

Topics in Library Science
and
Information Services

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Foreword

I have always been known as a short story writer. After moving to America, I founded a website and started translating Telugu stories by other writers, and then, I became to be known as a translator. Eventually, started writing analytical/informative articles about Telugu fiction and Telugu writers, and came to be known as a critic.

But, I never thought of or remembered myself as a technical writer. That is, until I found these articles in my old papers. These articles were written in the late 1960s while I was working at the Sri Venkateswara University, Tirupati, in a few capacities.

I scanned and posted them on my blog, just for the fun of it, without thinking much. To my surprise, Prof. Ainavolu Usha Devi (Retd), Sri Potti Sreeramulu University, Hyderabad, read them and wrote to me that she was impressed with the points I had made in those articles. She also commented that these articles would be useful for library science students even today. Her review has been published on Saranga magazine. Those knowledgeable in Telugu language may read her review here.

I am grateful to Dr. Ainavolu Usha Devi for her wonderful review. It was kind of her to overlook the mistakes, stay focused on the content, and write a substantive review. In other words, I owe to Dr. Usha Devi, this undertaking of mine to clean up the text and produce a readable copy. The current version is a result of some serious editing and revisions wherever necessary, without major changes in substance. I kept the original spellings as I was accustomed to while in India. As most of you may be aware, we grew up with British English.

I hope you will enjoy the reading. Your comments are welcome.

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1. The Home Library

In other countries, a library at home was a common adjunct. At some point it even became a factor in the general attraction of a room. Possibly building plans included shelving space in drawing rooms (living rooms). In India the situation was quite different. Dissemination of knowledge in India had been through spoken words to individuals and to groups. Scriptures were preserved on palm leaves by a few scholars to the exclusion of general public. Thus we could say there were private collections of items containing knowledge. In the late 18th century the British brought, along with other habits, the book consciousness. About this time, personal libraries started growing. One of such libraries, known as Asutosh collection, is considered the best, and now housed in the National Library of Calcutta.

Literacy in post-Independent India has been estimated at 28 percent and, if we consider only actual readers, the number would be much lower. It is not difficult to see the difference between the actual and potential readers in a specific area. The system of public libraries with its numerous branches and spread all over the country is yet to develop to its full stature to achieve its objective. For the reasons only its administrators can tell, the acquisition program is far from satisfactory. The public libraries should probably take up encouraging building personal libraries.

Apart from lack of interest in books in general, proper guidance in the selection of materials, the high cost, paucity of books in Indian languages, and space may be deterrent factors in building personal collections.

Building private collection requires organizational skills. Preserving text books from their fifth class and light reading materials (known as railway fiction in some quarters) do not qualify for the name "a private collection". Maybe good for some research purpose, but in general, it is not worth the name. For starters, one may collect books relating to political and cultural history of the country, social and economic conditions, biographies, and autobiographies of national leaders, and brief introductory works on literature and fine arts as a basic collection. Such books give a balanced view of life and society, regardless of one's specific interests and, eventually, establish one's position in society. Variegated interests break monotony and add colour to an otherwise dull life. Different subjects introduce the collector to different groups, and provide him with an opportunity to exchange ideas. In fact, a well-organized reading materials should justly fulfill the requirement of general education course that is a miserable failure in colleges and universities. Those interested in specific fields may collect books of their interest reflecting various views and required for their repeated use. Whether the collection includes several areas of knowledge or focuses on one area of expertise, it sure becomes valuable to themselves and future generations.

A word about journals would be pertinent here. According to the report of the Registrar of Newspapers in 1967, about 11678 titles are being published, which includes weeklies, fortnightly magazines and monthlies in India. However, these newspapers, journals or magazines, whatever the term is, serve the purpose of light reading, mostly. The content attracts wider readership, but fails to improve readers' knowledge. A few journals specializing in specific subject fields are struggling to stay alive; probably because there is not much support from the experts in those areas. Those who are interested in the areas may support these journals as a part of their contribution to their respective fields.

Books for children is another area that needs to be addressed. Many families have story books and picture books. The collection should also include a dictionary, an atlas, and children's encyclopedia, if one could afford it. Biographies and autobiographies of national leaders in easily understandable language for the young readers make important addition to a home library.

Very often the prices of books are beyond the reach of common people. Libraries may share some responsibility in this aspect. Library authorities insist on large discounts, and book-sellers depend on libraries for a big chunk of their sales. Therefore, they raise prices and offer 10, 15 and even 20 percent discount to libraries. Between the two, the individual buyers suffer because they would have to full price. It is noteworthy that even State and Central government publications price their books in line with the publishers forgetting their publications are not business-oriented; they should not be. The Commercial Tax Office exempts teachers from paying tax on some book purchases. This provision could be extended to all books, especially high cost books.

At the All India Library Conference, December 1968, Indore, a seminar on Reading Materials in Indian Languages expressed the view that the reading materials in Indian languages leaves much to be desired. Besides fiction, there is very little that could purchased for personal libraries and preserved for future generations, the seminar stated. Thanks to a Government decision to declare regional languages as media of instruction, books are now being produced in regional languages. However, these books are meant for classroom usage, and their quality is open to debate.

At present a bibliophile's ability to build a personal library of any consequence is limited to books in English, as may be noticeable from the above arguments. It is not right to say that personal libraries discourage people from using public libraries. Actually, the home library further enhances and deepens the reading habit. As we all know, space is also a problem in many Indian homes. Thus while having a small, meaningful library at home is desirable, the need for public library is not ignored.

(Author's note: This is a revised version of the original article typewritten on a Remington. No bibliographical information available. my apologies. - Malathi.)

