BACHELOR OF LIBRARY AND PAPER - DELB1103T
INFORMATION SCIENCE

MANAGEMENT OF LIBRARIES AND INFORMATION CENTRES

UNIT NO. 2

Department of Distance Education
Punjabi University, Patiala

(All Copyrights are Reserved)

Lesson Nos.

2.1 : Periodical Section

2.2 : Circulation Section

2.3 : Reference and Information Section

2.4 : Library Building and Equipment

2.5 : Public Relations and Extension Services: Definition, Need, Objectives and Methods

2.6 : Library Statistics : Need, Purpose and Types

2.7 : Annual Report : Need, Purpose and Entries

BACHELOR OF LIBRARY AND INFORMATION SCIENCE

PAPER DELB1103T MANAGEMENT OF LIBRARIES AND INFORMATION CENTRES

LESSON NO. 2.1

AUTHOR : DR. K. NAVALANI & KIRAN KATHURIA

PERODICAL SECTION

STRUCTURE

2.1.0 Objectives
2.1.1. Introduction
2.1.2. Definition
2.1.3. Selection Tools
2.1.4. Selection Methods
2.1.5. Factors in Periodical Selection
2.1.6. Acquisition Methods
2.1.7. Subscription Agencies
2.1.2.1. Recording Methods
2.1.2.1.4 Kardex
2.1.2.1.5 Three Card System
2.1.9. Routine
2.1.10. Completion of Volume and Binding
2.1.11. Renewals
2.1.12. Back Volumes
2.1.13. Summary

2.1.0 Objectives

(i) to explain the meaning of periodicals and periodical section;
(ii) to identify the various selection tools of periodicals;
(iii) to know about different method of acquisition of periodicals;
(iv) to know about different tools/equipments of periodical sections; and
(v) to know about different routine works carried in the section.

2.1.1 INTRODUCTION

The periodical serves two major roles. It is a vehicle for communicating new discoveries and innovations. Therefore, scientists read new issues of journals. It also serves as a repository of knowledge. So, researchers use the periodicals for searching specific information.

2.1.2 DEFINITION

Definitions in general dictionaries are more overlaping. To illustrate, *Journal or Periodical* - "a periodical publication especially dealing with matters of

current interest-often used for official or semi-official publications of special groups." And magazine- "a periodical that usually contains a miscellaneous collection of articles, stories, poems, and pictures and is directed at the general reading public".

Dr. S. R. Ranganathan defines,

"Periodical Publications- Conventional Document of Kind with the following attributes :

1. A volume, or a small group of volumes of it, is intended to be published or completed normally once in a year (or at other regular intervals), though irregularity in interval is not ruled out ;
2. Each successive volume, or periodical group of volumes is usually distinguished by the year of publication and/or by a number belonging to a system of simple or complex ordinal number. Such a number is usually called a **Volume Number.**
3. The intention had been to continue the publication of the volumes for ever, though not actually carried out; and
4. The intention had been to continue the same title in all the volumes, though not actually carried out.

The term **Periodical Publication** is also used to denote any single volume of a Periodical Publication as defined above." (CCC-p. 134)

"Serial – Periodical publication of which each volume or each periodical group of volumes embodies more or less the same kind of information, usually in the same pattern, mainly relating to its year (or other period) of coverage. It is usually released complete as a volume. It is not made of diverse contributions each forming a continuous exposition of knowledge.

The term **Serial** is also used to denote any single volume of a serial as defined above." (CCC- p.135).

2.1.3 SELECTION TOOLS

Periodicals have a different bibliographic network than that used by books. Very few of the selection aids for books provide coverage of them. There are a few tools for them. Reviews of them are few and far. In the past, it was not such a problem when publishers would supply free sample copies for the library to examine. Nowadays, many publishers charge for sample issues, It affects funds and adds to the time to acquire. It is useful to get sample issues before committing the library to a new serial.

Three useful tools are Ulrich's *International Periodicals Directory* (R.R. Bowker), *Irregular Serials & Annuals* (R.R. Bowker), and *Standard Periodical Directory* (Oxbridge Communications). They are all arranged by subject and entries provide all the ordering information. Ulrich's annuals are updated by *Ulrich's Quarterly. Standard Periodical Directory* covers American and Canadian

titles. It has a reputation for providing the best coverage of publications with small circulations. Other tools are *Guide to Current British Journals* (London : Library Association), *Willings Press Guide, Press in India,* Directory of periodicals published in India compiled by Sushil Kaur and P. Sapra.

Indian national bibliography and *British national bibliography* list new periodicals published in Indian and UK, respectively. *Library Journal* (R.R. Bowker) also has a regular section on new periodicals.

2.1.4 SELECTION METHODS

For selecting periodicals mostly expert advice is sought. Indexing and abstracting periodicals are also scanned, for, they usually index important periodicals in a field. Secondly, the library is saved of preparing indexing and abstracting service for them. Thirdly, access to contents of the periodicals is easily available.

Some also check references and citations to periodicals. The most cited periodicals are professed of less cited or not cited periodicals.

Use of periodicals is another criterion for its selection. Periodical lists of large and special libraries can also be of help in this area.

There is difference in selection of periodicals and Books- To subscribe to a periodical is a crucial decision. It means long term commitment for years to come in most of the cases in terms of funds and acquiring the same title. Selection of a book is a one time process and commitment of funds. Books are selected, ordered and received. And their record keeping is comparatively easy. On other hand, periodicals come in successive issues. And keeping record of them is a tedious job.

2.1.5 FACTORS IN PERIODICAL SELECTION

2.1.5.1 Type of Library

Type of library is a major factor in selection of periodicals. In case of public libraries, selection of periodicals is done keeping in mind the demands of community. More popular journals/magazines are subscribed. Whereas university libraries subscribe to learned periodicals and their list is comparatively large. They spend a large portion of their funds of reading material, on periodicals. Special libraries depend here on their parent organization. A business/special library subscribes to such periodicals which are useful to its users.

2.1.5.2 Needs of Users

Periodicals are subscribed for users. So, it is essential that the library should consider their needs and demands, levels, languages, subject interests, occupations, business, etc. while selecting periodicals.

2.1.5.3 Perplexities

Dr. S. R. Ranganathan rightly remarks that, "Periodical publications form one of the sources of perplexities in library work. Their vagaries may transcend all imagination and anticipation. It looks as if nothing relating to a periodical publication can escape, the sport of caprice-publishing, *society, name, periodicity, format,* pagination excrescential attachments to all or stray volumes and last but not least, span of life and resurrection."

A library may make payment of subscription of a periodical and it may not get it at all, or may get only a few issues, and it may land the library in trouble.

2.1.5.4 Gifts and Exchange

University and research libraries, serving courses acquire a lot of reports of academic institutes, government, companies and corporate bodies. Most of such reports the library gets are free for the asking or they can be received on exchange basis. So collecting information about them and sending requests is a very laborious job. Library has to write to local, state, regional, national, international and foreign agencies and governments.

2.1.5.5 Finance

Allocation of amount for subscribing to periodicals and price rise in the subscription play significant role in acquiring periodicals.

2.1.6 ACQUISITION METHODS

Periodicals can be acquired through following methods :

Subscription : A bulk of periodicals is acquired through this method, in most of the libraries.

2.1.6.1 Membership : Many periodicals can be had by becoming member of the organizations. For example, *ILA Bulletin* can be acquired by becoming a member of the Indian Library Association. International Federation for Documentation (FID), International Federation of Library Associations and Institutions (IFLA) are other such organizations. We can get their periodicals and other publications by becoming their members.

2.1.6.2 Gifts/Exchange : Libraries keep on getting publicity journals as gifts. Some of the government departments, organizations and commercial houses also send their periodicals, newsletters, house organs, reports, etc. to libraries. Some of the periodicals, which may be useful to clientele, students, faculty, researchers, and are published by the governments/corporations/ organizations, may be had free, just for asking or in exchange by sending publications of the library/parent body, as aforesaid.

Handbook of international exchange of publications, Paris, Unesco. Provides information about periodicals, which we can get in exchange.

Ulrich's International Periodicals directory also indicates mode of acquiring a periodical.

2.1.7 SUBSCRIPTION AGENCIES

In India, following are four methods for placing order of periodicals :

1. Subscription Agents
2. Publishers
3. Sole Distributors
4. Standing Vendors

2.1.7.1 Subscription Agents

Some vendors specialize in subscription of periodicals. They take a lot of pains e.g. advance payments of each title, renewals in time, monitoring of receipt of issues, entertaining claims of non-receipt of issues, correspondence with publishers to supply missing issues, etc. Service is the criterion for selecting a vendor. Most of the periodicals-particularly learned and research periodicals-are published in foreign countries. So they have to deal with them, their currencies exchange rates, mode of payment, etc.

Nowadays, some enterprising vendors are getting periodicals directly from the publishers in India. They send periodicals through courier service. It assures receipt of issue of periodicals. And the library is saved of botheration.

2.1.7.2 Publishers

Some libraries place order directly with publishers. The library receives bill directly from the publishers. And payment is also made to them. So, the library is on safer ground in financial matters. Amount is not misused. There is direct dealing with the publishers. Claiming of non-receipt of issues of a periodical, is prompt and increases chances of getting them.

A few of the publishers particularly some scholarly organizations, do not entertain vendors. So, their periodicals are to be subscribed to directly from them.

Experience shows that placing of order with the publishers directly increases paper work of the library, particularly when the library is subscribing to a lot of periodicals. Library has to spend more on postage which is not cost-effective.

As library is subscribing only one copy of a periodical, so it depends on the sweet will of publishers to entertain claims and even in respect to the correspondence.

It becomes difficult to know the change in address, title, periodicity or postponement of publication.

The country is also looser. Foreign publishers give some discount to vendors, but not to libraries. So it comes to the country. It helps the business

to flourish and provide services.

2.1.7.3 Publishers

Some publishers particularly of foreign countries, appoint sole distributors, of their periodicals. So, order for such periodicals has to be placed with them.

2.1.7.4 Sole Distributors

There is a practice of appointing standing vendor (s) for most of the periodicals, and placing order with them.

The basic advantage of one order is one or a few invoices and saving cost of processing so many bills and orders.

Automatic renewal of periodicals saves staff time, postage hence money. These vendors subscribe to hundreds of copies of the periodicals. And they keep track of periodicals and publishers. Chances of getting information regarding changes in periodicity, titles, publishers, their addresses, merges or discontinuations etc. are better. Reminders are sent to one vendor so postage and expenses are less.

As they get bulk order, the library may get some discount. They assist in claiming missing issues, damaged copies or break in supply, etc. In case of late payment of bills, the library is assured of receipt of periodicals regularly. So, it is more cost effective, efficient and services are better.

2.1.8 RECORDING METHODS

Many methods of recording periodicals are used in libraries. It depends upon the type and size of a library, number of periodicals being subscribed to, user queries etc. Some of them are.

(i) Register System
(ii) Ledger System
(iii) One Card System
(iv) Kardex
(v) Three Card System
(vi) Visible Cards
(vii) Electronic/Computerised Systems.
(viii) Kardes

2.1.9. KARDEX

Here we will discuss Kardex and Three card system only.

Kardex is a two card system with specimen given below :

Upper Card

Title :- Call No.

Publishers :-

Agent	Period Covered	Vol. No.	Amount of Subscription	Bill No. & Date	Date of Payment	Reminders sent for non-receipt of issue

Lower Card

Year	Vol.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	T.P.	Index

Frequency Current Vol Expires with Nature of Binding In Bindery Vols. per year Department

Library has Library lacks

Title	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

One Card is Upper card and the other lower. They serve different purposes, as the columns on them depict. Upper card gives full information

about subscription and bill payment. The lower card is used for record of issues of the periodicals. At a glance, we can know the volumes of the periodical the library has, and library lacks, information about binding. And the lower edge has moveable column plastic strip. It is used for checking the receipt of issues. A soon as a number of the periodical is received, the strip is moved to date of receipt of its next issue. In case of non-receipt of issue of a periodical in time, this serves as an indicator and reminder is sent to the vendor.

Cards are kept in a box like equipment called Kardex. Its size is 25 × 61 × 5 cms. It contains shallow but moveable trays. There are flaps in tray to hold cards. Cards are filed according to overlapping principle i.e. one over other in such a way that their titles are visible. The edges of cards are covered with plastics, which saves them from wear and tear and makes titles visible. Cards are arranged alphabetically by title. There is also a locking system in the cabinet. So cards are secure and they cannot be taken out by outsiders. As soon as a library places order for a periodical, its two cards are prepared. They are inserted at their proper place by opening the locking system.

When invoice is received, its particulars are entered in the card. When payment is made to the vendor, its payment made and date are also noted down in the concerned column. There is a column for noting down non-receipt of issues, and sending of reminders.

When an issue of a periodical is received, its card is located in the tray. It is in alphabetical order by title of the periodical. Receipt of the issue is recorded. The coloured strip is moved to the due date of the next issue of the periodical.

Every week, on the appointed day, reminders of numbers of periodical not received are sent and noted in the concerned columns.

When a volume is complete, its information is again recorded.

2.1.8.4.1 Advantages

1. It is a complete record of receipt of periodicals and payment of their bills.
2. Staff gets full information about the status of a periodical at one place and can answer queries of the users. It also helps in sending reminders and filling particulars required.
3. Size of cards is quite big. It accommodates information about a title for many years on one card.
4. Cards are locked. So they cannot be misplaced. There is safety and security of record.
5. Plastic strip on the edges, saves them from wear and tear.

2.1.8.5 Difficulties

1. For filing cards of new periodicals, inserting is not easier. Locking system is to be opened. And cards are to be reshuffled to make room for new cards.
2. If some unscrupulous person takes out the two cards, no foot prints are left out to trace the periodical record.
3. Check system for non-receipt of issues of periodicals is not satisfactory. While noting down information on cards and answering queries, by mistake, coloured strip moves, the automatic checking system fails. And the library may not claim non-receipt of issues of periodicals, in time.
4. There is no subject-wise record of periodicals.

2.1.8.5 THREE CARD SYSTEM

After studying problems of recording in increasing number of periodicals at Madras University Library, Dr. S. R. Ranganathan specimen devised "Three Card System". These cards are reproduced below :

Register card. Printed. 6 point type. Bristol board White, 7 lines in the front page and 14 lines in the back. black border gift cases. The text is as follows. Back side, column headings only.

Register Card. Printed. 6 point type. Bristol board White.

<table>
<tr><td colspan="3">Title

Vendor

Period in weeks
CN ___|___|___ Order N& Date
Grace Weeks</td><td></td><td>Payment</td></tr>
<tr><td colspan="3"></td><td>Vol or year</td><td>Voucher N& Date</td></tr>
<tr><td colspan="3"></td><td></td><td></td></tr>
<tr><td colspan="3"></td><td>Ann Subs</td><td></td></tr>
<tr><td>Vol &N</td><td>Date of pub</td><td>Date of rec</td><td>Vol & N</td><td>Date of pub</td><td>Date of rec</td></tr>
</table>

(Classified Index Card)

12.5 c.m.

CLN **Ann Subs** **Per in Weeks**

Title
Vendor
Publisher
Vol Available

Indexes, etc
Supplements, etc

Classified Index Card-Printed 6 point type, Bristol board, White, cases, black border. The text of the form is as follows :

Check Card. Printed 6 point type, Bristol board White, 14 lines on each side. The column headings are as shown below :

Heading

Period
Grace Weeks

Vol of Issue	Due Week	Week of Rem	L's Initials	Vol of Issue	Due Week	Week of Rem	L's Initials	Vol of Issue	Due Week	Week of Rem	L's Initials

These three cards have three different functions.

Register card is meant for recording receipt of issues of periodical. It is arranged alphabetically under the name/title of the periodical, in a tray. Daily, packets of periodicals are received. They are checked if they are addressed to the library, if not they are returned. Packets are opened and checked whether the issues are in order and not damaged or defective. Wrappers are kept inside the periodical. Issues are arranged according to their titles in alphabetical order. Register card of the periodical is taken out from its place, and in the concerned columns, volume, number, date of publication and date of receipt are entered. The card is filed back at its proper place from where it was taken out.

Check card, as its name denotes, is for keeping check as a guard. They are arranged month, week and then title-wise alphabetically in a separate tray. There are 52 weeks in a year. A day of a week say Friday/Saturday is fixed for checking of those cards. In a month, there may be four or five Saturdays. So, in every month, five week guide cards are kept. And in twelve months, there will be 12 × 5 = 60 guide cards.

After recording an issue in the Register Card, its Check Card is taken out. Check Card place depends on the frequency of the periodical and the date of last number received: To illustrate, a periodical is weekly. And its last issue was received in the first week of July. Frequency is added to the date, when its last issue was received, which we come to know from Register Card. So its check card will be in the second week of July. It is taken out from the Check Card Tray. Again add frequency of the periodical. Now it is third week of July. And it will now be filed under third week of July. As a guard, it will surely be

moved from place to place, as a periodical number is received. But it will not move, if the number is not received. And automatically, a signal is given about non-receipt of the number and it alerts us to send a reminder. Consequently, at the end of the week, for all cards which have not moved, reminders are sent for those titles, to claim missing issues. And this information of reminders is noted down in the concerned columns of these cards.

The third card is Classified Card. It is arranged according to class number. It is meant for keeping record of completed volumes of periodicals in a library according to their class numbers or subject. As soon as all numbers of a volume of a periodical, and its title page, contents, index, etc. are received, they are tallied. Advertisement pages, if they do not come under normal page numbers, are removed and the volume is sent for binding. And it is entered with pencil in the classified card.

2.1.8.5.1 Advantages

1. It is a manual method of recording periodicals, which any library can afford.
2. It is a complete check and alert system for sending claims/reminders for missing/non-received numbers, promptly.
3. The system is able to answer queries of users regarding status of receipt of a number of periodical, its volumes, and number of periodicals in a subject etc.
4. It is mechanical and cost-effective in operation. Dr. Ranganathan states that one person can handle 1500 periodicals being received in a library.

2.1.8.5.2 Difficulties

1. Record of a periodical is at three places. So the staff has to take care of all of them at three places.
2. Recording new number of a periodical requires movement of at least two records-Register Card and Check Card.
3. As they are kept in loose trays, probabilities of human error in pulling out and filing back cards are there otherwise they create problems. A misplaced card means no record.
4. It does not provide full record of payment of subscription for want of space. Besides there is no locking system. A separate-register/record is kept for this purpose and for binding.

Nevertheless, it is very popular.

Comparison of Three Card System & Kardex is given hereunder :

COMPARISON/SIMILARITIES

	Three Card System	**Kardex**
1.	It is card based. Information	It is also card based. It provides

	about periodicals is noted on cards.	information about periodicals received in the library.
2.	Three cards serve three different purposes.	Two cards serve different purposes.
3.	Bibliographical details of the periodicals being received are on the cards.	So is the case with it.
4.	It provides information about status of issues of periodicals- Received- when ? Not received. So user queries can be answered, easily.	So is the case with it.
5.	It is cost effective, in operation.	It is also cost effective in operation.

COMPARISON/DISSIMILARITIES

	Three Card System	**Kardex**
1.	It provides information about a periodical at three different places.	As against Three Card System, the full record of the periodical is at one place.
2.	Information about payment of subscription, its mode etc. is not given on the card. So, libraries have to keep subscription record separately.	Payment of subscription and receipt record are at one place-there is no need to keep payment of subscription record separately as sufficient space is there on the upper card for it.
3.	While sending reminders, if there is no mention of information about payment, different records are to be checked. So it takes time.	No such effort is required in this system.
4.	It has an automatic mechanism through Check Card to know about non-receipt of issue of periodicals and send reminders.	Its this mechanism does not work smoothly. So chances of error are there and the library may not send claims in time. Probabilities of not getting issues because of that, increase.
5.	As loose cards are kept in trays, chances of misplacement and loss are there. It may land the library in problem.	It is comparatively safer system. There is locking system.
6.	It is more flexible. New entries can be filed at proper places.	It is not that flexible. Cards are to be shifted from locking system to make

		adjustment for new entries.
7.	There is in-built system of knowing number of periodicals in a subject being received.	No such system is available in it.
8.	Record of binding is not in it.	It has a provision for binding record.
9.	Cards are comparatively small size. Hence, they hold record of periodicals for lesser time.	Cards are comparatively of large size. So they can have record of periodical titles for longer period.

2.1.9 ROUTINE

* After getting recommendations of the names of periodicals to be subscribed to, this section has to ascertain financial provision. In case funds are available, sanction for placing order is sought. Order for the periodicals is placed with the vendor or as per policy of the library. Cards and other records are also prepared according to system, the library is using.

