CHAPTER- VI

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6.1. Introduction

In this chapter an attempt has been made to elucidate the major findings of the study of community information needs and the extent of services provided by Gramapanchayath libraries of Shivamogga district. This chapter also provides some of the important recommendations in how to provide community information services and method of communication and the role of librarians, village level workers, concerned government department and officials in disseminating basic community information to the rural mass.

6.2. Findings of the Study

The purpose of the study is to know the level of information services provided by Gramapanchayath libraries and role played by Government departments and concerned authorities in providing basic community information to the Shivamogga rural community. The findings of the study derived from the two chapters and it has been presented in three parts. Part-A: mainly focuses on the issues related to Gramapanchayath libraries of Shivamogga and their status, collection, services, physical facility, and about staff, while Part-B: highlights on the selected major five government departments and their programs and activities towards rural mass and the role played by the officials. Part-C: presents the major findings about the use of library resources and services by the rural community of Shivamogga. Further it also highlights the awareness and usage of government department programs and the satisfaction level of users in respect of media and agents in getting the need based community information.
6.2.1. Part-A: A Profile of Shivamogga Gramapanchayath libraries

1. From Monday to Friday 05 libraries are functioning between 7 am to 10 am and 3 libraries in between 7 am to 12 noon followed by 4 (8 am to 12 noon) and 2 (10 am to 1 pm). Meanwhile 8 libraries are opening between 4 pm to 8 pm during afternoon followed by 5 libraries between 5 pm to 9 pm. Whereas only one library kept open between 3 pm to 9 pm. In case of Saturday and Sunday all 14 libraries are kept open for half day. However, libraries are closed down on general holidays.

2. All together 1919 are registered members of which 1182 (61.69%) are male and 737(38.31%) are female. It is also observed that membership rate is more in case of Heggodu (236), Mattur (211) and Kudligere (164) Whereas Sulagodu (83) and Chandragutti (88) have low rate of registered membership.

3. Among the sample libraries Heggodu Gramapanchayath library has large number of Kannada books (3452) followed by Mastikatte (3014), Talaguppa (2845) and Koratagere (2800). It is interesting to note that Mattur rural library has good number of Sanskrit books (126)

4. Major collection of sample libraries is on books (33576) followed by biographical sources (315), pamphlets/brochures (261) and wall posters/pictures (146). Whereas least number of other forms of documents are viz. periodicals/magazines (89), year books (61), reports (42), dictionaries (40), geographical sources (33) and encyclopedias (15).
5. 60.48% of collection is on literature followed by sociology (10.94%), History (4.48%), Agriculture (2.23%) and General Science (2.20%). Meager percent of documents are on Education (1.90%), Entertainment (1.87%), Religion (1.52%), Politics (1.49%) and Health (1.40%).

6. Majority of librarians (57.14%) have good relation with community agents followed by village level workers (42.85%).

7. Majority of Gramapanchayath libraries has Radio (100%) as a strong medium of communication. Whereas no library has television and few libraries have documentary films (28.57%). It is unfortunate to mention that no library is using any type of ICT tools in the library.

8. Cent percent libraries most frequently providing book lending service followed by reading room service and job oriented service (each 50%), Community information service (42.85%), Current awareness service and newspaper service (each 35.71%). Whereas very few libraries are providing reference service (28.57%).

9. Cent percent of libraries most frequently organises national festivals. Meanwhile each 57.14% of libraries most frequently conduct orientation program and student support service followed by community awareness programs (35.71%) and lecturing (28.57%).

10. The study found that major percent of libraries are using Colon Classification (CC) (42.85%) and Dewey Decimal Classification (DDC) (35.71%) Whereas considerable numbers of libraries (21.42%) are not using any scheme of classification to classify the documents.
11. In case of catalogue code 35.71% of libraries are practicing Classified Catalogue Code (CCC) and 28.57% of libraries are practicing Anglo-American Catalogue Code 2nd edition. Further 35.71% of libraries are not using any catalogue code to catalogue the documents.

12. 21.42% and 35.71% of libraries are not using any scheme of classification and catalogue code because of the lack of trained staff, non availability of classification schedules and catalogue codes and some libraries felt small collection does not require any classification and catalogue.