2. Library Movement in Andhra Pradesh

The Library Movement in Andhra Pradesh is closely connected to other movements that led to cultural renaissance in the country, in general, and in Andhra Pradesh, in particular. It was a valuable part of 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 the library movements were initiated by the rulers of the states, the movement in Andhra Pradesh was a people's movement. Social reformers, political leaders, and conscientious writers recognized illiteracy as the root cause of all evils, and launched a staunch fight to shake off people's general lethargy and sluggish mentality. Additionally, historical events like the division of Bengal, Veeresalingam's revolutionary commitment to eradicate the humiliating and degrading social customs, Gidugu Ramamurthy's movement for the usage of colloquial language in education and literature, and the subsequent evolution of printing presses contributed to promoting reading habit; and the library movement was steeply grooved into all these movements and programmes.

Printing Telugu books started as early as 1775. However, not many Telugu books were published until 1830. Interestingly, the first Telugu version of New Testament was undertaken by a Christian missionary, followed by *Sabdamanjari*, a Sanskrit grammar book, and Campbell's *Telugu Grammar*. Apparently, the study of languages was the priority for printing books. By 1952, 8 printing presses were founded. In the early 20th century several literary stalwarts started publishing Telugu books. Notable among them were Kasinathuni Nageswararao, who started highly popular weekly magazine, *Andhra Patrika*, a weekly magazine, and a publishing firm *Vijnana Chandrika Granthamandali* by Komarraju Lakshmana Rao, and *Veguchukka Granthamala*, a firm devoted to publish popular literature. They all proved a boon to Telugu readers. A few rich and educated enthusiasts began to start libraries, but not the same as understood today, though.

A public library as we understand today was founded by a modest, unassuming elementary school teacher, named Manthena Adinarayanamurthy in Visakhapatnam, Andhra Pradesh. The library was called *Saraswatinilayam*. Thenceforth, the growth of public libraries was sporadic. Naoroji Club (1895) in a small village called Undi near Bhimavaram, Young men's Association (1900) in Guntur, Sri Veeresalingam pustaka bhandagaram (1900) in Rajahmundry, Srikrishna raya Andhra bhasha nilayam (1901) in Hyderabad, and a number of others, even as the names reveal, were founded with the specific purpose of promoting learning and cultural activities.

In Vijayawada, Rammohan library was opened in 1911, and played a pivotal role with its library activities.

The number of libraries grew to 163 by 1914 and 7149 by 1967. The growth, however, also created problems, which could not be tackled by individuals in its management. Sri Iyyanki (also spelled Ayyanki) Ventakaramanayya, later came to be known as the grandfather of the library movement, and Suri Venkata Narasimha Sastri arranged a conference for all the Public Library employees in Vijayawada in April 1914. About 200 delegates attended the conference and discussed various subjects relating to the organization of libraries. Sri Chilakamarthi Lakshmi Narasimham, a versatile writer, presided over the conference. At the conference, another association called Andhra Pradesh Grantha Bhandagara Sangham was formed. Sri Mocherla Ramachandra Rao, Sri Iyyanki Venkataramanayya and Nalam Krishna Rao were elected to be secretaries. Later the name was changed to Andhra Desa Granthalaya Sangham.

The activities of this Andhra Desa Granthalaya Sangham were such as to win the confidence of illiterates and adults who just started reading. The Andhra Pradesh Libraries policies covered such as reading Puranas to the illiterate, conducting bhajans, and arranging lectures on general topics. In other words, all the normal channels by which the uneducated would receive their information without the stigma attached to such methods by pundits were adopted by the organizers. The social reformers and the elite worked hard to instil an awareness of learning in the general public, especially, in innermost corners of the country. They went around the state on foot, on ferries and bikes to the inmost corners to reach every illiterate in Andhra Pradesh. Books were sent to women at home. The movement did not stop there. Competitions were held and prizes were given to them in order to create further interest in the latest developments in technology and scientific fields. Library tours, collecting books from donors, acting as clearing houses for information in such things as registration, government grants, processing books received by libraries, preparation of bibliographies and reading lists also were part of the Association's activities.

In 1920, for the first time, Andhra Pradesh Library Association conducted a night school giving a month-long training to librarians not only in the various aspects of librarianship but also in tackling the problems facing local villagers. Hyderabad Library Association started a certificate course in 1914, which the Andhra Pradesh Library Association continued. Andhra University started a summer school in 1933 and later converted it into a regular course for undergraduates. Today Andhra and Osmania Universities offer a post-graduate degree course in library science in Hyderabad; and, Sri Venkateswara University Institute of Library Science, and School of Library Science in Vijayawada run by Andhra Pradesh Library Association are offering certificate courses in library science.

In the year 1920, thanks to the unflinching efforts of Sri Konda Venkatappayya pantulu, the government sanctioned a grant of Rs. 20,000 for the improvement of public libraries in the state. Another achievement of APLA was the 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 the development of libraries. The municipalities of Guntur and Vijayawada were the first to start public libraries at their cost. Tadepaligudem District Board not only included lectures as a part of their

village reconstruction programmes but also offered aide for the development of libraries. Godavari and Krishna Districts sanctioned grants for public library buildings in their areas.

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 Sitarammayya, Andhra Pradesh Library Association could acquire land in Patamata, Krishna District and erect a building, Sarvotthama Bhavanam, at a cost of Rs. 28,000 in 1949, commemorating G. Harisarvotthama Rao, one of the pioneers of the Library Movement. The Trust publishes books of general interest, and books on adult education and science for neo-literates.

