading material, web access, and lecture hall with projection facilities. The training duration should be 5 days with 60% time allocated for hands on experience.

After training under module 9 - Indexing and abstracting techniques, techniques for searching and retrieval - the staff should be able to create learn techniques for information indexing and abstracting, query formulation, search strategies, evaluate search outputs, user profile construction for SDI services. The perquisites for such training are: computer lab, access to online information databases, reading material, web access, and lecture hall with projection facilities. The training duration should be 5 days with 60% time allocated for hands on experience.

8.2.5 Excellence in Management

The managerial competence of the senior staff in public library is of crucial importance for improving the image of the library by streamlining its operations, facilities and services. The senior staff in public library needs to be given training in areas such as leadership and motivation, communication skills, marketing management, and design of the library building. In addition, the senior staff must be exposed to culture, civilization, environment and geography of the area in which the library operates. The training module should cover the following aspects. The

training period for this module should be 5 days.

Module 10

- Leadership, goal setting, delegation skills, team building, time management, stress management and motivation;
- Communications skills, skills in technical writing and public speaking;
- Information marketing for public libraries and public relations; and
- Design and planning of a modem public library building

8.3 Strategy for Implementing Training Needs

The public library system has public libraries at the state level, district level, town level, and the village level. The training needs of public libraries at different levels differ very widely. It is suggested that the staff in public libraries at the town and village level need to undergo training for improving their basic skills in ICT (Module 1), library applications of ICT (Module 2), and user groups and services (Module7). The libraries at the district and state level could train their staff in all the modules depending upon the library needs and programmes.

For the education and training of the in-service staff at different levels, the Department of Culture should establish a National Centre for Library and Information Science in India with the mandate to undertake training, education and research programmes not only in traditional areas of L&IS but more so in newly emerging areas of management, application software, ICT etc. for improving professional competencies, manpower development, and creating a workforce for giving a vision and mission to the growth and development of public libraries in coordination with libraries in research institutions, universities, colleges and schools as have been suggested earlier in our paper to IASLIC. Such a national apex centre should be having wide ranging functions such as follows covering all types of libraries, information systems and library networks, etc:

- Training, Education and Research
- Consultancy and Guidance
- Application of ICT to Library Operations and Services
- Retro-conversion and Digitization
- Standards
- Quality in Library and Information Services
- International Collaboration
- Accreditation
- Library Statistics
- Coordination and Monitoring

However, until such a structural change comes into place it is proposed the Department of Culture should set up a centralized training cell under its charge exclusively for planning and providing in-service training to public library staff. The faculty for imparting training may be invited as guest speakers from leading teaching departments, institutions and libraries in the country covering areas such as library and information science, information and communications technology, management, and culture.

In addition, the state public library systems could consider providing on-site training programmes for the staff in collaboration with the training cell under the Department of Culture. This would ensure economy as well as convenience to the working staff.

The Department of Culture may communicate in writing to the UGC on the need for bringing about suitable changes in the course curriculum for the paper on public library systems and service being taught in library and information science schools at bachelor's, master's, and M.Phil level in the universities and follow up its implementation. RRLF through its Research Committee should encourage research both for doctoral degree and also for various projects influencing the quality of public library system and services.

9. Changing the Mind Set

Will such a kind of in-service training efforts be useful in bringing about the desired change in making public libraries indispensable centres of information, knowledge, education, and culture? The answer to this question lies in the attitude of the public library staff to the goals and objectives of the library. The contents of the education and training programmes are designed to improve their professional education and skills as well as their behavioural responses at work to their peers, hierarchy in the management, and to the public. The remarkable change in the quality of the working staff in the public library is expected only in case the staff has a positive mind set, having persistent desire to learn and grow, commitment to work, sense of order, trust and respect, and needs motivation to improve his/her performance. Given the present. service conditions of staff, such training programmes have a limited role to play for staff known for uncooperative and other undesirable behaviour.

10. Conclusion

- Given the role that public library system in the country can play in enriching the human values of freedom of expression, prosperity, intellectual development, cultural and societal development, it is desirable that the public library movement must be strengthened in

the country. In this regard, the Central Government should take fresh initiatives to sensitize the States, not having any library legislation, to introduce such a legislation at the earliest for a Public Library System in their states.

