

LIBRARY AND KNOWLEDGE ADVOCACY IN INDIA: IN THE WAKE OF DIGITAL ENVIRONMENT AND RECENT INITIATIVE BY GOVERNMENT OF INDIA.

Shiba Bhue
Librarian,
Kendriya Vidyalaya
INS Chilka
Dist: Khurda, Orissa. India

Nabakumar Bhoi
Asst.Librarian,
Rajiv Gandhi University of Knowledge
Technologies
Nuzvid, Andhra Pradesh. India

Karan Singh,
Librarian
Viksah Degree College,
Bargarh, Odisha. India

Abstract

Library movement takes place in India in different phases from 12th century to 21st century since India known for its knowledge and contribution in the field of astronomy, mathematics and spirituality from ancient period .Library advocacy in India has its origin dates back to the Maharaj SayajiRao Gaikwad .The father of library movement in India and proud of Gujarat .S.R Ranganathan works for library science Vadodara Library movement are two remarkable golden periods in the history of library science in India. Nalanda Library and Taxsila were epitome of our rich Library legacy. Connemara Public Library of Madras and Khuda Baksh Oriental public library (Patna) and Sarasvati Mahal Library, of Tanjavur is the front runner of mile stone in the history of public Library. With Passes of public library acts and formation of different library associations in India could not up to the marks in the development of public libraries of India. With the development of ICT,

globalized world and liberalization, the transfer of technologies helps academic libraries to keep pace with time have made Some remarkable progress in the field of Library recent automation, digital library and institutional repositories .How ever during last few years Govt. of India also supported Library activities through different programmers and policy matter .Some recent initiative by Govt. of India in 2013-2014 and early 2015 also noteworthy of discussion.

Keywords: Knowledge Advocacy, Digital India, Digital Literacy, E-library, Information Communication Technology

Library Advocacy

To advocate is to plead in favor of or to support, promote, and defend publicly, and advocacy is a system or discipline of organized support, promotion, and defence of a cause, an association, or an institution in the public arena. In the world of libraries, advocacy has come to mean two things—the public, organized support and promotion of individual libraries or individual library services and the public, organized support of libraries in general or of library Issues and causes in particular. Although many libraries movements have taken place in India in support of public library like Vadodara Library movement, Dasarathi Pattanaik movement in Odisha etc. are noteworthy. However r Advocacy in the

digital environment is a unique in India recent initiative by the government is need discussion here.

National knowledge Commission (NKN)

National Knowledge Commission was set to prepare a blueprint to tap into the enormous reservoir of our knowledge base so that our people can confidently face challenges of the 21st. Century. Which recommended in terms of development of libraries are as follows:

- Prepare a national census of all libraries.
- Revamp library and information sciences education, training, and research.
- Re-assess staffing of libraries.
- Set up a central library fund.
- Modernize library management.
- Encourage greater community participation in library management.
- Promote information communication technology applications in all libraries.
- Facilitate donation and maintenance of private collections.
- Encourage Public Private Partnerships in LIS development. (PIB, 2007)

National mission for libraries (NML)

NML Proposed to undertake renovate the public library system in India by making accessible information and knowledge to all and transform India in to Knowledge society and knowledge base society. The scheme envisages creating a national virtual library of India for facilitating a comprehensive database on digital resources on information about India and on information generated in India. This would be facilitated in an open access environment. The scheme would develop six libraries under Ministry of Culture, 35 state central libraries and 35 district libraries, with particular emphasis on economically backward districts, as model libraries. In addition, 629 district libraries across the States would be provided network connectivity. The scheme intends to prepare a baseline data of libraries in India through a quantitative and qualitative survey of 5000 libraries to collect detailed information on quality characteristics and performance indicators in terms of their traditional role as readership promoters. It would also be assessed whether these libraries meet the requirement of their users in the electronic/internet era. (PIB, 2013)

National Knowledge Network (NKN)

