

**TOPICS IN LIBRARY SCIENCE  
AND  
INFORMATION SERVICES**

**Nidadavolu Malathi  
2022**

## FOREWORD

Recently, I had to go through my old files and, in the process, I came across these articles, which I have written while I was working in a library, and later, in real estate. I decided to put them together as one file, for old times' sake.

I separated the articles into two sections: 1. the articles published during my avatar as a librarian, and, 2. as my avatar as a Realtor. In these articles, despite my calling, I addressed the issues as general observations as a foreigner. For that reason, I put them down as a matter of cross-cultural communication.

Contrary to the many here, who believe I am careless about grammar and spelling mistakes, you can see that I *was* careful always careful, as you can see my corrections on the pages even after they were published. :D).

I am grateful to my son-in-law, Jonathan M. Blue, for meticulously scanning the pages. That has been an immense help in putting together this e-Book. Thanks, Sarayu, for bringing him into our home, and into our family.

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### Table of Contents:

#### Section 1

1. Men of Libraries and Librarianship. (A Book of Who is Who in Library Science. Although it is titled, "Men ...", it has included women too. :D)
2. Home Library
3. The Problem of Building Library Collection in the Context of Publishing Trade
4. Library Education--A Point of View
5. Reading Materials in Indian Libraries
6. Library Movement in Andhra Pradesh (in *Indian Librarianship: Essays*)
7. Library Education, A Point of View

#### Section 2

1. Problems of Communicating as a Foreign Consumer
2. Trust Across Cultures is a Two-way Street
3. Humor and Appearance in Cross-Cultural Communication

**MEN OF LIBRARY SCIENCE  
&  
LIBRARIES IN INDIA**

*Edited by*  
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*Associate Editor*  
**M. K. GAUR**

**1967**



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## THE HOME LIBRARY

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In other countries, Personal Library <sup>is</sup> a common adjunct and there seem to be times when the contractors designed the Home Library so as to fit in the general appearance of the drawing room. In India the situation was quite different. Knowledge was handed over through generations orally, and group discussions <sup>were</sup> prevalent in the Society. And the scriptures were preserved in ~~closed~~ <sup>rooms</sup> ~~allowing~~ <sup>permitted</sup> only the chosen few to handle them. In the late eighteenth century, the British rule along with other habits brought into the country ~~the~~ book consciousness. It is about this time <sup>that</sup> personal libraries started ~~growing~~ growing up and one of the best collections is Asutosh Collection now housed in the National Library of Calcutta.

Literacy in post-Independent India is estimated 28 per cent and if only actual readers are taken into consideration the figure falls far below the mark. It is not very difficult to see the gap between the actual and potential readers in any specific area. The Public Library with its numerous branches strewn all over the country is yet to develop to its full stature to achieve its objective. For reasons of its own, the acquisition programme of the Public Library is far from satisfactory. The Public Libraries will do well to encourage building up of personal collections.

Apart from general lack of interest in books, the factors that are deterrant to building up of private collections are want of guidance in the selection of materials, high costs of books, paucity of reading materials in Indian languages and space problem in private houses.

The Private Library must be built up in an organised way. Text books preserved from the V Class ~~and~~ magazines and other light reading materials could in no way form a library worth the name. To start with, one must have books relating to political and cultural history of the country, social and economic conditions, biographies and autobiographies of the National Leaders, and brief

introductory works on literature and fine arts as basic collection. Such books give a balanced view of life and society whatever be one's special interest, and eventually establish one's position in the society. Variegated interests break monotony and add colour to an otherwise dull life. Different subjects introduce him to ~~different~~ different groups of people, provide him an opportunity to study more people and exchange <sup>of</sup> ideas at large. In fact a well-organised reading would justly fulfil the requirement of General Education that was a miserable failure in the Colleges and Universities. Persons interested in specific fields of study may purchase books relating to their study but confine themselves only to such books as are not normally available in general libraries, required for constant use, and books that ~~make~~ make valuable contribution to the development of knowledge. ~~It~~ It is equally important to see that different views are equitably represented by the collection.

A word about journals may be pertinent here.

As per the report of the Registrar of Newspapers, 1967, ~~there are~~ 11678 periodicals are being published every week, every fortnight, every month in India. What is unfortunate about ~~is~~ them is, a great number of the periodicals are meant for light reading; and while <sup>they</sup> helped to give us a wider reading public failed to give us better taste. The few subject journals <sup>existing</sup> are striving hard for their survival partly at the connivance of the professionals. Those who profess interest in their subjects will do well to revive these professional subject journals and thereby contribute their share.

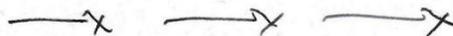
It is also necessary to furnish books for children. They should include, in addition to story books and picture books, an atlas, dictionary, children's encyclopaedia, if one could afford it, books narrating the biographies of national leaders in simple language that could impress on the minds of the youngsters.

The prices of books are often found beyond the means of common man. ~~The libraries~~ Part of the fault lies in libraries for the Authorities insist on high discount, and the

book-sellers depend on libraries for their market. As a result they raise the price of the book and offer 10 to 15 or even 20 per cent discount. In this bargain between the libraries and book-sellers the individual buyer suffers because he has to pay the full price. It may be observed that even the State and Central Government publications are priced rather high. The Commercial Tax Office exempts teachers from paying tax on the amount spent on books. This provision could be extended to cover all books or books costing more than a specified amount.

In the All India Library Conference, December 1968, at Indore, the Seminar on the Reading Materials in Indian Languages expressed the view that the reading materials in Indian languages leave much to be desired. If fiction, that too of poor quality, is left out, there is practically very little that could be purchased for a personal library and preserved for future generations. Owing to the Government's decision to introduce regional languages as ~~auxiliary~~ media of instruction, books are being prepared in regional languages. But these books are meant for class room use and their quality is still a matter of controversy. At the moment the bibliophiles should restrict themselves to English if they were to build up a library of some consequence.

The public library should encourage building up personal collection. It is a wrong notion to say that the personal library prevents one from using the public library. On the other hand, it drives the urge to read more and more books. The public library should help the individual in book selection. An Indian could ill-afford space for a host of books without any direct bearing on his life and conditions. However small, it is the meaningful collection that matters.



## THE PROBLEM OF BUILDING LIBRARY COLLECTION IN THE CONTEXT OF PUBLISHING TRADE

by

N. Malathi

The acquisition programme of a University Library is three-fold comprising of purchase, gift and exchange. While the librarian has little control over gift or exchange materials, the purchasing policy is entirely his responsibility. The university librarian has to develop the principles governing that part of acquisition programme where money matters.

On the one hand, the librarian must have a good understanding of the various branches of study in the colleges in his jurisdiction, their coverage, different levels of teaching, areas of specialisation and particular topics in which research is in progress. This would enable him to visualise the library collection in its correct perspective and develop it in a planned way. On the other hand, he must possess a good knowledge of standard works in each subject field, standard authors, reputed publishing firms, a capacity to evaluate a work in hand, ability to discriminate a good review from a biased one. The minimum expected of any library is the collection of basic text books and reference tools without which even regular study is impossible.

The business tactics of the purchasing library requires maintenance of friendly relations with publishers without prejudice to professional ethics. While gathering materials for his library, the librarian develops contact with a number of publishing firms which in turn helps the librarian

to judge their publications in view of local needs. The latter half of the 20th century acknowledged librarian as one fully aware of the needs of his clientele.

At this juncture it is pertinent to review the position of publishing in relation to purchasing system of the university libraries in India. Writers create books in order to diffuse new ideas or thoughts, while the publishers and the librarians share between themselves the duty to disseminate these ideas or thoughts. The publisher's activity must of necessity comprehend educational consciousness and spirit of service to the mankind.

The first problem in relation to the books for serious study is paucity of available literature. Mr. S.N. Chakravarty has discussed at length the various ramifications of the Book Production in India tracing development of the publishing trade from pre-historic times to modern period<sup>1</sup>, and any attempt on my part to do the same will be an unnecessary repetition. Mr. Chakravarty postulates that the causes of decline in the production of books in India lie in the abolition of Indian Education Service about the year 1930, and consequent drain of the intelligentsia to non-academic fields like Indian Civil Service, Audit and Accounts Service, and Foreign Service— which resulted in the progressive deterioration of competent authorship; secondly, to the World War II that encouraged the best qualified hands to

join the Institutions auxiliary to War Services. There is no proper incentive for authors to produce first rate books and research materials. I am even aware of a few authors in search of publishers, and even after publication, were required to advertise their own books. There are authors who were willing to bear the entire expenditure of publishing their books and stand a little loss too if only their books could see the light of the day. In the United States the authors of scientific and technical books were not neglected partners, but receive a share of the proceeds larger than the publishers, claims Mr. Curtis G. Benjamin<sup>2</sup>. Since Mr. Benjamin is the chairman of the Board of a highly reputed publishing company, his statement, at least as far as McGraw-Hill books are concerned, cannot be refuted. The Indian authors cut a sorry figure for the obvious reason the publishers have been vieghing business against all other considerations so far. If the book trade is to prosper, the publishers should recognise urgently their scholastic responsibility.

