I F L A 2 0 0 6 S E O U L Meeting:	Some Directions for Digitised Services with Audio Visual Content for the Public Libraries of West Bengal, India Ratna Bandyopadhyay University of Calcutta Calcutta, India K. P. Majumder Jadavpur University Calcutta, India 122 Public Libraries with Audiovisual and Multimedia					
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Abstract

The state of West Bengal in India has a well-developed system of 2821 public libraries and information centres. Some of these public libraries are now at the primary stage of providing digitised services. These services range from providing websites, CD collections to information kiosks. We focus on the need for providing audio-visual materials to the users and how the existing infrastructure may be optimally utilized to improve these services based on local needs, feasibility and utility. These audio-visual materials are of utmost importance in disseminating information to the masses especially where illiteracy level is high. We also give new directions for creating digitised audio-visual materials to preserve the rich and cultural heritage. We stress the importance of all these benefits percolating to the masses through the large base of public libraries in West Bengal and give simple ways to implement these plans. Public library system in West Bengal



The establishment of Calcutta Public Library in 1836 is regarded as a landmark in the library movement of undivided Bengal. By the end of the 19th century about 100 public libraries were established in different parts of Bengal. In 1925 Bengal Library Association (BLA) was established, with Rabindranath Tagore as its first President, to further the library movement in the state and it is still helping the Directorate of Library Services of the Government of West Bengal (WB) in "evolving policies on management and development of public libraries"[22]. In 1979 West Bengal was the fifth state in India to enact a Public Library Act. Today WB has one of the most developed public library systems in India with 2821 libraries and community library cum information centres (CLICs). Besides these there are about 2200 other registered libraries (non-government and non-sponsored) in the state government.

These 2821 public libraries and CLICs form a four-tier structure with the State Central Library (SCL) (in Calcutta) at its apex. The entire structure with breakup is shown below:

	Government	Government	Government Aided	CLIC	Total
		Sponsored			
1^{st}	SCL (1)				1
tier					
2^{nd}	District/Special	District (19)			26
tier	Status (7)				
3 rd	Subdivisional/Town	Subdivisional/Town	Subdivisional/Town		240
tier	(4)	(229)	(7)		
4^{th}		Primary Unit		341	2554
tier		(328)/Rural(1885)			
		(Total 2213)			
Table 1					

The libraries in the public library system are divided into four categories:

- Government libraries are financed and managed by the government of West Bengal. These libraries cannot charge for membership and cannot collect donations.
- Government sponsored libraries are financed by the Government and managed by the Managing Committees as per provisions of the Public Library Management Rules, 1981.
- Government aided libraries are run by NGOs. These get some financial help from the government yearly.
- Community Library cum Information Centres (CLIC): These are being established in those gram panchayats (local self-government at the rural level), where there is no government or government sponsored library, and the accommodation is provided by the gram panchayat free of charge. In 1640 gram panchayats, out of 3362, there are no government or government sponsored libraries [22]. So far 341 CLICs have been set up.

These libraries play a very important role in providing educational and cultural support to the people in a country like India.

Current Services with emphasis on digitised audio visual services



At present, the following services are being provided by the public libraries in West Bengal. These are loan of books; provision of books, journals, newspapers for use in the library; text book services; reference services; career guidance services; services for children; providing support to neo-literates; community information services; mobile library service; organizing various programmes and events; arranging for visits by school children to promote their reading habit; providing space for different training programmes to support women in the community; organizing book fairs; organizing creative competitions; organizing discussions as part of awareness programmes; providing Braille and audio books to the visually challenged. CLICs at rural level provide current information on vital issues; disseminate occupational information, information on locally available resources, information related to functioning of local body for accountability and transparency. These services vary according to the category of the library and its location.

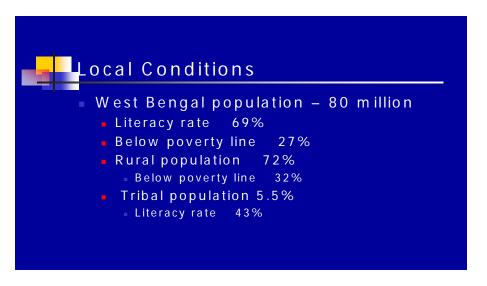
Digitised Audio Visual Services



Currently, public library services provide the following audio visual (AV) materials and digitised services. (Most of the audio visual materials are already in digitized form and the government has a plan to digitize the rest in the near future.)

