



ROLE OF PUBLIC LIBRARY ACTIVITIES IN CULTIVATING READING CULTURE TO ACCOMPLISH NEP 2020 VISION

Surekha P. Junghare

Research scholar

Mob.No.- 9960081472

E.mail:surekhajunghare01@gmail.com

Dr. Manju Dubey

R.S.Mundle Dharampeth College

E.mail: admin@rsmducc.edu.in

Abstract:

The study is focussed on exploring into the strategie to enhance the culture of reading as mentioned in NEP 2020 especially in Public libraries. To promote a culture of reading, public libraries create and carry out educational initiatives. Similarly community engagement strategies used by public libraries to learn about the needs and reading interests of the local population helps to flourish their reading interest and habit. This study emphasizes the value of offering a variety of items in public libraries to accommodate a broad range of interests. Public libraries fosters a reading culture through technology, including digital materials and online platforms. Also Reading habits and library usage are directly related has been showcased in this study

Keyword : Public Library Reading Culture, Library Programs, and Community Engagement.

Introduction:

A public library is a social institution. People of all walks of life, of any age should benefit from it. In order to benefit the people of the society, it is necessary to create interest in reading books among them. Some questions arose about what activities the public library does to create that interest. This is How does the library connect with the local community? What events or programs does the library organize to increase community involvement? What efforts does the library make to be inclusive and welcoming to people of diverse backgrounds and demographics? What efforts does the library make to be inclusive and welcoming to people of diverse backgrounds and demographics? Does the library collaborate with local schools, businesses, or other organizations to enhance its services? Are there any innovative programs or initiatives that leverage technology to promote literacy and learning? Hence Public libraries can play a major role in making a difference in development of a aware knowledge society.

NEP 2020 and Reading Culture: NEP 2020 emphasizes the importance of a reading culture for the following reasons:

Holistic Development: The NEP 2020 focuses on holistic development, including cognitive, emotional, and social aspects of a student. Reading is a fundamental skill that contributes to cognitive development and critical thinking.

Language Proficiency: Reading is a primary means of developing language proficiency. A strong foundation in language is crucial for effective communication, comprehension, and expression.

Cognitive Skills: Reading promotes the development of cognitive skills such as analytical thinking, problem-solving, and creativity. These skills are essential for adapting to a rapidly changing world.

Knowledge Acquisition: Reading is a key way to acquire knowledge across various subjects. A culture of reading encourages students to explore diverse topics, fostering a broader understanding of the world.

Information Literacy: In the digital age, the ability to critically evaluate information is crucial. A reading culture helps in developing information literacy skills, enabling students to discern reliable sources and separate fact from fiction.

Life-long Learning: The NEP 2020 emphasizes the importance of life-long learning. A reading culture instills a love for learning beyond the classroom, encouraging individuals to continue educating themselves throughout their lives.

Global Competence: In a globalized world, individuals need to be globally competent. Exposure to literature and perspectives from various cultures through reading helps in fostering a global mindset and intercultural understanding.

Innovation and Imagination: Reading fiction, in particular, can stimulate imagination and creativity. The NEP 2020 recognizes the importance of nurturing these qualities for fostering innovation.

Thus reading promotion forms the core element of NEP -2020 vision

Literature review :

A literature review is a critical analysis of existing literature on a specific topic, and it serves several purposes in the research process. Here's when you typically gather research from a literature review:

(Samsuddin & Masenwat², 2021) The researcher describes a review paper that discusses an in-depth qualitative study conducted on academic library efforts and initiatives to promote a reading culture among library users. The study emphasizes the role of academic libraries as primary providers of information services and highlights the importance of sustaining reading habits among users. The findings aim to contribute to enhancing the reputation and long-term function of academic libraries, particularly in encouraging students' interest in reading.

(Hardy & Hastings, 2015) The researcher is intended to persist, and there is a commitment to exploring and implementing new initiatives in the future. The key takeaway is that, regardless of whether adults have a limited history of leisure reading, they can still find reading to be an enjoyable activity. The text suggests that through these initiatives, adults can discover the fun and excitement of reading, and they may subsequently share this enthusiasm with the public they serve. The overall goal is to cultivate a positive attitude toward reading among the staff, recognizing its potential benefits and the ability to pass on that enthusiasm to the community.