* When a bill is received from the vendor, its record is kept as per system and the bill is passed for payment. The vendor receives payment and issues of the periodical start coming as per its frequency.

* In big libraries, everyday, packets of periodical issues are received. In case of wrong delivery, they are returned. Wrappers are put inside the issues. They are opened after checking that wrappers are addressed to the library. It is also checked that issues are in sound condition. In case of defective and damaged issues, they are returned to the publishers or vendors. They are notified about them. Sound copies are claimed.

* Periodical issues received are arranged alphabetically. They are recorded as per the system of record. And the official stamp, class number and date of receipt on the issue are put. They are displayed for sometime on the open racks as per policy of the library and space available.

* Every week, on the day fixed for reminders for non-receipt of issues, records are checked. Grace days say a week or a fortnight for foreign periodicals, considering frequency of the periodical, are given. It is a time to wait and watch. There may be delay in publication schedule, postage, transit, etc. After that reminders are sent till a response comes from the publisher/vendor. But this work requires promptness. Otherwise, chances may be that issues may not be received at all. The publishers publish limited number of copies of periodicals. And in that case, volume may remain incomplete forever.

2.1.10 COMPLETION OF VOLUME AND BINDING

* As soon as a volume of periodical is completed, its title page, contents and

index are received. In case, they are not received, the publishers are sent reminders for them.

* All the issues are checked and tallied. Advertisement page(s), not in pagination number are taken out. If there is any book, supplement etc, they are also taken out, and sent for binding separately. These completed volumes are sent for binding. Type of binding and tooling is also given, with instructions for binding. Their record is kept.

* When they are received from binding, they are again checked and tallied, if the work has been done as per instructions. After that, bill for binding is passed for payment. Periodicals are sent for accessioning and processing. Usually, it is annual work.

2.1.11 RENEWALS

* This section has to look after renewals of subscription of periodicals annually. In most of the libraries, it is an automatic process. But nowadays, because of financial cuts, cooperative acquisition policies, electronic periodicals, etc., list may be revised annually.

* Recommendation from the concerned persons/authorities is sought for renewals of periodicals. After getting the recommendations, sanction is sought from the authorities. And order for renewals is placed with the vendor as the case may be.

* Cancellations and order, for new titles are notified to the vendor(s).

* This work requires utmost vigilance and dogged persuasions. It takes a lot of time. Hence, it is advisable to start work of renewals at least four or five moths earlier, to new year.

2.1.12 BACK VOLUMES

Back volumes of a periodical may be purchased, as per policy of the library. Their procedure is almost the same, as of acquisition of volume books.

Library has to decide about format of publication, if it is issued in hard copy-published microfilm, micro-card, or CD, or any other electronic format.

These new formats are not only cheaper, but economical is in maintenance. They require less space also.

2.1.13 SUMMARY

Periodicals play important role in communication of new information, knowledge and research. There is no agreement on its definition in important codes of cataloguing and dictionaries. They have different bibliographic tools for their selection. And there is difference in selection and acquisition of books and periodicals. Many factors affect their selection.

Periodicals are acquired through subscription, gifts, exchange or membership. They are subscribed through publishers or their role distributors and vendors. For recording periodicals, there are many systems. This section has to perform many functions and routine for acquiring and recording periodicals. It has to look after binding, purchase of back volumes of periodicals and user services.

Further Readings

1. Evans. G. Edward. *Management techniques for librarians.* 2nd ed. New York : Academic pr., 1983.
2. Kishan Kumar, *Library administration and management.* New Delhi : Vikas, Reprint.2009.
3. Mittal, R. L. *Library administration : theory and practice.* 4th rev. ed. Delhi : Metropolitan Bk., 1978.
4. Ranganathan, S.R. *Library administration.* 2nd ed. Bangalore : Sarda Ranganathan Endowment for Library Science, 1995.
5. Stueart, Robert D. and Moran, Barbara B. *Library management.* 6th ed. Littleton : Libraries Unlimited. 2004.

Self Check Questions

1. Name any two selection tools for periodicals.
2. Who devised Three Card System ?
3. What are the methods of acquisition of periodicals.
4. Indian National Bibliography gives information about Tick the correct one.
   1. All Indian Journals :-
   2. All journals published on India
   3. First issue of a new journal published in India.

Answers :

1. See Heading : Selection Tool.
2. Dr. S. R. Ranganathan
3. See Heading : Methods of acquisition
4. 3 - correct

LESSON NO. 2.2 **AUTHOR : PROF. K. NAVALANI**

CIRCULATION SECTION

STRUCTURE

2.2.0 Objectives
2.2.1 Introduction
2.2.2 Functions
2.2.3 Policy Making
2.2.4 Planning
2.2.5 Organization
2.2.6 Membership
2.2.7 Charging and Discharging
2.2.8 Routines
2.2.2.2Library Rules

2.2.0 Objectives

After the study of the lesson the students will be able to

(i) Know the meaning of circulation section;
(ii) to acquint with the different functions of the section;
(iii) to have knowledge about different charging and discharging system;and
(iv) Grasp different routines carried out is the section.

2.2.1 Introduction

Persons visiting libraries expect to be able to borrow books for use in their homes or offices for predetermined period.

It is the humane library department. It has to be friendly and courteous, but it plays role of sentinel/guard. It builds image of the library.

2.2.2 Functions

1. Policy making and rules.
2. Planning
3. Organization of work.
4. Membership or enrolment of members.
5. Charging out and discharging of documents.
6. Sending overdue documents - reminders.
7. Over due charges - for late return of documents.
8. Reservation of documents.
9. Answering queries regarding status of a document. If charged out,

and when it is due, etc.

10. Dealing with loss of documents.
11. Dealing with loss of membership card/tickets/passbooks etc.
12. Inter-library loan.
13. Looking after mobile, branch and department libraries and study centres etc.
14. Text book bank in academic libraries.
15. Binding of damaged books.
16. Sending returned books for shelving.
17. Looking after property counter.
18. Admission.
19. Records.
20. Statistics.
21. Library Rules.

2.2.3 Policy Making

Every library has to make policy regarding timings of library, shifts and days on which it will remain closed. Accordingly, counter gate is kept open for that purpose. A decision is to be taken about counter-timings, and hours for providing lending services to users.

The library has to decide :

- Who can be members and what facilities they will be allowed ?
- How long a document is to be loaned out?
- Which document should be consulted in the library ?
- What behaviour is expected of a member?
- How much over due charges, are to be realised? etc.
- Which of the charging system is to be adopted?

Information about all the above policy matters etc. should be given in Library Rules for information of users and staff.

2.2.4 Planning

Utmost care is needed in planning of this section. This work needs speed, accuracy, efficiency and flexibility to meet rush of users and transactions, answer their queries politely and be vigilant to safeguard property and environment of a library.

2.2.5 Organization

The work depends upon the size, type, users, etc. of the library. In academic libraries, there is high volume of circulation activity and long hours of services. In large public libraries, there may be multiple branch libraries, mobile libraries and servicing centres.

Most of the operations are clerical in nature. Routine and speed, rush

and work pressure may sometimes contribute to errors in filling and record keeping. So considerable supervision is needed.

Vigilance of Entrance Counter is its watchword. Every user while coming is welcome. But when leaving, he/she is checked without offence. So the library staff has to be cautious about the users and about their own behaviour towards users.

2.2.6 Membership

Libraries maintain records about authorised members/borrowers. Types of members, who can become its members, will depend upon the type of library. In academic libraries, it is students, faculty and administration staff members. Some libraries give this privilege to special members after charging some fee. So there may be special members for a short period or they may allow persons to visit or consult library for a short period.

Public libraries, allow residents of their localities to become their members. While special libraries may limit their membership to members of the parent organizations.

The library may charge membership fee. It depends upon its policy.

In manual system, anyone intending to become a member, a person has to fill in a form. Usually, it asks for information about name, address, telephone number, identification, category, registration and membership expiration date, signatures of member, recommending authority and card issuing authority and designation.

2.2.7.1 Charging and Discharging of Document System

It is the most popular function of any library. Librarians have devised many systems of charging out documents. It depends upon the size and type of library and what parameters they want to select for the system to satisfy.

Name of the some of the systems are given here under :

- Register/Note Book System.
- Ledger System.
- Pass Book System.
- Dummy System.
- Network System.
- Browne System

Here we will discuss only two important systems.

2.2.7.1 Newark System

The system gets its name from the library - 'Public Library of Newark, New Jersey-USA' where it was first introduced in 1900 when John Cotton Danna was its Librarian.

The system keeps double pre and post record of a document charged out and of

its borrower. Two cards - one borrower card (prepared at the time of membership) and second of book (prepared at the time of processing a document) are pre-prepared. Borrower card is with the member and book card is kept inside the document, when it is in the library. Besides, every document is pasted with

a slip 'Due Date'/ 'Charged out date'.

Due Date Slip

Name of Library

Call No. Acc. No.

The book is due on the date marked last

Borrower's Card

3"

Non-Transferrable

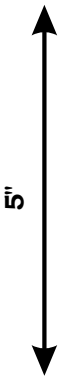
NAME OF LIBRARY

Borrower's No.....

Date of Expiry.....

The following books are issued to me.

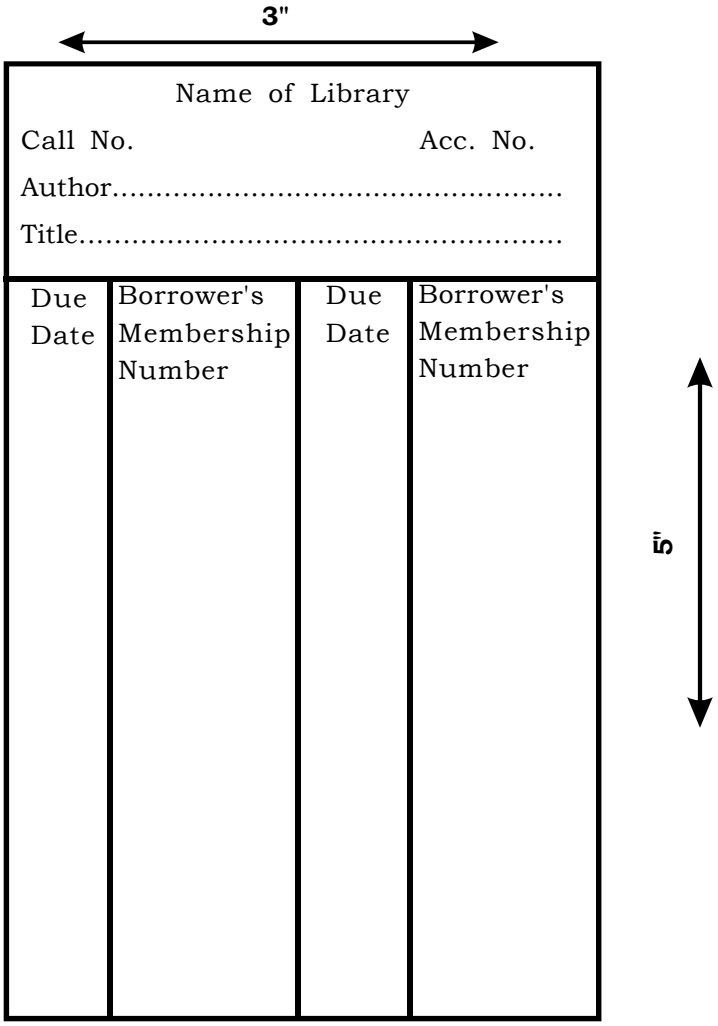
Signature



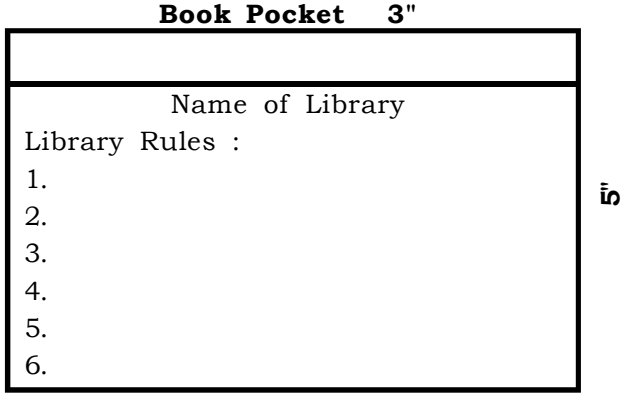
Due Date	Date of Return	Due Date	Date of Return

Columns to be repeated on the reverse side of the card.

Book Card



Book Pocket **3"**



At the time of charging out a document, borrower presents, the document as well as his/her card at the counter. Particulars of borrower are written on the book card, and of the document on borrower card either by the borrower or counter staff, as per policy of the library. Borrower may have to sign on the card(s), if required by the library. The counter person stamps date on the cards and date slip. And the transaction is over. Book card is filed at the counter. It is filed under 'Due date' or 'Date of charging out' or subject/author wise as per policy of the library. Borrower card remains with the borrower.

When the document comes back, the borrower presents the card. Book card is taken out from the counter. Date is cancelled from the date slip, book card and borrower card. Book card is inserted in book pocket. Borrower card is returned to the borrower. In some libraries, counter person puts initials on cards and date slip in lieu of cancellation of transaction. If over due charges are due, they are also realised from the borrower.

Advantages

1. It keeps double record of transaction. So, in case of misplacement/ loss of one record, there is another record available.
2. Borrower knows easily with the help of 'Borrower card' about documents charged out to him/her and when they are due back.
3. Answering queries regarding status of documents are easily answered.
4. Over due documents can be known.
5. Over due charges can be easily calculated.
6. Reminders regarding over due documents can be sent.
7. Reservation of documents can be made.
8. Statistics regarding charged out documents can be maintained.
9. Information regarding documents charged out to a borrower is available.
10. Information regarding borrowers, of a particular document is easily available.
11. It is an efficient system.

Disadvantages

1. It is efficient but not cost effective. Counter staff has to write the borrower's number and due date every time. In case the borrower writes the post-record there may be errors, hence problems.
2. It is time consuming. Library staff may have to write pre and post record. So it becomes labour intensive and costly affair.
3. At rush time, more staff may have to be put at circulation points.
4. For sending reminders to borrowers for over due documents, the staff

may have to look into full details and address of the borrower, which are not available on book card. Hence more time and cost are needed. But it is used in many public and academic libraries in India and abroad.

Browne System

It is known after the name of its deviser -Nina E. Browne - Librarian, Library Bureau, Boston, USA. It was devised in 1895.

Every member receives a Membership card and a number of reader tickets, according to entitlement of documents to be charged out to a member. This ensures automatic mechanism for control of documents, which a borrower can get charged out from the library. Reader ticket gives information about member. Every document also contains 'Book Card' in Book Pocket on which bibliographical details of the documents are given. There is a Date Slip, which also gives information about 'Due Date/charging out date' of the document, its Call number and Accession Number. All the records - Borrower's card and Book card are pre-written. There is no need to write them at the time of transaction of charging out. Specimen of membership and borrower cards, book pocket, date slip and other material required are given hereunder :

Reader's Ticket or Borrower Ticket

2"

4"

Membership No.....
Name.....
Address.....
.....
Name of the Library Reader's Ticket (Non-transferable)

2"

4"

Name of Library .....

Call No. .....

Accession No.....

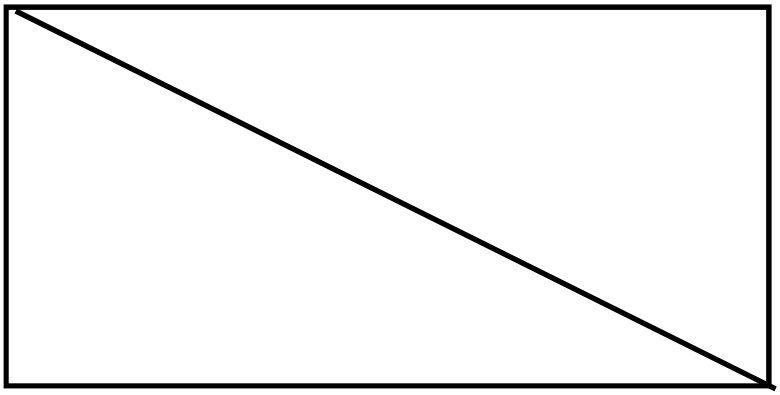
Author.....

Title .....

Book Card

2"

4"



Book Pocket

Date Slip

7 cm.

Name of Library .....

Call No. .....

Accession No.....

Brief Rules.....

.....

19 cm.

Borrower presents the document for charging out along with a borrower ticket. The counter person checks membership card and borrower ticket, takes out book card from book pocket, checks it and inserts it into borrower ticket, and puts due/charged out date on date slip. The document is charged out. Borrower card along with book card are filed in a tray of that date. Later on they are arranged as per policy of the library - author-wise, accession-wise/ call number, subject-wise etc.

At the time of discharging of a document, the borrower presents, the document to the counter staff. With help of date on date slip, its book card and borrower card are located and taken out. Date on date slip is cancelled. Book card is inserted into book pocket. Borrower card is returned to the borrower. Overdue charges, if any, are collected.

Advantages

1. It keeps record to transaction of documents loaned out along with book and borrower's record.
2. It is very simple, time saving and cost effective method.
3. Records of both the document and the borrower are pre-prepared once for all, so there is no need to post-write them.
4. It saves time both of staff as well as borrower - hence of nation, and satisfies Fourth Law of Library Science - Save the Time of Reader.
5. It faces rush very easily and economically. But it is so time economical that rush is usually not there at the counter.
6. There is automatic mechanism of checking number of documents to be charged out to a borrower. The borrower is issued as many tickets as the person is entitled to.
7. Overdue documents can be easily known, as the cards are arranged first date-wise. And their record is maintained easily.
8. Overdue charges are easy to calculate and collect.
9. Reminders for over due documents can be sent easily, as record of both the documents and borrowers is available at one place.
10. Queries regarding status of a document can be answered easily.
11. Reservation of documents can be done, easily.
12. Statistics regarding charged out documents etc. can be maintained.

Problems

But the system is not without problems :

1. There is no permanent record of transactions of charged out documents. Borrower and book-cards are simply put together at the time of charging out and separated at the time of discharging.
2. It takes a lot of counter space for filing tickets. It makes it

cumbersome.

3. It is difficult to answer queries regarding status of a document. Staff has to search out as many dates as they are in the counter record. In large libraries, which charges out many documents, answering queries takes a lot of time.
4. There is no permanent record of documents charged out by a borrower.
5. There is no permanent record of borrowers who borrowed a book.
6. It is prone to errors. Any miss coupling of borrower and book tickets may create problems.
7. At rush time, it has been noticed that book ticket may be inserted in wrong borrower ticket. Later on, it may create problems for the library and the borrower.
8. There is probability of misuse of borrower ticket, in case it is lost.

Nevertheless, it is very popular in India with modification. Dr. S.R. Ranganathan has recommended it. Nowadays, in many libraries on date slip, library staff puts initials and on date to avoid unauthorized charging out of documents.

2.2.8 Routines

This section has to look after entrance and exit of users, members and non-members, and also their property. So it has to maintain Property Counter and Gate Counter. In large libraries they are separate counters, but in a small library, one person may look after the work.

As soon as a person intends to visit a library, he may have to keep his property not allowed in the library as per rules at the Property Counter. For example, umbrellas, big files etc., have to be deposited at the counter.

Most libraries in India maintain Gate Register. The person has to sign it and give his/her particulars including membership number and also show membership card. It the person is not a member, he/she has to seek permission to use the library. In some libraries, he/she has also to make payment for consultation of the library and get permission slip.

For the membership, a person has to fill in requisite form and get it recommended from the concerned authority, as per library rules. After verification of particulars, Membership card and Reader Tickets/card/passbook etc. are issued as per entitlement to the member. The member is responsible for the safe custody of these materials. A copy of 'Library Rules' is also supplied for guidance. Libraries, nowadays, charge fee for membership and also ask for depositing security.

Entitlement for borrowing documents varies according to the type of member, from library to library. Some libraries also have provision for special

membership for a limited period on payment.

Accounts/record is maintained for receipt of membership fee and security fund deposited with the library. Security fund is returned when the person ceases to be library member.

For charging out the document(s), the member brings document(s) to the circulation counter. Here, membership and borrower documents are checked. Document is also checked if it does not belong to a category of documents, which are not loaned out and it is physically sound to be loaned out. If yes, the document is charged out for home use to the member, for the number of days as per library rules. Cards/record etc. are filed in the system as per charging system used by the library. In many libraries, the member has to get the document checked out at the vigilance counter also. In case of a document not meant for loan and/or unsound copy, it is returned to its place or the document is sent for binding.