While the publishing trade itself is ill-organised, the supply position is still worse. It is nearly common to announce one title and supply a slightly different title without any specific mention of the announced title and thus causing much otherwise avoidable correspondence. This is not a special feature of any particular country but seem to be universal. The title that appears in the latest Mac-Millan catalogue appears in a modified form in the latest Books in Print and only the purchaser understands the headache it causes. There is one

Indian publisher with the distinction of having published a book by the same author published in the same year but with an additional chapter in some copies and with price one rupee higher. Such anomaly could be discovered only when two copies are ordered at the same time and two different copies are supplied at the same time. Another deplorable practice is to camouflage subsequent impressions as 'editions', 'revised editions', 'revised and enlarged' with practically no modification or improvement in the text. Not infrequently the typographical display of the title page places improper emphasis on the name of the patron showing it in the place of author's name in bold-type, and giving the author an inconspicuous corner<sup>3</sup>.

Another factor that vexes a university librarian is the supply of paperbacks against a firm order for library editions. That a library prefers a library edition to a paperback is a fact that any bookseller supplying to university libraries must be aware of. Still many a bookseller supplies a paperback either out of callousness or because he has in his ready stock only paperbacks and anxious to prove that he has taken minimum time to execute the order in full. While the business part of the bookseller in this connection is appreciable, the supply scene is not exactly gratifying for the simple reason that libraries are in the main concerned with the life span of a publication. At times chief-stockists disclaim a publication as not their agency publication, even when their original agreement proves contrary. Often the chief-stockist or the publisher

throws the blame on the intermediary bookseller and the bookseller reproaches the chief-stockist. Only the unfortunate librarian turns scapegoat of both.

Terms of supply in India differ from the terms abroad. Mr. John J. Veenstra has made an interesting study of the librarian-publisher relationship and seemed to conclude that it is cheaper to purchase through a jobber than from a publisher<sup>4</sup>. According to the figures he arrived at in a survey of 194 publishers, maximum number of publishers preferred direct purchase but offered poor discount thus forcing the librarian turn to jobbers; a considerable number showed preference to buying through jobbers but offered such fine discount as to make direct purchase profitable. For a university librarian it may be beneficial to purchase foreign publications through agents in India. The librarian gains considerable time and energy otherwise wasted in ascertaining full bibliographical details of the titles required, discovering the pertinent suppliers abroad, time involved in correspondence, the problem of payment, etc. The publishers abroad too may prefer to attend to bulk orders from chief-stockists rather than to individual and slender orders and thus spend much of their time and money by way of packing, forwarding, invoicing, etc. Again it has been my experience, the representatives talk much and do little. Of course the fault may be in the policy rather than in the person.

One of the reasons for unsatisfactory supply on the part of the booksellers may be the conditions the libraries stipulate. We are still in the deplor-

able habit of bargaining for higher discount, lower conversion rate, free freight and thus place ourselves under their obligation. Here obligation becomes an unwritten law. John J. Veenstra advocates that publishers offer lesser discount.<sup>5</sup> In India, publishers offer highest rate of discount varying from 12½% to 20% in the case of their own publications, while the rate for other publications varies from nil to 10%, 5% being common. But the publishers' interest in responding to small orders is poor. Margaret Saul expresses the same view after a survey of special libraries' purchasing policy<sup>6</sup>. "Although the libraries consider the slow service from wholesalers exasperating, they find the service supplied by the publishers themselves even worse—and some say, completely inexcusable", observes Margaret Saul. Probably workload in attending to a multiplicity of orders in small quantity is not in direct proportion to the ultimate proceeds.

Dr. S.R. Ranganathan suggests to stipulate the following conditions while purchasing books from booksellers<sup>7</sup>: "(1) Every volume should be carefully collated before being supplied. If any defect is discovered at this end, the vendor should take back the defective copy and supply a sound copy at his own cost, including the to and fro freight; (2) The latest edition of the book is to be supplied, unless there are specific instructions to the contrary; (3) If the order copy contains a note that a certain edition of a particular book is already in the library he should find out if the later edition in the market is substantially different from the one in the library. If not, the

book should not be supplied; but an advice should be sent. In case of doubt, he should state the case and supply the book only after receiving a confirmatory order; (4) If a book is the reissue of another book under a different title, he should advise the library about it and supply it only after receiving a confirmatory order; (5) If a book is an off-print from a periodical publication or another book, he should advise the library about it and supply it only after receiving a confirmatory order; (6) If a book is really a foreign publication, though listed in the trade periodicals of his country by the local representative of the foreign publisher, he should advise the library about it and make the supply only after receiving a confirmatory order; and (7) If any book occurs in more than one order or is covered by any of the standing orders, only one copy should be supplied and a second copy should not be supplied without getting a confirmatory order.

In all these cases if the vendor sends a wrong supply he should take it back at his own cost."

Almost all the vendors accept the conditions 1 and 2. But intermediary booksellers may not be in a position to accede to condition 3, for various reasons, one of them being the intellectual qualification such service requires. In regard to items 4, 5 and 6, one wonders if it would not be more in conformity for the publishers to include the information in their catalogues. Similarly condition 7 actually covers work to be done by library staff rather than by bookseller. It is also to be noted that the Indian Book Trade has not yet reached that

height where sufficiently qualified hands could be engaged in the trade to discriminate between different editions. Rarely a bookseller bothers if the same item appears in various orders. Not infrequently I felt it would suffice if the firms do not effect duplication against the same order.

Lack of book selection tools for latest publications has been a great handicap for the university librarians. In the case of foreign publications, the Publishers' Weekly, Books in Print, Cumulative Book Index, British Book News, British National Bibliography cover major portion and come in handy; but, it is not so in the case of Indian publications. The Indian National Bibliography supposed to be monthly is dishearteningly slow and does not appear to be comprehensive especially where books in Indian languages are concerned. There are some trade journals like the Indian Publisher and Bookseller, The Publisher's World, The Book-Seller, Publisher's Monthly, Asia Bulletin, Taraporevala's Book List, etc., but most of them limit their scope to their own publications and often do not give complete details. For instance Taraporevala's furnishes only title, author and price. Publisher's Monthly covers the publications of only two firms. On the other hand, Asia Bulletin in addition to author, title, price also gives gist of the subject under treatment in each book. Some dailies and Sunday Supplements cover a minor portion of publications in their review columns. Although a very small number of reviews could claim attention of the serious book selector, a great majority render themselves useless because of

the immature way the reviewing is done. Sometimes a review just means to give vent to the personal whims of the reviewer rather than expressing views of the author. The state of affairs is often worsened by omitting such details as price, place of publication, pagination. Thus the position of Acquisitions Librarian in India is ill-placed when compared to his British or American counterpart, for he has to scan any number of journals for selection and yet feel his file incomplete. Multiplicity of the selection tools is a serious impediment. Moreover no library can subscribe to all journals and papers and no scholar can spare enough time to scan through all of them.

Alternatively the librarian depends on the book lists served by booksellers as 'On ready stock'. What the booksellers often pass on as 'in ready stock' are not latest publications but only old stocks of books, copies of which would have already found place in any library normally a decade old. Secondly, the lists are either carbon copies taken on a typewriter probably 8 at a time, or stencilled in an unattractive form and furnish only title and price. Little wonder, librarian is left in a state with such lists in hand and no earthly place to look to.

Incidentally I may mention the shortcomings of Dealer Library Plan. According to the Dealer Library Plan, the publishers send their latest publications to the libraries on approval say for a period 10 days. The library reserves the right to accept or reject a book depending on the local need. Under the plan; the library has a chance to receive all the latest publications automatically as soon as

they are published. The system however imposes a few restrictions on the library. If the book is not approved, it should be returned within the specified date. The firms insist on early payment, if book is approved. Normally in libraries where authorities other than librarian are to accord sanction, the procedure to purchase a book consumes 3 to 4 weeks. Secondly, the librarian has to define his requirements in the most specific terms for the Dealers expect the libraries to accept 80 to 90 per cent of such supplies. Conversely the vendors must be able to assess precisely the requirements of libraries and avoid unnecessary supplies. The vendors should not take undue advantage of the agreement and dump on the librarians mediocre books under the cover of catering to the needs of general interest.

