

# 2021

August - 30

## A Seminar to commemorate the 129th Birth Anniversary of **DR.S.R.RANGANATHAN**

*Organized by*

**BRAINWARE UNIVERSITY LIBRARY**

**In collaboration with**

**Dept. of MEDIA SCIENCE & JOURNALISM,  
SCHOOL OF LAW of Brainware University and  
BRAINWARE GROUP OF INSTITUTIONS-SDET LIBRARY**



# Proceedings of National Virtual Seminar

August 30, 2021

**INFORMATION**

inform & reform

Central Library



## **Information: inform and reform**

### **A Collection of Peer Reviewed Research Articles**

Collections of Research Articles presented at One day national level  
Seminar Organised by Brainware University Library  
Kolkata

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#### **Published by:**

Brainware University  
398, Ramkrishnapur Road, Near Jagadighata  
Market, Kazipara, Barasat, Kolkata-700125

**First published on: 2022**

**DDC 025.524 (23<sup>rd</sup> ed.)**

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#### **Electronically Composed & Printed at:**

Central Library, Brainware University  
398, Ramkrishnapur Road, Near Jagadighata  
Market, Kazipara, Barasat, Kolkata-700125

Email: [library@brainwareuniversity.ac.in](mailto:library@brainwareuniversity.ac.in)

**ISBN: 978-81-952892-9-5**

## Prologue

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The education sector has suffered the most since March 2020 due to pandemic and still the situation is same. We are proud that even in this pandemic situation we could organize a Seminar to commemorate the 129<sup>th</sup> Birth Anniversary of DR.S.R.RANGANATHAN, the father of Library Science in India. The seminar was organized by Central Library, Brainware University in collaboration with Dept. of Media Science & Journalism, School of Law of Brainware University and Brainware Group of Institutions-SDET Library, which have been appreciated by all concerned. I am grateful to our library staff members of Brainware University and Brainware Group of institutions-SDET, for organizing the aforementioned event.

The Seminar title was chosen as “**Information: inform & reform**”. This was to bring participants from different domains of Library Science and other departments on one platform. All the papers submitted by the authors on August, 2021 and after blind reviewed, we have processed the seminar proceedings and now the proceedings is going to be published in the form of e book in the month of June 2022.

The Libraries of Brainware University seek to promote the vision and mission of the University by providing timely access to quality information in various forms (Print, online, E resources, data bases etc.) to meet the teaching & learning needs of the library users. Our goal is to create library services that are convenient and efficient for our users.

This seminar provided an excellent platform to gain experience from different dimensions of Library and Information Science as well as for library development.

My sincere wishes to all those who have contributed to our success.

Once again we are grateful to all of you for your kind participation in this seminar and this has given the seminar a grand success.

**Bandana Basu**

*Organizing Secretary of the Seminar &*

*Librarian, Brainware University*

*West Bengal, India*

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## Acknowledgement

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A seminar to commemorate the 129<sup>th</sup> Birth Anniversary of DR. S.R. RANGANATHAN on 'Information: inform & reform' was organised on August 30, 2021, jointly by Central Library of Brainware University in collaboration with Dept. of Media Science and Journalism, School of Law, Brainware University and Brainware Group of Institutions-Sabita Devi Education Trust library, West Bengal, India.

We would like to thank our Honourable Chancellor Mr. Phalguni Mookhopadhyay, for encouraging us. It was our great honour that our Honourable Vice Chancellor Prof. Dr. Sankar Gangopadhyay has always extended his hands of cooperation. We would like to thank our Honourable Registrar of Brainware University.

We also would like to convey our thanks to Principal of Brainware Group of Institutions-Sabita Devi Education Trust for his heartiest support.

It is our great privilege that Dr. Asitabha Das University Librarian, Kalyani University and Dr. Arun Kumar Chakraborty Librarian, Bose Institute, Kolkata Former Director General, RRRLF & National Library, Ministry of Culture, Govt. of India, and Additional Mission Director, National Mission on Libraries, India, present in the conference as chief guests.

We would like to thank all the dignitaries who have presided over the technical sessions. We would like to thank all of our External Advisory Committee Members Ms. Indrani Bhattacharyya Former Senior Manager Library and Information Services, British Council, Kolkata, Dr. Partha Sarathi Das, Library & Information Officer, Asutosh collection & Maps & Prints Division, National Library, Ministry of Culture, Government of India, Prof (Dr.) Mahul Brahma, Professor and Dean of School of Media & Communication, Adamas University, Kolkata, Dr. Mausumi Bhattacharyya Associate Professor. Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan and Indian Council of Social Science Research, Dr. Jyotirmoy Adhikary Advocate, Hon'ble High Court, Calcutta and Hon'ble Supreme Court, Visiting faculty of NUJS, Kolkata and Law dept. University of Calcutta, Ms. Anamika Das Assistant Professor of Library and Information Science, NSOU, Kolkata, Mr. Abhijit Kumar Librarian (Acting) of Rabindra Bharati University, Kolkata.

We would also like to convey our heartfelt thanks to all the members of our Internal Advisory committee of the conference.

We also like to extend our gratitude to the reviewers of the original abstracts and the papers submitted for consideration in this conference for having so generously shared their time and expertise. At the same time we would like to thank all of respected dignitaries and participants.

We would like to thanks to all of our co-convenor, organising committee members and technicians. We would like to thanks once again all of the participants in the conference, invited speakers, presenters and audience.

And finally it is our immense pleasure that the conference proceedings consisting of all selected and reviewed papers has been published with ISBN.

**Bandana Basu**

*Organizing Secretary of the Seminar &*

*Librarian, Brainware University*

*West Bengal, India*

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## Foreword

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**Seminar to commemorate the 129<sup>th</sup> Birth Anniversary of DR. S.R. RANGANATHAN on ‘Information: inform & reform’** was organized on August 30, 2021, jointly by Central Library of Brainware University in collaboration with Dept. of Media Science and Journalism, School of Law, Brainware University and Brainware Group of Institutions- Sabita Devi Education Trust library, West Bengal, India. This publication contains all the reviewed and accepted articles submitted and presented by the participants in the seminar.

The authors will be sole responsible for the data, opinion and remarks expressed in the concerned articles.

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## Message from Honourable Vice-Chancellor, Brainware University

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I am delighted to know that the accepted papers in the seminar organized on the occasion of 129th Birth Anniversary of Dr. S. R. Ranganathan are going to be published in the form of e book in the month of June 2022. I take this opportunity to congratulate Brainware University Library, Department of Media Science and Journalism and School of law of Brainware University as well as Brainware Group of Institutions- SDET library for organizing this conference. I also extend my heartfelt thanks to all concerned who have been involved in the publication process of this e book. The theme of the conference namely "Information" happens to be of huge contemporary interest. Accordingly, I do hope that the published papers will enrich the literature of library and information science in a significant way.



**Dr. Sankar Gangopadhyay**

*Vice-Chancellor*

*Brainware University,*

*West Bengal, India*

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## Message from Honourable Registrar, Brainware University

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I feel myself deeply privileged to be entrusted to become the Chief Advisor of the **Seminar to commemorate the 129<sup>th</sup> Birth Anniversary of DR.S.R.RANGANATHAN**, a venture from the Department of Central Library in collaboration with Department of Media Science & Journalism and School of Law.



Brainware University was established in the year 2016 with a mission of changing the scenario of professional education in West Bengal. Mr. Phalguni Mookhopadhyay, the founder Chancellor of Brainware University, is a well-known face in the academia of Bengal. Our aim has always been, and remains, to make quality education affordable for students coming from all strata of society while helping them ease into successful careers of their choice.

There is no wonder that a library is a storehouse of knowledge and learning and its importance in an educational institution is indispensable. To ensure that our students' academic needs are met as well as to enable them to step beyond the horizons of the curriculum, Brainware University has a modern, well-stocked Central Library within its premises at Barasat, West Bengal.

This event is nothing but an initiative on our part to bring together experts from Library disciplines so that we may all share idea and knowledge and go forward a next step for a better future.

All our challenging endeavors sprout through sparks of our Chief Patron, Mr. Phalguni Mookhopadhyay, the founder Chancellor of Brainware University, the guiding spirit behind our team. I fervently wish this seminar to reach its accomplishment, which is the result of earnest heartfelt hard work of each member of team Brainware and humbly invite your considered feedback to tide over its limitations in future.

Wish you all a great time ahead and a brain-full of sparkling memories!

**Mahua Pal**  
Registrar  
Brainware University  
West Bengal, India

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## Message from Principal, Brainware Group of Institutions - Sabita Devi Education Trust

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Brainware University is an Institution by itself and I feel proud to be an integral part of it. I have been associated with BWU since its inception and have been a witness to see the immense transformation this University has undergone since 2016 in terms of quality of teaching, infrastructure, Research & Development, modern Labs, increased number of Departments and the like. Besides, we have a rich Training and Placement Cell which provides excellent service throughout in terms of shaping up our students' professional life. The marketing Department does a fantabulous job by providing 24\*7 service by helping the aspirants with their unending queries. One of the most salient features of this university is its Library with numerous collections from all sources. The University has been marching progressively towards providing quality education and today it provides a platform for excellence in teaching and learning. Our university aspires to create a dynamic and vibrant cosmopolitan and technology-driven academic environment, which attracts students from different walks of life for transforming themselves to become a good human resource with relevant skills, innovative mind, and a positive attitude. The greatest of all the challenges of education in India is quality of teachers. Teachers are the greatest asset to any education system who act as an active agent to help students in knowledge construction by acting on his social and physical environment. But with the advent of 21st Century, the role of teacher has become the need of the present era which is an assigned responsibility of teacher educators. Like every educational Institute, we often conduct quiz shows, tech fests and organize Seminars on various domains to beat the monotony of the classes and also to evoke interest among students.



Coming to entertainment, every year College Fest is organised by the students with the help of their teachers from respective Departments. No stone is left unturned to make it a grand event. Moreover, the Freshers' Welcome is another big show added in the kitty of Fun and Refreshment. We make every possible effort to keep our students happy, complacent. In matters of teaching, teachers put their 100% to prepare the students for their upcoming semesters. In matters of extra class or doubt clarification, our faculty members stand unparalleled. Their unrelenting approach in the midst of adversity brings smile on the exhausted faces of our children. The growing number of few new Departments like Allied Health Sciences, Cyber Science and Technology, Media Science and Journalism in the last 2 years have added glamour and weight to the University. Coming to the Faculty division, it would be not worthwhile if we do not mention their contribution in shaping up the lives of our students in ways more than one. From catering to their problems to resolving their queries, the teachers become of a Counsellor, a Mentor on whom the students can lean upon.

As I was mentioning about events like fests and seminars, I fondly remember one such Seminar organized by the Department of Library in collaboration with Dept of Media Science & Journalism and School of Law in August 2021 to commemorate the 129<sup>th</sup> Birth Anniversary of Dr. S. R. Ranganathan who was considered the Father of Library Science in India although his contributions had a worldwide impact. Being a member of the internal Advisory Committee was overwhelmed with the concept and was completely convinced that

a man of such a stature and knowledge could create such a huge impact on the budding minds by his sheer wisdom and cognizance. The theme of Information and Reformation added great value to the Modern-day teaching with the choicest target audience. It was indeed a rich learning environment with the University facilitating extensive and inclusive opportunities to the learners.

Wish more such fruitful Seminars take place in future for the benefit of all associated with our Institution. It's a privilege for me to be a part of it and I hope to remain so in the coming years of my professional career. I extend my sincere support and guidance for many such initiatives in future as I truly believe in the saying "Education is a passport to the future, for tomorrow belongs to those who prepare for it today."

**Dr. Sandip Roy**

*Principal*

*Brainware Group of Institutions - Sabita Devi Education Trust,  
West Bengal, India*

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## Chapter - 1

### [Invited Articles]

### **Evaluation of library services: some practices**

#### **Indrani Bhattacharyya**

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We are living in challenging times. Physical libraries have been badly affected by the pandemic. While librarians are constantly trying to cope up with the demands of their profession in these dynamic times some basic values never change. Service to users and information seekers is one of the fundamental qualities which define the library profession. However it is important to understand and evaluate whether a library is providing quality service to its community. This article looks at importance of evaluation in respect of some important areas of library operations and highlights certain best practices followed by libraries to assess their services. The focus is mainly on physical libraries but some ideas will be relevant for hybrid and digital libraries as well.

#### **Collection development**

A library is known by its collection. Building a useful collection is a collaborative job between the librarian and the community members he/she serves. While developing a collection it is always advisable to find a balance between available resources and user needs. Here the librarian is able to provide specialised information on the need to procure any item based on the usage data available to him/her from various MIS reports. Evaluating usage data both for physical and online collection helps in making right purchase decision and reducing financial losses for a librar . Aligning the collection to various user groups as per their information needs is a specialised job which requires practice, knowledge and experience of subject librarians. Most libraries face funds crunch and hence all procurement decisions need to be made judiciously. Having a collection which is hardly used can be a sheer waste of valuable resources. Just as continuous refreshing of collection is necessary, maintenance of existing stock is also of utmost importance. Environmental pollutants can cause heavy damage to library collection specially in tropical countries . Books and other documents are also damaged due to regular handling by users. Repairing, binding of damaged documents as and when necessary should be a continuous process. While initial setting up a library might be easy but long term maintenance and upkeep becomes a major challenge in developing countries.

**Library space**

The concept of library space has evolved over the years. It has become more multi functional . more of a community and social centre. The concept has also extended to the virtual world with more and more libraries presenting a robust online presence. Unless the space is inviting and dynamic it is unlikely to attract users to come and use the many services being offered. Whilst décor and amenities of a physical library would depend on its size and scale of operation, basic cleanliness such as offering dust free seating and shelving arrangements , clean toilets , safe drinking water are some of the fundamental things that every establishment can offer. Similarly offering a clutter free website ,easy to navigate web pages and error free library catalogue are basic features that users expect mostly.

**Programmes**

Libraries are now more and more engaged in offering various types of programmes to their user communities. Webinars have become extremely popular in these pandemic times. Quality of the programmes delivered will depend on a host of issues such as glitch free internet connectivity for online events, relevance of topic under discussion and merit of the resource persons involved, timing of the event, venue and arrangements in case of physical programmes etc etc.

**Staff skills and professional development**

The most valuable resource of any organisation is its staff members. Libraries are going through rapid changes both in terms of technological developments as well as content and service delivery models. It is important to evaluate staff skills and introduce regular professional development programmes in order to keep them abreast of latest developments. User information seeking pattern has also gone a sea change over the years. Librarians have to perform a variety of tasks as organisation structures become more fluid and inter connected.

**Evaluation methods**

While considering these aspects of library services how does one ensure that a library delivers as per its requirements and expectations. Developing a road map for individual libraries is important. For example a Gantt chart with time lines helps the library team to plan work , set timelines and allocate resources accordingly and evaluate progress on a regular basis. This can be done for overall work or specific areas of work as necessary.

While evaluating the quality of a collection a common yardstick used by libraries is stock turn ratio. In simple terms this is mainly checking number of total issues against total number of books available. Similar comparison can be drawn between total number of members and total number of books available. The standards can be fixed by libraries according to their profiles. For example a fiction collection generally has higher stock turn than a social science collection. Matching usage against individual subject areas is another useful method used by many librarians to understand demand against supply. Thus it is easy to identify gaps in the collection and refresh stock accordingly. Focus group discussions with users are used in libraries also to understand user requirements. The most common and easily adopted method is of course the User Survey which nowadays has become mainly virtual. For example many libraries had to discontinue physical journal subscriptions and move to online journals subscription based on usage statistics, and trend analysis data derived from various surveys and MIS reports. In fact User Surveys are the simplest and quickest way to gather information on a larger scale.

The stock verification exercise carried out by libraries is also a traditional evaluation method which has become part of audit requirement. Removing dead wood, missing and lost books, cleaning up the catalogue are mandatory activities which libraries have to complete periodically. Straightening and Shelf reading can be included in the operating procedures to identify damaged, old edition books from the shelf and check whether books are in proper order. For open access libraries this has to be done before users start visiting the library. Staff members are assigned particular shelf areas for which they are accountable. This simple checking and day to day review exercise helps in maintaining upkeep of the shelving area. Users also get the benefit of an orderly browsing area.

When it comes to regular day to day maintenance of library space it is useful to keep checklists against duties to be performed by support staff. These checklists have to be kept under the supervision of designated staff. For example regular dusting and cleaning of premises and shelves, periodic pest control etc are some tasks to be done and monitored rigorously. Liaising with office administrative staff by library officials in appropriate cases is necessary. Periodic reviews of premises such as a “coffee stains” exercise can reveal lot of gaps in maintenance work. This exercise can be carried out by any person who is not involved in the day to day working of the organisation. Outdated notices, dirty chairs not cleaned for some time, dusty shelves, chipped painting etc many such issues can be identified and necessary rectification done where feasible.

Whilst conducting programmes the concept of having a storyboard for each event helps in delivering as per expected standards. Completing a feedback form after each event or selected events usually helps the librarian to plan future events in a better manner. Without regular evaluation it is not possible to understand why one programme has few attendees and another is overbooked. Moreover participants often come up with various suggestions such as topics of interest, quality of resource persons or format of programme etc which can be useful for the event team.

Staff training is a necessary yet often neglected area of the library management process. In order to deliver effectively in the organizational framework one has to continuously adapt to changes, reskill and learn new things. Library professionals are no exception. From physical libraries to digital libraries the transition has been gradual. Today the thrust is more on digital education and learning. Accordingly staff members have to learn new skills and meet the needs of their ever changing audience requirements. Whilst evaluating staff performances as per indicators set by the organisation often it is discovered by management that staff motivation plays a dominant role in maintaining performance standards. Assessment of training needs is typically done through one to one interviews or performance reviews. Identification of needs and planning trainings accordingly often does not happen simultaneously. Often staff members are placed in situations where they have to deliver without proper job knowledge. If formal training sessions cannot be organised then alternative methods like buddy schemes, shadow working, familiarisation visits, online training modules etc may be adopted. Formal personal development programmes are useful methods of evaluating and monitoring individual progress. Team away days or informal retreats are also helpful methods to assess team motivation levels and bring out fresh ideas which can help to improve overall performance of the library team.

Impact assessment is sometimes done by presenting well documented success stories or positive feedback from customers about a programme or service. Most libraries have feedback and suggestion cards available for users. However at times it is important to proactively collect feedback and record them formally in the organisation's evaluation frameworks. Negative feedback can also contribute to the library's overall improvement agenda. This is particularly true for customer service staff and processes. Repeated complaint on staff behaviour can be an indicator of other underlying problems. For example if there is a shortage of staff at service counters it is very likely that there will be pressure on counter staff



to deliver. Sometimes this can lead to frayed tempers and unwelcome debates with customers. In this case instead of pulling up the concerned staff, management needs to look at solving process issues through use of technology or improve staffing issues. In such cases there could also be a requirement for proper customer service training for all library frontline staff.

Balanced scorecard is another useful evaluation method used by many organisations. Librarians need to learn and adapt more sophisticated evaluation methodologies as they get used to handling more complex delivery models. A librarian who has procured an expensive online database has to assess the return on investment of such resources. A proper evaluation can only tell him/her whether the product is popular or whether he/she should increase efforts to promote the resource amongst prospective users or to discard it eventually.

Another very powerful evaluation method is the peer review exercise. Fellow librarians can be invited to come over and carry out a complete review of your library services. This actually becomes a learning exercise for the visiting librarian as well. A peer review exercise is like an informal audit of your services by a knowledgeable professional. This can be done against a designated checklist where the librarian feels there is scope for improvement. In some cases review is done against a set of standard library processes. Lot of knowledge sharing happens as a result. In most cases practical tips on quick and long term improvement measures, prove really beneficial for the library.

Libraries are answerable to their patrons and stakeholders and need to justify their contribution in the social, economic, educational value chain. This can be possible only when there are proper performance indicators built into their management structure and regular assessment and evaluation done against these indicators. Academic libraries in India are already covered by NAAC evaluation methodology. The performance indicators are clearly laid down in the guidelines and evaluation is an essential component of the process. Some of the guidelines are relevant for other formats of libraries as well and can be easily adapted as per their needs.

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## Journalism, fake news and disinformation

**Sudipta Bhattacharjee**

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### Abstract:

*Traditional journalism practices are in a state of flux ever since the digital platforms have gained momentum. These have not only ensured a wide global reach but also catalysed unique forms of communication.*

*On the other hand, information systems have proliferated, leading to polarization. News has become in many cases contentious with sundry actors at play, like citizen journalists, vested interests, foreign opinions...all of them adding grist to the “fake news” mill.*

*In a democratic set-up like India, such sophisticated disinformation campaigns can create hurdles in sieving out hoaxes or fake news without impeding the growth of digital media. Governments are averse to news literacy and impartial journalism, which could be the antidote to spreading of misinformation and canards. The paper will focus on how investment in tools will help to identify fake news and take action against those who actually benefit from fake news. It will also emphasize on the role of journalists and individuals, who can learn to be skeptical about everything they read, check with diverse news sources and verify information, it would amplify online accountability and consign the proliferation of fake news to the pyre of enlightenment.*

*Keywords: fake, disinformation, news literacy, digital media, journalism, hoax*

Media convergence is a hydra-headed monster and its emergence has spawned a web of information where it is increasingly difficult to decipher the truth.

In its resource on *Journalism, Fake News and Disinformation*, Unesco defines disinformation as “information that is false and deliberately created to harm a person, social group, organisation or country.”

### Role of journalists

As a career journalist, this researcher has had ample scope to deal with the barrage of news on a daily basis and crosscheck facts to prevent fake news and hoaxes from publication. The role of journalists in identifying fake news is of paramount importance and cannot be stressed enough. Thus, in delineating the impact and range of fake news, it is imperative to bring the harbingers of news, the journalists, on board to initiate any research into this realm.

Pheroze Vincent, a star reporter in New Delhi covering national events for *The Telegraph*, says he has to combat the spectre of fake news on a daily basis. “Fake news often falls into a pattern, like the one saying Police have opened fire near Jamia Millia Islamia. After a police rampage at the university in 2019, rumours of firing would often come to light. Many people would believe it and start tweeting without verifying and even contact journalists to report it. The rumours would be similar. There would always be no named witnesses or secondary sources and no hospital in the area would report any gunshot wounds. Also, these would surprisingly always be reported from crowded places but no videos would be available. The rumours would gain such currency that people at the spot would honestly imagine gun shots, blood splatter or a scuffle and the collective imagination would imprint upon their minds as truth.

“Fake news or real, we journalists diligently call the police, hospitals, local municipal councillors or MLAs. Also, a story that is too unbelievable is usually not believed.

“In January last year, there were widespread fake rumours that a poisonous gas was used against student demonstrators at Jamia Millia Islamia. As I was present at the protest, I knew that no gas was used, but I had to still do the due diligence to rule out any doubt.”

“When the story has many quotes available, but all are either from secondary sources, or without corroborative evidence, and are amplified widely on social media very fast by suspicious people, then it is probably fake. Also, news like police shooting in a public place, torturing someone in front of many witnesses etc are also probably fake as police have the knowledge to cover up crimes and don’t leave too much evidence.

“Sometimes news is not fake but exaggerated. Whenever I get a call about someone being nearly lynched, I ask for pictures, a medical report or questions such as: Did the person who took him to hospital also get blood on his clothes? Normally, the source will reveal the truth and get combative when asked direct questions like that. If someone says he was beaten with an iron rod but can’t send a picture of a blood stained shirt or x-ray of a broken bone, he is probably lying or has been told exaggerate in order to disadvantage his adversary,” the journalist explains.

Keshav Pradhan, editor, regional editions, of The Times of India, deals with selection of news everyday. How does he sift the true from the false?