For discharging a document when the member returns it, the records are taken out and transaction is cancelled. The member may be returned his/her card/ticket if the circulation system warrants.

But before that, it is checked whether the document is not over due. In that case, over due charges are calculated also, and charged, as per rules. Proper receipt is given to the member for it and its record is kept. Later on, or at the end of the day accounts are submitted to the proper authority of the library/accounts section of the parent organization, if any.

Discharged documents of the day are kept in a separate shelf. Any member can scan them and get the documents. At the end of the day, they are sent to maintenance section for shelving.

Sending overdue reminders is a headache. Still libraries send reminders to the members for non-receipt of documents. In some cases, members may have to be personally contacted. Help may have to be sought for getting documents back. Authorities may also have to be informed of such cases, where despite reminders, documents are not returned.

Some documents may be in short supply but in great demand. It may be a temporary phase. So reservation of document(s) is permitted in some libraries. For it, the member has to fill in Reservation Card, giving his/her full particulars and that of the document(s) wanted and his/her address. Postage is also affixed. The counter person puts a Reservation slip in book-card. Dr. Ranganathan terms it 'Bespeaking Card'. As and when that document is returned, it is kept at the Counter and the member is informed about it. If the member claims it within specified period, it is charged out to him/her.

At the end of every day, the cards of documents charged out are filed in a proper order, behind due/issue date. Statistics of daily charged out

documents are kept.

Some libraries also allow renewal of loan period. If there is no reservation of document(s), the loan period may be renewed. The record/book card is taken out and filed behind the new date.

This section has to look after loss of reader/ticket/passbook/ membership card etc. The member notifies about the loss on proper form/plain paper. A thorough search is made, if it is not being misused. After that a duplicate card/ticket/passbook/membership card is issued, as the case may be, to the member as per library rules.

It may be mentioned here that libraries, make it clear in writing to the member that in case of misuse of lost card the member will be responsible for its misuse, even if a duplicate card is issued to him/her.

This section also deals with loss of documents. When it is reported that a document has been lost, the section gets price of the document from the accession section. Charges for loss are counted as per rules.

After getting charges, card is released to the member.

This section also gives 'No Dues Certificate' to members, when they intend not to continue membership. All cards/tickets/passbook/membership card and documents charged out to the borrower are to be returned to the library. After thorough checking of records and satisfying the conditions. 'No dues certificate' is issued to the member. Information about it is also written on membership records. It terminates library membership of the person. It also entitles him/her to withdraw security deposit. Library also recommends to the authorities to release security fund to the member. In some libraries, the library returns the deposit.

This section also deals with inter-library loan. As and when a request is received, document is searched. If it is there, it may be loaned out to another library for a fixed period. A proper record is kept for it.

This section has to keep record of mobile, branch, departmental and study centre libraries and documents charged out to the users and returned by them.

In academic libraries, students are loaned out test books for whole session. It is known as Book Bank. This section is sometimes assigned this annual job of charging out and discharging test books from the Book Bank.

Besides, daily it has to answer queries regarding status of document(s), if it has been charged out, if yes, when it is due back etc.

It has also to keep records of membership, charged out documents, overdue documents, overdue charges etc.

2.2.9 Library Rules

For proper functioning of a public organization like library, rules are

essential. They serve as guide for authorities, staff and members. So every library frames rules for that purpose. Their language should be simple and unambiguous. A copy of library rules is given hereunder :

Musaffar Memorial - Central State Library, Patiala

LIBRARY RULES :

1. Working Hours

The working hours of the library are as under : 11 A.M. to 6 P.M.

2. Membership

(a) Any person can draw books from the library for the use at home as soon as his application form has been accepted. The application form will contain a declaration of his intention to obey the rules of the library and to pay the fines, which may accrue through their infringement.

(b) Any person applying for membership is required to get his application form attested, an Annexure, recommended as mentioned below :

(i) School and college students from the Headmaster, the Principal, and University students from the Head of the Department.

(ii) Permanent Government Servants and University employees from the Head of their offices.

(iii) Other persons desirous of being members shall have their application recommended by a member of the library or Gazetted Officer of M.L.A. or M.L.C. or M.P. or Municipal Commissioner or Member Zila Parishad or any other person holding some responsible office.

(c) Patients in Hospitals and prisoners in jails can borrow books through respective medical officer/incharge of the Hospital and the Superintendent Jail/provided they (Medical Officer or Superintendent Jail) undertake to return books within 14 days from the date of issue. No security deposit will be charged.

3. Security :

A sum of Rs. 500/- will be deposited on account of library security refundable at the termination of membership. For the following classes of persons library security payable will be only Rs. 250/- (Refundable).

(i) Members of the Punjab Legislature.

(ii) Members of the Parliament representing the State of Punjab.

(iii) Fellows, Hony. Fellows of Punjabi University and employees of the Punjabi University.

(iv) Permanent employees of the Central and Punjab State Government and Punjab State Electricity Board.

4. Issue of Books and other connected matters :

(i) Any person may consult books in the library with the permission of the librarian.

(ii) A membership card shall be maintained by each of the persons entitled to draw books from the library under rule 2. Such card shall be non-transferrable.

(iii) Members are responsible for the safe custody of their membership cards. The duplicate card will be issued on payment of Re. 0.50 P. only. Members will be held responsible for any loss that the library may have to undergo due to misuse of their lost cards.

(iv) Membership card will be valid till the security deposited by the members is withdrawn.

(v) A week's notice will be required for the withdrawal of deposit.

(vi) Security shall not be refundable until all the books outstanding against the members as well as his membership card have been returned and the dues outstanding against him are paid.

(vii) Library dues will be deducted from the security deposit if not cleared within 8 weeks. In case the cost of library dues exceeds the security deposit, the extra amount shall be recoverable under the law.

(viii) Not more than two books shall be issued at a time to any member. The already registered life members, however, shall be entitled to draw 5 books at a time.

(ix) The counter of the Lending Department for the issue of the books shall be closed 15 minutes before the closing time.

(x) Before leaving the counter the member shall satisfy himself as to whether the book lent to him is in a sound condition, and if not, he should immediately bring the matter to the notice of the Librarian or in his absence, the Day Officer otherwise he is liable to be held responsible for the replacement of book.

(xi) In case a book is damaged or lost, the member shall replace the book or shall pay the cost of its replacement to the Library.

(xii) Periodicals, dictionaries, rare and out-of-print-books shall not be lent out.

(xiii) All books on loan shall be returned within 14 days of the issue (excluding the date of issue) or by the due date stamped on the book. A life member residing out of Patiala may, however, retain a book for 30 days.

(xiv) If a book is not returned to the library when due, an overdue charge of rupee per volume per day shall be levied during the first week of the over-due period and ten paise per day per volume thereafter till

the return of the book/books till-not-exceeding double the cost of the book loaned.

(xv) Any book on loan can be recalled and the loan terminated at any time by the Librarian.

(xvi) Loan may be renewed at the discretion of the Librarian for further period provided -

(a) the request for the renewal of the loan is made before the expiry of loan etc. and

(b) no other member has applied for the books in the meantime.

(xvii) A member who needs a book which is in issue, can get it reserved for issue to him by filling a reservation slip.

(xviii) There shall be no issue out of books for a fortnight in the month of December on account of Annual Stock taking, Newspapers and magazines will, however, be available in the reading-room as usual.

2.2.9.5. Admission to the Library

(i) A person not of sound mind or otherwise found undesirable shall not be admitted into the Library.

(ii) Sticks, umbrellas, boxes, bags and such other articles which are objected by the Counter Assistant shall be left at the entrance.

(iii) Librarian shall not be responsible for any loss or damage done or replacement made to the articles deposited at the locker.

(iv) Dogs shall not be admitted.

(v) Silence shall be observed in the Library.

(vi) Spitting and smoking in the Library are strictly prohibited.

(vii) Readers shall be responsible for any damage done to the books or other property belonging to the Library and shall be required to replace such books or other property so damaged or to pay the value thereof. If one book of a set is damaged, the person responsible shall be liable to replace the whole set or pay the cost thereof.

(viii) Before leaving the library readers shall return to the Counter Assistant any book, manuscript or map specially requisitioned for consultation.

(ix) The Librarian may, subject to the rules framed by the Government, grant special loan of the books and other special material on such conditions as may be prescribed by the Government.

(x) No mark of any kind shall be made or writing done on walls, floors, furnitures, almirahs, cabinets, books, maps, photographs and art pictures, etc., in the library. Any accidental disfigurement must be immediately brought to the notice of the Librarian by the person concerned.

(xi) A reader will be permitted to take inside loose sheets of papers and not books.

(xii) Any infringement of the rules will render the privileges of admission to and of borrowing books from the library, liable to forfeiture.

(xiii) Members shall abide by any other rule framed from time to time by the Librarian to regulate conduct inside the library.

(xiv) Visitors/Readers other than members shall be liable to replace or pay the cost of replacement of books or the whole set if any book of the set is damaged or spoiled by them. Non-members will be admitted to the reference section only on production of a note of introduction and responsibility by some members of the library to cover up losses or damages caused by them or a sum of Rs. 10 (refundable on termination of consultation).

2.2.9.6. Library Rules for Children Section

(i) Children attending any recognized institution may be admitted to membership on the recommendation of the Head of the Institution.

(ii) Children not attending any recognized Institution may be admitted on the guarantee of parents or guardians, if they are members of the Library.

(iii) Children of both categories shall have to deposit a sum of Rs. 50/- as security which will be refundable on termination of membership.

(iv) Not more than one book may be issued at a time.

(v) The book on loan shall be returned within seven days of its issue.

(vi) Overdue charges for children shall be levied at the rate of two paise per day per book during the first week of the overdue period and three paise per volume per day thereafter till the return of the book but not exceeding double the cost of the book loaned.

Self-Check Questions :

1. Who introduced Newark System ?
2. How many reader tickets are issued to a member in Browne System ?

Answers :

1. John Cotton Dana
2. As many as he/she is entitled to get books charged out from the library.

Further Reading :

1. Mittal, R.L : Library Administration : Theory and Practice. 5th ed. Delhi : Metropolitan. 1984.
2. Krishan Kumar: Library Administration and Management. New Delhi: Vikas. Reprint 2009.

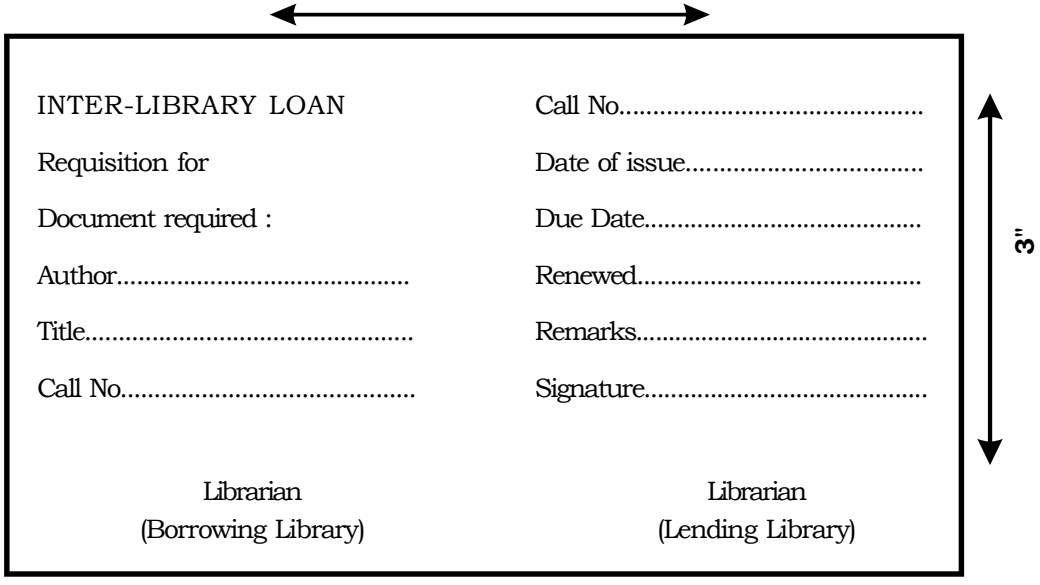
Following may be specification of a membership card.

DRAFT INTER-LIBRARY LOAN CODE

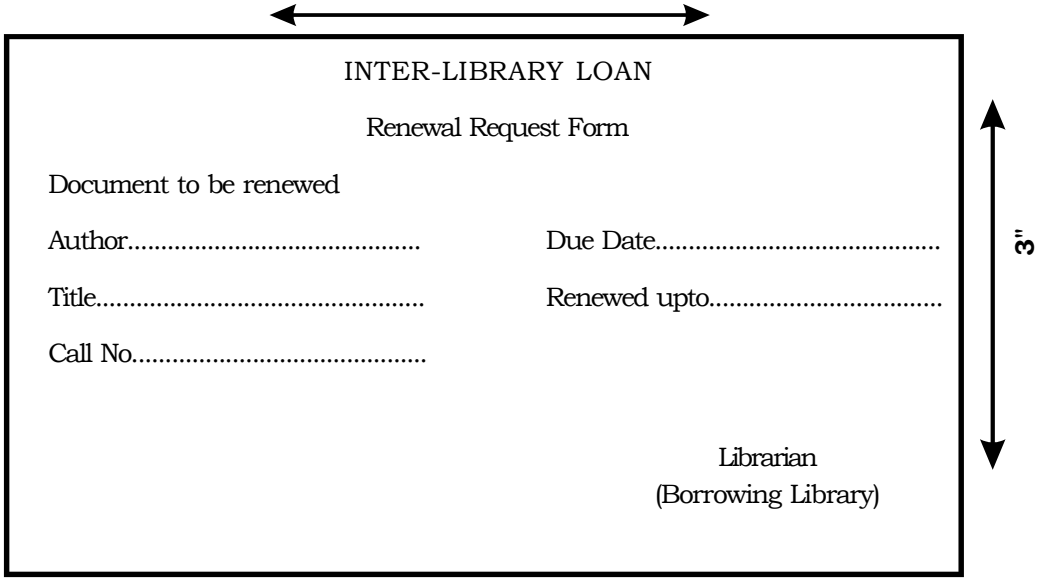
APPENDIX

Forms for Inter-Library Loan

Requisition Form



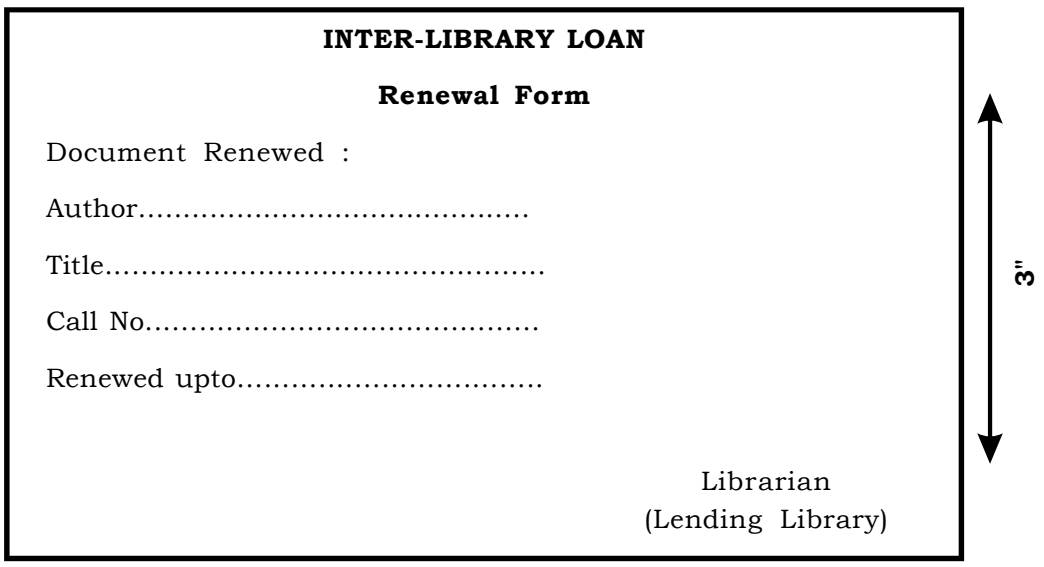
Renewal Request Form



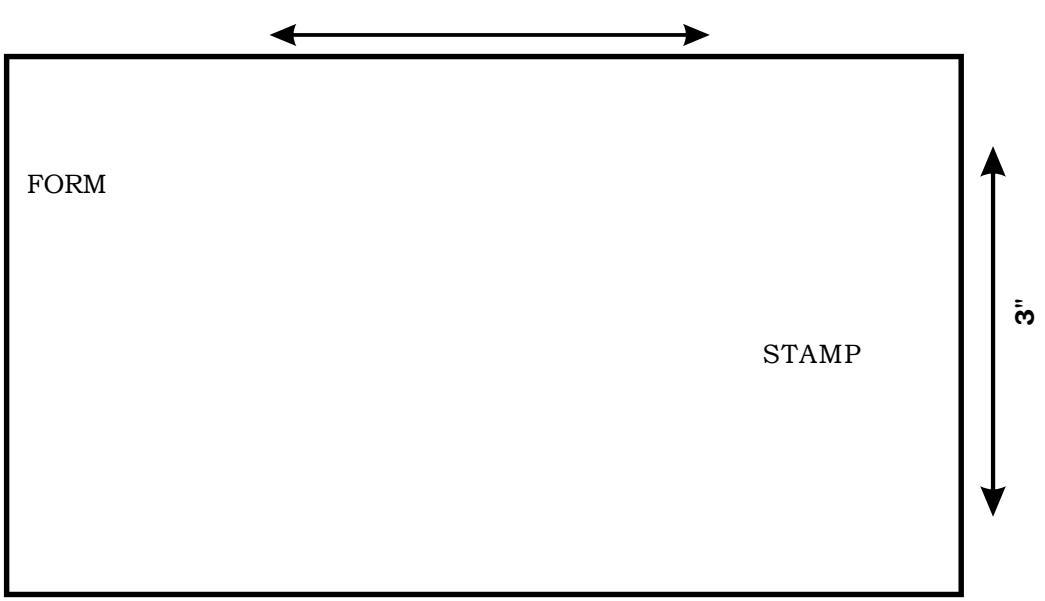
Specimen of card and other materials required are given hereunder.

Renewal Form

Recto



Verso : The following is the Verso for the Forms 81, 82 and 83 given above



LESSON NO. 2.3 | **AUTHOR : PROF. K. NAVALANI**

REFERENCE AND INFORMATION SECTION

Structur

2.3.0 Objectives
2.3.1 Introduction
2.3.2 Meaning & Definition
2.3.3 Need
2.3.4 Purpose
2.3.5 Functions
2.3.6 Services
2.3.7 Requisites
2.3.8 Orientation and User Education
2.3.9 Reference Sources
2.3.2.3Summary

2.3.0 Objectives

Following are the objectives of the lesson :

(i) Defining the reference work and reference service;
(ii) Purpose and functions of reference section; and
(iii) High-lighting the different important reference sources;

2.3.1 Introduction

Much of the image and reputation of a library in its community will depend upon the success with which it handles its reference queries. It is hub of the library work. While circulation and processing of material reflect the custodial and bibliographic aspects of librarianship, reference services focus the specialized expertise aspect of the profession. It is the work for which librarians are specifically educated. They are taught methodologies how to handle inquirer, interview him/her to clarify information requirements, how to formulate different strategies for search of ready reference service or long range/ literature search service in different types of libraries, and know how to use his/her knowledge of reference sources, library collection and other sources for the benefit/satisfaction of user(s).

2.3.2 Reference Work/Service

Definition :

1. That branch of the library's services which include the assistance

given to readers in their search for information on various subjects.

2. Personal assistance given by the librarian to individual readers needing information.

"Reference Service in libraries is most often defined as direct, personal assistance to readers seeking information." (Encyclopedia of library and information science. New York : Marcell Dekker. 1978. V.25, P. 216)

"Broadly defined, the function of reference services is to help library users obtain access to required information." (Saffady, William. Introduction to automation for librarians. 3rd ed. Chicago, American Library Association, 1994. p. 283)

Reference Section

It is that section of the library, which is charged specially with the task of helping users/clientele in the use of the library, particularly in the use of the reference resources and documents within the library walls as distinguished from the lending books for home use.

Need

Reference work is needed :

1. To help users in use of the library.
2. To aid users in selection of proper reading material.
3. To guide users, regarding arrangement and retrieval of documents.
4. To assist users in use of library catalogue, classification etc. as they are artificial tools.
5. To educate users in finding out information from reference and information sources and databases.
6. To make such files as indexes, clipping collections, bibliographies, databases, and databanks etc. needed to supplement the library collection and catalogue.
7. To help users in accessing collection of other libraries.
8. To provide instruction and orientation of library use to individuals and groups.
9. To provide training to users in preparing bibliographies and searching literature on a subject.
10. To answer instant queries of users.
11. To arrange exhibitions of documents during important events.

