

Information Services to Rural Community Through Libraries With Special Reference To Dakshina Kannada And Udupi Districts

***Lokaraja V S and **Purushothama Gowda M**

** Research scholar, Library and information science Department, Mangalore University*

*** Librarian, Mangalore university Library*

Abstract

Information is basic need of human life, In India most of the population will lives in rural areas. if we plan for the development of rural area through information center with ICT, we can achieve the goal. So, libraries in rural area should be given more importance and it has to be up graded as community information center with a strong leadership and qualified person to do something better for their development. This paper focusses on the library resources, facilities and its information services to the rural community. Study also includes the channels used by the rural community

Keywords: *Information services, Rural Community, community information Centre, Rural Library, Channels of information*

Date of Submission: 21-02-2021

Date of Acceptance: 04-03-2021

I. INTRODUCTION

Information has been considered as the fifth need of man ranking after air, water, food and shelter by subject experts. In fact, in view of the vital role played by information in daily life, it should be considered as the first need in terms of survival. Without this information, it is difficult to go through the challenging process of life. villages are considered as the back bone of the nation. Most of the Population lives in rural areas. If proper action is not taken for the development of rural communities, the dream of a developed India may be far from fulfillment.

Community information is required by community people to solve their day today problems related to health, education, agricultural, housing, legal, sociological issues. so, it is very important for rural communities to get information in community information center. In India, community information services came in to existence. Since the inception of Grama panchayath but due to some problems it is not providing effective information services. Sincere attempt should take for this issue to make better India.

II. REVIEW OF LITERATURE

Behera and Parida (2014) in their study discussed the information need of different rural communities and the impact of rural libraries in achieving their socio-economic development of Orissa state. The study points out respondent's reading time, their preferred language, internet access, frequency, duration as well as websites accessed by them. the rural libraries are useful in satisfying the information needs of different communities in their day-to-day life.

Francis Adesoji Fabunmi (2011) in his study, he declares that, the provision of information needs and library services for rural community development, its challenges for democratic government in Nigeria.

According to Biradar and Sujjin Butdisuwan (2010) libraries should extend their service and outreach programs to the rural dwellers in real sense. This paper concentrates mainly on community building what? Why? How? And also, role of community information centers in community building.

Zala, Laviz and Patel, Niraj (2009) observed the role of an information centre/library in the uplift of rural people in various areas such as education, health agriculture, and employment. Use of Information Communication Technology (ICT) at the bottom of pyramid to enable the rural citizenry to access the resources available at the Rural Information Centre (RIC). In this paper they also examine how the RIC can help the government, NGOs and Self-Help Groups (SHG) to alleviate poverty, eradicate illiteracy, awareness about health, self-employment and the benefits of e-governance for sustainable development at the bottom of the pyramid.

Sami, Lalitha, Iffat, Rabia and Shahida (2008) say that development of a country depends on the development of all its parts. Since major part of India comprises of rural areas, the development of the country is

possible only with the development of the rural areas, since they are remote and scattered. They suggest the application of Information Communication Technology could be the best method to improve the rural areas and also some of the areas where ICT could be applied and make the rural masses enlightened.

Need for the study

Access to global information especially in rural areas is still a dream in developing countries like India. Rural areas today are lacking basic minimum infrastructure facilities and resources as compared to urban areas in spite of developmental programmes by government of India to raise standard of living of society at large.

Community information is the basic need of the masses and lack of access to information both public and private information is one of the major drawbacks for community development. Therefore, community information services are very much needed for the people so as to be informed about the changes around themselves and to improve their standard of living in all aspects.

Scope and Limitations

The study will be based on the primary data to be collected from the rural areas of the Dakshina Kannada and Udupi districts only. It includes five Talukas in Dakshina Kannada District (Mangalore, Puttur, Bantwal, Sulya, Belthangady,) and three Talukas in Udupi district (Udupi, Kundapur, Karkala). The study relates to information needs of rural community only. Hence, the information, opinions, perceptions of the rural people will be collected on the basis of disproportionate random sampling. The rural people consist farmers, employees, house wives, labors and students.

Objectives of the study

The following objectives are formulated they are;

- To study the activities of the rural community and their basic information needs.
- To know the information channels used by the rural community and the existing information sources and services available in the rural libraries.
- To study the role of different rural libraries/ centers/agencies in meeting the information needs of the rural community.