“I strictly go by the theory of probability, logic and concept of authenticity. Check, double-check, multiple check with all possible and authorized sources. Every news report has 3 Ps: Place, Players and Play. When I go to buy any product, I don’t buy from an unlicensed company. It is the same with news. Posts on facebook, tweets and any upload needs to be verified. As a veteran journalist, it is my responsibility and I have to follow the basic principles of journalism. Newspapers are the only medium where readers tend to believe reports without knowing the reporter, because of this trust in these principles” he stresses.

Sudeshna Banerjee, a prolific reporter of the ABP Group, says social media is responsible in large measure for the spread of fake news. And instead of verifying facts, most Whatsapp recipients forward the contents without a second thought. Since the common man does not have the technical tools to check whether any news is fake, the tendency to find credence is quite prevalent. Countering disinformation is the first step for a principled journalist, she says.

### **Tools to identify fake news**

There are several tools that can now help fight disinformation online. These include Adblock Plus, Bad News, Bot Sentinel Botometer and Botslayer.

There are more comprehensive tools like CaptainFact, a web-based collection of tools designed for collaborative verification of Internet content. CrossCheck, too, is a collaborative tool used to report on and identify misleading news leading up to the election. This is of particular relevance in democracies, including India, where elections bring their share of disinformation. There are many other such tools. For example, Lead Stories identifies false or misleading stories.

Investing in such tools or creating newer ones will help in large measure to control the overwhelming infusion of fake news and disinformation in the media.

### **Who are the beneficiaries of fake news?**

According to Damian Tambini of the London School of Economics, there are three main beneficiaries of fake news: The new populists, historical losers and legacy media.

This is because the new populists spearhead news that is fake to attack the opposition and block the accountability of the media that is generating news. Thomas Carlyle, the Victorian writer, had labeled the press as ‘fourth estate’ because of its role as a watchdog, especially of the Constitution. While the first estate comprised the nobility and the second was the Church, the third represented the common man and it was the media, the fourth estate that had an equally important role earmarked to uphold the truth and present the facts, not news that was fake.

To the world at large, the last presidential election in the United States had glaring use of fake news because the Donald Trump administration described as fake any news that it happened to disagree with.

Historical losers, on the other hand, pin inevitable political and social changes to ‘misinformation’. Legacy media is the champion of trusted news brands. It is very evident that mainstream media is now facing stiff competition from tech giants, such as Facebook and Google, and if these can be shown as promoting fake news that has not been verified, then there could be a move to regulate such intermediaries. In mainstream media, facts are checked and cross-checked multiple times to sieve out fake news, because the press is not only accountable but can also be taken to court on these grounds.

This is possibly why, in a digital age, mainstream media like print and audio-visual are still generating revenue, newspapers have not died out and television bags decent advertisements.

In India, all the above points of contention find application, especially during the exercise of franchise. Mass circulation of misinformation, disinformation, fake news and hoax reports are prevalent enough to leave the recipient incredulous. Vested interests who benefit from fake news must be penalized to serve as a warning to those behind the rampant racket.

### **Online accountability**

According to Jane Elizabeth of the American Press Institute, “accountability journalism, whether it is political fact-checking, investigations or other forms of reporting, must still engage readers and impact audiences to be effective. All journalism, in the end, should strive to make the significant interesting.”

In their book *The News Media: What Everyone Should Know* authors C.W. Anderson, Leonard Downie and Michael Schudson say that “Accountability journalism encompasses traditional investigative reporting, but much more. It includes fact-checking political speech, digging into digital data, and aggressive beat coverage to reveal as much as possible about what is really going on in every aspect of American society – from national security, government, politics, business and finance to the environment, education, health, social welfare, sports, and the media industry itself.” It is this digital content that comprises the crux of online accountability. This is also where citizen journalism comes into prominence, since most upload news on online platforms. The scope for fake, unverified news to multiply manifold through this mechanism is also far greater.

### **Conclusion**

India, like the rest of the world, is witnessing a surge in media convergence when a huge amount of information – both reliable but mostly fake – is reaching people through various outlets.

While this has benefited vested interests, it has also erased time and space boundaries, allowing grave socio-political and economic inequalities to emerge. Blind trust or total

dependence on technology contravenes reality. Fake news may overwhelm people with a surge of content, creating a sense of social alienation, flawed socialization and produce stereotypical roles and expectations. It can even go to the extent of affecting mental health, because disinformation erodes faith in humanity and good sense, inducing cynicism and trauma.

If the purpose of information is to inform and reform, the role of journalism, with fake news and disinformation gestating in its belly, directly negates the strengths of media literacy that seeks to critically evaluate and promote awareness on consuming and creating media. The corollary, certainly, is to be astute enough to identify fake news, with or without technological tools, by verifying content and countering disinformation. There is no substitute to cross-checking facts in the realm of news before it is released for public consumption.

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## **Library and Information Science Profession vis-à-vis Library and Information Science Education: Role of SLM Pedagogy**

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### **Abstract :**

*Passive educational environment in ODL mode braces up mediated education. The edifice of distance education through ODL systems is built on the instructional method through Self-Learning Materials (SLM). SLMs ensure communication between the teacher and the taught. The learning components of Library and Information Science (LIS) education bear certain characteristics, which are crucial in building competencies within the prospective LIS professionals. Library and Information Service is a skilled-based field. So, LIS education requires to be enriched with practice-oriented active learning components. The LIS curricula through ODL mode, contents, and instructions should be designed in such a way that these may show the path to keep the learners skilled amidst the changing nature of technology. This paper focuses on how instructional systems through SLMs augment LIS pedagogy in ODL mode to enrich competence in LIS professionals.*

*Keywords: LIS profession; LIS Distance Education, Self-Learning Material.*

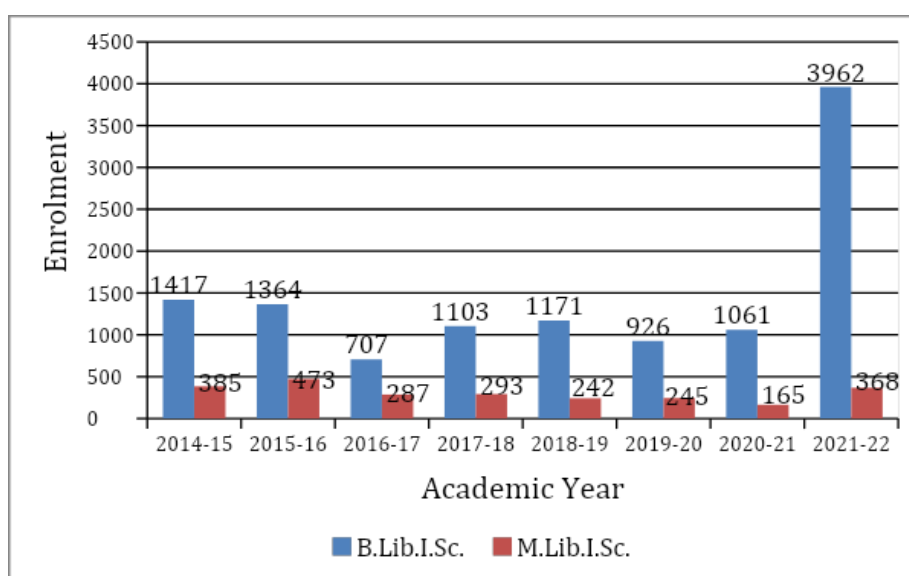
### **Introduction**

Distance education has existed for over a century, and it is now universally accepted simultaneously with long-practised face-to-face (F2F) programs. Acquaintance with Face-to-Face cooperation among learners in classroom setup is customary. This arrangement of conventional teaching-learning process cannot accommodate all aspirants, whose numbers are greatly expanding. Despite the regular and conventional mode of education in which instructional guidance led in the premises of educational establishments, numerous academic programmes have been started in off-campus mode. The methods of offering courses off-campus are being largely accepted throughout the globe. Such methods may have numerous appearances, which are depicted utilising an assortment of terms, including, distance learning, open learning, open and distance learning, adaptable learning, expanded learning, etc. Our purview is limited within Open and Distance Learning (ODL) system. A typical factor, common in each of these systems is the separateness of the student from the parent organisation. In such passive educational environment, mediated education is a strategy that empowers workforce and learners to speak with each other by utilising course materials that are provided to them. These course materials are often called Self-Learning Materials (SLM) or Self-Instructional Materials (SIM). With the help of these SLMs or SIMs, such methods of mediated learning offer distant learners flexibility in obtaining their learning goals. Flexibility is granted, more specifically in respect to learners' own place and pace. Mediated learning thus claims to be undertaken by those who, for quite a few reasons, cannot go to classes on-campus in conventional system of education. With the rise and growth of advanced education in India, Higher Education Institutes (HEIs) have begun academic programmes through ODL mode.

### **Increasing Enrolment IN LIS ODL EDUCATION**

The Higher Education Systems through ODL mode offer numerous conventional subjects across the disciplines. Library and Information science (LIS) is one of such subjects. The quantity of learners partaking in these programmes is expanding each year.

E.g., data shows that the number of learners enrolled in B.Lib.I.Sc. and M.Lib.I.Sc. programmes at Netaji Subhas Open University in West Bengal is quite large compared to that of the conventional universities in the State. The intake restriction in these conventional schools of LIS restrains the number of learners within 50 to 100 in their B.Lib.I.Sc. admission, and within 20 to 50 in M.Lib.I.Sc. admission. Eight years enrolment data in B.Lib.I.Sc. and M.Lib.I.Sc. programs at NSOU is shown below:



**Figure 1: Eight years enrolment data in B.Lib.I.Sc. and M.Lib.I.Sc. programmes at NSOU**

It is quite conspicuous that flexibility in ODL mode encourages the learners to obtain LIS education through it. The flexibility in their self-study is eventually occurred with the help of learning support services, *vis.* Self-Learning Materials (SLM), LMS-enhanced support services, Personal Contact Programms (PCP), Extended Contact Programmes (ECP) at their doorsteps, Orientation Programmes, Tutorials, Workshops, Library services at Learners Support Centres (LSC), etc. However, SLMs play the major role in their self-guided study, because most part of the instructional process is presented through these SLMs. The pedagogical instructions set forth through SLMs should be presented in a comprehensive and lucid way. As well, in LIS education through ODL mode SLMs plays a major role in their instructional process. LIS education, being a practice-oriented professional course lays down its learning outcome to bring forth competent LIS professionals. The teaching learning process in ODL mode being mostly asynchronous and passive in nature, the SLMs in case of LIS distance education should possess certain characteristics which may approximately bear a resemblance to Face-to-Face (F2F) environment.

### **Regulations and directives on designing and developing SLM**

This paper tries to focus on the issues which highlight the characteristics of SLMs and their importance in LIS pedagogy offered through ODL mode of education. In this respect, we

present an outline of current state of regulations and directives on issues of instructional methods and SLMs of ODL system in the country.

### **UGC Regulations, 2017 on Preparation of SLM**

The central regulatory authority, UGC-DEB published directives for preparing SLMs in 2017 through a Gazette notification (The Gazette of India, 2017, June 23; Regd. No. D. L.-33004/99, No. 247 Dated, June 23, 2017). These Regulations framed by UGC (2017, June 23) may be regarded as a stepping stone towards introducing new generation of ODL instructional system in India. These are as follows—

1. Self-Learning Materials have clearly stated objectives, intended learning outcomes, study guidance and advice for the learners as to how to optimally use the material and suggestive related reference material to enhance the learning experience, and linkage within the text with other media (for digital SLM) is maintained for easy referencing and progress.
2. Self-Learning Material developed and offered is self-explanatory, self-contained, illustrative, easily comprehensible, and in manageable modules such as units and blocks.
3. Self-Learning Material provides adequate mechanism for the learners to provide feedback on their understanding of the subject.
4. Self-Learning material is revised periodically from the perspective of improving quality and learner support.

The methods for controlling the quality of SLMs in ODL mode will help to bring the guidelines for preparing instructional design through SLMs.

### **University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020**

With an aim to increase the Gross Enrolment Ratio in higher education to 50% by 2035 (from 26.3% in 2018), the National Education Policy 2020 puts significant emphasis on expanding quality Open and distance learning. To ensure the quality of ODL at par with the highest quality in-class programmes, several measures are suggested in the policy. University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, [also called, UGC (ODL & OL) Regulations, 2020] have further ensured the qualitative aspects of instructional process through self-learning materials in Open and Distance Learning system in the country (The Gazette of India, 2020, September 4; Regd. No. D. L.-33004/99, No. 354). According to UGC (ODL & OL) Regulations, 2020, “Self-Learning Material (SLM) for Open and Distance Learning mode means and includes contents in the form of course material, whether print or in e- form, which is interalia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books”.

Thus, the regulatory authority of ODL system in India always lays emphasis on SLMs to begin and run an academic programme through ODL mode.

### **Instructional system in ODL mode of education**



From time immemorial, teacher-lecturing / student-listening was the first mode of ancient academic education. The delivery system for pedagogy has been a schoolroom setting with a faculty member giving a lecture and students listening and writing notes. Interaction between the professor and student has been viewed as an important learning part inside this arrangement (O'Malley & McCraw, 1999), usually spoken as the "sage on the stage".

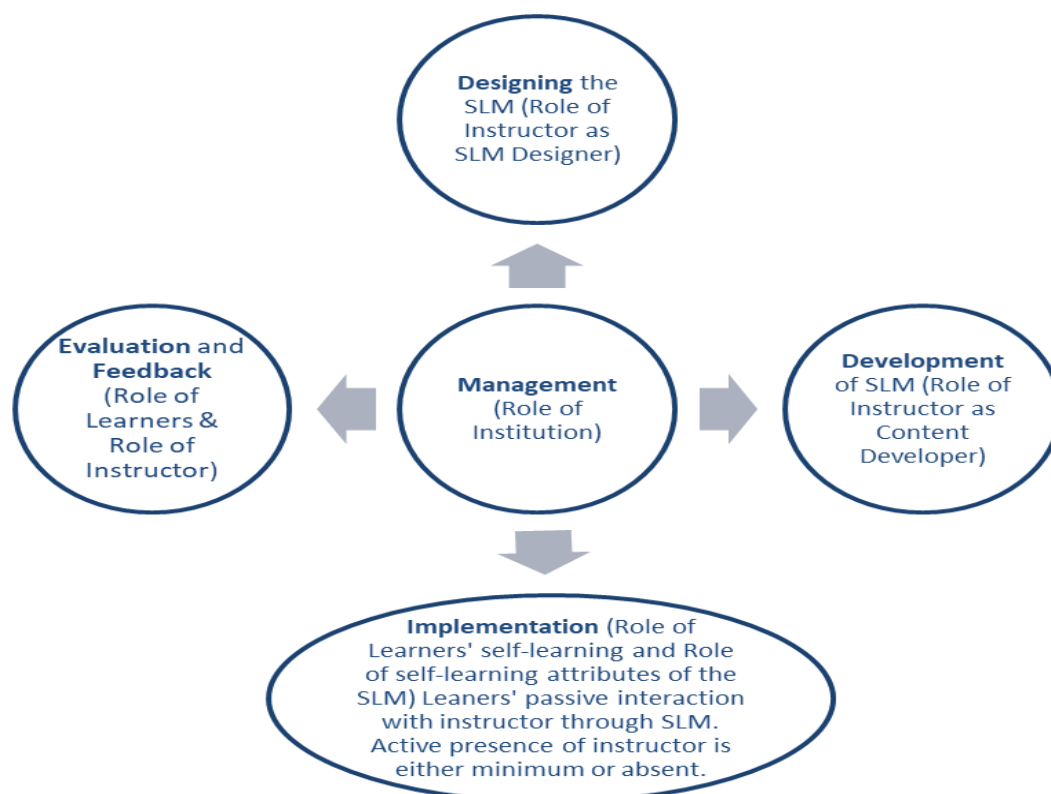
Instruction in the sphere of education signifies the transfer of learning from one phase to another. It refers to the communication between the teacher and the taught and is the foremost element of educational system to learners. It is not merely the curriculum.

The edifice of distance education through ODL systems is built on the learning support services, which helps the learners to pursue their self-motivated study. Instructional system here is conceived mainly through Self-Learning Materials (SLM). Instructional materials, vis. SLMs in ODL system provide its learners the scope for attaining their learning objectives and acquiring their curricula-specific skills and knowledge. Hashim (1999) discusses that self-instructional materials need to be systematically designed to facilitate learning without the constant supervision of a teacher. It requires the learners to interact actively with the instructional materials rather than simply allowing them to read the materials passively (Dick and Carey, 1990). The instructional methods through ODL learning contents need to be designed in such a manner that it becomes self-reliant to reduce the gap of active learning participations of learners which is prominent in F-2-F classroom environment. To give it a shape, all teaching-learning components, observed in classroom learning environment need to be optimised through the instructional methods in SLMs. The units of SLMs should integrate well-defined learning strategies, such as- a mechanism for drawing the learner's attention, clearly stated learning objectives, required prior knowledge, and above all, meticulous presentation of the learning contents, mixing appropriate media, exemplifying with appropriate and adequate real-life examples, providing scope for hands-on practices, learners' feedback, etc.

Instructional method is a process of conveying that content to the learners (Snelbecker, 1974). It does not merely mean to curriculum. Although there are some overlaps, there is a basic difference between curriculum and instruction. The notion of curriculum is confined only to core content to be taught.

An instructional process is carried out through five major steps of activities (Enkenberg, 2001), such as Designing the method of instruction depending upon learning situation; Developing the instructional product in required forms and format; Implementation of the instructional product developed in a particular learning situation; Management of the implemented instruction; and Evaluation and feedback of the effectiveness and efficiency of all the earlier steps stated above.

The learning situation of ODL mode of education makes a modification each of the above steps. A schematic view (figure 1) of the instructional process shows the role of its different components parts in ODL mode.



**Figure 2: Instructional system in ODL mode of education**

The components of the Figure 1 are the basic elements of any Learning situation. In ODL mode the roles of these components are distinguished from any conventional situation as stated below.

**Instructor:** The role of Instructor is very important as in other system of education, but here they interact with the learners mostly in a passive and asynchronous way. Instructors may work for designing and developing the instructional content which is called Self Learning Material (SLM).

**Self-Learning Material (SLM):** An essential component in the pedagogical methods of any form of distance education is its learning materials. The instructional contents in ODL system are called Self Learning Materials (SLM). This is the most important component in such a learner-centric and mediated learning situation. This is the primary medium for interaction between instructor and learner.

**Learner:** This is the main entity of this instructional process. They should have the qualities of self-motivation for learning, self-study and self-assessment of learning objectives.

**Delivery:** This is the physical mechanism to send the instructional product developed to the learners.

**Management:** Management at different levels of the process is important. This will control the whole process. The feedback resulted from the evaluation mechanism may help in management and control mechanism.

From the above presentation, it is clear that the SLM plays the key-role in the process of instructional communication from instructor to learners to achieve the latter's learning

aspiration. Therefore, designing instruction in the form of SLM is a crucial task. An efficient and precise design of SLM can instigate and inspire learners' self-learning motivation.

### **Role of SLMS in LIS education through ODL mode**

The pedagogy of LIS education through ODL mode is mostly SLM-dependent. The learning components of LIS education bear certain aspects, which are crucial in building competencies within the prospective LIS professionals.

In instructional method practiced in ODL environment learners do not get much scope for active learning. But a skilled-based field like LIS education requires to be enriched with practice-oriented active learning components. Hands-on-practice are also considered very important to build up competent and skilled library and information science professionals. SLM is the most vital instrument in the instructional system of ODL mode. SLM, with the help of other learning support services may provide scope for hands-on practices; and other means for practices may also be provided through SLMS.

Mehra, Olson and Ahmad (2011) have made a study on LIS education in US and Canada regarding the diversity in LIS curricula and content, nature and attitude of students, method of instructions, language of expression, etc. and concluded that integrating diversity into the LIS curriculum is not easy and can only be achieved through instructors' perceptions and practices. Thus, an SLM or a unit of it may provide scope for rigorous practices in addition to other pedagogical methods. In the appraisal tool which we have developed, there are 29 major attributes to evaluate an SLM of LIS education. With this tool, the SLMS of LIS education offered through Indian ODL institutes have been evaluated.

The LIS curricula through ODL mode, contents and instructions should be designed in such a way that these may show the path to keep the learners skilled amidst the changing nature of technology.

Given this background, it is imperative to develop LIS professionals (as distinguished from a vocational librarian) with contemporary and multidisciplinary approach. Library and Information Science professions involve service-oriented activities. Therefore, LIS learners require pedagogy that orients LIS professionals towards attaining skill-enhancing knowledge. LIS education incorporates a balanced blend of learning components for cognitive, psychomotor, and affective domains of learning. The components of these domains of learning play vital role to build up a skilled and competent library professional. However, in any instructional method such components in the three major domains of learning are intermingled.

The conceptual, theoretical applications on area of cognitive domain construct the philosophical basis for the affective and psychomotor domains of learning. Affective domain which deals with values, attitudes, emotional growth also covers certain areas of LIS profession practices. Again, the psychomotor domain provides scope for practice or applicability of theoretical aspects. Thus, all these three domains are interdependent.

In conventional Face-to-Face learning environment learners are facilitated for active participation for fulfilling their learning objective in all the three domains of learning. They get regular access to hands-on practice towards augmenting their capacities in skill-based

learning. In our field of LIS profession, such skill-based learning components are required not to build up such LIS professionals who can render services in some specific areas of LIS activities without knowing the philosophical foundation of the subject or of the profession, but these skill-enhancing components of psychomotor domain of learning in LIS field are very crucial to help the learners perceive the theoretical, philosophical and scientific basis of the subjects which fall under the domain of cognitive learning, and also personalised emotional ground of service-rendering processes which fall under the affective domain of learning.

## Conclusion

Open and distance learning systems are burgeoning day by day. ODL is now considered to be an important global strategy to address the problems of access to education (UNESCO, 2004). SLMs are the primary pedagogical mechanism of ODL system. In LIS education learning domains require commensurate blend of different types learning components, among which skill-based components need to be deliberated significantly. In LIS education delivered through ODL mode, the instructional system through SLMs should be taken care of to incorporate well-balanced learning components in different domains of learning. For this, SLMs should be designed and developed judiciously. SLMs of LIS distance education should be designed with delicacy to incorporate components of hands-on practices. The instructional method through SLMs is constructed on asynchronous mode of communication. Therefore, measures for checking learning performance, particularly for a practice-oriented courses in LIS education is very important. As UGC (ODL & OL) Regulations, 2020 delineate SLMs as self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, they should have certain features to support such qualities to be inherited when designed and developed. Defined learning objectives, prerequisite knowledge if necessary, quizzes, and other method of self-evaluation to check learning performance' answer to performance-evaluation or self-assessment sessions, etc are some measures that can be corroborated in SLMs of LIS distance education to build up an efficient instructional method which in turn strengthen the competence of prospective LIS professionals.