Classification, catalogue, maintenance, arrangement or documents on library shelves, etc. are too artificial to be understood easily. Reference work is needed to interpret collection and library mechanism, library records and sources to users. Reference Librarian works as an intermediary between

document and user.

2.3.4 Purpose

To purpose of reference service is to help a library's clientele use its collections effectively to meet their information needs. *(ALA encyclopedia of library and information services. 2nd ed. Chicago Illinois: American Library Association, 1986 p. 692).*

Its purpose has broadened. It includes specific fact retrieval and instructions in the use of library resources.

"The distinguishing features of reference service are a staff designated to provide service; a collection of reference works accessible to the public in an area set aside for the provision of the services; adequate guides to the library resources (such as classification scheme, catalogue, and indexes); and a high degree of interaction between the staff and the clientele." (ALA Encyclopedia of library and information services. 2nd ed. Chicago, Illinois: American Library Association, 1986 p. 692).

"…It has also included reader advisory service, bibliographic instruction, and information and referral services. (ALA Encyclopedia of library and information services 2nd ed. Chicago Illinois: American Library Association, 1986 p. 692)

2.3.5 Functions :

Following are the functions of this section :

1. Building adequate and a live reference collection.
2. Good house keeping.
3. Provision for keeping reference collection.
4. Providing space for users.
5. Organising exhibitions and making provisions for area for it.
6. Supervising use of the library.
7. Assisting in use of library catalogue, classification, etc.

"Amplified reference services may be characterized by addition of one or more of the following functions for reference personnel:

1. Conducting literature searches and compiling bibliographies on topics about which information is sought or is expected to be sought, by users.
2. Preparing guides and aids to use the library and its collection.
3. Constructing special indexes and maintaining special files (e.g. pamphlets, documents, clippings, obituaries, etc.)
4. Interlibrary loan.
5. Abstracting.
6. Translation.

7. Selective dissemination of information to clients.
8. Editorial and publishing services.

(Encyclopedia of library and information science. New York : Marcel Dekker. 1978. V. 25. P. 220-221)

2.3.6 Services

This section usually provides the following services :

Answering Queries :

Users come to a library with many questions and want their answers/ information/document(s) on them. This section is meant to satisfy them by answering their queries/ providing material on them/ or guiding them to see the experts on the topic.

Helping Users :

It is the primary function of this section. An inviting, placard - May I help you! should be displayed on the reference desk(s). The Reference Librarian is there to assist users in use of library, its various tools for finding documents such as classification, catalogue, indexes, databases, reference sources, etc.

Reader Advisory Services :

This service was in response to adult education movement. The librarian would interview user to identify his/her needs, interests, education level and capabilities and then the books were suggested to the user. Nowadays, many a times users seek advice on what to read, how to use or what is available where and even what software/ hardware to buy etc. Personnel of this section has expertise in this area, hence they provide this service.

User Education :

This section is also charged with providing orientation courses for various types of users. Library staff educates them in library use. It is done in the beginning of the year or as and when new members come to the library. Nowadays, computer aided programmes are also available in many libraries.

Compilation of Bibliographies :

In many libraries this section is entrusted with compiling bibliographies on topic(s). This section also guides researchers/scholars in preparation of bibliographies. Nowadays, this function has become easier due to access to bibliographical sources, automation, information technology and use of Internet.

Indexing and Abstracting Services:

This section also provides indexing and abstracting services either by compiling them or creating databases or helping in accessing databases and databanks in print/ CD-ROM/ online..

Inter library Loan :

In some libraries this section is also entrusted with inter-library loan services or guiding/ helping users for getting this service or accessing collections of other libraries.

Maintenance of Clipping and Pamphlets :

Latest information on a current topic may be in newspapers and pamphlets. So this section has to maintain files of newspaper clippings and pamphlets after scanning newspapers and pamphlets. Many newspapers are now available online. This has made accessing information on a topic easier in automation and Internet environment.

Referral Services :

It differs from the reference service and does little use of reference or library books. The librarian interviews the person who needs help and directs the client to the proper person/ agency/ expert. Libraries have directories and who's who. Many of them also keep files of such agencies, persons, particularly local. And this service of directing clientele to seek information from source outside the library is known as referral services.

Delhi Public Library invites experts/specialists in different fields such as law, medicine, and psychology. They come to the library and help clientele to contact these experts.

Exhibition Room :

Large libraries have exhibition rooms. Literature exhibition on important events or exhibition of important documents is the usual feature of these libraries. Reference section keeps track of the events and programmes and accordingly it arranges exhibition(s). Sometimes, it also brings out bibliographies of documents and reports in the field.

2.3.7 Orientation and User Education

It means training or information a person is given before starting a new job, course. Using a library also needs orientation or training to be familiar with it, its structure, collection, tools, organization, services, rules and regulations, personnel etc. Thus, orientation is concerned with providing information about the library to its fresh members.

User education in self-help is part and parcel of reference work. The essential things an outsider needs to know are a few and simple. Catalogue is surely a complex and delicate instrument to readers. Most libraries now distribute library handbooks, explaining the arrangement of rooms and collections, the relation of marks and call numbers, what can be learnt from the catalogue and classification and how, the process of getting a book and similar details. Such a pamphlet as “How to use library” furnishes a simple and clear

explanation of how to use the library and the most important reference works. It also guides the users regarding the arrangement of books in the library, the dictionaries, the encyclopedias and other important reference books, and the making of bibliographies. The pamphlet is also useful in other ways as it supplements lessons given by the librarian on the use of the library and it may be used as a substitute for such lessons if they are not given. A careful reading of a clear handbook of this sort, especially when accompanied by concrete search should equip a reasonably intelligent reader with use of library. Computers are also used for this purpose, nowadays in libraries.

This work will differ with the type of library, and community, and their level of understanding.

10.7.1 School Library:

School libraries are supposed to be cradles or centres for learning and developing learning and reading skills of children. Therefore, the course should be integrated with teaching programmes. Library period/hour should be fixed for this purpose. Teachers can also be of help. Children should be given project work to supplement it with the help of library, scrapbooks and work books may be used for it. The programme should include :

1. Information about library, functions and services.
2. Use of books and magazines introduction, parts of books, and how to handle or read them.
3. Types of books.
4. Information about reference books, their types and uses.
5. Classification and catalogue and other tools - their use in finding books/ information.
6. Collection and their peculiarities.
7. Ethics, culture and behaviour expected within a library.
8. Simple rules, timings and days on which books are charged out to users or classes.
9. How to take care of library books, not to mutilate them etc.
10. Information about audio-visual material, multimedia and their uses.

2.3.7.2 College Libraries:

Most of the schools in India, do not have library worth the name. Hence, actual orientation of students starts in college libraries. Hence most of the programmes described for school libraries should be repeated in college libraries also. Teachers should come with students during the period.

Students should be told about facilities of text book, consultation books and book bank collections. Post-graduate students need orientation in research

work also.

2.3.7.3 University Libraries :

Most of the university students may be conversant with use of library. They may know about facilities and services being provided by a library. But every library has its peculiar features, ways of arranging material, classification, and catalogue. So these peculiarities are to be emphasized in user education course meant for students. But emphasis should be on the subject of the students and ways and means of literature search in their areas of interest.

Besides research students in universities need special attention. They are to be told how to search literature, prepare bibliographies, how to access databases, databanks, Internet etc.

Nowadays, for students, computer aided orientation courses are prepared. But it depends upon the availability of computers and machine - readable reference sources. Since late 1960s, many publishers of indexing and abstracting services, bibliographical and reference tools are offering machine readable versions of their products for use by libraries, organizations and individuals. But these are mostly fee-based. Besides, the libraries should also be equipped with terminals or computerized configuration facilities, internet access etc.

2.3.7.4 Special Library

These libraries serve specialist group of users. They are usually aware of library services. But as already said, every library is a unique organization. So, these users also need orientation courses. Thus libraries have special collections of different types of documents. So providing access to them needs different tools. How to access collections of the library, make literature search, access other collections, databases, databanks etc.? What library facilities are available. These points are to be emphasized in these courses.

2.3.7.5 Public Library:

The public library serves different segments of people. Orientation programmes are continuous feature of most of them. But it will depend upon the user's age, background, needs, level of understanding etc. All these factors should be taken into consideration. It should be one to one basis course, if it is possible and resources permit.

Orientation courses are accepted by the libraries and users. But in practice, most of them do not care much about it. Neither the users, take them seriously, nor the librarians make proper preparation for them. Many libraries are short of human and other resources. In academic libraries, teachers have been found apathetic. They may not cooperate or encourage students to courses.

If the library does not conduct these courses systematically, it will affect the image of the library. And investment in it may not bear full fruits. Collection development, providing facilities and infrastructure, particularly reference books are hub of this section. It is essential to know types of reference sources and their use. These are listed below :

2.3.8 Reference Sources

1. Guides and Bibliography of bibliographies
2. Bibliographies
3. Union Catalogues
4. Dictionaries
5. Encyclopaedias
6. Yearbooks
7. Manuals
8. Biographical sources
9. Indexes and Abstracts
10. Serials
11. Handbooks
12. Directories
13. Geographical sources
14. Government documents

So rich are they in content and style that reference books deserve being called the literature of reference.

Bibliographies: Bibliographies are lists of written, printed or otherwise produced records of civilization, description. According to William Katz, "A Bibliography is analogous to a map or a chart. It serves to guide the Librarian in the chaotic world of books and other forms of communication. Just as no sensible navigator would set out to sea without a chart, no modern library can hope to function without bibliographical guides."

Bibliography of bibliographies and guides provide information regarding bibliographies and reference sources. They introduce a user to a wide variety of sources-general and/or on subjects.

Examples:

Bibliography of Bibliographies

1. Besterman, Theodore. A World bibliography of bibliographies and bibliographical catalogues, calendars, abstracts, digests, indexes and the like. 4th rev. and enlargeded Lausenne: Societies Bibliographica, 1965-66. 5v.
2. Bibliographic index: a cumulative bibliography of bibliographies. 1937- New York: H.W. Wilson, 1938- Triannual.

3. Kalia, D.R. Bibliography of bibliographies on India/ D.R. Kalia and M.K. Jain. New Delhi: Concept, 1975.

Guides

1. Balay, Robert. Guide to referencebooks. 11th ed. Chicago: American Library Association, 1996.
2. A Guide to reference materials in India/ compiled and edited by N.N. Gidwani and K. Navalani. Jaipur: Saraswati Publications, 1974. 2v.
3. Walford, A.J. Guide to reference material. 8th ed. London: Library Association, 1999-2001. 3v.

National Bibliographies

1. British National Bibliography. London: Council of the British National Bibliography, 1950-1974; London: Library Bibliographic Services Division, 1974.
2. Indian National Bibliography. Kolkata: Central Reference Library, National Library, Oct. 1957- Dec. 1963. Quarterly Jan. 1964. Monthly.

Trade Bibliographies

1. Books in print. New York: R.R. Bowker, 1948- Annual. 2003-2004 edition 8v.
2. The Cumulative book index: a world list of books in English language. New York: H.W. Wilson, 1998-1999 Monthly.
3. Indian books in print: a bibliography of Indian books published in English language/edited by Sher Singh. Delhi: Indian Bibliographies Bureau, 1967- 21st ed. 3v.
4. Whitaker's book list. London: Whitaker's Bibliographic Service, 1987- Annual.

Union Catalogues

William Katz defines it as “an inventory common to several libraries and listing some or all of their publications maintained in one or more orders of arrangement Examples:

1. US. Library of Congress. The National union catalog: Pre-1956 Imprints. London: Mansell, 1968-1981. 754v.
2. British union catalogue of periodicals: new periodical titles, 1964-80. London: Butterworth, 1964-81. 71v.
3. National union catalogue of scientific serials. New Delhi: Indian National Scientific Documentation Centre, 1965-81/ 18v.
4. National union catalogue of scientific serials in India/ edited by S.N. Dutta et al. New Delhi: Indian National Scientific Documentation Centre, 1988. 4 v.
5. Union catalogue of social science serials. New Delhi: National Social

Science Documentation Centre, ICSSR, 1975-76. 14v.

Dictionaries:

A dictionary is a book containing the words of a language, or the terms of a subject, arranged in some definite order, usually alphabetic with explanation of their meanings and use. Following uses have been identified for dictionaries:

It gives spellings, pronunciation, meaning, usage, and sometimes its synonyms, antonyms, homonyms etc.

Examples:

1. Oxford advanced learner's dictionary of current English; 6th ed. Oxford: Oxford University Press 2000.
2. De Sola, Ralph. Abbreviations dictionary. New York: American Elsevier, 1974.
3. Funk and Wagnalls New standard dictionary of the English language. New York: Funk and Wagnalls, 1961.
4. Encyclopaedic dictionary of management/edited and compiled by Rohit Sharma. New Delhi: Lakswgey, 2003.
5. Cambridge English pronouncing English dictionary. Low price ed. Cambridge: Cambridge University press, 2003.
6. McGraw-Hill Dictionary of art 1963, 5v.
7. Oxford English dictionary. Oxford: Clarendon Press, 1973.

Encyclopaedias

Encyclopaedias are major reference sources, containing so much information that good encyclopaedias were once referred to as, “the backbone of the reference work in any library”. They contain articles on topics in a subject(s).

The first edition of the Encyclopaedia Britannica was only a moderate success when judged by its sales and scholarship. It remained for subsequent editions to win the praise which the educated world was eventually to heap on the Britannica.

Another famous encyclopaedia with a long history is the Encyclopedia Americana. In keeping with the practice of many encyclopaedias, the first edition of the Americana, published in 1833, was patterned after an earlier work, the Brockhaus, a German encyclopaedia.

Milestones of encyclopaedia development include Aristotle's encyclopaedia, Pliny's Historia Naturalis, Diderot's Encyclopedia, and today's encyclopaedias. They may be summarized in four phases: the single author era, the single compiler-multiple source era, the single editor-multiple author era, and the multiple editor-interdisciplinary author team etc. This change in

editorial responsibility may be explained by the exponential growth in knowledge, which made it impossible for any single editor, regardless of his or her scholarly attainment, to cope with the expansion of knowledge that has taken place since encyclopaedias first appeared.

Encyclopaedias are of various types, each with its audience.

An important use of encyclopaedias is for background information. A user may ask, "Where can I find something about India?" an encyclopaedia offers the logical starting place. Good reference practice does not end there. The question should begin at the encyclopaedia's own index, which pinpoints other material besides the article on India, its history and culture, geography etc.

Maps are also included in encyclopaedias. These may be of various types - political, historical, religious and topographical maps. Statistical summaries are often provided in encyclopaedias.

Pictures are also included in encyclopaedias. Although colour can be important, black and white is sometimes more effective, as in illustrations of architecture. Colour, when properly used, can make items and situations alive. The articles and illustrations in encyclopaedias are generally supplemented by bibliographical listings.

Examples:

1. Encyclopaedia of library and information science. New York: Marcel & Dekker 1968- v1-35. With supplements.
2. Collier's Encyclopaedia. New York: Collier, 24v. annual.
3. Encyclopaedia of the social sciences. New York: Macmillan, 1930-1935, 15v.
4. The New college encyclopaedia of music. New York: Norton. 1960.
5. Penguin Encyclopaedia. Baltimore Md: Penguin Books, 1966.
6. The New Encyclopaedia Britannica. 15th ed. Chicago: Encyclopaedia Britannica, Inc., 1994, 32v.
7. McGraw Hill Encyclopaedia of science & technology. 7th ed. McGraw Hill, Inc. 1992, 16v.
8. World book encyclopaedia. Chicago: Field Enterprise Educational Corp., 22v. annual.

Yearbooks:

Yearbooks and annuals review developments during the year and record current information of a descriptive or statistical type.

Examples:

1. India 2004: a reference annual. New Delhi: Publications Division, Ministry of Information and Broadcasting. Annual.
2. Statistical abstracts India 2002. New Delhi: Central Statistical

Organisation. Annual.
3. The Statesman's year book.; London: Macmillan, 1864.
4. The Europa World year book. London: Europa Publications Ltd. : 1869.
5. Whitaker's Almanac. London: Whitaker, annual. 1869.
6. Britannica Book of the year. Chicago: Encyclopaedia Britannica Inc. annual. 1938.
7. Collier's Yearbook. New York: Collier, 1939 - annual.
8. Reader's digest almanac. New York: Reader's Digest Association. annual 1939.

Manuals:

They are instruction and rule books that serve as aids for doing, making, or performing something.

Seven types of manuals can be classified: (a) Cookbooks (b) health and first aid, (c) home maintenance, (d) etiquette and correspondence, (e) recreation, (f) handicrafts and hobbies, and (g) professional manuals.

Examples:

1. American Red Cross, first aid textbook for Juniors, New York: Blakiston. 1949.
2. Kengery, Robert. How To do It books. New York: Bowker, 1950.
3. Vohra. Amritlal. Manual of service conditions of teachers in universities and colleges in India. New Delhi: Crest Publishing House, 2001.
4. Vanderbilt, Army, New complete book of etiquette: the guide to gracious living. New York: Doubleday, 1972.

Biographical Sources:

They help in answering biographical questions of notables, living and dead, specialists; in the sciences, social science, humanities; in the professions of law, medicine, teaching, engineering; in the trade, business, and industry; socialites: including royalty, nobility, first families, social club members.

Examples:

1. American men and women of science. New York: Bowker, 1976 7v.
2. McGraw - Hill Modern men of science. New York: McGraw-Hill, 1966-1968. 2v.
3. National Encyclopedia of American biography. New York: White, 1892-1971, 53v.
4. Who's Who in America. Chicago: Marquis, 1899.
5. Cyclopedia of world authors/edited by Frank N. Magill. 4th rev. ed. Pasadena, Cal.: Salem press, 2004, 5v.

Indexes and Abstracts:

An index is a systematically arranged list giving enough information about each item to enable it to be identified and traced. An abstract is a summary of a publication or article accompanied by an adequate bibliographical description to enable the publication or article to be traced.

Examples:

1. Business periodicals index. New York: Wilson, 1958 - Monthly.
2. Index medicus. Washington, D.C. : National Library of Medicine. 1879- Monthly.
3. Library literature, 1921/32. New York : Wilson, 1934- bimonthly.
4. P.A.I.S. Bulletin. New York: Public Affairs Information Service, 1915-, weekly.
5. Index India. Jaipur: Rajasthan University Library- 1967.
6. Chemical abstracts. Ohio: chemical Abstracts Service of American Chemical Society 1907- weekly.

Serials:

Current awareness, or "keeping up", is a necessary function of any well-informed individual, professional or layman. A serial - defined as "a publication issued in successive parts, usually at regular intervals, and as a rule, intended to be continued indefinitely" - serves that function :

1. Newsweek. New York: Newsweek, Inc., 1933-
2. Reader's digest. Pleasantville, New York: Reader's Digest Association Inc., Ne 1922-.
3. Reader's guide to periodical literature. New York: Wilson, 1905-, semimonthly.
4. The Times literary supplement. London: Times Newspapers Ltd., 1902 weekly.

Handbooks:

According to Shores, a handbook is "A reference book of miscellaneous facts and figures on one or many subject assembled for ready use, in response to popular interest or to a specific need for concise, handy information."

Examples:

1. The New Guinness book of records. London: Guinness World Records Ltd., 1955- Annual.
2. Universities handbook. New Delhi: Association of Indian Universities, 1955- Annual.

Directories:

They provide information regarding six types of agencies: a. learned societies; b. professional and trade associations; c. institutions; d. commercial and industrial firms; e. clubs, lodges, fraternities, societies, and social

organizations; and political groups. These are arranged, systematically, usually in alphabetic or classed orders, giving addresses, affiliations, etc., for individuals; and officers, functions, and similar data for organizations.

Examples:

1. Encyclopaedia of associations. Detroit: Gale Research Co., 1964-, biennial.
2. The World of learning. London: Europa, 1947- Annual
3. Yearbook of international organizations. Brussels: Union of International Associations, 1948- Annual.

Geographical Sources:

The reference librarian is frequently asked "place questions". There are specfic reference sources such as Gazetteers atlases which provide such information and they contain information relating to places such as geographical locations, descriptions, and impressions of places throughout the world.