This plan is not needed for purchase of books for graduate study because usually the graduates require only prescribed books which are selected from published literature. The plan would be of help to post-graduate students for purposes of noting down the latest developments in their related fields. But for research purposes, acquisition through the Dealer Library Plan may not be of great value. Research scholars need, more than latest books, the current periodicals or research reports of other institutions, laboratories, conference papers, government publications, statistical reports, specifications, historical documents, earlier publications for comparative study, theses or dissertations submitted to other universities, and such other material as are not usually available for purchase in the market. The latest

publications in the form of books play a minor role in research. This is particularly so when considered in the context of research in progress in any specific area.

The standing order plan is a slight variation of the Dealer Library Plan. The plan covers only serial publications and ensures regular receipt of a particular series. Since the standing order plan warrants prior sanction for all the subsequent publications, the process of settling account takes less time than in the case of Dealer Library Plan. The librarian however has to watch over the expenditure in any one financial year for the items supplied against standing order cannot be rejected or deferred.

The situation in the United States or Great Britain may be better but not different altogether. Publishers abroad are aware of the problems librarians face and exerted themselves to rectify them. One such attempt to vitalise publishing trade and gain recognition for the publishers in Great Britain is the formation of Publishers' Association in 1896 open to publishers in the United Kingdom. The Association not only supplies the members with information and advice on all matters—technical, legal and economic aspects of publishing, but also maintains Export Department, Home Market Research Department—in order to prepare statistical analyses of sales market. The Association conducts book-production training courses. The Booksellers' Association of Great Britain and Ireland, a branch of the Publishers' Association, has its representatives on bodies like National Book League, British National Bibliography, etc.<sup>8</sup>.

American Bookseller's Association, started in 1900, is directly concerned with buyers and has distinct functions to serve the purpose of the buyers. One of the functions is to act as clearing house for information on all relevant matters from how to open a book-store to locating an obscure title not listed in the standard directories. The Association seeks to protect the interests of the members by sponsoring fair trade legislation and undertakes such programmes as Book Production Programme, home library for every family; participates in the National Library Week celebrations and thus integrate itself in the life-blood of the community. The Book Buyers' Handbook, a publication of the American Booksellers' Association, is an extremely useful one for librarians because the Handbook furnishes schedules and terms of almost all publishers in the United States.<sup>9</sup>

#### Conclusion

Many of the faults of the publishing and bookselling trade are attributable to lack of organisation and rectifiable with least exertion on the part of the publishers. It is high time the Publishers and Bookellers take active interest and develop the trade on the lines their British and American counterparts have done. Award of Padmasri to an Indian Publisher is a happy sign and augury of quality publishing. Any educational programme of the country remains incomplete without the active co-operation of the publishers, booksellers and librarians.

The publishers collectively must work out their problems, evolve an ethical code, encourage writers of

high calibre, suppress fake publishing activities in the country.

Booksellers — as intermediary agency—should live up to the requirements of the librarians and publishers alike, ready with as much of bibliographical information on hand as possible, develop healthy competitive spirit instead of present cut-throat competition prevalent in some areas, and act not only as buying-and-selling media between the librarian and publisher but help establish better

relationship between the two parties. For instance the librarian can suggest the areas of knowledge where literature is poor; introduce writers of high calibre. Conversely, the booksellers and publishers may organise groups for specialisation in various subject fields thus enabling the librarian to know where to look for a particular title and thus avoid wading through a sea of publishers' catalogues and Book sellers' lists.

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LIBRARY EDUCATION - A POINT OF  
VIEW

N. Malathi. M.A., M.Lib. Sc.

Literature on Education for Librarianship has nearly inundated the field and one more may not be the last straw. Much has been said about preparing School Librarians, Special Librarians, redrafting the old syllabi, refreshing the Library Science Teachers; and, as a side issue, dovetailing the librarians to Adult Education Programmes. Some were contending for status for librarians and others questioning reasons for discounting librarianship as an honourable profession. A great majority do complain of low Pay scales. Probably most of the complaints are traceable to lack of coordination between the library science course and other subjects against the common back-drop of total educational set up. If we revert to the various modifications, revisions, improvements, recommended, suggested, implemented or under consideration for educating the future citizen, my point will be all the more clear. One of the major problems that is confronting today's educationists is over-specialisation and lack of general knowledge of the student even in matters that will have bearing on his employment opportunities. While students are agitating for the removal of the General Education paper, the educationists are worried about the means to impart into students that part of curriculum to make them a well-balanced human beings and not human machines <sup>chiselled out to work</sup> ~~capable of working~~ in a minutely narrow circle. I wonder whether a well-thought out educational programme strongly supported by active library programmes such as formation of reading circles, circulating reading lists, conducting meaningful exhibitions of library resources would not yield better results.

### Present position of Librarians:

Though the position of librarians when compared to that in the early parts of the 20th Century, shows some improvement it still stands ~~no~~ <sup>achieved by in</sup> comparison to the progress in the other fields. The scale of Pay or status recommended by the University Grants Commission (i.e. to be treated on par with teachers) as early as 1965 still remains a matter <sup>for</sup> ~~awaiting~~ <sup>and in some</sup> implementation in some Institutions ~~of~~ not for consideration. A great majority of the educational institutions in the South have not implemented the UGC ~~Scale~~ Scales fully. In some of the Universities where the authorities have given the impression that they were giving the UGC Scales of pay, the grades are not consistent in regard to the subsequent cadres. For instance, one University adopted Professor's scale for the Librarians but fixed the next grade at a starting of Rs.350/- with no intermediary grade. Worse things could be said of status. At the moment the Librarians seem to have formed a species by themselves belonging neither to fish nor to fowl. Some Universities treat only Librarian and Assistant Librarian on par with teachers - that too only for purposes of Pay scale - and categorise others as Non-teaching. Again if the Librarian and Assistant Librarians are given the status of teachers, the question of permission to register themselves for Ph.D. arises. At least one University refused such permission. Then what are the substantial reasons for refusing such permission? Another question that passes one's comprehension is why the Librarian is not made ex-officio Senate member, while all other Heads of Departments and Institutions are admitted to the Senate.

### Employment Potential:

As I have already mentioned earlier, librarianship is strapped to the eradication of illiteracy programmes. A very modest estimate of librarians required in the next ten years as worked out by Sri.N.C.Chakravarti set the figures at 24000 graduates

and 25000 undergraduates for the entire Public Library set up including School Libraries. One would think the employment potential for librarians in India is charming. But the facts belie position. It may be curious to note the sort of reluctance evinced by various managements to employ qualified personnel. In other words ill-qualified or underqualified staff in libraries and employment problem for the graduate librarians are existing side by side in the country. We may trace the reason to failure on the part of working librarians to impress upon managements and thereby the need for <sup>is</sup> insisting on qualified hands.

Second anomaly is the insistence of merit in the academic degree beside the professional degree for senior positions. There is every meaning in asking for rank in the relevant subject field and that is what I suppose is the practice in other fields too. But to insist on distinctions in the academic line inspite of good professional degree may not be just. On the other hand, such criterion for selection narrows down the scope for promotions and appointments. In this connection the recommendations of the University Grants Commission have got to be revised. For instance, according to the present requirements of the University Grants Commission a person having B.A. III Class, M.A. II Class and B.Lib.Sc./D.Lib.Sc. will be preferred to one having M.A. III Class B.Lib.Sc./D.Lib.Sc. I or II Class and M.Lib.Sc. I or II Class. And a close scrutiny of the qualifications will show that the latter will have better knowledge of the subject he is to deal with.

#### Training for Librarianship:

Against this background of the educational set up, I would like to make a few suggestions for considerations of the stalwarts in the field of Library Science. I need not review here various courses offered by different institutions because earlier issues of <sup>Library science journals</sup> ~~Library science journals~~ contain plenty of information on the subject including individual observations, remarks, comments, suggestions and recommendations.

~~Library Science differs~~

Library Science differs from other subjects of study in as much as it is ubiquitous with universal appeal. Hence there is an urgency to impress upon the public and elite the ubiquitous nature of the subject. Just as study of one language is necessary to serve as a medium of communication, the study of library science should be made a common subject to introduce the student to the world of books. I put forth my argument as follows: let us suppose all students in the Intermediate Colleges are given a short course in library techniques. This will make them feel not only at home in huge library buildings but also makes them familiar with little routine matters. The library staff will be saved of giving little embarrassing instructions such as "Do not dog ear pages," "Any kind of marking prohibited," etc. So-called orientation programmes, minor formalities at the Counter, short-range reference questions like the height of Alps or Volume coefficient of the expansion of air will settle of their own accord in a good number of cases. Professional members neednot mistake that I am suggesting means to cheapen professional talent. It is an accepted fact that in many libraries most of the sub-professional duties like collation, card-writing, typing of cards, filing of cards, issuing and returning of books, filing of books, searching for duplication are being performed by clerks or attenders who would not have any professional qualification but work under the supervision of professionals.

