

Structure And Functions Of District Central Libraries In Tamil Nadu : An Empirical Study

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ABSTRACT

This paper aims at projecting the structure and functions of District Central Libraries in Tamil Nadu based upon primary records collected from the Directorate of Public Libraries and survey of District Library officers who are the authorities of District Central Libraries. This paper reveals the State of Art the District Central Libraries and their functions. Based on outputs a number of suggestions have been provided. This paper represents an empirical research study.

KEYWORDS

Public Libraries, District Central Libraries, Services and Functions, Survey, Empirical study, Tamil Nadu India,

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1. Introduction

The public libraries are backbone for the improvement of any society. The development of libraries in India has been determined by literacy, cultural and socio-political development. The Public Library System in India has been rightly explained by Ekbote(1987) as libraries having different sizes of collection, inadequate finances, inefficient staff members and unsuitable buildings with lack of infrastructure facilities. Keeping this statement in mind this paper analysed the stateofart of District Central Libraries in Tamil Nadu which is the first state in India to pass the library legislation in 1948. Since the enactment of the Act nearly 6 decades have passed. Hence this study aimed at analyzing the growth and development of District Central Libraries in Tamil Nadu, their services, infrastructure facilities, collection development and manpower. For this purpose primary records from the Directorate of Public Libraries, Government of Tamil Nadu have been used supplemented by the opinion survey of the District Library Officers in Tamil Nadu.

2. Public Library System In Tamil Nadu

Tamil Nadu is the first State in India, which enacted the Public Libraries Act(1948), Rights to Information for everybody. It has also passed "Compulsory Education Bill", which has been sent to the Central Government for assent. Total literacy campaign has been carried out in all Districts, which shall lead to more demand for library services. Public libraries are attached with schools which cultivate the reading habit from the student age.

2.1 Organization Structure of Public Library System in Tamil Nadu

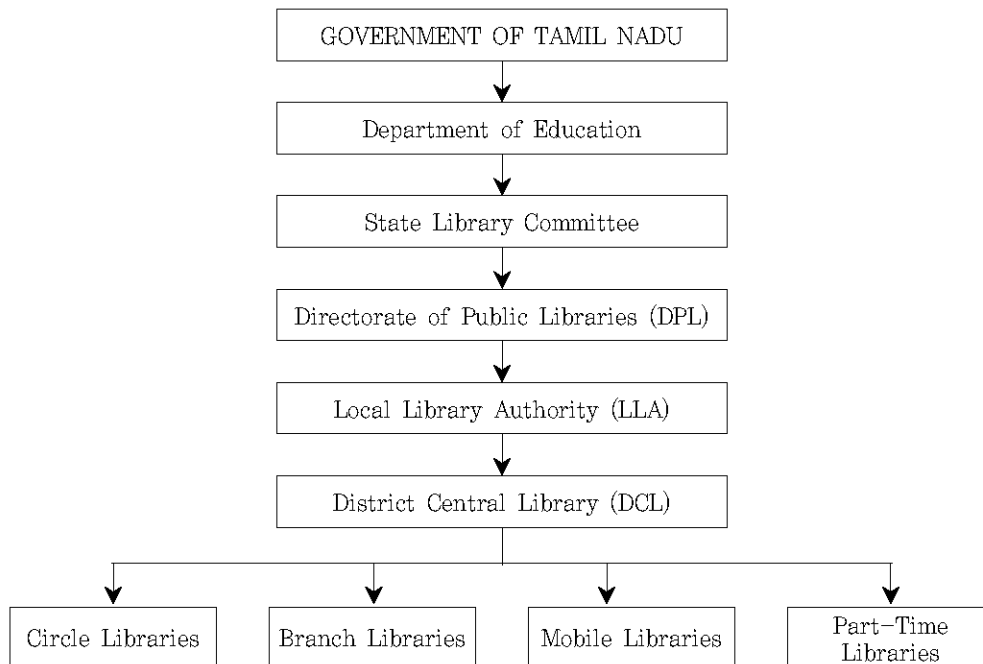
The public library movement in Tamil Nadu has been flourishing before enactment of the Act. Subsequently with the passing of the Library Legislation in 1948, the then Madras Government created a separate Department of Public Libraries with effect from 1st August 1972. A Library Reorganization Committee headed by Shri. V. N. Subbarayan had made some valuable recommendations for

