CHAPTER - II

REVIEW OF

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Review of Literature

2.1. Introduction

The scope of the present chapter is to explain the views of different experts on the subject. Adequate knowledge of the work that has already been done in the respective field of research is very important. The functions of the review of literature are to determine what work, both theoretical and empirical has been done previously to assist in the delineation of the problem areas to provide insight into the methods and procedures to suggest operational definition of major concepts. It also suggests basis for the interpretation of the findings.

In the present study also an attempt has been made to study the literature concerned with the research in hand so as to provide philosophical background to the study.

2.2. Rural Library and Information services

2.2.1. Information: Definitions

Information is seen as a body of factual knowledge or ideas. In another sense, Jesse H. Shera ¹ defined information as “which is transmitted by the act of process of communication, it may be a
message, a signal, a stimulus. It assumes a response in the receiving organism and therefore, possesses response-potential. It is instrumental and usually communicated in an organized or formalized pattern, mainly because such formalization increases potential utility. This statement points out the formalized communication pattern, and the response – potential of information. Its purpose or motivation is largely utilitarian. It has essentially an instrumental purpose, i.e., supporting and promoting an adaptive behavior. This is the goal of dissemination of information.

Davis² defined information as data that has been processed into a form that is meaningful to the recipient, and is of real perceived value in current prospective decisions.

Bhattacharya³ defines information as the message conveyed or intended to be conveyed by a systematized body of ideas, or its accepted or acceptable substitutes.

Information is considered to be a resource or an asset.

Bernard⁴ explains information as a source of immense economic and social value. It is vital to the proper functioning of a democratic society, a crucial tool in a production economy and an effective Government, a central part of growth and well being of individuals. He concerns for meeting the information needs of new rural who
have brought with them expectations nurtured by urban living who have previously lived in metropolitan areas and have come to naturally expect a greater variety of alternative informational packages.

According to Filahu Hoffman "information is an aggregate (collection or accumulation) of statements or facts or figures which are conceptually (by way of reasoning, logic, ideas or any other mental "mode of operation") interrelated (connected)".

According to Random House Dictionary the concept of information has been defined as "the data of knowledge which is communicated received concerning a particular fact or circumstance in order to reduce the users' uncertainty by meeting their needs".

Stevens describes information as the factual data, ideas and other knowledge originating from any segment of society that are identified as being of value, some times gathered on a regular basis, organized in some fashion, transmitted to others, and used in some meaningful fashion.
2.2.2. Categories of Information

According to Shera there are six types of information:

**Conceptual information**: relating to ideas, theories and hypotheses about the relationship that exists among the variables in an area.

**Empirical information**: relating to data and experience of research, which may be drawn from oneself or communicated through others.

**Procedural information**: this is the data obtained, manipulated and tested through investigation.

**Stimulating information**: is motivated by oneself or the environment.

**Policy information**: is focused on the decision making process.

**Directive information**: is used for coordinating and enabling effective group activity.

2.2.3. Qualities of information

Rojas says that, if information is to be effective, it has to have the following qualities. They are self-explanatory

1. **Accessibility**: This refers to the ease and speed with which the information can be obtained.

2. **Comprehensiveness**: Information should be free from error.

3. **Precision**: Information should be free.

4. **Compatibility**: Information should suit its user's needs.

5. **Timeliness**: Information should be up to date.
6. **Clarity**: Information should not be ambiguous.

7. **Flexibility**: Information should be useful to more than one decision maker.

8. **Verifiability**: There should be ways to test the accuracy of the information.

9. **Quantifiability**: Information should be measurable.

10. **Unbiasness**: Information should be objective.

According to Ahsan and Mehla\(^5\) advocates that information means the communication of knowledge about an event or given condition or spread of knowledge derived from observation, study, experience or instructions. It is further added that information may be stored in different ways as language, graphs and statistical data records, magnetic tapes.

Prasher\(^6\) clarifies that the information is the data, which can be transmitted between individuals, and each individual can make use whatever he can.

**2.2.4. Approaches to Information**

Wersing and Naveling\(^7\) have identified six approaches to information:
The **structural approach**: In this approach information is viewed as structure of the world or static relations between physical objects which may be perceived or not.

The **message approach**: The mathematical theory of communication uses this approach. It is concerned with the transmission of symbols representing a message.

The **meaning approach**: The semantic contents of message are accepted as information.

The **knowledge approach**: This approach records knowledge that is built on the basis of perception of the structure of the world but the problem with this approach is that the term information erroneously (incorrectly) be used for the term knowledge.

The **process approach**: According to this approach the process information occurs in the human mind when a problem and useful data are brought together.

According to Shannon and Weaver “Information is any stimulus that reduces uncertainty”.

Ching-Chih Chen and Peter Hernon define information as, “all knowledge, ideas, facts, data, and imaginative works of mind which are communicated formally and/or informally in any format.”
2.2.5. Importance of Information

Information plays important role in economics, political and social sciences. Similarly a research and developmental program can be accomplished successfully only if the required information becomes available as and when it is needed. Without proper and complete information no worthwhile decision can be taken in fact no progress is possible without the support of information.