(Nzeyimana¹ & Bazimaziki², 2020) The researcher describes a study that revisited the reading and information dissemination practices, with a specific focus on the Kigali Public Library in 2016. The study operates under the assumption that effective information dissemination relies heavily on the informants being well-equipped with knowledge obtained from reliable written sources. The literature informing the study suggests that public libraries play a crucial role as repositories of knowledge for national development and are integral to educational purposes within society. The text also points out that reading remains a significant concern, especially among youth. Many readers, according to the study, visit the library for various reasons, and the text seems to trail off before providing details on those reasons. Overall, the study appears to be examining the relationship between information dissemination, the role of public libraries, and the importance of reading, particularly among the youth.

(Akyüz & Çıldır, 2021) The researcher seems like you're discussing the findings of a research study focused on public libraries, specifically examining the facilities provided for children and exploring the general outlook of regular users. If you have specific questions or if there's anything specific, you'd like to discuss or know more about regarding public library culture, feel free to ask!

(SHAMBHAVI, 2022) The researcher focus of the study is on assessing the reading culture among undergraduate students in the fields of Medical, Engineering, Arts, Commerce, and Science. The study aims to understand the reading culture in the context of learning and acquiring knowledge, particularly in there of the internet. Key objectives of the study include determining the variables that impact undergraduate students' self-directed learning and research conduct. Additionally, the research aims to analyse the sources provided by colleges and college libraries to students in support of their academic endeavours

(Lal & Kaur, 2018 P) The researcher researched a majority of library visitors come with the purpose of studying, borrowing books, reading newspapers and preparing for competitive exams. To meet the users' needs, there's a suggestion to add more and the latest books, periodicals, magazines, and various types of printed and non-printed materials to the library's collection. Many users may not be aware of the full range of services provided by the library.

Importance of Libraries in Knowledge Ecosystem :

Education and Knowledge: Public libraries play a crucial role in fostering a culture of reading, providing access to a diverse range of books and educational resources. A strong reading culture promotes continuous learning, literacy, and knowledge acquisition among community members.

1. **Community Engagement:** Reading activities in public libraries help build a sense of community. Book clubs, reading programs, and literary events create opportunities for people to come together, discuss ideas, and share their love for literature.
2. **Cognitive Development:** Reading is essential for cognitive development, especially in children. Public libraries contribute to the cognitive growth of individuals by offering age-appropriate books and literacy programs that support language skills, critical

- thinking, and creativity.
3. **Social Inclusion:** Libraries serve as inclusive spaces that cater to people from various backgrounds. A reading culture promotes social inclusion by providing a common ground for individuals with diverse interests, fostering understanding and tolerance.
 4. **Cultural Preservation:** Public libraries often house a rich collection of literature that reflects the cultural heritage of a community. Encouraging a reading culture helps preserve and celebrate this cultural diversity through literature and storytelling.
 5. **Lifelong Learning:** A strong reading culture encourages a habit of lifelong learning. Public libraries serve as lifelong learning centers where people of all ages can explore new topics, acquire skills, and stay informed about the world around them.
 6. **Personal Growth:** Reading has the power to inspire, motivate, and contribute to personal growth. Public libraries, through their reading programs, empower individuals to embark on a journey of self-discovery, learning, and personal development.
 7. **Economic Empowerment:** Access to a well-rounded collection of books and resources in public libraries can contribute to economic empowerment. Individuals can enhance their skills, explore career opportunities, and stay informed about

Defined objectives framework in public libraries for Reading promotion :

Establishing objectives for cultivating a vibrant reading culture within a public library is essential to guide initiatives and measure success. Here are some key objectives that a library might set to promote and enhance its reading culture.

Increase Patron Engagement:

Increase the number of library patrons participating in reading programs, book clubs, and literary events by a certain percentage within a specified time frame.

Measure success by tracking attendance and community feedback.

Diversify Book Collections: Expand and diversify the library's book collection to better represent the cultural, ethnic, and demographic diversity of the community.

Measure success by the percentage increase in the acquisition of books from underrepresented authors or on diverse topics.

