



Rural library movement in India -opportunities & challenges

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Abstract

Rural India is undergoing a massive metamorphic change .Since globalization there has been a drastic change in the Indian rural scene both in terms of lifestyle & skills. Considered as traditional & slow to adopt changes, Indian villages have been a immediate target of modification. With the intrusion of information revolution through Internet, rural India is being compelled to open itself towards connecting to outer world. These national level changes have been greater impact on rural Indian villages & government is forced to open libraries in remote areas with allocated reserves. This library in rural India has now grown as a movement & this RLM is challenging the local government to fasten policies towards providing inter connectivity. This paper spotlights the key role played by RL in furthering rural societal changes towards betterment.

Key words: rural library, opportunities in rural life, alterations in rural thinking,

Introduction: India comprises of 70 % population residing in villages some of the villages are so remote that they can be considered as islands. The majority of rural villagers are either non-literate or semi-literate. The need to involve them in the national development process cannot be overemphasized. This can be achieved through the identification of the information needs of rural dwellers and the provision of innovative rural public library services to improve their level of literacy and education and to enhance their ability to use practical information relevant to their daily lives.(Pooja Negi - reading habits of rural women ,Indian journal of



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Benefits

- 1. Helps in generating good employment-** rural libraries plays a pivotal role in overall development of the youth. It helps Youth can make sports as a means of finding employment & career base. It gives them a platform to develop their aptitudes
- 2. Helps in career making-** rural libraries can become best examples of career makers. They become role models in future . They can play a role of a master in guiding the community towards uniqueness & exceptionality. It enhances the chances of people to promote community . (Nagappa T R - Rural Library Movement In India in Indian – The journal of Adult Education, Vol. 40 September 1979).
- 3. Helps to promote healthy habits-** rural libraries as an alternative education system solves the health issues of the youth involved in it. It gives them good healthy habits. Sunila kumar -A Journey Of rural library

movement in India– Retrospect & prospects , Journal of information management Vol. 43. No 3. Journal of information management 2003).

- 4.** Today's youth are suffering from drug addiction , alcohol obsession , pre marital sexual passion etc . They are becoming vulnerable to several high risk diseases. (Nagappa T R - Rural Library Movement In India in Indian – The journal of Adult Education, Vol. 40 September 1979).

- 5. Helps in inclusive growth of community** – rural libraries as an alternative education helps to inculcate best community practices as it ensures equity of involvement in learning , delivering & empowering the tribal minority & socially excluded communities with access & fairness. (Sunila Kumar -A Journey Of rural library movement in India– Retrospect & prospects , Journal of information management Vol. 43. No 3. Journal of information management 2003).



6. Helps to build awareness- rural libraries if taken as an alternate source of education helps to get awareness about social concerns such as environmental, hygienic, ethnic, societal, cultural, and intellectual & health issues as community understands the importance of sports as an agent of ensuring health & fitness. (Nagappa T R - Rural Library Movement In India in Indian – The journal of Adult Education, Vol. 40 September 1979).

7. Rural libraries enhance vigor, health consciousness, diet awareness, nutrition supplements awareness, nourishment awareness etc. It can also promote alternate education system to find bright career options within a community (Sunila kumar -A Journey of rural library movement in India– Retrospect & prospects, Journal of information management Vol. 43. No 3. Journal of information management 2003).

8. Rural libraries as an alternative education system promotes voluntary involvement

as people take supportive participation in becoming an integral part of it. The communities take organizational involvement such as the whole process of learning through sporting education calls for several components working together with mutual consultation (Nagappa T R - Rural Library Movement In India in Indian – The journal of Adult Education, Vol. 40 September 1979).

Women empowerment through promotion of rural libraries -

Education plays a significant role in human development. The ability to read and write is an important asset enabling woman in general and rural woman in particular to have increased opportunities in life. Women need constant updating of their knowledge of new changes in order to adapt to the social and technological changes that are taking place at an unprecedented rate. (Pooja Negi - reading habits of rural women ,Indian journal of Adult education Vol 73 No 4 , October 2012).This could be possible through continuous



reading, adequate training, education and effective library facilities to support these information needs. In this context, reading especially is a resource for continued education, acquisition of new knowledge and gaining information with regard to day-to-day life. The domestic burden and children's education prevents working women from regular reading. Reading is an important aspect associated with literacy. (Pooja Negi - reading habits of rural women ,Indian journal of Adult education Vol 73 No 4 , October 2012).To meet the challenges of 21st century, women should not only know how to read and be literate but also be functionally literate. It is only through education of women that we can expect happier family life, better hygienic condition and greater reduction in fertility rate, increased production and economic prosperity. Rural societies, which depend heavily on women for their survival, are especially resistant to educating them. As per the latest census report (2011), the female literacy

rate in India is still low in comparison to male population even after so many years of independence. (Poona Negi - reading habits of rural women ,Indian journal of Adult education Vol 73 No 4 , October 2012).

Ninety-eight percent of libraries now provide free public access to Wi-Fi, up from 89 percent in 2012. But digital differences among states still exists they report an average subscribed download speed of more than 100Mbps, compared to an average subscribed download speed of just over 21Mbps for rural public libraries. "Equitable access to and participation in the online environment is essential for success in education, employment, finance , health and wellness, civic engagement, and a democratic society," communities and individuals find themselves at differing levels of readiness in their ability to access and use the Internet, robust and scalable broadband, a range of digital technologies, and digital content." broadband infrastructure, enhance and expand public



computer centers, and encourage sustainable adoption of broadband services

A healthy reading habit can transform a person and access to books and reading material relevant to the target group can transform a community. Endeavor to overcome the lack of access to schools or libraries, especially in the rural areas. Reaching the reading material the people need to their doorsteps. India is on the path of progress, every citizen must have the opportunity to keep themselves well informed. Through Rural Mobile Libraries rural folks are keeping themselves abreast of latest news, happenings around the world, information's regarding modern agricultural techniques and government programmes which directly benefit them. Rural Mobile Libraries cater to all age groups and the initiative needs to be augmented.

Considerations

1. Making materials available to rural areas through resource

centres and other existing institutions such as schools, etc.

2. Needs based materials should be produced utilizing various forms of media and indigenous methods and cultures with participation of creative writers and local people.

3. Publishing activities for rural areas should be expanded and necessary training should be conducted to produce attractive literacy materials for writers, illustrators, local people and others

4. There should be a pre-survey and post-survey on reading situation.

5. More exchange of successful materials and approaches

6. Reading facilities should be provided by developing new ones and mobilizing existing resources.

7. Technical support for managing rural libraries and for field workers should be provided.

8. Coordination, collaboration and networking among GOs and NGOs

9. Commitment and support of government and political



parties are needed and people's participation should be ensured.

10. Tax or paper and other printing materials should be reduced and appropriate technology should be transferred at the local level so that the cost of production is made lower.

11. Proper budget allocation should be made for providing reading materials and business enterprises should be encouraged to contribute to development of rural libraries.

12. Mass campaign for reading promotion should be conducted to create social awareness and interests in reading.

13. Distribution Agency and Network should be established involving booksellers and publishers (NGOs, GOs and private) for providing reading materials in rural areas.

14. Gender sensitive materials should be prepared.

15. Evaluation of existing programmes and activities is to be conducted for their improvements.

Conclusion- Evaluation of existing programmes and activities is to be

conducted for their improvements. Proper budget allocation should be made for providing reading materials and business enterprises should be encouraged to contribute to development of rural libraries. Mass campaign for reading promotion should be conducted to create social awareness and interests in reading

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