Examples:

1. Gazetteer of India: Indian Union. Delhi: Publication Division, 1965-1978, 4v.
2. Complete A Z geography handbook/Malcolm Skinner et al. 3rd ed. London: Hodder & Stoughton, 2003.
3. Hammond Medallion World atlas. Maplewood N.J.: Hammond, 1975.
4. The International atlas. Chicago: Rand McNally, 1974.
5. India: a travel guide/ Aruna Deshpande. New Delhi: Crest, 2000.

2.3.9 Summary :

Reference service is personal assistance given to individual users in using library or self-help, and finding or helping in finding information or sources. It aims to help users in collection use and finding information. So it has to perform many functions and provide services.

User education and orientation is concerned with information about the library and how to use it to fresh users.

There are many types of reference sources. Knowledge about them help in providing this service.

Further Readings :

1. Shores, Louis. *Basic reference sources.* Chicago: American Library Association, 1954.
2. Katz, William A. *Introduction to reference work.* New York: McGraw Hill, 2v.
3. Krishan Kumar. *Reference service* 5th ed. New Delhi: Vikas. 1996. Reprint 2006.

4. Sewa Singh. *Handbook of international sources on reference and information.* New Delhi: Crest, 2001.

Self-Check Exercise

1. Define a reference service.
2. What is referral service ?

Answers:

1. See under their headings/sub headings.

LESSON NO. : 2.4

AUTHOR : DR. P.C. SEHGAL AND K. NAVALANI

LIBRARY BUILDING AND EQUPIMENT

Structure:

2.4.0 Obectives
2.4.1 Introduction
2.4.2 Definition
2.4.3 Services
2.4.4 Activities
2.4.5 Principles of Planning
2.4.6 Modular Unit and Dry Construction
2.4.7 Planning
2.4.8 Site
2.4.9 Size
2.4.10 Guidance for Space
2.4.2.4 Indian Standard
2.4.12 Building Plan
2.4.13 Light and Ventilation
2.4.14 Acoustics
2.4.15 Furniture
2.4.16 Dimension
2.4.17 Summary

2.4.0 Objectoves :

Following are the objectives of the lesson:

(i) Detailed information about library building;
(ii) Principle of planning of a library building;
(iii) Indian Standards of library building; and
(iv) Physical facilities of library building.

2.4.1 INTRODUCTION :

Every library must be housed in a building. The objectives of the library can be achieved much more effectively, efficiently and economically, if the building is functional. A library should be housed in a separate building constructed for its needs. Most of the small libraries form part of buildings of their parent organizations – schools, colleges, business and research organization. But it is desirable that a separate building

should be constructed for libraries to fulfil their specific objectives and functions.

2.4.2 DEFINITION :

The library is the place where library material is kept for users. The whole range of materials may be represented in its service-books, periodicals, pamphlets, audio-visual material audio-visual equipment, electronic documents and computers and equipments to access data bases and data banks and use C.D. Romes etc. and actual objects, such as models and miniatures and specimen collections.

2.4.3 SERVICES :

The library service includes the identification of materials, and in their selection, acquisition, organization, indexing, circulation, access and use.

2.4.4 ACTIVITIES :

Books and other materials are ordered, received, classified, represented by various codes or electronic record, and numbered or lettered to establish their location within the library organization. They are equipped with records and codes for circulation to various users. Documents are shelved or housed appropriately, before they are put into public use as well as afterwards. They are kept in good physical form.

Members of the community visit, the library as individuals, in committees, or in groups, for examination, selection, and use of materials. Materials are borrowed by individuals for their use in the library or at home. They are also sent to classrooms or other areas for use thereby class/groups and by individuals, in academic classrooms.

The services and activities of library necessitate the provision of certain work and usage areas.

2.4.5 PRINCIPLES OF PLANNING :

(1) Building should be designed on functional basis. Functions should determine the physical design of the building.
(2) It should be planned both from inside as well as outside.
(3) It should take care of physical environment of the locality.
(4) It should consider cultural and economic factors of the locality and the country.
(5) As far as possible, the building should be economical in operations and administration and effective in control.
(6) The building should represent simplicity in character.
(7) Study areas should be near to stacks and bookshelves.
(8) Physical convenience should be in proportion to the number and nature of the clientele.
(9) Physical convenience of the staff should also be taken care of.
(10) The building should be based on the existing requirements and data with a provision for future growth, library is a growing organism.
(11) It should be based on standards and modular system.
(12) There should be proper in-built security measures in the building such as

restriction of entrance and exit through one door, convex security mirrors, fire and earthquake safety systems, etc.

(13) The concept of library is changing, Its function and activities are changing. Therefore, the plan of the building should be adaptable to the future growth and development.

(14) It should make provision for automation, networking, information technology and non-print media.

MODULAR UNIT AND DRY CONSTRUCTION :

The concept of modular unit and dry construction should be used in building construction, so as to adapt it to the future needs with the least cost. Modular construction implies the construction of a building in units or modules. These units or modules are mostly of identical size. However, sometimes modules of different sizes are used in different parts of building. The building is constructed in such a way that permanent walls in the interior of the building are kept to the minimum.

Dry construction is a corollary of the modular construction. Wall-less spaces provided by modules are to be partitioned for different purposes. Temporary, thin, easily removable partitioning walls of material such as plywood, glass, or of book racks and almirahs are provided. Wet mortar is not required for such construction. Hence the name dry construction. Dry construction is usually inexpensive also.

The idea behind modular and dry construction is to keep the building 'open', for use. The rigid divisions such as stack rooms reading rooms, etc. are kept to minimum. The use of space is interchangeable, and adaptable according to the needs of a library. Interior arrangement can be altered at a very low cost to suit the new uses.

2.4.7 PLANNING :

Library building does not just come or happen. It requires a careful and calculated planning. Planning requires three major steps :

(a) The Programme
(b) Preliminary Plans
(c) Working Drawings.

(a) Programme :

It describes the aim and objectives, purpose, scope and functions of a library. It should spell out :

* Type of library
* Type of users
* Number of users
* Needs of users
* Size
* Details of area required by users
* Functions to be performed within a library

* Relationships – working areas, users, staff
* Aesthetic character of the building
* Type and nature of furniture and fittings
* Automation and networking

(b) Preliminary Plans :

"Preliminary plans are the architect's graphic expression of the written programme for the building, showing floor plans and introductory sketches of the exterior of the building" (Galvis, Hoyt R. The small public library building by Hoyt R. Galvis and Martin Van Buren, Paris : Unesco, 1959, P. 29).

The preliminary plans provide initial cost estimates. Working drawings are prepared by the architect. It specifies scale plans, elevations, detail drawings. It also gives written specifications regarding construction of building general conditions, materials to be used and workmanship involved in the project. These serve as contract documents used for the preparation of bids and the erection of the building.

(c) Planning Team :

Library building is a team work. There are three major players in it viz. Government or Authority, the librarian and the architect. Each of them should have a say in decision making.

Authority is responsible for financial and legal decisions. It is a policy-making body for the library. Different types of libraries have different types of authorities. It selects and appoints architect. It selects a site for building. It approves and sanctions, funds and makes payment of invoices as per contract as the programmes, plans and construction work progress. The authority may delegate certain power to other members or appoint a smaller building committee.

The librarian contributes on-the-job knowledge of the services and activities which are to be performed in the building. His/her experience provides guidance relating to space allocation and how they should be related to one another. The librarian should acquaint himself/herself thoroughly, with architecture, its language and study literature in library buildings. As far as possible, he/she should visit libraries and talk to their library staff regarding good and bad points of their building. He/she has to work as a coordinator of the library building project coordinator of the library authority in approval and payment of invoices for construction work and ultimately carry out operations for services in the new library building.

Architecture contributes his/her skills and translates blue print of building to reality and helps in construction of functional and attractive library building.

In addition to these three team members, the library building consultant (s) and the interior architect are also employed.

Library building requires the mutual efforts of all team members.

2.4.8 SITE :

Library is to serve its clients. It should be easily accessible to them. Location is, therefore, a very vital factor. It should be centrally located, as it is a hub of activities. It should be prominent place, where it can be easily seen. Getting a good site should be of utmost importance. If it is not so, library's potential use will be adversely affected. Cost of operating a more used for little used library are almost same. If it is a public library it should also be accessible by means of public and private transport. But a site adjacent to noisy surroundings, or rail lines, or air traffic should be avoided as for as possible. Safety should also be taken into account. Future expansion should be kept in mind.

A front site should permit building orientation with minimum sun exposure. In the northern hemisphere orientation of site from north is considered the best while in the southern hemisphere, it avoids sun glare. East front may be second preference. Other geographical and environmental factors should also be considered.

Book shelving creates a heavy load. Therefore, building foundation should be strong structurally with uniform foundation conditions. Nature of soil and ground should also be taken care of.

Cost factor of site is also to be considered. All the above factors are to be kept in mind, if the library has to construct an independent building. But in many cases, such as school, college and special libraries, they are housed in a room or rooms. And sometimes, even public libraries are housed in rented houses or dingy places. So, they have to adjust and adapt to the environment.

2.4.9 SIZE :

How large should be a library to serve its community and how much expenditure authorities/community want to incur for the service will decide size of the library.

Factors to be considered for this are :

* Number of users to be served or population
* Type of library
* Collection
* Staff requirement
* Variety of services
* Rate of growth

2.4.10 GUIDANCE FOR SPACE :

Formula/guidelines has been worked out for library space by experts. A few are reproduced below :

Book Stacks :

First, the size of the present book collection must be known, and the future quantity of volumes estimated for a period of at least 20 years ahead. Various factors will enter into this computation of the estimated future collection, such as possible gifts from private collections, the annual budget for buying books, the number of volumes which will have to be discarded as a result of wear and tear etc. This total figure must be specified in the programme as a basic requirement for preliminary planning and deciding on the size of the building.

The calculate what floor space must be designated for 'book storage, a figure of 15 books per square foot, or 160 books per square metre has been established as a reasonable average in stack areas. Occasionally, under an extremely limited budget, a figure as high as 20 books per square foot can be used, but this figure is a maximum to permit traffic circulation and convenient access to the book stacks.

In determining linear book-shelving requirements, a base figure is seven books per foot or 23 books per metre for full capacity on an individual book shelf. This figure will diminish in the case of larger technical or reference books, and will almost double for thin children's books. Full height single-faced shelving contains seven shelves in height; therefore, one three-foot section will accommodate 147 (or 150) books. A one-metre section, seven shelves high, will accommodate 160 books. Double-faced shelving, of course, doubles for figures given for single-faced height shelving, 50 books per foot (160 books per metre) : double-faced, full-height shelving : 100 books per foot (or 320 books per metre) (floor measure).

In lower height shelving, 5-foot sections provide five shelves, and 3 feet 6 inches (counter height) sections three shelves. The above figures are for capacity loading of book shelves. The ideal in library planning is to calculate shelf capacity for 50 per cent loading of book shelves. When shelves are loaded beyond 75 per cent it becomes difficult to arrange the books properly. The capacities of the different kinds of shelving are detailed for various categories of books in Table-1 and a general average capacity is also given.

Table-1 : Book capacity of shelving for various types of books

Types of Book	Book Per						
	foot of shelving	metre of shelving	linear foot of single-faced wall shelving	linear metre of single-faced wall shelving	linear foot of double-faced shelving	linear metre of double-faced shelving	Recommended width of shelves (inches)
Fiction	8	26	56	184	112	368	8
General non-fiction	7	23	49	160	98	320	8
Technical & scientific	6	20	42	138	84	276	10
Medical	5	16	35	115	70	230	10
Law	4	13	28	92	56	184	8
Bound periodicals	5	16	35	115	70	230	10-12
General Average	**7**	**23**	**50**	**160**	**100**	**320**	--

(ii) Users :

The following formulae may be used as a check for local estimates : if the estimated future population is less than 10,000 allow four to ten seats per thousand; if more than 10,000 but less than 24,000 allow four to five seats per thousand; between 25,000 and 49,000 three to four seats per thousand; between 50,000 and 74,000 two to three seats per thousand; between 75,000 and 99,000 one and a half to two seats per thousand.

The programme should estimate the total seating capacity in the several areas of the building, and it should suggest the proportion of table seating to casual seating. The following formulae can be used to translate the number of seats desired into square feet or metres : one seated table per 25 to 30 square feet; one seated table per 2.25 to 2.75 square metres."

Staff also need space to perform various duties. They have to exercise visual control over a number of areas. The fundamental work space requirements for a small library can be calculated as follows : one staff office (or work space) per 100 square feet; one staff office (or work space) per 9.3 square metres.

2.4.11 INDIAN STANDARDS :

Planning of library building should take into consideration the standard specifications. In India, Library Building, Fitting and Furniture Committee of the Indian Standards Institution have designed Standards for primary elements in Library building. The University Grants Commission has also recommended standards for colleges and university building. Extracts from this standard are reproduced below :

(i) **Module :**

Generally dimensions of rooms, gangways, etc. may be based upon a planning module of one metre. Dimensions of furniture and fittings may be based upon a module of 10 cm. in accordance with IS: 1233-1958.

(ii) Stack Room :

The dimensions of stack-room should be as follows :-

(1) Clear Length - 1.80n plus 3.15 metres where n is the number of book racks.

Note-1 : The centre to centre distance between consecutive racks is 1.80 m (on the basis of 0.45 m of rack-depth plus 1.35 m of cross gangway width).

Note-2 : The distance from n end wall of the stack-room to the centre of the nearest row of racks is 1.575m (on the basis of 1.35m of the end cross gangway with plus 0.225m of half the rack depth).

(2) Clear width -3m (on the basis of the book rack 2m long plus one side-gangway of one metre) close to a longitudinal walls.)

Note-1 : Three metres and five metres width are generally only in the case of stack spaces, as the stack-room and the reading room may be combined into a single room, in such cases.

Note-2 : The height of the book-rack is 2.20m and allowance for bay guides is 0.15m.

Note-3 : Each unit book-rack 2 m long may be assumed to house 700 to 750 volumes and one square metre of stack-room area may be assumed to house 150 volumes.

Note-4 : In a university library the number of tiers may be four and in a college library, it may be two.

"7.11 Provision for Bay Guides : Suitable provision should be made for suspending bay guides from the ceiling of each tier of the stack-room.

For example, at a depth 5 cm from the ceiling of each tier of the stack-room and at a distance of about 5 cm from either side of a row book racks, a rod may be run from wall to wall of the stack-rooms, so that frames holding the bay guides may be suspended and slid along.

"7.2 Reading Room

The size of a reading room should be as follows :

(1) Length — 1.5m (excluding the control region where n is the number of rows of reading tables).

(2) Width — 5m (on the basis of two tables each 2m long plus control gangway 1m wide) : or 7.5m (on the basis of three-tables each 2m long plus central gangway 1.5m wide) or 10m (on the basis of four tables each 2m long plus central gangway 2m wide).

Note : The size of the reading is 2 x 0.7m. The centre distance between two consecutive rows of reading room tables is 1.5m with seating arrangement of on one side of the table only.

"7.3 Other Rooms :

The sizes of the other rooms may normally be as follows :

(iii) Rooms :

Requirements of each library differ. They depend upon the type, size and local conditions. Stacks for books and reading area for readers are the most important parts of any library building. Provision is also to be made for circulation counter, catalogue, display area, automation and staff. In large libraries, Periodical Section, Reference Section, Seminar Lecture Room, Special Reading Room, Automation Room and Document Reproduction Rooms are also to be provided. In academic libraries, provision is also made for Text Book Section. In research libraries, research cubicles and a lounge for relaxing are also provided.

(iv)	**Room For Use of**	**Area in Sq. M.**
1.	Librarian and Deputy Librarian	30 per person
2.	Professors and other Teachers	15 per person
3.	Classifiers, Cataloguer, Accession Librarian and Maintenance Librarian	9 per person
4.	Secretary to the Librarian	9 per person
5.	Visitor's Room	15 per person
6.	Administrative and Professional Staff not at service points and other than those mentioned at 3	5 per person
7.	Seminar Room	20 per person
8.	Cubicle	7 per person
9.	Other rooms	According to local needs

2.4.12 BUILDING PLAN FOR SCHOOL LIBRARY OF RANGANATHAN :

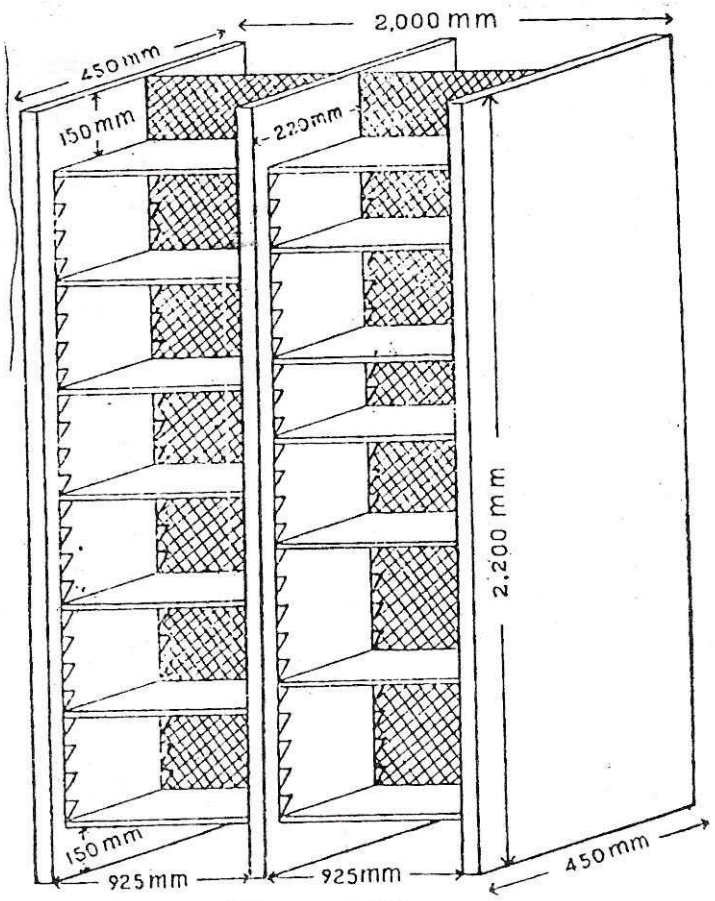
Building provisions and its design by Dr. S.R. Ranganathan in the entitled. The organization of libraries, 3rd ed. London : Oxford University press, 1963 are reproduced below :

(i) Stacks :

"It is best to start giving details of the stack room with a description of the unit book rack. It consists of four bays – two on each face, the two faces being separated by a partition of expanded metal or weldmesh. The bays are formed by three verticals, each 2,200x450x50 mm. Each bay can normally take five movable shelf planks, each 925x220x22 mm and two fixed ones-one 150 mm from the bottom and the other 150 mm from the top. Thus each of the four bays ordinarily has seven shelf space, and can house about 750 volumes. The overall dimensions of the unit rack is 1.35m wide, every 750 volumes require 3.6 square metres of floorspace. Or, in round figures, one square metre of stack room corresponds to 200 volumes. Thus, 12,000 volumes require 16 unit racks. Including the gangways parallel to the longer walls, the 16 unit racks can be accommodated in a space of 90 or 103 square metres made of 10x9 metres or 17.2x6

metres respectively.

DIAGRAM NO. 1



UNIT BOOK RACK

(ii) The Reading Room :

Each pupil should have 1.8 square metres of floor area, including table space for chair, and gangway behind the chair. Including the central gangway, 108 square metres are required for seating 48 pupils. Space for reference books is 18 square metres. The space in front of the counter is 14 square metres.

(iii) The Control Region :

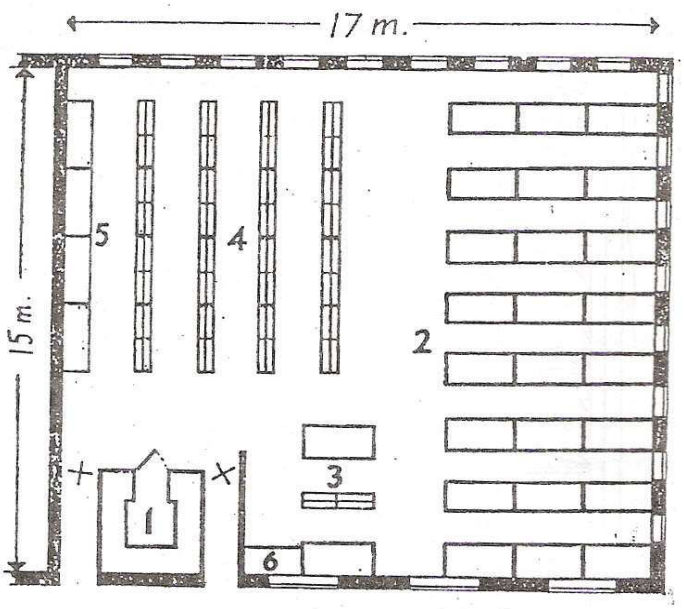
The counter on staff enclosure should have an area of about 9 square metres. This is secured by making it 3 metres square. The gangway on each side of the counter should be one metre wide.