- In order to improve the vitality and impact of the public libraries in the country and to make them relevant to the poor, the illiterate, and the under-privileged, it is imperative that heavy investments be made to strengthen the weak areas of the public library system such as print collections, content, technology, services, building infrastructure, and education and training. However, education and training needs of public libraries need the highest priority to make public libraries relevant to National Literacy Mission, National Knowledge Commission, Adult Education Programme, and to support the government in bridging digital divide, and in making them as an instrument of change for a democratic vibrant society.
- Two pronged approach should be taken for education and training of library staff in public libraries: (i) education through universities, and (ii) education and training of the in-service staff for developing their skills in library and information science, information and communication technologies (ICT) and their applications to libraries, and management skills in improving organizational performance.
- The country has public libraries at the state level, district level, town level, and the village level. The training needs of public libraries at different levels differ very widely. Hence,10 modules have been suggested so that libraries at all levels in the country are able to meet their training needs.

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Serving the Unemployed: Career Resources in Public Libraries

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ÄEven though things may be better, unemployment rates are still high, which comes as no surprise to frontline library staff.
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ABSTRACT

Public libraries have enormous potential to help people in so many ways. Through them people can learn new skills, find jobs, discover history and culture, understand current affairs, improve their health, meet other people, connect to other sources of knowledge and generally improve their lives. This article contends that even though things may be better, unemployment rates are still high, which comes as no surprise to frontline library staff. The number of candidates still seeking employment is noticeable at almost every library, while libraries themselves are feeling the consequences of their own reduced budgets and lessening support from closed or merging library systems. From this backdrop, with the fewer staff members and more limited programming, what can libraries do to serve those seeking jobs?Ä is the issue explored in this article.

Keywords: Career resources, career help, job fairs, unemployed, public libraries.

Introduction

The term "career-resources/help" can encompass many things, including resume/cover letter workshops, online resources, courses taught by

librarians or job fairs at the library. As of 2010, many libraries are engaging in one or more of these avenues, responding to information needs. This article seeks to give advice to the practicing librarians about how resources for various careers could be offered to the deserving candidates through examples of programs, and avenues of funding and evaluation strategies. Although teens and young adults may also benefit from career services at the library, this article focuses on resources for adults.

Why Public Libraries?

With all the other things for librarians to do, why should public libraries serve as career centers? It is a valid question to ask, but both scholarly literature and trade publications show public libraries that provide career resources are filling a void and fulfilling their missions. Library programs should promote the collection, draw in those who do not normally use the library, help those who cannot afford to pay or increase visibility in the community (Lear, 2002). Devoting resources to job skills programs fits all of these obligations by using the collection to point people to career materials, filling a specific need for many who might not be library users, providing online access and performing a vital service for communities in the midst of a recession.

But even before the recession, evidence suggests libraries had a role to play in providing career-help resources. According to an article out of Nebraska, library computers are seen as a community resource and they are mainly used to look for jobs (Bernardi, 2005). In fact, at one inner-city library, helping people navigate employment sites is considered a main reference duty (Bernardi, 2005). In a study of low income residents, a Washington state library district found three of the four main information needs of their users related to career-help: search, job advancement and internet skills (Armstrong, Lord, & Zelter, 2000). That study asked non-library users in low income areas what they wanted from their library and the answer was overwhelmingly more help with career related information. The American Library Association s programming statement also supports job skills workshops in libraries. According to the ALA, programming should enhance the quality of life in a community and part of that includes helping people look for work (American Library Association).

The American Library Association (ALA) Office for Research and Statistics published a report in 2009 that surveyed rural, suburban and urban librarians. Two thirds of the libraries that responded are providing some type of job assistance, up from 44 percent two years before, and "Aiding job seekers is increasingly being viewed as a vital role for public libraries" (Jerrard, 2009, p. 1).

