CHAPTER- IV

Review of literature
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References
4.1. Introduction

Review is a critical summary of an article. The purpose of literature review is to study the past work. In the process of reviewing, critical examination is done on different works already conducted by different researchers. Review of literature helps to measure the quality of work and it is useful to conduct the research efficiently and effectively.

A literature survey has been made to study the community information needs. For this purpose a visit was made to ISI libraries, Bangalore to search literature. With the assistance of the library staff of DRTC a search has been conducted with using LISA (Library and Information Science Abstract) and got a lot of information regarding this topic especially about rural library services. Before conducting literature search some key words were chosen related to main topics i.e. community information service, rural libraries, public library, Information and Communication Technology (ICT), mass media, communication channels, radio, television, etc. A survey of articles published in ‘Library and Information Science Abstract’ by both Indian and foreign authors since 1970 to till date was done. Among them some core articles are found on rural community, their socio-economic background, about their culture and lifestyle and basic information needs of rural community.

Though the researcher got large number of article on research topic, the researcher selected some core works to review. Based on this review, following categories have been made on the basis of subject coverage to present the related articles very systematically.
• Community Information System (CISs)/Centres
• CIS and Outreach Programs
• CIS and Role of NGO's
• CIS and Public Libraries
• CIS and Rural Libraries
• CIS and Information Communication Technology (ICT)
• Role of Internet in Rural Libraries
• Mass media as communication channels
• CIS and Mobile Library Services.

4.2. Classification of Reviewed Articles

The studies conducted by different significant authors regarding the above-mentioned issues are classified and the result of the study has been discussed in detail.

4.2.1. Community Information Service/Needs

Community Information (CI) is the combination of two terms i.e. Community and Information. Community is a group of people in the same locality or a body of people leading a common life or people having common rights or a group of people having a common possession or interest. Thus community in general indicates towards a group of people having common interests. However, neither they can be assumed nor they can be created to legitimate a political program or to support a plan for action. In the context of librarianship, it is a group of people with shared meaning and shared communication.
The community-user needs analysis is a structured, planned, formal study that identifies the information requirements of a library's patrons. Need of information in changing environment is due to socio economic aspects, social condition, political conditions and behavioral aspects. Before establishing a village library a survey of village environment, needs of the people, availability of resources, infrastructure facilities and attitude of people are necessary (Kalpana Dasgupta, 2000). The literature published and research conducted in various parts of the world on the study has been reviewed in the later section.

Mary U. Rothrock (1937) conducts a study on 'Tomorrow's libraries'. The study shows the outstanding characteristics of present day rural life in the vast adult education movement. It leads to the technical knowledge and efficiency of those who live on the farms and in the villages of the nation. Rural community not only discusses about farm operations but also imports and exports, war and peace, capital and labour, life style, health, education, art, religion etc. In the midst of these tumultuous changes one can think of future libraries. It also reveals that the unity and the broad adult education activities, which are affecting rural life so profoundly, appear to call for considerations of tomorrow's rural libraries in terms of function rather than of organisation. The researcher is of the view that the foundations of the nation's security rests upon a wholesome, stable, and prosperous rural civilisation. If tomorrow's rural libraries are to have an essential place in such a civilisation, their objectives must have national unity and breadth.

The research study conducted by David Smith (1978) and Christine Malan (1987) examines the role of public library in community information services. Smith set up a community information service called Information Barrie. It links both people and
information sources effectively. Malan lists the reasons why the public library is in the ideal position to provide information service and also examine the service provided by Welkon library. A survey of American schools conducted by John C. Durrance (1982)\(^5\) analyse the effort of North American schools in trains the specialist in community information service. This survey is carried out by community information section of the American public library association. Study shows that only a few schools offered a course in community information services.

Two different studies conducted by Sarel Garish (1987)\(^6\) and Johan Swiegelaar (1988)\(^7\) explore South African libraries and provides a set of guidelines and considerations for the implementation of a CIS. It describes two important developments, which have made the existing focus of CIS relevant in South African libraries.

Further Annette Redway (1991)\(^8\) describes pilot project introduced in Jamaica in 1989 by the Jamaica library service to identify the main information needs of persons within the community.

In case of UK, Louw and Mousaion (1993)\(^9\) discuss the history of Citizen’s Advice Bureaux (CAB) and outlines the service provided by CAB elsewhere. It surveys the history and development of the Pretoria CAB, and also highlights the service provided in the 1990’s. While the study of Avgerinos (1994)\(^{10}\) define community information and describe three kinds of community information service i.e. direct service; supplementary service and self help service. Also describes the experience of the Cope provincial library services and examines the CIS offered by the libraries of Orange free states. Study outlines the lessons learnt and recommendations based upon experience.
gained during the visit. In case of establishment of business information service O'Mahony (1997)\textsuperscript{11} outlines the introduction of a business information service based on the West Cork town of Bantry and its rural hinterland. The study examines the user needs, future plans and library service development issues.

IFLA (1997)\textsuperscript{12} a social responsibility discussion group conducts another substantial work on digital divide. The first priority has been to address the growing gap between the information rich and the information poor both between countries and within countries. Several discussion papers were presented and discussed in Amsterdam meeting of 1998. The recommendations were further refined at the open session at the 2000 Jerusalem meeting concern to rural library development and IFLA suggested to develop a research program on rural library development in co-ordination with national library agencies. The focus should be on empowerment of local authorities to process information required by the community in comprehensible formats for diverse rural populations.

Another comprehensive study is conduct by Rob Jenkins, and Anne Marie Goetz (1999)\textsuperscript{13} on information needs of small and unusual activist group in the Rajastan state. The Mazdoor Kisan Shakti Sangathan (MKSS), literacy workers, and farmers power organisation has waged a campaign to secure the right of ordinary people to gain access to information held by government officials. This study examines the process by which this campaign emerged and the means by which it pursues its goals.

Similarly rural and tribal communities of America face several challenges. A comprehensive survey was conducted by Evan Leach (2004)\textsuperscript{14} on rural, tribal and public libraries. The survey had generated 1165 replies around 61.7 million rural citizens of the
nation ensure that their information needs seriously will help to restore ALA’s credibility among workers in thousands of rural schools, tribal and public libraries that exist across the United States. Equitable access to information is key for these communities and libraries are struggling for survival.