(iv) The Layout :

Here are three ways of arranging the layout of the library as a whole :

* Single-room arrangement
* End-on arrangement
* Side-on arrangement

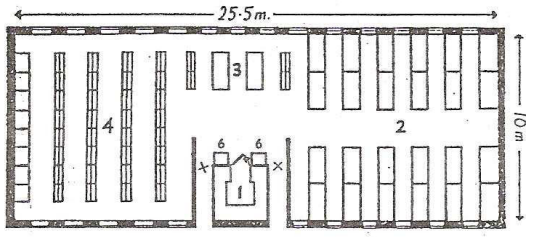
The diagrams of these arrangements show internal dimensions



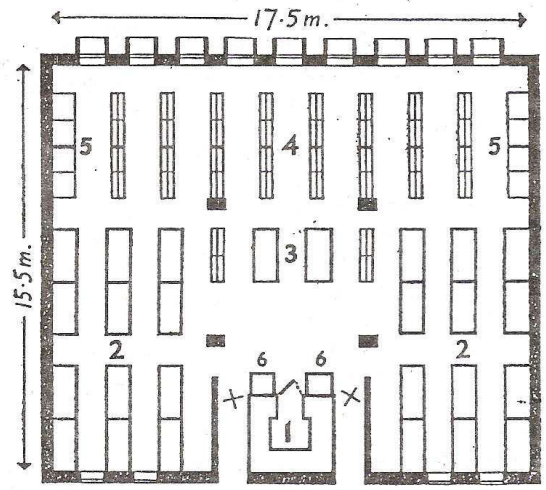
SINGLE-ROOM ARRANGEMENT

Key to the numbers used in the plans:

1 = Counter
2 = Reading Room
3 = Reference Corner
4 = Stack Room
5 = Flat Maps
6 = Catalogue Cabinet



END-ON ARRANGEMENT



SIDE-ON ARRANGEMENT

(v) Catalogue Cabinet :

The catalogue cabinet may be kept in a convenient part of the free area in front of the counter or near one of its sides.

(vi) Windows :

Every cross-gangway of the stack room should have a window at each end. Each window may be 1x1.5 metres. The window-sill should be 750 mm from the ground. It will be an advantage to make window-sills of wood so that they maybe used as temporary tables for books. In addition to the weld-mesh shutters, which should be fixed on the outside of the wall, there should also be a pair of glass shutters hinged to the sides of the window-frames and folding inwards. The windows of the reading-room may be similar in design and spacing.

In Public Library: If first floor is added to provide a lecture room, the building described above will be quite suitable as a public library in a small municipal town. The addition of another tier to the stack room will double the shelving capacity and the library will then house nearly 24,000 volumes."

2.4.13 LIGHT AND VENTILATION :

People come to library for reading or taking out reading material.

Therefore, there should provision for natural and artificial light.

There should be windows in stack rooms, reading rooms and other areas. They not only ensure light but also proper ventilation. But there should be no direct sunlight on books and reading material. It dries paper and shortens lives of reading material. It is desirable that windows should be on north and south walls. And the book racks should be kept in lines at right angles. In case it is not possible, sun breakers should be used as in the Panjab and Punjabi University libraries.

To prevent the sunlight directly failing on racks and to save them from sudden rain and storms, racks should not be placed close to walls where windows have been provided. Gangways of at least one metre wide, should be provided both sides for this purpose as also for users to use stacks. Artificial light should also be provided but it should not create glare.

Nowadays, air conditioner is becoming common but light bill is also rising high. And in India, electricity cuts make them unreliable.

2.4.14 ACOUSTICS :

Noise prevention is essential in a library. So while selecting construction of material and designing library, exclusion of external noise should be given due consideration. Library flooring should be covered with material which does not make noise. Furniture tables and chair legs should have rubber shoes.

2.4.15 FURNITURE :

Library furniture has been designed after long experience and experiments.

* It should be based on standards.
* It should be comfortable for users.
* It should be durable.
* It should be simple, and easy to clean and maintain.

Dr. S.R. Ranganathan with the aid of the Indian Standards Institution have developed standards and specifications.

IS:1829 (Part-I) – 1978 Specifications for Library Furniture and fittings Part-I.

IS:1829 (Part-II) – 1977 Timber (First revision) Part-II.

Library needs the following furniture :

(i) Racks :

They should be of standards size. Children in case of schools and children section in a public library and women in girls schools and colleges should be given due consideration. It should be durable. Wood and steel are used for this purpose. They should be adjustable. Its specification appear in Standard IS:4116-1976 Wooden Shelving Cabinets (Adjustable type) (See Heading : Indian Standards).

(ii) Tables :

Few things seem more annoying to a library reader than to find himself at a table with insufficient work surface, or one which is of an uncomfortable height. Table

dimensions are therefore important. A reader with a single book of normal size needs little or no table surface; however, for those using large or heavy material, or occupied with several volumes and the taking of notes, adequate surface area is a necessity. Some of the library tables may be large enough to accommodate several readers at one time, but a certain number of individual study tables should also be provided for those desiring privacy for concentration. Often individual study carrels placed within the book stacks will serve this purpose (See Heading : Indian Standards).

Table size have been generally standardized with the 36-inch width considered adequate for readers use from two sides. This width is increased for college and research libraries, but should be sufficient for normal public library purposes. Lengths vary according to desired reader occupancy and space available in the reading room. Unless there is a definite reason for ordering a certain size table, these standard sizes can be considered to meet normal requirements in planning the arrangement of a reading area.

Most standard library reading tables are constructed of wood, although some excellent metal-base tables or plastic tables are also used.

(iii) Other Furniture :

Besides, library needs :

Counters - Property Counter or Charging Counter
Periodicals Display Rack
Catalogue and shelf list cabinets
Chairs
Staff work desks
Book displayers racks
Newspaper Display racks
Kardex Cabinets
Atlas and Map Racks
Dictionary Stands

(iv) Equipments :

It will depend on the type and size of a library and its funds. Following are some of these items Filling cabinet.

* Microform Reader
* Copying Machines - Xerox and Micro filming machine
* Typewriters
* Computers
* Tape-records and Tape-player
* Multimedia equipment
* T.V./Video
* Book supporters

* Book trolleys/trucks
* Dater
* Book Maintenance and Repair equipments
* Cabinets for microforms, disks etc.

2.4.16 DIMENSIONS

The basic dimensions of a library building should be in multiples or submultiples of a 10 cm module. The dimensions concern every piece of library furniture. The cost of production, servicing and replacement will swell unnecessarily if they do not all conform to modular standard dimensions. Economy of space and comfort to readers are the deciding factors in fixing the various dimensions. Special attention should also be given to economical storage and protection of books.

Besides, these, several other factors must be considered before the plans are designed. These are : climatic factors construction methods, and materials, cost flexibility and architectural characteristics etc. No two library buildings are identical. The building should be designed in such a way that it should aim at the optimum utilization of space, at the minimum cost. It should provide for future expansion in conformity with the basic plan and the efficient functioning of the library. In other words, library building should be such as to provide the most efficient service within a minimum of administrative cost providing fat the same time accessibility to each area with a minimum of effort and disturbance.

2.4.17 SUMMARY :

The library is a service organization. While planning a library building, its activities, expectations of users, principles and funds available should be kept, in mind. Its basic dimensions should be based on guidelines and standards. 'Library is a growing organism' enjoins that the building and furniture should be flexible, functional, standard size based on module and there should be room for expansion. Light, ventilation, acoustics, security and safety, comfort of users should be given due consideration.

FURTHER READINGS :

1. Krishan Kumar : Library Administration & Management. N.D. Vikas. Reprint 2009.
2. Kaula, (PN) Library buildings : Planning & Design. Delhi : Vikas, 1971.
3. Ranganathan, S.R. The organization of libraries. 3rd ed. London : Oxford University press, 1963.
4. Sinha (SC) : Library Building & Furnituer : Design & Planning. Ess Ess Pub. 2004.

LESSON NO. : 2.5

AUTHOR : PROF. K. NAVALANI AND KIRAN KATHURIA

PUBLIC RELATIONS AND EXTENSION SERVICE : Difinition, Need, Objectives and Methods

Structure :

2.5.0 Objectives
2.5.1 Introduction
2.5.2 Definition of Public Relations
2.5.3 History
2.5.4 Need
2.5.5 Values
2.5.6 Marketing Definition
2.5.7 Need for Marketing
2.5.8 Objectives
2.5.9 Phases
2.5.10 Techniques of Communication
2.5.11 Role of the Leader & Staff
2.5.2.5 Conclusion

2.5.0 Objectives :

(i) To provide conceptual information regarding public relations along with developmental history ;
(ii) To through light on needs, values of public relation;
(iii) To provide conceptual information about marketing, its needs, objectives, phases etc; and
(iv) To discuss the techniques of communication with referance to public relation and marketing

2.5.1 Introduction :

"Public relations must be one of management's frequently considered choices. Too often it's a leftover, when it should be a main course. Continuing the metaphor, effective marketing is like a healthy diet. It needs all its basic groups. And public relations is a basic component of successful marketing.

"Public relations can help marketing better when the respect from its spokesperson/conscience role carries over. Practitioners can help themselves by justifying their programmes with result-oriented measurement.

Public relations can help ensure that a product is not rejected for reasons which have nothing to do with the product. Public relations can help the organization take smart risks and avoid the bad ones.

2.5.2 Definition of Public Relations :

Public relations has been defined by Philip Lesly as "Helping an organization and its public adapt mutually to each other".

According to British Institute of Public Relations, it is, "the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public."

To quote *The ALA Glossary of library and information sciences* Public "Relations is a purposive activity on the part of a library or other information agency to inform users and potential users about its programmes and services and to improve the public's value judgement of those programmes and services.'

Public Relations, states the Public Relations Society of America as. The management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and executes a programme of action to earn public understanding and acceptance"*(Public Relations News).*

Public relations in words of Carlson is, "the organised efforts to communicate information and to modify attitudes and behaviour on behalf of a client or cause".

According to J. Carroll Bateman, President of the Public Relations Society of America, "public relations is the planned effort of a business organization or other institution to integrate itself into the society in which it exists".

Usherwood points out that "it is in fact easier to describe the practice of public relations than to define it." The Swedish Public Relations Association stresses the many public sectors, the "individuals and groups inside and outside the organization".

2.5.3 History

The power of public opinion to control human affairs has been recognized down through the centuries. Public opinion played an important role in shaping history. French and American Revolutions have helped public relations.

The public relations workers trace the history of public relations from early old days in order to legitimatize their wok. The speeches of the politicians, the travelling accounts of the earlier travelers, memoirs written by the generals are being viewed by the public relation people as the sources of history of their profession. Certain historical figures as Caesar writing his account of the wars in Gaul, Budha, Christ and many religious leaders and saints, in East and West understood value of public relations and mass communications. Chandra Gupta Maurya, Ashoka, Akbar The Great, Queen Elizabeth to name a few inspired public and were famous because of their relations with public. Ram Raj gave importance to public and value of opinion of people.

The public relations as a distinct occupations is the product of the mass society of the twentieth century. The corporations and the institutions have been growing at a very fast speed since 1900. The men who manage these big organizations quite often feel being aloof from the groups to whom they serve. The public relations has been successfully used by them as a means to remove the indifference in the attitude of the public, they intend to serve.

Renborg Greta traces the history of Library Public Relations from 1876, when Samuel S. Green, Librarian of Worchester Free Public Library wrote about the personal relations between the Librarian and the readers, to the present period.

The Library Public Relations are the relations of the library with its public or publics. Personal relations of the librarian and users of the library are involved in it. Informing the library users about the availability of the information in the library for their benefit and use, is advertising the case of the Library Public Relations. As early as 1910, John Cotton Dana used bill board to advertise the library. He believed in telling the community what the library stood for.

Public Relations started appearing in libraries when Library Public Relations Council was founded in 1939. It devoted itself to investigation, discussions and promotion of every phase of library public relations.

Public relations of libraries' first appeared as a subject heading in *'Library Literature'* in the 1943-45 volume and the articles on the subject have been numerous. Inspite of enthusiastic early interest in public relations, libraries in many parts of the world, are doing a little in this area.

2.5.4 Need :

Need for public relations for library is imperative as it helps in :

* Clarifying the value of the library to the government at local, state and national level
* Providing unparalleled opportunity for promoting library image in the community and service to users.
* Evaluating specific library services and activities.
* Preparing the library for changing environment needs of users.
* Appealing the community and the government for providing and raising funds.
* Securing additional revenues.
* Improving the extent to which library services meet community needs and expectations.
* Establishing service priorities.
* Providing feedback for better planning of library services and allocation of funds.
* Relating specific expectations in improving library services.

* Documenting the needs (s) for a new product(s)/servie(s).

Public Relations demonstrate library's interest in the community for which it is established and serving them efficiently and effectively. It creates liaison between the library and its community.

2.5.5 Values

"Every institution and junction fares in relation to the values it provides to others, rather than in merely pursuing its own gain. The primary facts behind the benefits derived by the public from public relations are :

* Public relations is a means for the public to have its desires and interests felt by the institutions in our society. It interprets and speaks for the public to otherwise unresponsive organizations, as well as speaking for those organizations to the public.
* Public relations is a means to achieve mutual adjustment between institutions and groups, establishing smoother relationships that benefit the public.
* Public relations is a safety valve for freedom By providing means of working out accommodations, it makes arbitrary action or coercion less likely.
* Public relations is an essential element in the communications system that enables individuals to be informed on many aspects of subjects that affect their lives.
* Public relations personnel can help activate the organisation's social conscience.
* Public relations (either systematic or unconscious) is a universal activity. It functions in all aspects of life. Each member of the public practices principles of public relations in seeking the acceptance, cooperation, or affection of others. Public relations professionals only practice it in a more professional manner."

2.5.6 Phases

Public relations involves complete analysis and understanding of all the factors that affect attitudes of a community or users of services/products towards an organization. It usually has eight phases :

(1) Analysing the general climate of attitudes and the relation of the organization to its "universe'. Every Institution functions within a "universe" or system, and is dependent on everything that happens to this totality. It is vital to understand as well as possible to know the trends within this system and how the organization may be affected by them. Included in this is "pulse feeling" of the attitudes towards the organization, and towards the field it is in, among the various public it may have relations with".

(2) Determining the attitude of any group toward the organization. There are

various groups, its employees, to illustrate – student, faculty, researcher, administrative employee, and special groups. There may be groups within these groups, say, based on subject. Understanding of attitude of these groups, makes it possible to see where the library is misunderstood and where its policies and actions are creating unfavourable opinion.

(3) Analysing the state of opinion. It may be that investigation discloses unrest among a group researchers – unrest that may well break out into very serious uprisings. Or the users may not identify products/services with the expectations. Analysis will aid in making plans to improve the opinion of the various groups about which library is concerned.

(4) Anticipating potentional problems, needs or opportunities. From analysis and surveys it sometimes is possible to detect in advance what may develop in the attitudes of various groups. Then plans or actions can be recommended to meet those situations at the most favourable time and circumstances.

(5) Formulating policy. Analysis may indicate that certain policies of the library should be modified to improve the attitude held by certain groups. Often the change involves eliminating causes of misunderstanding and misinterpretation.

(6) Planning means of improving the attitude of a group. With an understanding of what people think of the library and a clarification of its policies on matters that affect public opinion, the groundwork has been laid. Next comes the programming of activities that will explain the library's services/products, will overcome misunderstandings, and will promote good will.

(7) Carrying out the planned activities. The tools of public relations-publicity, institutional advertising, printed materials, employee activities, annual reports, publications, films, video and other things-are then used to do the job. With proper preliminary planning and guidance, these become the most tangible phase of a library's public relations activity.

(8) Feedback, evaluation and adjustment : Life and circumstances are ever changing. So it is necessary to get feedback from user/clientele. These aid in assessing the services/products and adjusting them to user needs and expectations.

2.5.7 Techniques of Communication :

It is the most visible part of the total spectrum that makes up public relations. It employs most of the field's personnel and consumers most of the budgets and gets the most attention. "Public relations in libraries could be introduced in a range of ways depending upon the availability of financial resources of an individual library. It could be promoted through printed material, displays and exhibitions, audio-visual presentations, personal contacts, word of mouth, broadcasting, TV, movies and electronic communications.

2.5.7.1 Printed Material :

Printed material is an important media of communicating to the users of what is going on within the library. Whatever the format of library publication, whether it is a bulletin, a newsletter a library guide, a list of new additions or an annual report, all have a purpose and message. Every single paper whatever its contents whether it is an overdue notice, circular letter, will put the message across, if carefully drafted. All library materials, bookcards, bookmarks, could be used to promote the use of the library. For promoting library service through printed media, weekly newspapers, magazines and city and town editions of newspapers could be utilized by the libraries for highlighting the activities of the libraries. News about books, periodicals, events, book talks and facilities furnish an excellent publicity medium for the library.

2.5.7.2 Displays and Exhibitions :

Displays and exhibitions are the most often used methods of establishing contacts with the users. Displays not only attract the attention of users but are reliable means to reach the non-users. Frequent displays organised on important topics, days and themes in and outside libraries would be of great help to users in locating the documents of their interest in the library. It would be worthwhile to issue a bibliography simultaneously with the display. Displays could also be organized on important places at the campus and outside the library. Sophisticated equipment, could also be exposed to the users through demonstration and display.

2.5.7.3 Audio-Visual Presentation :

In this category comes a wide variety of equipments. A tape-slide presentation consists of a sequence of projected slide transparencies synchronized with a tape recorded sound-track, which may consist of a verbal commentary music or sound effects or a combination of only one of these elements. These could be more effective than the guided tours as they could be repeated as often as the user wants and they will have far greater appeal and effect on the new user. Advertising in radio and television talks and news, interviews, panel discussion, slides and news in movies also help to explain the purpose and role of libraries in general and reach wider audience in their living rooms.

2.5.7.4 Electronic Communications :

This media has changed rather revolutionised public relations work. Hypermedia combines, computers, video discs, and terminals into an entirely new way of communicating. A computer message service can send messages to users and public segments even at remote areas, at their homes and work stations. E-mail networks use E-mail messages, local area networks and wide-area networks can be used for sending data, text, voice and image about libraries. It affects behavioral pattern. If used tactfully, it may provide a favourable tool in cultivating public relations internally and externally. But, understanding, using, managing and funding a range of communications skills is essential. In other words, re-education is important to the public relations persons. It

helps in reducing cost, minimizing efforts but achieving greater and favourable impact of libraries.

2.5.7.5 Personal Contacts

Word of mouth is perhaps the most suitable of publicity tools. Personal contacts within the institution are very important for projecting the right image of the library. Frequent meetings, talks, frank open discussions within the library and outside the library will have a way for better communication and thus word of mouth campaign, if planned and presented properly may interest people and turn them as library friends. They may help in raising funds for libraries and winning support for its programmes.

User groups could be constituted representing all segments of the community. Sharing ideas and activities with them would enable the librarian to feel the pulse of users and help him in taking decisions with more pragmatic approach. Participation of libraries in all activities of the institutions/community will further build a more meaningful relationship between the libraries and their users.

2.5.8 Role of the Leader and the Staff in Public Relations

The leader of the organisation in the library has no doubt a significant role in the public relations. But it is not just the chief, who has the responsibility of a library's image. The staff engaged in other areas like procurement, processing, circulation, Reference service, etc. are equally responsible. Therefore, the staff must be committed. It is ultimately the behaviour at each desk which would count for the efficient, prompt service of an academic library. This can be achieved if the staff is properly educated about the policies of the libraries.

"A successful external relationship with the people who use or could use libraries depends upon their being successful internal relationship between the people who work in them". As a result of the study carried out for the American Council on Library Resources, Sue Fontaine identified what she termed 'PR Tick/click'. Library Mangers considering public relations says Ms Fontaine, "identified internal communication as their greatest challenge. For without that internal 'tick' generated by open communication and understanding within the library there can be no external 'click' out there in the community." This interpretation of public relations cautions all prudent librarians that positive external image can be built-up only if it is backed up by the internal staff of the library. Perhaps it would be wise for the leader of the organisation to try to look at the library through users' eyes and analyse how helpful, well aware, positive and welcoming is the staff to the users?

2.5.9 Extension Services

2.5.10 Objectives :

The present lesson is aimed at:

(i) to define extension library services and to describe, its development, needs and purposes;

(ii) to outline objectives and principles of extension services in libraries; and
(iii) to quote methods of building extension service department in libraries.