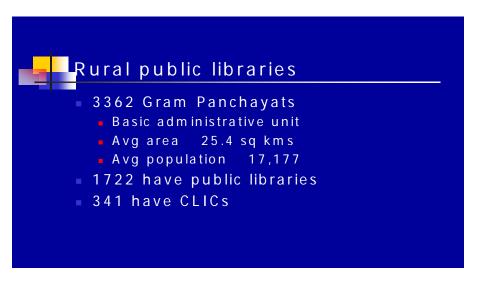
- Information kiosk with touch screen system at State Central Library (SCL), Calcutta (now Kolkata) provides information partly in the local language, Bengali, on tourists spots, local history, government departments, education, scholarships etc. and access to digitized documents with full search facility. The plan for the future is to set up touch screen Information kiosks in all government and government sponsored district libraries within 2007.
- Official website of various government departments e.g. the Directorate of Library Services, Government of West Bengal (<u>http://www.banglargranthagar.nic.in</u>) gives details of the public library system in West Bengal.
- Access to Internet
- The State Central Library provides audio books (mainly story books and educational books) for listening and lending in collaboration with a non-government organization (NGO), Society for the Visually Handicapped
- Digitization of old and rare books with full text access and search facility given to users. These are now available in the SCL, 3 district libraries and 1 Special Status library (Uttarpara Joykrishna Public Library). Already more than 7000 books published before 1925 have been converted into full text digital format.
- Television sets are available in many of the public libraries and information centres. Both government channels (Doordarshan) and private channels provide programmes on education, self-development, self-employment, agriculture and rural development, health and family welfare, disaster management, etc. in national and regional languages. These programmes are made available to the public from the TV sets in the public libraries.

Local conditions



WB has a population of 80 million people including a rural population of 57.7 million[20] and has a literacy rate of 69% [6]. In WB the percentage of people below the poverty line is 27% (32% in rural areas)[20]. In many areas these public libraries are the only libraries available to the common man. The tribal population in West Bengal is 4.4 million [20], which is about 5.5% of total population in West Bengal. Literacy rate in the tribal population is 43% [21]. Most of these figures are as per the last census of 2001

Rural public libraries

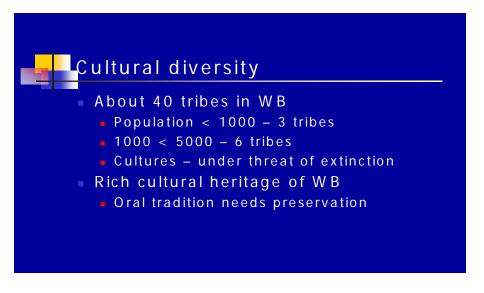


In rural areas the basic administrative unit is the gram panchayat. In WB there are 3362 gram panchayats with an average area of 25.4 sq km and average population of 17,177. The aim of the WB government is to provide at least one public library in each gram panchayat. Currently 1722 of these 3362 gram panchayats have a rural government sponsored public library. In another 341 gram panchayats the government has set up Community Library cum Information Centres (CLICs). The government provides an annual grant of Rs. 16,000/- to each of them [22]. Thus 61% of the gram

panchayats are served by government sponsored public libraries and information centres.

The importance of public libraries in disseminating relevant information for the improvement of the community cannot be overemphasized. These need to be directed towards self-employment, health, education, etc. In view of the level of literacy and education it is found that audio-visual methods are the most effective means of imparting education and making people aware of the opportunities available to them. Countries like India need the help of the latest technology in the field of audio visual media to reach and empower the masses.

Cultural Diversity



The total number of tribes in West Bengal is about 40. The number of tribes with population less than 1000 is 3. The number of tribes with population between 1000 to 5000 is 6 and the number of tribes with population between 5000 to 10000 is 9 [7]. Each of these tribes in WB have their own distinct culture. But due to impact of globalization leading to job opportunities in urban areas; socio economic pressure in the native homeland resulting in migration; and influence of mainstream culture through mass media like TV; the original cultural heritage is eroding and is under threat of extinction. Different festivals on different occasions, which were very colourful at one time, along with their dances, music with different musical instruments have already lost their grandeur. This cultural heritage with their original spirit and grandeur, needs to be preserved.