the improvement of Public Library system in October 1974. From December 1976, a separate professional District Library Officer for each Local Library Authority has been sanctioned to effectively administrate the public libraries in each District. In November 1978, an official committee headed by Shri. S. Srinivasan (I.A.S. retired) reviewed the recommendations of the Subbarayan Committee and evolved certain norms for the number and category of technical and non-technical posts required for each library. From 1.4.1982, the Government of Tamil Nadu has provincialized all the staff members of the Department of Public Libraries, and

the salary, allowances, pension etc., of the library staff are directly paid by the government from the Treasury. The structure of the public library system corresponds to the structure suggested by the Advisory Committee for the Libraries set up by the Government of India.

The schematic structure of the Public Library System in Tamil Nadu is presented below:

This <Figure 1> explains hierarchical structure of Public Library System in Tamil Nadu in which the Department of Education is the Authority of the library in the state with State Library Committee as apex body constituted by the Government of Tamil



<Figure 1> Structure of the Public Library System in Tamil Nadu

Nadu. The Directorate of Public Libraries comes under the direct control of Department of Education who administrate the District Central Libraries, Circle Libraries, Branch Libraries, Mobile Libraries and Part Time Libraries they by the constitutional authority is known as Local Library Authority and fund for the Local Library Authority is granted by the Government and money collected through taxes.

2.2 Growth of Public Libraries in Tamil Nadu since Independence

The Data in <Table 1> projects the growth of public libraries is in linear trend. The number of revenue districts in 1975-76 is 13 which are further fabricated

and increased to number of districts and as on today in the State of Tamil Nadu are 29. The numbers of service units in 1975-76 is 1455 and in 2005-06 is 3751 which shows the growth of service units.

3. Data Collection

The data collected from the 29 District Library Officers in Tamil Nadu with regard to the functioning of the District Central Libraries through questionnaire has been analysed and interpreted.

4. Data Analysis

The data collected about Manpower,

<Table 1> Growth of Public Libraries in Tamil Nadu

S.No	Types of Libraries	1975-76	1980-81	1985-86	1990-91	1995-96	2000-01	2005-06
1	State Central Library	1	1	1	1	1	1	1
2	District Central Libraries	13	14	17	18	19	29	29
3	Mobile Libraries	-	-	-	9	9	12	12
4	Branch Libraries	1441	1440	1505	1530	1548	1568	1568
5	Part-Time Libraries	-	-	-	826	1146	649	649
6	Village Libraries	-	-	-	-	-	625	1492
TOTAL		1455	1455	1523	2384	2723	2884	3751

Source: Tamil Nadu, Department of Public Libraries, 1975-2006 Annual Reports.

Utilization of Resources, Services, etc in the District Central Libraries through questionnaires have been analysed by using Percentage, Weighted Arithmetic Mean(WAM) and 5 point Scale techniques.

4.1. Background Information about the District Library Officers

4.1.1 Classification of Respondents by Sex

The data in <Table 2> reveals that, 82.8% of the District Library Officers are Male and 17.2% are female.

Generally in Public Library System most of the staff are from male community, of course, the figure will reverse in academic and special library systems. Most of the public libraries in India are being managed by the male community, which has been observed from the literature.

<Table 2> Classification of Respondents by Sex

S.No.	Sex	Frequency	Percentage
1	Male	24	82,8
2	Female	5	17,2
	Total	29	100

4.1.2 Classification of Respondents by Professional Qualification

<Table 3> Classification of Respondents by Professional Qualification

S.No.	Sex	Frequency	Percentage
1	C L I S	10	34,5
2	B L I S	7	24,1
3	M L I S	12	41,4
	Total	29	100

From <Table 3>, it is observed that about 41.4% of respondents are possessing MLIS(Master of Library and Information Science), followed by more than one third possess CLIS(Certificate course in Library and Information Science). The introduction of distance learning in Library and Information Science has facilitated the public library staff also to acquire higher qualifications. Hence the majority possesses MLIS qualification. However, the respondents with CLIS qualification, may be interpreted that these staff did not make an attempt to enhance their qualification and they continue to be in service with the same qualification at the time of entry. Hence being a District Library Officers they still possess CLIS and by virtue of experience and combined with departmental promotion they could attain the position of District Library Officer.