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## Right to Information Act 2005 an overview

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### **Introduction:**

In a Democratic system, one of the important policies of the government is to promote a mechanism which prevent the abuse of discretionary power enjoyed by the governmental agencies. Introduction of Right to Information Act in year 2005 is the practical implementation of such policy which is “to provide for setting out the practical regime of right to information for citizens to secure access to information under the control of public authorities, in order to promote transparency and accountability in the working of every public authority, the constitution of a Central Information Commission and State Information Commissions and for matters connected therewith or incidental thereto.”(preamble of the Act) Therefore the Act impowers the citizen to get access to the information under section 2(f) from the control of the public authorities within the meaning of under section 2(h) of the act which signifies not only the statutory bodies , agencies or instrumentalities of the state within the meaning of article 12 of the Constitution but also the non-governmental organization directly or indirectly finance by the appropriate government within the meaning of section 2(a). as per sec 2(j) ‘right to information’ includes the right to (i) inspection of work, documents Records (ii) taking note, extract or certified copy of the document of records (taking certified sample of the material (iv) information in the form of various electronic mode or through print outs of such information stored in the computer or device. As per section 3 all the citizen shall have the right to information under control of the public authorities. Sec 4 of the act imposes various obligation upon the public authorities to setup and maintain publish all of its records in order to make it accessible to the public. Sec 5 of the Act mandates upon the public authorities to appoint public information officer at the various level who is duty bound to entertain the request of the general public for obtaining the information as per sec 6 of the Act and dispose of the same as per sec 7. according to sec 6(3) when an application is made to a public authority requesting for a information which is the under the control another public authority or the subject matter of which is closely connected with the function of another public authority, the public authority to which such application is maid, shall transfer the application to another public authority and inform the applicant immediately after such transfer. However as per the proviso of sec (3), such transfer shall not be made in no case later then five days from date of the received of the application. Sec 8 of the Act specially provides the several situations where the public authorities have no obligation of discloser information sought for. As per sec 8 (1)(j), if the personal information which has no connection with the public authorities in such cases such information can only be disclose if such discloser justifies larger public interest. Sec 11 of the Act impose an obligation for discloser for the information in fever of the 3<sup>rd</sup> party within the meaning of sec 2(n) of the Act.

### **Implementation of the Act:**

To the passage of the time the act has become widely applied in various feed and much controversies arose when the people became conscious about the significance of this Act in public life.

For example, when demonetization was announced by P.M Modi on November 2016 the RTI was filed by the activist Venktetsh Nayak which revealed the RBI did no agree with the center on its jurisdiction that moved curve the circulation of the black money and counterfeit money.

Various RTI application seeking details about his degrees were filed in 2015 were refused by DU and the Prime Minister Office (PMO). The affidavits for the general election 214 said that he finished his undergraduate degree from DU in 1978 and MA from Gujarat University in 1983. The RTI was filed by activist Neeraj Sharma in 2015 seeking records of passed out students in the year 1978, Bachelors of Art from Delhi University. Information Commissioner (IC) Sridhar Acharyulu who was allowed inspection of PM's DU Degree Records was removed from his position by CIC R. K. Mathur.

Denying the information, The Central Public Information Officer (CPIO) of DU had said the information requested was "*personal information of the students concerned, the disclosure of which has no relationship to any public activity or interest*". CPIO later rejected three RTIs queries on unnecessary and unreasonable grounds. Mohd Irsad filed case against University of Delhi for rejecting pleas of RTI in the High Court. The Delhi High Court imposed Rs 25,000 penalty on DU's public information officer for rejecting RTI application seeking facts about PM's graduation. Further, DU told the Delhi High Court that the BA exam records of all its students of 1978- the year when PM Narendra Modi graduated is held in fiduciary capacity and cannot be disclosed under R.T.I.

Recently due to the outbreak of Covid-19 pandemic, the Prime Minister Citizen assistance and relief fund was created on march 28 to deal with any emergency posed by the pandemic. In reply to the RTI file by Harsha Kandukri a student of Azim Prenzi University Bangalore, The P.M.O stated that the fund is not a public authority under 2(h) of the Act therefore it would not be able to diverse information sought in the application. Again, in a case of Prime Minister National Relief Fund vs Aseem Takye, Delhi high court held that the prime minister relief fund not the public authority.

#### **Some Important Apex Court Judgement on R.T.I Act:**

In a case before the Hon'ble Supreme Court namely **Reserve Bank of India vs Jayantilal Mistry** the Apex Court has rejected the argument of Reserve Bank of India that Bank seeking to recall the 2015 judgment of **Reserve Bank of India vs Jayantilal Mistry 2016 3(SCC) 525** which had held that the R.B.I was obelized to disclosed defaulters list, inspection reports, annual statement etc related to bank under RTI act. While rejection the plea of R.B.I praying for exemption under **sec 8(1) (e)** of the Act relating to holding to information of the banks under fiduciary capacity, the Apex court observed:-

*"RBI is supposed to uphold public interest and not the interest of individual banks. RBI is clearly not in any fiduciary relationship with any bank. RBI has no legal duty to maximize the benefit of any public sector or private sector bank, and thus there is no relationship of 'trust' between them. RBI has a statutory duty to uphold the interest of the public at large, the depositors, the country's economy and the banking sector. Thus, RBI ought to act with transparency and not hide information that might embarrass individual banks"*

The said decision of **Jayantilal mistry 2016 3(SCC) 525** was further reaffirm by the Hon'ble Apex Court in a recent judgment namely **Girish Mittal vs Parbati V. Sundaram, (2019) 20 (SCC) 747 .**

In **Supreme Court of India vs Subhash Chandra Agarwal (2020) 5(SCC) 481**, the question arose before the larger bench of the Hon'ble Apex court that whether the various documents including correspondence exchange between the supreme court and the P.M.O office relating to appointment of the judges in various High Court and supreme court are exempted under **section 8** of the Act or not. While dealing with the said issue the larger bench held as follow :-

*“The Supreme Court of India, which is a "public authority", would necessarily include the office of the Chief Justice of India and the Judges in view of **Article 124** of the Constitution. The office of the Chief Justice or for that matter the Judges is not SCC separate from the Supreme Court, and is part and L&S parcel of the Supreme Court as a body, authority; and institution. The Chief Justice and the Supreme Court are not two distinct and separate "public panna authorities", albeit the latter is a "public authority" 201 and the Chief Justice and the Judges together form and constitute the "public authority", that is, the Supreme Court of India”*

*“This is equally true and authority: would apply to the High Courts in the country as 3. That j **Article 214** states that there shall be a High Court for each State and **Article 216** states that every of a public High Court shall consist of a Chief Justice and such employee o other Judges as the President of India may from premises.time to time deem it appropriate to appoint”*

In another recent decision of the Apex Court namely **chief Information Commissioner vs High Court of Gujrat and ors. (2020) 4 (SCC) 702** Apex Court held that information held on judicial site of the court relating to the pending and decided cases relevant documents and certify copies cannot be obtained under R.T.I Act from courts. It is father held that such information are the “personal information” of the litigants and the court holds it and trustee for the litigants in order to adjudicated upon the matter and administer justice. When adequate mechanism exists for obtaining information under special law as such the high courts rules, R.T.I act can not be restored to.

#### **Concluding Remark:**

From the aforesaid discussion it can be concluded that the R.T.I Act is emerged with time as a very important weapon in the hand of a common man against the various systemic defects in Indian Democracy like nepotism, corruption, bribery and every kind of sluggishness and snail-spacing in the official functioning. No doubt, the consciousness among the general public about the significance of this act is threat to the power monger people having vested interest and such public awareness about the importance of the Act will grow with the initiative taken by the universities, law students, academicians and various non-governmental organizations.

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## Skill Development of LIS Professionals: Need of the Hour

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A library is a trinity of resources, staff and clientele. But with the rapid development of information and communication technology (ICT), libraries are considered as quaternary of resources, staff, clientele and ICT tools. Books, journals are supplemented with e-books, e-journals and other e-resources, several online sources and services are now accessed through mobile phones, computers and even through social media. Present day libraries have to play various roles ranging from collection development, organizing both traditional and online resources, managing access to printed, non-printed documents, online resources, designing and organizing user-education programs to formulating plans, policies, programs and exploring new strategies, designing new and newer processes, techniques by studying, assessing and gauging user needs.

The user behaviour has been changing day by day; present day techno savvy users are easy in digital environment through variety of information channels. To cope with the changing situation library professional ranging from librarian from library assistant must have to change their attitude, communication skills with the users and are to be equipped with technologies required for catering efficient library services in today's ever changing environment.

While entering the profession with some essential qualifications, it is the need of the hour for the library professionals to be equipped with skills through continuous professional and skill development programs. Broadly, the skills can be categorized into two – hard skills and soft skills. Hard skills are job specific and can be acquired through formal and informal education, training programs, refresher courses, teaching and reading. Hard skills can be quantified, defined, evaluated or measured. It is the capability of doing a job gained from professional courses. Library and information science courses are being conducted by the universities and institutions to build up competent manpower weighing on various areas of specialized knowledge, skill and expertise. Technical knowledge, computer knowledge, writing skills, mathematical skills, proficiency in a foreign language are some examples of hard skills, required for the library and information science professionals to combat fast multi-directional changes.

Soft skills are interpersonal skills and are outcomes of one's emotions. They are combination of self management, self awareness, social skills, social awareness, communication skills, character of personality traits, emotional and intelligence quotients among others that enable people to navigate their work environment and achieve their goals in complementing hard skills. Personality development and communication skills are being soft skills required for LIS professionals. A good personality is an embodiment of good health and mind with four dimensions: (1) physical, (2) mental, 3) intellectual and (4) spiritual. A successful librarian must be a good human being – easily approachable, willing and anxious to help. He should have communication skills both interpersonal and intrapersonal. He should have good memory, thorough imagination, clear understanding, accurate observation and persistent attitude. Systematic time management, conflict management and problem solving skills are

essential for handling information queries and answering them with optimal satisfaction to information seekers. Time is the most crucial think in work place and it cannot be replaced or lost. Also in certain occasions, extension of time may reduce the problem. Further, proper time management process is essential to “Save the time of the reader”.

Librarians/LIS professionals are changed personalities with responsibility to stimulate and strengthen others for effective sustainable development of the society. Librarians of present age are not confined to merely procuring, processing, preserving and providing information; they are to act as information managers, information specialists, interpreters. They are to work in storehouse of knowledge as facilitators to meet the user’s need in both proactive and on demand mode. Libraries today are not merely the repositories of sources of knowledge nor are they simply to provide knowledge to the users. Keeping pace with multidimensional changes in all spheres of life, libraries have to play a distinctive role to meet the intensive thirst for knowledge and librarians, other LIS professionals have to update themselves through continuous skill development programs, in-service training for betterment of library services in the changing scenario.

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## ১৭৫ তম বর্ষে সাহিত্যপ্রেমী ও দেশপ্রেমিক শিবনাথ শাস্ত্রী

অসিতাভ দাশ

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ঊনিশ ও বিশ শতকের সন্ধিক্ষণে এক বিশিষ্ট মনীষী ছিলেন শিবনাথ শাস্ত্রী। ১৭৭২ খ্রিস্টাব্দে প্রারম্ভে প্রথম শ্রেণীতে এম.এ. পাস করার জন্য শিবনাথ "শাস্ত্রী" উপাধি পাওয়ার পর তিনি এই নামে পরিচিত হন। সাহিত্য ক্ষেত্রে শিবনাথ শাস্ত্রীর বিভিন্ন পরিচয় আমরা দেখতে পাই তিনি একাধারে কবি, উপন্যাসিক, গীতিকার, অন্যদিকে সমৃদ্ধ লেখক।

শিবনাথ, দ্বারকানাথ গঙ্গোপাধ্যায় ও আনন্দমোহন বসু 'হিন্দুমেলা' সম্বন্ধে উদ্যোগী হয়েছিলেন। ১৮৬৭ সালে হিন্দুমেলার প্রথম অধিবেশনে তরুণ কবি শিবনাথ কে দেশপ্রেমদ্যোতক একটি কবিতা রচনা করার আহ্বান জানালে তিনি একশত শ্লোক ব্যাপী একটি দীর্ঘ কবিতা রচনা করেন। তখন থেকে তার স্বদেশী ভাবাপন্ন সূচনা হয়। শিবনাথ প্রধানত কবি বলে পরিচয় লাভ করলেও গদ্য রচনায় তার সশ্রদ্ধ স্বীকৃতি ও প্রতিষ্ঠা পেয়েছিল।

১৮৭৮ সালে শিবনাথ অগ্নিমন্ত্রে দীক্ষিত হয়েছিলেন। এই সময় বরাহনগরে একটি বাগানের অন্ধকার ঘরে কাঠের আগুন জ্বালিয়ে যে দীক্ষানুষ্ঠান হয়েছিল তার অন্যতম সাক্ষী কৃষ্ণ কুমার মিত্র লিখেছেন " শাস্ত্রী মহাশয় বুক চিরিয়া রক্তধারা একখণ্ড কাগজে লিখলেন - "একমাত্র ঈশ্বর ভিন্ন আর-কাহারো উপাসনা করিব না। সরকারি চাকুরি করিব না। " কারবনারি দল এর অনুপ্রেরণায় যে শিবনাথ অগ্নি মন্ত্রে দীক্ষা নিয়েছিলেন তা কিন্তু সারাজীবন পালন করেছিলেন। ১৯০৮ সালে ব্রিটিশ সরকার অশ্বিনীকুমার দত্ত, কৃষ্ণকুমার মিত্র প্রমুখ ৯ জন স্বদেশপ্রেমিককে নির্বাসিত করার সিদ্ধান্ত গ্রহণ করেন তার বিরুদ্ধে দেশের শীর্ষস্থানীয় নেতারা প্রতিবাদ করার সাহস দেখাতে পারেননি কিন্তু অকুতোভয় প্রবীণ শিবনাথ তেজস্বীতার সঙ্গে সরকারের এই কাজের তীব্র প্রতিবাদ করে সভাপতির বক্তব্য রাখেন।

কৈশোরেই স্বদেশীকতার সঙ্গে শিবনাথ যুক্ত হয়েছিলেন। রামমোহনের যোগ্য উত্তরসূরি দেবেন্দ্রনাথ ঠাকুর এবং কেশবচন্দ্র সেনের কাছে দীক্ষালাভ করার পর নবগোপাল মিত্রের 'চৈত্রমেলা' যা পরে চৈত্রমেলা নামে খ্যাতি লাভ করেছিল সেখানে তিনি সংযুক্ত হন। ১৮৬৭ সালে শিবনাথ কে হিন্দুমেলার প্রথম অধিবেশনে দেশপ্রেম বিষয়ক একটি কবিতা রচনা করার আহ্বান জানানো হলে একশত শ্লোক ব্যাপী একটি দীর্ঘ কবিতা পাঠ করেন। এই সময় থেকে তিনি স্বদেশী মনোভাবাপন্ন হয়ে পড়েন। এর ফলশ্রুতি হিসেবে পরবর্তী পর্যায়ে ১৮৭৮ সালে যখন আনন্দমোহন বসু ও সুরেন্দ্রনাথ বন্দ্যোপাধ্যায়ের উদ্যোগে Indian Association hall বা ভারত সভা স্থাপিত হয় তখন থেকেই শিবনাথ তাদের সহযোগী হয়ে সম্পূর্ণভাবে নিজেকে নিয়োজিত করেন।

বঙ্গভঙ্গ আন্দোলনের চেউ সারাদেশে ব্যপ্ত হলে জাতীয় অখন্ডতা রক্ষা করার জন্য রবীন্দ্রনাথ রাখিবন্ধন উৎসব পালনের আয়োজন করেন। এর পরিপ্রেক্ষিতে শিবনাথ শাস্ত্রীর স্বদেশের জন্য প্রয়োজনে ছাত্রদের এক বছরের জন্য পড়াশোনা বন্ধ রাখার আহ্বান জানালে ছাত্র সমাজে তার এতদূর প্রভাব ছিল যে, দেশের এই ডাকে কয়েকজন পি.আর.এস. এবং এম.এ. পরীক্ষার্থী পরীক্ষায় উপস্থিত না হওয়ার সংকল্প নেন। বঙ্গসমাজে শিবনাথের কথা স্মরণ করে বিবেকানন্দ অনুজ বিপ্লবী ভূপেন্দ্রনাথ দত্ত তাঁর অপকাশিত রাজনৈতিক ইতিহাস গ্রন্থে লিখেছেন যে হাজার ১৯০৬ সালের ১২ই মার্চ তাঁর সম্পাদিত যুগান্তর পত্রিকার প্রথম প্রকাশিত হয়। এই পত্রিকার নামকরণ করা হয়েছিল শিবনাথ শাস্ত্রীর 'যুগান্তর' উপন্যাস থেকেই। অগ্নিমন্ত্রে দীক্ষিত শিবনাথ চিরকাল দুঃসাহসী ছিলেন। হাজার ১৯০৮ সালে ব্রিটিশ সরকার অশ্বিনীকুমার দত্ত, কৃষ্ণকুমার মিত্র প্রমুখ নয়জন সদস্যকে আন্দামানে নির্বাসিত করলে যে প্রতিবাদ সভা আহ্বত হয় সেই

সভায় ব্রিটিশ সরকারের ভয়ে কেউ সভাপতিত্ব করতে রাজি হননি। কিন্তু অকুতোভয় শিবনাথ সেই সভায় তেজস্বিতার সঙ্গে এই অন্যায় কাজের তীব্র প্রতিবাদ করেন।

কানাইলাল দত্ত কে জেলে গিয়ে শিবনাথ মানসিক শান্তি দিয়ে আসতেন। তিনিই প্রথম স্বদেশ প্রেম উদ্দীপক বাংলা উপাসনা সংগীত ব্রহ্মসংগীত এর অন্তর্ভুক্ত করেন। বহু কবিতা, প্রবন্ধ ও বক্তৃতায় তার স্বদেশ ভাবনা মূর্ত হয়ে আছে। তার “পুষ্পমালা” কাব্যগ্রন্থের “বহুদূর নয়” কবিতাটিতে রবীন্দ্রনাথের “জনগণমন” জাতীয় সংগীত রচনার ছত্রিশ বছর আগেই শিবনাথ ভারতের সমস্ত প্রদেশের অধিবাসী দের জন্য প্রাণ উৎসর্গের আহ্বান জানিয়েছিলেন। বহু কবিতা, প্রবন্ধ ও বক্তৃতায় তার স্বদেশ ভাবনা মূর্ত হয়ে আছে।

শিবনাথের সাহিত্য জীবন যদি দেখা যায় তাহলে দেখতে পাব শিবনাথ সাহিত্যের বিভিন্ন শাখায় নিজের প্রতিভার স্ফূরণ ঘটিয়েছিলেন। তিনি একইসঙ্গে কবি, ঔপন্যাসিক, প্রাবন্ধিক, শিশুসাহিত্যিক এবং সম্পাদক ছিলেন। এখানে স্বল্প পরিসরে শিশু সাহিত্যিক এবং কিশোর ও শিশু পত্রিকার সম্পাদক হিসেবে কৃতিত্বের কথা আলোচনা করা হচ্ছে। শিশুদের নিয়ে ভাবনাচিন্তা করা শিবনাথের মনের একটা উজ্জ্বল দিক ছিল। শিবনাথের পরিবারের শিশুরা শিবনাথের মন এর অন্যতম আকর্ষণ ছিল। শিবনাথের দৌহিত্রী মীরা দেবী কে তিনি একটি পত্র কবিতা লিখে পাঠিয়েছিলেন। কবিতাটি এই রকম ছিল:

শুনো মীরাবাঈ, ওগো শুনো মীরাবাঈ  
কি চিঠি লিখেছ তুমি বলিহারি যাই।  
কাশি সেরে খুশি আছে শুনে সুখী বড়  
সুখে থাকো খেলা করো মন দিয়া পড়ো।  
মীরা হবে ভালো মেয়ে তাতে ভুল নাই  
ঈশ্বরও চরণে আমি এই শুধু চাই।  
ইতি তোমার দাদা মশাই।

শিশুসাহিত্যিক শিবনাথ দুইটি পত্রিকা সম্পাদনার সঙ্গে যুক্ত ছিলেন। প্রথমটির নাম “সখা” এবং অপরটির নাম “মুকুল”। “সখা” পত্রিকার সম্পাদক ছিলেন প্রমদাচরণ সেন। “সখা”র পত্রিকার সম্পাদক প্রমদাচরণ ছিলেন হেয়ার স্কুলে পড়াকালীন শিবনাথের অন্যতম প্রিয় ছাত্র। ১৮৮৩ সালে শিবনাথের প্রত্যক্ষ অনুপ্রেরণায় “সখা” নামে একটি উচ্চশ্রেণীর পত্রিকা প্রকাশ করেন। কিন্তু মাত্র সাতশ বছর বয়সে প্রমদাচরণের অকাল জীবনাবসান হয়। স্বাভাবিকভাবে তার এই অকাল মৃত্যু হওয়ায় শিবনাথ ১৯৮৫ সালের জুলাই সংখ্যা থেকে ১৮৮৬ সাল পর্যন্ত সম্পাদক ছিলেন।

এই পত্রিকায় বিজ্ঞান বিষয়ক প্রবন্ধের সূত্রপাত তিনি করেন। কিন্তু কোনো এক অজ্ঞাত কারণে এই পত্রিকার সঙ্গে শিবনাথের সম্পর্ক ছিন্ন হয়ে যায়। বাংলা ১৩০২ সালের আষাঢ় মাসে (ইংরেজি ১৮৯৫) শিবনাথের সম্পাদনায় সেকালের সেরা শিশু পত্রিকা “মুকুল” প্রকাশিত হয়। “মুকুল” পত্রিকা প্রকাশনার পিছনে উৎসাহদাতাদের মধ্যে ছিলেন রামানন্দ চট্টোপাধ্যায় ও জগদীশচন্দ্র বসু।

এই সচিত্র মাসিক পত্রিকাটি প্রকাশের উদ্দেশ্যে শিবনাথ প্রথম বর্ষ প্রথম সংখ্যার প্রস্তাবনায় লিখেছিলেন - জ্ঞানের মুকুল, প্রেমের মুকুল, সকল ভালো বিষয়েরই মুকুল অবস্থা আছে। এই পত্রিকা যাহাদের জন্য, তাহারাও মুকুল, মানব মুকুল।

কাগজটিকে বালকদের কাছে আকর্ষণীয় করে তোলার জন্য শিবনাথ নতুন নতুন ভাবনাচিন্তা করতেন। নতুন লেখক আবিষ্কারের কৃতিত্ব শিবনাথের কম ছিলনা। শিশু সাহিত্যিক সুকুমার রায়ের প্রথম কবিতা নদী মুকুল পত্রিকায় প্রকাশিত হয়। সেকালের সেরা লেখকদের মধ্যে

রবীন্দ্রনাথ ঠাকুর, যোগীন্দ্রনাথ সরকার, উপেন্দ্রকিশোর রায়চৌধুরী, অবলা বসু, কুসুমকুমারী দাশ, জগদীশচন্দ্র বসু, রামেন্দ্রসুন্দর ত্রিবেদী, দীনেন্দ্রকুমার রায় প্রমুখ খ্যাতনামা ব্যক্তির এই পত্রিকায় লিখতেন।

নানা বিখ্যাত জনের জীবনী লিখে কিশোরদের সামনে একটি আদর্শ তিনি তুলে ধরতে চেয়েছিলেন। তার সুসম্পাদনার গুণে মুকুল পত্রিকার গ্রাহকসংখ্যা বেড়ে দেড় হাজারের বেশি দাঁড়িয়েছিল। ১৩০৭ সাল পর্যন্ত “মুকুল” সম্পাদনা করার পর সম্পাদকত্ব ত্যাগ করেন। শিবনাথ শাস্ত্রীর অবিস্মরণীয় শিশু সাহিত্য নিয়ে সম্প্রতি সাধারণ ব্রাহ্মসমাজ থেকে প্রকাশিত হয়েছে অসিতাভ দাশ সম্পাদিত “সব সেরা মুকুল” (১৩০২-১৩০৭)।

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## Chapter - 2

### **Role of Right to Information Act 2005: A Critical Analysis in Ensuring People's Empowerment in India**

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#### **Abstract:**

*The study delves deeper into the critical analysis of the Right to Information Act as an effective tool in the present and future. Without information, a man can't live. It is a treasure for some and essential for others. It plays such a pivotal role that people cannot exercise their rights and duties when they are mainly needed. No quantity of developmental schemes can augment the lifestyle of Indian citizens without ensuring the people's empowerment and good governance in our country. RTI is constructed and viewed as the vital factor and exclusive as the key in democracy and accessing information in massive field levels. The government affairs or agendas are readily transparent in the eyes of the public wholly. Proper rectification and scrutinization of all policies can be amended and see-through. The whole Act has been made to stop the mismanagement and corruption so that the people's grievances are redressed.*

*Keywords: Rectification, Mismanagement, Exclusive, Transparent, Augment, Corruption, Grievances, Empowerment.*

#### **Introduction**

The 21<sup>st</sup> Century being so drastic where every people are being assaulted and looking for information. People always feel excluded towards the government and became indifferent as well as ignorant. There is always a sense of secrecy between government policies and people thought they need something which will dilute them towards what is going on and where their voices should be heard as the Indian citizenry at large are mere sufferers on the direct consequences of their parties.