In case of Community Information Service Hamilton-Went Worth publishes an annual report for the year 2004-05 under the leadership of Board of Directors. This CIS is set up on three strong objectives such as collect, maintain, provide access to and disseminate information on community and government services available to the residents of Hamilton. Study examines and identifies trends and demands for services and work with other community information centers in a collaborative and supportive network. CIS Hamilton maintains their electronic database called Inform Hamilton around 1,257,464 page views in 2004-05. It makes use of CIOC (Community Information Online Consortium) software to maintain the database. It also maintains different types of databases such as Childcare activities, Disability Information Service Help line (DISH), Community announcement service etc.

To cater the information needs of rural community of Andhra Pradesh United Nations Development Program (UNDP) sponsor a project called “Sustainable dry land agriculture by Mahila Sanghams”. This study explores range of information concerning agronomic practices and farming methods, information on how to access and use new technologies, market news and agricultural commodity prices, weather predictions and rainfall patterns etc. Apart from these the UNDP also sponsored many program like; S&T Rural Transformation (START); S&T Entrepreneurship Parks (STEPS) and Technology Business Incubators (TBIS).
National Knowledge Commission passed the recommendations on libraries on 7th December 2006. Annexure 2 of this recommendation tells that establishment of Indian Institute of Library and Information Science (IILIS) is very essential. The proposed institute will have two major functions i.e. to offer training programs in relevant areas and to conduct continuing education programs for the library professionals, further to identify, sponsor and conduct R&D programs in newly emerging research areas including community information services (CIS). They gave more emphasis on community information centres and design a proposal of staff pattern and their roles and responsibilities.

4.2.2. Community Information System/Center

Community information system/center is one that is established, maintained and fostered for the over all development of the entire community. It is meant not only to facilitate information needs of the community, but act as a torch bearer to the progress of the entire society. Community information centers act as the hub of the community development activities.

The study conducted by Henry Owino (1984) outlines reasons why community information centers better serve the needs of villages than libraries. It discusses the scope of community information centers and focuses on some planning aspects. Whereas the study of Linberger and Kollen (1996) explain the role of GIS (Geographical Information System) in this contemporary world. GIS has the potential to allow libraries to organise, preserve and provide spatial and digital information. According to the researcher the key components to a successful arrangement are goal setting, careful
planning and effective training of staff and users. Similarly Dattatri and Ananthanarayana (1997) explore the design and development of a Geographical Information System (GIS) based community information service for sustainable urban development and discuss the importance of providing adequate information support to voluntary organisations and individuals in the community.

The study by Lukenbill (1998) report a field study of the Information Resource Center (IRC) of AIDS service Agency of Austin (ASA). The survey covered information needs and location difficulties, perceived information needs and preferred information formats. Also examine the sources of referrals made and used by the staff. The study makes recommendations for interaction between community based organisations and information centers.

Department of Information Technology (2000), Government of India initiated a major project in India called Community Information Centres (CIs). It has set up Community Information Centers (CICs) at 487 block headquarters in the seven North East states and Sikkim as a part of the Prime Minister’s agenda for socio economic development of the region. These CICs can help in combating, escalating crisis in health energy, water, education and literacy as well as in poverty alleviation. The CICs will provide internet connectivity, e-mail facilities interface between citizens and government, distance learning programs, information on national programs, disaster management system, public health awareness etc., to the public. Similarly Government of Ghana (2004) in collaboration with Government of India initiated community information centers and ICT project with strong objectives to assist in bridging the digital divide between rural and urban areas and provide community information needs and enhance
national integration and to create ICT awareness in the rural areas. The project is planned to cover all the 230 constituencies of the Ghana for a start 12 of the centres have been sited at the different locations in the country.

To serve the community up to their satisfaction the New York public library has developed a system to provide effective community information services. Each branch library of The New York Public Library keeps an up-to-date file of its local community and citywide services. Any one can find information about community groups, consumer and educational organizations, health and social service agencies and religious, recreational and cultural institutions. The heart of the Community Information Service is online Directory of Community Services (DCS)\textsuperscript{24}.

Human Science Research Council (HSRC)\textsuperscript{25} sponsors the Legae la Kitso (Home of information) project that involves the establishment of community information resource center in Atteridgeville-Saulsville in Gauteng Province, South Africa. The project is owned by the community and enables unfettered access to information relevant to survival and for community building. HSRC has been to work in close partnership with the community representatives and establish user-friendly interface between the community and the electronic media. A survey was done to determine the exact and specific information needs of the community. Findings of the survey shows that major need is for survival type information such as jobs, housing and health services.

State government of Andhra Pradesh launched a project called ‘e-seva’ on 25\textsuperscript{th} august 2001\textsuperscript{26} in twin cities of Hyderabad and Secunderabad. Currently 36 e-seva centers spread across the twin cities. These centers offer 118 different services like payment of
utility bills/taxes, registration of birth/death, registration of applications for passports, filling of sales taxes returns etc., along with railway reservation services. Similarly e-cops (e-Computerized Operations for Police Services)\textsuperscript{27}, VOICE (Vijayawada Online Information Center)\textsuperscript{28}, CARD\textsuperscript{29} (Computer-aided Administration of Registration Department) and OLTP (Online Transaction Processing)\textsuperscript{30} are other services launched by the government of Andhra Pradesh for the betterment of rural community.

Similarly Gyandoot (2000)\textsuperscript{31} in Madhya Pradesh, Mahiti Shakti (2001)\textsuperscript{32} in Gujarat are other projects launched to provide self-sustainable, community owned rural intranet system that caters to the specific needs of village communities. These operate like a single window through which the citizens can access information related to all aspects of the government functioning. The Karnataka Community Learning Center (CLC) project was set up in 2001. It is a joint initiative between the Azim Premji \textsuperscript{33} Foundation and Government of Karnataka. This project takes care of management and the training for rural youths in hardware and software components. Around 100 centers running successfully and educating computer literacy among young adults.