4.1.3 Classification of Respondents by Sex Vs Professional Qualification

As evident in <Table 4> that male are more persons as District Library Officers and correspondingly they possess higher qualification. Probably the distance education programme in Library and Information Science did not influenced the female District Library Officers and hence they did not show interest in upgrading their professional qualification.

4.1.4 Means of Joining the Public Library Service

The entry to service in Public Library

System in Tamil Nadu has been based on through employment exchange office of Government of Tamil Nadu, where 93.1% of the staff has joined the public library system. This is followed by 6.9% entered by passing their examination conducted by Tamil Nadu Public Service Commission (TNPSC). It is also observed that appointing the staff in public library system in Tamil Nadu is not based on direct recruitment. Whereas in other library systems such as academic and special libraries most of the library persons are appointed through direct recruitment(<Table 5>).

<Table 4> Sex Vs Professional Qualification

S. No.	Sex	C L I S	B L I S	M L I S	Total	Percentage
1	Male	8	6	10	24	82,76
2	Female	2	1	2	5	17,24
	Total	10	7	12	29	100

<Table 5> Means of Joining the Public Library Service

S. No.	Means of Joining Public Library Service	Male	Female	Total	Percentage
1	Direct Recruitment	0	0	0	–
2	Exmployment Exchange	22	5	27	93,1
3	On Deputation	0	0	0	–
4	On Leave Vancency	0	0	0	–
5	Temborary basis	0	0	0	–
6	Through TNPSC	2	0	2	6,9
	Total	24 (82,76%)	5 (17,24%)	29	100

4.2. Manpower in District Central Libraries

The staff in every District Central Library are having different categories such as District Library Officer, Librarian

Grade I, II, III, Inspector of Library, Stock Verification Officer, Audio-Visual operator, Binding Assistant and other non-professional staff. <Table 6> provide data about the staff structure and quantum of staff in the District Central Libraries.

<Table 6> Professional Staff in District Central Libraries of Tamil Nadu

S. No.	Districts	DLO	Lib. Gr I	Inspector of Library.	Lib. Gr. II	Lib. Gr. III	Total
1	Chennai	1	1	1	3	3	9
2	Coimbatore	1	1	1	2	2	9
3	Cuddalore	1	1	1	1	2	6
4	Dharmapuri	1	1	1	2	3	8
5	Dindugal	1	1	1	1	2	6
6	Erode	1	1	0	2	3	7
7	Kanchipuram	1	1	0	2	2	6
8	Kanyakumari	1	1	1	2	3	8
9	Karur	1	1	0	1	1	4
10	Madurai	1	1	1	2	3	8
11	Nagapattinam	1	0	0	1	2	4
12	Nagarkoil	1	1	1	2	3	8
13	Namakkal	1	1	0	2	2	6
14	Nilgiris	0	1	0	-	1	2
15	Perambalur	1	1	0	1	2	5
16	Pudukkottai	1	1	0	2	2	6
17	Ramanathapuram	1	0	0	1	1	3
18	Salem	1	1	1	2	3	8
19	Sivagangai	1	1	0	-	2	4
20	Tanjore	1	1	1	2	3	8
21	Theni	1	1	0	2	3	7
22	Thiruvallur	1	0	1	2	2	6
23	Thiruvannamalai	1	1	0	2	2	6
24	Thiruvarur	1	1	0	1	1	4
25	Tuticorin	1	1	1	2	3	8
26	Trichy	1	1	1	2	3	8
27	Vellore	1	1	1	2	2	7
28	Villupuram	1	1	1	1	2	6
29	Viruthunagar	1	1	1	1	2	6

〈Table 6〉 reveals that situation of the District Central Libraries in Tamil Nadu with regard to the availability of professional staff. It is observed that for a every district one District Library Officer, one Grade I Librarian and one Inspector of Library is appointed. But for some districts the post of Inspector of Library was not appointed the existing vacancy arised due to retirement of the existingsincumbents. There is no uniformity among the cadre of Librarian Grade I, II and III in all the District Central Libraries. This reveals that the personnel in District Central Libraries are not

appointed immediately after the arise of the vacancy, which certainly hinder the provision of library services.