13. 42.85% of libraries issued two books for each user. Whereas 21.42% of libraries issued three books for each user. While 21.42% of libraries have not fixed any numbers to issue the books and 14.28% of libraries issued the books depending upon the user needs.

14. Data shows that 50-55 books are issued per day in Heggodu Gramapanchayath library followed by Mattur (40-45 books) library. Whereas 30-35 books are issued in Udvi gramapanchayath library. Equally good numbers (25-30) of books have been issued in Koratgere, Mastikatte and Basavani library. Each 20-25 books were issued in Kudligere, Umblebylu, Talaguppa, Sulagodu and Devangi gramapanchayath library. Very few libraries are issuing 15-20 books per day.

15. Average daily attendance of the reader is more in Heggodu (60-65) followed by Mattur, Sulagodu and Udvi (each in the range of 50-55) and Koratagere, Talaguppa, Mastikatte, Devangi (each 40-45) rural libraries.
16. 28.57% of librarians have certificate course in library science (CLib) and 21.42% of librarians are passed SSLC. Whereas each 14.28% of librarians having PUC, DLib science and BA qualification only 7.14% of librarian passed BLib Sc.

17. Study explores that out of 14 sample libraries 9 rural libraries have independent buildings whereas 5 libraries are located in Grampanchayath building

18. 100% of libraries have drinking water facility but few libraries have sufficient ventilation facility. Further Mattur and Heggodu libraries have electric fan facility to get good air and feel relax while study. It is significant to note that no library has toilet.

6.2.2. Part-B: An overview of Government Department

1. Study shows that 100% of Government departments most frequently use pamphlets, broachers, posters, radio and newspaper as a means of communication. 33.33% of each from Department of Women and Children Welfare and Social Welfare are occasionally using library as a medium to communicate department information to the community.

2. Social Welfare Department makes use of A/V material to disseminate department programs followed by Women and Child Welfare Department (66.66%). Whereas internet is the occasionally used medium among District Industrial Centre (100%) followed by District Health Office (75%), Social Welfare (66.33%), Agriculture (40%) and Women and Children Welfare Department (33.33%).
3. 50% of health and agriculture related information communicated through village level leaders. While Women and Children Welfare Department and Social Welfare Department (each 33.33%) also used the same channel.

4. All departments (100%) supply the departmental information directly to the beneficiaries by means of posters/brochures and advertisements.

5. Cent percent of government department’s representative agreed that libraries are community information centres.

6. 41.17% of different department officers do not supply information of their respective departments to the library. Whereas each 23.52% of officers supply information to rural libraries to some extent and to least extent.

7. All the departments (100%) make use of both Kannada and English news papers to communicate their programs to the beneficiaries. Further all the departments (100%) communicate their programs through Yuvavani, Pradesha Samachara, Phone in Karyakrama, Chit-Chat Atithi, and Advertisement programs which are broadcast through radio.

8. In general most popular programs are Drama (88.23%), Maneyalle Maddu (76.47%), Raitarige Salahe (70.58%) and Mathu-Kathe (64.70%). In case of education supportive programs IGNOU Pooraka Shikshana and Samudayadatta Shale (35.29%) are most popular programs. Whereas Krishiranga (35.29%), Kisanvani, Radio Raita (29.41%each) are the most popular programs among the farming community.
9. Data shows that 35.29% village level worker have the awareness about internet usage. Whereas 64.70% of workers are unaware about the internet usage. It is also observed that 29.41% of district officers (higher authority) daily use internet in their offices.

10. Cent percent of village level workers agree that print media is convenient to communicate departmental information and they prefer newspaper, pamphlets, circulars, posters and brochures to transfer information related to their departments.

11. 100% of the village level workers opined that radio, television and films are the most preferable non print media by the departments. Whereas 76.47% of officers just prefer internet as a non print media by the departments.

12. 58.82% of departmental representative opined that level of information seeking habit among the rural community is above average followed by average (35.29%) and below average (5.88%).