The proper introduction to RTI would be an inclusive environment for citizens which would be getting them the full turn access to information. The Right to Information Act, 2005 equipped them with a voice which included political and economical decisions which needed to be of course taken by the government only.

This turnover and new construction made people feel the very best as the secrets of the government itself cannot be kept aside from the citizens of the country India. People must not revoke from certain policies and government kept that in mind and no one was debarred from

this policy as the people are now the part and parcel of the decision making process initiated by the administration.

The access to information can be the way moving from a formal to a responsive, consultative, and compelling popular government were it gives the general population to noted themselves that what is the administration planning and reacting to the changes in a developing stage.

From the point of view of a common layman it is an opportunity of information and it is a fundamental right too which is very important and must be kept in mind. Article 19(1)(a) of the Indian Constitution provides RTI or Right to information as a fundamental right in the aspect of the article and where it clearly mentions that every citizen has a freedom of speech and expression. Individuals have a basic human right to demand information held by government bodies.

The effect is being felt mostly on generations where there would be quick information access when something big is happening and this extensive effect leads the individuals or people to take an interest in the undertakings of the nation and the main mandate where it all lies is the natives or the people must be educated on these points of view so as to express themselves most certainly with regards.

### **Significance of the term 'Information'**

The word 'inform' began from the Middle English term 'enforme' got from the Middle French term 'ienformer' which intum developed from the Latin expression 'informare'. This Latin expression signifies 'shape, frame a thought of. In like manner, 'to advise' would signify 'to shape in', 'to frame into', 'and to shape inside' a man, a subject, or information is the internal framing of a man that outcomes from the commitment with data."

### **The Proper Accommodation of RTI Act 2005**

The Act was made to have room for reasonable and due diligence on proper administration so as to secure access to the agendas and information for the various subparts and has given control to the room of open experts to allow straightforwardness and responsibility. While the Constitution of India has built up 'Majority rule Republic' and though the majority rules system requires an educated citizenry and straightforwardness of information which are fundamental to its working and furthermore to contain defilement and to consider governments and their instrumentalities responsible to the represented, and though disclosure of information in real practice is probably going to strife with other open interests including productive tasks of the administrations, ideal utilization of restricted monetary assets and the safeguarding of privacy of delicate information and though it is important to blend these clashing interests while saving the centrality of fair standards, though it is convenient to accommodate outfitting certain information to residents who want to have it, the Act was instituted by the Government of India.

### **The Need for Good Governance in RTI**

The introduction of Right to Information Act, 2005 basically elucidates the landmark history which is enhanced by the Government of India. This brought forth sensitivity and path breaking in corruption which is definitely evil at large. Knowledge, research, information are critical aspects of human life and whereas improves the quality of life.

Lack of openness and accountability in the implementation of the Government not only bred inefficiency but perpetuated all forms of poverty. Good governance basically has four elements which are Transparency, Accountability, Predictability and Participation and these criterions helps fulfilling the political dogma and the common layman, being the law abiding

citizen can easily cooperate with the Government at large. Consequently, we can articulate that the Right to information is a natural upshot of good governance.

### **Landmark Precedents related to Right to Information Act, 2005**

Information is the O2 of our country which has value depending on the scenario at hand. The Judiciary has analyzed various aspects related to the efficiency of fundamental right and facets relating RTI.

- In the case of *Bennett Coleman v. Union of India*, it was held that the SC enhanced the Right to Freedom of Speech, guaranteed under Article 19(1) (a) and held that this Right is a fundamental right.
- In the case of *People's Union for Civil Liberties v. Union of India*, it was held that the right to information was further elevated to the status of a human right, necessary for making governance transparent and accountable.
- According to the case of *State of UP v. Raj Narain*, it was held by Justice Mathew that the interests of the public does not cover the veil of secrecy... and the responsibility of officials to justify their utmost Act where oppression and corruption is safeguarded.”

### **RTI as the Main Tool for Empowerment**

RTI, being one of the essentials in an individual's life, can be, therefore, considered as the backbone of the citizens of a country. Though it plays equal importance in everyone's life, yet to put focus mainly on those individuals or sections of our society who might have an enormous gap in between, for which they get excluded in receiving these opportunities and are found to be often facing a lot of violence from their living society.

According to "The Freedom of Information Bill", passed in the Parliament by the Union Government, it is directly stated that under the control of the general society experts, each nation should have secured access to every information with accommodation in their flexibilities.

As we had always found that there lied a wide range of straightforwardness and curiosity that we often get to see now in every individual, seeking for their rights to be informed about all the open issues and circumstances; therefore, the requirement for having different laws for the opportunity of information is a crucial necessity in this century.

Since the laws related to the opportunity of information are accommodated in Article 19(1) of the Indian Constitution, it envisages all the subjects to have their rights to speak freely.

In India, prior to RTI, there were several restrictions present on the part of the participation of individuals in political and economic processes along with the abilities of citizens to make their informed choices.

And as a consequence of this, the commoners faced ignorance in their access to specific schemes and were unable to resist themselves and their rights to become causality.

On the other hand, they had to remain ignorant in terms of all such ways through which they could seek their entitled rights legally from the concerned authorities. But in the current scenarios of this century, the enactment of RTI has wholly permitted the citizens with all of



their required necessities so that the government bodies and the other laws of our country can adequately justify the Rule of Law for our current and future generations.

### The Honorary Value of RTI

A good administration in need is a good value indeed. Therefore, value is the key element of good administration. It denotes every individual as a part of the administration and ensures that they don't feel ignored or rejected by society's standards.

### Conclusion

A country like India has a huge part keeping in mind that they don't stop serving justice to the needy as it is extremely important for the people's lives. By empowering the people, the trust of them for the government raises so well that the law is supreme in nature stays humble and it is above the king.

RTI from our point of view rises the question of solving an overall mystery accordingly and acting so smartly and simply that the layman becomes a strong person overall. The legislature has established certain guidelines that the people must know and therefore follow. Therefore government and authorities both are trustees for the people.

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## Whistle-Blower's Right and protection in the light of Right to Information Act,2005

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### Abstract

*Society has been formed by the people. In a democratic country, a society and democracy would exist if they were supported by the elements of transparency and impartiality. The concept of whistle blower and their role of whistle blowing are not much known but prominent. The Right to information however as compared to whistleblowing are much acknowledged by the people at large. The Right to information is the first step for a whistleblowing as they are complementary with each other, though their objectives and purpose is different. It is the need of the hour to provide protection to those Whistleblowers and RTI activists by enforcing laws and regulations. This paper is an attempt to highlight existing problems of Whistleblowers are facing and at the same time it tries to jot down some necessary steps by which the life of a whistle-blower can be protected from evil consequences.*

*Keywords:* Article 19, Whistleblowers, RTI, good Governance, Indian Constitution, Transparency, Right to life.

### Introduction

“The time to guard against corruption and tyranny is before they shall have gotten hold of us”.

~ Thomas Jefferson

In common parlance, “whistleblowing “means to make an alert or to bring attention to a specific thing. However, as per the discussion here Whistleblowing means a person(whistle-blower) who brings issues like corruption, malpractices and fraudulent activities within the organization or outside by disclosing them before the society. As they are doing it for common good but certain sections of people might be annoyed by his bravery attitude. Therefore, later they cause harm to the whistle-blowers and many times these Whistleblowers have to sacrifice their life by telling the truth to the masses.

It is not possible for a whistle-blower to bring the truth about corruption and evil practices done by powerful people. They need strong evidence in order to support their concern. That time they took help of Right to Information under Right to information Act,2005. This Act indeed was a milestone initiative taken by the Lawmaker which actually speaks about transparency, authenticity, impartiality, and a mechanism of bringing checks and balances in the Administration. Right to Information upholding the facet of “Right to Know”. However These RTI provisions often become a threat for the whistle-blowers ,as they are asking for any information through RTI their names turn to highlight. If they inquired about any projects or any plans whose involvement shows huge amounts later that becomes a gigantic issue.

That time even RTI failed to provide any safeguard to those whistle-blowers’ question raised in our mind is that what should be the ways by which we can protect the life and liberty of those whistle blowers?

**Magnitude of the problem:**

As stated, earlier Whistle blower took help of RTI tools to peruse data/ information so that they can justify their assumption about a particular thing. While seeking that information their names have been disclosed and they become a subject of maltreatment viz exploitation by way of threat, assault, mental torture and finally death. The whole process of the administration is always vitiated by the existing loopholes. As there is no appropriate forum by which a whistleblower can approach and seek protection.

The concept of whistle blowing and its fate came into picture after the incident that had happened with Satyendra Dubey, an IES officer posted in Jharkhand as Project Director under National Highway Authority of India (NHAI). He was associated with the Golden Quadrilateral project. Later on, he found that some irregularities were going on and the way such construction needs to be maintained, they did not even fulfill because of a smaller contract mafia handed over such a project from Larsen & Taubo, the original contractor which received such a project from the Government of India. Thereafter he wrote a letter to the then Prime Minister of India Sri Atal Bihari Bajpai. He further urges not to disclose his name but unfortunately the PMO office turned down his solicitation and revealed his name. In the year 2003, on November ,27 he lost his life at the age of 30 in a cold murdered plan. After Dubey's incident the nation woke up from a deep sleep and showed their concerns and grievances for shielding the life of Whistleblowers. Thereafter he got several posthumous awards like brave Whistleblower anti corruption awareness nationally and Internationally. But these prizes are worthless as the life of an honest whistleblower has already been lost. Further, the matter shifted from Bihar Police to the CBI. A special CBI court found three accused as guilty and sentenced them to life imprisonment.

After the incident of Satyendra Dubey a number of people came forward in favour of corruption free India whereas some section of people made themselves hushed to speak against the wrong doers as they have been possessed with the fear that their destiny would be same as Dubey's had. The Commonwealth Human Rights Initiative (CHRI) data indicated to more than 310 cases of people were attacked, assault, mentally torture and death for seeking information through RTI.

In the year 2011, the Whistle blower Protection Bill was proposed, later on it became an Act in the year 2014.

**2.1 The Whistle-blower Protection Act,2014**

- The act enacted a prudent tool where complaints can be received of allegation of corruption or wilful misuse of power against any public servant and to inquire into it and along with this the act also lays down sufficient safeguards against exploitation of the person making such complaints.
- This Act grants any person, including a public servant, to bring a public interest disclosure before a competent authority. Clause (b) of Section 3 of the said Act defined the term "Competent Authority".
- Under this Act a separate chapter is mentioned where the protection of whistleblower and the witnesses viz their identity can be secured and maintained .
- The limitation period is Seven Years for filing a complaint .

However, the Act shall not be applicable to the special Protection Group (SPG) personnel and officers, established under the Special Protection Group Act,1988.

The Whistleblower Act overthrows the Official Secrets Act,1923 and permits the complainant to make public interest disclosure before competent authority even if they have infringed the latter act but not injuring the sovereignty of the nation.

### **Whistle-blower Protection (Amendment) Bill,2015**

In 2015, a Whistle-blower protection amendment Bill was put forward, that Whistleblowers shall not be allowed to reveal any documents classified under the Official Secrets Act of 1923 irrespective of the fact that it was brought with the intention to disclose the activities of corruption and malpractices.

Moreover, offences under the OSA,1923 are punishable by imprisonment of up to 14 years. Even this Official Secrets Act does not bring a clear meaning of the word “ Secrets”.

Certain categories of information cannot form part of the disclosure made by a whistleblower, unless the information has been obtained under the RTI Act. This dilutes the objective and significance of the Act of 2014.

After the Amendment, it creates a huge dilemma in the minds of the novice whistleblowers that tomorrow they can be put behind the bar for showing their bravery and honesty.

Sadly, the original Whistleblower Protection Act,2014 was never notified or implemented in India. Till now, it becomes a dead law for which a number of Whistleblowers, RTI activists such as D.K.Ravi,Bhupendra Vira, Nanjibhai Sondarva, Poipynhun Majaw to name a few who have adrift their precious life.

Needless to say, the issue of corruption and malpractices further leads to countless socio-economic problems such as inequality, poverty, money laundering, financial fraud , poor administration and so on.

### **The Right To Information Act,2005**

The Right to Information Act,2005 was one of the prominent steps that had been taken by the Government of India. The main object of RTI Act, is to emphasize on ‘Right to Know’ Concept even though it has already been recognised under Article 19 of the Indian Constitution and further appreciated by the Indian Judiciary. Moreover Article 21 of the Indian Constitution entails “Right to life and personal liberty”. And if we assemble these two articles, we will be able to find out a suitable way to uphold the protection of whistleblowers which literally they qualified under the head of fundamental Rights.

The purpose of having RTI Act ,2005 was to uphold transparency in the Organization/ Administration and attain good governance. Whistleblower Protection Act,2014 on the other hand was enacted for providing safeguards to them through adequate measures. One can assist another but it cannot be taken altogether . The sole reason for not implementing the Act of 2014 neither its Amendments as Government of India excused by saying RTI Act,2005 is more than sufficient to meet up the need of existing scenario. Absence of such Whistleblower protection Laws a number of deaths and upward trend of graph of corruption both are increasing drastically.

Apart from this, one has to keep in mind the maintainability issue regarding sovereignty and Security of India. It is a paradox that there is no justification by the organization or the government departments what shall be called as a threat to the nation and what not. Sometimes they used to reject applications by conveying that such information could not be imparted as it falls under exempted provisions as made under section 8 of RTI, Act 2005. Whereas few depraved took out secret and confidential information which afterwards created a menace to the sovereignty, integrity and security of this nation. Thus, the process of filtration is absent in the present situation.

The crux of the problem is that the whistle blowers cannot make themselves as bystanders and they dug those misleading and fraudulent issues. They even wanted to bring them into the public domain so that such kind of evil practices could be restricted rather than diminish holistically. At the same time, they want some rights and privileges through which they can hear their inner voice and sustain morality in the society. But unfortunately, there are no proper safeguards under which a genuine whistle blower can take shelter.

### **Suggestions**

1. It's the need of the hour to bring to light the Whistle-blower Protection Act, 2014 and striked off those amendments of 2015, which actually crippled the objectives of WPA, 2014.
2. The identity of the whistleblower shall be kept fully anonymous. Even they want their identity to be fully hidden to avoid any repercussions.
3. They shall be rewarded financially once their allegations are proven to be true, however such persons shall not be brought to the media as a symbol of heroism, as this may cause any life threats for the person in future.
4. As whistleblowers go through anxiety and trauma during the proceedings, they shall be arranged for counselling or motivation discreetly to carry out the process smoothly without raising suspicion to the alleged personnel by NGO or other such activists.
5. Since the inception of The Protection of Human Rights Act, 1993, the role and responsibilities of National Human Rights Commission and State Human Rights Commissions are prominent in nature. Their initiative would create a huge impact to the masses by imparting public awareness and confidence about these issues.
6. Media is considered as the fourth pillar of democracy. They can make or break human perceptions through their platforms. They have the power to maintain anonymity of the whistleblower and at the same time to explain the issue to the public based on the available facts. Their approach shall be unbiased and authentic.
7. If corruption free India is our dream on one hand, then on the other hand preserving sovereignty and security is our top priority. Both sides are equally crucial and compromising any of the sides will create a huge threat to the nation and affect the interest of common people. Thus, a balanced approach is necessary such that the platform of whistleblowing and RTI provisions shall not be allowed to misuse.
8. The root cause of every problem cannot be turned down if seeking information and queries does not elevate in a comprehensive manner. Therefore, once the information is received from the anonymous whistleblower, it has to reach a credible authority.
9. In the year 2019, The Government of India has introduced a bill by which it amends section 13 and 16 of the Right to Information Act, 2005 where they can set salaries and service conditions viz tenure for Information Officers. The Opposition claimed that this would detract from the impartiality and independence of the RTI mechanism. The Government had to withdraw the Bill due to unbridled protest from the opposition. Thus, any laws or amendment shall only be allowed if it passed with prerequisite Legislative consultation with the Legal expertise, and Opposition leaders.

### **Conclusion**

The Right to Information Act and Whistleblowers Protection Act are indispensable statutes. Their objectives can only be successful if they carry through in an appropriate way. It's true that no system is foolproof. There will be loopholes in the administration. Hence, our objective shall be to minimise those gaps through more stringent steps so that a

Whistle-blower's life could be protected and at the same time common people or public servants shall come up with courage to obtain information and disseminate the same those are relevant to the safety, security, fairness, equitableness and corruption free India. But at the same time, when global defence or national security is in question, we have to take action cautiously to maintain the symmetry between the information or allegations of the whistleblowers and National security.

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## Information Age and Systematic Reform: Challenges and Findings

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### Abstract

*Information is commodity for in this information age that is available widely through information technology. The source of information validity and uniqueness of information makes the information valuable. The digital information technology integrates the diversity of approaches to collect the information for better decision. Understanding the origin of resource and architecture of information is the main task of systematic reform. Independent reform of information that includes the complementary creativity leads the original idea deformation. Systematic reform is a control method to secure the original valued information from the deviation. This paper highlights the continuous approach of systematic reform and interoperability between root of information and technological implementation view, since identifying essential objectives is necessary, avoiding the information diversion. The strategy of Information reform is through linking, alignment, structuring and addressing diversifying areas.*

*Key words: Information, Systematic Reform, Independent reform, Complementary Creativity, Idea deformation, Root information.*

### Introduction

The origin of 'Reform' word is from latin word 'Reformo' that means 'the improvement' of what is wrong, corrupt, or unsatisfactory (Oxford University Press). As resources available this word reform has been used first time as a written document in late 18<sup>th</sup> century "Parliamentary Reform" in Christopher Wyvill's Association movement (Joanna Innes, 2003). Reform means the improved information and if addition of information misleads the original meaning such manipulation does not come under the reform. To control over deformation strategic and systematic reform is suggested. Rules and conditions for Information reform in the digital economy are not uniform and they vary by location, requirements, products and technology used.

The key concept about a new 'information age' – established here as synonymous with appearance of an 'information economy', 'information society' or 'post-industrial society' – are invariably traced back to the work of writers such as Daniel Bell, Fritz Machlup, Yuji Masuda and Alvin Toffler ( Bell, 1974; Machlup, 1962; Masuda, 1983; Toffler, 1980). Information age includes two other words Information Technology (IT) and Information System (IS). The visibility of information is directly depending on information system. Information technology can be defined as telecommunication technology that automatic deals the information. Information system is consists of human and technical components such as process, store, input-output, transmit. Thus, IT on its own does not do significant, without information system.

## Information Age

In the human civilization, the information Age defines the characteristic of information with the control access. Sometime information age is known as Digital Age, New media Age. The ‘father of information theory’ and researcher at Bell Laboratories, Claude E. Shannon (1950) proposed that information is a quantitative things and calculated by ‘zeros’ and ‘ones’.

The characteristics of the information age are adoptability along with change and complexity. In real time to deal with dynamic situation, adaptation is the efficient tool but continuous adaptation leads the more changes and raising complexity. Sometime some strategic change system work well. Such structured adaptation prevents from sensing completely that how much our worlds are changing, make us understand about the need of change, provide the opportunity robbing from an environment and appropriately modify old responses by developing new responses (James N. Rosenau, 1990). The outcomes are essential as we break rather than bend. The way where the new information and communication technology are coming together (1) News will be the significant factors to adopt the new technology; (2) consumer choice and control will adopt the new media; (3) news content will not remain the exclusive domain of traditional news (Richard, 1993). The post- II World War period, information technology has been given higher priority by developed countries and made efforts for more innovation.

The innovative technologies have been given opportunity on which the information society is developed, “computer technology” (Güçlü, 2005). On the other hand; according to Daniel Bell, the heart of post-industrial society is “encoded information” (Bell, 2007). Author Larry Allen said, “The companies that define the Information Age are the ones that know consumers the best”, information is wealth, believes Agrarian Age and manufacturers such as Henry Ford and Cyrus McCormick, information produces wealth and motivate IT practitioners accept this idea from Microsoft's Bill Gates to Apple's Steve Jobs to Facebook's Mark Zuckerberg.

## Information Reform

### Essence of reform

- Increased efficiency: In the US (Laudon, K.C., 1998), to increase the client services, the series of work reengineered by Social Security Administration.
- Decentralization: In the UK (Levacic 1992), information system redesigned so as to achieve decentralization of budgets from local government to individual public.
- Increased accountability: In India (The Hindu, 1997), Rajasthan government used information presentation to increase the accountability of rural public works.
- Improved resource management: In the US (Forgionne 1998), US army created a new information model for better decision to allocate the house.

Such many examples are available that shows the information essence of reform eventually these are characteristics of information system. Although, many reform commenced without the use of information technology (Lovell, 1994; Osborne, 1997).

There is number evidence of the information reform world-wide, such as in the UK (Isaac-Henry 1997b) and Australia (Milner 1997). It can be seen in also growing and developing countries creating and implementing IT-centric reform plans. Other examples are South Korea (Gosling, 1997), the Philippines (NITC 1997) and Indian government said that “use of IT makes India more functioning”, (PMO, 1998; Ojo, 1992).

### IS, IT and Reform relationship:



A summarize theoretical model of information system, Information technology and reform (Figure 1).

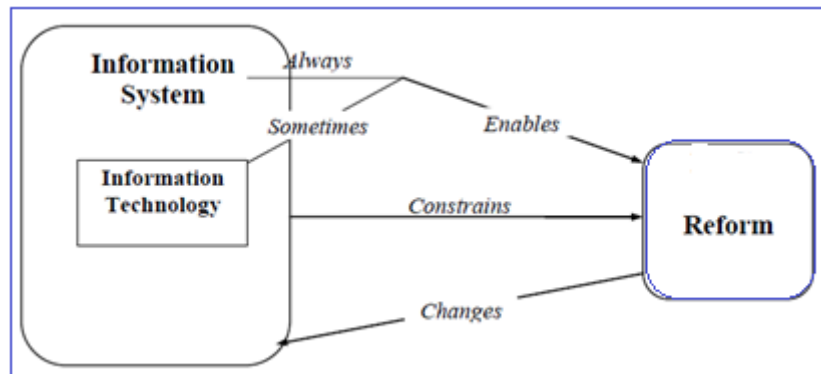


Figure 1: IS, IT and Reform relationship

### Systematic Reform

The integrated approach for information reform with respect to information system and information technology at initial level as:

- Need of information reform acceptance from every stakeholder
- Identifying the domain and specific agenda for reform
- Identifying, what is required re-engineering existing information system as a reform or new to develop
- Identifying the role and scope of IT, to meet the requirement

Broadly, information technology brings five key steps to the reform process and evaluation. Although, practically these steps may work in overlapped manner and can be summarized as:

- Generate same output at lower cost
- Generating more out put on same cost
- More effective outputs on less time
- Higher quality output
- Generating new outputs

### Relationship between information systems information technology & Systematic Reform

Information system comprising the people, process, information and technology. Wherein Information technology is the internal part of information system that take parts in implementation of information within the information system.