The students may be taught to use catalogue, to handle the books with care, consult simple Reference Materials and be acquainted with Counter transactions. They must be made to understand that reading too can be fun. This kind of acquaintance with the library and the ways of the books make the students better form library habit than all the wall-posters and articles in professional journals put together can do. Such students can better serve adult education programmes

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because they know their circles and the tastes of those circles.

Library Science can also be offered as an optional subject at Intermediate and B.A. levels. These students can be engaged in various kinds of subprofessional duties which are now being performed by non-professionals. In addition, this kind of education provides multifarious opportunities for the students and thus there is greater scope for the subject to attract more and more students.

If this proposal could be considered, then the present B.Lib.Sc. Course will be an intensified training course designed to meet the needs <sup>of</sup> supervisory jobs or of special librarians. The course leading to Master's degree must necessarily be research-oriented.

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N.Malathi.

The literary tradition of a country presupposes a developed chirographical technique, matured thought processes and an inclination to disseminate knowledge. A book is a sheaf of papers containing in a given set of characters a group of ideas or views of the author. The ideas or views expressed may be amusing or enlightening. The sum total of the views or ideas handed down to the succeeding generations is the literature of the country. The earliest form of recorded information was a cluster of rudimentary signs etched on stones. In the sixth century when the Chalukya kings declared Telugu as official language it is presumable that the language had developed its elementary principles and the people had learnt to think and write. The material of the book had changed from the stone to the palm-leaf about the 11th Century. The first (known) poet Nannaya set on his mighty epic work "Maha Bharata" in this Century. In the 11th., 12th and 13th Centuries the literary activity was subservient to religious movements and confined to promulgate their religious movements and confined to attitudes, beliefs and life after death. Most of the works were commissioned undertakings or works written to flatter the kings since the poets had to depend on the rulers for their subsistence. In the 13th Century Tikkana and in the 14th Century Srinatha developed a shade of originality by incorporating civic responsibilities, social ethics (cf. Mahabharata) and social satire (cf. Kreedabhiramam) in their works. The 17th Century evinced the early signs of decadence. The poets shifted their goal from the transcendental to the empirical or mundane and broad farce - a phase that seemed to have cast the shadow of the events to follow.

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In the following period the writers lacked originality, freedom of thought and expression, and the vital spark of life. People started feeling the presence of the foreign rulers, the arrival of East India Company, and the long miserable thralldom that was ahead.

In 1905 Lord Curzon declared division of Bengal - which created havoc in India. In 1907 Bipinchandra Pal arrived in Rajahmundry, Andhra Pradesh and his voice instigated all the lovers of the land to their sense of duty to the motherland. Iyyanki Venkata Ramanaiah, Chilakamarthi Narasimham, Mangipudi Venkatasarama, Gadicharla Harisarvottamarao, and others threw in headlong their lot with the revolution.

In the last quarter of the 19th Century pioneer social reformer Kandukuri Veeresalingam took the reins into his hands in order to free the people from the bonds of hoary conservatism. There were many drawbacks in the old religious moral code, many distorted constructions of the rituals, abuse of terms - which lost all their past significance and remained a social inconvenience, if not direct evil. Part of the reason for this condition was felt to be ignorance of the public.

Thus the Library movement in Andhra Pradesh, unlike in ~~the~~ other countries, has evolved from the people and closely intertwined with the social and political history of the country. It has come from the people with genuine interest to ~~the~~ educate.

It is impossible to refer to the library movement in Andhra Pradesh without referring to Sri Iyyanki Venkata-ramanaiah, whose ~~a~~ versatile personality even today suffuse the field with a lively glow. In 1914 Sri Venkataramanaiah, along with Sri Suri Venkatanarasimham, organised a library conference which has sown the seeds for the present history

of library movement in Andhra Pradesh. The Association since has worked with extra-ordinary grit to educate the people, to inculcate reading habit in the mass and encourage ennoble oneself. Library tours on foot were conducted, public meetings were held, books were furnished even on boats that became popular as floating libraries, library science classes were conducted, conferences at All India level and state level were organised, and people were approached ~~ix~~ individually and personally at all gathering places - whether it be temple or market place. The percentage of literacy has gone up from the single digit in the first quarter of the 20th Century to 28 % in 1966, and we owe our achievement to the relentless zeal of the poineers in the field. Sri Iyyanki Venkataramanaiah urged the writers as early as 19<sup>34</sup> 19<sup>34</sup> to write books in Telugu language on scientific and technical matters because it would not suffice if we creat reading habit but we must also keep it up by supplyigg books constantly. That is the third law of library science. But I should say that the books in Indian languages have not been so profuse. To be precise, the correct kind - the standard book - is despecately wanting.

The reading public may be broadly defined into four classes:

- 1) Those who read for time-killing, amusement, as diversion from the drudgeries of day-today life;
- 2) Those who read to educate themselves on social, religious, ethical, scientific and technical matters; or, to learn a language;
- 3) Children for learning a language, amusement, understanding the lementary principles of science and civics;
- 4) Women.

#### BOOKS FOR PLEASURE

Sri Kandukuri Veeresalingam could almast be named as the father of modern Telugu literature. He explored all the possibilities of literary technique with the exception of probably

free verse and short story. His first novel "Rajasekharacharitra" is the first novel in Telugu- Sri. Chilakamarthi Lakshminarasimham , Panuganti Lakshminarasimha Rao, have also contributed their mite to make the novel popular. At a later date G.Venkatachalam wielded his pen make the novel a media of communication for his ideas on the social conditions. His works caused less amusement and more disturbance in the society. In the more recent times, the Western civilization as in every other field, has been instrumental in the shaping of the modern novel. The result is the production of fiction on large scale by the half-baked authors and published by money-making publishers.

The quality or quantity of periodical literature has not been encouraging either. At present the figure of the periodicals is estimated at 460. About a century back when the periodical publication started, the interests centred round specific subjects - such as informing the public on current affairs , social reforms, etc. Periodicals like "Viveka Vardhani", "Chintamani", published articles in addition to social matters, literary discussions, "Amudrita grantha chintamani" was devoted purely to the publication of unpublished books, editing of manuscripts, etc. Sri. Iyyanki Venkataramansah started a journal in 1907 under the title "Andhra Bharati" which ~~xxxx~~ has a special place in the history of periodical literature. Andhra Bharati was an official organ of the Library Association and as such dealt with all subjects - literature, music, art, sculpture, history, biography, agriculture, industry, A to Z. The same paper is continuing its publication under the title "Granthalaya Sarvaswamu" since 1915. The speciality of the paper lies in its service to create library consciousness among the people. The names of "Sasi-lekha", "Godavari" (daily), "Andhra Kesari"(Daily), "Desamata" (Weekly), "Hindu Sundari"(a monthly for woman) go long way in connection with the Andhra Movement. The periodicals that

stood the test of time and continue to the present are "Andhra Patrika"(weekly and dialy), "Krishna Patrika"(weekly) "Gruhalakshmi"(monthly for women), "Bharati"(monthly), etc. Andhra Jyothi recently started has been making good progress and started a Weekly also. There are dialies and weeklies like "Andhra Janata" and "Andhra Bhoomi" being published from Hyderabad but their circulation it may be said is restricted to Telengana area as the couldnot effectively compete with the dialies from Vijayawada and Madras. But one must admit that the "Viswa rachana", offical organ of the Navya Sahiti Samiti, "Srujana"(Quarterly) are of high calibre. As has already been pointed out, the journals in the later half of the 20th century have greatly increased in number. Many have been doing considerable service to the cause of literature, society, and political ideology. The various interests include reflections on social conditions, improvement of the position of women in the society, political catechism and the problem of amelioration of the economically backward classes besides the fiction provided as light reading. But even a cursory glance will show that the standard is poor, the quality disappointing. The reasons are not far to seek. The influence of the Western cultureso alien to the spirit of an awakened country through the imported films and books, purely business attitude of the publishers without ay regard for the veritable responsibilities of the newspapers, the urge to imitate the material supplied by a plethora of foreign periodicals mainly dealing with sex and violence and the consequent encouragement to the mdiocre literary talent. The appearance of chaepa editions of thrillers in large numbers during the last decade also emphasise the money-making tendency of the publishers and immature readers.