NKN Project is aimed at establishing a strong and robust internal Indian network which will be capable of providing secure and reliable connectivity. Bring together all the stakeholders from science, technology, higher education, healthcare, agriculture and governance to a common platform. Using NKN, all vibrant institutions with vision and

passion will be able to transcend space and time limitations in accessing information and knowledge and derive the associated benefits for themselves and for the society. Establishing NKN is a significant step towards ushering in a knowledge revolution in the country with connectivity to 1500+ institutions. NKN is intended to connect all the knowledge and research institutions in the country using high bandwidth / low latency network. (PIB, 2011)

Right to information (RTI)

Right to Information Act 2005 mandates timely response to citizen request for government information. The basic object of the Right to Information Act is to empower the citizens, promote transparency and accountability in the working of the Government, contain corruption, and make our democracy work for the people in real sense. It goes without saying that an informed citizen is better equipped to keep necessary vigil on the instruments of governance and make the government more accountable to the governed. The Act is a big step towards making the citizens informed about the activities of the Government. (<http://righttoinformation.gov.in/>)

it's not only a right but this acts awaken people about information, the importance information and knowledge since Library are custodian of information and knowledge libraries become to regarded as information Centre and Librarian as Information Officers .

Five Laws of Library science started reincarnation process like

1. Information is for use.
2. Every information has its importance.
3. Every user his or her information.

Right to education (RTE),

Sarva Sikshya Abhiyan (SSA) and Rastriya Madyamik Sikshya Abhiyan (RMSA) have made provision of 'No School without a Library' along with other basic infrastructures in a school. Each school will be a Library to promote reading habit among student's universalization of primary education essentially will enhance social demand for universal access to information and knowledge. Almost all Kendriya Vidyalaya School libraries are automated with E-Granthalaya software and barcode system, similar effort has been taken in others Nationals and State school Levels. Rastriya Uchhtar Sikshya Abhiyan (RUSA) laid special emphasis on quality library service with all modern technology of library automation and digitalization.

Digital India

A programme to transform India into digital empowered society and knowledge economy. Digital India Digital India is one of the giant take envisage by the Govt. of India which seeks

1. Universal digital literacy.
2. All digital resources universally accessible.
3. All Government documents/ certificates to be available on the Cloud.
4. Availability of digital resources / services in Indian languages.
5. Collaborative digital platforms for participative governance.
6. Portability of all entitlements for individuals through the Cloud. (PIB,2014)

Digital India a visionary program initiate by Present Government Led by Prime Minister Narendra Modi which will be a milestone for the library advocacy in the field of digital library, virtual libraries and institutional repositories . Digital divide will bridge through the digital India and Cloud application will help a lot to the Libraries communities.

E-Kranti

Another land mark initiative by the present govt. which can shape the India in term of information technologies. Libraries in India will be benefitted a lot through the E Kranti Progrmme. The objectives of 'e-Kranti' are as follows:

- Redefine NeGP with transformational and outcome oriented e-Governance initiatives. Enhance the portfolio of citizen centric services.
- To ensure optimum usage of core information & communication technology (ICT).
- To leverage emerging technologies.
- Transformation and not translation.
- Integrated services and not individual services.
- ICT Infrastructure on demand. Cloud by default. (PIB, 2015)

National Mission for Super Computing

The mission would be implemented by the department of science and technology and department of electronics and information technology (DeitY) through center for development of advanced computing (C-DAC) and Indian institute of science (IISc), Bangalore. This will be done at an estimated cost of Rs. 4,500 crore over a period of seven years, The mission has been conceptualized and evolved keeping in view the ever increasing

computing demand of the scientific and academic community in the country, international technology trends and roadmaps, strategic importance and emergence of supercomputing as a benchmark for scientific and technological advancements,. It envisages empowering academic and R&D institutions spread over the country by installing a vast supercomputing grid comprising of more than 70 high-performance computing facilities. The mission supports the government's vision of 'Digital India' and 'make in India' initiatives. These supercomputers will also be networked on the national supercomputing grid over the national knowledge network (NKN).The NKN is another programme of the government which connect academic institutions and R&D labs over a high speed network. Academic and R&D institutions as well as key users departments/ministries would participate by using these facilities and develop application of national relevance. The Mission also includes development of highly professional High Performance Computing (HPC) aware human resource for meeting challenges of development of these applications. (PIB, 2015)