6.2.3. Part-C: Community Information Services and Information Needs of Shivamogga Rural Community

i) Membership and library visit

1. All respondents (100%) have enrolled for membership in the library.

2. 53.26% of male respondents visit the library every day followed by occasional (19.59%), once in two or three days (14.28%), and weekly (12.85%). In case of female respondents large numbers of them (46.66%) visit once in two or three days and 28.57% everyday followed by occasional visits (14.76%).
3. Large number of farmers (55.49%) and employees (53.57%) visit at evening hours followed by businessmen (53.78%), labourers (50.4%) students (39.2%) and housewives (33.33%). Whereas 51.51% of housewives and 32% of students visit in afternoons. Small percent of business men (13.63%) and students (12.8%) visit at morning times.

4. Among the total respondents 90.90% of housewives spent less than one hour followed by farmers (85.54%), labourers (75.2%), businessmen (58.33%) and student (55.2) community. However 55.35% of employees and 39.2% of students spent one to two hour in the library.

5. Large percent of male (72.65%) and female (52.85%) are satisfied from the library hour. It can also be seen that 25.30% of male and 22.85% female are fully satisfied by the library hours followed by 47.14% of male and 30% of female are just satisfied.

ii) Information on Sources and Services

6. Books are the most preferred sources among the male community (62.44) followed by periodical/magazine (60.40%), pamphlet/brochure (44.89%), television (45.21%) and radio (39.59%). In case of female most preferred sources are television (57.61%), books (43.80%), pamphlet/brochure (38.57%), periodical/magazines (37.61%) and radio (31.90%).

7. It can also be seen that 51.42% of male respondents are fully satisfied with the book sources followed by periodical/magazine (31.02%), while 30% of female respondents are fully satisfied from book collection followed by radio (38.57%) facility.
8. Large number of male respondents most frequently seek information on agriculture (53.46%) followed by political (53.26%), business (51.41%), social (49.18%) and entertainment (44.89%). Whereas major percent of female respondents most frequently seek information on entertainment (56.66%) followed by occupational based information (41.42%), economical (48.09%) and employment (38.09%).

9. Good number of both male (47.34%) and female (43.33%) respondents most frequently read regional newspapers which are published in regional language i.e. Kannada followed by local newspapers (male 23.67%, female 23.80%). Very small percent of male 10.20% and female 15.71% most frequently read national level English newspapers.

10. Study explores that 53.46% of male respondents most frequently read columns related to agriculture followed by political (53.26%), social (50.81%), local information (49.38%), entertainment (45.10%), editorial (40.81%) and letter to the editor (34.08%) section. Entertainment (56.66%) is the most frequently readable columns by the female respondents followed by business (48.09%), women issues (40.47%), sports (39.04%), health (38.09%), social (37.14%), local information (35.71%) and editorial (34.76%) article.

11. 30.06% of male and 33.60% of female are fully satisfied from the collection and services offered by the libraries followed by 42.08% of male and 32.78% of female are just satisfied.
12. 42.44% of male respondents opined that book lending service is in above average followed by job oriented service (36.32%) and current awareness service (31.42%). In case of female respondents above average services are viz. book lending service (53.80%), current awareness service (35.71%), job oriented service and newspaper service (equally 32.85%).

13. In case of male most frequently organizing community supportive programs are student support programs (30.61%) and national festivals (25.30%) and community awareness programs (19.38%). Major percent of female respondents are of the opinion that national festivals (40.09%), community awareness program (33.80%) and students support programs are frequently organized community supportive services.

iv) Information Media and Agents

14. Newspaper and Television (each 100%) play a major role in providing basic community information followed by pamphlets/brochure (92.04%) and radio (87.75%). Further among the respondents both male and female opined that television (male 58.57% female 65.23%) is the fully satisfied medium and stands in the first rank followed by newspaper (male 57.75% female 58.09%), radio (male 52.04 female 45.23%) and pamphlets (male 33.06% female 24.28%).