Research Methodology

For the study, detailed structured close ended with Likert scale questionnaire was designed keeping in view of objectives of the study and questionnaires distributed on the basis of sampling technique to all sectors of the rural community including Farmers, Employees, house wives, labors and students. Duly filled questionnaires were collected and analyzed the data with statistical tools and results interpreted and defined.

The researcher personally visited the geographical area of research study and administered the structured questionnaire to the 450 samples in DK and Udupi.

Table .1 Distribution and Responses of Questionnaire

Sl. No.	Name of the District	Population	Questionnaire Distributed	Response Received	Percentage
1	Dakshina Kannada	10,93,563	250	227	90.8%
2	Udupi	8,43,300	200	178	89.0%
Total		19,36,863	450	405	90%

Table.1 shows that total 450 questionnaires were distributed to the sample respondents out of which 405 respondents were responded for the study, out of 405 respondents 227 and 178 respondents from DK and Udupi districts respectively.

Table. 2 District wise distribution

District	Gender			Total	Total	
	Male		Female			
DK	115	28.4%	112	27.7%	227	56.0%
Udupi	98	24.2%	80	19.8%	178	44.0%
Total	213	52.6%	192	47.4%	405	100.0%

Table.2 and Fig.1 shows that 213 (52.6%) are male respondents, among the male respondents 115 (28.4%) are from DK and 98 (24.2%) are from Udupi districts. Whereas, 192(47.4%) respondents are female respondents, among the female respondents 112 (27.7%) are from D K District and 80 (19.8%) respondents are from Udupi District.

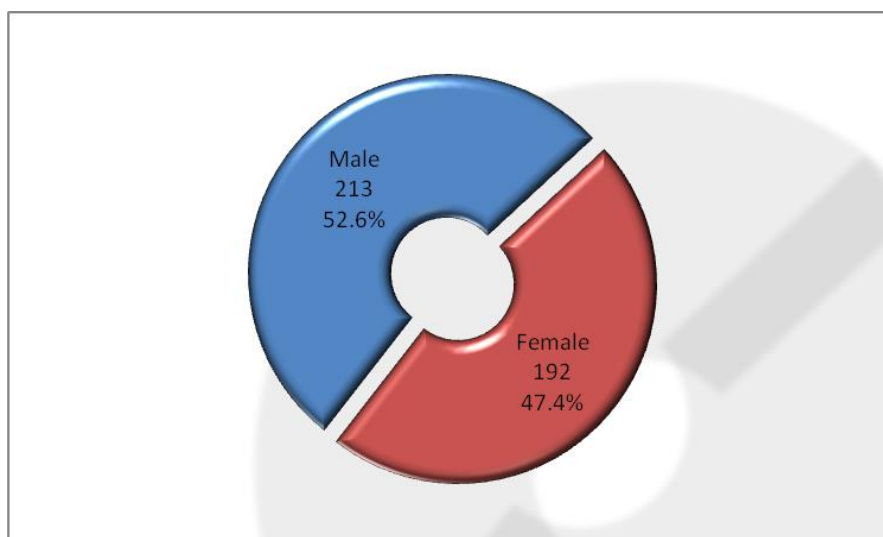


Fig.1. Gender wise distribution

Table 3 Channels used for daily Information

Information channels		Gender					
		Male		Female		Total	
News paper	Yes	213	52.6%	192	47.4%	405	100.0%
	No	0	.0%	0	.0%	0	.0%
	Total	213	52.6%	192	47.4%	405	100.0%
Radio	Yes	213	52.6%	192	47.4%	405	100.0%
	No	0	.0%	0	.0%	0	.0%
	Total	213	52.6%	192	47.4%	405	100.0%
Television	Yes	213	52.6%	192	47.4%	405	100.0%
	No	0	.0%	0	.0%	0	.0%
	Total	213	52.6%	192	47.4%	405	100.0%
Library	Yes	156	38.5%	128	31.6%	284	70.1%
	No	57	14.1%	64	15.8%	121	29.9%
	Total	213	52.6%	192	47.4%	405	100.0%
Friends	Yes	105	25.9%	88	21.7%	193	47.7%
	No	108	26.7%	104	25.7%	212	52.3%
	Total	213	52.6%	192	47.4%	405	100.0%
Others	Yes	0	.0%	0	.0%	0	.0%
	No	213	52.6%	192	47.4%	405	100.0%
	Total	213	52.6%	192	47.4%	405	100.0%

The data summarised in the Table 3 that 213 (100%) male and 192(100 %) females are using newspaper, radio, TV whereas 156 (38.5%) males and 128 (31.6%) females are using library and 105 (25.9%) males and 88 (21.7%) female respondents are using Friends help for their primary information.