2.5.11 Introduction

Usually, it is presumed that it is the person, who in need comes to the library for its use. The library extension service is based on presumption or attitude to carry its services out to people who may be still unaware of it. So, library instead of waiting for the user to come and ask for services, should carry its services to people or out reach them. It not only intends to turn potential user into active user. It makes an effort to improve skill in reading.

2.5.12 Definition

According to L.R. McClovin Library extension work seeks "any means to increase the number of readers and the volume of work accomplished" i.e. all conscious efforts to increase our work.

E.A. Baker states that extension work is "to contrive a library service and to see the best use is made of it".

According to *Harrod's Librarian's Glossary and reference books*, it covers activities which are undertaken with the object of reaching groups of people who might otherwise be unaware of the library such as lecture societies, reading circles, discussion groups; and the provision of books for prisons, clubs, hospitals, literary societies, etc." (Harrod's Librarian's Gossary and reference book. 5th ed. Gouser, 1984).

2.5.13 History

Extension work in libraries has existed, in one form or another since the early days of public libraries in the middle of the nineteenth century. As early as 1852, a series of lectures on the literature of various subjects not the subjects themselves, were arranged in Manchester, UK. Lectures were arranged in Liverpool from 1865 onwards."

Electric light in 1879 extended the working day of the people. Pursuit of reading after sunset in artificial light became possible.

In the USA, "It was the genius of Melvil Dewey, who developed the means of providing reading materials to those beyond city lines. In 1891, Mr. Dewey persuaded the New York State Legislature to create and a fund system of travelling libraries."

In India, before Independence, some sort of library extension work existed. "Motibhai Amin, an elementary school teacher and crusader for libraries persuaded the local people to setup libraries in Baroda and Gujarat." Circles were set to provide library services in Punjab. The Baroda Ruler, Maharaja Sayaji Rao-III (1862-1939) drew a plan of mass education supported by integrated library services. Freedom movement also encouraged reading and writing and provision of library services.

The state library or its counter parts stimulated cooperative and coordinated

library systems in the US. These improved facilities and services for all citizens of the state. Legislation authorised funding of deposit stations. In some parts, rural library service took place. The regional library was the next step in extension of library services. They aimed to provide service of good quality... to all people." Thus, the service to those having inadequate", became the goal of the American Library Association Extension Board as expressed in 1936.

During the World War-II, extension services gained a new impetus. There was growing interest in lectures, talks, concerts, and other similar activities. The government and local library authorities encouraged them. Local Government Act 1948 in UK gave powers to local authorities to spend money on these activities. This enabled public libraries to develop extension programme. Public Libraries Acts in India, after Independence have provision for extension services. Delhi Public Library and some other public libraries used to provide library extension services.

2.5.14 Need

Some goods like water, kindergarten schools and library services are of little value unless available close by. These services, therefore, should be made available in the immediate vicinity of everybody. Social justice demands that basic needs of library and information services should be provided to one and all.

Second Law of Library Science viz. 'Every reader his/her book' and the Third Law of Library Science. 'Every book its reader' demands that library services should reach every one. Books cannot reach users on their own. They need to be taken to users.

'Right to information' also calls to provide equitable library and information services, not only to cities or urban areas or central points, but to take them to the doors of people, and empower them with information and knowledge services.

Library is a social agency of communication. Therefore, it should encourage use of knowledge, help in cultivating reading habits by providing reading material.

There is need to eradicate illiteracy, and help people to become users of documents, so as educate themselves life long.

Knowledge is essential for growth and development of individuals, groups societies and nations. Documents and library services aid in this.

Extension services fulfill all these needs.

2.5.15 Purpose

The role of libraries is very vital.

The UNESCO manifesto framed in 1949 and as revised in 1972 concludes the various purposes of the public libraries, as follows :

"Public library must be readily accessible and its, door open for free and equal use by all members of the community, regardless of race, colour, nationality, age, sex, religion, language, status, and educational attainment."

The UNESCO manifesto further states that :

"Public Libraries should be maintained wholly out of public funds, so that they can render free service to one and all in the society."

This means a comprehensive rural and urban public library service system in the whole length and breadth of a state or nation and provision of extension services and finance for them.'

Thus, the purpose of library extension services is :

(1) To inform those who do not use the library service and to attract them to it.

(2) To make aware users, who use library services only partially about the facilities and services being offered by the library.

(3) To help to keep library in the public eye so as to create and maintain goodwill.

(4) To educate people about library services and facilities and new developments.

(5) To enlist support - both financial and other resources for libraries.

(6) To assist in eradication of illiteracy.

(7) To cultivate reading habits.

2.5.16 Objectives of Extension on Services

(1) To turn the library into a social centre, whose function is the encouragement of reading.

(2) To provide books for all (Every reader his/her book).

(3) To make non-users, users of the library.

(4) To create and cultivate the desire of reading document.

(5) To bring book/document to the user (Every book its reader).

(6) To save time of user.

2.5.17 Principles

Some general principles by Harold Jolliffe are given below :

a) "There is much to be said in favour of a clear definition of policy at an early stage. This is not always easy because activities tend to develop in a rather haphazard fashion and are dependent often on topical events and the needs of the moment, but nevertheless a clear statement of policy from the authority is necessary and, where possible, subsequent activities should be related to this policy. Such a policy, therefore, is obviously better when enunciated in broad terms so that the library committee and the librarian may develop the programme without continually referring back to the authority.

The policy decided upon should have in mind the public aimed at, both readers and non-readers, and here it is well to remember that many activities are inclined to appeal to existing library users rather than otherwise as was found by the USA Public Library Enquiry; whether activity is to be confined broadly to co-ordination, encouragement and the provision of facilities, or whether the library should undertake the direct organisation and administration of the work; and the need to co-ordinate the activities themselves, e.g., the relating of display and reading lists, book loans and book-lists, etc.'

b) Activities must be carefully planned in the light of money and time available and there should be no unnecessary conflict with other similar activities inside or outside the library and , in connection with the latter, the compilation and possible publication of a diary of local events is of obvious value. In planning, there should be an assessment of the needs of the locality, taking into account not only existing revision but also that in the immediate past, together with the reasons for the cessation of any activity, and in this connection, too, a comprehensive list of local groups and societies can be of assistance. A continuous programme of activities had much to commend it especially form the long term point of view, and this is especially the case with such features at relations with the press, radio and television.

c) Considerations of policy and planning emphasize the necessity for a careful budgeting of both money and time. This calls for early decision, for overspending in money may prove to be impossible and would certainly be unpopular, and unplanned use of both money and staff time can only lead to difficulties both in the service generally and in the allocation between different activities.

d) The 'quality' of activity must be considered with the utmost care. Dignity and good taste, must always enter into the work; the second rate activity should be shunned, for in recent years people have become accustomed to high standards of production in film, radio, television, etc., and anything less than the first rate can harm not only the activity concerned but also the library itself; and strict impartiality must be observed at all times, for the library does and must always attempt to serve the whole community.

e) Co-operation with outside interests is invariably of value, even when activities are organised or sponsored by the library itself. Thus, the idea of identifying the library with all forms of activity, which is commented upon in various places elsewhere, must be one of the basic principles underlying the whole of extension work.

f) Any national efforts which are organised must be given whole-hearted support locally but this does not mean that the local library need always wait upon the

national 'drive' before undertaking work of its own; nor does it mean, incidentally, that national efforts must be copied slavishly without suitable adaptation to suit local needs.

g) There is some virtue in the idea prevalent in the USA that librarians should adopt something of the salesman's approach in their work and indeed this concept affects the whole thinking of librarianship, including the field of extension activity. British librarians have sometimes called this the missionary spirit but in any event a study of some of the broad principle of 'selling' could be useful in this context, even if a parallel study of mission work is deemed a little superfluous."

2.5.18 Types of Libraries

Extension services are provided by various types of libraries such as :

(1) Branch libraries
(2) Mobile libraries
(3) Deposit collections
(4) Mail order or Telephone service
(5) Special populations
(6) Universities and their libraries.

(1) Branch Libraries :

Branch libraries are the preferred extension technique in many communities. Branches may range in size from one-room prefabricated "kiosks" to regional "super branches" able to serve several hundred thousand people.

The Need for Branches :

"There is a variety of formulas to determine when establishment of a branch library is appropriate. One, based on population, recommends a branch for every 25,000 persons served above a 50,000 base population. In support of that formula, statistics reveal that communities serving between 50,000 and 99,999 persons have a median of one branch and a mean of two branches. Similar ratios exist for larger service areas. Another formula, based on circulation, provides for establishment of a branch when the circulation exceeds 60,000 items annually. Other formulas concentrate on the amount of travel time required to reach a library outlet and the extent of the geographic area to be served."

Politics and Economics probably determine more than any other factors.

Trends in Branch Libraries :

In recent years two contradictory trends have been occurring in branch development. On the one hand there is growing pressure to consolidate smaller service units into larger facilities that offer richer collection, longer hours and better staffing. Nevetheless, strategically located branch libraries form the network through which tradition library services have been extended effectively in major cities and suburban areas.

A branch network is usually organised around a large central library. The advantages are that at least one library in a system has a comprehensive collection and users can have access to them.

It is not limited to public library system. University, colleges and research libraries may have branches to cater to needs of users near their work places. These provide services to such users, who are less likely to travel to the central library.

The service of a branch library is usually defined geographically, but sometimes, it may be identified as the special subject centre, e.g. science Library and Economics Library in Delhi University.

Effectiveness of extension services depends on the integration of all branches in the system with basic support services.

(2) Mobile Library :

Mobile library is "probably best defined as a small, usually one man, mobile library of 3 tons gross vehicle weight, serving a scattered population." (Easterwood. Mobile libraries).

Vehicles and Collections :

Bookmobiles come in various sizes, and there is no magic formula an administrator can apply to determine which is best. Industry statistics indicate a preference for larger models with capacity for several thousand volumes, which can offer greater variety of materials to the user. Few bookmobiles have reference collections, and most emphasize popular titles, children's picture books, recordings and current magazines. These still require considerable shelf space. Just as consumers are attracted to larger stores, they are attracted to larger library collections. In some instances libraries have experimented with specialized collections such as all paperbacks or collections solely for senior citizens. None of these has made much lasting impact on general bookmobile services. These units might operate for limited hours and offer only popular material.

Determining Service Needs :

The best way to ascertain it is to sample the community and study all available demographic statistic. An older community may require a more limited type of agency with popular reading and minimal youth programmes. Hours may be shorter because of the reluctance of elderly patrons to travel or walk. Their ability to use the facility may be limited to normal daytime hours. Conversely, a neighbourhood with mostly working parents and many children may require a full range of services and resources, longer hours and a larger professional staff.

Of course, financial ability of the library system is very crucial to support additional extension units. No administrator should fall into the trap of overextending the library's services. It is always much more desirable to maintain fewer outlets with a full range of services and resources than to dilute library service with a large number of inadequate

agencies. Low-quality service units rather drain away funds and bring bad name. While there is a role for the smaller unit, the more common branch constructed today is 10,000 square feet or more, serving 50,000 persons and up.

(3) Deposit Collections

Deposit collections of books and audiovisual materials are another common method for extending services. Many libraries provide collections to nursing homes, hospitals, jails, jury waiting rooms and similar locations. Some believe that this service may promote greater awareness of the library's services and resources. There is no evidence to support this, however.

In an alternative form of extension, a rural library cooperative may maintain a central collection from which deposit collections of a few dozen to several hundred titles may be selected by community librarians participating in the cooperative. The deposit collection is held at the borrowing library for a period of several months to supplement the small library, until the deposit collection is returned and exchanged for another deposit.

(4) Mail Order Service

Mail order extension services have been successful in some areas. In this type of service, an annotated catalogue is mailed to the residents of a neighbourhood or rural area, and users are given the choice of either mailing or telephoning their request to the library. The requested items are mailed book rate to the user, usually. The steadily increasing cost of book rate is making this service less attractive and more costly than it once was, but for certain types of communities it provides an attractive alternative to book mobiles or branches.

Some publishers offer mail-order packages to libraries. These combine a set of several thousand copies of catalogues that may list 100 or more paperback titles, quantities of the books themselves and preprinted order forms for the user. This method has been used in both urban and rural areas and can increase usage even when the community already has a brach or bookmobile service. Some persons simply prefer the convenience of using the mail to order and return their reading materials.

(5) Special Populations

The extension service and braille book distribution programme of the National Library Service for the Blind and Physically Handicapped, in the USA, is popularly known as the Talking Book Service. The National Library Service, working with state and local libraries throughout the U.S., has operated an effective extension service to visually and physically handicapped users that has also served as a model for other forms of library service extension. The materials of this programme are identified to users in large print and on recorded catalogues. Requests for materials are received form users by telephone and mail. Materials and the special equipment to se them are

supplied to the user by mail or by personal delivery by a librarian or trained volunteer.

(6) Academic Universities and their Libraries

In India, "The academic libraries, particularly the university libraries are comparatively in a state of prosperity.... Some of the universities have established Directorates of Extension Service." In an effort to take knowledge to the doorsteps of the common man, they organise lectures in rural areas. Libraries look after the book needs of the rural folk under their extension activities.

(7) Extension Services in India

Public Library Acts in India make provision for extension library services. Many public libraries in the states of India provide some of the following types of services to the people :

* Branch Libraries
* Village Libraries or Rural Service including Panchayat Raj Libraries
* Book Depository Centres
* Circle Libraries
* Mobile Library Service
* Home Delivery Service
* Nehru Yuvak Sangh Libraries
* Library Service for Children
* Library Service for Police Personnel
* Library Service for Estate Workers and Remote Scatters on the Hills Hospital Library Service.
* 'Outreach' or Part-time Library Service.
* Library service for students, research scholars and competitors for various services.

Raja Rammohan Roy Library Foundation has made great strides in promoting library services in the country since its inception in 1972. Currently it operates two types of schemes of assistance, i.e., matching and non-matching. Matching schemes are operated from the joint fund created with stated government's contribution along with equal share from the Foundation whereas non-matching schemes are operated fully from the Foundation's own resources.

"The Delhi Public Library, Delhi established in 1951 with financial and technical assistance for UNESCO, has since developed into a metropolitan public library system consisting of a central library at S.P. Mukherjee Marg, a zonal library at Sarojini Nagar, and three branches at Patel Nagar, Karol Bagh and Shahdara; 23 sub-branch libraries; 23 libraries in resettlement colonies; six community libraries, seven reading-rooms which inculcate reading habits among the weaker sections of society; a Braille library with a network of 13 mobile service points for the visually handicapped; three sports libraries of the status of sub-branches located in different stadia in Delhi; one library at

Central Jail, Tihar for the prisoners; 18 deposit stations which are run by various societies/associations and a network of 67 mobile service stations to serve the urban and rural areas in the National Capital Territory of Delhi. The Delhi Public Library is a recipient library under the Delivery of Books and Newspapers (Public Libraries) Act. Its book stock is more than 14 lakh."

12.19 Methods

Ranganathan suggests following methods :

- Reading to illiterates
- Translation of manuscript in regional language of the knowledge/ information required.
- Reading Circle
- Intellectual Centre
- Library Talk
- Library Exhibition
- Story Hour
- Festivals and Fairs
- Music and Knowledge

Some of the public libraries arrange discussion groups, film shows, concerts and exhibitions, literacy programmes, lectures etc.

The purpose is to motivate and attract a large number of users.

In large libraries, there should be a separate department/section for extension work. Adequate funds should be provided and staff be appointed.

The library should plan it and advertise services which it can provide.

2.5.20 Summary

Library extension began as a mean of delivery of traditional lending service to users in growing cities and to dispersed populations in rural areas. Extension techniques were further developed to respond to the needs of special populations such as the visually handicapped, the homebound, and the economically disadvantaged. In the 1980s the concept of library extension took on additional new meaning as library uses computers and improved telecommunications were employed to meet the demands of increasingly sophisticated information users. In India, all library committees have recommended for library extension services.

Further Readings

1. Robert. L. Heath : Handbook of Public relations. Sage Pub. 2010.
2. Kotler, Philip : Marketing Management. Ed 13. 2010.
3. Evans, G. Edward, *Management techniques for librarians*. 2nd ed. New York : Academic Pr., 1983.

4. Krishan Kumar, *Library administration and management*, New Delhi: Vikas, Reprint 2009.
5. Mittal, R.L. *Library administration* : theory and practice. 5th rev. ed. Delhi : 1984.
6. Jolliffee, Harold. *Public library extension activities*. London : The Library Association, 1968. Reprint 2008.

Self-Check Questions

1. Name types of libraries providing extension library services.
2. Branch library should be provided for :
   (a) 5,000 population (b) 10,000 population (c) 50,000 population

Answers : 1. See Heading Types of Libraries 2. (c)

LESSON NO. : 2.6 **AUTHOR : PROF. K. NAVALANI**

LIBRARY STATISTICS : Need, Purpose and Types

Structure :

2.6.0 Objective
2.6.1 Introduction
2.6.2 Meaning & Definition
2.6.3 Need
2.6.4 Functions
2.6.5 Types
2.6.6 Compilation
2.6.7 Summary

2.6.0 Objectives

(i) to provide meaning of library statistics, high light its needs and narrate functions; and

(ii) to describe its different types, methods of compilation etc.

2.6.1 Introduction

Data-gathering activities are common in organizations – both profit as well as non-profit making. There is continual analysis and assessment of them and their usefulness. Library is no exception to that.

The library exists for its users. It has to keep records of its users and activities – acquisition, processing and circulation. Library collects data and uses them for policy making, planning, managing and reporting.

2.6.2 Meaning and Definition

Statistics is a singular noun. It means a body of techniques employed to analyse information.

As a plural noun, it means numerical facts systematically collected (*The Concise Oxford Dictionary of Correct English).*

Yule and Kendall defined statistics thus : "By statistics we mean quantitative data affected to a marked extent by multiplicity of causes."

2.6.3 Need

Statistics are essential for performance assessment of every activity, organisation and quantifying demand. Most organizations keep some kind of records and data relating to them. Often, the government and parent organisation and the public need them for measurement of growth, budget allocation costs etc. Library is no

exception to it.

Statistics are needed for the following reasons in a library :

(1) To measure progress/regress during a particular time period.
(2) To quantify productivity/performance.
(3) To assemble financial profile.
(4) To formulate policies.
(5) To prepare plans.
(6) To know demands of users.
(7) To identify characteristics or use of library and its collection.
(8) To quantify work load/demand in every section and the library.
(9) To know the trends in use of various services.
(10) To keep records.
(11) To write annual reports and other reports.
(12) To justify library services.
(13) To help research and longitudinal analysis and assessment of policies, planning, staffing, work load, productivity, procedures etc. of the library.
(14) To make comparative studies and establishing benchmarks for efficiency and effectiveness of services.
(15) To provide information for external statistical information and publicity.

2.6.4 Functions

Statistics bring comprehension in the jungle of data. Following are some of its functions :-

(1) It gives meaning to data/facts by compiling it and making it precise.
(2) It aids in classification or categorising data. It not only organises data but interprets it.
(3) It highlights tendencies and trends of a phenomenon while presenting in fruitful forms such as percentage, diagrams.
(4) It is useful for comparative studies and creating standards, norms etc.
(5) It helps decision-makers to make it basis for taking decisions, planning and policy making.
(6) It supports the system by communicating to public the services it renders and its utility and benefits.

2.6.5 Types

Statistical techniques are divided into two categories viz.

(i) Descriptive
(ii) Inferential

(i) Descriptive statistics is a method of collecting, summarizing, organizing and presenting information. It helps in communication as the user can comprehend its meaning easily. For example, population data is collected by visiting homes in India.

Census of India, collects them, summarises them and organises them. Their presentation is easily comprehended by common person. One can know trends in growth or otherwise in population. It helps in analyzing problems and in making decisions.

(ii) Inferential statistics uses methods which goes beyond summary of data. With the help of information, it attempts to predict new situations. It makes broad generalisations. To illustrate, national weather service monitors data about weather continuously. It summarises them. TV, Radio and newspapers, with the aid of the information, summarise, temperatures at various places. With help of its inferential statistics, sometimes they alert people and predict rainfall, thunderstorms, snowfalls etc.

2.6.6 Compilation

The kinds of statistics and the ease with which they are recorded and analysed will be dramatically influenced by if the operation is manual or automated. In either case, the librarian will have to make some basic decisions about the needs and kinds of statistics to be collected and maintained. Compelling uses for the data should exist. Therefore, reasons for the operations should be spelt out. Methods and procedures should be defined in advance. A reporting schedule-daily/weekly diaries, with cumulation-monthly, quarterly, annual should be developed. The data may reveal seasonal patterns or trends. These should be considered in managing every section and the library.