Enhance Digital Literacy: Improve digital literacy among library patrons by promoting and increasing the usage of digital reading resources, such as e-books and audiobooks.

Measure success through the increase in digital resource borrowing and participation in related training sessions.

Promote Lifelong Learning:

Objective: Foster a culture of lifelong learning by developing and promoting educational reading programs for patrons of all ages. Measure success by monitoring participation in educational programs and tracking the acquisition of knowledge.

Increase Community Partnerships: Establish and strengthen partnerships with local schools,



community organizations, and businesses to expand reading initiatives and literacy programs. Measure success by the number of successful collaborations and the impact on community engagement. Edge through library resources.

Improve Reader Advisory Services: Enhance reader advisory services to provide more personalized book recommendations to patrons. Measure success by tracking the increase in the use of advisory services and patron satisfaction with recommendations.

Create Inclusive Reading Space: Develop welcoming and inclusive reading spaces within the library that cater to different reading preferences and demographics. Measure success by gathering feedback on the library's physical environment and observing the use of different reading spaces.

Support Local Authors: Promote local authors and their works by hosting regular author events, book launches, and dedicating library space to local literature. Measure success by assessing the engagement of the community with local author initiatives and the increase in local author participation.

Measure Literacy Impact: Implement and assess literacy initiatives to measure the impact on reading skills within the community. Measure success through pre- and post-assessment of literacy levels and feedback from participants in literacy programs.

Encourage Reading as a Social Activity: Foster a sense of community through shared reading experiences by organizing and promoting social reading activities. Measure success by monitoring the number of participants in social reading events and gathering feedback on community-building aspects.

These objectives can serve as a foundation for libraries to develop a comprehensive strategy to cultivate a thriving reading culture that benefits the community and aligns with the library's mission and values.

Major Issues :

Impact on Community Engagement: A stronger sense of community engagement is correlated with greater involvement in library reading programmes.

Implication: Strengthening the sense of community among library users can be achieved through promoting and growing reading programmes.

Diversity in Book Collections: Increased library utilisation and greater patron satisfaction are the results of inclusive and diverse book collections.

Implication: The library's attractiveness and capacity to serve the wide range of community interests are positively impacted by its emphasis on a diverse selection of books.

Integration of Technology and Usage: Increased use of digital resources is correlated with positive feedback regarding the integration of technology, such as online catalogues and e-



books.

Consequence: Adopting technology improves patrons' access to and convenience with library resources.

Impact of Author Engagement: Local authors' events and book-related conversations have a positive impact on the effectiveness of Reader Advisory Services: Increased book borrowing and library visits are associated with patron satisfaction with reader advisory services.

Relevance: Personalised recommendations improve readers' overall reading experiences and motivate them to visit the library regularly. Effect on Community Engagement: Participation in library reading programmes is positively connected with a higher sense of community involvement.

Implication: Promoting and expanding reading programmes is one way to strengthen the sense of community among library patrons.

Diversity in Book Collections: Open and varied book collections lead to higher patron satisfaction and increased library usage.

Implication: By placing a strong emphasis on a diversified book selection, the library is able to better serve the vast range of community interests and is more appealing.

Integration of Technology and Usage: Positive comments about the integration of technology, including online catalogues and e-books, are connected with increased use of digital resources.

Conclusion and Recommendations :

In general, based on the study, it can be concluded that public libraries greatly aid in the promotion of reading culture among library users. Besides, the public library has been used by many for the purposes of gaining knowledge and relaxation. However, long distances to reach the public library and financial constraints have been observed as the major challenging factors. On the other hand, addiction to watching television and challenging factor that impedes the efforts played by the public library to enhance reading culture. The study therefore recommends the establishment of several branches of public libraries and if the possible establishment of mobile libraries so that library users will not need to travel a long distance to find a public library. Furthermore, public libraries should ensure that they provide reading materials with titles that connect to the needs of their users as well as the language that the majority of their users are familiar with. Having reading materials that are unrelated to the user's needs or in a language that the user is unfamiliar with is a waste of resources. As a result, in order to properly manage resources, the library should own reading materials that will be used by library customers. However, public libraries should ensure that when they receive gifts or donations, they are aligned with the collection management policy.



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