CHAPTER VI

CONCLUSION AND SUGGESTION
The previous chapter (Chapter-V) has critically examined: (i) the contributions made by the local dailies for the people in the state; (ii) the problems faced by the editors/publishers in accommodating information; (iii) the satisfaction of the readers towards the quality and quantity of the information-contents of the dailies; and (iv) the services provided by the libraries in connection with newspapers.

It may be recalled here that at the beginning of the current research work, the following hypotheses were drawn:

- the local dailies in the state have been playing a great role in the dissemination of information;
- the dailies are, to some extent, able to satisfy the information needs of the target groups;
• the limitation of financial capacity and circulation and lack of proper selling-network have compelled the local publishers to limit the space of the newspapers in single/double pages (i.e. small size);

• consequently, many relevant items are not included in the local dailies (because of space limitation) and people of the remote areas of the state are deprived of having current information of their use; and

• the libraries/information centres of the state are not able to organise and use properly the local dailies in providing information services to the people.

The critical examinations (key observations of the analysis mentioned in previous chapter) of the (i) viewpoints of the editors and the readers and (ii) contents of the local dailies have confirmed that the local dailies in the state, as information disseminator, are able to satisfy the information-needs of the target groups to some extent but not in full and they also play a great role in the society. The study has also exposed that the limitation of financial capacity and lack of proper selling network have restricted the growth and sell of the dailies and, as a result, the people in the remote areas of the state are deprived of having current information of their use. The viewpoints of the librarians and the readers have disclosed that the libraries of the state are poorly organised for providing efficient services relating to local dailies. Neither, the libraries have sufficient space, equipments, manpower and monetary support for maintenance and preservation of the said dailies. Therefore, the hypotheses mentioned above are all found to be correct.

To improve the publication, dissemination, and the preservation, different sections (editors, readers, librarians) of the people in the state are asked to provide their opinion on particularly two issues: (i) joint-venture in publishing dailies (cooperative publication); and (ii) setting up separate Newspaper Library (NPL) in
the state. The editors are not in favour for 'joint-venture/cooperative method' for publication, though, they prefer to establish joint selling-network. But almost cent percent of the respondents prefer a separate NPL in the state.

However, in order to bring the newspaper-services to everyone of the state, to establish a sound information-communication system through local dailies and to provide research facilities through the appropriate use of the dailies, it seems that there are needs to change or modify (a) the current practice of publication of the dailies and (b) the present model of maintenance-preservation-dissemination-retrieval-use of the dailies carried on by the individual library. Accordingly some suggestions are made below:

(A) **Joint Venture for Publishing and Selling Network**

It is observed that with limited financial capacity, most of the publishers of local dailies are not able to bring out their dailies as per their dreams. They are denied in providing wider coverage of news/information. Neither they are able to do justice to the information-needs of the people at large. As such, the local dailies are not able to satisfy all the information requirements of the people. These factors can be tackled in case all the publishers of the dailies in the state can join their hands and move unitedly to form a publishers-forum. It can be a 'forum' of different ideologies. Two or three dailies of different background of ideologies may be published in better form covering more space and news-coverage. The financial sources of all the publishers can be clubbed together which can form a better economic resource. As NGO (Non-Government Organization), the 'forum' can also procure a number of sponsorships as well as support from nationalised banks. The 'forum' can also look into the selling-network so that circulation figure is increased. In case, the selling-network reaches to district-towns, sub-divisional
towns and block-towns, the selling figure of daily copies will certainly be higher. Two immediate outcomes of this model will be: (i) because of increase of sell, the earning of the 'forum' will be increased and share holders will get profitable dividends; and (ii) the capacity in providing qualitative and quantitative information to large section of the people living even in remote areas will be enhanced and ultimately the people of the state will be benefited.

(B) The Newspaper Library (NPL)

Editors of the dailies, readers/users of the dailies and keepers of the dailies—all these three segments want (as the study finds) a separate NPL for better service in connection with dailies. The readers and the librarians have also confirmed (in previous chapter) that the librarians in the state are not in position (i) to provide required newspaper-services to the readers for current use; and (ii) to preserve and maintain these delicate items for future use.

And, therefore the state is now in great need to have a separate NPL with proper infrastructure and facilities. It may be looked like a 'morgue' because of all the dead information it contained but it can be a lively organ for providing information in case proper planning for preservation of newspaper is executed. The NPL is supposed to preserve not only local dailies on different languages but also regional, national, foreign dailies/weeklies on different subjects. The important functions of NPL involve collecting dailies/weeklies, scanning the copies, selecting the news items, cutting and arranging them by subject headings/classification schemes, pasting and filing them for current and future use, reformatting newspaper-material for preservation and providing efficient services not only directly and physically but also indirectly and electronically. Based on these functions, two models of NPL are designed here as exhibited below. While
Exhibit: Model of Proposed NPL

Model-A: Functions of Newspaper Library (NPL)

 acquisitions and recording unit

processing unit (manual)

processing unit (electronics)

controlling unit (administration)

public service unit
(Manual service to home users
and E-service to outside user)

reprographic unit

filing and maintenance unit

reformatting unit
(1) binding (2) microfilming

Fig. 6.1

Model-B: Service Centres of Newspaper Library using ‘State Wide Area Network’
of Government of Manipur

other libraries

state central library

manipur univ. library

central agri. univ. library

directorate of inf. & pub. reln.

rims library

press council

newspaper library

community information centres

department of art and culture

national informatic centres

doors darshan kendra

doors darshan kendra

offices of newspaper

district libraries

all india radio

Fig. 6.2
‘Model-A’ displays the functions of the NPL, ‘Model-B’ shows the roadmap for the dissemination of services/products to the people of various sections living in the state (following the ‘Government to citizen i.e., G2C’ concept and using the technology planned for ‘State Wide Area Network’ i.e., ‘WAN’ of Government of Manipur). It is, however, necessary to lay down the detail of economical-technical-electronical and other resources and sponsorship-matters with the consultation of an expert team.