Digital Literacy

Department of higher education, ministry of HRD implementing the National Mission on Education through Information and Communication Technology (NMEICT) to use the potential of ICT in teaching and learning process. E-content in a number of subjects pertaining to the engineering, science, social science and humanities streams have been created for the benefit of the students and learners. The information and library network

(INFLIBNET) center of the UGC has taken up a number of initiatives for enhancing access to academic resources through ICT, such as i) UGC-Infonet digital library consortium (<http://www.inflibnet.ac.in/econ/>) that extends access to selected scholarly electronic journals and databases to the universities in different disciplines; ii) Shodhganga (<http://shodhganga.inflibnet.ac.in/>) a place of Indian electronic theses and dissertations, that enables online submission of theses and dissertations by research scholars in digital repository set-up at the INFLIBNET Centre; iii) Shodhgangotri (<http://shodhgangotri.inflibnet.ac.in/>) that enables research scholars to submit approved synopsis of research proposal submitted to the university; iv) Open Journals Access System (<http://www.inflibnet.ac.in/ojs/>) that facilitates faculty and researchers in Indian universities to launch their open access journals on OJAS platform; v) Access management technologies that would facilitate users to access e-resources irrespective of their physical location. Besides, the Centre through a project entitled “National Library and Information Services Infrastructure for Scholarly Content” (<http://nlist.inflibnet.ac.in/>) (N-LIST) provides access to electronic journals and electronic books to eligible colleges. (PIB, 2015)

E Library

The national electronic library (NEL) is a digitized library, which will be device independent. It will be accessible to every citizen of the country. This is expected to become operational in the 2015 academic year. This portal will assimilate content from central universities and premier educational institutions and make it available in a digital format.

The e-library will be accessible on any device laptops, smart phones, and tablets. According to Govt. Israel, Norway, UK, and the UNESCO have already offered to work on this project as collaborators. This (e-library) will also enable teachers to learn continuously even when they teach and helpful a lot to the student communities.

Open course ware

Union HRD Ministry has initiated the SWAYAM Programme, a Massive Open Online Course (MOOC) platform that is expected to go live within this year. On this platform professors of centrally funded institutions like, IITs, IIMs, Central Universities, etc. will offer online courses that will be accessible by all Indians free of cost. The learner will also be able to request for a verified certificate, though a small fee will be charged for that. During the first phase IIT Bombay, IIT Chennai, IIT Kanpur, IIT Guwahati, University of Delhi, Jawahar Lal Nehru University, IGNOU, IIM Bangalore, IIM Calcutta, and Banaras Hindu University have been brought onboard. Courses in areas such as engineering, social science, energy, management, and basic sciences, among others will be made available to learners. Previously India's Library communities, teachers and students totally MIT open course ware or any other courseware of different countries for academic research and learning but scenario has been changed.

Conclusion

All this program are being undertaken by Govt. of India to support knowledge creation , e content creation and making digital India for bringing transparency , efficiency, and effectiveness in overall development of countries .Knowledge and information plays important role in nations life in order bridge the digital divide, access of knowledge and information to all India's efforts are appreciable . Knowledge based society and knowledge based economy is prerequisite for sustainable development. Initiative by the Govt. of India for advocacy of Knowledge and Library Will pay the dividend and the continuity of that entire advocacy will take India to a Greater height.

“IT+IT=IT; Indian talent + Information technology = India Tomorrow”

– PM, Shri Narendra Modi

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