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

The Andhra Pradesh Library Association also started *Grandhalaya Sarvasvam*, a monthly magazine, in 1939 as its official organ. Also, publication of a bibliography of books and manuscripts in Telugu(1931), *Kasinadhuni Nageswara Rao Granthalaya Darsini* (1968) Annual by V.Venkatappaiah, *Sastreeya Vanjmaya soochika, 1863-1965*, ed. by V. Venkatappaiah, *Pracheena Bharateeya Granthalaya Charitra* by Kodali Lakshminarayana, a treatise on inscriptions of the earliest manuscript libraries of Buddhists and monasteries added credit to the association. For the first time in the history of the library movement in India, Andhra Pradesh Library Association celebrated its golden jubilee in 1964. In the course of the developments of libraries to the present stature the names of the leaders are too many to mention, but not too much for any librarian to remember.

REFERENCES

1. Venkatappaiah, V. (Ed.). *Granthalaya Jyothi. Essays and speeches of Sri Iyyanki Venkataramanayya, 1910-1966*. Vijayawada, Tekumalla Ramachandra Rao (publisher), 1966.

2. Venkatappaiah, V. (Ed.) *Granthalaya Darsini, list of Veeresalinga samajam library*. 1969.

3. Library Science Education, A Point of View

Literature on library education 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, offering refreshing courses for library science teachers, and dovetailing the librarians to adult education programs. Some were contending the status of librarians while others are questioning the attitude towards librarians as of lower cadre in the field of education, and dismissing librarianship as secondary profession. A great majority of librarians are complaining about low pay structure. Most of the complaints are traceable to lack of coordination between the library science education and other courses in the field of education in general. If we refer to various modifications, revisions, improvements recommended, suggested, implemented or under consideration to educate the future citizens, my point would be that much clearer.

One of the major problems that is confronting today's education is over-specialization leading to lack of general knowledge of commonsense if you will, in matters that affect their performance in their jobs. While students are agitating for the removal of general education course, the educationists are worried about the ways to impart that very segment of education to the students. They expect the students turn out to be well-balanced human beings and not one more piece of productive machines. I would think forming reading circles, creating reading lists based on students' interests, and conducting, meaningful book exhibitions could yield the desired result.

Currently, the status of librarians may be better compared to that of the early 20th century, still it leaves much to be desired; it is nowhere near the progress that has been achieved in other fields. The University Grants Commission's recommendation, 1965, that librarians should be treated and be paid on par with teachers has not been implemented in a majority of institutions. In some universities, an impression of implementing UGC pay-scale has been given but, the grades are not consistent in regard to the other cadres. For instance, at one university, the librarian has been given professor's salary, but the next grade starts at Rs. 350.00 per month; there was no grade between the two cadres. Worse could be said of status. At present, the librarians seem to be a cadre all by themselves, being neither fish nor fowl. Some libraries treat librarian and assistant librarian on par with teachers, and other staff as non-teachers. Another anomaly is librarians and assistant librarians are considered teaching staff but are at the same time, refused permission to register as Ph.D. candidates. What are their reasons to refuse such permission is never answered. Also, one more question that remains unanswered is why they are not made ex officio senate members like other Heads of the Departments.

Employment potential. As mentioned earlier, librarianship is dovetailed to the eradication of illiteracy programmes. By a modest estimate by Sri N.C.C. Chakravarti, 24000 graduates and 25000 undergraduates are needed to support the entire public library system including school libraries. Several library science journals contain enormous amount of information about the various courses offered by various institutions in this matter.

Unlike other subjects of study, library science is ubiquitous in nature and thus has a universal appeal. The public as well as the elite need to pay attention to this peculiar feature of the library science education. Even as one language is necessary for students to learn in order to communicate, library science education should be mandatory course for introducing the students to the world of books. It could start with introducing some preliminary library techniques such as using a library catalogue, and finding the books they need at Intermediate level. The course might also include the importance of preserving books in their original form, meaning not to dog-ear pages, scribble notes and other markings. That makes the students feel at home with huge library buildings and enormous library holdings at post graduate colleges. This course could also help skip the present orientation programme which includes minor formalities at the check out counter, short range reference questions like the height of Alps or volume coefficient of air by themselves. Reference librarians need not feel it undercuts the value of their service. In almost all libraries many duties such as collation, cataloguing, typing cards and filing them, shelving books, and checking out library materials are done by non-professional staff with high school or college educated persons under the supervision of professional staff.

Introducing students to huge library holding will make them appreciate the value of reading; and understand it can be fun. Such course is sure to help them to develop not only library usage skills but also reading habit; it helps understand it more the wall-posters articles in sporadic journals. Such knowledge may encourage students to contribute to the adult education programs as well.

Such education may help some students to accept positions are not not necessarily professional jobs. Probably, the positions would qualify to pursue eventually. Then, the present B.lib.Sc. course could be a level course with the course content more narrow and intense, geared toward specializations in various branches of library science. The courses for master's degree should be research-oriented since most of the library science education is currently empirical, leaving much to be desired.

(Published in *University News*. V.10 No. 8. August 1972)

4. Problem of Building a Library Collection in the Context of Publishing Trade

Acquisition programme of university libraries is threefold comprising of purchase, gift, and exchange. While librarians have little control over gifts and exchanges of materials, the purchasing policies are entirely in their control. Each librarian has to develop the principles governing that part of acquisition programme based on the funds available.

Basically, librarians must have a good understanding of the various branches of study in the colleges in his jurisdiction, their coverage of the subjects of study, levels of teaching, areas of specialization, and research in progress. That helps them to visualize the library holdings in its correct perspective and develop the library systematically. Additionally, he must also possess a good knowledge of standard works in each subject field, established authors, reputable publishing firms, and the ability to evaluate a work on hand, and the wisdom to discriminate a good review from a biased one. At the least, each library is expected to have basic textbooks and reference tools without which even the usual study impossible.