Almost all widely circulated dailies have now ‘websites’. Using such link, Internet edition/version of news contents can be accessed instantly. As web user the NPL must have Internet facilities. However, all the local dailies may not be able to have own ‘website’ because of limited circulation and financial capacity. It is necessary, therefore, to maintain such dailies either in original or in microfilm/reprographic form. Like profit making organization, the NPL can build its own resources through information-brokerage (i.e. providing information against fee). It can also use the existing infrastructure of the Government of Manipur, set up as per its IT Policy 2003 under Electronic-Governance (e-G) and Government to Citizen (G2C) Interface concepts.

Conclusion

The people want ‘more’ from the dailies. The editors also want to provide ‘more’ to them, but, financial incapacity of the owners of the local dailies and the absence of selling-network, so far, do not allow these two ‘wants’ come closer. Therefore, as suggested, ‘cooperative-venture’ can only minimise these ‘blocks’ and support local dailies to play greater role in providing qualitative and quantitative information. The concept of joint-venture is, however, not new and not proposed here first time. P.B Sawant, Chairman of Press Council of India, has also advocated such
'cooperative bodies' by professional journalists to run newspapers on the lines of similar successful experiments in France and Japan.' This 'successful experiments' with French daily *Le Monde* however, are 'to break the monopoly of big media groups' (*Imphal Free Press*, 14.7.2000). The present proposal for 'cooperative' management by the owners or publishers are not against any 'big media groups', but certainly against the 'monopoly' of poor selling-network and poor financial resources. To lessen the financial burden for small newspaper, Press Council of India had 'framed guidelines on advertising policy and suggested to the government and public sector organizations to give a larger share of their advertisements to small and medium newspapers' (*Imphal Free Press*, 14.7.2000). The proposal may, however, need a detail examination before implementation.

It may also be noted in this connection that the Andhra Pradesh Government has recently constituted a 'Committee' with the Chairman, Press Academy of Andhra Pradesh as Chairperson for 'supervision scrutiny and execution of the Research Centre to study and reserve old newspapers and magazines'. The Committee shall assist the Press Academy in (i) collecting information and data on the Telegu newspapers and periodicals available in various libraries and other sources in the state and outside; (ii) preserving them in digital imaging/microfilming/microfiche forms (iii) entering all or part of the records in the website/internet; (iv) making the record available to the journalists, students of journalism and researchers. (Source: Andhra Pradesh Government Order No.449 dated 4-2-2000; See AnnexureVI/1)

The 'Information Technology Policy of Manipur, 2003' introduced by Government of Manipur* may also help to establish the e-infrastructure of the proposed NPL. The State Government recognises that 'IT has the potential for bringing about significant progress in the socio-economic development of Manipur.'

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Key component in the IT policy of Manipur is therefore 'the development of common people.' Some of the important provisions under the e-Governance and Citizen Interface of the Policy may be rephrased here for linking with the proposed NPL.

➢ 'The State shall establish a ‘backbone network’ i.e. Manipur State Wide Area Network (MAN-NET) for voice, data and video transmission and dissemination. The network shall be utilised for inter department connectivity, multi-user and multi-service facilities, file transfer facility, e-mail, online query and response etc. It will enable better communication and information sharing.' It shall be secure network for the State and will be through VSAT/leased lines/dedicated optical fibre cables/radio frequency links.

The proposed NPL should be established under the umbrella of the State Government as done in Andhra Pradesh and should be a part of such e-programme.

➢ 'All public domain information would be digitised and make available for electronic access on the Internet as well as in the form of CD media.'

Information from local dailies are used by public and for public, and, therefore, the NPL shall get such facilities.

➢ 'IT application in creation of information databanks will be mandatory for all departments, corporation etc.'

The NPL should be considered as one of such departments and IT facilities should be provided to it in creation of newspaper-data-bank (database).

➢ 'Specific initiative will be taken for use of Manipuri in computers and developing web applications.'

For the creation of database and website of/for Manipuri language local dailies, such opportunities should be provided to the NPL.

➢ 'The state capital will be connected with the district towns, SDO/Block Offices by VSAT.'

The NPL can be connected with the district and block libraries if the same facility is extended.
As observed, the influence of local print media even in the threatening-environment of the electronic media has become more effective to the minds of the local people. It is now urgent task for the local publishers/editors/owners to improve the quality and the quantity of the coverage of news and other items. Improvement on size, printing and coverage of items of the local dailies will only be able to reduce the dependence of the local people on widely circulated newspapers (known as National Newspapers). The owners of the local dailies should therefore find out some means through which the limitations of ‘financial resources’ and ‘selling-pattern’ can be tackled (in case, they turn down the said proposal of ‘cooperative management’). At the same time, it is also an immediate task to set up the proposed Newspaper Library (NPL) for proper maintenance, service and use of the said dailies. The State Government should come forward in this matter by establishing such ‘academic centre’ and by including it as a part of its proposed ‘State Wide Area Network’ of IT Policy 2003.