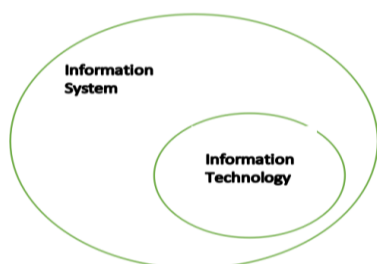


Figure 2: Relationship between information systems information technology

Systematic Reform simultaneously interact with aforesaid concepts to produce the new concepts wherein the steps are inventive steps and process are improved it self consequently better and different results. During the reform process every step has its individual importance and completeness property. Although, reform is a continuous process and steps are equally important until the next reform.

### **Discussion: Reform findings and challenges**

If we consider the success story of Indian Railway 'Passenger Reservation System' (Heeks, 1999a), where we finds improved quality service, remarkably increased efficiency of fast reservation process. In the next reform produces more success, increased rail staff moral, reduce corruption more modern image to understand the whole concept (Bhatnagar, 1999). This is the substantial example of information reform success.

Case study (Pollitt, 1992; Bhatnagar 1992; Rama Rao, 1990) on not working properly any information system cause of communication gap, confusion and wring action. After reviewing such case study as findings of information reform appears as follows:

- Ignorance

Concerns are unaware about information technology and information systems therefore; they do not plan for reform. They do not comprise information age reform.

- Isolate

Lack of IT knowledge and its role and importance. They do not link with any systematic up gradation approach or automation system. So they are isolated from reform.

- Idolize

In this approach, concerns are semi-literate. They use information technology and aware of IT's potentials. They believe that IT can reform the overall process towards progress or betterment. IT driven reform can change the process (Naidu, 1997).

- Integrate

All users are information-literate and they understand the potential of IT. They believe information as a explanation of every issues and solutions available in information reform. So the integrate the IT, IS and reform (Jain, 2004).

As observed (Warner, 2002), key problems faced information reform are inadequacy of their information system. Information system works on local authority dependent platform. Insufficient investment causes of information system failure. To achieve success demand more information driven system and systematic reformation. Step by step development towards information is needed (Ragan 1997).

### **Conclusion**

Information age is the current demand of human civilization that access and control the idea generated information. The decision from huge information is difficult in that, information reform is one of the solution approaches. Systematic and strategic information reform fulfills the reality gap. Information reengineering through reform reduces the cost as compare to developing a new system.

Information reform suggests next decision itself, if it is analyzed in every step. However, the study focused on 'what' content based stochastic information system and make it improve. The scope of this paper is to consider 'how' the information processed to reform and in

addition where to reform. In other words we focused of finding the improved information from existing information only.

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## Information Dissemination through Motion Picture : An Overview

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### Abstract

*The ability to disseminate information is a major characteristic of any information center. Any media form can be used to maintain this character. With this philosophy in mind, can motion pictures be used in the same category? This paper will be making an attempt to discover if this is truly achievable.*

*Keywords: Library service, Resources, Information, User services, Motion Pictures, Dissemination of Resources .*

### Introduction

Information dissemination means distributing information. This refers to the distribution of information to all kinds of audience. One of the prominence features of any information center is to distribute information to others. Now the question is, can Motion Pictures or film be used to distribute some sort of or any information at all? May be it is possible. Let us try to break it down.

Motion picture, generally known as *Cinema* or *Film*, is a very popular medium for masses. So technically it could be used to disseminate information.

The term *CINEMA* came from the Greek word - “**Kinematographos**”. It is an amalgamation of the words **Kinema** and **Grapho**. **Kinema** means the movement and the **grapho** means to write, to record. Cinema records the movement, or so to speak- it is moving images. So, Cinema does contain some information as it been treated as document since 28 December 1895, as it was the day of public screening of ten of Lumière brothers' short films in Paris.

Through Motion Picture filmmakers are trying to say about the subjects of their narrative. It informs the audience about the people, places, events, institution and problems. The motion pictures mostly record and illustrate the actual problems in front of the camera. It also informs, educates and convinces the viewers to get a clearer view or take action about their subjects.

### Objective of the study:

Find a way to use Motion Picture to be used as a way of information in the field of communication, to broadcast a message to the public

### Research Methodology:

As a method, the following two steps have been followed.

- Critical analysis of a few Motion Picture of Indian origin
- A detailed study of the material of said motion pictures to find potential information which they were trying to convey

To get a more accurate reading of information dispersed through films, one can classify the nature of motion pictures. Popularly Films are distinguished in two categories- **Fiction** and **Non-Fiction**. These two forms can be divided into far more complex categories. But to understand the division regarding Information Dissemination we would talk about the preliminary divisions.

### **Fiction**

A film in this category does not belong to any true events. These are *FICTIONALIZED* in nature as the name suggests. Now the question arise that, if these kinds of films can be used to circulate information? The answer is yes. Case in point- **Partition Trilogy (1960-1962)** directed by Ritwik Kumar Ghatak.

Though the stories are fictional, but the director used them to convey a message, to show the plight of refugees, to make audience experience the pain which the people felt from partition. These films are also a perfect document showing the societal structure was back at 1947 and the horrible effect of partition.

### **Non-Fiction**

As the name suggests, films in these category deal with true events. Non Fiction can be categorized into two types. **Documentary** and **Docudrama**.

#### **Documentary**

According to Polish writer and filmmaker *Bolesław Matuszewski*, A documentary film or documentary is a non-fictional motion-picture intended to "*document reality, primarily for the purposes of instruction, education, or maintaining a historical record*".

So the documentary deals with truth. True information can be provided by documentary films. One of the examples being **Naga Story: The Other Side of Silence (2003)** directed by Gopal Menon. This film works as an eye-opener to the struggles of the Naga People of their very existence. This proceeds to convey reality and a string of information about Naga People and their conditions. .

#### **Docudrama**

A docudrama is a genre of radio and television programming, feature film, and staged theatre, which features dramatized re-enactments of actual events. This genre of films also deals with truth but in dramatized fashion. Case in point- **Bhaag Milkha Bhaag** directed by Rakeysh Omprakash Mehara. This film took a typical Bollywood approach to tell a story, rather a biography of a legend. We are all certainly sure the Flying Sikh was not singing and dancing in beach to express his love and affection.

### **Data collection:**

To collect the data, the authors have selected a few motion pictures from the year of 1957 to 2016. They have observed these films with an objective mind. The following films have been observed-

- Mother India (1957)
- Partition Trilogy(1960-1962)
- Sikkim(1971)

- And the Show Goes On: Indian Chapter(1996)
- Naga Story: The Other Side of Silence(2003)
- Menstrual Man(2013)
- Bhaag Milkha Bhaag (2013)
- Neerja(2016)

### Analysis

The authors have critically analyzed the aforementioned Films in the following manner-

#### **Mother India (1957)**

**Mother India** is a 1957 Indian Hindi language drama film, directed by Mehboob Khan. The central character is 'Radha', a very poor village woman. She has to raise her two sons and survive against a cunning money-lender amidst many troubles in the absence of her husband.

Katherine Mayo, an American author, in her critical book 'Mother India' abused Indian culture. This film title was chosen to counter this book. The term "*Mother India*" has been defined as, "*a common icon for the emergent Indian nation in the early 20<sup>th</sup> century in both colonialist and nationalist discourse*" (Yumna Siddiqi,2008)

This film with a strong opinion and information in a feature form was a clapback to some misinformed and biased information.

This film may do not distribute a conscious string of information, but it definitely works its way into **subconscious information processing**.

#### **And the Show Goes On: Indian Chapter (1996)**

To celebrate 100 YEARS OF CINEMA, the British Film Institute produced a documentary film titled,-**The Century of Cinema**, an 18-part series, in 1996. Many Internationally acclaimed directors from various parts of the World directed parts of this series. Such as-Scorsese, Oshima, Godard,and many other international directors. The Indian chapter of this film was directed by Mrinal Sen, titled- **And the Show Goes On: Indian Chapter**.

This documentary had a run time of 56 minutes. In these 56 minutes, Sen tried to show the history of Indian cinema. No doubt, in this short time no one can feature a proper telling of a subject's history, wherein the 90s near about 800 feature films were produced a year and exported to half the world, particularly to developing countries. Despite all that limitations, this entry manages to draw a pictography of Indian films for the last 100 years.

#### **Partition Trilogy (1960-1962)**

The **Partition Trilogy** (1960-1962) is a series of three Bengali language films, directed by Ritwik Kumar Ghatak. The three films are **Meghe Dhaka Tara** (1960), **Komal Gandhar** (1961), and **Subarnarekha** (1962). These films are based on the Partition of India, 1947, and its impact on people, especially on the people of Bengal. The 1947 partition made the Undivided Bengal into two very separate counties. Most ordinary citizens found it difficult to accept the fact of partition and their lives changed beyond recognition once they became refugees.

These films are a perfect document of human sufferings and emotions of citizens affected by the partition. If anyone follows these films they could have glimpses of then Bengal and the impact of partition on culture society and human nature

These three films are one of the most powerful artistic articulations of the trauma of displacement after the Partition.

### **Sikkim (1971)**

**Sikkim** is a documentary in English language about the nation of Sikkim, directed by Satyajit Ray. The documentary was commissioned by the King of Sikkim at a time when he felt the sovereignty of Sikkim was under threat from both China and India. Ray's documentary is about the sovereignty of Sikkim.

This film was banned from public screening and made available for screening after 39 years of its making. Now, it is to be noted that when it was ultimately available for public viewing, it was the age of the Internet and now Sikkim is a state in northeastern India. The very sovereignty had changed. So now this film has evolved into a perfect and respected travel journal from Ray's era accompanied by detailed description of the 1961 life of, now abolished, The Kingdom of Sikkim.

### **Naga Story: The Other Side of Silence (2003)**

**Naga Story: The Other Side of Silence** is a 2003 documentary film directed by Gopal Menon. This film deals with the struggle of the NAGA people who reside in the North-East of India. The film act as a perfect document of Information as it depicts history of the Naga people after India became Independent from British Raj. It is a document of Human Rights abuse, political struggle and nationality movement. The film took 5 years to complete. It is the first authentic film about the Naga struggle for identity, peace, and justice. It also highlights the role of National Socialist Council of Nagaland.

North-East part of India has always been ignored by mainland India. The general public are still unaware of the history, or social conditions of these part. The film act as a perfect bridge of information to those who want to know about North East India, especially about the Naga people,

### **Menstrual Man (2013)**

**Menstrual Man** is a 2013 documentary film directed by Amit Virmani. The central character of the film is Arunachalam Muruganantham affectionately known as *Padman*. He is a social entrepreneur from Coimbatore in Tamil Nadu, India.

This film showcases his invention of a low-cost sanitary pad-making machine and generating awareness about traditional unhygienic practices around menstruation in rural India. His mini-machines, which can manufacture sanitary pads for less than a third of the cost of commercial pads, have been installed in 23 of the 29 states of India in rural areas.

This film is a perfect example of information dissemination. Through this film, the film maker is informing his audience about a revolutionary innovation that is very beneficiary for women, especially for rural women of India.

### **Bhaag Milkha Bhaag (2013)**

**Bhaag Milkha Bhaag** is a 2013 sports drama film in Hindi language directed by Rakeysh Omprakash Mehra. It's a biographical sports film on the life of Milkha Singh, also known as The Flying Sikh. He was Indian athlete and Olympian who was a Commonwealth Games champion and two-times 400m champion of the Asian Games.

This film is officially based on **The Race of My Life**. The book is a biography of the Titular Character, Milkha Sing. Though the film took some artistic license to ramp up the drama, but it is a presentation of *The Flying Sikh* as "the finest athlete India has ever produced" as described in 2008, by journalist Rohit Brijnath. **Bhaag Milkha Bhaag** is basically an autobiography in a form of Motion Pictures.



**Neerja (2016)**

**Neerja** is a 2016 Indian biographical film in the Hindi language directed by Ram Madhvani. It is a biographical film, on the life of Neerja Bhanot, Ashoka Chakra. She worked as a head pusher of Pan Am Flight 73.

The film deals with the life of Neerja Bhanot, specially the fateful day of 5 September 1986. Her flight was hijacked and she showed immense bravery in the face of danger and died trying to help save 359 of the 379 passengers and crew on board.

The film does a great service to the audience by bringing them the information of a woman who faced the crisis with grit and determination and extended help to others and became a legend who received awards of courage from three different countries.

**Honorable Mention**

When we are talking about motion pictures that deal with information, we cannot ignore **Night and Fog** (1956) in this regard. It is a French Language about documentary short film. Directed by Alain Resnais.

**Night and Fog** or in French **Nuit et brouillard** was made a few years after the liberation of Nazi concentration camps. The title of the film is taken from a program which was operated by Nazis. This programme was to abduct the German Jews and make them disappear. The film features the abandoned grounds of Auschwitz and Majdanek established in occupied Poland while describing the lives of prisoners in the camps.

The film is very difficult to assimilate due to its graphic nature and subject matter. But it is authentic and ultimate truth which is exposed to the audience. This film contains some of the unfiltered, raw information about one of the worse events in human history.

**Findings**

The initial question was, can Motion Pictures or film be used to distribute some sort of or any information at all?

With the analysis of the mentioned Motion Pictures we can determine two things with certainty. **One** -yes depending on the nature or class of motion picture, it can disseminate information and **two** Motion Picture is a Social Medium. And down the line these two features of Motion Pictures sort of morphed into one.

When a film disseminates information, generally it's on the realm of social conditions, trying to educate or grow awareness on a subject while circulating information.

Motion pictures are an important medium of popular entertainment because of their mass appeal and influence on society. In India, with all its cultural and linguistic diversities and the problems of illiteracy, films are the most powerful of all media, cutting across the linguistic and cultural diversities with a universal emotional language.

**Limitation:**

Like any other Information medium, motion pictures too have some limitation. Especially in the genre of Docudrama.

In this genre, audiences have to deal with the information very carefully. Sometimes directors took their *artistic license* too far and deviated from the path of right information. Case in point- **Sanju (2018)**. It is a biographical film directed by Rajkumar Hirani. The film follows the life of Bollywood actor Sanjay Dutt, from his youth to the release after completing his jail term.

There are several *tweaking of truth* occurs, like- in the film, the origin of Dutt acquiring the AK-56 rifles and bullets have been modified to suit the image of GOOD BOY. There are many more instances of omitting or modifying the truth for the sake of a prejudiced narrative.

### Conclusion

Like every other art form, film is subjective, dwelling in the surface of objective. So the narrative is effective in individual sense, not in collective sense. For that reason, it can influence a large number of people, depending their individual experience.

With all that we can conclude that, yes depending on the Film Subject, there are information to disseminate. Now to receive that information, is up to the audience. If one can follow the subject matter of film, it can be used a mode of information.

Best way to use motion picture as medium of information is to Special Film Screening. For example, if one information centre is celebrating **International Day of the World's Indigenous Peoples**, which fall on 9<sup>th</sup> August- they can defiantly have a Special Film Screening of **Naga Story: The Other Side of Silence (2003)** or any like-minded film on similar subject matter to educate and inform their resource users. With all these being said, information centers can use Motion Pictures as a source of information dissemination and they should use this medium to reach more people as Motion Pictures is a very popular medium for the masses.

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## Information needs and seeking behaviour of private hospital nurses of Rourkela, Odisha: An analytic study

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### Abstract

*The present study explores the knowledge finding actions of the Rourkela, Odisha private hospitals nurses. How the private hospitals nurse of Raurkela seeks knowledge and addresses their information needs and their sources of information collection. There are some barriers for using and collecting information. This is a survey tool and well organized questionnaires have been distributed among Rourkela's private hospital nurses. After the data collection MS excel evaluated the results.*

**Keywords:** *Information, Hospitals, Rourkela, Odisha, Nurses, Private hospitals.*

### Introduction

Nurses are the backbone of health science. Nurses share other characteristics. They play a very important role in patient care, nursing and administrative procedures. But often they face problems collecting information. In everyday life they need different kinds of knowledge for mankind's sake. This study is a fully survey process and the analysis shows knowledge seeking actions of Rourkela's private hospital nurses. Nine multispecialty hospitals had opted for this analysis. This research also investigates the impact of knowledge on patient care seeking quality or protection.

### Rourkela, odisha

Rourkela is a planned town in the Northern part of the Odisha area. It is Odisha's third largest urban conurbation. The town is commonly known as Ispat Nagar. It also has one of the countries' national development institutes. Rourkela was declared fastest moving city in India.

### About private hospitals under study

ASTHA MOTHER AND CHILDCARE HOSPITAL ,high quality care to all mothers and children at an affordable cost. Establish extensive services in its well planned hospital covering all aspects of child and maternal health that will stand out in the state and country as one of its kind. J P HOSPITAL is a centrally situated air condition Facility with oncology, cardiology, neurology, dialectology, etc medical expertise. JP hospital is the first health care organization in western Odisha to be accredited for NABH certification. CWS HOSPITAL is a hospital for dermatology at Koel nagar. CWS Hospital acts as a primary employee and student health care centre of NIT Rourkela. KALINGA TRAUMA HOSPITAL,a team of well trained staffs are working very hard to provide different services. LIFELINE HOSPITAL, this hospital is located at udit nagar, a team of well-trained health personnel works round the clock to provide various facilities. SARNA HOSPITAL is a multispecialty hospital inaugurated by M K PATNAIK in 2006. SHANTI MEMORIAL HOSPITAL,this is an IVF centre in Udit nagar. This hospital was awarded the European society for quality research,

fertility j and IVF CORE IN Rourkela. SUPER SPECIALITY HOSPITAL township, near govt college, a group of dedicated nurses with an enthusiastic doctor's team are ready to receive any patient at any time with prompt response to emergency problems. VESAJ PATEL HOSPITAL is one of the city's esteemed medical practitioners and it's a new and well run set up.

### **Review of related literature**

Davies (2011) has carried out a comparative analysis. He conducts a study between doctors in the United States, Canada and the United Kingdom and the study shows that 30% of the country's doctors used e-resources. They update their knowledge through e-resources. Medline and Pub Med are the most used services. Just UK doctors wanted to have colleagues to support. Fourier(2009) analysis of knowledge seeking health care practitioners' behaviours. The study cantered on information needs, temperament and coping skills, making sense, encouraging information searching, self confidence in the need to fill knowledge gaps, emotional factors etc. Laila (2010) conducted a study and found that faculties of the social sciences rely heavily on books and journals for teaching. They use more formal sources than informal ones. Journal, books, seminars, colleagues are the most important sources of knowledge except the more informal sources of information they use. Karen Davies (2007) conducted a review of the conduct of physicians over the past 10 years. The survey had three sub themes: first, knowledge needs of physicians, second frequency of physicians and third knowledge finding by physicians. S.M Shafi (2011) conducted a report on doctor and surgeon's knowledge needs. They need information on the current medical awareness about new medications and pharmaceutical or cart information in daily life. Wilson, T D (2000) conducted a review of finding behavioural information. It is the entirety of human activity in relation to information sources and networks, including both active and passive information seeking and use of information. Pattanail k, Prakash kumar and Bamon parida (2013) conducted an analysis of researcher's behaviour seeking knowledge. The study dealt with knowledge gathering habits of agricultural scientists working in Odisha's various agricultural research institutes. The questionnaires for this study structure were distributed among agricultural researchers. Joshi Pradip A and S M Nikase(2011) did a report on behaviour-seeking knowledge. This is the knowledge that users search the result shows that students, teachers and scholars are more affection to formal information sources. Electronic print media are more popular among the users. Sheeja, N K(2010) conducted a study about information seeking behaviour of academic researcher. For this study a well structured questionnaire was distributed among the selected PhD students of science and social science.

### **Objectives of the study**

The main purpose of the analysis is to pursue-

1. This research explains demographics of Rourkela's private hospital nurses.
2. Find out the sources of the details, e.g. formal, informal sources of information.
3. Discover knowledge about nurses' information seeking habit.
4. To find out what the knowledge needs.
5. To consider the obstructions that they face in seeking details.

## Methodology

This study “Information needs and seeking behaviour of private hospital nurses of Rourkela, Odisha: An analytic study” is a sample survey. For this study a well structured questionnaire was distributed among the nine private hospital nurses of Rourkela. And sometimes was taking interview for collecting proper data. The data collected and analyzed in basic Ms-excel after questionnaire collection.

## Scope and limitation of the study

The study is about the private hospital nurses. The study attempt to find out the information needs and information using habit of private hospital nurses. The scope of the study about the information needs and seeking behaviours of private hospital nurses, their information searching technique etc. The scope of the study limited to the staff nurses of private hospitals. The limitation of the study is about the private hospital of Odisha. Only private hospital nurses of Rourkela are under the study and the study is limited with in Odisha. From nine private hospitals of Rourkela 1705 nurses are under study.

## Data analysis and result

### List of private Hospitals

	Name of the hospitals	Year of Establishment	Number of nurses
1	Aastha mother and childcare Hospital	2010	95
2	CWS Hospital	1976	400
3	J P Hospital	2008	335
4	Kalinga Trauma Hospital	2014	100
5	Lifeline Hospital	2016	90
6	Sarna Hospital	2006	40
7	Shanti Memorial Hospital	1988	200
8	Super Speciality Hospital	2012	235
9	Vesaj Patel Hospital	1987	210

**Table-1**

This study is about the need for information and the actions of Rourkela’s private hospital nurses. Nine private hospitals were chosen for this study. Such nine hospitals are the multispecialty hospitals of Rourkela. The year of establishment and the number of caregivers are following, CWS Hospital 1976 and number of nurses 400, Vesaj patel hospital established in 1987, 210 number of staff nurses, Shanti memorial hospital 1988 and number of nurses 200, Sarna hospital established 2006 and 40 number of nurses, J P Hospital 2008 and 335 number of nurses, Aastha mother and child care hospital established 2010 and 95 number of nurses, Super speciality hospital established 2012 and 235 number of nurses, Kalinga Trauma hospital established 2014 and 100 number of nurses, Lifeline hospital was established in 2016 and 90 number of staff nurses.

Table-2 shows ,according to the percentages the needs of the nurses are following, Aastha Mother and Childcare Hospital nurses needs information on case, occupational hazard, process and procedure of nursing, CWS Hospital nurses need information on

the process and procedure of nursing, patient care and management, Govt regulation, health care laws, depending on the case, J P Hospital nurses need information on patient care and management, nursing, new medicines / new treatments, depending on the situation, Nurses at Kalinga Trauma Hospital need information about case depends, new medical equipment, Lifeline Hospital nurses need information on patient care and management, doctor information, reference book, open access resources for lifelong learning. Nurses at Sarna Hospital need details on patient treatment and management, depending on the situation, Nurses at Shanti Memorial Hospital need information on new medical devices, method and procedure for nursing, Govt legislation, health care rules, patient care and management, Super Speciality Hospital nurses need information about patient care and management, new drugs / new treatments, protocols and protocols for nursing, Govt policy, health care regulations.

Name of the hospital and needs of their nurses												
Name of the hospitals	Care and management of patients areas			Information to support lifelong learning	Occupational hazard	New drugs/new remedies	Nursing process and procedure	Anatomy and physiology	Palliative care	Govt regulation, laws relating to health care	New medical equipment	Depends on case
Aastha mother and childcare Hospital	11	8	3		15	5	15	2	7	5	10	19
CWS Hospital	13	9	6		9	10	16	1	3	12	9	12
J P Hospital	21	6	4		7	12	13	3	4	8	10	12
Kalinga Trauma Hospital	10	8	7		11	9	10	2	2	10	15	16
Lifeline Hospital	15	9	13		11	11	12	2	1	6	12	8
Sarna Hospital	17	10	11		4	10	11	2	3	9	11	12
Shanti Memorial Hospital	11	12	9		10	7	12	3	2	11	13	10
Super Speciality Hospital	16	9	7		5	14	12	4	2	12	10	9
Vesaj Patel Hospital	10	13	8		7	9	13	1	4	6	8	21

Percentage

Table-2

Vesaj Patel Hospital nurses need information on case depends, information to enhance clinical awareness, method and procedure for nursing.