The business tactics of purchasing books require the librarians to maintain an amicable relationship with publishers without compromising their professional ethics. In the process of collecting materials for his library, the librarians come in contact with numerous publishing firms and, in turn, the publishers help them with choosing the right books that serve their purpose. In the latter half of the twentieth century, librarians came to be known as fully aware of the needs of their clientele.

At this junction it is pertinent to review the position of the publishing firms in relation to purchasing system of the university librarians in India. Writers create books in order to disseminate new ideas or thoughts. Publishers and librarians promote these ideas and/or thoughts by distributing the books. The publishers' duty must be, necessarily, to understand the educational needs and the spirit of service to mankind.

The first problem in relation to the books for serious study is paucity of available literature. Mr. S. N. Chakravathy discussed, at length, the various ramifications of the book production in India tracing the development of the publishing trade from prehistoric times to modern period.¹ Mr. Chakravathy postulates that the causes of the decline in the production of books lay in the abolition of Indian Education Service in 1930, and the consequent drain of bright people to non-academic fields such as Indian Civil Service, Audit and Accounting, and Foreign Services, which led to progressive deterioration of competent authorship. Secondly, to the World War II that encouraged the best qualified individuals to join

¹ S.N. Chakravathi. "Some problems of book production in India." *Indian Literature*, v. 21(3) D'66.

the institutions of auxiliary war services. There is no proper incentive for authors to produce good quality books and research materials. I am aware of a few authors in search of publishers, and after publication they were asked to advertise the books by themselves. There are also authors who are bearing the costs of publishing their books and stand a little loss too. In the U.S., the authors of scientific and technical books are not neglected partners, but recipients of a share from the proceeds, usually larger than the publishers, Mr. Curtis G, Benjamin claimed in his article.² Mr. Benjamin's claim is hard to refute since he is the chairman of the Board of a highly reputable firm, McGraw Hill. Indian writers' situation does not measure up to such a standard since publishers put their business first over the writers' interests. If publishers wish to prosper, they need to pay attention to scholarship activities. I think publishers owe it to the society to accept dissemination of knowledge is also their responsibility; encouraging good writing should be part of their job.

The publishing trade is ill-organized, and the distribution sector is even worse. Titles of books in their catalogues is one example. It has become almost common to announce one title and put out the same book with a different title, without mentioning the change, much less an explanation, causing a long, avoidable correspondence between the buyer and the seller. This practice, however, appears to be not limited to India but universal. The same book with one title in the latest McMillan catalogue appears with a different title in the latest *Books in Print* volume. Only buyers can understand the headache such practice causes. One Indian publisher published one book by the same author in the same year with two titles. The difference was the book with the second title contained one additional chapter and priced one rupee higher. One might not know the difference at the time of placing an order for two copies, and the seller may choose to send two copies in any combination of the book with the same title.

Another annoying practice is to camouflage a reprint as "second edition", "revised edition", or, even as "revised and enlarged" edition, with practically no modifications or improvements. Typographical errors such as a display of the name of the patron's name in bold face in the place where the author's name should be is also not uncommon.

Another headache for the librarian is receiving a paperback edition against an order for a library edition. Normally any book-seller would know that university libraries prefer library editions, and not paperbacks. Nevertheless, many book-sellers send paperbacks either out of callousness or because they have them in stock at the moment; maybe, also want to prove they have executed the order promptly. While the business acumen of the seller is appreciable, it is not proper for the librarians to accept them, since their concern is the lifespan of the copy in the library. Some publishers even deny it is their publication thereby contradicting the original agreement. Often, the chief-stockist and the book-seller end up blaming each other for the mishap. The librarian becomes a scapegoat with nowhere to turn to.

2. Curtis, G. Benjamin. "Book Publishers' interests in reprographic copyright." *Library Journal*. v. 88(14) pp. 2837-2841. Aug. '63.

Terms of supply in India are different from the terms in other countries. Mr. John J. Veenstra made an interesting study and concluded that it is often cheaper to purchase from intermediary dealers rather than placing orders with publishers. After surveying 194 publishers, he noted that majority of them preferred direct orders but offered poor discount. On the other hand, librarians preferred to buy from dealers but found their discount is less attractive; thus, librarians would turn once again to the publishers. Foreign books, however, appear to be profitable to purchase from agents in India. The librarian saves considerable time and energy otherwise spent on gathering bibliographical details of the titles, finding the right suppliers abroad, and the time wasted on the correspondence for obtaining all that information; plus dealing with the methods of payments, not to mention the money lost in exchange. Foreign publishers also prefer bulk orders from wholesale dealers rather than deal with small orders from individual libraries, which involves packing, forwarding, invoicing, etc. I, as a librarian, noticed that the firm's representatives talk much and do little. Of course, the fault may be in the policies rather than in the persons involved.

One of the reasons for the unsatisfactory supply on the part of the booksellers may be the conditions the libraries stipulate. We are still in the deplorable habit of bargaining for higher discounts, lower conversion rates, free freight and, thus, place ourselves under their obligation. The obligation becomes an unwritten law. John J. Veenstra suggests publishers should offer lower discount rates. In India, publishers offer high discounts, anywhere from 12 1/2 to 20%, on their own publications, while the rate for other publications is nil to 10%, mostly 5%. But the publishers' interest in responding to small orders remains poor.³ Margaret Saul expresses the same view after a survey of the purchasing policies of special libraries.⁴ "Although the libraries consider the slow service from wholesalers exasperating, they find the service given by the publishers themselves even worse--and some say totally inexcusable."⁵ Probably workload in attending to a multiplicity of small orders in small quantity is not in direct proportion to the ultimate net profits.