The dweepical fiction is at best composed of time-killers and  
The dropsical fiction is at best composed of time-killers and  
at worst may be held responsible for creating unhealthy atmos-  
phere. The Government is said to be taking steps to regulate  
the quality of the available reading material at several level  
but how far vested interests will allow such control is yet  
to be seen. Apart from the novels taken from the serial publi-  
cations in some magazines, quite a few novels make their appea-  
rance every month but here again the quality is mediocre.  
Of late, M. Sehsachalam & Co, Hyderabad has started publishing  
pocket books at considerably low price and the books are  
owrth reading once. A few classics are published but the  
reading public for them is limited.

#### BOOKS FOR ENLIGHTENMENT

Apart from the books and periodicals marked  
for light reading, there have been some books published on  
specific subjects. "Ayurveda Chandrika", "Vaidya Kala" in  
Medicine, "Yadatha Bharati" for the propagation of Hindu  
religion, "Andhra Law Journal" in connection with law, "Jameen  
Raithu", "Padi pantalu", in Agriculture, "Granthalaya Sarvaswamu"  
and "Pusthaka prapanchamu" in library science are attempts  
to popularise the respective subjects. Most of the journals  
are economically poor and striving hard to continue the publi-  
cation. The apathy of the book-sellers is also partly responsible  
for the existing situation.

While the number of periodicals is far from  
encouraging the number of books in the subjects is much less.  
Excepting a few books in the Indian medicinal systems, Hindu  
Religion - Hindu, Christian, and Muslim -, the text-book type  
of books are practically non-existent. Of late, Dr.G.Bala-  
sundara Rao has been writing on the English medical system  
articles and published a few books too. Such books and articles  
are meant for the non-technical readers. The National Book

Trust of India, Southern Languages Book Trust (Madras), the Central and Sahitya Academies have been encouraging publication of books on Indian History, Biography, of national leaders, and reference works such as concordances, encyclopedias and dictionaries, and reissuing of good classics, now out-of-print at a cheap rate is being subsidised by the Academies of the Provincial Government. The Government is publishing abundant material, ephemeral even it be, in the nature of pamphlets and leaflets in order to promulgate the government ideologies such as panchayat raj, block development, adult education and family planning. The material may be useful in instilling the civic sense into the citizens. In the area of general science individuals like Vasantharao Venkatarao, Mahidhara Ramamohana Rao, Vemaraju Bhanumurthi are contributing to popularise general science through articles and original books in Telugu. But I should mention that magazines on current science for lay-men are badly needed. In the areas of religion and philosophy, there is considerable literature including translations like Jnanaswara Bhagavadgita (from Marathi), Kamba Ramayana (from Tamil), Tilak's interpretation of Bhagavadgita (from Marathi) etc. and original teachings of Sankaracharya. While these books are accepted as standard works in religion and commendable for general reading, they may not be quite suitable for college studies. The Andhra Granthalaya Trust, established about two decades ago for the production of various kinds of literature required for the public libraries, published some books on agriculture. The books have been helpful to the common plowman to develop scientific attitude in his work.<sup>1</sup> Another organisation that has been working since 1959 for the promulgation of science is the Science-History-Telugu-Urdu Academy. The Academy has published 37 books so far. The works are claimed to be standard works.<sup>2</sup> In the field of Social Sciences, the Pratima books, Madras, has been publishing

contd 8.....

translations which are instructive to the laymen. The subjects covered are anthropological studies. In the past decade a few books on citizenship, current politics appeared but the total figure is inconsiderable. The scant material that might appear in the Weekly and Monthly magazines is far from satisfactory. One book that deserves however special mention and related to the social history of the Andhras is the "Andhrala Sanghika Charitra", by Suravarapu Pratapa Reddy. The work has a special place a pioneering work and source book.

Another kind of literature that is painfully omitted and for which there is a demand is the self-teaching aids in Telugu for the use of the non-Andhra World. In the past 3 decades there has been growing interest among others to learn Telugu language. But for one or two dictionaries and first standard books meant for the Telugu children, books are totally lacking in this area. Perhaps the Southern Languages Book Trust, The Andhra Pradesh Sahitya Academy or other similar organisations can take the responsibility and do the needful.

On the side of reference works, there are dictionaries, some outdated but sufficiently comprehensive. Sankaranarayana's Medium English-Telugu dictionary, Gowthama Nighantuva, English to Telugu, by Acharya Pingali Lakshmi-kantam, Jyothi Pictorial Medium Dictionary (which gives English words in Telugu script also) are for the present meeting the needs of the students and non-technical readers. A.D. Campbell in                      and C.P. Brown in                      compiled dictionaries from Telugu to English and the latter's work has become very famous and seen many editions since. Brown has compiled a dictionary of the spoken Telugu also. Galletti Di Cadilhac published in 1935 a dictionary entitled "Galletti's Telugu Deictionary (Of the spoken language), . The Special feature of the work is in it Teulugu words are given in Roman character with meanings in English. Though the dictionary /

does not claim to be comprehensive, is useful for the Non-Telugu people in learning the Telugu language, and as far as my knowledge goes unique in its kind. There are dictionaries Telugu to Telugu, e.g. "Andhra Vachaspathyam", in 4 vols., Vavilla Nighantuvu in 3 vols. are useful for the general readers. "Vidyarthi Kalpatharuvu" (2d ed. 1967) and "Padabandha Parijatham" (A.P.Sahitya Academy) are useful for the students of Telugu literature. While the former covers etymology, figures of speech, proverbs in Telugu, biographical information of Telugu writers, etc, the latter claims to be a dictionary of phrases. "Poorvagathalahari" is a dictionary of mythology and covers the characters depicted in the 18 puranas. Among other bilingual dictionaries, Telugu-Hindusthani, Telugu-Urdu, Sanskrit-Telugu, Telugu-Hindi are available and seem to be general in nature.

"Andhra Vijnana Sarvaswamu" seems to be the first attempt at a comprehensive encyclopaedia in Telugu. The project was originally commenced in 1932 but due to the expiry of its editor Sri K.V.Lakshmana Rao, only 3 volumes were brought out. "Andhra Vijnanam" is a one-volume edition and generic in nature. "Telugu Vijnana Sarvaswamu" started in 1947 by Telugu Bhasha Samiti is a 12 volume edition and 10 vols are published to date. Another project "Sangrahandhra vijnana Sarvaswamu" undertaken by the great economist in Andhra Pradesh Acharya Mamidipudi Venkatarangaiah in 1953 has so far brought out three volumes. Among the projects in the making are one English to Telugu Dictionary under the supervision of the professor of Telugu in the S.V.University, Tirupati, which is expected to be based on the Oxford English Dictionary; another dictionary of philosophical terms being compiled under the supervision of the Head of the Department of Philosophy, S.V.University, Tirupati, and the third a much more ambitious

contd 10...

plan being that of Antar-Bharati, Bombay, to compile an Anglo-Multi-lingual (Indian) Dictionary. The compilation of Anglo-Multi-Lingual Dictionary, covering 14 languages is a mighty task but the attempt is plausible. The organisers may consider if they could suffix the work with an alphabetical index of the words in the Indian languages on the lines of ~~Roget's~~ Roget's Thesaurus so that the dictionary could be used in referring either way. Since the Committee are set on a mighty project it is worth doing so to make it as multifarious as possible. The helpfulness of the work increases with the implementation of education in regional languages.

There donot seem to be any catalogues if the descriptive catalogues of the Madras Oriental Research Institute are excluded. Science Academy formed in 1967 has published under the auspices a bibliography on science books in Telugu covering the period 1863 to 1965 under the editorship of Sri V.Venkatappaiha<sup>33</sup> The Ministry of Education, Andhra Pradesh, published a bibliography on children's literature in Telugu "Bala Sahitimala", Compiled by P.N.Devadas and P.Devadanam. The work is the first of its kind and includes all the children's books available upto 1962. "Granthalaya Darsini, 1968" is another reference work which is a year-book and directory of libraries in Andhra Pradesh and furnishes authoritative information. I am not aware of any such book in other subject subjects in Telugu.

#### BOOKS FOR CHILDREN

When compared to other countries, the Children's literature in Telugu is very little. Especially books in Arithmetic, Science and History are very rare. Though the booksellers do have a few elementary class readers, books with attractive illustrations for the child to get interested by himself without the help of the elders are desperately lacking. Especially the books that can make the child feel that reading is a sport and pleasure must be produced on large scale. The

Lullabies and short stories in Teḡugu sometimes contain words and meanings, that are philosophical and not generally understood by an average child.

