

Emergence of Public Libraries Development with Partnership of NGO's and Philanthropist in India

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ABSTRACT

The paper examines the importance of public libraries in rural areas, increasing the reading hobbies to masses and increasing the literacy rate and disseminating knowledge. It also analysed the historical origins of famous libraries and learning centres, including public libraries in India and their contribution to the society. The paper discusses the problems faced by the public libraries and how to improve and public library services with the various options available in India

Introduction:

The libraries have played a vital role in the social, political, economic and cultural development of the society. They had a significant role in the preservation and advancement of culture, formal and self-education and reading for leisure. The origin of libraries as noticed in the 3rd millennium BC, as records on clay tablets were stored in a temple in the Babylonian town of Nippur. In 7th century BC, the Assyrian king Ashurbanipal assembled and organised a collection of records, of which some 20,000 tablets and fragments have survived. Important libraries of the ancient world were those of Aristotle, the great library at Alexandria with its thousands of Papyrus and Vellum Scroll, its rival at Pergamum that included many works on parchment, the Bibliotheca Ulpia of Rome and the Imperial library at Byzantium setup by Constantine.

These public universities (Libraries) are playing key role what ever the Central/State government schemes are available who is eligible and advertise all scheme by the Public universities. And also improvement of literary in developing countries like India.

India is known for its tradition of learning and as well as for its cultural heritage. In ancient and medieval periods, there existed famous libraries and places of religious worship. In India, planning and programming efforts have been many since Independence for library development. While their outcome may be in varying degree of accomplishment, there is no doubt that the country has been able to develop an extensive infrastructure for library and information services on the basis of plans and programmes embarked upon at various levels.

The development should be systematic and sustained, for which proper planning is necessary. The planning process has to take into account political, legal, economic and administrative realities at any point of time. In relation to planning, strategies have to be evolved to chart out a predetermined course of actions. A policy is a statement of commitment to a generic course of action necessary for the attainment of a goal, which in our case in library development. A policy is conditioned on the political, economic, social and cultural milieu. Many countries have adopted a library policy which helped them undertake library development with a

certain commitment and assurance. Policies in certain sectors of the national economy have also had their implication for library development.

Public libraries act as information kiosks which often provide community information through the use of ICT. They have the potential to 'reach the unreached' by providing relevant information services which can support economic and social development.

Developing a wide range of stakeholders in such types of programmes, as well as effective community participation and ownership is important. Public libraries have the potential to take on some of the services of the community technology programmes but mechanisms for change and use of technology is necessary. The transformation of public libraries through information technology is still taking time; much effort is needed to conceive libraries as community technology centres.

The benefits of public library include increase in the volume of printed books, informal education gains, ICT literacy and delivery of information for the development of the society. The need for libraries to transform from collection-oriented to service-oriented has been felt by many library leaders. In spite of the recommendations of several commissions on public libraries development, the challenges and possibilities for Indian public libraries still remain the same. Public libraries are not seen as providers of community information services.

ROLE OF RRRLF

The year 1972 is a significant year in the history of library movement in India. The country was celebrating the silver jubilee of independence. It was the bicentenary year of the birth of Raja Rammohun Roy, a pioneer social reformer who had stressed the need for modern education for the progress of the nation. The year was also being celebrated as an International Book Year with the slogan **BOOKS FOR ALL**. Emphasis was laid on promotion of reading habit among the masses for betterment of their lives. It was in this auspicious year that Raja Rammohun Roy Library Foundation (RRRLF) was established in May, 1972 by the Ministry of Culture, Govt. of India to spread library services all over the country in cooperation with State Governments, Union Territory Administration and Organisation is working in the field.

The Foundation is an autonomous organization fully financed by the Ministry of Culture, Government of India. It is registered under the West Bengal Societies Registration Act, 1961. The basic idea behind establishing the foundation was to take the library movement not only to small towns and villages but also to the remotest corner, in cooperation with the state governments, union territory administrations and other organizations engaged in the library service and mass education.

Activities of RRLF : Assistance Programme, Conference & Seminars , Tagore National Fellowship , Research Project & Fellowship , Promotional Activities , RRRLF Digital Library Initiative . Skill Development Programme (SDP) for Public Librarians.

PUBLIC LIBRARY LEGISLATIONS in India

India attained freedom in 1947 and became a Republic in 1950. To facilitate administrations, it now has a National Capital Region of Delhi, 28 States and 6 Union Territories after Independence. Even before Independence, Kolhapur Princely State, in the Western India passed Public Libraries Act in 1945.