Dr. S.R. Ranganathan suggests to stipulate the following conditions while purchasing books from booksellers:

(1) Each 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 for freight;

(2) The latest edition of the books to be supplied, unless there are specific instructions to the contrary;

(3) If the ordered 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

³ John, J. Veenstra. "The happy marriage." *Library Journal*, v. 88(3), pp. 2634-35, JI '63.

⁴ Margaret Saul. "The business of book buying --As special librarians see it." *Library Journal*, v. 88(3) pp.2636-2639 July '63.

⁵ *Ibid.* p. 2635

should be sent. In case of doubt, he should state the case and supply the book only after receiving a confirmatory order;

(4) If the book is a 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 or another book, he advise the library about it and supply it only after receiving a confirmatory order;

(6) If a book is really a foreign publication although it is 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."⁶

Almost all the vendors accept the conditions 1 and 2. The intermediary booksellers may not be in a position to accede to the condition 3 for various reasons, one reason being the intellectual qualifications such service requires. Regarding the conditions 4, 5, and 6, one wonders if it is more appropriate for the publishers to include the information in their catalogues. Similarly, the condition 7 actually is the job of the library staff rather than that of the bookseller. It is also to be noted that the Indian Book Trade has not reached yet that level; hardly the people engaged in publishing industry possess such qualifications to make the distinction between different editions. Rarely a bookseller bothers to note if the same title appeared in different orders. There are occasions when the same order has been executed twice for no reason.

Book selection tools has been a great handicap for librarians for a long time. In the case of foreign publications, the *Publishers' Weekly*, *Books in Print*, *Cumulative Book Index*, *British Book News*, and *British National Bibliography* come in handy; but, it is not the case regarding Indian publications. *The National Bibliography* supposed to be a monthly but is dishearteningly slow and has to be comprehensive, especially in the case of books in Indian languages. There are some trade journals such as the *Indian Publisher and Bookseller*, *The Publishers' World*, *The Book-Seller*, *Publisher's Monthly*, *Asia Bulletin*, *Taraporavala's Book List*, etc., but most of them limit their scope to their own publications and often do not give complete details. For instance, *Taraporavala's* provides only author, title and price. *Publisher's Monthly* covers the publications of only two firms. On the other hand, *Asia Bulletin*, in addition to author, title, and price, also gives the gist of the topic in the book. Some dailies and Sunday Supplements assign a column for book reviews. Although a small number of them receive some attention, most of the time, those reviews are ignored as immature and unacceptable. At times, reviews are also perceived as a means to vent their feelings or whims rather than express a valid opinion on content in the book. The state of affairs is even worse when it comes to omitting details like the price, place of publication, and the number of pages. In my opinion, the position of Indian librarians,

⁶ S.R. Ranganathan. *Library Administration*. Bombay, Asia. 1959. p. 117

compared to their counterparts in Britain and America, leaves much to be wished. Indian librarian may go through numerous journals for his selection and yet find his list incomplete. Multiplicity of the journals is a serious impediment. Frankly, no library can subscribe to all the journals in the market and no research scholar can go through all of them.

Alternatively, librarians depend on the book lists furnished by booksellers as "In ready stock." Very often, those are not new publications, but the old copies, mostly a decade old, and probably were already acquired by libraries. Secondly, the lists could be either carbon copies from an old typewriter eight at a time or stencil copies carrying only title and price. Little wonder, librarians are left with those lists and no earthly place to turn to.

Incidentally, I would like to mention the shortcomings of the Dealer Library plan. According to the Dealer Library plan, the publishers send their latest publications to the libraries for approval, say, for a period of 10 days. Under the plan, the library has a chance to receive 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 approved. Normally, in the libraries where the librarian needs to obtain approval from a higher authority, the process takes 3 to 4 weeks. Secondly, the librarian has to define his requirements in the most specific terms for the dealers to expect acceptance of 80 to 90% of their supplies. Conversely, the dealers must be able to assess the libraries' requirements with a great precision in order to do their job correctly. The vendors should not take undue advantage of the agreement and dump mediocre books on the libraries under the cover of catering to the needs of the readers of general interest.

This plan is not needed to purchase books for graduate studies, since the graduate studies books are selected from published literature. The plan would be helpful to post-graduate students for the purpose of noting down the latest developments in their fields. But for research purpose, acquisition through the Dealer Library plan may not be of great value. Research scholars need, more than latest books, the current periodicals, research reports from 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 published books play a minor role in research. This is particularly true in the context of research in progress in any field.

The Standing Order plan is slightly different from the Dealer Library plan. The former covers only serial publications since it ensures of receiving all the publications regularly as and when published. The standing order would also have received a prior sanction from the appropriate authorities for all the publications in the series, it is less time consuming in regard to payments. The librarian, however, should also make sure the expenditure in a given year does not exceed the budget. Standing order cannot be deferred or cancelled.