Table 4 Frequency of library visit

Frequency	Gender					
	Male		Female		Total	
Daily	73	22.5%	8	2.4%	81	24.9%
Weekly	51	15.7%	48	14.8%	99	30.5%
Fortnightly	16	4.9%	16	4.9%	32	9.8%
Monthly	16	4.9%	72	22.2%	88	27.1%
Occasionally	25	7.7%	0	.0%	25	7.7%
Total	181	52.6%	144	47.4%	325	100.0%

The responses from the table. 4 reveals that, Among the male responses 73 (22.5%) respondents daily visit the library followed by weekly made by 51 (15.7%), Occasionally visit by 25 (7.7%) and monthly and fortnightly visited by 16 (4.9%). Whereas in case of female responses 72(22.2%) visits monthly followed by 48 (14.8%) visits weekly, 16(4.9%) visits fortnightly and 8(2.4%) visits daily. There are no female respondents visited occasionally.

Table.5 Time spent in the library

Time spend in the Library	Gender					
	Male		Female		Total	
Below 30 Minutes	26	8%	0	.0%	26	8%
1 to 2 hours	114	35.1%	112	34.4%	226	69.5%
2 to 3 hours	41	12.6%	32	9.9%	73	22.5%
4 to 5 hours	0	.0%	0	.0%	0	.0%
above 5 hours	0	.0%	0	.0%	0	.0%
Total	181	55.7%	144	44.3%	325	100.0%

Table. 5 illustrates the amount of time spent in the library by the respondents. Data shows that 114 (35.1%) of the male respondents spend 1 to 2 hours most followed by 41 (12.6%) respondents spend 2 to 3 hours, 26 (8%) responded below 30 minutes. In case of female respondents 112 (34.4%) spent 1 to 2 hours followed by 32 (9.9%) spent 2 to 3 hours.

Table .6 Satisfaction from library hour

Library Hours	Gender					
	Male		Female		Total	
Yes	156	48%	144	44.3%	300	92.3%
No	25	7.7%	0	0.0%	25	7.7%
Total	181	55.7%	144	44.3%	325	100.0%

The study also examined satisfaction from the library hour. Table 6 shows that 156 (48%) males and 144 (44.3%) females are satisfied from the library hour

Table .7 Type of Library material preferred most

Library material	Scale	Gender					
		Male		Female		Total	
Book	5	82	20.2%	48	11.9%	130	32.1%
	4	90	22.2%	80	19.8%	170	42.0%
	3	32	7.9%	48	11.9%	80	19.8%
	2	0	.0%	0	.0%	0	.0%
	1	9	2.2%	16	4.0%	25	6.2%
	Total	213	52.6%	192	47.4%	405	100.0%
Journals	5	0	.0%	24	5.9%	24	5.9%
	4	82	20.2%	32	7.9%	114	28.1%
	3	99	24.4%	88	21.7%	187	46.2%
	2	16	4.0%	32	7.9%	48	11.9%
	1	16	4.0%	16	4.0%	32	7.9%
	Total	213	52.6%	192	47.4%	405	100.0%
Magazines	5	32	7.9%	80	19.8%	112	27.7%
	4	98	24.2%	48	11.9%	146	36.0%
	3	83	20.5%	64	15.8%	147	36.3%
	2	0	.0%	0	.0%	0	.0%
	1	0	.0%	0	.0%	0	.0%
	Total	213	52.6%	192	47.4%	405	100.0%
News paper	5	122	30.1%	112	27.7%	234	57.8%
	4	66	16.3%	48	11.9%	114	28.1%
	3	0	.0%	0	.0%	0	.0%
	2	25	6.2%	32	7.9%	57	14.1%
	1	0	.0%	0	.0%	0	.0%
	Total	213	52.6%	192	47.4%	405	100.0%
Audio visuals	5	16	4.0%	48	11.9%	64	15.8%
	4	16	4.0%	16	4.0%	32	7.9%
	3	140	34.6%	56	13.8%	196	48.4%
	2	41	10.1%	64	15.8%	105	25.9%
	1	0	.0%	8	2.0%	8	2.0%
	Total	213	52.6%	192	47.4%	405	100.0%
Electronic information	5	16	4.0%	48	11.9%	64	15.8%
	4	0	.0%	32	7.9%	32	7.9%
	3	76	18.8%	16	4.0%	92	22.7%
	2	121	29.9%	88	21.7%	209	51.6%
	1	0	.0%	8	2.0%	8	2.0%
	Total	213	52.6%	192	47.4%	405	100.0%