A need is generally conceived as describing what an individual ought to have for his work, education, recreation etc. Information need is an abstract concept used to answer the query why people seek, gather and use information. Information need is defined as “Condition or situation that exists when the internal sense runs out.” Information needs depend upon a number of factors and differ depending upon individual’s respective functions and tasks, the level of their knowledge and experience, their particular interest as well as on the breadth depth of their interest profiles. The information needs also depend upon the hierarchical position of the individuals.

Valluri realizes that information is one of the basic resources for the socio-economic development of a country. As a resource, information is the electric energy and the impact of reliable, fast and
inexpensive information on the national economy will be as great as that of electricity.

Rao opines that information is needed in all aspects of society and in all disciplines. People demand information that is timely, relevant, accurate and quickly available. Information is needed by decision makers in industry, hospitals, research scientists in laboratories, children in school, patrons in libraries, disadvantaged citizens of the community, administration in National and State level, etc.

Dhavan and Sachdeva have given the following motivational factors for seeking information:

- Current awareness function
- To save time
- To seek new ideas or to validate the current ones
- For making professional contributions
- Need to know comprehensively all the information available on a specific subject
- Need for quick information service, and easy access to information
- Need to know the location from where a piece of information is available at low cost.

According to Frants and Brush various purposes of information are:

- Awareness or identification of the problem
• Collection of relevant data
• Development of alternative hypothesis
• Evaluation of alternatives
• Selection of optimum solution
• Review of the results.

2.2.6. Information System

Mangla\textsuperscript{11} explains that the need for developing an effective system for information transfer become all the more essential because of factors such as Vast proliferation in the universe of knowledge and the resultant phenomenon 'of document explosion' in the world as a whole and the varied and complex needs of users of information in R & D activities, and in research programs for socio-economic development of the country.

Lowell martin\textsuperscript{12} emphasizes that "Libraries are service enterprises, and service will be better if the nature and needs of clientele are known".

Information service is based on several assumptions. For example, we have widely subscribed opinion among the library professional personnel that the available sources of information are under utilized or non-utilized. There are several reasons for this situation in the context of demand for information, and also the appreciation
of the role of information as a resource endowment in modern society.

Lamia Salman\textsuperscript{13} pointed out that "one of the best known reasons is the discrepancy between the services provided and the real needs of users. In the developing countries this arises because the introduction of modern information services has tended to be based on, or derived from, traditional library services with no account being taken of the needs of the many and varied users, who are very seldom associated with the planning and operation of services".

There is a gap between the contents of library services and the needs of clientele.

Daniel Barron and Curran Charles\textsuperscript{14} reported, "In truth many librarians in rural service do not know their needs. Their understanding is related to money or better management skills and frustration over the publics' non-use of library materials and services. As long as librarians continue to remain book oriented, instead of information and people oriented, citizens will continue to ignore the library. Citizens may see the book as neither crucial to their survival needs, nor important to their entertainment needs. Librarians who sit and wait for such rural citizens to present their demands to the system will have a long wait, for sitting and waiting
will never raise the citizens’ levels of expectations for library service. Compounded to this the average citizen does not ask ‘what are my information needs today?’ But he has information needs for survival, educational and entertainment needs”.

The information may not reach the people who need it most. This is the problem of putting across the information services.

According to Gordon Stevenson “There may be something wrong with the delivery system; that is, the right information may be available but it is not getting channeled to the people who need it”.

“The fault may be with the individual; that is, the person’s perception of what information is needed may be wrong”. It has been pointed out “Of course, the needed information may be available, but the individual may be cut off from it by psychological or cultural barriers”. The problem of lack of motivation on the part of individuals to use information is a complex issue.

It has been remarked by Lamia Salman “The fact that many potential users are not motivated (or not even interested in the matter) is largely due to social, cultural and educational factors that have yet to be clarified.”
The study of information needs of clientele is essential for planning for effective services of the library. This is rationale for the analysis of information needs.

Royston Brown\textsuperscript{15} pointed out that "No library which aims to provide an effective service can afford to neglect research into the needs of its users, both actual and potential. Some of these needs will be clearly expressed by the existing clientele, and others will be latent, and the whole areas of need may be unarticulated through ignorance of the current services offered or the potential for future development".

According to Barry Totter dell and Jean Bird\textsuperscript{16} effectiveness may be seen as "the extent to which the library service satisfies the needs of its community, and how far it (the library) promotes itself as a means of satisfying needs."

A very useful distinction has been made between effective and efficient library services. In Ibid it is pointed out "Efficiency is maximum return from units of input as opposed to effectiveness, the satisfaction of needs".

The concept of effective library service as the satisfaction of needs of the community is the keynote of analysis of information needs.
2.2.7. Objectives of Rural Library and Information Services

According to S.R. Mittal the objectives of village libraries are.