The situation in Great Britain or United States may be better but not different altogether. Usually the publishers, being aware of the issues the librarians face, try to correct them. One such attempt in Great Britain was the formation of Publishers' Association in 1896. It was, primarily, intended to vitalize the publishing trade and gain wider recognition for the publishers in United Kingdom. The Association provides members not only information and advice in all matters--technical, legal and economic aspects of publishing--but also maintains Export Department and Home Research Departments in order to prepare statistical analyses of sales. The Association conducts book production training courses also. The Booksellers Association of Great Britain and Ireland, a branch of the Publishers Association, has representatives on bodies like National Book League, British National Bibliography, etc.⁷

American Booksellers Association, started in 1900, has direct contact with buyers, and its function is to deal with the buyers directly. Their services extend from acting as a clearing house for information on all matters from how to open a bookstore to locating an obscure title not listed in any standard directory. The Association helps to protect its members by sponsoring issues like fair trade legislation, but also undertakes programmes such as book production, home library, and participates in National Library Week celebrations thereby integrating itself with the lifeblood of the community. The *Book Buyers' handbook*, a publication of the American Booksellers' Association, is extremely useful for librarians since it publishes the schedules and the terms of almost all the publishers in the United States.⁸

Conclusion:

Possibly, many of the faults of the publishing and book-selling trade are to be attributed to the lack of organization, and can be rectified by publishers. It is high time the publishers and book-sellers take active interest and develop their trade on par with their British and American counterparts. Padmasri Award to a publisher is a good sign and probably augurs quality publishing. Any educational programme of the country remains incomplete without active cooperation of publishers, booksellers and librarians.

The publishers collectively must work out their problems, formulate an ethical code, encourage writers of high calibre to write substantive books, and work to eliminate fake publishing activities.

Booksellers, as intermediary agencies, should live up to the requirements alike of librarians and publishers, and be properly equipped with as much bibliographical information 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 librarians and publishers, but help establish better relationship between the two parties. For instance, the librarian can suggest the areas of knowledge where literature is poor; and publishers may organize groups for specialization in various subject fields by enabling the librarians to know where to

⁷ T. Landau (Ed.) *Encyclopedia of Librarianship*. 3rd ed. 1967. pp. 376-377.

⁸ *Encyclopedia of Library and Information Sciences*. New York, Dekker, 1968, p.244

look for a particular title and thus avoid wading through a sea of publishers' catalogues and booksellers' lists.

(End)

5. Reading Materials in Indian Languages, Telugu

The literary tradition of a country presupposes a developed chirographic technique, even if not fully developed, processing, and an inclination to disseminate knowledge. A book is a sheaf of papers containing a given set of characters and a body 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 16th C when the Chalukya kings declared Telugu as their official language, it is presumable that the language had developed some elementary principles and the people had learnt to think and write. The material, on which the book was created, changed from stone to the palm-leaf in or around the 11th century. The first known poet, Nannaya, set to write his mighty epic Maha Bharata during this period. In the 11th, 12th, and the 13th centuries, the literary activity was subservient to religious movements, confined to promulgate their religious movements and confined to their attitudes, beliefs and life after death. Most of the works were either commissioned or authors took upon themselves to create to flatter kings and rich patrons. Tikkana in the 13th century and Srinatha in the 14th century wrote with a sense of originality and incorporated civic responsibility, social ethics (cf. Maha Bharatha) and social satire (cf. *Kreedabhiramam*) in their works. The 17th century, many poetic works started showing signs of decadence. The poets shifted their goal from the transcendental to the empirical or mundane and even broad farce-- a phase that seemed to have cast the shadow of the events to follow. Then followed a period during which the writers lacked originality, freedom of thought and expression, and the vital spark of life. People were feeling the effects of the foreign rulers, the arrival of East India company, and the long miserable thralldom ahead.

In 1905, Lord Curzon declared the division of Bengal, which created a havoc in India. In 1907, Bipinchandra Pal went to Rajahmundry, Andhra Pradesh, and his speech instigated all the lovers of the land reminded them of their sense of duty to the motherland. Iyyanki Venkata Ramanayya, Chilakamarthi Narashimham, Mangipudi Venkatasarma, Gadicharla Hari Purushottama Rao, and others threw in headlong their lot with the revolution.

In the last quarter of the 19th century, a pioneer and social reformer, Kandukuri Veeresalingam, took the reigns into his hands in order to free the people from the bonds of hoary conservatism. The abuse of the old religious and moral codes were one too many to count; too many distorted constructs of the rituals, abuse of terminology, and, in the process, they all lost their past significance and turned into a social inconvenience, if not direct evil. Part of the reason for this condition was the ignorance of the general public.

Thus, the library movement in Andhra Pradesh evolved from the people and, closely was intertwined with the social and political history of the country. It came from the people with genuine interest to educate the ignorant.

It is impossible to refer to the library movement in Andhra Pradesh without referring to Sri Iyyanki Venkataramanayya, whose versatile personality even today the field is suffused with a lively glow. In 1914 Sri Venkataramanayya along with Suri Venkatanarasimham organized a library conference which has sown the seeds for the present library movement in Andhra Pradesh. The Association has since worked with extraordinary determination to educate the people, to inculcate reading habit in the mass and encourage to lift oneself up on social stratum. Library tours on foot were conducted, public meetings were held, books were furnished even boats which became popular as floating libraries, library science classes were conducted, conferences at all India level and state level were organized, and also people were approached personally at all gathering, a temple and market place alike. The percentage of literacy has gone up from the single digit in the first quarter of the 20th century to 28% to in 1966 and we owe our achievement to the relentless zeal of the pioneers in the field. Sri Iyyanki Venkataramanayya urged the writers as early as 1934 to write books in Telugu language on scientific and technical matters because because it would not suffice if we create reading habit 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 books, is desperately lacking.

The reading public may be broadly defined in 3 categories:

1. Those who read as pastime, amusement, or as a diversion from daily dredges of day-to-day life;
2. Those who read to educate themselves on social, religious, ethical, scientific, and technical matters, or to learn a language; and,
3. Children for learning a language, for amusement, or understanding the elementary principles of science and civics.