In June 2002, the Community Information Centre of Metropolitan Toronto (CIT)\textsuperscript{34} launched its 211 information service (211 is an easy to remember telephone number that connects people to a full range of non-emergency social, health and government services in their community). This multilingual service is available free of charge by phone or over the Internet, 24 hours a day, seven days a week. It offers information and referral about community and human services in Toronto. Similarly Arogya Kavacha is another popular community health service launched by the Government of Karnataka which is very popular through 108 numbers. \textsuperscript{35}
Medway is another local web based information service for the Medway region located in North Kent. That makes it easier and quicker for citizens to find answers to everyday questions and problems. It is integrated information on health, education, employment, rights, benefits and government. Similarly CISA (Community Information Strategies Australia Inc.) promotes the development of community information networks in South Australia and provides information management services to community. CISA organises a project called ‘CommunIT’. The main objective of this project is to provide community services on ICT. It has free online ICT helpdesk. The team of CommunIT will answer to queries and provide the information needed by the community.

Indian farmers have to reckon with numerous variables in the agriculture system. Some of them are land and water resources, labour, seeds etc. which are under his control whereas the price of products, pesticides, fertilisers, power, weather and climatic change are beyond his means to manage them. Farmer needs information and advice on these aspects. To provide this kind of agricultural information North Eastern States establish a community information system by using modern tools of remote sensing, Geographic Information System (GIS) and ICT and developing an enterprise called Agricultural Planning and Information Bank (APIB).

The study conducted by Parthasarathi and Sukla Chakraborty (2006) explores on community information services, CD ROM technology and usage of open source content management software for the purpose of CIS. Both the studies focus on establishment of community information systems by using open source software such as greenstone and Joomla for the purpose of providing community information service.
4.2.3. Community information service and outreach programs

Lynch (1989)\textsuperscript{41} studied the cooperation between libraries and extension activities of central Kansas library of Nebraska. Researcher studied the cooperative efforts of Georgia Wheeler County Library. He define the role of extension agent and state that librarian as to realise the responsibilities of being a leader and member of the community and get on one of the extension activities. It has worked out very well. Extension officers extend their service area to cover those people who aren’t being served by libraries. Study also focuses on community information services and role of librarians and extension agents in easy accessibility of information. Central Kansas library developed a manual called ‘Rural Resource Manual’. It is useful for farmers, people who are in trouble.

Further James R. Pinkerton and Jack D. Glazier (1993)\textsuperscript{42} conducted study on extending information resources in rural areas of Texas County which reveals that in many rural areas the loss of federal revenue-sharing funds causing cutbacks in county funding for local extension centers. As a result a number of rural extension offices have reduced their operating levels and some are forced to close. Investigation made by the researcher shows that to sustain extension centers they can work co-operatively with local library systems to successfully meet the information and educational needs of community residents.

Similarly Loriene Roy (2000)\textsuperscript{43} conducts a study on library services to American Indians. Roy in his study discusses the role of American Indian Library Association (AILA) in promoting library outreach services. AILA is an affiliate of the American Library Association (ALA). It brings together people interested in the library/information needs of Indians through its business meetings and at its annual conference programs.
John-Bauer Graham (2005) conducted a study on outreach programs among the outside public of the University community of Houston Cole Library (HCL) of Jacksonville State University (JSU). Researcher distributed the questionnaire to 26 public libraries throughout the four counties of JSU to know the rural settings and role of University library in providing outreach services. After collecting the questionnaire data has been analysed carefully by university web based survey system called Event Handler rather than tabulating the responses by hand. Finally researcher came to conclusion that 45% of the JSU communities have not come to the library and only 9% of respondent reported that they use e-resources once a month also 36% of patrons interested in online database services and 70% of them attend training program organized by HCL.

4.2.4. CIS and NGO's

In case of NGO's and community issues Madan and Sahay (2002) conducted a case study on slum dwellers in Bangalore. Jana Sahayog is an urban resource center of Samuha, a development agency based in Karnataka. It works in 20 slums of Bangalore and in 70 other cities within the state. Jana Sahayog organizes several programs towards slum dwellers issues like land titles, basic amenities and other community issues. The NGO aims to stimulate information gathering and circulation by and for slum dwellers with the goal of building up their capacity to bring about change for themselves through informed self-help groups. Slum Dani (Voice from the slum), Slum Sudhi (Slum information), are some programs carried out by Jana Sahayog. Similarly ‘One world South Asia’ is a voluntary organization based in Delhi which organizes several community programs through community radio called ‘Mandakini Ki Awaz’.
In case of America Libri is a nationwide non-profit organization that donates new, quality hard cover children's books to small rural public libraries in the United States through its books for children program. Further, the regional centres for rural development comprise a vital network of institutions conducting research, providing continuing education, contributing publications and providing other services to those interested in rural America.

Another mega project conducted by Graham Ashford and Saleela Patkar (2001) is called 'MYRADA'. This project is a joint venture of Canada's International Institute for Sustainable Organisation. The purpose of the project is to provide governmental and non-governmental organisations in India with local strengths, achievements and vision to advance sustainable development and facilitate sustainable livelihoods. Through fieldwork in three southern Indian states Andhra Pradesh, Tamilnadu, Karnataka with hundreds of individuals, families, community groups and other organizations.

4.2.5. Public library service

In India, the important task of providing Community Information Service (CIS) is performed by many governmental, non-governmental voluntary organizations in their own way. There is no single agency to collect, reorganize and disseminate community information in a suitable form as per the requirement of different communities. In this context, Public libraries, being the library of communities can play important role in providing effective Community Information Services.

Public libraries are a living force for education, culture, information and development of the masses. They are the essential agent for fostering social welfare and
peace. They translate information needs of communities into action. In the modern society, public libraries have been making a great impact in the areas of education, recreation, cultural enrichment, social welfare, economic development and so on. As rightly called public libraries are people’s universities they act as the local gateway to knowledge and life-long learning. In the new paradigm these public libraries provide all types of information services to communities. In this direction some researchers throw light on the role of public libraries in fulfilling the needs of communities. The literature published from various parts of the world on the study of role of public libraries in providing community information services is discussed in the later part.