1. Disseminating authentic news and information,
2. Providing motivation for learning, reading and writing and helping in maintaining, enhancing and feeding literacy among the people,
3. Helping to keep alive and enhance the cultural heritage,
4. Increasing vocational competence in raising the technological level of a village occupation,
5. Promoting information of the various faction of the village's population wherever they exist.
6. Helping the village institutions and organizations to improve their programs.
7. Developing aesthetic sense and refined taste.
8. Helping the people to spend their leisure time profitable.

Inamdar realizes that overall objectives of Information Systems for rural development would be to provide up to date and comprehensive information on all aspects of rural development with the use of modern techniques of data storage and retrieval and on the other hand to satisfy the needs of their rural masses by providing the required information on current plans and programs, new techniques of agricultural production and other relevant
information in convenient packages including audio-visual aids, personal communication etc.

Shahwar\textsuperscript{19} pointed out that the primary purpose of information system in the context of rural development is to bring about a change in the quality of life of the people, to create in the ultimate user the capacity to adopt the technology provided by information system to his own circumstances and affair.

Guha observes that in general an Information system is so organized that it is able to meet simultaneously different types of information requirement to match information needs. The information system has to create tools and devices, which will meet all the requirements and all the approaches to information.

Prasher\textsuperscript{20} states about the role of the information system are that of intermediary between the generators and the users of information. Its foremost job is to bring the awareness among the entire community of information producers and users. It should identify the relevant information, collect, analyze and record it. The documents containing relevant information whether published or unpublished, whether national or foreign and irrespective of their language should be covered. The collected documents should be made available to the users when needed.
The information already available about the relevant literature, irrespective of where that literature is available physically, should be made known to thesaurus. Starting a systematic and regular bibliographic service can do this. Another important job of an information system is to provide a copy of the document included either in its own or other bibliographic services on demand as soon as possible. With all this the information system can discharge its information disseminating responsibilities.

According to Neelmeghan the objectives of an information system are:
To facilitate the selection, processing and communication of the ideas from the point of the generation and availability to their potential uses at all levels, To ensure that the information made available is precise, exhaustive and accessible with minimum delay, presented in a manner convenient to the respective users, and the service provided at a reasonable cost and, To promote the development and use of efficient tools and techniques of information handling.

According to Mehta and Gupta in the R&D Information system, which generally cater to the information needs of the R&D Scientists, if geared to meet the information requirements of the
rural people, and R&D Information Extension Services are provided to them, the rural development will definitely take place at pace much faster than what it has been in the past. R&D Information Systems have to assume the above responsibility for the efficient and effective utilization of R&D Information and rural development.

2.3. Functions of Rural Library and Information Services

Generation of Information

According to Perera\textsuperscript{22} the amount of scientific information generating from developing countries when compared with the developed countries takes a small proportion. In the case of literature on account, we note that on an average 350-400 articles appeared since 1980. There are a number of reasons for this situation. Scientists in developing countries do not have ready access to literature in their countries or organizations and even the limited access available is sometimes restricted due to language barrier. These opportunities in meeting their coworkers from other parts of the world are restricted. An effectively functioning network system can bring about improvements to the above-mentioned factors. There is another reason, which can be considered as a contributory factor for the slow generation of information on
account. It is the time factor especially, with regards to agronomical research in achieving concluding results from experiments.

According to Chudamani and Anuradha\textsuperscript{23} to collect information on feasibility studies in different areas and reports on methodologies etc., the Library Information System can be of help partially. For instance to prepare digest, literature surveys etc., such documentary notes could be efficiently prepared by a subject specialist who is competent enough to perform documentation services.

2.3.1. Information Dissemination
Communication is the process of transmitting the idea generated by the human mind, following an event or fact. It is an essential component, as without proper communication, information cannot reach its defined destination. Information, earlier was passed from generation to generation following the process of “Smriti and Shruti”. This was the mode of transmitting the information from one person to another.

With the passage of time and invention of alphabets and printing, the facts w known could be transformed into words, preserved and communicated in printed form.
Communication is closely related to information and information is the lifeblood of the researchers. Communication has become an essential part of the modern society. Today, every thing depends directly on how speedily things are communicated, whether it be the new technologies, economic, political, educational issues, weather forecasts etc., and all these effect our day-to-day life. Information communicated at a particular time, also has its value, which if not received in time may be useless or cause some mishap. Moreover, as progress of any kind is linked with the availability of “right information” at the right time in the right amount and at the right comprehensive level of a given group of users. So, the dissemination of information is also of equal importance. There should be free flow of information and any barriers in its free flow should be removed.

According to Prasher Information and its communication mentions that the tools of communication, which disseminate identical one-way messages to a large number of physically, separate persons constitute the mass media. The press, radios, motion pictures, the television etc., represent major mass media, which communicate both knowledge and information to the people.

According to Durrani, Shiraz the rural information infrastructure, it is analyzed that the dissemination of information in Kenya relies too much on the printed word, which is not accessible to the rural
population. Neither the press, nor libraries, nor broadcasting services really satisfy the information needs of rural people. Information needs of the rural people have not really been considered over the years.