Kandukuri Veeresalingam is often referred to as the father of the modern Telugu literature. He was an exponent of all genre with the exception of, probably, free verse and short story. His novel, Rajasekhara charistram is considered the first novel in Telugu. Chilakamarthi Lakshminarasimham and Panuganti Lakshminarasimha Rao, have also contributed to make the novel a popular genre. G. Venkatachalam wielded his pen to make the novel a medium to communicate his views on the social conditions of his time. His works caused less amusement and more disturbance in the society. In recent times, the western civilization, as in every other field, has been instrumental shaping the modern Telugu novel. The result is the production of fiction on large scale by immature authors and their publications by money-making publishers.

The quality or quantity of periodicals has not been encouraging either. At present, the figure of the periodicals is estimated to be 460. About a century ago, when the publication of periodicals started, the interest centered around specific subjects such as informing the public on current affairs, social reforms, etc. Periodicals like *Viveka Vardhani* and *Chintamani* published articles literary discussions also, in addition to

social matters. *Amudrita grantha chintamani* was devoted purely to the publication of unpublished books, editing manuscripts, etc. Ayyanki Venkataramanayya started a journal in 1907 under the title, *Andhra Bharati* which has earned 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, and all. The journal later continued to publish under a new title, *Granthalaya sarvasvam*, since 1915. Its specialty lay in its service in creating library consciousness among the public. The other notable journals or magazines in connection with the Andhra movement are *Sasilekha*, *Godavari daily*, *Andhra kesari daily*, "*Desamaata weekly*, and *Hindusundari*, a monthly for women. Then the periodicals that stood the test of time are *Andhra patrika daily and weekly*, *Krishnapatrika weekly*, *Gruhalakshmi*, a women's monthly, and *Bharati* monthly. (As of this rewriting, all these periodicals are defunct.). Recently, *Andhrajyoti* started out as a daily and later included a weekly magazine also. More weeklies and dailies such as *Andhra janatha* and *Andhrabhoomi* are being published from Hyderabad. However circulation of these magazines is somewhat restricted to Telangana, possibly because of the stiff competition from the magazines published from Vijayawada and Madras. However, one must admit that some of these magazines like

Viswarachana, an official organ of Navya sahiti samiti, and *Srujana*, a quarterly, are received as magazines of high calibre. As mentioned earlier, the number of journals/magazines has increased notably in the later half of the 20th century; and doing considerable service to literature, society and political ideologies. The topics include reflections on social conditions, improving the women's status in society, political discussion, and working for the betterment of the backward classes besides the usual fiction for light reading. However, a cursory look will show that the standard of most of these magazines is poor, and the quality disappointing. One does not have to look far for reasons. The influence of the western culture on the newly awakened spirit of nationalism through the imported films and books from abroad, stark business attitude of the publishers with no regard to their responsibility and the expected social consciousness of newspapers, and incontrovertible urge to imitate the material supplied by a plethora of foreign periodicals, mainly sex and violence, to the vulnerable, ill-educated public. Publications of cheap thrillers in large numbers in the last decade also vouches for the publishers' greed and the immaturity of the readers.

The abundance of fiction consisted at best of reads for pastime and, at its worst, is considered to be creating an unhealthy environment. The government is said to be taking steps to regulate the quality of the reading material at several levels but, how far the groups with vested interests would allow such control is yet to be seen. Apart from the serials published in popular magazines, a few novels are released each month but here again the quality is mediocre. Of late, M. Seshachalam & co., Hyderabad, has started publishing pocket editions of novels at a considerably low price, and mostly worth reading once. A few classics are published but the reader for such books is limited.

Books for entertainment: Apart from the books marked for light reading, there have been some books published on specific subjects. *Ayurveda chandrika*, *Vaidya*

kala in medicine, *Yadārtha bhārati*, for the propagation of Hindu religion, the *Andhra law journal* in connection with law, *Jameen raithu* and *Paidi pantalu* in agriculture, *Granthalaya sarvasvam*, and *Pustaka prapancham* in library science areas attempt to popularize the relevant fields. Most of the journals do not have much economic support, and yet strive to continue publications. Apathy of the book-sellers is also partly responsible for the situation, I might add.

While the number of periodicals is far from encouraging, the number of books in specialized subjects is even lower.

But for a few books in Indian medicine, Hindu, Christian and Muslim religions, textbook type of books are practically non-existent. Of late, Dr. Gali Balasundrarao has been publishing articles on western medicinal system, and also, published a few books too. They are meant for general readers.

National Book Trust of India, Southern Language Book Trust (Madras), the Central Akademi and its Regional Offices have been encouraging publications of books on subjects like history of India, biographies of national leaders, and reference works such as concordances, encyclopedias, and dictionaries. Provincial governments are offering subsidies to reprinting classics and out of print books at affordable price. Government is also publishing pamphlets and leaflets in order to disseminate information about panchayat raj, block development, adult education and family planning. These materials may be short-term but useful for the general public to understand their civic duties. Some scientists like Vasantarao Venkatarao, Mahidhara Ramamohanarao, and Vemaraju Bhanumurthi are contributing to spreading knowledge of science through their articles and books in Telugu. I would however add that popular science magazines for the layman are still lacking. In the fields of religion and philosophy, there is considerable literature including translations like Jñaneswar Bhagavad gita from Marathi, Kamba Ramayana from Tamil, Tilak's Interpretation of Bhagavad gita from Marathi, and the teachings of Sankaracharya in Sanskrit. Sankaracharya's works are translated into Telugu also. All these works are accepted as standard works in religion and as commendable. Some of them may not be suitable for collegiate studies.