4.3. Utilization of Resources

4.3.1. Utilization of Reading Materials

The Utilization of reading materials can be assessed either form the opinions of the users or from the opinions of the respective librarians.

4.3.1.1 Utilization of Reading Materials by Subject wise

The data in 〈Table 7〉 reveals that the

〈Table 7〉 Utilization of reading materials by subject wise

S. No.	Description	Not Used		Rarely Used		Occasionally Used		Frequently Used		Regularly		WAM	Rank
1	Philosophy & Related Subjects	2	6.9%	3	10.3%	9	31.0%	9	31.0%	6	20.7%	6.73	8
2	Religion	0	.0%	0	.0%	10	34.5%	10	34.5%	9	31.0%	7.67	6
3	Social Sciences	0	.0%	2	6.9%	9	31.0%	10	34.5%	8	27.6%	7.40	7
4	Languages	0	.0%	0	.0%	0	.0%	18	62.1%	11	37.9%	8.47	2
5	Pure Sciences	0	.0%	2	6.9%	4	13.8%	7	24.1%	16	55.2%	8.27	3
6	Applied Sciences & Tech.	0	.0%	3	10.3%	3	10.3%	2	6.9%	21	72.4%	8.53	1
7	Useful Arts	0	.0%	2	6.9%	6	20.7%	10	34.5%	11	37.9%	7.80	5
8	Literature	0	.0%	1	3.4%	7	24.1%	6	20.7%	15	51.7%	8.13	4
9	History, Geography & Travel	0	.0%	2	6.9%	7	24.1%	9	31.0%	11	37.9%	0.28	9

5-point scaling technique analysis results namely Not Used, Rarely Used, Occasionally Used, Frequently Used and Regularly Used. The WAM(Weighted Average Mean) values according to the ranking order about the extent of Utilization of reading materials by subject wise are as follows: -

- 1) Applied Sciences and Technology(8.53)
- 2) Languages (8.47)
- 3) Pure Sciences (8.27)
- 4) Literature (8.13)

4.3.1.2 Utilization of Reading Materials by Bibliographic Form

Further the extent of Utilization of reading materials has been analysed by bibliographic forms and the data has been shown in <Table 8>. The WAM values for the various bibliographic forms in the order of preference are as follows:-

- 1) Books and Newspapers (9.60)
- 2) Popular Magazines (8.93)
- 3) Current Subjects Periodicals (8.33)
- 4) Children Literature (8.27)

<Table 8> Utilization of reading materials by bibliographic form

S. No.	Description	Not Used		Rarely Used		Occasionally Used		Frequently Used		Regularly		WAM	Rank
1	Books	0		0		0		1	3,4%	28	96,6%	9,60	1
2	Reference Tools	3	10,3%	1	3,4%	2	6,9%	6	20,7%	17	58,6%	8,00	5
3	Current Subjects Periodicals	2	6,9%	0		0		12	41,4%	15	51,7%	8,33	3
4	Back Volumes of Subject Periodicals	4	13,8%	6	20,7%	6	20,7%	10	34,5%	3	10,3%	5,93	6
5	Popular Magazines	0		2	6,9%	2	6,9%	1	3,4%	24	82,8%	8,93	2
6	News Papers	0		0		0		1	3,4%	28	96,6%	9,60	1
7	Non-Book Materials	8	27,6%	9	31,0%	5	17,2%	5	17,2%	2	6,9%	4,73	8
8	Children Literature	1	3,4%	0		6	20,7%	5	17,2%	17	58,6%	8,27	4
9	Reports & Reprints	10	34,5%	5	17,2%	4	13,8%	7	24,1%	3	10,3%	5,00	7
10	Patents and Standards	14	48,3%	4	13,8%	5	17,2%	5	17,2%	1	3,4%	4,13	9
11	Any other form	17	58,6%	3	10,3%	7	24,1%	2	6,9%	0	.0%	3,47	10

4.4. Library Services

Public Libraries in Tamil Nadu are providing mostly the traditional services. Although the impact of computers is observed in other types of libraries, the public libraries did not experienced such an impact. They still run on traditional means. The data in <Table 9> reveals that all libraries 'lend books' for home reading which is a major service in public libraries. This is followed by provision of 'Reference service' (89.66%) and 'Reprographic Service' (68.9%).