All these factors should be reviewed carefully on periodic basis. Change is law of nature. Demands, processes, functions, collections, services and organizations change. These changes may require restructuring in some areas. And statistics for their own sake should not rule the organization. Rather, they will be important guiding factor.

Misuse/Abuse

Statistics is useful for evaluation. But its application for highlighting a problem or justifying action may be abused. A decision-maker may use it in his favour or damaging the other side or opponents. We witness daily, how political parties interpret or misinterpret them for their advantage. Thus, it can be misused to create numeric support in decision-making process. Or it may be used as a shield by contriving figures.

Librarians should be cautious about it. They should take extra care and be honest. Significance of statistics is not only for today and solving present problems and taking decisions, but for further pathfinders and research.

Library statistics may vary from library to library and requirements of the parent organisation. They are usually of the following types :

Users of the Library

1. Number of actual users/members
(Enjoying loan privilege)

University Library : Subject-wise breakup

Subject	000	100	200	300	400	500	600	700	800	900
Teachers										
Research fellow										
Candidates for research degrees										
Postgraduate students for non-research degrees										
Undergraduate students										
Others										

Note: 000 to 900 are the main subjects of study. For the sake of uniformity the main subjects enumerated in schedule may be used for these headings: Dewey Decimal Classification.

2. No. of Potential users

Subject	000	100	200	300	400	500	600	700	800	900
Teachers										
Research fellow										
Candidates for research degrees										
Post-graduate students										
Undergraduate students										
Others										
Total										

3. Users Subject : break-up
Public Library

Subject	000	100	200	300	400	500	600	700	800	900
Sex-wise break of										
Male										
Female										
Total										
Age-wise break of										
Children										
Young										
Senior Citizens										
60 years above										
Total										
No. of Physically handicapped										
Occupation-wise breakup										
Students										
Teachers										
Researchers										
Businessmen										
Housewives										
Professionals										
Others										
Total										

4. Public Library

Population in area - Potential Users

Distt./Taluk/ Village	Total/ Rural/ Urban	Population			Population			
		Total	Male	Female	Total	Children	Young	Senior Citizen
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Patiala Distt.	T							
Patiala City	U							
Kauli	R							
Daun Kalan	R							
Rajpura	U							
Samana	U							

5. Reading Materials

Annual Acquisition

(Out of UGC Grant in a University/College Library)

Details	Number of Volumes	Cost (Approx.)	Average Price
Books Printed			
Textbook collection			
Back volumes of periodicals			
Micro-Form			
Audio-Visual material			
Electronic document			
Total			

Annual Acquisition

(By Purchase)

Details	Number of Volumes	Expenditure	Average Cost
Reading materials (Printed)			
Learned periodicals			
Textbook collection			
Audio-visual			
Micro-form			
Electronic Format			
Total			

6. Finance : Library Budget

Year	Organisation Budget	Library Budget	%age

7. Budget Allocation and Expenditure

Head	Year	Books		Periodicals		Electronic Documents		Others		Staff		Contingency		Total		%
		A	AE	A	AE	A	AE	A	AE	A	AE	A	AE	A	AE	

A = Allocation

AE = Actual Expenditure

8. Book Selection Section

Date	Class No.	Recommendations No.	Accepted No.	Rejected No.	Deferred No.	Bibliographic details filled in
	000					
	100					
	200					
	300					
	400					
	500					
	600					
	700					
	800					
	900					

9. Acquisition Section

Documents Ordered

Date	Class No.	No. of order records	No. of documents already in the library	No. of documents ordered	Balance documents	Vender with Code No.			
						1	2	3	4
	000								
	100								
	200								
	300								
	400								
	500								
	600								
	700								
	800								
	900								
	Total								

10. Acquisition Section

Date	Purchase			Exchange Books		Gifts		Total
	Books No.	Average Price/Book	Expenditure	Books	Other documents	Books	Other documents	
Ratio								

11. Format-wise Break up

	Print	Microform	Audio-visual	Electronic	Others	Total
Books						
Periodicals						
Audio-visual						
Micro format						
Electronic						
Other type of Documents						
Total						

12. Periodicals Section

Date	Subscription No.			Exchange No.	Gift No.	Total No.
	Printed No.	Expenditure	Average Price			

13. Reminders

Date	No. of Periodicals received		No. of reminders sent		Non-received Periodicals		Percentage	
	Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign

14. Processing Section / *Technical Sections*

Classification

Date	Documents received No.	Classified No.	Balance No.	Time Taken

15. Cataloguing

Date	Documents Received No.	Catalogued No.	Balance No.	Time Taken

16. Circulation Section

17. Type of Users

(Daily Visitors in a University Library)

Date	Teachers No.		Research Fellow No.		Students No.		Special Members No.		Other Members No.		Total	
	M	F	M	F	M	F	M	F	M	F	M	F

18. Books used in the Library

19. Charged Out Document

According to Dewey Decimal Classification

Type of users	000	100	200	300	400	500	600	700	800	900	%
Teachers											
Students											
Research Fellows											
Others											
Total											

20. Loaned Books (Language-wise)

Date	Language	Total No.	%age
	English		
	Hindi		
	Punjabi		
	Sanskrit		
	Urdu		
	Others		

21. Reservation of Books (According to DDC) (In a University Library)

Date	000	100	200	300	400	500	600	700	800	900	%
Teachers											
Students											
Research Fellows											
Special Members											
Others											
Total											

22. Reference Service (In a University Library)

Kinds of Readers

Date	Research Fellows		Students		Teachers		Special Members		Others	Total	%
	M	F	M	F	M	F	M	F			
Total											

23. Inquiries

Date	No. of Inquires	Answered		Not Answered	
		No.	%	No.	%

24. Maintenance Section

Date	Subject	Documents daily	Documents used in the library	Rectification	Documents sent for binding	Documents returned after binding
	000					
	100					
	200					
	300					
	400					
	500					
	600					
	700					
	800					
	900					

25. Staff

Staff Formula to be used as basis

SB - Strength of staff for book section doing book selection, book ordering and accessioning.

SC - Strength of staff for circulation section.

SD - Strength of staff for documentation section, indexing and abstracting periodicals.

SL - Strength of supervisory staff, i.e. the librarian and his deputaties.

SN - Strength of maintenance section replacement of used books, shelf-rectification, stack-room guides, binding and reapir (excluding the technicians for the actual work of binding), stock verification as a

continuing process, and control of the transfer and retransfer of book-collections to the departments of study and research from time to time to faciliate the work in progress in the departments.

SN – Non-Professional staff including accountant, stenographers, typists, correspondence, clerks and similar office staff.

SP – Strength of professional staff.

SPS – Professional Assistants

SPP – Strength of periodical publications section.

SR – Strength of reference staff helping the readers in the choice of reading materials.

SS – Strength of semi-professional staff.

ST – Strength of the technical section, classifying, cataloguing, and shelf-register preparing work.

SU – Strength of unskilled staff.

Staff as required by Staff Formula

Section of the Staff	Number of the Staff
SB	
SC	
SD	
SB	
SU	

Actual Staff

Section of the Staff	Number of the Staff
SB	
SC	
SD	

Actual-Ideal Ratio for Staff

Section	Actual Strength	Strength indicated by the Staff Formula
SB		
SC		
SD		

2.6.7 Summary

Statistics are necessary for every activity in an organisation. Libraries also keep statistics for every section and activity. The statistics are collected, compiled and analysed forms and dairies are designed for this purpose. Statistics help in performance evaluation and publicity.

Further Readings

1. Mittal, R.L. *Library administration: theory and practice.* 5th rev. ed. Delhi: Metropolitan 1984.
2. Krishan Kumar : Library Administration and Management. New Delhi. Vikas. Reprint 2009.

Self-Check Questions :

1. Define Statistics.
2. Statistics of types of users.

Answer :

1. See heading : Meaning & Definition
2. See Population

LESSON NO. : 2.7 **AUTHOR : K. NAVALANI**

ANNUAL REPORT

STRUCTURE

2.7.0 Objective
2.7.1 Introduction
2.7.2 History
2.7.3 Need
2.7.4 Purpose
2.7.5 Content
2.7.6 Compilation, Writing and Presentation
2.7.7 Pattern
2.7.8 Specimen
2.7.9 Summary

2.7.0 Objectives

(i) to define annual report and to descuss its needs and purposes; and
(ii) to provide guidelines to draft an annual report.

2.7.1 INTRODUCTION

Report writing is one of the most challenging work. It is the administrative or management necessity. It has to be written in relationship to the public which is being related. Here, the librarian acts as disseminator of information about his/her work performed during year under review. One of the function of management as stated in Chapter-I, is reporting. So every manager, including librarian has to review the work done during the past year.

DEFINITION

According to *Harrod's Librarian's Glossary*, "Report is a publication giving a formal or official record, as to of the activities of a committee or corporate body, or of some special investigation, or the proceeding of a governmental body."

Daya Narain defines an early record of a company's financial position which, as per company law must be distributed to its shareholders. The annual report includes a balance sheet listing all assets and liabilities as at the end of the financial year and profits and loss account listing all items of income and expenditure earned or incurred during the financial year. In addition to these two statements, the annual report usually summarises the major activities and achievements, problems faced during the year and future plans of the company such as expansion, diversification, exports, etc.

Encyclopedia of Library and Information Science states that "an annual report is a written statement to government officials, governing boards, stockholders, or interested citizen on the operation of an institution, business, or agency. Usually the report covers a specific period of time, such as fiscal or calendar year, although there is a trend in business to issue quarterly reports.

2.7.2 HISTORY

Reports by government agencies to the ruling authority started early in the history of government. Indian rulers used to get reports from subordinates in ancient, medieval and modern times. Records of reports of agencies of the Roman government exist, as do early British reports to the monarchs concerning activities of units of their governments. But the information in them was for the ruling authority. Public libraries became units of local, state and federal/union/central government. Hence they were required to submit annual reports. The first annual report for the Astor Library was issued early in 1850, covering the year 1849 and that of the Lennox Library was issued in 1871 in the USA. These are known annual reports of a public library.

In the business world annual reports are a fairly recent development. As long as business and industry were privately owned, annual reports were not issued. The owners of industry felt strongly that the operation of their business was a private concern, and that the issuance of reports not only transmitted information to competitors but also jeopardized their own operation. However, nowadays annual reports are published by private concerns also.

2.7.3 NEED

Annual report is essential for following reasons :

(1) Public Utility Service

Library is a public utility service maintained by the community for specific purposes. The library is financially supported from public funds. Unless it is run efficiently, it cannot fulfil its purpose. It has to justify its existence in the public eyes.

(2) Management Requirement

Secondly, every administrative department has to report about its working to the superior authorities periodically, in order to keep them fully aware of its achievements and shortcomings. Library too has to report to its higher authorities to give them with information about its working.

(3) Future Planning

Planning requires information about the past and present, so as to plan for future. It is based on facts and figures. Annual report provides that information, hence, the need for it.

(4) Mirror of Society/Community

How is a society or a community using its library, the report holds a mirror about it. The report not only tells what was collected in the library, but how the society benefited

from it by making use of it. So, an annual report is necessary to do cost-benefit analysis.

(5) Research Document

It is a basic research source about libraries. How they were treated, how they served, what activities they were organised and managed. We know about libraries of yester years, through they reports. Therefore, annual report is essential for research and knowing past trends.

(6) Marketing

Report serves as an instrument of marketing, how an organisation fared in the year under review. All business and non-business organizations prepare their annual reports. But, business people highlight their achievements in a very effectve way for marketing purpose.

2.7.4 PURPOSE

(1) As already stated, it is a review of the preceding year's work done in the library.

(2) It presents to the library authority the programme and financial needs of the forthcoming year.

(3) It is a medium through which the librarian/library authorities can know the achievements, successes and shortcomings of the library services.

(4) It is an account of annual financial conditions.

(5) It server as a piece of publicity, marketing and public relations.

(6) It is a primary source material for historical and social sciences research.

(7) It is a mirror of the society/community, how it uses or treats its library, date of establishment, working hours, number of days it remains closed etc. should be followed by such headings as :

2.7.5 WHAT IT SHOULD CONTAIN?

An introduction, giving information about the name, nature (type) of library, date of establishment, working hours, number of days it remains closed etc., should be followed by such headings as :

(i) Membership

It should give the number of members in the library at the beginning and end of the year, giving reasons for any fall in membership. It should show the membership by class or category.

(ii) Collections

It can be detailed under the following sub-headings :-

(a) Books :- It should show the number of volumes in the library at the beginning and end of the year giving in tabular form, the number of books on each main subject. It should also show any special acquisitions, books received as gifts and on exchange basis, if any. It should also show withdrawals, if any.

(b) Periodicals :- It should show the number of current periodicals being

subscribed to by the library, as also number of journals received on exchange basis or as gift, if any, explaining any additions or stoppages. Here also should be shown the number of back-volumes made complete or back-volumes purchased.

(c) Non-book materials :- It should give information about acquisition of audio-visual materials, such as films, records, maps, electronic documents etc.

(d) Any other material or equipment acquired should also be mentioned in the report.

(iii) Technical Services

Different types of technical services (classification, cataloguing, indexing etc.) provided by the library must be noted in the report.

(iv) Public Services

These consist of the provision of facilities for borrowing books for home use, arrangements made for home delivery of books, van service, readers' advisory service and reference service. A statistical statement must be appended to show clearly the number of books (subject wise)charged out, and per capita use or consultation. It will outline besides rise or fall in use, the varying tastes of members in their reading, etc. Inter-library loans should show, help given to and taken from other libraries.

(v) Other Services or Activities

Any other service such as preparing of bibliographies; catalogues of journals, manuscripts, rare books or special collection, documentation lists, access of data bases, data banks, both on CD-ROM as well as online orientation, user education courses etc. should be mentioned in the reports. Besides that, mention should also be made of any exhibition(s) arranged, extension service given etc. or any other activity taken by the library in the interest of readers.

(vi) Finance

It should explain the financial situation giving reasons for more funds in future, if any.

(vii) Staff

It should show number of staff members along with their various cadres. Any change in staff, or any facility given to staff for bettering their lot, should also be given reference to.

(viii) Miscellaneous

It should include other matters such as binding and equipment, the role library played in day-to-day teaching or helping, stock-taking etc.

2.7.6 COMPILATION, WRITING AND PRESENTATION, DEVELOPING THE INPUT

It is recognized that the preparation of the annual report is the

responsibility of top management. While the gathering of information, the writing, the selection of photographs, and the artwork are done by an editorial staff. The major decisions and plans for the annual report are determined by a top management executive.

(i) The first step in annual report writing is to collect data. It is factual information which is based on daily dairies, weekly and monthly reports and statistics. Therefore, input of daily work reporting is designed in such a way, that it leads to annual report. So, it is to be carefully planned, systematically collected and periodically reviewed and annually analysed for presentation in the form of annual report.

(ii) Second step is defining the scope. Each document spells out what is to be covered. Limitations are always there of space, labour and resources required in collecting and analysing statistics about the library. Therefore, the librarian has to be focus certain aspects of the work and activities.

(iii) Third step is to make a comparative study. The reports should help us to know the progress made. Advancement can be understood if it provides knowledge of earlier achievements. The report is written according to a sequence.

(iv) Fourth step is organising the work.

(v) Fifth step is writing the first draft of the report. Librarians sometimes fail to consider intended audience. Librarian is a vital link in the communication between the library and its users. It should satisfy user, administrative and government needs. It should be readable, clear, intelligible and acceptable. Therefore, its writing demands the librarian to crystalise thinking and plan its presentation so that purpose of report to convey to the interacted audience is achieved. Graphs should highlight achievement.

(vi) Sixth step is revising the draft and reviewing the information and providing necessary information and touch.

(vii) Seventh step is publishing it or sending to authorities for getting that published.

Library agencies which would issue annual reports as well as business and industry recognize that a successful annual report is one which is read. Measures which will possibly increase the size of the reading audience include the adoption of readable style, the arrangement of the report for easy understanding of the uninformed, and the dividing of the report into technical and non-technical sections. Business and industry annual reports are aimed to sell the product of the organisation. It becomes a selling tool. Libraries should recognize this fact.

2.7.7 PATTERN

There is not as yet a clear a pattern of development in library annual reports as there is in business and industry annual reports. Libraries have tended to popularize their annual reports by issuing small leaflets giving only basic statistics about the year's operation. Other libraries have tended to maintain a more comprehensive annual report, including an extensive narrative report on library use,

trends in library service and problem facing the library e.g. annual report of Insdoc. While many annual reports are well done, some reports issued by libraries are amateurishly produced and create in the mind of the reader a feeling that the library is operating on a low standard of excellence.

2.7.2 SPECIMEN

A specimen of information in annual report of library is given below :

The University Library

- Name
- Year of Establishment
- Name of Librarian
- Working Hours
- Days on which remains closed
- Introduction

Membership

No. of teacher members .....
No. of student members .....
No. of scholar members .....
No. of non-teaching staff and others .....
No. of teacher members from affiliated colleges under University .....

Major achievements during the year :

The University acquired the following books and journals etc. during the year under report (upto .....)

Collection :

Total No. of books purchase .....
Total No. of books gifted .....

Acquisition in the year under review

No. of books added (purchased) .....
No. of books added (gifted) .....
No. of books added (exchange) .....
No. of MSS added .....
No. of micro documents added .....
No. of electronic documents added .....

Processing No. of CD-ROM databases

No. of books catalogued .....
No. of books classified .....
No. of catalogue cards prepared .....
No. of catalogue cards filed .....

Weeding Out

No. of document weeded out

Journals :

No. of back journal .....
No. of back volumes of journals added .....
No. of journals received as gift during the year .....
No. of current journal subscribed .....
No. of current journals consulted by the students .....
Teachers and research scholars .....
No. of current journals issued to the teacher members

Services or Output Measures :

No. of books charged out to the students for home use .....
No. of books charged out for overnight to the students .....
No. of books charged out to the teachers .....
No. of books charged out to the scholars .....
No. of books charged out to the staff and officers .....
No. of teachers, scholars and students, participated for consultation in reading rooms per day on average .....
Total No. of books used for consultation in the library .....
No. of reference queries
No. of users who used reference services
No. of accesses to databases/databanks online
No. of accesses to databases/databanks CD-ROM
Per capita use of library material
Per capita use of library services

Services under Inter-Library Loan :

No. of books borrowed form other libraries for reading .....
No. of books lent out to other libraries .....

Space in the library

Area for reading purpose .....
Area for Stack room .....
Area for other facilities in the Library .....
Total Area .....

Financial Resources

Collection development
Salary
Binding
Others
Total

Human Resources

- Librarian
- Deputy Librarian
- Assistant Librarian
- Library Assistant
- Others
- Total

Cost

No. of documents purchased	Amount Spent	Average Price
Books		
Periodical		
Microform		
Electronics		

Reprints Received form Teachers/Scholars

Reprints of research papers published in different journals are received from the teachers/research scholars.

Extension Service

Research Service Centre

The Research Service Centre in the Central Library of the University has extended its services to the students, scholars and teachers of the University with the assistance of grants received from the U.G.C.

The Reprographic unit is rendering services to the reading community of the University with its automotive plain paper copier.

This centre also provides help by supplying statistics, data etc. to the research scholars of the University.

Archival Cell

The archival cell of the Central Library started functioning from November 1993. The present acquisitions of the unit are 2500 nos. old and valuable Sanskrit, Punjabi and Urdu manucripts and 8495 old and rare books received form the various sources.

Since it inception the Archival Cell has been rendering valuable services to the teachers, scholars and students, particularly to those who are interested in Indology, Punjabi Language, literature and culture.

2.7.9 SUMMARY

Annual report is a public document. Therefore, it should be written in a pleasing form avoiding too many figures. These figures should be given in tabular form in the appendices at the end. It should not give any matter that is prejudicial reflects in any way anything against the library authority or members of staff. It should highlight achievements by providing graphs etc.

Further Readings

1. Evans, G.Edward, *Management techniques* for librarians. 2nd ed. New York : Academic Pr., 1983.
2. Krishan Kumar, *Library administration and management*, New Delhi: Vikas, Reprint 2009.
3. Mittal, R.L. *Library administration : theory and practice*. 5th rev. ed. Delhi : Metropolital 1984.

Self-Check Questions

1. When was the first annual report of public library issued in the USA ?
2. Who prepares an annual report in a library ?

Answers : 1. 1850 2. Librarian

Type Setting:
Departmetn of Distance Education, Punjabi Universit, Patiala. 2020