Table- 3 shows according to the percentages that all the hospital nurses use the sources of information more or less, Aastha mother and childcare Hospital, CWS Hospital, J P Hospital, Kalinga Trauma Hospital, Lifeline Hospital Nurses using information sources that frequently as other health professionals such as blogs; discussion board, papers, online databases such as Medline Cenahlete; conference protocol, expert discussion; website as Royal Nursing Society website, magazine, knowledge books. Sarna Hospital, Shanti Memorial Hospital, Super Speciality Hospital, Vesaj Patel Hospital Nurses use information sources that frequently include online databases such as Medline Cenahlete, websites such as the Royal Nursing Society website, journals, lectures, seminars; textbooks, other health practitioners such as physicians, online newsletters, newsletters, topic databases; text such as the Royal Nursing Society online, meeting proceedings, magazines, newsletters, newsletters. Topic database; nursing friends, other health practitioners such as physicians, conversation with specialist subject, attending lectures, seminars; website such as the Royal Nursing Society website, Conference procedure.

Name of the hospitals and usage of sources of the nurses

Name of the hospitals	Internet	Journals	Text Books	Nursing colleagues	Other health professionals like doctors	Electronic data bases like Medline Cenahlete	Website like Royal society of Nursing website	Reference book	Newspaper	Conference proceeding	Magazine, Information bulletins,newsletter	Subject database	Discussion forum Open access sources	Discussion with subject expert	Attending workshop,seminars	Percentage	
Aastha mother and childcare Hospital	11	3	9	6	12	5	5	10	2	3	9	5	6	12	3	4	
CWS Hospital	9	8	5	7	6	8	3	8	9	4	5		9	8	2	9	
J P Hospital	9	5	7	3	9	7	4	9	4	9	8		4	5	9	8	
Kalinga Trauma Hospital	13	6	4	5	8	4	8	5	7	5	8		5	6	7	9	
Lifeline Hospital	7	4	8	5	8	6	5	11	7	8	5		9	4	6	7	

Sarna Hospital	14	57	44	66	88	99	77	99	66	55	77	66	33	44
Shanti Memorial Hospital	12	49	55	88	77	88	77	55	99	88	44	66	33	55
Super Speciality Hospital	99	55	77	88	99	55	44	66	44	77	99	44	66	99
Vesaj Patel Hospital	10	49	55	88	66	88	77	55	99	55	44	66	99	55

**Table3 Reasons for seeking information**

Table-4 shows based on the percentages of nurses seeking information Aastha mother and childcare hospital seeking information for holding up-to-date, most work-related issues are resolved. CWS Hospital finding the most up-to-date knowledge, doing the most work. J P Hospital finding knowledge to address certain health issues, make the most of arrangements for further research. Kalinga Trauma Hospital is finding knowledge to conduct research and mostly solve some work-related problems. Lifeline Hospital is collecting knowledge to conduct research and also address some work-related issues. Sarna Hospital is finding knowledge to address some work-related problems and to fix some clinical issues. Shanti Memorial Hospital is pursuing training to solve some clinical problems, and to solve some work related problems. Shanti Memorial Hospital is pursuing training to solve some clinical problems, and to solve some work related problems. Nurses at the Vesaj Patel Hospital seeking knowledge to solve some work-related problems, conducting studies.

Seeking information							Percentage
Name of the hospitals	Keeping up to date	Writing papers for conference	Preparing for further study	Undertaking research	Solving some clinical problems	Solving some work related issues	
Aastha mother and childcare Hospital	29	12	10	12		20	
CWS Hospital	25	15	14	19		15	
J P Hospital	15	10	20	19		15	
Kalinga Trauma	11	12	17	21		20	



Hospital						
Lifeline Hospital	1 2	1 9	1 5	2 0		1 9
Sarna Hospital	1 4	1 0	1 3	1 9		2 3
Shanti Memorial Hospital	8	1 1	1 6	1 9		2 1
Super Speciality Hospital	1 6	1 3	7	2 9		1 6
Vesaj Patel Hospital	1 8	5	9	2 1		2 9

Table-4

Table-5 shows according to the percentage that Aastha mother and childcare Hospital, J P Hospital, Kalinga Trauma Hospital, Lifeline Hospital Nurses facing most problems due to lack of time, lack of internet access, insufficient training of nurses in the use of information resources; information shortage, technical/power/network problem, lack of users studying/surveying nurses' information needs; technical/power/network problem, distribution of information and inter-library loans; lack of current materials.

Sarna Hospital, Shanti Memorial Hospital, Super Speciality Hospital, Vesaj Patel Hospital nurses face problems due to insufficient training of nurses in the use of information services, distribution of information and inter-library loans, information overload; lack of user study/survey to assess nurses' information needs, lack of time, information overload; Internet access, distribution of information and inter-library loans; internet accessibility, technical/inter-library lending; power/network problem, inadequate training of nurses in the use of information resources.

Problems of Access to Health Information needs	
Name of the hospitals	Percentage
Lack of access to internet	15
Inadequate training of nurses in the use of information resources	12
Inadequate training of library and information professionals	2
Lack of current materials on nursing	9
Lack of document delivery services, selective dissemination of information and inter library lending	8
Lack of users study/survey to ascertain the information needs of nurses	4
Health information is tucked away in files marked "secret" or "confidential"	2
Lack of time	1 9
Information overload	7
Technical/power/network problem	1 0
Internet connectivity	3
Limited knowledge of technology	3
No guidance or support	4
No opportunity to learn	2

and child care Hos- pital															
CW S Hos- pital	9	7	5	6	9	11	3	9	1 0	1 2	8	4	4	3	
J P Hos- pital	3	10	6	1 0	6	10	2	1 4	6	1 1	6	3	8	5	
Kali- nga Trau- ma Hos- pital	5	15	9	5	11	9	6	1 3	6	9	4	3	3	2	
Lifel- ine Hos- pital	10	7	5	1 2	7	8	4	5	9	8	9	8	6	2	
Sarn- a Hos- pital	3	15	7	6	12	5	3	8	1 1	7	4	4	9	6	
Shan- ti Me- mori- al Hos- pital	6	7	6	9	5	11	3	1 2	8	1 0	3	5	8	7	
Supe- r Spec- iality Hos- pital	5	8	3	4	13	5	4	8	1 1	7	1 5	1 0	4	3	
Vesa- j Patel Hos- pital	5	10	8	7	9	6	2	8	6	1 0	1 2	8	6	3	

Table 5 Problems of Access to Health Information needs

Table-6 shows according to the highest percentage that recommendations on ways of improving access to health information needs of nurses are following Aastha Mother and Childcare Hospital for Clinical library collection of existing nursing resources, encouraging nurses to seminars on the efficient use of information resources; CWS Hospital needs Health / Medical databases automation, ICT and safety instruction for nurses; J P Hospital needs urge nurses to seminars on the effective use of information resources, storage of medical libraries with existing nursing resources; Kalinga Trauma Hospital needs ICT and health awareness for

patients, motivating patients to seminars on the successful use of information materials; Lifeline Hospital needs encouraging nurses to seminars on the successful use of information resources, ICT and safety training for patients, regular medical library provision; Sarna Hospital needs ICT and health instruction for patients, motivating patients to seminars on the efficient use of information materials; Shanti Memorial Hospital needs nurse training on ICT and health use, regular medical library provision; Super Speciality Hospital needs to allow nurses to engage in seminars on efficient use of information resources, preservation of medical libraries with existing nursing resources; Vesaj Patel Hospital needs medical library storage with latest nursing supplies, ICT and health training for nurses.

Recommendations on ways of improving access to health information needs of nurses						
NAME OF THE HOSPITALS	Training of nurses on the use of ICT and health	Stocking of medical libraries with current materials nursing	Carrying out users study to identify/ascertain the information needs of nurses	Automation of health/medical libraries	Encouraging nurses to workshops on effective use of information materials	Provision of standard medical library
Aastha mother and childcare Hospital	18	25	7	13	20	17
CWS Hospital	25	13	3	29	21	9
J P Hospital	16	18	10	11	29	16
Kalinga Trauma Hospital	22	15	8	21	22	12
Lifeline Hospital	21	19	3	11	25	21
Sarna Hospital	23	13	9	18	19	18
Shanti Memorial Hospital	24	9	7	17	20	23
Super Speciality Hospital	16	23	5	20	30	6
Vesaj Patel Hospital	21	25	9	13	17	15

Percentage

Table-6

### Findings and conclusion

This research named “Information needs and seeking behaviour of private hospital nurses of Rourkela, odisha: A study” is a study about the private hospital nurses of Rourkela, Odisha. After completing the study it find out that

- The hospital nurses need information most ( from the highest percentages) depends on case, care and management of patients.
- Nursing process and procedure and seeking for information for the above reasons solving some work related issues, undertaking research, solving some clinical problems.
- The sources of information are reference book, other health professionals like doctors, text books.
- Some time they are facing problems for accessing information which are inadequate training of nurses in the use of information resources.
- Lack of time, technical/power/network problem and they recommend the way for fulfilling the information needs, encouraging nurses to workshops on effective use of information materials.
- Training of nurses on the use of ICT and health, Stocking of medical libraries with current materials nursing.

These are some finding from the present study. And at the conclusion it can be said that if the problems can be sorted the nursing staffs'll be able to do more things and service the patients properly.

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## **Types of Information Sharing of Covid-19 Pandemic Awareness by the Government of India through Official Websites and Official Social Media Accounts: A Study**

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### **Abstract**

*This paper highlights on the types of information sharing of the Government of India on Covid-19 pandemic. For this study 59 official websites of various ministries and organizations of Central Government have been analysed. Out of which it is seen that 25 websites provide information on Covid-19. Also the official accounts on Social Media specially Facebook accounts, Twitter handles and YouTube channels of those ministries and organizations have been analysed for this study. This study shows that the various types of files containing Covid-19 information have been shared by the Government of India. It is seen that the Government of India took many initiatives to educate and aware its citizens but still more concentration on this needed.*

*Keywords: Covid-19, Pandemic, Information sharing on Covid-19, Government of India, Ministry of Health and Family Welfare.*

### **Introduction**

We are now on the bank of critical condition of human existence due to deadly Corona virus. In this critical condition, information related to Covid-19 may play a vital role by which any country can combat most to its extend with this deadly Covid-19 pandemic. Right information on right time in right place can save a nation from the destruction caused by Corona virus. So information sharing related to Covid-19 is the prime duty of any government for saving their country. India too is trying their best to disseminate information of Covid-19. From the day one when Corona Virus attacked human world and the first corona infection was detected in India, The Government of India took initiatives to inform about Covid-19 to its citizens, its government and non-government organizations through various channels and mediums like its National Government Websites, social media, television, radio etc.

### **Literature Review**

The words of Sir Francis Bacon — “Knowledge is power” — aptly bring out the essence of the importance of Information. Information sharing is the key to the Government’s goal of delivering better, more efficient public services that are coordinated around the needs of the individual. It is essential to enable early intervention and preventative work, for safeguarding and promoting welfare and for wider public protection (Verma, 2020).

Information sharing is best addressed through the whole-of government approach, driven by explicit information sharing policies and strategies in government (Estevez, 2010).

To address the COVID-19 pandemic, health information has assumed prime importance for ascertaining hotspots and at-risk demographics, targeting interventions and carrying out contact-tracing to locate the spread of the contagion. This information, collected through government apps, on-ground data collection staff, telephonic surveys, and healthcare service providers, is being shared across government agencies, and also private entities that support them in developing appropriate policy interventions. (“India’s COVID-19 Response Calls for Urgent Data Disclosure Norms,” 2021)

With the COVID-19 pandemic, a much-needed awareness of the importance of sharing accurate information has begun to take centre-stage, as highlighted by emergency managers’ and first responders’ need to find relevant information related to health and medical lifelines. This information includes hospital operating status and capabilities, PPE status and inventory numbers, and other vital information to make timely decisions in response operations (Information Sharing More Critical than Ever amid the Coronavirus, n.d.).

### **Statement of Problem**

It is a study to measure information sharing patterns of covid-19 pandemic awareness by the official websites of various ministries and organizations of the government of India.

### **Objectives**

The objectives of this study are:

- To explore and understand the types of information sharing of The Government of India related to Covid-19 pandemic through its official websites of various ministries and organizations.
- To understand how The Government of India uses social media specially Facebook, Twitter and YouTube for circulation of Covid-19 information.

### **Research Questions**

A research question for this study is formulated as follows:

1. What are the official websites of various ministries of The Government of India which share the Covid-19 pandemic related information and what are their information sharing patterns of Covid-19?
2. What are the official facebook pages of The Government of India, official twitter handle and YouTube channels that share the Covid-19 pandemic related information?

### **Scope**

For this study, Indian National Government’s activities and initiatives taken regarding the types of Information Sharing on Covid-19 Pandemic has been followed and analysed from their official websites, conferences and broadcasting under different ministries and organizations and from their social media accounts.

### **Research Methodology**

For this study qualitative research methodology has been used. Data and information has been collected from the official websites of various ministries and Government organizations of India and from their official social media accounts, specially Facebook, Twitter and YouTube.

## Findings

In India, among 59 different ministries and Government organizations, 25 ministries and Government organizations have provided directly Covid-19 information and guidelines through their official websites.

Name of Ministries / Organizations with their Official Websites	Photos	Infographics	PDF	Video
1. Government of India <a href="https://www.mygov.in/covid-19">https://www.mygov.in/covid-19</a>	13	14	831	4
2. Ministry of Health and Family Welfare <a href="https://www.mohfw.gov.in/">https://www.mohfw.gov.in/</a>	0	64	405	87
3. Ministry of Information and Broadcasting <a href="https://mib.gov.in/">https://mib.gov.in/</a>	7	0	27	6
4. National Health Mission <a href="https://nhm.gov.in/">https://nhm.gov.in/</a>	0	0	25	0
5. Press Information Bureau Government of India <a href="https://www.pib.gov.in/indexd.aspx">https://www.pib.gov.in/indexd.aspx</a>	816	18	178 1	140
6. National Centre for Disease Informatics and Research <a href="https://www.ncdirindia.org/COVID_Web/Default.aspx">https://www.ncdirindia.org/COVID_Web/Default.aspx</a>	1	15	37	0
7. Co-WIN Platform <a href="https://www.cowin.gov.in/">https://www.cowin.gov.in/</a>	4	1	1	3
8. Aarogya Setu <a href="https://www.aarogyasetu.gov.in/">https://www.aarogyasetu.gov.in/</a>	9	10	17	26
9. Inter-Ministerial Notifications <a href="https://covid19.india.gov.in/">https://covid19.india.gov.in/</a>	0	0	128 1	0
10. COVID Warriors <a href="https://covidwarriors.gov.in/">https://covidwarriors.gov.in/</a>	39	1	1	1
11. PM Cares <a href="https://www.pmcare.gov.in/en/">https://www.pmcare.gov.in/en/</a>	9	0	0	0
12. NPCI Covid Care <a href="https://www.npci.org.in/unite-to-fight-corona">https://www.npci.org.in/unite-to-fight-corona</a>	0	0	0	0
13. Transforming India Covid-19 Page <a href="https://transformingindia.mygov.in/covid-19/">https://transformingindia.mygov.in/covid-19/</a>	0	2554	159	920
14. National Health Portal <a href="https://www.nhp.gov.in/">https://www.nhp.gov.in/</a>	0	3	10	0
15. Ministry of Ayush <a href="https://www.ayush.gov.in/">https://www.ayush.gov.in/</a>	0	11	116	0
16. Ministry of Panchayati Raj <a href="https://panchayat.gov.in/en/covid">https://panchayat.gov.in/en/covid</a>	0	12	63	16
17. National Disaster Management Authority, GOI <a href="https://ndma.gov.in/">https://ndma.gov.in/</a>	0	6	191	0
18. Ministry of External Affairs <a href="https://www.mea.gov.in/fight-against-covid-19.htm">https://www.mea.gov.in/fight-against-covid-19.htm</a>	58	0	104	0

19. <b>Ministry of Civil Aviation</b> <a href="https://www.civilaviation.gov.in/en/covid-19-vbm">https://www.civilaviation.gov.in/en/covid-19-vbm</a>	0	6	35	0
20. <b>Ministry of Tribal Affairs</b> <a href="https://tribal.nic.in/covid19.aspx">https://tribal.nic.in/covid19.aspx</a>	5	0	1	1
21. <b>Ministry of Housing and Urban Affairs</b> <a href="http://mohua.gov.in/index.php">http://mohua.gov.in/index.php</a>	130	127	14	3
22. <b>Ministry of labour and employment</b> <a href="https://labour.gov.in/advisories-covid-19">https://labour.gov.in/advisories-covid-19</a>	0	0	10	1
23. <b>Ministry of Youth Affairs and Sports</b> <a href="https://yas.nic.in/covid-19">https://yas.nic.in/covid-19</a>	0	0	4	2
24. <b>Ministry of Textiles</b> <a href="http://texmin.nic.in/">http://texmin.nic.in/</a>	2	0	2	0
25. <b>Ministry of Petroleum and Natural Gas</b> <a href="https://mopng.gov.in/en/home/covid-updates">https://mopng.gov.in/en/home/covid-updates</a>	8	0	0	0
<b>Total</b>	<b>1101</b>	<b>2842</b>	<b>511 5</b>	<b>1210</b>

**Table 1: Name of Ministries and Government Organizations of India which provides Covid-19 Information (All data is from January, 2020 to July, 2021)**

List of **Facebook** Official Pages of various ministries and organizations of The Government of India which provide information on Covid-19 pandemic awareness:

1. **Ministry of Health and Family Welfare, Government of India** (<https://www.facebook.com/MoHFWIndia>)
2. **National Health Portal, INDIA** (<https://www.facebook.com/NHPINDIA>)
3. **Ministry of Information & Broadcasting, Government of India** (<https://www.facebook.com/inbministry>)
4. **Press Information Bureau - PIB, Government of India** (<https://www.facebook.com/pibindia>)
5. **MyGov Corona Hub** (<https://www.facebook.com/MyGovIndia/>)
6. **National Health Authority** (<https://www.facebook.com/AyushmanBharatGoI>)
7. **Aarogya Setu** (<https://www.facebook.com/AarogyaSetu>)
8. **Ministry of AYUSH, Government of India** (<https://www.facebook.com/moayush>)

Apart from visiting directly in these official pages, information of Covid-19 pandemic can be obtained by putting queries like various hash tag (#) like:

1. #unite2FightAgainstCorona
2. #LargestVaccineDrive
3. #VaccineMythbusters
4. #AapkeDwarAyushman
5. #AyushmanBharat
6. #CoronaFacts
7. #MythBuster
8. #IndiaFightsCorona
9. #Unite2FightCorona
10. #CoronaVirusUpdates



List of Official **Twitter Handle** of various ministries and organizations of Government of India which provide information Covid-19 pandemic awareness:

1. Ministry of Health @MoHFW\_INDIA ([https://twitter.com/MoHFW\\_INDIA](https://twitter.com/MoHFW_INDIA))
2. MyGovIndia @mygovindia (<https://twitter.com/mygovindia>)
3. PIB India @PIB\_India ([https://twitter.com/PIB\\_India](https://twitter.com/PIB_India))
4. #IndiaFightsCorona @COVIDNewsByMIB (<https://twitter.com/COVIDNewsByMIB>)
5. Covid India Seva @CovidIndiaSeva (<https://twitter.com/CovidIndiaSeva>)
6. Ministry of Ayush @moayush (<https://twitter.com/moayush>)
7. National Health Authority (NHA) @AyushmanNHA (<https://twitter.com/AyushmanNHA>)
8. Public Health Foundation of India (PHFI) @thePHFI (<https://twitter.com/thePHFI>)

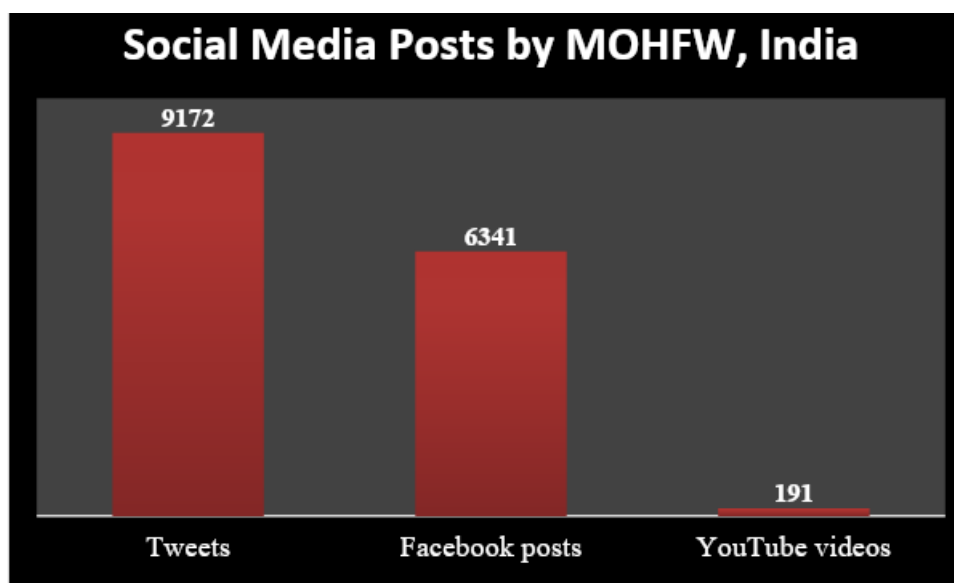
And also more related information have been provided from putting search queries hash tag like-

1. #StayHome
2. #StaySafe
3. #unite2FightAgainstCorona
4. #LargestVaccineDrive
5. #VaccineMythbusters
6. #AapkeDwarAyushman
7. #AyushmanBharat
8. #CoronaFacts
9. #MythBuster
10. #IndiaFightsCorona
11. #Unite2FightCorona
12. #CoronaVirusUpdates

Videos related to Covid-19 Pandemic are being provided from the YouTube Channel of:

1. Ministry of Health & Family Welfare (<https://www.youtube.com/user/mohfwindia>)
2. PIB India (<https://www.youtube.com/user/pibindia>)
3. Ministry of Information & Broadcasting (<https://www.youtube.com/user/INBMINISTRY>)
4. My Gov India (<https://www.youtube.com/c/MyGovIndia/videos>)

As per record available in Ministry of Health & Family Welfare, SNA Section, details for period January, 2020 to June 2021 is as under:



**Figure 1: Social Media Posts by the Ministry of Health and Family Welfare, India**

After analysing thoroughly the social media accounts of the Ministry of Health and Family Welfare from January 2020 to June 2021, the following data have been obtained month wise.

	No. Of Tweets	No. Of Facebook Posts	No. Of YouTube Videos
January, 2020	101	22	1
February, 2020	110	62	4
March, 2020	340	198	29
April, 2020	585	575	32
May, 2020	624	603	24
June, 2020	472	419	29
July, 2020	488	398	16
August, 2020	418	345	4
September, 2020	455	416	2
October, 2020	438	423	1
November, 2020	388	342	1
December, 2020	436	275	0
January, 2021	745	393	3
February, 2021	553	202	0
April, 2021	781	405	15
May, 2021	845	510	13
June, 2021	654	395	10
<b>Total</b>	<b>9172</b>	<b>6341</b>	<b>191</b>

**Table 2: Month wise details on number of posts on Twitter, Facebook and YouTube on Ministry of Health and Family Welfare from its official page/channel**

Besides the above information sharing patterns, The Government of India has shared information on Covid-19 through radio and television. The new caller tune looks to spread awareness about the COVID-19 inoculation drive and disperse bits of gossip.