Mary Lee Bundy and Amy Bridgman (1982) examined the public library reference service in USA which provides information on controversial issues that may be anti-establishment. It studied the responses to telephones and personal enquiries relating to the military draft was assessed. According to him responses to the questions were inadequate and even misleading. In case of public library services in UK study conducted by John R. Martin (1983) and Proctor and Usherwood (1997) examine the state public library service and surveyed 1000 to 5000 people. The study of Martin includes a history of UK rural public libraries in the twentieth century and the function of the branch library building. Whereas Proctor and Usherwood survey of public library users in Sheffield City of UK attempted to know what happens when public library service closes down. The study surveyed the users, bookshops and other libraries, the behavior and attitudes of public library users. Similarly another study conducted by Lee Ellis (1983) to evaluate public library service to four ethnic communities of Brunswick City in Melbourne. Researcher Examined and outlined the information needs, difficulties in library use, preferred languages, resources and the role of various media and the function of bicultural staff.
Further Margaret Marshal McDonald (1986)\textsuperscript{54} studied the public library service to young adult’s, aged 15-25, give importance to assessments of what each community’s young adults need and how the public library should respond with library resources and services. Concerned to rural public libraries study made by Arthur Midwinter (1990)\textsuperscript{55} analyses the links between expenditure and service provision on rural public libraries in Scotland. Conclusions are drawn concerning the adequacy of provision in these areas, the effects of the new community charge and patterns of library provision are discussed. In the same way Birgit Sorensen (1990)\textsuperscript{56} took a project with the assistance from Danish library authority; gave emphasis to study the public library service to private sector and local business firms also discussed the issue of charging fees for this service.

Another case study conducted by Doran and Preston (2000)\textsuperscript{57} shed light on relationship between the library service and the local community in Northern Ireland. A review of the literature explores complex links between the concepts of social disadvantage and political division and violence. In this study librarians and local groups from both communities were interviewed to explore their perceptions in such a deeply divided town. Apart from these Kumbar \textsuperscript{58}, Maheshwarappa \textsuperscript{59}, Krishnamurthy \textsuperscript{60}, Ibohal Singh \textsuperscript{61}, Raymond Wafula Ongus \textsuperscript{62} and Kemparaju publish papers on different facets of public library system and services in both India and abroad.

4.2.6. Rural library services

To study the rural libraries, Center for the Study of Rural Librarianship (CSRL)\textsuperscript{63} was founded in 1978 in Pennsylvania, which includes links to the full text of the publication published in a journal called “Rural Libraries”. It access to some17 different
bibliographies and a miscellany of other information. One of the most important resources of the community is its library with enormous amount of literature available on rural library services.

John W. Head (1980)\textsuperscript{64} conducted an explanatory survey with the assistance of ‘Centre for the study of rural librarianship’ at Clarion State College to determine the information needs of a random sample of Pennsylvania libraries. After analysing the replies of the participating libraries he was able to know the information needs of their areas, and the existence of other information services in their communities. Whereas in case of Indian rural community Mehta (1981)\textsuperscript{65} conducted a study on rural areas and published under the title ‘Rural areas-a challenge to public libraries’. In this study he explains the importance of providing library services to the rural areas and indicates the role of libraries in providing informal education to the newly literate and fostering the reading habit.

Further Samuel M. Leadley (1982)\textsuperscript{66} published his work on the topic ‘Information exchange and rural libraries’. It discusses the role of the rural library as part of a community information system and reviews briefly those aspects of information technology, such as telecommunications, microforms and computers, which are likely to play an increasing role in rural information services. Another major study conducted by Sarada (1986)\textsuperscript{67} on rural library services in Pendurthi village of Visakapatnam district. It is an in-depth study of the village community to provide a basis for planning library organization and services. It is an intensive study to know the library and its utilization the nature of the library collections and services and other aspects of the library operations and equipment have been examined.
Another milestone in the area of rural library service is workshop organized by COMLA (Common wealth library association) on 'Rural libraries and community resource centers' held at Sydney 1988. Quite a good number of papers were presented on library services in the workshop. Finally it had drawn good number of resolutions on rural library and its services. Further with COMLA, Indian Library Association organized a workshop on ‘Rural Community Resource Center’ during August 1991 in Delhi. This workshop was organized with some specific objectives they are: to create awareness of alternative strategies in development of rural community resource centers and to highlight issues in the creation and development of RCRC projects and to focus the role played by rural people in the development of RCRC.

According to the study of Shilts (1991) in Northwestern Pennsylvania the women of age 47 and over make up the biggest percentage of library users. The most frequent length of visit for members of both sexes was from 10-20 minutes. Along with this researcher also studied the user behavior and grouped them according to categories. Similarly Willits and Willits (1991) made a survey of rural reading behavior and library usage of Pennsylvania residents. The purpose of the study is to know how rural and non-rural people differ with regard to their library usage and reading behavior. A statewide telephone survey of Pennsylvania residents was conducted by random digit dialing. Around 1241 respondents were willing to answer a follow up mail questionnaire. From the collected data researcher made comparison between rural and non-rural respondents with regard to library usage and reading behavior differences in reported reading behavior.
The study conducted by Khan (1991)\(^2\) and Martin (1994)\(^3\) shed light on role of rural library and promotion of literacy in Australia and in India. Both the studies examine the role of public library in improving literacy levels in rural areas. The researcher opined that rural public libraries are envisaged to play in literacy and adult education programs from the point of view of information services, educational and cultural functions.

Further Made (1992)\(^4\) conducted the survey on readership patterns and characteristics of the users of rural libraries in Zimbabwe. The study reveals that the majority of library users are students and teachers, and identifies newspapers and magazines as the major reading material. Researcher argues that the promotion of reading and the provision of libraries in rural areas depend to a large extent upon a sound understanding of the needs and reading habits of the target groups.