15. Friends (male 42.44%, female 39.04%) and village leaders (male 49.18%, female 33.80%) are fully satisfied with information agents followed by village level workers and district officers (each 29.38% male and 20.47% female). Whereas 87.14% of female respondents are fully satisfied with Anganavadi teachers help and 27.14% of male and 22.45% of female fully satisfied with librarian service.
16. Respondents were asked to mention the overall percentage of information obtained from the library in ten point percentile scale. Cumulative data shows that 55.51% of male and 41.90% of female obtain 50% of information and 15.51% of male and 20.47% of female obtain 60% of information. Only 5.71% of male and 5.23% of female obtain 70% of information.

\textit{v)} Physical facility

17. In view of 16.53% of male and 23.80% of female room space provided for reading and library staff is fully sufficient followed by ventilation facility (male 22.85%, female 28.57%). Overall responses show that respondents are partially satisfied with facility viz. room space for library collection (male 58.97%, female 50.47%), ICT tools (male 79.38%, female 75.71%), store room (male 65.30%, female 54.28%), space for conducting lecture (male 67.55%, female 68.57%) sitting chair (male 59.18%, female 47.61%) reading tables (male 46.12%, female 45.23%), shelves (male 54.28%, female 38.57%) and electric light facility (male 53.06%, female 35.71%).

18. 100% of respondents feel that radio is the best means to telecast community related programs.

19. Study explores that 37.75% of male respondents most frequently listen to Krushi Varthe and each 34.89% of them listen to National news and Pradesha Samachara. In case of female 35.71% respondents listen to Arogya Bhagya and Krushi Varthe (34.28%) followed by National News and Pradesha Samachara (each 33.80%). whereas Chintana (23.80%) and Kisan Vani (24.76%) are occasional programs listened by female respondents.
vi) **Awareness of Government Department Programs**

20. Cent percent of respondents are fully aware (each 100%) about the functions and activities of the five selected government department and totally they agree with the services rendered by these departments for the betterment of rural community.

a) **Women and Children Welfare Department**

21. Newspaper (88.24%), radio (77.36%), village level workers (71.02%), village leaders (66.84%), television (62.34%), and library (50.02%) are the major channels for bringing awareness about Department of Women and Children Welfare activities and services. In case of female newspaper (66.57%), radio (61.18%), village level workers (55.63%) and anganavadi teachers (43.98%) are the major sources.

b) **Social Welfare Department**

22. Awareness about Social Welfare Department has been brought out by newspaper (male 79.04%, female 83.84%), radio (male 71.82%, female 74.02%), village leaders (male 59.46%, female 47.07%) and library (male 57.44%, female 34.00%).

c) **District Health office (DHO)**

23. Cumulative data from the table 45 (a) and 45(b) highlights the role played by the media in communicating District Health office programs to the rural mass. Data reveals that radio is in the first place (male 76.63%, female 70.84%) followed by newspaper (male 72.84%, female 64.66%), television (male 63.74%, female
58.36%), pamphlets/brouchure (male 55.68%, female 51.38%), library (male 55.46%, female 32.60%) and village level workers (male 43.10%, female 51.00%). Whereas 62.70% of female respondents aware through anganavadi teachers.

d) **Department of Industrial Centre (DIC)**

24. Radio (male 66.69%, female 49.44%), newspaper (male 64.73%, female 57.54%) and library (male 39.98%, female 14.52%) play an important role in bringing awareness about DIC.

e) **Department of Agriculture and Horticulture**

25. Cumulative data from the table 49 (a) and 49 (b) highlights the role played by the media in communicating the programs of the Department of Agriculture and Horticulture to the rural community. Data shows that radio (male 77.86%, female 84.55%) is in first place followed by village leaders (male 69.12%, female 61.00%), newspapers (male 64.73%, female 74.51%), village level workers (male 63.94%, female 37.96%) and pamphlets/brouchre (male 43.08%, female 35.90%) whereas negligible role is played by library.

vii) **Library staff**

26. 59.59% of male and 59.04% female opinioned that library staff is ready to help when ever they need their assistance.

27. Male respondents opinioned to the full extent that library staff is knowledgeable (37.14%), outstanding and user friendly (each 33.67%), updated (32.44%), motivated (31.63%), supportive (30.61%) and creative (30.20%). Whereas in
view of female respondents library staff is knowledgeable (40.47%), outstanding (37.61%), user friendly (34.76%), motivated (33.80%), supportive (32.85%) and creative (31.90%).