Moreover, West Bengal is known to have an old and rich cultural heritage. Most of these are not available in written form and it was traditionally handed down from generation to generation orally with the help of professional Kathaks and Vachaks. People engaged in these professions used to recite folklore, narrate tales in the court of the kings, temples, and in important places organized by the community. These professions were very popular at one time but they are no longer seen now because of the socio-economic pressures mentioned above. A cult of Bengal is Baul. Bauls used to sing spontaneously with a one-stringed musical instrument called `ek tara'. Bhatiyali is another type of song usually sung by boatmen of East Bengal. Similarly Bhaoyaiya is another form of song of north Bengal. Chhau dance of Purulia, and Gambhira dance of North Bengal were very popular folk dances at one time [2]. Many of these art forms were traditionally handed down from Guru (teacher) to Shishya (disciple) from generation to generation. Similarly Tusu, Bhadu, Sohrae, Baha, etc. are some of the tribal festivals. These are rarely seen and need to be protected.

Need of Audio Visual materials



For overall development of the community, especially where the literacy level is low, we need to support the various information needs of the community through A V materials. India is a multilingual country and sometimes audio visual materials produced in a part of the country need not be immediately translated to be used all over the country.

The preservation of cultural heritage and traditional knowledge can be done effectively with the help of audiovisual recordings. Different government organizations like Anthropological Survey of India and Cultural Research Institute, Government of W.B are trying to preserve this cultural diversity with the help of digitized audiovisual material. More projects need to be undertaken by government departments, research institutions and NGOs in coordination with each other to record these art forms and cultural activities in audiovisual digitized format directly from the existing practitioners for posterity.

Some current projects for community development



Several important projects have been undertaken in India for community development. Some of the main projects have been Computerised Rural Information System Project (CRISP) of Ministry of Rural Development, Government of India and National Informatics Centre(NIC); District Information System of NIC (DISNIC) to computerize all district offices [17] and Mission 2007, etc.

India has about 600000 villages (with 40,782 villages in WB)[6] and Mission 2007 aims to make every village a knowledge centre within 2007 using the hub-and-spoke approach. Mission 2007 is powered by National Alliance, which is an informal forum of more than 100 multi-stakeholder organisations representing the government, private corporations and civil society [13]. Initially selected villages are being provided with the infrastucture to be a networked knowledge centre (called hub) and these hubs will serve to enable its spoke villages to become knowledge centres. Networking may be extended to all villages in phases.

In WB, the NGO Grameen Sanchar Society (Grasso), working with Bharat Sanchar Nigam Limited (BSNL), which is a Government of India enterprise for providing telephone service, and Department of Post and Telegraph, has already provided mobile telephone reach to 46% of its Gram Panchayats. "The plan is to have 3 GSS (Grameen Sanchar Sewak) phones in each panchayat ... resulting in 100 per cent telephone coverage." [3]

Our focus areas



WB has a predominantly rural population (72%) and their basic needs are: health care, water supply, shelter and other amenities. Their economic needs are how to produce better crops, and other information for livelihood. Educational needs are availability of textbooks, teaching aids and continuing education. Recreational needs are availability of their indigenous cultural programmes, other entertainment and sports facilities [17].

From these we can see that their information needs are mainly localized and should be provided in the local language. It should have updated information on their farming methods, weather, market prices, transport availability and timings, educational and employment opportunities, health and family welfare programmes, social welfare schemes, bank schemes, local self government information, rural development programmes, sports and cultural events coverage, etc.

There is a wealth of digitized/electronic AV materials available in the state (both with government departments and NGOs) catering to the above information needs and we should plan to bring these within the collection and services of public libraries using modern methods of information technology to reach the masses.