2.3.2. Storage of Information

The flood of information raises very serious problems in storage, retrieval and service. Transmission of scientific information is a precision job, demanding special care and clear perception is to be dealt with but also what the information is, whom is it intended for and to what degree does the process of transmission of information helps in the advancement and use of science. The main factor in making information a valuable contributor to development is in its use.

When information is collected, it is necessary to store otherwise it cannot be processed and disseminated and as thus to achieve the desired objectives. Information can be stored in the human mind, printed media, electronic devices etc. Storage of information enhances the value of information. If the information is stored properly the same can be processed and disseminated to the end users.
According to Vickery the information stored in a retrieval system is in the form of 'Messages', physical records, bearing graphic markings (number, texts, drawing etc.), which carry meaningful content that the recipient can interpret. The records in retrieval system can be of several kinds that are given below;
Quantitative and qualitative data about variables of interests;
Texts, (including illustrations) on every kind of subjects;
Drawing, Graphs, Charts, Maps and other graphic material;
Computer programs;
Description of objects – for eg. Of minerals laboratory apparatus, industrial equipment;
Names and locations of people, institutions, manufacturers;
Bibliographic references.

2.3.3. Effective use of Information

Effective use of information include
A level of information infrastructure (indigenous information systems and services) that makes information available and accessible for use. Clearly, resources are needed to create and maintain such an infrastructure.

A propensity on the part of potential users to use information. Educational, cultural, economical, political and social factors play
role in recognition of the value and need for information and thus in its eventual use.

Today the research potential of each nation and the world at large should be conserved with the least dissipation. A careful conservation of research potential is now a social necessity. For this conservation, the nascent thought usually micro, thought embodied in learned periodicals and even documents unpublished should be promptly ploughed back into the right minds. This plough back has three phases prior to a research worker studying in detail any article selected as relevant to his work. The phases are:

General browsing
Locating the more or less relevant articles, exhaustively and expeditiously.
Knowing the gist of the relevant articles, in order to select the ones needing detailed study.
It necessitates the study of information sources and services term applied to the system of resources, personnel, activities and materials for providing specific users with data, information, counsel or documents.

2.3.4. Users' approaches to Information
Information need is a composite concept of different types of requirements and approaches to information. Melvin Voigt clearly
identified three types of information requirements. Later on other workers in the field added fourth type. They are;

Current approach: Every active worker has to keep himself abreast of current developments, up to a fair degree, not only in his specific field or fields of interest or areas, whose developments can substantially change the course of his present work. Here the worker interacts with the information system in a very general way browsing through his favorite periodicals, going through the abstract journals etc. but all these without keeping in view any specific search for information.

Everyday approach: This approach stems from the research worker’s frequent need, in the course of his investigation for specific piece of information. The nature of information sought is very specific and a quick answer is usually expected.

Exhaustive approach: The third approach for which dependence on documents is very much necessary and hence had attracted the attention of document lists quite easy, is for all or almost all-relevant literature on a subject. When a worker or a team of workers want to take up a new area of investigation or have come to the stage of reporting the results of an investigation, such an approach to information is necessary. It can be easily realized that such approach would be occasional only.
Catching-up approach: A worker may at times need to have a brief but a complete picture of the recent development of a related subject or a subject in which he was not very much interested or which did not come within the area of his main interest. This is likely to be an area in which he is not an expert. As a result of this he is not quite current with the subject. Hence, in such a situation, he expects to have in the communication system a device that will help him in quickly catching-up with the subject.

2.4. Community Information Sources/Services

The community information sources are those, which contain information about various aspects of the locality/community in particular, and the city/town, state and country bin general. To these may be added local history, details of public utility agencies and addresses of important local persons. In other words, the community information sources carry all types of information that meet day to day needs and provide general information of interest to local people and about the neighborhood.

Librarian plays vital role in community information center, in addition to that the form of content of the community information sources are important. The media of the community information sources may, in addition to print materials, include audio-visual and graphic materials. The exposition of the community information
sources should be simple and in easily understandable language and style of presentation. A rural or village library can provide all these. In other words, they have an appeal down to the level of not so literate people as well. Being a democratic country, people's participation in nation building endeavors is of utmost importance. It is only through enlightened informed and knowledge-citizenry that developmental process can take place successfully.

In spite of advances in mass media techniques and their application, information does not seem to reach down to the level of common man due to a variety of factors. As for instance, the WHO sponsored broadcasting programs regarding child welfare, health care, malnutrition, vaccination, etc., though well conceived and valuable; do not get beamed to the proper audience. Millions of people are grouping in darkness of ignorance due to reasons such as lack of access to mass media, obscurantism, illiteracy, superstition, and indifference to community awareness to better living conditions. Dissemination of information/ knowledge through mass media also suffers from limitations such as inaccessibility to poorer sections of the society due to cost and other factors and inadequacies to meet current needs of the community both in content and timeliness, even if one has to media such as radio and TV, he may be found wanting in motivation and time.
2.4.1. Purpose of community information sources

The community information sources serve the following purposes:
To make all sections of the people educated, enlightened and informed about problems of life and to be equipped for participation in the democratic process of a country.
To provide reliable information to people on time so that the society as a whole is enabled to function in an orderly and systematic manner.