"Naya saal Covid-19 ki vaccine ke roop main nayi aasha ki kiran lekar aaya hai (The New Year has brought a new ray of hope in the form of vaccines against Covid-19)," the voice said.

The caller tune said that immunizations developed in India are secure and effective against the disease.

"Bharat main bani vaccine surakshit aur prabhavi hai. Covid ke viruddh humey pratirodhak shamta deti hai (Vaccines developed in India are safe and effective. They will provide immunity against COVID-19)," it said.

The caller tune also urges people to trust the vaccine and not believe in rumours.

"Bhartiya vaccine par bharosa Karen. Apni baari aane par vaccine zarur lagwayein. Afawaon par bharosa na kare (Have trust in the vaccines made in India and do get vaccinated when it's your turn. Do not believe in rumours)," the new caller tune added.

### **Recommendations**

Internet penetration rate in India went up to nearly around 45 percent in 2021. It means 55 percent people do not know the usage of internet and also 25 percent Indian are still illiterate. Therefore,

1. Local level information sharing should be given more importance. Local radio, local T.V channel and most importantly miking on a regular basis in every crowded place by local authorities should be followed.
2. Information on Covid-19 slips in local languages should be given in every house by local authorities.

### **Conclusion**

Right information on right time at right place may save people from any unwanted situation. Covid-19 has misbalanced our world. This pandemic can be taken under control by providing right information. Indian Central Government has taken many initiatives to educate and aware the citizens of India by various means. Their information sharing patterns can be followed by any developing and under-developed country.

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## **New consciousness in the library services with regards to Kolkata Street Library**

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### **Abstract**

*Street libraries are informal libraries that are set up in open public spaces to make books accessible to all on the open streets. The concept of street library was initiated from Australia to create awareness about libraries and also for dissemination of information among the students. Street Library aims at encouraging more people to inculcate the habit of reading and it is based completely on the trust. Readers can access books from these libraries, take them along and return them according to their own convenience without the constraint of a deadline. This is a very unique initiative to create a book loving community and to promote the love for reading among all. But there are also some difficulties to maintain its collection and attract users to use this type of library. This study focuses on various street libraries in Kolkata and its applicability in modern scenario.*

*Keywords: Library transformation, Unconventional library, New age library, Street library Kolkata, Street library collection, Information dissemination.*

### **Introduction**

We all know library is a information center with lots of physical and electronic collection of information. A good library help users to full fill their need. This need of books are different for different type of users in different places. Conventional library like academic library, public library and special library serve their service in a particular type of users through the traditional way, on the other hand unconventional library specially Street library plays a crucial role in information dissemination. library now a days not a closed door service, its a open service and information must be share among every type of people. The main purpose to set up street library is those who have not money to buy a book and also who waiting on a park or bus-station, rail-station to pass their leisure time. The street library concept was first initiated by an urban designer and avid reader Kylie Legge from Australia.

Street library is a library where people can access books, take them and return them according to their convenience without any deadline. This type of library is a small version of public library with limited resources.

Now a days street library is popular concept in Australia they build a community on web to give the location where this street library is located. This type of library is a new concept in India. In west bengal street library is also come as a small public library with the help of

iLEAD they first started a organized and well structured street library across the kolkata. Outside of kolkata there are some self sponsored street libraries are found.

## Objectives

Behind this study we have some objectives. They are :

1. Give Knowledge about the Street Library and their location around Kolkata .
2. The objective behind the street library is to provide books freely and accessibly to encourage people to read .
3. Brief idea how to disseminate information through Street Library .

## Research Methodology

We follow this two type of methods to study this topic:

- To observe the functions and operations of few street libraries in person.
- Thoroughly study various formal educational organization based website and news paper website.

## Findings

iLEAD Street Library in Kolkata:

In kolkata, iLEAD has taken a step forward to built street library around the city. iLEAD is a institute of Leadership, Entrepreneurship and Development promoted by PS and Srijan Group. iLEAD first set up the biggest chain of street library around kolkata. There are nine iLEAD street libraries situated various places in kolkata. The aim of the iLEAD street library is not only provide free books to people, but also spread out the idea of street library, so that the other institutions come forward with this idea and together built the street library movement.

**Purpose of the street library:** The main purpose of the street library are:

1. Give free access of books to all people specially the children who can not afford to buy books for study.
2. Making a good platform for the book lovers to spend leisure time without any restriction.
3. To promote the habit of reading book in society.

### **iLEAD Street library:**

There are 9 iLEAD street library situated in kolkata , they are:

1. **iLead Street Library – Palit Street**  
25, Palit Street, Kolkata.
2. **iLead Street Library- Ballygunge**  
25, Ballygunge Circular Road, Daga Nikunj
3. **iLead Street Library- Vaishanvi Garden, Joka**  
444, James Long Sarani, Kolkata-164
4. **iLEAD Street Library – Maulana Abul Kalam Azad University Of Technology (MAKAUT)**  
BF 142, Sector 1, Salt Lake City, Kolkata 700064

**5. iLEAD Street Library -New Town**

Renaissance Apartment, AB – 81, Action Area 1, New Town, Kolkata – 146

**6. iLEAD Street Library – Topsia**

Tiljala Shed, Topsia, Kolkata – 47

**7. iLEAD Street Library – Naupara Mitra Sangha,**

3/A, Shitala Mata Lane, Kolkata – 90

**8. iLEAD Street Library – Vidyanjali International School**

20/1, Ram Mohon Dutta Road, Kolkata- 20

**9. iLEAD Street Library – New Town**

Bichinta, BC – 128, Street No. 160, New Town.

**10. iLEAD Street Library- Park Circus**

PS Srijan Park, Don Bosco, Park Circus, Kolkata – 17

**11. iLEAD Street Library – Selimpur**

Bichinta Welfare Organisation, 112 D, Selimpur Road, Kolkata – 31

**12. iLEAD Street Library – Alipore**

Jalan House, 9, Alipore Road, Kolkata – 27

**13. iLEAD Street Library – Deshapriya Park, Near Priya Cinema**

Rash Behari Avenue, Manoharpukur, Kalighat, Kolkata- 29

**14. iLEAD Street Library – Allen Park, Near Park Street**

Park Ln, 63, Park Street, Ward Number 91, Kolkata, West Bengal 700016

**15. iLEAD Street Library – MAKAUT Campus (Haringhata)**

NH-12, Haringhata, Nadia, Pin- 721249

**16. iLEAD Street Library – Shanti Vihar, Beside Canara Bank**

10/1/E Diamond Harbour Road, Kolkata – 700027

**17. iLEAD Street Library – Silver Point School**

31/1, N. C. Chowdhury Road, Kolkata – 700042

**18. iLEAD Street Library - ILEAD Campus II,**

113 J Matheswartola Road, Near Axis Bank, Off Park Regency Hotel, Topsia, Kolkata – 46



**iLEAD Street Library**



**iLEAD Street Library**

**Patuli street library**

It is a self financed street library located near Satyajit Ray Park in Patuli township, adjacent to the gate of Dinabandhu Andrews Institute of Technology and Management, owned by Kalidas and Kumkum Haldar. This library started on 21<sup>st</sup> February 2020 on International Language Day with 300 books at the shop of Tarapada Kanhar. Kalidas Haldar spend Rs. 45000 to purchase a big collection of Bengali books and some racks to store them. He started the library with the aim to increase the habit of reading book among children who spent their lots of time with mobile phone and now it popular among old age people also.

**Purpose of the street library:**

1. The purpose is to develop the child's mind with the habit of reading books.
2. To decrease the depression among the students from class III to college going by creating habit of reading books.
3. To decrease the loneliness of old age people by giving books at their door step.

**Function of the library:**

- Anyone can borrow book for 1 month without any difficulty. The owner maintain a simple register(dairy) in each rack.
- Anyone can also donate their old book to this library.
- The timing of the library is 6.00-9.00 am and 5.00-8.00 pm.



**Patuli street library**





**Patuli street library**

### **Advantages and disadvantages:**

There are lots of advantages and disadvantages to build a street library. First of all we talk about advantages of street library-

- Street library is a small library so the maintenance cost is minimum, and it also shift easily if their any issue regarding space.
- No strict rules and regulation apply for use a book , as compere to public library. So users find its a suitable place to take a book or read a book.
- Every age group people come and read books as a reader no fees are taken this is a another fetchers of street library.
- Any one can setup a street library because it is cost effective.
- New users can pass their quality times when they are waiting for train in station or Waiting for bus or waiting for flight so one.
- To help homeless and poor people to give an opportunity to read books .

Their are also some disadvantages they are:

1. The main drawback is lost of books by intentionally or unintentionally.
2. In compare to public library the collection is less and the choice of books are limited because of space and less fund.
3. Their are also high chance to damage street library by natural disaster . “According to the statistics, 68% of India’s land is prone to drought, 60% to earthquakes, 12% to floods and 8% to cyclones, making India one of the most disaster prone countries in the world, affecting overall 85% of Indian land and more than 50 million people. ”

### **Future Plan**

In future we can setup a street library community to reach people as a medium of communication and provide books according to their needs. We can also create a website of street libraries to know about the location of various street libraries and their infrastructures throughout West Bengal. This website also can provide information to anyone how to set up a street library.

### **Conclusion**

After thoroughly research in this study we can conclude that the Ranganathan’s five law are quite applicable in the street library, specially third and fifth law. The third law - “Every book its reader” - means in street library every book is for every reader without any barrier .The fifth law "A library is a growing organism," - The concept of growing means there are lots of

possibilities in developing library and the street library shows that library can grow in anywhere to acquire knowledge . Therefore street library is quite user friendly compare to traditional library. After analyzing advantages and disadvantages ,disadvantages are not a issue to build a street library .There are lots of possibilities are showing us the right path to achieve the goal of street library.

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## কোভিড পরিস্থিতিতে ভ্রাম্যমাণ গ্রন্থাগার পরিষেবার প্রভাব

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## সংক্ষিপ্তসার

বিভিন্ন সময়ে বিভিন্ন বিষয়ে নানা ধরনের বাধা আসে। আর সেই বাধাকে অতিক্রম করে কঠিন পথে কাজ এগিয়ে নিয়ে যাওয়াই যেকোনো কর্মীর প্রকৃত ধর্ম। আজ সারা বিশ্বে করোনা মহামারীর জন্য যে ভয়ঙ্কর প্রভাব পড়েছে গ্রন্থাগার তার ব্যতিক্রম নয়। বিশ্বের বহু গ্রন্থাগার আজ পাঠকশূন্য, ফলে সমাজে গ্রন্থাগারের গুরুত্ব হারাচ্ছে। কিন্তু সরকারি, বেসরকারি উদ্যোগে বেশ কিছু বেশকিছু গ্রন্থাগারিকদের অক্লান্ত পরিশ্রমে এই রুদ্ধদার পরিস্থিতিতে গ্রন্থাগার পরিষেবা টিকে আছে। লাইব্রেরি বর্ধিত পরিষেবা এই পরিস্থিতি মোকাবিলা করতে সক্ষম হয়েছে। তার এই একটি খণ্ড চিত্র এই প্রবন্ধে তুলে ধরা হল।

শব্দ সূচক: লাইব্রেরি এক্সটেনশনাল পরিষেবা, কোভিড 19, লাইব্রেরি পরিষেবা, ভারতে গ্রন্থাগার আন্দোলন।

## ভূমিকা

COVID - 19 - এর প্রভাবে, সারা বিশ্বের অধিকাংশ গ্রন্থাগার-ই আজ বন্ধ। পরিসংখ্যান প্রমাণ বহন করে যে, বিশ্বের প্রায় ১৫০টিরও বেশী দেশের বিদ্যালয় গ্রন্থাগার পরিষেবা বন্ধ। একই ভাবে, UNECSO মতে, বিশ্বের ৮৪টি দেশের সাধারণ গ্রন্থাগার ও ৯৮টি দেশের জাতীয় গ্রন্থাগারের পরিষেবাও বন্ধ। তাই বলাই চলে, COVID - 19 পরিস্থিতিতে, সারা বিশ্বের গ্রন্থাগার পরিষেবাতেও মরক লেগেছে। ভারতের চিত্রও, এ ক্ষেত্রে পৃথক নয়। কিন্তু বেশ কিছু সাধু মানুষ ও সংগঠনের চেষ্টায়, ভ্রাম্যমাণ গ্রন্থাগার পরিষেবার মাধ্যমে, পাঠকের চাহিদা মেটাবার এক প্রয়াস চোখে পড়ে। হয়ত চাহিদার তুলনায় এই পরিষেবার বিস্তার কম। কিন্তু এর সফলতা ও জনপ্রিয়তা সবার দৃষ্টি আকর্ষণ করে।

## উদ্দেশ্য

১) এই ভয়ঙ্কর পরিস্থিতিতেও যে গ্রন্থাগার পরিষেবা দেওয়া সম্ভব, তা প্রমাণ করা

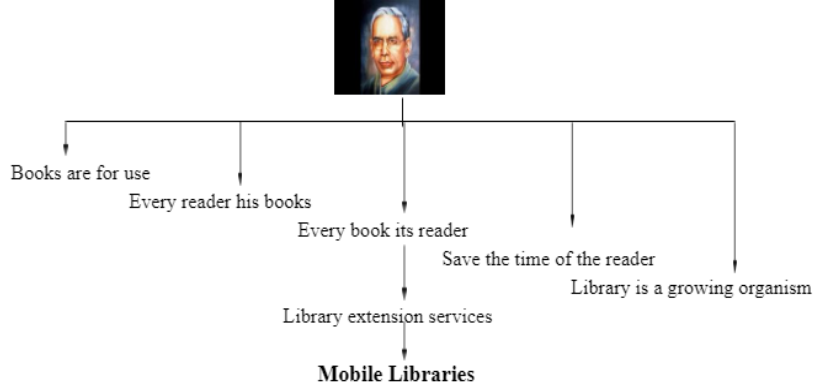
২) গ্রন্থাগার কর্মী ও পাঠকদের মধ্যে, নতুন করে উদ্যম ও উৎসাহ সৃষ্টি করা

গবেষণা পদ্ধতি

বিভিন্ন সংবাদপত্র ও গণমাধ্যম থেকে সংবাদ সংগ্রহ করে, তা পর্যালোচনার মাধ্যমে, এই প্রবন্ধের রচনা।

অতীত কথা

ভ্রাম্যমাণ গ্রন্থাগার পরিষেবা সম্পর্কে রঙ্গনাথন নিজ পঞ্চসূত্রে উল্লেখ করেছেন। রঙ্গনাথন নিজ পঞ্চসূত্রকে বর্ণনা করেছেন, 'normative principles of library science' বলে।



উপরের রেখা-চিত্রতে দেখাবার চেষ্টা করা হয়েছে যে, পঞ্চসূত্রের কোন অংশে আলোচ্য বিষয়টির অবস্থান ক্ষেত্র

ঠিক কবে থেকে এই ভ্রাম্যমাণ গ্রন্থাগারের জন্ম হয়েছে, তা নিয়ে যথেষ্ট বিতর্ক আছে। পিছনের দিকে তাকিয়ে বলা চলে যে, ইসমাইল ইবনে আব্বাদ ইবনে আল আব্বাস আবুল কাসেম তৎকালীন সম্ভবত ভ্রাম্যমাণ গ্রন্থাগারের জনক ছিলেন। তিনি ৩২৬ হিজরী (৯৩৪ খ্রীষ্ট তে) জন্ম গ্রহণ করেন। আর ৩৮৫ হিজরী (৯৯৫ খ্রীষ্ট তে) মারা যান। বিখ্যাত এই লেখক, সাহিত্যিক এবং ইলম, অধীক পরিচিত ছাহিব ইবনে আব্বাদ নামে। মনে করাহয়, তিনিই প্রথম 'মাকতাবা মুতানাক্কিলা' বা ভ্রাম্যমাণ গ্রন্থাগারের আবিষ্কারক। মুআইয়্যিদুদ্দৌলা ইবনে বুই য়াহ আদদাইলামী, ছাহিব ইবনে আব্বাদ কে মন্ত্রীর পদ দেন। রাজ কার্যের জন্য ছাহিব ইবনে আব্বাদ কে নানান স্থানে ভ্রমণ করতে হত। কিন্তু তিনি বই ছাড়া থাকতে পারতেন না। নিজ সংগ্রহে তাঁর বহু বই ও নথি ছিল। ভ্রমণ কালে তিনি প্রায় ৩০ থেকে ৪০টি উটের পিঠে নিজ সংগ্রহের একাংশ কিতাব নিয়ে ভ্রমণ করতেন। মুজামুল বুলদান এর রচিত আলমাকতাবাতু ফিল ইসলাম গ্রন্থ থেকে এ তথ্য পাওয়া যায়। সম্ভবত এটিই ভ্রাম্যমাণ গ্রন্থাগারের প্রথম নিদর্শন।

পরে সময়ের সাথে এর আকৃতি ও প্রকৃতির পরিবর্তন হয়। পশুর পিঠের বইয়ের সম্ভার, পরে ঘোড়ার গাড়ি, ও আজ যন্ত্রচালিত যান-বাহনের মাধ্যমে বাহিত হয়।

## ভ্রাম্যমান গ্রন্থাগার পরিষেবার উদ্দেশ্য



যে কোন গ্রন্থাগারের প্রাণ সুধা হল তাঁর পাঠক। পাঠক যদি গ্রন্থাগারে না আসে, তবে গ্রন্থাগার মৃত শব দেহের মতই স্পন্দনহীন। এতে কোন বিতর্ক নেই। অনেক সময় নানান কারনের প্রভাবে, পাঠক গ্রন্থাগারে আসতে পারে না। সে ক্ষেত্রে গ্রন্থাগারই নিজ তথ্য ভান্ডার নিয়ে, পাঠকের দ্বারে উপস্থিত হয়। এটিই ভ্রাম্যমান গ্রন্থাগার পরিষেবার উদ্দেশ্য ও সার্থকতা।

বর্তমান পরিস্থিতিও আজ তাই। আগেই, ভূমিকাতে দেখানো হয়েছে যে, COVID - 19 -র প্রভাবে, সারা বিশ্বের অধিকাংশ পাঠক-ই পাঠাগারে আসতে অপারক। তাই আজ গ্রন্থাগারকেই পাঠকদের কাছে আসতে হবে।

আমাদের দেশে, সরকারিও বেসরকারি উদ্যোগে, এই পরিস্থিতিতেও ভ্রাম্যমান গ্রন্থাগার পরিষেবার মাধ্যমে, গ্রন্থাগার পরিসেবা প্রদানের প্রয়াস পরিলক্ষিত হয়। তা শিক্ষাপ্রতিষ্ঠান কেন্দ্রিক গ্রন্থাগারই হোক বা সাধারণ গ্রন্থাগার।

ভয়ঙ্কর কোভিড পরিস্থিতি আজ স্কুল-কলেজ গুলির দরজা বন্ধ করলেও, পঠন-পাঠন কার্যটি কিন্তু বজায় আছে। Online -এর মাধ্যমে পঠন-পাঠনের কাজ চললেও, ভারতের মত দেশে তা কতটা কার্যকর, তা নিয়ে প্রশ্ন ওঠে।

Online -এর মাধ্যমে আজ বই পড়ার বিষয়টিও যথেষ্ট জনপ্রিয় হয়েছে। কিন্তু বাস্তবে ছাত্র-ছাত্রীদের কাছে, হাতে নিয়ে বই পড়ার বিষয়টিই বেশী কদর পায়। আর এ দেশের অর্থনৈতিক, প্রযুক্তিগত দক্ষতা ও বিদ্যার অভাব সহ বহু বিষয়, Online -এর মাধ্যমে আজ বই পড়ার বিষয়টির ক্ষেত্রে অন্তরায় গড়ে তোলে। তাই হাতে নিয়ে বই পড়ার অভাব, আজ শিক্ষা ব্যবস্থায় এক দুর্বলতার সৃষ্টি করেছে। এখানে আমরা তাদের কথা ভাবি না, যারা উচ্চগতির ইন্টানেট পরিষেবা, কম্পাউটার পরিষেবা, স্মার্টফোন বা অন্যান্য প্রযুক্তি ব্যবহারে অক্ষম। এ দেশের এক বড় অংশের পড়ুয়া খাদ্যের জন্য স্কুলে যায় তা কিন্তু প্রমানিত। তাদের কাছে Online -এর মাধ্যমে শিক্ষাব্যবস্থা সোনার পাথর বাটি। তার উপর আবার Online-এর মাধ্যমে বই পড়া!