Among the early promoters of children's literature Gidugu V. Sitapathi, Nandivada Chalapathi Rao, Chinta Deekshitulu, N.Rangavarao, and N.Kameswaramma deserve special mention. Sri. G.V.Sitapati recounts in his preface to the "Bala Sahitimala" the opposition he had to face in producing the Children's literature because then the high borw society ~~was~~ believed that the language should necessarily be pedantic and not in the informal language of day-to-day life. Sri.G.V. Sitapati published for the first time his little songs in "Vivekavati" (A Christian magazine), N.Chalapatirao allocated a few pages in his "Gruhalakshmi" (A monthly for women) for Children's stories and songs. In 1945 N.Rangavarao and N.Kameswaramma, who were then running an organisation called "Balananda Sangham" for children also started a monthly for children under the title "Bala". The magazine contains ~~not~~ only stories, songs but also riddles, ~~and~~ ~~and~~ comedrams, questions and answers, and also about baby cine actors. It became very popular very soon, and led the way to the commencement of some more magazines like "Chandamama" and "Balamitra". "Chandamama" also became very popular and began its publication in other languages too. Apart from these magazines entirely devoted to the children, the Weekly, Monthly and Sunday literary Supplements also contain stories and small bits of verse for children. The propriety of such inclusion however is questionable since the children after finishing the pages allocated for them are likely to scan other pages which might contain matter the children particularly of the age group are not mature enough to know.

Note: Unfortunately I do not remember where his article, *Reading Materials in Indian Libraries* has been published. I apologize.

*Author's copy*

S. R. Bhatia Series in Lib. Sc. 2

# INDIAN LIBRARIANSHIP

(Essays in honour of S. R. Bhatia)

*Edited by*

**SAT PAUL GOYAL**

*With compliments from  
editor*

*Sat Paul Goyal*

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10. Library movement in Andhra Pradesh .....	<i>N. Maiti</i>	58—61
11. Changing Concept of libraries and librarians in India .....	<i>G. L. Trehan</i>	62—68
12. Social dimensions of the modern library functioning .....	<i>S. N. Sahai</i>	69—76
13. Of books, men and mechnes.....	<i>Guy Sylvestre</i>	77—82
14. A. B. C. of library automation .....	<i>Krishan Khera</i>	83—94
15. National library with in the library system of the country .....	<i>B. P. Kanvesky</i>	95—105
16. Library science and library networks .....	<i>P. H. Sewell</i>	106—118
17. Development of education for librarianship in Britain .....	<i>B. I. Palmer</i>	119—130
18. Pragmatic approach to Univ. library administration ... ..	<i>S. K. Lakhanpal</i>	131—153
19. Paperbacks .....	<i>T. D. Waknis</i>	154—155
20. Library movement in Haryana .....	<i>Balbir Singh &amp; Shree Ram Yadav</i>	156—167
21. Production and distribution of reading materials for neo-literates in India .....	<i>Nancy Ann Nayar (Mrs.)</i>	168—185
22. Future role of India's scientific library activity .....	<i>T. K. S. Iynger</i>	186—190
23. Some problems and suggestions in acquisition of Government publications.....	<i>R. D. Kwatra</i>	191—197
24. Contributing authors.....	<i>S. P. Goyal</i>	198—207

From Indian Librarianship -  
S R Bhatia Series in U.B.Sc. 2

## LIBRARY MOVEMENT IN ANDHRA PRADESH

by

Miss N. Malthi

The Library Movement in Andhra Pradesh is closely connected with other movements that led to cultural renaissance in the country in general and Andhra Pradesh in particular. It was of a piece with the freedom movement, literacy drive, social welfare and village reconstruction programmes and the Andhra movement. Unlike in Bombay and Punjab where the first glimpses of Library Movement gleaned at the initiative of the rulers of the state, in Andhra Pradesh it was a people's movement. A few social reformers, political leaders, and veteran writers traced the root cause of all evils to illiteracy and launched a staunch struggle to wriggle people out of this lethargic disposition and slavish mentality. The eventful tides of history such as division of Bengal, the declaration of Viresalingam Pantulu to break the humiliating, degrading social customs, contention of Gidugu Ramamurthy for popularising colloquial language, subsequent rise of printing presses which accelerated the spread of reading habit - rallied round the one movement into which the Library movement was steeped.

Printing of Telugu books started as early as 1775. Between 1775 and 1830, few Telugu books were published. Curiously the first Telugu version of New Testament<sup>was</sup> undertaken by Christian missionaries. Later sabda manjari and Campbell's Telugu Grammer were printed. It is obvious that first attempts at printing books stressed the study of language. By 1852 as many as 8 Printing presses were stated to have been established. In the early 20th Century, inception of Andhra Patrika by Desodharaka Kasinathuni Nageswara Rao, Vijnana Chandrika Grandha Mandali, Veguchukka Granthamala etc. proved a great boon to the Telugu readers. Also a few rich and educated persons started what were called libraries but not in the sense the term is understood to-day. The first free

Public Library as we understand today was declared open ~~in~~ by one unassuming elementary school teacher, Sri Manthena Adinarayana Murthy in Visakhapatnam. It was named as Saraswathinilayam. Thenceforth the growth of Libraries was sporadic. Naoroji Club (1895) in Undi (Bhimavarane), Young men's Association (1900) in Guntur, Sri Veeresalinga Pustaka Bhandagaram (1900) in Rajahmudry, Sri Krishna Deva Raya Andhra Bhasha Nilayam (1901) in Hyderabad and a number of other libraries, even as their very names reveal, were established with the avowed purpose of being useful as centres of learning and institutions of cultural activities.

The Ram Mohan Library, started in 1911 in Vijayawada, became a pivotal place of Library Activities.

The number of Libraries has grown to 163 by 1914 and to 7149 by 1967. The growth of number of libraries created problems in management that could not be tackled by individual persons. As a consequence the Andhra Pradesh Public Libraries employees met in Vijayawada in April, 1914, under the leadership of Sri Iyyanki Venkataramanayya and Suri Venkata Narasimha Sastri. About 200 delegates attended the Conference and discussed various matters relating to the organisation of Libraries. Sri Chilakamarthi Lakshmi Narasimham, a versatile writer of Andhra Pradesh presided over the meeting. At the same Conference, the Andhra Desa Grantha Bhandagara Sangham, with Sri Mocherla Ramachandra Rao as President, Sri Iyyanki Venkataramanaiah and Sri Nalam Krishna Rao as Secretaries, was formed. The name was later changed to Andhra Desa Granthalaya Sangham.

The activities of this Andhra Desa Granthalaya Sangham were such as to win the confidence of the neoliterates and illiterates. The Andhra Pradesh Library Association Policy covered such items as reading out Puranas for the illiterates, conducting bhajans, arranging lectures on General topics - in short any rustic method was resorted to without compunction to take information to the uninformed in the inmost corners of the country. The workers subjected themselves to inconceivable pains in order to impute a spirit of Library awareness in the people. Sometimes by foot, sometimes on ferries or bicycles the members went to the smallest villages to reach the

last man. Books were sent to women at home. Competitions were held and prizes distributed to create interest in the latest developments in technological and scientific fields. Library tours, collecting books from donors, acting as clearing house for information on registration, Government grants, processing of books, preparation of bibliographies and reading lists are also constituted the activities of the Association.

Andhra Pradesh Library Association conducted for the first time a night school in 1920 where librarians were given a month's training not only in the various aspects of librarianship, but also in tackling the local problems of villagers: Hyderabad Library Association started certificate course in 1914, which the Andhra Pradesh Library Association when absorbed the above association took up to continue. Andhra University started a Summer School in 1933 and later converted it into regular course for undergraduates. Today the Andhra and Osmania Universities are offering Post-Graduate Degree Course in Library Science, and Sri Venkateswara University, Institute of Library Science in Hyderabad and school of Library Science in Vijayawada run by Andhra Pradesh Library Association are offering certificate course in Library Science.

In the year 1920 thanks to the unflinching efforts of Sri Konda Venkatappaiah Pantulu, The Government Sanctioned a grant of Rs. 20,000/- for the improvement of Public Libraries in the State. Another achievement of Andhra Pradesh Library Association was registration of the Association under Registration of Societies Act of 1860 at a concessional rate. The public administration departments such as Municipalities and District Boards were persuaded to contribute their share in developing Libraries. Thus the Municipalities in Guntur and Vijaywada were the first instances to start Public Libraries at their own cost. Tadepalligudam District Board not only included lectures as a part of their village reconstruction programmes but also aided development of Libraries. Godavari and Krishna Districts sanctioned grants for Public Library Buildings.