4.4.1 Use of Library Services

Public libraries normally provide traditional services such as Lending of books, Reference Service, Consultation of Books within the library, Bibliographical

Services and Inter Library Loan etc. The extent of their use has been measured by 5-point scaling technique and accordingly the analysed data is presented in <Table 9>

It is found from <Table 10> that the following services in the order of preference are used based on the WAM values

- 1) Lending of Books (9.60)
- 2) Reference Service (9.40)
- 3) Consultation of Documents in the library (9.13)
- 4) Bibliographical Service (5.60)

4.4.2 Provision of Extension Services

In addition to the provision of traditional library services, the District Library Officers were asked to state the nature of extension services offered. The data is provided in <Table 11>.

<Table 9> Services offered by the Public Libraries to the Users

S. No.	Description	Yes	Percentage	Rank
1	Lending of documents for home reading	29	100	1
2	Reference Service	26	89.66	2
3	Reprographic Service	20	68.9	3
4	Bibliographical Service	7	24.13	6
5	Inter Library Loan Service	10	34.48	5
6	Referral Service	17	58.6	4

(Table 10) Use of Library Services

S. No.	Not Used Description	Rarely Used		Occasionally Used		Frequently Used		Regularly		WAM	Rank
1	0 Consultation of Documents in the library		1 3.4%	0 0%	5 17.2%	23 79.3%	9.13	3			
2	0 Lending of Books		0	0 0%	1 3.4%	28 96.6%	9.60	1			
3	0 Reference Service		0	1 3.4%	2 6.9%	26 89.7%	9.40	2			
4	8 Bibliographic Service	27.6%	5 17.2%	5 17.2%	4 13.8%	7 24.1%	5.60	4			
5	16 Inter Library Loan Service	55.2%	3 10.3%	6 20.7%	0 .0%	4 13.8%	4.00	5			
6	19 Any other Service	65.5%	3 10.3%	1 3.4%	4 13.8%	2 6.9%	3.60	6			

It is found that all the libraries celebrate 'National Library Week' that falls between November 14th to 20th, which is an annual event. This is followed by 27 (93.10%) libraries conduct 'book exhibitions' and 22 (75.86%) celebrate

important days such as Independence Day; Republic Day and birthdays of Dr. B. R. Ambedkar, Pandit Jawarharlal Nehru, Dr. S.R. Ranganathan, Barathiyar and other illumianiries of social life.

(Table 11) Extension Services Offered by the District Central Libraries

S. No.	Extension Services	Yes	No	Total
1	Book Mobile Service	10 (34.48%)	19 (65.52%)	29 (100%)
2	Arranging Seminars	9 (31.03%)	20 (68.97%)	29 (100%)
3	Talks & Group Discussions on the topics of current interest	15 (51.72%)	14 (48.28%)	29 (100%)
4	Book Exhibitions	27 (93.10%)	2 (6.9%)	29 (100%)
5	Cultural Meetings	17 (58.62%)	12 (41.38%)	29 (100%)
6	Celebration of Library Week	29 (100%)	0	29 (100%)
7	Celebrating of important days	22 (75.86%)	7 (24.14%)	29 (100%)

4.5 Impact of Vasakar Vattam (Readers' Forum)

The <Table 12> reveals that, the impact of Vasakar Vattam (Readers Forum) is 'Very Good' as reported by 4 (13.8%) District Library Officers and 'Good' by 25 (86.2%) of District Library Officers. There is no negative statement about the Vasakar Vattam is reported. From the <Table 12>, it is inferred that the impact of Vasakar Vattamis playing a significant role in development of public libraries in Tamil Nadu.

4.6 Provision of Library Building

The Directorate of Public Libraries,

Government of Tamil Nadu has formulated Eight Point Programme for the development public libraries. One of the points of the programme is, "To have own building for each and every library before end of the 20th century". Keeping this in mind, the District Library Officers were asked to state whether the District Central Libraries have their own library building and results were analysed in <Table 13>. It is found that a majority of libraries (82.75%) do have their own library buildings and the remaining (17.25%) functioning in rented buildings. From the above analysis it is clear that the government is trying to fulfill the programme enunciated towards the development of public libraries in the state.