About 55 government departments and 30 NGOs are preparing digitized audio visual documents in WB. Some of the government departments and institutes producing relevant materials are:

- State Institute of Panchayat and Rural Development (SIPRD)
- Information and Cultural Affairs Department
- Mass Education Extension Department
- Food Processing Industries and Horticulture Department.
- Panchayat and Rural Development Department
- Women and Child Development and Social Welfare Department
- Visva Bharati University
- Bidhanchandra Krishi Viswavidyalaya
- Health and Family Welfare Department
- Tourism Department

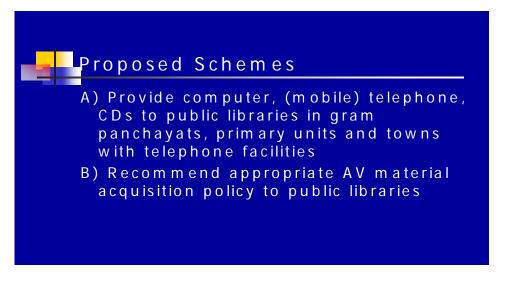
- Anthropological Survey of India
- Forest Department
- Industrial Development Corporation
 - Some of the topics on which they have developed audio visual CDs are: Area development, Self dependence for women, Health care, Social unity, Self employment programme, Basket weaving, Nursery development, Toilet development and use, Forestation, Rural social life –problems and solutions, Gramin cooperative bank loans for different self employment programmes, Herbal medicinal plant cultivation, Local governance, Education and literacy programme, Fairs and festivals of WB, Heritage tour around WB, Primary education programme, etc.

Some of the non-government organizations (NGOs) producing digitized audio visual materials are

- Lok Kalyan Parishad
- Development, Research, Communication and Services Centre
- West Bengal Voluntary Health Association
- Voice of World
- Sree Ramkrishna Ashram, Neempeeth
- Southern Health Improvement Samity
- Swanirvar
- CINI
- LAMP (Liberal Association for Movement of People)
 - Some of the topics on which they have developed audio visual materials are: Health, Family welfare, Alternative medicine, Development of different professions like fishermen with help of cooperative organizations, Paddy storage by women, Simple fertilizers, Herbs of West Bengal, Mixed cropping, Animal husbandry, Fisheries, Horticulture, Agronomy, Home science and nutrition, Production of vegetables, Natural dye, Education for school children, Text books (audio) for school and college students, Air pollution, Natural science, Girl child, School health, Drug addiction, etc.

It is generally the policy of government departments and universities to make available their materials to other government departments free of cost. Only the cost of media may be involved. Some of these NGOs have put their digitized AV materials in the public domain and permit free distribution and copying. For example Lok Kalyan Parishad charges a nominal amount to cover their media cost and permits subsequent copying. Others are priced between Rs. 50 to Rs 200 per CD/DVD. Again the government can negotiate better prices for bulk purchase. The Public libraries can also follow a cooperative acquisition policy (coordinated by the apex public library SCL) and so lower the average effective cost per CD.

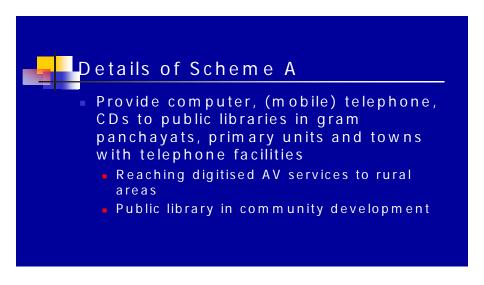
Proposed schemes



We propose a simple and feasible scheme to enable public libraries take up this challenging role of providing the desired digitized and audiovisual services to the entire state. Wherever telephone facility is available, each public library should have at least one computer, a collection of AV CDs and a telephone for access to Internet. We will discuss below the infrastructure needed for this, the costs involved and the digitized services that can be provided.

We have already seen that the availability of AV materials in WB is quite adequate for the purpose. However coordination is required for their acquisition by public libraries. These are discussed later.

Details of Scheme A



We have seen that public libraries have a critical role to play as a dynamic agent in the development of society and particularly in converting the villages into knowledge centres. Their main function here is to provide digitized services, with the help of online networks, to fulfill the information needs of the rural communities. We have also seen that in WB dial-up telephone access to Internet is available in about half of its gram panchayats already using mobile telephones under GSS scheme. This dial-up connection is available at a speed of 144 Kbps and involves a charge of Rs. 150 per month for unlimited Internet connection and usage [4]. Besides this, many areas have landlines and some have broadband access through landlines and cable TV network.