Khanna (1994)\(^5\) makes another case study entitled ‘Rural community library services of Delhi public library’. This study provides an opportunity to analyze and synthesis many aspects relating to community information survey. In case of United States of America lots of works have been carried out in rural library services. In this direction Ford (1994)\(^6\) conducted a survey to know the reference services in rural public libraries. It describes the general situation of information services in rural public libraries in the USA in the context of the changing nature of rural America. The limitations and barriers faced by rural libraries and residents in obtaining the information they need and wants are examined. The study conducted by Ristina Wigg (1995)\(^7\) outlines the need of library services to young people in rural libraries. Wigg described issues facing rural schools that are also applicable to rural libraries. It highlights two major issues such as homelessness and migrant families.
In case of Nigeria, the Government of Nigeria gave more impetus on agricultural information. The study conducted by Aboluwarin (1998)\textsuperscript{78}, Agboola (2000)\textsuperscript{79}, Salaam (2000)\textsuperscript{80} gave a major contribution to Nigerian government to know how to improve agricultural productivity. These works try to trace out past effort of Nigerian government and suggest why they failed in providing agricultural information to Nigerian farmers. Rural libraries should work closely with extension agencies to try to offset rural information poverty. It looks at the nature of the information required in a mainly non-literate population where the culture is largely oral, and recommends greater co-operation among the stakeholders in the country's agricultural sector. Study concluded that lack of integration of the library service and libraries is a major problem. It highlights the traditional roles of libraries and their expected roles in agricultural development. Researcher view is to provide educational program for farmers to eradicate illiteracy. Similarly in India Biradar (1999)\textsuperscript{81} conducted a survey to study the rural library services specially for providing agricultural information to rural community in Karnataka. Here, investigator divided the entire study area into ten zones. From each zone two villages are selected randomly to study the existing library collection, services and staff. It critically examines the total collection of each library and once again given stress to books on agricultural related topics. This study also examines the per head percentage of books in different libraries. Study also reveals the structure and size of the library building. Researcher mentions in his findings that in all selected rural libraries the collection of books, services, staff, space and furniture are not satisfactory. Totally this study reveals all the problems faced by rural libraries and rural community. Besides, Luchs (2001)\textsuperscript{82} focuses on role played by librarian along with advantages and obstacles in education of the rural librarian. Study examines why rural librarians need advanced education besides listing the obstacles to educating the rural librarian.
Bangladesh is an underdeveloping country faces many problems. Poverty is a ruling power in Bangladesh. The country suffering from basic needs i.e. food and shelter along with this it suffers with need-based information. Especially rural community of Bangladesh is far away from the changing global world, telecommunication technology, and other technological developments. Rahman (2000) explores the study to know problems faced by rural community of Bangladesh. He made a survey of rural people and published under the title ‘Status of rural and small libraries in Bangladesh: directions for the future’. It examines the painful reality of isolation, poor telecommunication infrastructure and general neglect confronted by village communities in Bangladesh, and considers how rural and small libraries can be developed to meet the information needs of illiterate people who are deprived of urban amenities. Study shows the present status of Bangladesh libraries and their development, the types of relevant information needs, and present problems. Researcher offers recommendations to improve access to information sources.

Another research study by Lotsee Patterson (2002) examines the tribal and reservation libraries of more than 300 federally recognized tribes in the lower 48 states and more than 200 Alaska Native villages. In his study researcher examines the funding sources for development of tribal libraries and role played by the government. In this work researcher focused on some issues faced by reservation libraries i.e. obtaining sufficient operational funds, high staff turn over, lack of trained personnel, inadequate facilities and other fundamental needs.

On the other hand study on rural libraries and cooperative activity is conducted by Bruce Newell (2005) on Montana’s rural libraries. About 745 libraries needs are similar
to those of larger urban libraries. Here Bruce identified some opportunities, individually and collaboratively to further improve library services in Montana, they are i) plan to put our customers first ii) look outside our library world for promising technologies and practices iii) weave the web into our libraries and our libraries into the web iv) communicate clearly and effectively v) rethink our work flows for both cost and efficiency vi) hire and retain trained and qualified staff vii) fund libraries adequately.

4.2.7. Information and Communication Technology (ICT)

The emergence of information and communication technology (ICT) has left no area in the society untouched. Different forms of storage technologies, accessibility of world wide information through internet and such other similar developments have not only transformed the role of public libraries, but also their shape and nomenclature. Hence are the buzz words Knowledge Centers, Information Kiosks, Community Information Centers and so on.

Eric S. Anderson (1987)\(^6\) has written an article entitled “Small and Rural libraries: The Challenges of Automation and Resource Sharing”. It states the small and rural libraries have been neglected by the designers of automated systems; cataloguing and classification are two important areas need automation. Study briefly describes trends and the general direction in which small/rural libraries may be heading in the area of automation and focus on a local project for regional bibliographic control. Wilkinson (1991)\(^7\) made an analysis on ‘Information access in rural areas’. It clearly defines the concept of Information age and role played by telecommunication technology and information technology in avoiding the barrier of distance. Microcomputers, facsimile
machines, fiber optics, digital telephone switches and related paraphernalia are seen as having the potential to overcome distance problem. Along with problems he also defined the solutions for meeting the challenge and role played by telecommunication policy of government to enact and encourage rural telephone carriers to provide affordable access to telecommunications and information services comparable to those available in urban areas. Whereas Martin (1993) explains the elements affecting telecommunication policy. It focuses on infrastructure development, regulatory issues, competition and equity. He defines policy and provides a framework for the policy decision making process and makes review of the information that is being generated on telecommunication infrastructure and its increasing importance in rural economic development activities. Further, study conducted by Marek (1995) introduced new concept called ‘Rural electrification’. It means providing telecommunication facilities to rural public and enhances communication system.

Rural libraries facing the issues is “access, access, access, and then the second is training, training, training” says Albert Joy (2004). According to Eric Anderson (2004) “A rural library has to dial long distance to get anywhere”. Both the authors feel that accessibility is at the center of all the other issues and they stressed the importance of telecommunication technology for people in rural areas. Their view is to keep rural libraries linked and wired.

Another major effort done by M.S. Swaminathan Research Foundation conducts a case demonstration on village information centers, in Pondichery district. It examines the use of ICT for regional development in poor rural regions in India, aimed at improving general living conditions for local families, support farmers and fishermen and
improves the general welfare. This project is started in 1998. In the beginning 10 villages were included. Villanur village is selected as a central hub for all activities. The main objective of the village information centers was to deliver value added information to the villagers, information that the local community could act upon in order to improve their living condition and economic prospectus. The main output of the project is; living condition of the local population has been improved. The central hub is mainly staffed with women, who were previously unemployed. They learned how to handle the equipment besides creating interest in the new technologies.

Depo (1999)\textsuperscript{93} advocated that the information and communication services should be made available to all individuals, regardless of income, disability, and place of residence, race or other demographic characteristics as per America Telecommunication act of 1996.

The work of Mirio Pigato (2001)\textsuperscript{94} highlights the role of ICT in the development of Sub Saharan Africa and South Asia. The study focuses on the relationship between ICT’s within countries in SSA and South Asia and discusses experiences of extension of access and applications of information technology by the private sector, government and external donors. It also suggests ways in which information and ICT’s can best be used in poverty alleviation strategies.