<Table 12> Impact of Vasakar Vattam

S. No.	Description	Frequency	Percent
1	Very Good	4	13.8
2	Good	25	86.2
3	Neither Good nor Bad	0	0
4	Unnecessary One	0	0
	Total	29	100

<Table 13> Provision of Library Building

S. No.	Description	Yes	Percentage
1	Own Building	24	82.75
2	Rented Building	5	17.25

4.7 Technical Processing

4.7.1 Scheme of Classification and Cataloguing Code followed :

The details recording the classification scheme and cataloguing code adopted by the District Central Libraries are shown in <Table 14>.

It is interesting to note from <table 14>, that all the libraries are following Colon Classification and Classified Catalogue Code devised by S.R. Ranganathan. This reveals that the impact of S. R. Ranganathan on public libraries is still continuing, although some libraries such as Connemara Public Library (the State Central Library of Tamil Nadu) which has switched over from Colon Classification to Dewey Decimal Classification scheme, and

from Classified Catalogue Code to Anglo – American Catalogue Rules II. But the District Central Libraries adopting the same system since the establishment of their libraries.

4.7.2 Access Mode

Two types of access namely open access system and closed access system are noticed in any library. In some libraries both open and closed access system are adopted depending on the nature and type of collection. Therefore in this survey it was sought to know the type of access system being adopted in District Central Libraries and the data is given in <Table 15>.

It is found that a majority of libraries (93.1%) follow open access system, which is a good sign that facilitates the user to

<Table 14> Technical Processing

S. No.	Description	Description	No of Libraries	Percentage
1	Classification Scheme adopted	Colon Classification	29	100
		Dewey Decimal Classification	0	–
		Universal Decimal Classification	0	–
2	Cataloguing Code followed	Classified Catalogue Code	29	100
		American Library Association	0	–
		AA Code	0	–
		Anglo American Catalogue Rules I	0	–
		Anglo American Catalogue Rules II	0	–

browse the collection, on the other hand only 2(6.9%) libraries follow both open access system and closed access system.

4.8 Library Automation

4.8.1 Level of Library Automation

From the <Table 16>, it reveals that only 6(20.69%) district central libraries are fully automated, 19(65.52%) are partially automated, and 3(10.34%) district central libraries had proposed for automation.

5. Findings

5.1 Background information about District Library Officers' in Tamil Nadu

- 1) A majority of District Library Officers (82.8%) are male in Tamil Nadu(<Table 2>).
- 2) A majority of District Library Officers (41.4%) possess Masters' degree in Library and Information Science(<Table 3>).
- 3) A majority of District Library Officers have entered the service through employment exchange and there is no system of direct recruitment has been noticed in public library system in Tamil Nadu(<Table 5>).

<Table 15> Mode of Library Access

S. No.	Description	Yes	Percentage
1	Open Access	27	93.10
2	Closed Access	0	0
3	Both	2	6.9
Total		10029	

<Table 16> Level of Library Automation

S. No.	Description	Yes	Percentage
1	Fully	6	20.69
2	Partly	19	65.52
3	Proposed	3	10.34
4	Proposal	1	03.45
Total		10029	

5.2 Manpower in Public Library System in Tamil Nadu

1) The staff structure in District Central Library comprises of District Library Officer, Grade I Librarian, Grade II Librarian, Grade III Librarian and Inspector of Library. However it is observed that in some districts the Inspector of Library has not been filled up(⟨Table 6⟩).

5.3. Utilization of resources

1) With regard to the Utilization of reading materials by subject wise, it is found that the books in applied Science and Technology followed by languages have been rated highly utilised books(⟨Table 7⟩).

2) It is observed that 'books and newspapers' have been rated high through WAM test as the highly used materials according to bibliographic forms. This is followed by 'popular magazines' (⟨Table 8⟩).

5.4. Library Services

1) Among the various services offered by the public libraries in Tamil Nadu, the 'lending of documents for home reading' has been rated first followed by Reference

Service and Reprography Service(⟨Table 9⟩, ⟨Table 10⟩).