Furthermore, much of the modern-day job search is conducted online and a recent Gates Foundation study found a third of Americans 14 and older use library computers for some type of activity, including looking for jobs (Blankinship, 2010). While the study does not recognize libraries as the only source of computing power in a community, it is clear library resources are being used. In fact, in the current economic recession, the nation's public libraries are becoming a type of triage center for job seekers desperately looking for free resources to help them brush up on their skills (Gronowska, 2009). In this context there is a great need to Public libraries in our country to look in to this matter with constructive activities to develop career resources in their libraries.

Some activities are low- or no-cost alternatives, while others require at least a limited investment of time, effort, and money to start up and sustain. Depending on the library s strategies for serving this population, it may choose to work independently or in conjunction with other agencies. Services and programs can range from the simple to the complex, with a wide range of options in between.

Take a look at this list of choices below and consider how many are already in place at our library:

ÇBrochures/pamphlets of job-seekers resources
ÇComputer workshops
ÇSpecial programming and cooperative partnerships
ÇJob boards, both print and online
ÇJob fairs

This is a service that will be of value to our community not only in the current economic climate, but also as young people come into the workforce and others change jobs throughout their careers (Nancy Ashbrook 2011).

Brochures/Pamphlets

Creating a print brochure or pamphlet is probably one of the easiest and least costly ways to serve those seeking employment. The print brochure would list current resourcesÄ books, DVDs, videos, e-books, audio books, etc.Ä in the library collections that provide information for the job seeker. Topics could include resume and cover letter creation, online applications, interviewing techniques, online job searching, and more. The brochure could also have a section devoted to any community resources that are available to the job seeker and a list of free Internet Web sites that could be of help. Going one step further, the brochure could be incorporated into the library s Web site as a research page with links to the listed resources in the library s online catalog, community

outreach organizations, and other Web pages that assist patrons in updating their skill sets.

While this requires an initial time commitment, the overall cost is relatively small and provides an on-going resource that requires limited maintenance. It saves staff time in gathering the same information time and again for patron requests, gives the patron an easy-reference take-away to use at home as well as at the library, and brands the library as a helpful, relevant, and onstructive resource. Finally, it s a great example to share with library supporters, both private and public, about the role of the library in the economic well-being of the community.

Computer/Internet Workshops

The need for updated computer skills is a valuable commodity on any job applicant s resume, and this is something your library can support whether it has state-of-the-art computing or just a handful of workstations. Most libraries offer some basic skill workshops covering Internet navigation, use of word-processing and other software, e-mail access; some libraries offer orientation classes for social networking sites such as LinkedIn, Twitter, and Facebook. These workshops are typically free of charge, but some have modest fees. Consider adapting one of these to a more focused workshop for job seekersÄ think about a registration fee if necessary, or see if you might be able to find a source of outside funding.

In our experience at different Public Libraries, job seekers are looking less for job search skills than for finding job lists with employers that will hire them. This led to the development of a research guide and an Online Job Searching computer workshop where participants click on various job search Web sites including government job Web sites, the ÉbiggieÑjob Web sites (Monster.com, CareerBuilder.com, Indeed.com, etc.), and some local and regional job Web sites (Naukri.com, JobsAhead.com etc.). In this workshop, we quickly evaluate the types of positions offered, what to look for, how to apply, and any other information given. Also, information gleaned from magazine and newspaper articles is offered concerning keyword search strategies, jobs for Éover-fifty-fiveÑpatrons, and other nuggets of information.

Special Programmes/Cooperative Partnerships

Programs on resume and cover letter preparation are well attended the first or second time they are offered, but interest seems to wane if the sessions aren t updated or reformatted. Public Library may offer a weekly Job Club with a paid facilitator where attendees helped other attendees focus on their job search. After six months of weekly meetings and the facilitator Éretiring,Ñ the Job Club has moved to a monthly

format. The Public Library works in cooperation with the local voluntary organizations, offering six half-hour appointments per month with a professional job counselor. Depending on the applicant s needs, the counselor will discuss resume or cover letter composition, interview role play, job search strategies, etc. Other libraries work in cooperation with the existing Public Libraries and colleges or universities to offer programs pertinent to job seekers such as coping with job loss, entrepreneurship, and maintaining a positive attitude. Public Libraries should offer an extended series programs to job-seeking attendees. Program titles included ÉLinkedIn Profile Training,ÑÉPower Resumes,Ñ Émpact Interviewing,Ñand ÉFinding a Job after fifty.ÑIn addition to the Job Seekers series, the library hosts weekly job support networking groups in its center.