2.5. Levels of Information System

There are three levels of information given by Rojas for an agricultural research system. Basic information will be required by different categories of users involved in the system. The three levels of information are;

Strategic level: It enables planners to forecast and formulate long-term programs and to rank various activities and decisions with respect to their anticipated contributions towards desired goals and results. This type of information may originate from sources outside the research institutions as production statistics, trends, yields, descriptions of soil, water, climate, data relevant to production techniques, mechanizations, seeds, fertilizers, pests and diseases, population studies, including social, economic, nutritional and
economic characteristics, analysis of production costs at home and abroad, and supply and demand forecasts. At the strategic level, information should include an account of scientific and technological advances throughout the world, with assessments of potential implications for national agricultural development.

**Tactical level:** It serves to implement short term regional and long-term national goals. It also includes the details and analysis necessary to prepare the projects, e.g. what constituents of fertilizers should be tested, what type of genetically improved seed is to be used.

**Technical level:** It is basically internal to an institution or organizations, refers to experimental procedures, operational schedules, resources requirements, both human and physical such as agricultural machinery and laboratory equipment, and input costs. It also deals with such subjects as probable cropping dates, types of analysis required and presentation of research results. Technical information is also essential for establishing supervision, monitoring and evaluation procedures.

### 2.6. Channels of Information Communication

Information plays a crucial role in the development of country.
Vishwa Mohan points out that it is a basic responsibility of a welfare government to ensure that proper communication channels are build up for effective distribution of information and diffusion of knowledge. It is a stupendous task to disseminate information to the vast population of our country, disbursed in a wide geographical area. Low literacy rate and poor communication facilities are further constraints in our country to develop facilities for transfer and absorption of useful information by the common people towards improving quality of life.

2.6.1. Rural Library as Information Communication Channel

Library plays a great role as community information source.

Mehta\(^25\) points out the history of public library services in India and establishes that rural library service forms a part of the public library system of a country. This recommends for concerted attempts to be made on national or state level to provide integrated rural library service.

William in his study emphasizes that the library can play a vital role in the development of nation's economy with emphasis of rural areas. The library can help in increased or better food production, qualitative education, promotion and preservation of cultural
resources and the collection of local histories and biographies and other useful records of person and event in the society.

Thakur in his study Rural Library Network gave main objectives of rural libraries that are given below:

- to encourage rural people of Any Tehsil to get in to communion with the best of the minds of the world.
- to help the life long self education of one and all by updating latest information and facts on all subjects of knowledge.
- to promote the desire for books by developing reading habit among the rural masses
- to enable the rural people to form their own opinions and preserve the attitude of constructive criticism
- to facilitate access to its resources which will include reading material of all taste for all types of people
- to use library as a means for encouraging rural people to make proper use of untapped resources for their economic and social upliftment

Shah\textsuperscript{26} Expresses that rural library system is an effective means for mass education for the village people. The requirement of rural library and Information center should be felt for better upliftment of the rural people.
Aboyade emphasizes the benefits of the library to rural dwellers in Nigeria, and he writes that the benefits of the library to rural dwellers centers around the provision and transfer of usable or of lasting benefit of information. Such information, the author, further states that it has the potentials of giving new knowledge, raising consciousness, strengthening links and achieving integration of disparate social group.

Sambasivan and Abdulrehman stresses that the public library system shall be considered as a focal point consisting three tiers:
District center;
Taluka center;
Local units with a state level controlling authority at the apex.
The national information center should feed necessary information to the public library system.

Oyesiku points out that the establishment of libraries in rural areas in Nigeria will go a long way in influencing the political, economic and social lives of people in the rural areas and the country as a whole. The practical way of introducing the need for libraries to the people in rural areas include: Public Lectures: This will surely meet the initial rebuff but with patience and perseverance and of course, continuity in the organization of such lectures, their interests of these rural dwellers will be allowed posters and leaflets-posters and
leaflets with catching inscription can be posted and distributed. Library Exhibitions can be organized to exhibit the material of interest own cropping harvesting, storage and marketing for farmers. Visits of model libraries might be organized for members of the rural communities to establish contact with urban centers close to them.

Reddy²⁹ felt that rural areas are to be developed in terms of educational and informational facilities that in turn, result in increased industrial and agricultural production. The purpose of Library is to educate the community to know and utilize the various scheme and programs introduced by the government for the benefit of the masses. The right government agency which can serves the masses in the rural area is the village library. It gives better derive to literates, neoliterate and even illiterates at the village level library and information centers. The village library should act as information center as well as informal education center. Then only the rural development programs will bear fruitful results and in turn, pave the way for socio economic development of rural people. Libraries can be stated in rural areas appointing local with minimum qualification. He may be paid Rs.100/- per month up to the level of Mandal.
Chatterjee\textsuperscript{30} mentions that library service can be profitably employed to improve the conditions of the rural folk with the help of extension work conditions of the rural folk with the help of extension work, which should be carefully planned keeping in view the local condition and needs. The extension work is required on the part of rural library.