UNDP \textsuperscript{95} sponsored a mega project in January 2002 entitled “Leveraging ICT through weekly market centers for tribal communities in India” in January 2002. Grant awarded to Satpura Integrated Rural Development Institutions (SIRDI) to promote the use of ICT’s among selected tribal communities of Bhainsdehi tehsil of Betur district in Madhya Pradesh, in which over 60% tribal population belongs to Gond and Korku tribes.
Chapter 4  

Review of Literature

It is centered on a weekly market village named Sawalmedha, which is visited by about 1000 villagers every Monday. This project will provide a facility of email, Internet and computers to the population of about 40 villages to access information to avail better e-governance facilities. Another compressive study is conducted by Simone Cecchini and Monica Raina (2002) on ICT. Information and communication technology can be used as an effective tool for rural development. Warana is a wired village project in the state of Maharashtra. For the success of the project local cooperative has taken in using ICT to streamline the operations connected with sugar cane growing and harvesting. The Warana example also allows to draw four key lessons on the use of ICT for rural developments in rural areas: first, information needs of a community should be thoroughly assessed; second, content and software applications should be developed; third, special emphasis should be placed on women and poor peoples access; and fourth operations from the grass roots are probably the best agents to bring ICT to rural communities.

Further Sigrun Rottmann, (2002) conducted a project on ICTs named as ‘Information and Communication in 5 Reflect circles in Bolangir’. Reflect is a name of community group. The Reflect ICTs project aims to improve awareness of access to and control of information sources, provide effective communication tools and establish mechanisms to document local knowledge. Researcher visits five Reflect circles in Bolangir district in Orissa provided an opportunity to assess how information was accessed and disseminated in the circles about to embark on the ICTs and reflect process. Study also examines what obstacles do communities in rural India face in their search for reliable news and data, role of government agencies in improving their methods of information dissemination and what actions have Reflect participants taken in order to make themselves heard and share their experiences with others.
Honorable former President Dr. Abdul Kalam stated that “The Government of India would implement a comprehensive program to accelerate e-governance at all levels of the government to improve efficiency, transparency and accountability at the government citizen interface”\(^9\). To achieve this goal and vision, several state governments took various steps to promote e-governance and had drawn up a roadmap for IT implementation and delivery of services to the citizens online. The aim was to redefine governance in the ICT age to provide “Smart governance”. The department of Revenue in Karnataka state initialized a project called ‘Bhoomi’ (2002)\(^9\). This project computerized 20 million records of land ownership of 6.7 million farmers. In the state previously, farmers had to seek out the village accountant to set a copy of record of rights tenancy and crops (Pahani). It was a delay process and a kind of harassment to farmers. Today at a fee of Rs. 15 a copy of RTC can be obtained through online at Bhoomi centers in 177 taluka offices. It is designed by NIC, Bangalore. DRISTEE (2002)\(^10\) is another project which support rural networking and marketing services which enable e-governance, education and health services. The objective of the project was to establish community owned, innovative and sustainable information technology in the most stricken and tribal dominated rural areas throughout India. It is an innovative G2C (Government to Citizen) model. Drishtee is currently in the process of installing low cost, self-sustaining, and community owned rural intranet projects in several targeted districts. It establishes Soochnalayas in the buildings of Gram Panchayath or in market place or near to bus stand points to work as nodes or rural cyber café. Server/hub is housed in the computer room in Zilla Panchayath. Each Soochanalaya provides access to information of 15 Gram Panchayath. Thus Drishtee provides an option to access various services through its network to villagers living in 311 Grampanchayat of 600 villages and population of half a million.
FRIEND (2002) is another network-based service of Kerala state. Fast, reliable, Instant, Efficient Network for the Disbursement of services is a part of the Kerala state IT mission. FRIEND centers handle 1000 types of payment bills including utility payments for electricity and water, revenue taxes, license fees, motor vehicles taxes, university fees etc. Important feature of FRIEND is a provision for adding more modules and a queue management system. LOK MITRA (Integrated Citizen Service Center/e-kiosks ICSC) (2002), JAN MITRA (2002) are other most popular e-governance project in Rajastan. These aim to deploy information technology for the benefit of the masses in which the computer server is linked to different departmental servers through dedicated leased line and dial up network with multiple e-counters which can handle all services. It has a facility of making payments through Internet using credit card.

In case of controlling the crime, Jaipur City Police use intranet based system called Aarakshi (2002). This innovative system enables the city police officers to carry out online sharing of crime and criminal data bases, carry out communication and perform monitoring activities.

FAST (Fully Automated Services of Transportation) (2002) is another e-governance project implemented in the cities of Andhra Pradesh. The objective of FAST is to make the transport department citizen friendly in it is functioning and providing SMART services to the public. It has built comprehensive database and provides online services to the public.

Similarly MUDRA (Municipal corporation towards Digital Revenue Administration) (2002) is another project. This system is useful for the holding owners,
tax collectors; officials at headquarter levels and circle levels. They will have total picture of tax collection that will help the decision makers to take suitable decision for further improvement. The basic objectives of this software developed and implemented by NIC Bihar state includes bringing improvement to the quality of service being offered to the citizen.

The On-line treasury project KHAJANE (2002) computerizes all the 216-treasury offices in Karnataka and is connected to a central server at the state secretariat through VSAT. It aims to bring about a more transparent and accountable system of financial transactions and also discipline in operations and management.

In the same way Dairy Information Services Kiosk (DISK) of Gujarat, Gram Sampark, Head Start and e-chaupal project of MP, Akshaya of Kerala, Saukaryam in AP are functioning in respective States to satisfy community information needs of rural populace with the help of ICT.

Further UNESCO working with NIC has developed eNRICH. It is a fully customizable web based computer application for knowledge management by local communities. It enables communities to quickly and easily build their own gateway to web and other multimedia resource tailored to meet specific local needs due to its local content and availability in local languages. eNRICH software solution framework is being implemented in India, Bhutan, Nepal, Sri Lanka and Bangladesh.

### 4.2.8. Internet and Rural libraries

Cynthia Terwilliger (1995) carried out a case study on Michigan small and rural libraries and the intranet. Here researcher selected three libraries viz. Cass library,
Ruth Hughes memorial library and Otsego county library in Michigan state. The purpose of the study was to examine the network based information and library services offered to the citizens. Susan P. Walton (2001) shed light on application of computer technology in rural and small libraries. He made a survey and found that 1297 libraries surveyed by the university of Illinois/Urbana campaign under contract to the American library association, 96.3% libraries provided public access to the Internet. In his work he cites that survey did by Clarion University found that 12% of library users used the computers to connect to the Internet and 57% of Internet users prefer to use the Internet from their homes.