Photo: Open Eyes Foundation, Facebook

গুরু দেবের গানের কলিও এ কর্মকান্ডের পাথেয়। 'একলা চল রে' মন্ত্র নিয়ে কাজ শুরু করেন, মোহালি-র (Mohali) শিক্ষক সন্দীপ কুমার (Sandeep Kumar)। যে সকল শিক্ষার্থীদের, শিক্ষার ক্ষেত্রে মৌলিক অসুবিধার সৃষ্টি হয়েছে, তাদের কথা ভেবে তিনি, এক মোবাইল লাইব্রেরীর ব্যবস্থা চালু করেছেন। আগে মোহালি-র আসে পাশের অঞ্চল গুলি এই কর্মকান্ডের আওতায় থাকলেও, ক্রমশ এর পরিধির বিস্তার ঘটেছে।

সন্দীপ বাবুর মনের ভাব হল যে, পড়ুয়া জীবনের শেষ ধাপে এসে একটি বিষয় অনুধাবন করেন যে, বই পুনঃব্যবহারের প্রয়োজন। ২০১৬ সালের ডিসেম্বর মাসে সন্দীপ বাবু উদ্যোগ নিয়ে একটি স্কুল ক্যাম্প করেন। এতে, এ বিষয়ে তিনি নেতিবাচক সাড়া পান। অনেকে সন্দীপ বাবুকে সাহায্য করতে এগিয়ে আসেন।

এবার শুরু হয় আসল লড়াই। তিনি একটি মিনিভ্যান সংগ্রহ করেন। বই তো ছিলই। তার সাথে পঠন-পাঠনের জন্য প্রয়োজনীয় অন্যান্য সামগ্রীও এতে স্থান পায়। তিনি সেই সব বস্তু এলাকাকে লক্ষ্যে আনেন, যেখানকার শিশুরা পড়তে চায়, কিন্তু দারিদ্রতা ও অন্যান্য সামাজিক পরিস্থিতি, তাদের এ বিষয়ে বাঁধা হয়ে দাঁড়ায়।

বর্তমানে এই ভ্যানে একটি LED Screen আছে। COVID - 19 -র সময় এই ভ্যানে স্থান পায় স্যানিটারি ন্যাপকিন ও মাস্ক। সন্দীপ বাবুর কথায়, এই COVID - 19 -র মধ্যে তাঁর সংগৃহিত ৪০,০০০ বইয়ের মধ্যে প্রায় ১০,০০০, বই পড়ুয়াদের বিতরণে সক্ষম হয়েছেন। তাঁর প্রতিষ্ঠিত ANI সংস্থার মূল মন্ত্র 'Education from Trash'। সন্দীপ কুমার-এর উদ্যোগ ও কর্ম যজ্ঞ, সকল গ্রন্থাগার কর্মীদের পাথেয়।

দুর্ভিক্ষ, দারিদ্রতা ও ক্ষুধা এই তিনের প্রতীক হল, ওড়িশ্যার কালাহান্ডি গ্রাম। যেখানে শিশুরা রাতে ঘুমাতে যায়, আগামী দিনের ক্ষুধা নিবারণের ভাবনা নিয়ে। এখানে পড়াশুনা বিষয়টিই হল, বিলাসিতা। তার পর আবার online education। কিন্তু মোবাইল লাইব্রেরী পরিষেবা এখানেও বিপ্লব এনেছে।

AIF project এর আওতায় শুরু হয় Learning and Migration Program (LAMP)। Covid-19-এর আগে থেকে শুরু এই কর্মসূচী, Covid-19-এর সময়ে আরও বেশী সার্থকতা অর্জন করে। এই কর্মসূচীর আওতায় সেই সকল শিশুদের উপর নজর দেওয়া হয়, যাদের পরিবার, দারিদ্র সীমারও নীচে অবস্থান করে। এদের হাতে বই সরবারহ করাই এই কর্মসূচীর লক্ষ্য। এরা একটি নির্দিষ্ট সময়ের জন্য পাঠক কে বই দেয়, ও তা ফেরত নিয়ে নতুন বই দেয়।

Covid-19 ও লকডাউন, উভয় ক্ষেত্রেই সব থেকে বেশী প্রভাব ফেলেছে, গ্রাম গুলির উপর। আর আলোচ্য স্থানে পাকা রাস্তাও নেই যে, সেখানে গাড়ি চালানো সম্ভব। কিন্তু বই তো পাঠকের কাছে যাবেই। তাই মোট ১৫ জন স্বেচ্ছা সেবক, প্রায় ৩০টি গ্রামে বাই সাইকেল সহযোগে এই পরিষেবা দিয়ে

চলেছে। ২০০৪ সাল থেকে AIF এই কর্মকালন্দ পরিচালনা করছে, যা Covid-19 ও লকডাউন, সময়েও চালু ছিল। মোবাইল লাইব্রেরি পরিষেবার এ এক বৈপ্লবিক দৃষ্টান্ত।

এ ধরনের কর্মকালন্দের দৃষ্টান্ত, আমাদের রাজ্যেও আছে। Covid-19 সারা বিশ্বের ন্যায়, এ রাজ্যের স্কুল-কলেজ-বিশ্ববিদ্যালয় গুলির সদর দরজা কেও বন্ধ করে দিয়েছে। এইরকম অবস্থায় আসানসোল ইঞ্জিনিয়ারিং কলেজ এক নজির সৃষ্টি করেছে।



যুগশক্তি

কলেজ পড়ুয়া যাতে হাতে বই পায়, এই উদ্দেশ্যে, আসানসোল ইঞ্জিনিয়ারিং কলেজ কর্তৃপক্ষ একটি বাস-এর বন্দোবস্ত করেছে। কলেজের গ্রন্থাগারিক, বিদ্যুৎ পাত্র-জানান যে, কলেজের পড়ুয়ারা Whatsapp ও email-এর মাধ্যমে, নিজেদের চাহিদার বই-এর নাম জানায়। একই ভাবে, কলেজের গ্রন্থাগার কর্তৃপক্ষও তাদের নির্দৃষ্ট দিন ও সময় জানিয়ে দেয়। চিত্রা মোড়, গোপালপুর, উষাগ্রাম, আসানসোল স্টেশন সহ মোট ৫ টি স্থান বর্তমানে এই বাসের স্টপ হিসাবে চিহ্নিত। পরে জানা যায় পড়ুয়ারা এসে, এখান থেকে বই সংগ্রহ করছে। পরে ভিন্ন রাজ্যের পড়ুয়াদের (যারা এই কলেজের পড়ুয়া) কথাও ভাবা হবে। কলেজের তরফে অধ্যাপিকা সিকে রেশমা-র মত অনুসারে, মোট তিন হাজার পড়ুয়ার মধ্যে, পাঁচ শত পড়ুয়া এই পরিষেবা পেয়েছে। পরে তা আরও বৃদ্ধি পাবে।

এই প্রসঙ্গে বিদ্যুৎ বাবু খুবই সুন্দর একটি মন্তব্য রেখেছেন। তাঁর মতে, 'অনলাইনের মাধ্যমে পড়াশোনা শুরু হয়েছে, কিন্তু বইয়ের কোন বিকল্প হয়না। তাই আমাদের এই চেষ্টা, এই মন্তব্য একেবারেই প্রাসঙ্গিক ও সঠিক।

কলেজের প্রিন্সিপাল প্রফেসর (ডঃ) পিপি ভট্টাচার্য-র মতে, 'করোনার মধ্যে কলেজের পড়ুয়ারা বিভিন্ন ধরনের গবেষণামূলক কাজ করেছে। তাই আমরা চেষ্টা করছি তাদের পাশে থাকার। কলেজ কর্তৃপক্ষ লাইব্রেরি অন লাইনের মাধ্যমে পড়ুয়াদের কাছে বই পৌঁছানোর ব্যবস্থা করেছে।' এই ব্যবস্থায় কলেজ পড়ুয়ারাও খুশি।

শুধু শিক্ষা কেন্দ্রিক গ্রন্থাগার নয়, সাধারণ গ্রন্থাগারও আজ বন্ধ। সেখানেও মোবাইল লাইব্রেরি পরিষেবা এক দৃষ্টান্ত গড়ে তুলেছে।

রাজ্যের অন্যান্য গ্রন্থাগারের মত, চন্দন নগর পুস্তকাগারেও পাঠক আসা বারণ। কিন্তু বই চলেছে পাঠকের হাতে। এই চন্দননগরের ডেপুটি ম্যাজিস্ট্রেট, দেবদত্তা রায় ছিলেন, প্রকৃত অর্থে গ্রন্থ প্রেমী।

তাই তাঁর স্মৃতির উদ্দেশ্যে, চন্দ্র নগর পুস্তকাগার উদ্যোগ নেয় 'দেবদত্তা রায় স্মৃতি ভ্রাম্যমাণ গ্রন্থাগার পরিষেবা'।

এই গ্রন্থাগারের পাঠকদের বাড়ি গিয়ে বই দেওয়া হবে। আর ১৫ দিন পর তা আবার ফেরৎ নেওয়া হবে। দেওয়া হবে পাঠক কে নতুন বই। এই উদ্যোগ শুধু পাঠকদের খুশি করেনি। একই সাথে



অন্দরবাজার পত্রিকা অনলাইন

রঙ্গনাথানের পঞ্চনীতির সার্থক প্রয়োগকেও প্রমাণ করে। চন্দ্রনগর পুস্তকালয়ের ৬৫ হাজার বই, এই উদ্যোগের ফলে, আজ আর পাঠক হারা নেই।





কলকাতা শহরের খুব কাছে থাকলেও, সুন্দরবন এখনও কিছুটা পিছিয়ে আছে, শহর কেন্দ্রিক গামীণ সুবিধা লাভের ক্ষেত্রে। এরা দক্ষিণরায় ও বনবিবির ঘরে বাস Online education ব্যবস্থা, এখানে নানান প্রতিবন্ধকতার সৃষ্টি করে।

সুন্দর বনের পাথর প্রতিমার কাছে, হরেন্দ্রনগর-এ গড়ে উঠেছে 'ঘুলঘুলি'-র প্রচেষ্টায় 'বইঘর'। মাত্র একটি আলমারির, অল্প কিছু বই নিয়ে তৈরি এই গ্রন্থাগারের, পাঠক সংখ্যা কিন্তু কম নয়। ২০১৭ সালে শিয়ালদাহ-র স্টেশনের কিছু দরিদ্র পরিবার নিয়ে ঘুলঘুলি-র জন্ম। পরে পাথরপ্রতিমায় বইঘর-র সূচনা। Covid-19 পরিস্থিতিতে, কচি-কাঁচাদের বই মুখো করতে, বইঘর সফল। তা এর পাঠক সংখ্যাই প্রমাণ দেয়। ভবিষ্যৎ-এ নিশ্চয় এর কলেবর বৃদ্ধি পাবে। সামান্য সাধে, অসামান্য কর্মের নজির হল, বইঘর।



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মাইসরু-র, কুভেম্পু ভ্রাম্যমান গ্রন্থাগার (Kuvempu Mobile Library), Covid-19 সময়ে, এক আদর্শ উন্নত গ্রন্থাগার পরিষেবার দৃষ্টান্ত রেখেছে। লকডাউনের সময় এর কর্মকান্ড এক অভাবনীয় সফলতা এনেছে। বর্তমানে এর পাঠক সংখ্যা এক হাজার। যার মধ্যে ৯০% হল মহিলা। Smart Cards-এর মাধ্যমে এই পরিষেবা দেওয়া হয়। বর্তমানে প্রায় দশ হাজার বই নিয়ে এই কর্ম যজ্ঞ চলেছে। Covid-19 পরিস্থিতিতেও যে Computerised এক ভ্রাম্যমাণ গ্রন্থাগার পরিষেবা দেওয়া সম্ভব এবং তা জনপ্রিয়তাও লাভ করবে, এর এক দৃষ্টান্ত।

পরিশেষে বলা চলে যে, যদি ইচ্ছা থাকে, তাহলে উপায় হয়। দেখা গেছে একেবারে ব্যক্তি গত উদ্যোগ বা একার চেষ্টাতেও এ ক্ষেত্রে সফলতা এসেছে। আবার সংঘবদ্ধ ভাবে, উন্নত প্রযুক্তির মাধ্যমেও এই পরিষেবা, এই পরিস্থিতিতেও দেওয়া সম্ভব। বিভিন্ন কারণে শুধু Digital মাধ্যমে গ্রন্থাগার পরিষেবা দেওয়া ও পাঠকের পক্ষে তা নেওয়া সম্ভব নয়। তাই গৌতম বুদ্ধের ভাষায় বলা চলে, মধ্যম প্রস্থা নেওয়া দরকার। আর সে ক্ষেত্রে মোবাইল লাইব্রেরি পরিষেবা খুবই উপযোগী। ইচ্ছা করলে, প্রত্যন্ত গ্রামেও এই পরিষেবা দেওয়া সম্ভব।

তবে মোবাইল লাইব্রেরি পরিষেবা দেওয়াটি, সময় ও ব্যয়সাধ্য। বলা চলে, শ্রমসাধ্যও। তবে তা অসম্ভব নয় উপরের আলোচনা, তার স্বাক্ষর বহন করে। Covid-19 যখন শিক্ষা ও গ্রন্থাগার

পরিষেবা পথ বন্ধ করে দিয়েছে, তখন মোবাইল লাইব্রেরি পরিষেবা মরা গাঙে জোয়ার আনতে সক্ষম। আলোচ্য সব কটি উদাহরণ, সেই প্রমাণই প্রদান করে। উপরের সব কটি উদ্যোগ একাধারে সাধুবাদ ও দৃষ্টান্ত-অনুপ্রেরণার দাবি রাখে।

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## Understanding theories of media convergence

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### Abstract

*Convergence is a buzzword in the media industry that refers to the merging of multiple types of media at both the infrastructure and delivery levels, mostly through digital media. In epistemological terms a theory is a good theory when and only when it becomes useful to understand reality, to understand the matter in its diversity. Ultimately the test for a good theory is if it is a good tool to understand. Here in this paper most widely accepted and acknowledge theories on media convergence have been discussed to help build a comprehensive framework for those who want study convergence in Indian media.*

*Keywords: Convergence, Media, Communication, Media technologies, Cultural convergence.*

### Introduction

The 21<sup>st</sup> century has brought a revolution in communication. It's not only how information and entertainment are delivered but where. If you read mail it came in an envelope, if you wanted to listen to news you had to buy a radio, if you wanted to play music at home you needed a cassette or CD player, when you wanted to read newspaper, you had to buy paper, a movie that was a trip to the theatre or maybe the VCR, a phone call away from home you had to find a pay phone. Writing a report involved the usage of a type writer and paper and then a mail box to send it around. Now with a smart phone one can get every conceivable kind of information on the same device with a touch of their fingers as result of 'convergence'.

Defining convergence is not an easy task, many communication researchers and scholars have defined the very term from various perspectives. The word 'convergence' comes from Latin word '*Convergere*' which is assembled from 'Con' (meaning - together) + 'vergere' meaning 'incline'. Most theories assert that convergence implies "the coming together of two or more things" in general, but there's been a variety of arguments put up in an attempt to explain what specifically is coming together.

Here the term 'convergence' is used, in the context of media and communication, to describe the growing trend of simultaneously sending messages across several media platforms or technology.

Media convergence has many facets. Media convergence doesn't mean merger of mediums but all the associated avenues related to the medium itself. Media convergence has been examined from many

perspectives by many European and American researchers. Early detection of what media convergence would impact the future was made by media researchers, majorly, McLuhan, Negroponte, Castells. It's their effort to conceptualize these developments are so fundamental that it's basically impossible for any researcher studying convergence to move further without recognizing their contribution.

### **Research Methodology**

The study is based on descriptive qualitative research exploring the theories of convergence in the media landscape. As the approach of the research paper is theoretical in nature, the data has been collected from the secondary sources. Reference books and published articles of different research works and have been referred to understand the nature and the process of convergence in the 21<sup>st</sup> century.

### **Marshall McLuhan**

Before the evolution of modern ICT Marshall McLuhan had anticipated this phenomena called 'convergence' and called it 'hybrid energy'. He stated, "The hybrid or the meeting of two media is moment of truth and revelation from which new form is born" (1964, Understanding Media).

The Gutenberg Galaxy and The Medium is the Message, two of McLuhan's most famous works, both emphasise the idea that technology and the media have the power to transform social landscapes on a global level. The introduction of moveable type to the Western world by the Gutenberg printing press paved the way for technological breakthroughs that would allow for global communication.

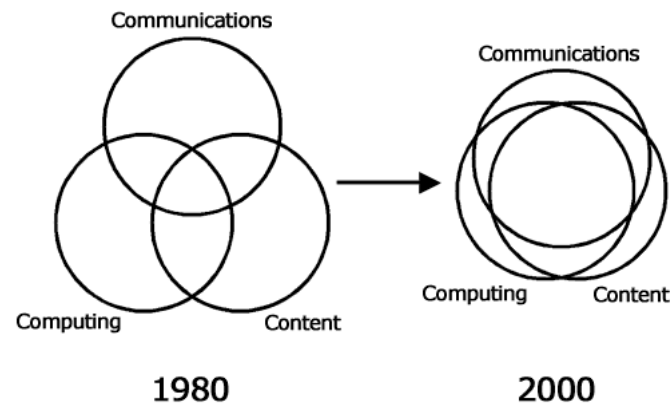
When we consider the term "the media is the message" in today's environment, it's evident that McLuhan's points are still valid. We live in a world where the media is pervasive. Now that technology has converged to make social media accessible to everyone, everyone has a message to communicate, and the medium in which they do it becomes critical.

McLuhan used the word "Global Village" to characterise humanity's adaptation to communications technology on numerous occasions, emphasising his belief that technology is a catalyst for social change. Despite the fact that Marshall McLuhan died before the birth of social media, his ideas are still relevant today.

### **Nicholas Negroponte**

The remarkable work 'Being Digital(1995)' by Nicholas Negroponte provides insights into the fundamental nature of digital technology and its impact on human society. To demonstrate developments in the media sector, Nicholas Negroponte utilised three overlapping circles labelled 1) Broadcast and motion picture industry, 2) Computer industry, and 3) Print and publishing industry. He projected that as a result of developments in digital technology, three industries would converge, and

that by the year 2000, the three rings would almost fully overlap. This paradigm is essentially the definition of digitization, as Negroponte is referring to technical convergence, which is the ability to encode, store, and share text, numbers, images, sound, and video as zeroes and ones, the computer language.



#### Negroponte's circles describing convergence

He's observations were very exclusive, he idealised how post information age will eliminate the limitations of geography, how information to be highly tailored in the post information era. As hypertext eliminates the restriction of printed page, the post information age removes physical boundaries. The need to be in a given place at a specific time will become less and less important in digital life, and the transmission of place will begin to become conceivable.

These observations became today's reality, if we look at it thoroughly we could see how every media's content is tailor made for specific kind of audience whether it be news or entertainment.

#### Manuel Castells

Following the work of McLuhan, Manuel Castells comes with his landmark work on 'Information Age'. Using McLuhan's term, castells stated 'Network is the message'. The term 'Network society' refers to the social structure of this new age. According to Castells, networks now form the new architecture of society of society and are the dominant mode of organizing social relations. A network, for Castells, is decentralised system of 'node' through which communication can occur.

Castells argues that these new social networks are highly efficient because they are very good at managing complexity. They are highly dynamic and innovative and able to adapt rapidly to changing social condition.

He says, 'our societies are increasingly structured around a bipolar opposition between the Net and the Self'. The rise of network society has also led to transformation in social dynamics and interpersonal relationships as well as how individuals relates to institutions and organizations.

He also points out that the possible integration of text, images, and sounds in the same system, interacting from numerous points at in chosen time via a worldwide network, in open and affordable access conditions, significantly changes the character of communication. According to him, "the diversity of media and the possibility of targeting the audience, we can say that in the new media system, the message is the medium. That is the characteristics of the message will shape the characteristics of the medium." Today's change in journalistic practice (multimedia journalism) reflects exactly how Castells said to be.

### **Henry Jenkins's concept of convergence**

Henry Jenkins (2006) described convergence as the flow of content across numerous media platforms, implying that media audiences today play a critical role in the creation and distribution of content, and that convergence must be considered in terms of both social and technological developments in society.

According to him, media convergence is a continuous process that should be understood as interaction between diverse media forms and platforms rather than as a displacement of traditional media. As a result, media convergence can be defined as the cooperation and collaboration of previously disconnected media types and platforms. (Martins Erauyim cited in Nigerian Observer, 2016)

### **Jenkins divides convergence into five distinct processes in order to encompass the full concept:**

**Technological convergence:** According to Negroponte's notion, technological convergence refers to the digitization of all media content. Images, text, words, and sounds - traditionally separate forms of media - can now be expressed as digital data. This allows data to move between multiple software platforms, improving the relationship between them.

**Cultural convergence:** There is a blurring of borders between creators and consumers of culture now that ordinary people have the skills to create, appropriate, curate, preserve, and recirculate content. This kind of convergence stimulates the creation and sharing of information across many platforms by fostering a participatory culture. While participatory culture helps to democratise media production, corporations use it to involve customers in marketing campaigns and create low-cost content.

**Economic convergence:** Given the modern media environment's interwoven structure, one huge corporation, such as Sony Corporation, can influence interest in movies, television, music, video games, and consumer electronics, as well as engage in transmedia exploitation of their branded properties.

Brands such as Harry Potter, Avengers, and Angry Birds are used in a variety of media, including cinema, television, and video games.

**Global convergence:** Cultural hybridity has resulted from the transnational circulation of media material and the transcontinental flow of information and ideas. We are significantly better aware about trends in other markets as media consumers, and media producers are increasingly influenced by cultures outside of their own.

**Organic convergence:** We build techniques as consumers to navigate the new information environment, resulting in a convergence of our own consumption patterns. We have the ability to multitask: we can watch a sports game on TV while also following a chat on Twitter and texting a buddy.

### **Journalism & Convergence in India**

In India the study of media convergence hasn't got the amount of attention it enjoys globally. There is no real data available on how India's big media houses adapting to these new changes. Although convergence of media has an impact on journalism in India and new practises are emerging. Print, television, and radio are all adapting to new technology, a new audience, and a new news environment. Managers of the media are attempting to assess the situation and its potential impact on their enterprises. Journalists are likewise faced with difficulties. Some people are resisting change, but others are learning multimedia skills in order to survive. As a result, new journalism paradigms and techniques have emerged.

In a variety of ways, convergence is transforming the landscape of journalism and news. Structures in newsrooms, journalistic techniques, interactivity, and news content are all changing. Perhaps most crucially, technology is transforming the fundamental connections between and among journalists, their sources, and their audiences.

Technological advances not only influence the use of the media and the consumption of news by the audience, particularly younger ones, but they are also affecting traditional media organisations. As a result, numerous media outlets are quickly adopting convergence and multimedia journalism.

Another phenomenon that has taken whole media world by storm is called 'Social media'. In India, there are 448 million social media users as of January 2021 and it has increased by 78 million (+21%) between 2020 and 2021. The development of the technological, social, cultural transformation that we are witnessing is quite extraordinary. Internet based social networks have become the platform of everything. All the centre of every human activity there is a digital network that connects to other digital networks.



Few studies have looked into the new journalistic and multimedia practises that have evolved as a result of convergence. Gordon (2003) detected five types of convergence in practise in major US newsrooms in his seminal study. Ownership convergence, tactical convergence, structural convergence, information collecting convergence, and storytelling (or presentation) convergence are some of the forms he mentioned.

The term ‘**ownership convergence**’ refers to the ownership of various media channels for content dissemination, ranging from newspapers to radio-TV and digital media. The Times group, Living Media group, TV18 group, Sahara group, and so on are a few examples of ownership convergence in the Indian media business. ‘**Tactical convergence**’ denotes a collaboration and cooperation in the processing and distribution of content with other media organisations that own diverse platforms. Common ownership is not required for tactical convergence. Companies that are owned separately are collaborating and engaging in partnership. The DNA, a daily English newspaper published in Mumbai, is an excellent example of strategy convergence, with Dainik Bhaskar, a Hindi daily, and the Zee group, a television company, as partners. ‘**Structure convergence**’ is also known as newsroom convergence. The journalist's job description and the organisational structure are both linked to newsroom convergence. A print photographer may be asked to work on photos for the web, as well as shoot video and build a multimedia package. An editor of a newspaper can be assigned to oversee the running of a television station. If a media company is serious about convergence, it will most likely implement structural changes such as new positions, new hierarchies, a central assignment desk, or an integrated newsroom, among other things. A new job profile, such as content editor, social media manager, coordination editor, and so on, can be developed. **Convergence in information collecting** refers to field reporters working together and across platforms. Big media houses today transforming into multimedia houses, for example the Ananda Bazar Patrika Group’s mother brand is Ananda Bazar Patrika but today it has cross media presence. Following table shows the wide spectrum of media product offering of ABP group.

**Cross-media presence of ABP Group**

Newspaper house (mother brand)	Other newspaper	Magazine	TV	Radio	Internet and mobile
Anandabazar Patrika – Bengali-language	The Telegraph – English-language	Anandamela, Unish-Kuri, Sananda, Anandalok,	ABP News(hindi), ABP Ananda(Bengali),	Friends 91.9 FM(Bengali)	ABP Live(English)

daily newspaper.	daily newspaper.	The Telegraph in Schools (TTIS), Desh, Boier Desh, Fortune India	ABP Majha (Marathi), ABP Asmita (Gujarati), ABP Sanjha (Punjabi), ABP Ganga(Hindi),		
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**Presentation convergence** is the fifth factor to consider. It entails new approaches to multimedia storytelling, involving the permutation and combination of various formats such as text, images, video, interactive graphics, and so on. (Sanjay Vishnu Tambat, 2018)

**Conclusion**

Convergence and ICT applications now provide a chance for current media to promote and serve the public interest. By adding depth to their coverage and incorporating more voices into their reporting, information and communication technology can help journalists become champions for the public good. However, one point that must be addressed is whether these recent advances are good to society and the industry as a whole. To put it another way, whether media convergence offers both media producers and consumers more opportunities than challenges. When analysing the positive and bad effects of media convergence, one area of special interest is media ownership. For that we need extensive research on big Indian media houses.

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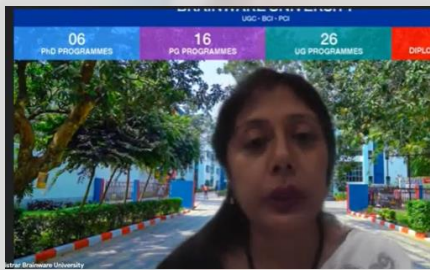


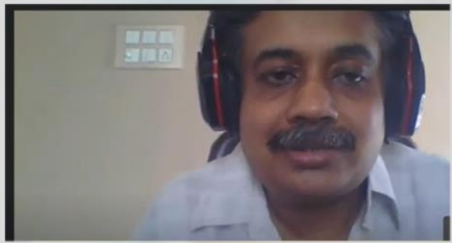
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### A few glimpse of the Seminar







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