Mohammed's views about the basic objectives of rural information service by Public libraries should, include:
Arousing and encouraging the people's quest for knowledge of any sort through the provision of varied information resources aimed at enriching their life and that of community, and
Ensuing the provision of willing and trained staff to make Information readily available to users and assist them in making the best use of them.

Jambekar\textsuperscript{31} recognizes that a full-fledged system of libraries through the rural areas would widen the mental capacity of the rural people.

Sobrino\textsuperscript{32} examines the utility of audio-visual materials in the rural libraries stating that audio-visual materials at the present time are enlarging, an will do or even more in future, the educational work take place in class room and libraries, are supplemented and exhibited effectively.
Chhotelal and Alag\textsuperscript{33} make it clear that we cannot make India a progressives and well developed country unless her millions, who reside in villages are made literate and aware of their problems, environment, future needs and the advantages of technological know-how and researches done in Laboratories and academics. Agriculture technology transfer and extension of education must be carried through the medium of libraries. The result of research obtained in laboratories carried to land through the library, will keep alive the hopes of the nation.

According to the American Library Association’s Standard for Public Libraries published in 1958, public libraries are expected to assist people to contribute to the growth of knowledge, make much use of leisure as well as promote personal and social well being, develop their creative and spiritual capacities, has more capable of their daily occupation, discharge political and social obligations: become better members of home and community, keep pace with progress in all fields and educate themselves continuously.

Sharr\textsuperscript{34} points out that the purpose of rural library service is to improve the community that the library services by:
Making available to all who can benefit there from books and other sources of information, education and recreation which will tend to
the personal development of the individual or the social development of the community,

Providing staff trained to exploit its book-stock to give information to users, and to assist them to make the best use of library materials that our country should have a well knit rural library system comprising a large number of libraries, linked with each other and with a strong headquarter.

2.6.2. Newspaper

UNESCO\textsuperscript{35} reviews the existing situation of rural newspaper and rural journalism in Africa. It recommends for healthy extension of rural newspaper, which are having various objectives viz,

- to ensure continual education for rural population;
- to keep the rural population regularly informed of local, regional and national events;
- to encourage the habit of newspaper reading;
- to ensure the participation of the readers in the process of the economic and social development and
- to provide an instrument for dialogue between the administration and the rural population.
Gupta\textsuperscript{36} emphasizes that a rural newspaper, essentially a small language newspaper, published from a District, Town, is one of the great movers of national development. The study point out that such a newspaper gives the new literate persons to learn to read better, and make public participation more informed, relevant and meaningful. The rural paper breaks down the barriers of isolation and provides written material to the villagers who have learned to read so that they can apply their reading ability to encourage their production. Since a rural newspaper brings a newer of the local community, which is of immense interest to its readers, and hence to that extent more relevant. It provides additional encouragement to the new literates to read and certainly helps the lapse reader (who has learned to read but does not). The rural newspaper provides the opportunity and motivation to readers. This also reinforces and supplement efforts made in classroom.

2.6.3 Television(TV)

The present age has been rightly termed as ‘an information age’ the people want adequate and authentic information as early as possible. The mass media, namely newspaper, radio and television try to satisfy this important need of the people craving for information. Of these mass media, television is the most exciting means of communication ever devised by man.
Television, and innovation of the year 1936, has reached most part of the globe within a short span of five decades. It has become popular because of its tremendous and audible appeal. Its ability to convey life and events in action develop a profound influence upon the viewers. It provides viewers with realistic experiences, which capture their attention and motivate them in proper direction. In this supersonic age, TV is being used extensively in the world to educate and entertain masses. TV has been conceptualized as an important and powerful medium for informing, educating entertaining and influencing the masses.

Mane in his studies states that TV provides a strong base for mass communication. The main functions of TV are;

- TV entertains and raises, levels of aspiration
- It helps learn new things and enlarges mental horizons
- It informs the National and international happenings
- It informs innovations and new farm technologies
- It informs youngsters about the sport activities
- It informs about religious and cultural issues
- It informs and depicts life of people
- Concentration in education can be achieved by TV in terms of engaging eyes and ears of audience
- It has great potential to influence and motivate the people
It has changed the entire communication of life of the common people.