For rural communities the Government of Punjab launched a project called WebCITI (2002) (Web based Citizen-IT Interface). It is an e-governance project for building citizen-IT interface for services offered by district administration at Fatehgarh Sahib in Punjab. WebCITI provides web-based interface to citizen seeking services from district administration. These include issuance of certificates such as death/birth, caste, and rural areas etc. The project has been funded by the Government of Punjab and has been executed through NICSI/NIC- Punjab state unit.

Another IT based rural community project is TARAhaat (2002) It helps to achieve connectivity for the rural poor community. TARAhaat is a community based network. Here haat means a village bazaar where the large number of rural populace gathers. This is commercially viable model for bringing relevant information products and services via Internet to the unserved rural market of India.

Another study is carried out by Salbiah Mohammed Yusof (2004) entitled “Universal Service Provision program for rural libraries in Malaysia”. Malaysia has made
tremendous strides in the information and communication technology in the last decade. The main objective is to give basic telephony and Internet access. The focus of the project is on institutions in the rural areas such as schools, health clinics, community centers and libraries. This USP program started in 2002 in first phase. It reaches to 220 schools in east Malaysia; 110 schools in Sabah and 110 schools in Sarawak, each equipped with communication infrastructure including internet access. Under the second phase implementing the program at 174 rural libraries and 50 rural health clinics. They are equipped with ICT facilities like VSAT 964 kbps, uplink 256kbps with internet facility, solar system, telephone, electrical works, computer system and furniture and equipments.

University of Veterinary and Animal Sciences, Tamil Nadu (TANUVAS)\textsuperscript{119} and College of Agriculture and Life Science, Cornell University, New York in joint venture conducted a project on information technology and rural extension in India. The principal objective of the study is to enable rural people to become small-scale entrepreneurs and to ensure that they have expert information and support to help them to sustain their enterprises. It carries out extension programs for the benefit of rural dwellers, small businesses, co-operatives, various non-governmental organizations, government officials and variety of stakeholders in the community. This project was on experiment with how the Internet can be used and combined with other technologies to the user community.

Current-Communication-Content-Community-Commerce- Capacity buildings are Six C’s determining, whether the Internet will reach India’s villages and stay. The most key work remains in capacity building or training. Rural communities need comprehensive training and long-term support to take the Internet benefits to the most
underserved and poor regions of their villages. World Corps India sponsors a project called Community Information Center (CIC)\textsuperscript{120} project in Kuppam (AP). The community information center is a hybrid model combining the provision of G2C-Government to Citizen Services, B2C- Business to Citizen Services and C2C-Civil society organization to Citizen Services. WCI facilitated setting up of 4 CICs at the 5 mandal headquarters of Kuppam constituency, Chittor district. In one year they trained 15 rural youths with hands on ICT experience and entrepreneurship development skills. Later which has been used as a model and that can be replicated beyond the bigger Gram Panchayath and other parts of India.

4.2.9. Mass media as Communication channels

Communication channels play a vital role in dissemination of information. It includes both formal and informal way of communication. There are many channels utilized for effective communication. In this regard many works are carried out to know the suitable communication channels. Here researcher tries to review some works on communication channels.

Rosemary Ng Kee Kwong and R.Ng. Kee Kwong (1990)\textsuperscript{121} examine the role of communication channel in the transfer of information. They analyzed the Mauritius Sugar Industry Research Institutes (MSIRI) acquisition, collection, evaluation and dissemination of information activities, and describe the various communication channels. viz., talks, meetings, visits, demonstrations, field days, publications, etc, which are utilized for the transfer of research results to end-users.

Forrest (1995)\textsuperscript{122} defines the concept of channels of communication. According to him, in order to communicate effectively library staffs need to understand the options available to them and possess the ability to select a method of communication which is
appropriate to a particular task. Also presents a communication model, which would be suitable for better communication. Westmyer and diCioccio (1998)\textsuperscript{123} examines appropriateness and effectiveness of six communication channels they are face to face, telephone, voicemail, electronic mail, letter and fax.

Along with channels mentioned by Rosemary Ng Kee Kwong, Forrest and Westmyer, TV and radio also play a significant role in communicating the information to the rural people. These are considered as powerful mass media. Role of mass media is infinite in dissemination of information because, rural people are aware about these media. In their daily life they are depend out upon television and radio for entertainment purpose. Along with entertainment they seek bit of valuable information about agriculture, animal husbandry, politics, current issues, government policies, etc.

Subba Rao (1980)\textsuperscript{124} publishes his work in ILA bulletin. It helps to know the role of libraries in developing countries for rural upliftment. He Analyses data regarding libraries, educational institutions, publications, mass communication media and the effects on the development of rural societies in five countries from each category of developed, developing and underdeveloped countries. It concludes that libraries as a source of mass social change like other effective media, such as radio, cinema the village level worker adds that libraries have an indirect role in the service of rural educators.

According to Newke (1995)\textsuperscript{125} rural libraries collect, preserve, and disseminate oral traditions extend library resources and services into the audio-visual range and serve as a cultural centers. Researcher defines the functions of the rural libraries and role played by popular audio video medias such as film, cinema, and broadcast media especially radio and television and printing media such as newspapers.
Anil Takalkar and T. Rama Devi (2002) analyse the libraries existing presently in rural areas which in a poor state of affairs; lack of adequate resources, financial and human is identified as the major reason for the present status of rural libraries. Majority of respondents look for information relating to development schemes, employment opportunities, education, health etc. Mass media including newspaper, TV, radio are the major source of information followed by relatives and friends and government officials. This study suggests the transformation of existing libraries or establishing a new set up of dynamic information centers with the help of the latest IT to effectively cater to the information needs of the rural people.