2) It is found that all the district central libraries do observe the National Library Week that falls between November 14th and 20th of every year. It is also observed that certain extension services such as arranging seminars, book exhibition, cultural meetings, invited talks on current topics of interest are observed in most of the district central libraries(⟨Table 11⟩).

5.5 Impact of Vasakar Vattam (Readers' Circle)

Their exists a great deal of development of library activities due to the impact of Vasakar Vattam (Readers' Forum).

5.6 Physical Facilities (Building)

It is found that a majority of (82.75%) district central libraries in Tamil Nadu are functioning in their own buildings, true to the realization of the one of the aspects of Eight Point Programme which reads as "To acquire free site for every library in Tamil Nadu" enunciated by the Directorate of Public Libraries, Government of Tamil Nadu(⟨Table 13⟩).

5.7. Technical Processing

1. It is observed that there is uniformity among the district central libraries with regard to the adoption of classification scheme and cataloguing code. All the district central libraries follow the Colon Classification Scheme and Classified Catalogue Code devised by Dr. S.R. Ranganathan(⟨Table 14⟩).

2. A majority (93.1%) of district central libraries follow open access system(⟨Table 15⟩).

5.8 Library Automation

It is observed that the district central libraries are progressively marching towards automation(⟨Tables 16⟩).

6. Suggestions

For the development of public library system and services a few suggestions are mentioned below:

6.1. Positive Input in Societal Development

The motive of the public library should

be maximum utility of its resources. For this purpose, the librarians need to be more entrepreneurial. It means entrepreneurship with an expanded meaning generating an environment of incentives for creativity and change. Some of these efforts could be stated as follows:

- Providing a balanced collection of documents. It should as far as possible be in harmony with the clientele needs.
- Inviting the readers to libraries through advertisements in various places of attractions.
- Inviting key users, authors, teachers and student leaders to get together and talk to the people about the books that influenced their careers.
- Getting people, to tell stories. Getting movies, videos to attract people to read and learn.
- Publishing a kind of library newsletter. Connecting the fresh and old collection with the contemporary problems and information needs.
- Keeping close to a scholarly bookstore.
- Creating a private library foundation as a mechanism for fund raising.
- Helping to obtain on demand publications.
- Maintaining local historical records and archives.

6.2. Specialised Manpower Development

With the changing trends and new dimensions in the Library and Information Services and with the influences of information technology, the existing manpower structure needs to be updated by imparting to them the latest innovations in the field. For this purpose, the staff currently working may be trained by deputing them for in-service training, refresher courses and orientation courses etc. The technical assistance from the specialised institutions like DRTC (Documentation Research and Training Centre) (Bangalore), NISCAIR ((National Institute of Science Communication and Information Resources) (New Delhi), SENDOC(Small Enterprise National Documentation Centre) (Hyderabad) and NASSDOC(National Social Science Documentation Centre) (New Delhi) etc may be used to develop the manpower needs on modern lines. The size and nature of staff in a public library unit should be related to such factors as quantum of work in the unit, the nature and size of the clientele served, and the nature of services offered by the service unit. There is of course a need for ensuring a minimum staff per service unit.

6.3. Marketing of Library Services

In view of the literature available on applying marketing techniques to libraries it is suggested the public libraries are made aware of the importance of marketing library services to the public. Further it is suggested that the apprehension of treating the concept of marketing applicable only to business concerns and not to libraries shall be eradicate among the public librarians. Once librarians become convinced of the need for marketing, they can begin the search for marketing techniques.

6.4. Creation of Library Networks

In view of the current trends and information needs for a developing society, it is necessary that the government should establish a network of integrated library system, both in urban and rural areas to pool the library resources for the dissemination of information to the masses, so as to bring nearer the goal of socialistic pattern of society in the state. It is significant to note the attempts made by the Directorate of Public Libraries, Tamil Nadu in collaboration with

the NISCAIR (formerly INSDOC), Madras regional center, to create a regional network namely MALIBNET(Madras Library Network), for automation and networking of libraries in Madras city. Such initiatives may be thought of to create a network of public libraries, as there is no dearth of technical skills, manpower and planned approach require for this purpose.

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