Dua explains that with the rapid changes in the complexion of the entire set up, TV’s ideology, Doordarshan’s programmed content, its approach to problems and its program objectives have undergone sharp transformation. The networks main objectives have now crystallized viz.,

- to act as a catalyst for social change
- to promote national integration
- to stimulate scientific temper among the people
- to disseminate the message of family planning as a means of population control and family welfare
- to stimulate greater agricultural production by providing essential information and knowledge
- to promote and help preservation of environmental and ecological balance
- to highlight the need for social welfare measures including welfare of women, children and the less privileged
- to promote interest in games and sports and
- to stimulate appreciation of our artistic and cultural heritage

The basic objectives of Doordarshan’s rural programs;
• to familiarize the rural viewers with the latest technical and scientific know-how about farming, cottage industries, rural development, weather forecasts, etc.

• to provide healthy entertainment (folk music/plays/puppet shows, etc.)

• to acquaint the rural audience with education, personal hygiene and family welfare etc.

Makkar\textsuperscript{39} stresses that TV has great potential to help and teach all kinds of learners including illiterates. There are mechanical advantages of modern communication technology to transmit the latest information at low cost to a very large number of people of all ages even in the remote areas where general communication and education facilities do not exists.

Trivedi States that TV and video are powerful media of mass communication with the capacity to create revolution in ideas and process of social transformation in developing societies. The findings of the study reveals that TV and Radio have affected the attitudes, beliefs and life style of the people to a great extent and this is an indication that such mass media would mould the people in observing future shocks of coming social revolution which would be engineered by electronics, computers and telecommuncations.
Sohi in his studies states that the impact of telecast in terms of gain in knowledge, change in interest and the attitude of the village women towards family planning and the diffusion of a telecast message from the televiewers to non viewers. The study proves that TV does not only educate the masses but also has a great persuasive influence to bring forth much needed social and economic change.

2.6.4. Radio

Rahim in his studies explains that Radio Rural Forum have come to occupy a vital place in the dissemination of information of information to the rural areas and as important sources of feedback. Radio Rural Forum serves as an impetus to local action for improvement of their socio-economic conditions.

Gupta states that relevance of radio as the most appropriate way of establishing continuous contact with the rural population has been irrevocably established for areas where extension work is difficult because of the enormous size of the country and lack of roads.

Durrani points out the radio as the people’s medium. It has a reach, which cannot be compared to that of any other medium. This acts as the executive instrument of bringing awareness and reinforcing the essential messages.
Choudhary states that radio has a great potentiality to make a dent into the rural areas. Radio can be of much assistance to rural agriculture by providing laboratory results to the fields quickly even to a remote place.

2.6.5. Internet

From word Net 2.0: A computer network consisting of a worldwide network of computer network that use the TCP/IP network protocols to facilitate data transmission and exchange.

From the collaborative international Dictionary of English V.0.48: A large network of numerous computers connected through a number of major nodes of high-speed computer having high-speed communication channel between the major nodes, and numerous minor nodes allowing electronic communication among millions of computer around the world; usually referred to as the Internet. It is the basis for the World Wide Web.

From free on-line Dictionary of computing: any set of networks interconnected with routers. The Internet is the biggest example of an Internet.
From Jargon file-History: the mother of all networks. First incarnated beginning in 1969 as the ARPANET, a U.S department of Defense Research test bed through it has been widely believed that the goal was to develop a network architecture for Military command- and –control that could survive disruption up to and including nuclear war, this is a myth; in fact ARPANET was conceived from the start as a way to get most economical use out of them scarce large computer resources.

By 1996 it had become a commonplace even mainstream media to predict that a globally extended Internet would become key unifying communication technology of the next country.

Rural India wired up: Rural India is in urgent need of knowledge empowerment and the challenge before us now is to enlist technology as an ally in the movement for economic, social and gender equity. A national grid of virtual universities/ colleges devoted to harnessing communication technologies and the vernacular press can play a critical role in triggering such a knowledge revolution. M.S. SWAMINATHAN on one such venture, the soon- to-be inaugurated MSSRF-Tata VIRTUAL Academy for Food Security and Rural prosperity, designed to serve to serve as a resource center for all such initiatives.
Tooled by Internet – the enabling technology, the era of information and communication has triggered a ‘transformation roller-coaster’ across countries, economies and societies.

Liberal exchange of information and experiences over the Internet. Person-to- person communication amongst virtual communities spread over thousands of miles distribution of products and services through this multi-transactional conduit, is converting today’s world in to a vibrant global village.

**IT penetration in Rural India**

Today there are over 15 million villagers in India who are aware of the Internet and over 3000,000 villagers have used it. Slowly but steadily, Indian villages are getting wired up.

**The Cyberdhaba experience**

22kms from Lucknow city in village named Sewai, and entrepreneur, Suman kumar, had been successfully running a library sponsored by –the Rajiv Gandhi Foundation for over a year, when he was selected from among 12 of the foundation’s libraries in Lucknow district to set up a Cyberdhaba (information kiosk).
He is using public call office and e-mail facility for the local villagers. He has one computer and over a dozen student (a majority of whom are girls). In the morning, he downloads the local newspaper for the villagers; during the evening he entertains them using CDs of popular movies. The electronic ethos and IT culture moves into rural India, the possibilities of change are becoming visible.