The creation of Andhra Pradesh Library Trust constitutes another milestone in the history of Andhra Pradesh Library Movement. Due to munificent gesture of Sri Komma Sitaramayya Andhra Pradesh Library Association could acquire land in Patamata (Krishna District) and erect

Sarvottama Bhavanam, commemorating G. Harisarvottama Rao, one of the pioneers of Library Movement, at a cost Rs. 28,000/- in 1949. The Trust Publishes books of general interest, books on Adult Education and Science for neoliterates.

Andhra Pradesh is the third to enact Public Libraries Act in 1961, the first being Madras (1948) and Second Hyderabad (1955). After the formation of the Andhra Pradesh, The Hyderabad Public libraries Act was promulgated in to the Andhra Pradesh Library Act. This is a step towards turning the Public Libraries into established institutions.

Andhra Pradesh Library, Association has started "Granthalaya Sarvaswam" (Monthly) in 1939 as its official organ. The Publication of bibliography of books and manuscripts in Telugu (1931) Kasinadhuni Nageswara Rao, "Grandhalaya Darsini" (1968) Annual by V. Venkatappaiah, Sastreeya Vanjmaya Sookhika, 1863-1965 (1965 ed. by V. Venkatappaiah), "Pracheena Bharateeya Grandhalaya Charitra" By Kodali Lakshmi Narayana - a treatise on inscriptions, earliest manuscript libraries of Budhists and monasteries add credit to the Association. For the first time in the history of Library Movement in India, the Andhra Pradesh library Association had celebrated its Golden Jubilee in 1964. In the course of development of Libraries to the present stature, the name of leaders are too many to mention here, but not too much for any Librarian to remember.

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LIBRARY EDUCATION - A POINT OF  
VIEW

N. Malathi. M.A., M.Lib. Sc.

Literature on Education for Librarianship has nearly inundated the field and one more may not be the last straw. Much has been said about preparing School Librarians, Special Librarians, redrafting the old syllabi, refreshing the Library Science Teachers; and, as a side issue, dovetailing the librarians to Adult Education Programmes. Some were contending for status for librarians and others questioning reasons for discounting librarianship as an honourable profession. A great majority do complain of low Pay scales. Probably most of the complaints are traceable to lack of coordination between the library science course and other subjects against the common back-drop of total educational set up. If we revert to the various modifications, revisions, improvements, recommended, suggested, implemented or under consideration for educating the future citizen, my point will be all the more clear. One of the major problems that is confronting today's educationists is over-specialisation and lack of general knowledge of the student even in matters that will have bearing on his employment opportunities. While students are agitating for the removal of the General Education paper, the educationists are worried about the means to impart into students that part of curriculum to make them a well-balanced human beings and not human machines <sup>chiselled out to work</sup> ~~capable of working~~ in a minutely narrow circle. I wonder whether a well-thought out educational programme strongly supported by active library programmes such as formation of reading circles, circulating reading lists, conducting meaningful exhibitions of library resources would not yield better results.

### Present position of Librarians:

Though the position of librarians when compared to that in the early parts of the 20th Century, shows some improvement it still stands ~~no~~ <sup>achieved by in</sup> comparison to the progress in the other fields. The scale of Pay or status recommended by the University Grants Commission (i.e. to be treated on par with teachers) as early as 1965 still remains a matter ~~awaiting~~ <sup>for</sup> implementation in some Institutions ~~and in some~~ not for consideration. A great majority of the educational institutions in the South have not implemented the UGC ~~Scale~~ Scales fully. In some of the Universities where the authorities have given the impression that they were giving the UGC Scales of pay, the grades are not consistent in regard to the subsequent cadres. For instance, one University adopted Professor's scale for the Librarians but fixed the next grade at a starting of Rs.350/- with no intermediary grade. Worse things could be said of status. At the moment the Librarians seem to have formed a species by themselves belonging neither to fish nor to fowl. Some Universities treat only Librarian and Assistant Librarian on par with teachers - that too only for purposes of Pay scale - and categorise others as Non-teaching. Again if the Librarian and Assistant Librarians are given the status of teachers, the question of permission to register themselves for Ph.D. arises. At least one University refused such permission. Then what are the substantial reasons for refusing such permission? Another question that passes one's comprehension is why the Librarian is not made ex-officio Senate member, while all other Heads of Departments and Institutions are admitted to the Senate.

### Employment Potential:

As I have already mentioned earlier, librarianship is strapped to the eradication of illiteracy programmes. A very modest estimate of librarians required in the next ten years as worked out by Sri.N.C.Chakravarti set the figures at 24000 graduates

and 25000 undergraduates for the entire Public Library set up including School Libraries. One would think the employment potential for librarians in India is charming. But the facts belie position. It may be curious to note the sort of reluctance evinced by various managements to employ qualified personnel. In other words ill-qualified or underqualified staff in libraries and employment problem for the graduate librarians are existing side by side in the country. We may trace the reason to failure on the part of working librarians to impress upon managements and thereby the need for <sup>is</sup> insisting on qualified hands.

Second anomaly is the insistence of merit in the academic degree beside the professional degree for senior positions. There is every meaning in asking for rank in the relevant subject field and that is what I suppose is the practice in other fields too. But to insist on distinctions in the academic line inspite of good professional degree may not be just. On the other hand, such criterion for selection narrows down the scope for promotions and appointments. In this connection the recommendations of the University Grants Commission have got to be revised. For instance, according to the present requirements of the University Grants Commission a person having B.A. III Class, M.A. II Class and B.Lib.Sc./D.Lib.Sc. will be preferred to one having M.A. III Class B.Lib.Sc./D.Lib.Sc. I or II Class and M.Lib.Sc. I or II Class. And a close scrutiny of the qualifications will show that the latter will have better knowledge of the subject he is to deal with.

#### Training for Librarianship:

Against this background of the educational set up, I would like to make a few suggestions for considerations of the stalwarts in the field of Library Science. I need not review here various courses offered by different institutions because earlier issues of <sup>Library science journals</sup> ~~Library science journals~~ contain plenty of information on the subject including individual observations, remarks, comments, suggestions and recommendations.

~~Library Science differs~~

Library Science differs from other subjects of study in as much as it is ubiquitous with universal appeal. Hence there is an urgency to impress upon the public and elite the ubiquitous nature of the subject. Just as study of one language is necessary to serve as a medium of communication, the study of library science should be made a common subject to introduce the student to the world of books. I put forth my argument as follows: let us suppose all students in the Intermediate Colleges are given a short course in library techniques. This will make them feel not only at home in huge library buildings but also makes them familiar with little routine matters. The library staff will be saved of giving little embarrassing instructions such as "Do not dog ear pages," "Any kind of marking prohibited," etc. So-called orientation programmes, minor formalities at the Counter, short-range reference questions like the height of Alps or Volume coefficient of the expansion of air will settle of their own accord in a good number of cases. Professional members neednot mistake that I am suggesting means to cheapen professional talent. It is an accepted fact that in many libraries most of the sub-professional duties like collation, card-writing, typing of cards, filing of cards, issuing and returning of books, filing of books, searching for duplication are being performed by clerks or attenders who would not have any professional qualification but work under the supervision of professionals.

The students may be taught to use catalogue, to handle the books with care, consult simple Reference Materials and be acquainted with Counter transactions. They must be made to understand that reading too can be fun. This kind of acquaintance with the library and the ways of the books make the students better form library habit than all the wall-posters and articles in professional journals put together can do. Such students can better serve adult education programmes

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because they know their circles and the tastes of those circles.

Library Science can also be offered as an optional subject at Intermediate and B.A. levels. These students can be engaged in various kinds of subprofessional duties which are now being performed by non-professionals. In addition, this kind of education provides multifarious opportunities for the students and thus there is greater scope for the subject to attract more and more students.

If this proposal could be considered, then the present B.Lib.Sc. Course will be an intensified training course designed to meet the needs <sup>of</sup> supervisory jobs or of special librarians. The course leading to Master's degree must necessarily be research-oriented.

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## SECTION 2

Topics on cross-cultural communication issues during my work as a Realtor.

Page 6

The Madison Times Weekly News

# Problems of communicating as a foreigner-consumer

by Malathi Rao

*Part I in a four-part series.*

Surviving in one of the top 10 cities in the country (according to Money magazine's survey for the past three years), is easy if we know all the rules of the game.

Very often, we don't.

I know. I've been there, on all three sides of the fence! Trying to buy, trying to sell and trying to avoid the pitfalls of being a foreigner.

A couple of years ago, I attended a seminar on Cross-Cultural Communications for Realtors. The predominant question was how to communicate with consumers from other cultures. One thought or suggestion was learning how "they" would deal with it in "their" own cultures.