Job Boards: Print & Online

In the past, libraries had bulletin boards where employers could post local want ads. Then in an effort to Éclean upÑthe bulletin boards, the employers want ads went into a notebook binder usually kept at the reference desk. Because of changing technologies and search methods, few libraries today offer a Éjob boardÑeither in print or online, but this is an area that presents opportunities to be more creative. Think about going low-tech with a Jobs Listings notebook or high-tech with a page on the library s Web site devoted to local area jobsÄ it can be a good way to connect the library to employers as well as job seekers.

Job Fairs & Learning from Each Other

One of the most rewarding and time-consuming activities a library can undertake is to sponsor a job fair. One of the example and experience is Elizabeth Neill, reference librarian at Bellwood Public Library, organized not one, not two, but three job fairs within a one-year period. The first in September 2010 was organized in three months and involved extensive telephone networking with many starts and stops. Neill spent hours compiling contact lists from the *ManufacturerÄ Directory, Reference USA,* and *Hoovers* and making those telephone calls with unsatisfactory results. Taking time to visit other job fairs, including one organized by the College of DuPage, gave her contacts and staffing agencies that would participate in Bellwood s job fair. She also contacted her local congressman s office, which led to the U.S. Office of Personnel Management participating in the first job fair. The end result was twelve employers participating in the first job fair with over 250 people from the community attending. The second job fair in January 2011 had fourteen employers and over 400 people from the community attending. The third job fair in April 2011 was the most successful with eighteen employers participating and over 450 people from the community attending.

Some of the obstacles encountered included employers not set up to participate in a job fair and/or not having the desire to participate; employers having their own human resources process and/or not having an HR person available to participate; manufacturers not hiring at this time and when they do, preferring to hire through a temporary agency; employers not accustomed to considering a library as a place to find employees; and finally employers not wanting to hire personnel that might come from beyond their immediate geographic radius. When asked if she would do it again, Neill laughs and explains, Ít s hard to do a job fair well. Others are in the business and have developed a large following. You have to be quite organized, devote an incredible amount of time to telephone networking, and Ö three of these may be enough for now.Ñ

Training Librarians

The Internet has rapidly changed the way people search for and find jobs. In fact, that is one reason public libraries are so essential in providing career help because they provide both access and expertise. However, even with good intentions, librarians may not be trained to help. Government is being touted as a function of public libraries but librarians may not be qualified to help with complicated forms or even to direct people to the right resources (Jaeger & Bertot, 2009). Unemployment benefits and other forms of federal aid, along with job applications, may fall under what patrons expect librarians to know. In New Jersey, hundreds of librarians were trained by workforce development to deal with workers in crisis and learned where to point them both for state and federal assistance (McCarthy & Tumulty, 2010). One librarian said their urban library turned into a triage center for the unemployed and librarians were often asked to deal with vulnerable and emotional patrons (Gronowska, 2009). Government and basic business training for staff may help programs run more smoothly. That said, there may not be time or money to provide formal training for librarians. Workforce development officers may be able to devote hours to being at the library or volunteers may supply extra expertise (Bernardi, 2005). Just as with Funding, looking for logical partners is good way to get librarians up to speed. Truth in advertising may also help. The public library cannot solve every career need for every patron. Be clear and honest about what the library can and will do in terms of career help (Gronowska, 2009).

Conclusion

To meet the challenges of providing career resources/help at the public library, it may be helpful to look at what others are doing. Libraries and librarians have always been willing to share their resources and ideas with each other, and this article is just a start on how we can improve and strengthen this work in this area. We can draw on some of the resources

here, and better yet, think about mixing and matching with ideas of one s own and resources in our community. For instance, maybe reaching out to a couple of local employers to list jobs on the library website could help. This could lead to an informal hiring fair at the library. Or, linking to the job seeker resources at another library could build a partnership for additional programming. Thus the librarians can fulfill their obligation not only as the indispensible professionals of the society but also as responsible citizens.

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