1948 Tamilnadu 9. 1993 Mizoram 10. 1993 Goa2. 1960 Andhra Pradesh 11. 2001 Odisha12. 2000 Gujarat3. 1965 Karnataka 13. 2005 Uttarakhand 4. 1967 Maharashtra 14. 2006 Rajasthan5. 1979 West Bengal 15. 2006 Uttar Pradesh6. 1988 Manipur Lakshadweep 200716. 2008 Bihar7. 1989 Haryana 17. 2009 Chattisgarh8. 1989 Kerala 18. 2009 Arunachal Pradesh. So far, only half of the States of the Indian Union have successfully passed the library legislation, However, in the coming few years, there is greater possibility for a library law being enacted in the remaining States. Out of these the enactment of Public Library Law at Puducherry State is in the forefront.

Problems facing of Public Libraries in India

- Lack of resources.
- Infrastructural issues such as lack of proper buildings, reading room, storage facility, stock of reading material, etc.
- A dearth of suitable reading material in regional languages.
- Low literacy levels,
- Limited access to technology and management of public libraries.
- Lack of manpower and Qualified Library Professionals

Promotion of District Youth Resource Centres (DYRCs)

The development of DYRCs is being made commensurate with the decision of the inter Ministerial Steering Committee constitutes for the purpose with the representative from Ministry of Sports & Youth Affairs, Ministry of Culture, Raja Rammohun Roy Library foundation and Nehru Yuvak Kendra Sanghatana. The DYRCs are assisted for the following purpose:

- Towards building up adequate stock of books.
- Towards acquiring storage materials and library furniture.
- Towards construction of library building.
- Towards acquisition of computers with accessories. (RRRLF/Activities)

Community information centres and libraries (CIC)

Community information services has been gaining in importance within the field of library and information studies (LIS) and has been suggested as an important area for library service models in developing countries (Martin, 1984; Kempson, 1986; Alemna, 1995). Community information has been defined as survival information, a type of information necessary for participation as a full and equal member of society (Martin, 1984). Additionally, community information services aim to assist individuals and groups with participation in the democratic process and daily problem solving with issues such as housing, employment, education, welfare rights and civil rights (Library Association, 1980). Community information services have been linked with information and referral services for marginalized populations (Metoyer–Duran, 1994). Public libraries, mainly in the United States, began networking with government, community, and social services agencies in the 1970s to create information and referral services to inform citizens about resources and programs for individual and community empowerment (Durrance and Pettigrew, 2000).

PublicLibraries2020.eu Building stronger EU community: with all the information on how Europe's 65,000 public libraries build stronger communities every day. Public libraries are about empowering citizens of all ages to develop and create the skills, knowledge and

ideas they need to participate fully and independently in society. All European countries have public libraries. The 65,000 public libraries within communities invite people to read books and to use computers and the Internet, but also offer courses on a wide range of topics. Trained staff provides personal assistance and are a resource customized to the members of their local communities.

We believe that the initiatives we are championing will leverage the power and opportunities offered by Europe's public libraries and can bring a change in the delivery of lifelong learning opportunities to a wide range of European citizens. Public libraries are a space – trusted and open to all – to learn, discover and share.

EIFL-PLIP: EIFL is an international not-for-profit organization dedicated to enabling access to knowledge through libraries in more than 45 developing and transition countries in Africa, Asia and Europe. EIFL's Public Library Innovation Programme (PLIP) supports libraries to implement community development projects. Through innovative use of technology, librarians work with different sectors of the community to increase access to information, improve standards of living and transform lives and livelihoods. PLIP is supported by a grant from the Bill & Melinda Gates Foundation.

Rural Education and Development (READ) Global' : is an organisation that is using libraries as a means of empowering rural communities. 'READ Global' brings together education, enterprise and community development to create lasting social change in rural South Asia.

It was started in 2008 in India and is currently operating in Haryana, Rajasthan, Manipur, and West Bengal. Six centres have been set up that reach out to 97470 rural villagers. 'READ Global' provides the capital to build and equip the library and also provides seed money to start an associated business. The profits from the business are used to support the library and cover its expenses. Additional revenue is funnelled back into the community for other social needs such as health clinics or infrastructure. In this way, 'READ' is affecting a community's educational, economic, and social development and is ensuring the long term use and care for the library. READ's model for building its community.

The Bill & Melinda Gates Foundation supports the cause of public libraries in the US and other developing countries. They are trying to bridge the digital divide by incorporating computers, internet connectivity and technology training to public libraries.