That view triggered my interest to a point of obsession, and I started to talk about it to everybody and anybody who's willing to listen, both from my culture and others.

Strangely, two comments kept popping up. The response from Americans is that it is a custom of foreigners to bargain and that "they" are greedy. What is even stranger is that the people from my culture said the same thing, only changing the pronoun, from "they" to "we." It seemed like they are almost brainwashed into believing that it is just that simple.

I am not sure if it can be



Malathi Rao

a custom, a necessary evil we all should learn to live with. If that's true, why aren't we bargaining in Wal-mart or Boston Store? No. We don't. We do it only where the local culture permits, that is, at garage sales, liquidation sales and in real estate. Here, the term is negotiation, not bargaining. Foreigners do restrict their negotiating skills to the areas where negotiation is possible. The question appears to be one of understanding the extent of its feasibility.

### Greedy or cautious and calculating?

The second explanation, "greed," also seemed to be thrown around loosely in regard to foreigner-consumers. So often, people ask me, why do the foreigner-consumers bargain instead of negotiate? Want "steals" instead of "deals"?

cultural trait, an important angle to the entire question is overlooked — the desire to build wealth. Money does play a decisive role because it is the basic and biggest motivating factor for all foreigners to come to this country in the first place.

If anything, the local culture only seems to reinforce the importance of money, sometimes to an extent that is beyond belief. Success itself is defined in terms of the amount of wealth one can amass. So, let's admit that money plays a major role.

As Oscar Wilde put it, nowadays people know the price of everything and the value of nothing. An extension of this quote, probably, is that very often the market price is confused with its intrinsic value.

Price is dollars and cents in relation to other factors under a given set of parameters.

Worth is what it means to you. However, in an attempt to establish what it means to you, you tend to ignore what the market supports.

To synchronize the x and y axes, in order to strike a deal, requires special expertise, a lot more than reading newspaper articles and watching talk shows on TV. Sometimes in our anxiety to strike a deal, we are overly cautious and sacrifice the wisdom to see the total picture.

Malathi Rao is a freelance

# Humor and appearance in cross-cultural communication

by Malathi Rao

*Part II of a four-part series.*

"I don't understand your accent." This is a comment I've been hearing, off and on, since I started in real estate a few years ago. While I was teaching on campus, I didn't hear about it as much. Maybe the academicians are more forgiving, or maybe it is a part of highbrow etiquette.

It amuses me when one Asian comments on the accent of another. Accent is not peculiar to one particular culture. I watch with a smile when a Midwesterner teases a New Yorker, or when a Boston Brahmin makes fun of a Midwesterner.

Accent is not something to be ashamed of. My English is English the way I learned it. In fact, I notice that in my line of work, people who really care to obtain information from me pay more attention to the subject matter, less to my accent.

I believe, if you want to hear sounds, go to the woods. You will hear the most beautiful sounds.

If you want noise, go to the movies.

Just for information, listen.

National speakers on sales techniques tell us that humor is a way to reach out and win someone's heart. But I don't think it is of any help if we have to add, "It's a joke!"

I don't understand the local humor and colloquialisms, not always. Sometimes I'll ask for an explanation. Other times I just ignore it and return to the topic at hand.

I usually avoid using humor until we have gotten a chance to know each other better, feel



comfortable with each other, and until I can clearly see where the other is coming from.

With people from a different culture, humor is not an ice-breaker. When more serious things are looming large over our heads and fears gnawing at the brain, facts become more important than laughter.

Just tell your salesperson that you are worried about the transaction. Nothing is more rewarding than being open and direct.

## WYSWYG?

Color and contour of our faces, being the most conspicuous, are the first to catch the beholder's eye. Unfortunately, unlike computers, "what you see" is not "what you get" in our dealings with the human species. We all know that we get more than what we see, what meets the eye. For instance, many people overlook the simple truth that those are also the faces that, to anyone who cares to see, reflect the will and determination to succeed on this side of the planet.

Once, a young friend of mine told me that one recur-

ring question she had had to answer after her divorce was why she had not gone back to India. I asked her what her answer was. She said, "It's a matter of pride, I suppose. I want to know why I can't make it here. Do I have to go away because things didn't work out exactly the way I thought they would?"

Today she has a degree in computer science and a job in San Francisco. We all want to see if we can make it here, where we are, before we seek change.

The anti-discrimination laws are only an admission of the awareness that differences in color and culture tend to invoke specific reaction in others. Just last week, a friend of mine told me of his battle to prove his family's eligibility for the in-state tuition fee. He said that he had read the State Statutes himself and had to point out the relevant portions to several people on the institutional ladder, from the dean of admissions to the top official at the state level and their attorney! I find great satisfaction in hearing a story like this. Very often, most of us don't even know that laws exist to protect our interest. Those who are supposed to know may not always be fully knowledgeable and up-to-date on the issues.

While we all know that it is an involuntary reaction to different colors, we should also know better, know not just to sit there and complain. We want to survive within the system. Let's make sure that the system works for us.

*Malathi Rao is a Madison freelance writer and real estate broker.*

March 31-April 6, 1995

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# Trust across cultures is a two-way street

by Malathi Rao

*Part III of a four-part series.*

Most assumptions are based on how we look, what we say and what we don't say. I can tell hilarious stories about the assumptions people make about me and my culture. In fact, I have heard similar stories from American students who went to India for a short stay. Assumption is a part of human nature, an intellectual exercise, if you will. I grin and bear it when people assume things about me, or protest mildly, as long as they don't affect my interests.

## Can a custom or belief affect a sale?

We all import some of our customs and beliefs with us. It's in the blood. It is nice to talk about them to someone who is interested to know.

I am not an anthropology professor. I have no intention of quoting statistics from extensive surveys or textbooks to show that there is a correlation between hot sales and buyers' genealogical credences. But conventional wisdom has taught me that we often bring up the subject if it suits our conveniences! Besides being the topic of coffee-table conversation, it serves no purpose in the modern world.

I know our cultural traits are easily overridden by local practice where major purchases are concerned. In fact, in my religion, there are numerous provi-



me of the *Tales of One Thousand and One Nights*, picking up new terminology such as "welfare" (which meant well-being back home!), "you're welcome" (I still have a problem with this one) ... all in an endeavor to absorb and assimilate into the local lifestyle.

I have lived through numerous experiences. It is a favorite hobby of mine to note the little nuances and traits that are universal and basic to human nature. The world is not really as big a place as we are inclined to think.

I bought a car — in fact, several cars — in the course of 20 years. Most of us start with blue jeans, a stereo, a used car at first, and then a new car, and then a home.

As we continue to acquire all these material possessions, we also try to comprehend the confusing signals of the local culture, local lifestyle, the nitty-gritty ways of collecting 10-cent coupons and watching

Note: Due to the length of the columns in the newspaper, the article is split into two pages. Please, continue column 1 on to next page, and back to second column on the first page. My apologies for the inconvenience.

sions to get around any number of given proscriptions. I don't think it is necessary to lead a salesperson to believe that his knowledge of our faith has anything to do with our decision to purchase the item in question.

### **Nostalgia and transition**

We all arrive here with mixed feelings of great aspirations and some apprehension. Soon enough, we will realize that all the glorious things we have heard about this dreamland are a little too sketchy, and, when the details are filled in, it is not that charming, after all. We miss the cook, the maid, the washerman and the village barber, not to mention dear old Grandma and Grandpa. The habit of getting fresh milk and fresh vegetables everyday turns into a weekly chore.

I remember the time when I first came to Madison: Watching the breathtaking panoramic view of the first snowfall, using a plastic card in place of colorful currency, self-servicing at grocery stores and gas stations, hopping from door to car and car to door instead of fox-trotting on the scorching gravel roads, watching daytime soaps that remind

for those 50 percent on gigantic sales. We talk about "gals" and "guys," switch from British "yes" to American "yeah" — all this in an attempt to adapt to a society for which we have left behind our homes and families.

### **Experiences of not being trusted by others**

We receive our first warning signals when we find out that we are not trusted. I know most of us had this experience at one time or another.

We go to a dealer to buy a car, and get this odd feeling that we are being taken for a ride.

We present a check at the grocery store and the checker wants approval from the manager. This happened to me. (By the way, in case you're wondering, I told the store clerk to keep his groceries and walked away.)

Experiences like these cause suspicion to sink in slowly. Trust is a two-way street. It is unfortunate but, I know, it happens. It is a constant struggle to prove that we have come here to make an honest buck.

*Malathi Rao is a Madison freelance writer and real estate broker.*

(THE END)

February 18, 2022