The table. 7 shows that the type of Library material preferred most by male and females. 122 (30.1%) male respondents very frequently prefer newspapers, followed by magazine 98(24.2%) and book 90(22.2%) are preferred frequently. and journals 99 (24.4%), audio visuals 140 (34.6%) preferred occasionally and 121 (29.9%) respondents prefer rarely.

In case of female respondents, 112 (27.7%) respondents prefer newspaper and 80 (19.8%) respondents prefer magazines very frequently, whereas books 80(19.8%) are preferred frequently, occasionally preferred journals 88 (21.7%) and rarely preferred audio visuals 64 (15.8%) and Electronic information 88 (21.7%).

III. CONCLUSION

Technological revolution made a new change in the provision of information. No one can avoid this change; we should rethink and update. Rural library should take major role as a community information center to provide a better information services to rural community. The study indicates that respondents are partially satisfied with the collection and services provided by the libraries. So rural libraries should be given more importance to provide better service to rural community and it should be available in a single roof. Today most of the community services will be available through ICT, hence, concerned authority should enhance the rural libraries by updating with advanced technology and create this as a rural community center.

REFERENCES

- [1]. Behara,K and Parida B., 2014. information needs and reading interest of different communities in rural areas. *Information age*, vol.9(2)15-22.
- [2]. Biradar, B S. and Sujjin, Butdisuwan., 2010.. Community building by connecting local skills and knowledge. *SRELS journal of information Management*, 47 (2), 185- 196.
- [3]. Das KC., 2013. Public libraries and corporate social responsibility to promote rural development. *DESIDOC journal of Library and information technology*, Vol 33(1) 11-16.
- [4]. Francis, Adesoji Fabunmi. 2011. Towards the provision of information needs and library services for rural community development: Challenges for democratic government in Nigeria. *Library herald*, 49 (2), 99-109.
- [5]. Gadgin, B R and Kamble, VT. 2009. community information services in Bellary district. *SRELS journal of information management* Vol.46(1)81-85.
- [6]. Goodman, Valeda F. Dent..2008. Rural library services: historical development and modern-day examples from West Africa. *New Library World*, 109(11/12), 512-532.
- [7]. Jawahar Lal 2018 The Role of Public Libraries in Socio-Cultural Development in Rural Areas in India, *Library Progress (International)*. Vol.38 (2).299-313.
- [8]. Joselin and Panneerselvam 2015 Community Information Services in Public Libraries - A solution to Information Poverty <https://www.researchgate.net/publication/280244522> accessed on 22/7/2019.
- [9]. Rawtani, M R. and Ahuja, JPS. 2010. Towards an integrated rural development information system in India. *Library herald*, 48 (3), 185-202.
- [10]. Sami, Lalitha K and others 2008. Rural development and ICT. *SRELS journal of information Management*, 45 (1), 7- 10.
- [11]. Satpathy, Sunil Kumar. 2012. Community Information Service through Public Libraries: a realistic approach.
- [12]. Scott, R. 2011. The role of public libraries in community building. *Public Library Quarterly*, 30(3), 191.227
- [13]. Serevrathe, W M. 2007 behavioral pattern of the rural citizens in seeking community and its impact in calculating the channel dependency rate. *Information studies*, vol.13(4).187-206.
- [14]. Sharma AK and Sing ,JJ., 2012. Network of rural libraries in madya Pradesh: A study. *Library Herald* , Vol.50(2)42-53.
- [15]. Shadreck Ndinge and Webster Kadodo., 2014. The Role of Community-Based Information Centers in Development: Lessons for Rural Zimbabwe, *International Journal of Learning, Teaching and Educational Research* Vol. 2, (1), 44-53.
- [16]. Zala, Laviz N and Patel, Niraj R. 2009. The rural information centre: A gate way for sustainable development. *SRELS journal of information Management*, 46 (2), 179- 188.

Lokaraja V S, et. al. "Information Services to Rural Community Through Libraries With Special Reference To Dakshina Kannada And Udupi Districts." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 10(03), 2021, pp 41-45 Journal DOI- 10.35629/7722