28. Out of 70.40% of male respondents 32.46% are fully satisfied with the library services followed by just satisfied (43.76%) and partially satisfied (24.05%). Out of 64.28% of female each 37.77% of respondents are fully satisfied and just satisfied with the library services followed by 22.22% partially satisfied.

6.3. Suggestion and Recommendations

Based on the findings of the study, in this section an attempt has been made to suggest a few remedies, which will help the rural community in getting the need based community information from the Gramapanchayath libraries. It will also be helpful to the Gramapanchayath libraries, librarian and for the government department to integrate the activities and services of their respective departments and convert the Gramapanchayath libraries as a community information centre. Further study suggests the application and utilization of modern ICT tools in communicating the community information services for its optimum use.

An attempt has also been made to design a model community information system by using various ICT components.

6.3.1. Part-A: A Profile of Shivamogga Gramapanchayath libraries

1. It is found from the study that library opening hours vary from one library to another. Since greater number of respondents are free during morning and evening hours, library should be kept open from 8 am to 11 pm and 3-30pm to 8 pm.
2. Documents on literature is in first rank followed by other subjects so for it is recommended that importance should be given to documents related to community information such as health, social needs, agriculture, farming, small scale industries, handicrafts, vocational courses, citizenship information, science and technology. Besides this library should also procure good number of biographical sources, geographical sources, reports, reference collections, yearbooks and documentary films.

3. It is found that considerable percent of librarians have good relation with other government department officials. Hence it is suggested to organize occasional meetings at library for both department officials to share the information regarding new programs, policies at the government level and at panchayath level that would be more useful to the community.

4. It is unfortunate to mention that no library has been using any type of ICT tools in the library. Study strongly recommends that urgent need to provide basic ICT facilities such as computer, Xerox, printer, and internet facility in the Gramapanchayath libraries and provide necessary training for the librarians to operate the tools.

5. 100% of all the libraries have radio as a strong medium of communication but the demand is more for community radio station along with the AIR station.

6. Librarian should extend community based information services viz. health information, agriculture, small scale industry, bank loan facility etc in collaboration with village level workers.
7. Along with the community services libraries must organize extension services with the assistance of local departmental workers for the rural community. In addition to this libraries must organize quiz and debates.

8. 40% of libraries have adopted either CC or DDC for classifying the documents. Therefore the study suggests using common scheme of classification for the benefit of library co-operative activities.

9. Study also highlights that there is no uniform rule regarding the issue of books to the user. Study suggests bringing uniformity in issuing of books.

10. Study shows that very few librarians have professional course certificate. Therefore it is suggested that Department of Public Library should arrange to provide formal library and information science training to all librarians who have not undergone professional training in LIS field.

11. Study explores that among the sample libraries only 9 libraries have independent library building whereas other 5 libraries are located in the Gramapanchayath building. So there is an urgent need to provide independent library buildings along with all necessary infrastructures to strengthen the activities and services of the library.

12. In this tech savvy era rural libraries remain in digital divide. To overcome these problem rural libraries should be provided with internet facility and enable it to act as a good community information centre.
6.3.2. Part-B: An overview of Government Department

13. Study shows that 100% of government departments most frequently used pamphlets, broachers, posters, radio and newspaper to communicate department programs. Therefore the study suggests that government should enact the act to supply two copies to rural libraries. So that publication will reach to all beneficiaries.

14. Along with the traditional media concerned department should make use of A/V materials and internet technology to a maximum extent to communicate department programs to the rural mass.

15. Study also suggests that district officers and village level workers should be in regular contact with Gramapanchayath libraries.

16. Study found that no department has its own website and lack of knowledge about the internet use among the officers and village level workers. Study strongly suggests that each department should have its own website and latest information related to their department should be published on their department website.