NATIONAL POLICY ON LIBRARY AND INFORMATION SYSTEM IN INDIA

The Government of India set up a Committee under Chairmanship of **Professor D. P. Chattopadhyay** for formulation of **National Policy on Library and Information System**. The Committee held its first meeting on December 9, 1985, at Calcutta. It covers the Public Library System, Academic Library System, Special Libraries and Information Systems, National Library System & Bibliographical Service, Manpower Development and Professional Status, Modernization of Library and Information System, General Professional Issues & Implementing Agencies and Financial Support to Library.

The following recommendations of the empowered committee are:

- Constitution of a National Commission on Libraries to play a major role in implementing the library policy and in the progress of Library development;
- Creation of an All India Library Service;
- Active involvement of the Central Government in Public Library development;
- Public Library development has also be supported by agencies involved in social , education, rural development, etc;
- University and College libraries are to be considered academic units and seniors library staff members should be regarded as members of the academic community;
- The National Library of India, Calcutta, should be strengthened;
- Development of system of national libraries.

THE ADVISORY COMMITTEE FOR LIBRARIES

The Ministry of Education, Government of India set up a nine member committee under the Chairmanship of Shri K.P. Sinha to recommend the future library structure and its development in India. The Committee submitted its report in 1958. Although the Committee was mainly concerned with development of public libraries, it made recommendations for training for librarianship. The Committee recommended to the Government of India to set up an expert committee to suggest complete reorganization of the syllabus, teaching methods and conduct of examination of the then prevailing library diploma courses. It also recommended that the terms and conditions of work of library science teachers should be same as those of other departments.

NATIONAL KNOWLEDGE COMMISSION

The National Knowledge Commission (NKC) was constituted on 13th June 2005 to advise the Prime Minister of India mainly on creation, management, use and application of knowledge institutions and services. It recommended, in its first report, setting up of a National Commission on Libraries and National Mission on Libraries¹² to conduct a survey of manpower requirements and evaluate the status of research. It also recommended establishment of a well-equipped institute for advanced training and research in LIS and services to revamp LIS education in India

NATIONAL COMMISSIONS ON LIBRARIES IN INDIA

The Empowered Committee (March 1988) and the Working Group on Libraries (WGL), constituted by the National Knowledge Commission, comprising senior library professionals, technical experts and bureaucrats recommended as one of the recommendation that the Constitution of National Commission on Libraries. The WGL was to review the existing Library and Information services and recommend the changes which make LIS more relevant and need based. The WGL was expected to highlight the necessary changes as well as recommend the activities which will ensure that Libraries and library professionals of the future will act as the major driving force in bringing about a knowledge economy.

Partnership with NGO's : The non-governmental organisations (NGOs) sector in India is growing at a fast pace, addressing a number of problems i.e, poverty, literacy, health, environment and self-government , etc. The sector has been successful in reaching the most remote areas in the country. Many NGOs, especially at the village level, are running

libraries. The following case describes how an organization has developed partnerships with various NGOs to establish school libraries.

‘Room to Read’ India was launched in 2003 with focus on establishing libraries and building the capacity of teachers and volunteers to encourage the habit and joy of reading. They also publish high-quality, illustrated reading materials for young readers to respond to the dearth of appropriate children’s literature, especially in rural India. They work in partnership with the state governments as well as local NGOs to implement and monitor the work and promote long-term sustainability. Presently running their organization following regions such as Andhra Pradesh, Chhattisgarh, Delhi, Himachal Pradesh, Jharkhand, Madhya Pradesh, Maharashtra, Rajasthan, and Uttarakhand. Around 4970 school libraries have been established and 113 local language titles have been published so far.

Partnership with Corporate Sector:

Corporate Social Responsibility (CSR) is the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve quality of life, in ways that are both good for business and good for development. As per the rules and regulation in total profit we have to spent 3% income to social responsibility program like community learning centres (Libraries)

‘Just Books’ CLC is a new generation community library chain that provides access to a network of neighbourhood libraries. It was started in 2008 and currently, has 55 outlets in various cities in India. The business model is a franchisee system, with a 50:50 ownership pattern. The franchisee looks after the procurement of space and day-to-day operations, while ‘Just Books’ owns and operates the software.

public-private partnership (PPP): Another approach is public-private partnership (PPP) where in a private sector company offers the library services through a contract.

Therefore many of NGO organizations, corporate institutions, yuvajana Sangas, Multinational Companies and Philanthropists are willing to give funds to the society for social service i.e. community library centers, Library buildings, furniture for the libraries, public librarian have to utilize this opportunity and provide the service to common people need.

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