In this form of dial-up access to Internet, the Internet Service Provider (ISP) provides a temporary IP address to the user. So this user cannot be accessed by another user. However SCL, National Library, CALIBNET (Calcutta Library Network) and some others have permanent IP addresses and their networks/computers may be accessed by ordinary users if a user-id and password is supplied.

The rural public libraries here need to be empowered to take advantage of this connectivity. This means that the necessary infrastructure for this scheme (availability of telephone access to Internet) is available to all 1^{st} , 2^{nd} and 3^{rd} tier public libraries (as given in Table 1) and all except approximately half of the 4^{th} tier rural public libraries and CLICs (because of availability of GSS phones) for immediate implementation.

In the context of the low rate of literacy in India and WB the dissemination of information can be more effective if it is audio visual in format rather than textual. This underlines the importance of public libraries introducing and improving their digitized services with audiovisual content.

Each library can then give these AV services to its users



- Users may be given access to selected AV and other materials in the collection of SCL and some other libraries, networks, government departments and NGOs. These may be downloaded for repeated local use or used online. This also gives access to the materials available in the Information kiosks in different locations. Most of these are already in native language.
- Users can attend online audio visual training programmes conducted by the above organizations on important community development topics

- Official website of various government departments mainly in the native language e.g. Government of West Bengal (<u>http://www.wbgov.com</u>).
- Access to the world wide web, which may be of limited use as the contents are generally not in the native language
- Make available relevant information addressing local needs including local history materials from online resources and local compilation
- Make available, offline, the audio visual programmes available in their CD collection. These may be rotated between the public libraries on a regular basis (say monthly) so that the effective collection of each library is in hundreds instead of the purchased 50.

Already Television (TV) sets are available in some of the public libraries and information centres and the users can view relevant programmes. It may be mentioned that in case a TV is not available but the computer is available then many TV programmes can be viewed from the TV channel's website.

Costs involved

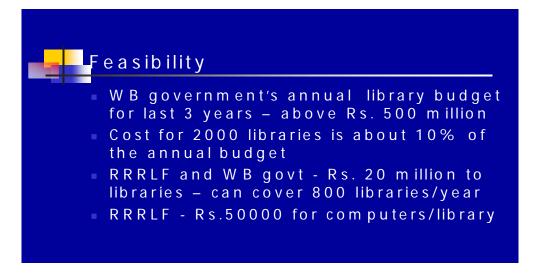


In order to provide digitized materials with audio visual content in a public library the library needs the following equipment

One multimedia and Internet ready PC (Rs. 17000) One mobile telephone (Rs. 2000) A collection of CDs (and DVDs) - about 50 in number (Rs. 2000) UPS (Rs. 2000) Miscellaneous (Rs. 2000)

The estimated cost for the above items will be about Rs. 25000 per library. (1 Euro = Rs 57 approximately and I USD = Rs. 45 approximately now) The amount could be further reduced if the government is able to negotiate favourable prices for bulk orders of about 1000 computers/telephones.

Feasibility



We now have a look at the budgets for public libraries and other resources available to them to see how it is possible to implement the proposed scheme.

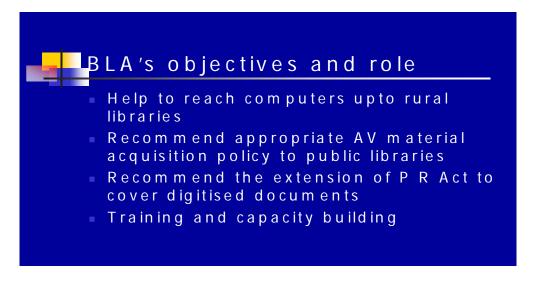
The government of WB has been allocating more than Rs.500 million each year for the last 3 years for the public libraries in the state [22]. The total estimated cost for the approximately 2000 public libraries, which are within telephone reach, is about Rs. 50 million, which is just 10% of the annual budget.

In 1972 the Raja Rammohun Roy Library Foundation (RRRLF) was established by the Government of India to support public library services in the country. It is providing assistance to support library services and it also promotes public library movement in the country. For the last two years RRRLF has been providing Rs.10 million and the government of WB has also been giving a matching grant of Rs.10 million each year. Thus the total fund of Rs.20 million is spent annually for development work. It is proposed that these may be used to implement the audio visual services scheme in the public libraries. The entire fund of a single year could meet the needs of about 800 libraries. A three year plan could easily meet the requirements of all the public libraries.