The wired village project:
The wired village project managed by the National Informatics center (NIC) is one such example. This project is trying to demonstrate the contribution of an IT infrastructure towards the accelerated socio-economic development of a cluster of 70 contiguous villages around the Warana co-operative complex in the Kolhapur and Sangli Districts of Maharashtra.

The Warana co-operative complex comprises 25 co-operative societies engaged in various fields such as sugar, milk, poultry, and house construction, with a turnover of over Rs 600 crores. (US$1.3 billion.)

1. Utilize IT to increase the efficiency /productivity of the existing co-operative societies.

2. Provide greater transparency in the working of co-operative societies.
3. Provide agricultural, medical and educational information to villagers by establishing networked ‘Facilitation Booths’ in all the 70 villagers.

4. Bring knowledge of the world to the doorsteps of Warana through Internet via NICNET.

5. Provide tele-education at both primary and higher level educational institution and

6. Develop user-friendly map-based information system for better administration.

For most of the 6,270,000 villages in India, Warana may be a difficult dream to realize, but their information needs and

Aspirations are not much different. With the high bend-width optical fiber cables (OPCs) all set to crisscross the entire nation, the information age in India is bound to reach accessible limits of India villagers. Amidst all the big-talk of sprawling network of OPCs along railway lines, gas pipelines and power-grids, there also are plans to link-up small villages and towns.

The networked ‘mandals’ (rural districts) of Andhra Pradesh are already promoting the IT mindset amongst eager villagers. A digital rural India may seem for away in time, but rural communication via information technology has already started its learning curve.
2.6.6. Cinema

Pichandy\textsuperscript{44} states that cinema is a powerful audio-visual medium. It captures the total attention of the viewers within the four walls and carries the content and action of the film into the subconsciousness, which affects the social and behavioral patterns of the society.

Malhan\textsuperscript{45} depicts the role of films in educating the rural masses, which can influence and create both temporary and lasting impact. Through artistic treatment of village scenes and weaving a story around the, it can create social awareness and assist attitude formation conducive developmental goals. More than any other media, it can project social angularities, the psychology of the unemployed and alienated an wayward youngsters, reflect feedback from the lives of farmers, workers, women, and poor and the downtrodden and expose the perversions and misdeeds of anti-social element, black marketers, smugglers and corrupt politicians.

Grewal\textsuperscript{45} discusses the film as a medium of entertainment is more than half a country old, but its great potential as medium of communication for the enlightenment of rural masses and to an instructional and motivational instrument has been realized only as recently as the fifties.
Prasher states that motion picture plays an important role in the communication of information. In this age of science due emphasis is laid on cinema for the dissemination in the educational, moral, and political spheres. Different types of films cater to the information needs of the people of different aspects of life. They are:

- General information films
- Occupational films
- Industrial films
- Technical films and skill films.
- Each category conveys the intended message to its clientele effectively.

It is said that the motion picture is powerful instrument for affecting the cognition, general feelings, desires, perceptions, motives, volumes, needs, and habits of the people by disseminating the ideas and facts. The mass media entertain, inform and teach a mass audience unless they present their material in an entertaining way.

2.6.7. Village Development Officer/ Extension workers
Krupasagar reveals that the village leaders have special socio-demographic and economic characteristics. Farmers approach them for different aspects of agricultural information.
Nasreen in her study states that both formal and informal agents like village leaders and extension workers play an important role in the diffusion of information regarding SFDA scheme to farmers. Extension workers are cited as main source of information.

2.6.8. Exhibition

Rural libraries can always organize temporary book exhibitions.

According to Nair exhibition is broadly classified in to two categories. A permanent exhibition, on the other hand, is a vivid projection of an on going program in all its relevant details required for presenting the subject in full. It is just a well-planned exhibition maintained permanently. Temporary Exhibitions in normal use are temporary in nature. These categories are:

- Participation in general fairs;
- Participation in specialized exhibition;
- Exclusive exhibition and
- Itinerant exhibitions.

2.6.9. Posters / Folders.

Rural Libraries can always opt posters/Folders to serve as effective medium of communication.
Nair stresses the importance of poster by saying that poster can be effectively put to explain, by means of color pictures, charts and brief explanations, the basic principles, application and other aspects of technological developments. For instance, a poster on a Communication satellite may show a picture of the satellite, its broad internal structure, its orbit, important payloads and applications. Brief descriptions to support the visuals will make the poster complete. These posters, attractively designed and printed in all Indian language can be sent to schools, including those in rural areas, colleges, libraries and other educational institutions all over the library.

Acharya in his study states that wall writings are an effective medium of communication till the awareness and interest stages. They have not been observed effective in the later stages of creating a desire, which eventually leads to action. This can serve the purpose of informing.

2.6.10. Haat

India now has its own agriculture and rural marketing portals and sites that are offering information aimed primarily at the farmer. Websites like www.ikisan.com⁴⁶ offer information both in English and Telugu languages; www.tarahaat.com⁴⁷ proposes to open up a new ‘haat’ or village market via the Internet.
References


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