6.3.3. Part-C: Community Information Services and Information Needs of Shivamogga Rural Community

17. Data shows that 53.26% of male respondents visit every day and 14.28% in once in two or three day followed by 19.59% in occasional. To convert these occasional users to potential user, library must build good collection along with good infrastructure and provide basic community information service is the urgent need.
18. After analyzing the present situation of rural libraries researcher felt that there is an urgent need to establish an Integrated Community Information System (ICIS) by using various technological components such as internet, telecommunication, content management software, open sources software etc.

19. Throughout the study large percent of respondents got awareness about the different government departments programs through only radio, newspaper and television. Study felt that librarian, village level workers, local village leaders, anganavadi teachers should become active in transferring need based information to the community.

Apart from above suggestions researchers put forth some more suggestions that are in general in nature;

i) A periodical review to determine the needs of users and effectiveness of services should be conducted by libraries.

ii) Identification of community information needs through careful research.

iii) There is an urgent need to provide adequate information literacy and education for the rural community

iv) Collection of community information from all sources and in all forms. Therefore the established rule for obtaining and organizing these materials should be made.

v) The acquisition of these materials should be on the basis of local and translocal community need and should be accurate, extensive and up-to-date.
vi) The pictures and posters should be displayed in library.

vii) The community information must be organized and repackaged in a manner that will be best suited to the needs of community members.

viii) All rural public libraries in a state should be connected through a networking system to share their resources. Further the state network should have connectivity to different regional, national, and international library networking system.

ix) The public library should keep close link between other governmental and non-governmental agencies, experts of different fields to collect and share resources.

x) Each public library should prepare directories on different aspects, such as health, education, transport, telephone etc and on different agencies, along with their activities and contact points of their locality to meet the general community information needs of the community.

xi) The relationship between library personnel and users should be increased through constant interaction. In this context it is highly suggested that each library should carry out proper human resource planning and development process.

xii) Follow the organizational structure suggested by the National Knowledge Commission for the Rural knowledge centre/community information centres in block level.

xiii) Further a special division for community information should be established in each State which should act as a clearing house for all the issues pertaining to community information and to ensure the viability of rural public libraries.
xiv) Government should introduce innovative services called "Moblogs", it means mobile weblog to speedy communication of their programs to user community. It consists of content posted to the Internet from a mobile phone and it enable the users to share multimedia files, especially photos captured via mobile terminals, with their friends, family and other community members on-line.

6. 4. Scope for further study

Thus this study provides an overview of community information needs in Shivamogga rural community and gives more emphasis on how rural communities get access with day to day basic information needs and the role played by Gramapanchayath libraries of Shivamogga in fulfilling their information needs. However this study is a micro study shed light on only Shivamogga district whereas there is a lot of scope to conduct similar studies in different community groups. There is an urgent need to conduct further study of this kind because now a days community study is highly neglected on the part of professionals and by the government. There are certain areas, which require more detailed study they are listed below;

- Design of integrated community information system to integrate different government programs
- Scope for conducting study on application of IT and the role of Mass Media in the rural libraries of India
- Impact and importance of open source software and content management software in designing community information systems
6.5. Conclusion

Realizing the growing complexities of present day society and the increasing demands for information, a new dimension is recommended to supplement traditional library service. This service is variously called “Community information service”.

To serve the people, it is necessary to go to their door steps, to operate at levels where they live. This necessitates the setting up of a network of community information centres across the country whereby the library professionals will be able to interact with the people, widen their vision, redesign their programs and actions and thereby integrate themselves in the mainstream development process.

To achieve the same the program should be constantly reviewed and necessary changes and modification should be made to provide effective and efficient community information service (CIS). Because community information service is the major aspect of the library domain. It needs lot of research, study and needs a navigator to uplift the quality of community information service and to introduce new innovative ideas to build strong, intelligent and knowledgeable community. Besides this the government should frame some policies which will support to enhance the services of government departments to reach the rural mass and to build the community, create social cohesion, assist in personal training, favour citizen participation and lead to cultural development as a sine-qua-non condition of human development. All in all, policies serve to build the community.

We librarians must feel part of the community, just like any other representative in the community in order to foster the good communication with local and political officials of the society. The objective is to be one of them, and with them, to be proactive in cultural development of the community.