Latha Gauri is a community reporter and member of voluntary organization named SNEHA in Hyderabad. On 17 November she took to the podium at the World Summit on the Information Society (WSIS) in Tunis. She remained her experience that in the rural areas and small towns there are other effective forms of communication technologies besides the Internet. The city is also home to dozens of cable TV providers and a bustling media industry. Yet audience in the villages linked by ‘Namme TV’ organized by SNEHA. It works on a low powered system in the KU-Band, fare is also reasonable in comparison with the major TV channels, and it has local news, farming features and health alerts. In the broad arena of alternative media in India, community run FM radio looked like a good candidate to fill the information vacuum. Several non-governmental initiatives such as World Association of Community Radio Broad Centers (AMARC) and the developing countries farm radio network. Community radio is making a real difference to the lives of millions of ordinary people. “Community radio is Africa’s Internet”. It reaches our most important audience; the illiterate and the hungry, says Food and Agriculture Organization (FAO) expert Jean Pierre Iboundo.
TRUST\(^{128}\) a Dehradun based NGO promoting narrow casting methods to reach out to the communities and engage them in asserting their voices and are nurturing talents like folk singers. Cable TV is good penetration in some areas. They started narrow casting their programs through cable TV. They promoted their program list by putting on walls of tea stalls. Shri Bhubneshwari Mahila Ashram (SBMA) is another organization in Gairsain in Gadhwal region. They are promoting English learning through radio; it distributed the radio sets to the schools. Government of Uttaranchal took over the program and is currently a project under Sarva Siksha Abhiyan and uses Edusat to reach the people.

4.2.10 Mobile libraries

Ian Dyson (1990)\(^{129}\) studied the actual scenario of rural areas and try to establish good library services to rural community. So far in this direction he published his work entitled ‘Mobile libraries in rural areas’ which cover the past, present and future of library provision in rural areas. Also examines the problems in providing services to the rural community and suggested solutions currently available e.g. mobile libraries, part time branch libraries, trailer or container libraries. Examines county library and museum service. Suggests possible developments for rural library services in the future.

Khanna(1994)\(^{130}\) makes another case study entitled ‘Mobile library service with a special reference to Delhi public libraries’ provided an opportunity to analyze and synthesizes many aspects relating to community information needs. Whereas association of bookmobile and outreach services is an organization founded in 2004\(^ {146}\). Its mission is to support and encourage government officials, library administrators, trustees and staff by making a provision of quality bookmobiles and outreach services to meet diverse community information and programming needs.
A survey conducted by the Center for the Study of Rural Librarianship (CSRL) of Pennsylvania on Book mobile patrons, revealed some interesting facts. Study found that 81% replied that convenience was the chief reason for them to use the book mobile. 38% of respondents said that they get books for themselves, 33% of parents bring their children to book mobile to choose books. Whereas majority of book circulation was on pleasure and relaxation this is followed by general knowledge. Out of the respondents a total of 55% of the users visit the book mobile every time when it comes to their area, among all 66% believed that access to the book mobile made their lives better. Of the patrons 80% of the users are the senior citizens and boomers, besides middle aged and young group.
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5.1. Introduction

In this chapter an attempt has been made to analyse the data collected for the study on community information services and needs of Shivamogga rural community. For the present study the data has been collected from the respondents who belong to fourteen Gramapanchayats of seven talukas in Shivamogga District. The study began with a pilot project, which was conducted for 50 respondents of Holehonnur rural community. After observing the outcome of this pilot project the checklist was appropriately revised and it was again employed for the final study. For the convenience of the study respondents are broadly categorized as male and female. From each village 35 males and 15 females are selected and conducted an interview with a structured questionnaire. At first the data was collected from the users through the questionnaire and has been presented under the following heads.

- Characteristics of respondents
- Library usage and information needs
- Information on sources and services
- Community information needs
- Awareness of programs sponsored by selected government departments
- Information on library staff

The presentation and analysis of the data is further made under several main subheadings with tables and graphs. Emphasis is concurrently given to the need of community information services and awareness of government departments programs...
Chapter 5  Analysis and Interpretation of data

and the role of library in disseminating community information services for the Shivamogga rural community. The data collected has been analysed statistically using SPSS (Statistical Package for Social Sciences) package. The data derived from application of SPSS is presented in different forms of presentation, tabulation, graphics and so on.

5.2. Survey Design and Administration

5.2.1. Respondents

The universe of respondents of the present survey constitutes rural community which includes male and female comprising farmers, labourers, employees, students, businessmen, housewives and labourers of home industries. All together the total number of respondents were 700 of which 490 males and 210 females.

5.2.2. Survey Instrument and Procedure

A questionnaire was designed to collect respondent’s demographic information, frequency of visit, library use pattern, need of community information services and awareness of community related programs offered by the government departments. All the questionnaires were distributed personally to the users and collected their opinion along with oral interview. Duly-filled questionnaires were used for further analysis.

5.3. Characteristics of Respondents

The number of respondents from the seven talukas of Shivamogga district is presented under table-5.1. The table illustrates that equal number of respondents are chosen from each taluk and from the each village (35 males and 15 females).
Table 5.1 Demographic information

<table>
<thead>
<tr>
<th>Taluk</th>
<th>Grama Panchayath</th>
<th>Male (N=490)</th>
<th>Female (N=210)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bhadravathi</td>
<td>Kudligere</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Hosur</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Shivamogga</td>
<td>Mathur</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Umblebylu</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Shikaripura</td>
<td>Koratagere</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Hittalal</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Sagara</td>
<td>Heggodu</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Talaguppa</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Hosanagara</td>
<td>Mastikatte</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Sulagodu</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Soraba</td>
<td>Chandragutti</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Udvi</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Thirthahalli</td>
<td>Basavani</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Devangi</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>490</strong></td>
<td><strong>210</strong></td>
</tr>
</tbody>
</table>

The table-5.2, 5.3 and graph 5.1 describe the gender wise and age wise distribution of respondents respectively. The response shows that 70% of respondents are male and 30% are female. Among the male respondents 33.26% are in the age group of 31-40 years, 29.59% are in the range of 21-30 years, 16.32% between 41-50 years and 13.06% are having below 20 years. In case of female 42.38% are in the age group of 31-40 years followed by 41-50 years (24.76%), 21-30 years (22.85%) and below 20 years (5.71%). Whereas least percent of male (7.75%) and female (4.28%) respondents have crossed 50 years.

Table 5.2: Gender wise distribution

<table>
<thead>
<tr>
<th>Sex</th>
<th>Respondents (N=700)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>490(70)</td>
</tr>
<tr>
<td>Female</td>
<td>210(30)</td>
</tr>
<tr>
<td>Total</td>
<td>700 (100)</td>
</tr>
</tbody>
</table>