Also RRRLF gives an assistance of Rs. 50,000 (maximum) for the purchase of computers to any non-government non-sponsored library registered under the Society Registration Act for more than 3 years and who is willing to bear 25% of the total expenditure.

In certain libraries the existing accommodation may need to be extended to provide the additional services effectively. For them assistance for extension/renovation of rural libraries is available under the Rural Infrastructure Development Fund (RIDF) scheme from the National Bank for Agriculture and Rural Development (NABARD). The total amount sanctioned for 40 libraries was Rs. 13.6 million [22]. Also RRRLF provides assistance of Rs. 300000 (maximum) to libraries for building. [22]

BLA's objectives and role



We now discuss the role of BLA as an advisory body and as a training resource in these schemes based on BLA's objectives.

- To conduct awareness programmes with librarians of public libraries and NGOs about the benefits of conducting programmes in cooperation
- Training programmes for librarians of public libraries in use of computers and providing digitised services with AV content
- Resource awareness programmes
- To recommend to the public libraries to acquire AV materials based on a cooperative policy and in coordination with other government departments and NGOs
- To recommend to the authority to extend the existing Press and Registration of Books Act to digitized documents including audio visual material.

Mission 2007 has many important activities in its agenda and the 2821 rural public libraries and CLICs in WB have a critical role in this mission by participating in the following activities of the mission:

• Content generation, dissemination:

Public libraries can assist in "...formation of consortia of content developers to provide content and ensure that local livelihood needs are met..."

• Rural prosperity:

Public libraries can "...make it possible for local communities to collect, access and use data on their livelihoods assets..."

• Training and capacity building of village entrepreneurs:

Public librarians will be trained to "...operate knowledge centres as an information entrepreneurship activity..."

• Organisation, evaluation and monitoring:

Public libraries can ..."function as knowledge centres at the village level. Peer-to-peer learning and sharing of knowledge will be encouraged at village level."[13]

Current objectives and activities



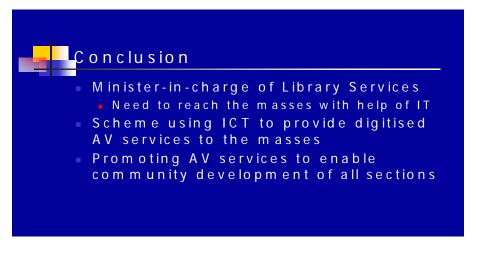
The Government of West Bengal has already announced its plan for automating all the public libraries in phases. The Director of Library Services, Government. of West Bengal has mentioned "A wide area network will be established among the libraries".[15]

The State Central Library has also mentioned the introduction of "computerized public library network in West Bengal i.e. WBPUBNET" as their plan. They have also mentioned the advantages that can be accrued from the development of the network as follows:

- "Central database in regional language (Bengali) which is going to be prepared by the State Central Library, and can be shared in all respect
- Database in connection with rare books
- Cooperative cataloguing
- Standardisation and uniformity in all respect throughout the state
- Online discussion, forum of like minded people, current awareness service, etc.
- High end reference service
-Services which are network dependent".

"...as the entire cost is provided by the Government, entire services can be given free of cost. And as the service providers are full time salaried employee (library personnel) the maintenance cost of the system will be minimum" [5].

Conclusion



The Minister-in-charge of the Library Services, Government of West Bengal stated as his vision, in his interview on 21.03.2006, that the public library is the centre of information, culture, knowledge and recreation and we need to reach the masses by using information technology.

We have also seen that both the national and state governments have taken up many projects for community development using ICT and different institutions, NGOs and the corporate sector are adding to these efforts simultaneously. Many of these organizations are producing audio visual materials separately for their individual purposes. The public library system is in an advantageous position because it already has a large physical network in place to reach the masses. It now needs to empower itself using ICT to be a dynamic agent in the development of the local communities by coordinating the different audio visual and other resources already available and providing them and other digitized services in a focused way to the local communities. We have accordingly suggested a simple scheme and justified its feasibility. It is easy to implement and the reach of our public library system would help in percolating these benefits to all sections of the masses. We should take this opportunity to achieve the goal of rapid development.

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