The Andhra Granthalaya Trust, established about 2 decades back, to produce various kinds of literature needed by the public libraries, published some books on agriculture. The books have been helpful to farmers to appreciate the scientific tools useful in their work. Another institution that has been working since 1975 for spreading science is the Science History Telugu-Urdu academy. The academy has published 37 books, claimed to be standard works, so far. In the field of social science, Pratima books, Madras, has been publishing translations, which are found instructive for the layman. The books mostly deal with anthropological subjects. In the past, some books on citizenship and current politics appeared but not enough. The scant articles that appear in the weekly and monthly magazines are far from satisfactory. One book I must mention is *Andhrula sanghika charitra* by Suravarapu Pratapa Reddy. It has earned a special place in Telugu literature as a pioneer work and valuable source.

Another kind of literature that is painfully missed and for which there is a demand is self-teaching aids in Telugu for the use of non-Telugu readers. In the past 3

decades there has been growing interest among others to learn Telugu language. But for one or two Telugu dictionaries and first standard books meant for the Telugu children, books totally lacking in this area. Perhaps Andhra Pradesh Sahitya Academy or other similar organisations can take the responsibility and do the needful.

As for reference works, there are dictionaries, somewhat outdated but, fairly comprehensive. Sankaranarayana's *English-Telugu dictionary*, Gowthama Nighantuvu *English to Telugu* by Acharya Pingali Lakshmikantam, *Jyoti pictorial medium dictionary* giving English words in Telugu script also, are presently meeting the needs of students and non-technical readers. A.D. Campbell and C.P. Brown compiled dictionaries from Telugu to English and the latter's work has become very famous, and went in to many editions since. Brown compiled a dictionary of the spoken Telugu. Galiette Di Cadilhac published a dictionary titled, *Galietti's Telugu dictionary* (of the spoken language) in 1935. The special feature of the work in it Telugu words are given in Roman script with meanings in English. Although the dictionary does not claim to be comprehensive, it is useful for non-Telugu speakers to learn Telugu. and as far as I know, it is one of a kind. There are also Telugu to Telugu dictionaries; to name but few, *Andhra vachaspatyam* in 4 volumes, *Vavilla nighantuvu* in 3 volumes, quite useful for Telugu readers. Also useful are *Vidyarthi kalpataruvu* 2nd ed. 1967, and *Padabandha parijatham* published by A.P. Sahitya Academi are useful students of Telugu literature. The former covers etymology, figures of speech, Telugu proverbs, biographical information of Telugu writers etc., the latter is a dictionary of phrases. *Poorvagatha lahari* is a dictionary of mythological characters depicted in the 18 Puranas. Among other bilingual dictionaries, Telugu-Hindustani, Telugu-Urdu, Sanskrit-Telugu, Telugu-Hindi dictionaries are available and seem to be general in nature.

Andhra vijnana sarvasvam appears to be the first attempt at a comprehensive encyclopedia in Telugu. The project was originally undertaken in 1932, but only brought out 3 volumes, but ended after its editor, Sri K.V. Lakshmana Rao, expired. *Andhra vijnanam* is a one-volume edition and somewhat elementary in nature. *Telugu vijnana sarvasvamu* started in 1947 by Telugu Bhasha Samiti in 12 volumes; 10 volumes have been published to date. Another project named *Sangrahandhra vijnana sarvasvamu* was undertaken by a well-known economist, Acharya Mamidipudi Venkatarangayya in 1953; 3 volumes are out so far. Among the projects in progress are one English to Telugu dictionary under the supervision of the professor of Telugu, G.N. Reddy, S.V. University, Tirupati, which seemed to be based on the Oxford English Dictionary. Another dictionary of philosophical terms is being compiled under the supervision of the Head of the Department of Philosophy, S.V. University, Tirupati. and the third, a much more ambitious plan, is that of Antar-Bharati, Bombay, to compile an Anglo-multi-lingual (Indian) dictionary. The compilation of Anglo-multi-lingual dictionary covering 14 Indian languages is a mighty task, but the attempt is plausible. The organisers may consider an appendix giving an alphabetical list of Indian language words, on the lines adopted by *Roget's Thesaurus*, making cross-checking possible.

Since the Committee is set on a humungous project, it is worth doing so to make it as multifarious as possible. The usage of the work increases with the implementation of teaching in regional languages.

But for the one catalogue compiled by Madras Oriental Research Institute, there are no catalogues to my knowledge. Science Academy, formed in 1967, published a *bibliography of science books* in Telugu covering the period from 1863 to 1965 with Sri V. Veknatappaiah as its editor. The Ministry of Andhra Pradesh published a bibliography of children's literature in Telugu titled, *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 up to 1962. *Granthalaya darsini*, 1968, is another reference work which is a yearbook and directory of libraries in Andhra Pradesh; it contains authoritative information, I am not aware of any such reference work on other subjects in Telugu.

Compared to other countries, children's literature in Telugu is very little. Especially books in mathematics, science, and history are very rare. There are some elementary textbooks but no books with attractive illustrations for the child to get drawn to them by himself; especially books that can make a child enjoy reading. This kind of books need to be produced on a large scale. Publishers and writers need to make words in lullabies and stories intelligible.

Some of the stalwarts in Telugu undertook children's literature seriously and worked to promote it. Among them, the names of Gidugu Venkata Sitapathi, Nandivada Chalapathi Rao, Chinta Dikshitulu, and the couple, Nyayapathi Raghava Rao and Kameswaramma stand out. Sri G.V. Sitapathi, in the preface to his book, *Bala sahitimala*, recounts how he had to face opposition to his language from traditionalists. It seems, they insisted the language in the children's books should be pedantic, not colloquial language he used. Sri Sitapathi published children's songs in a Christian magazine, *vivekavati*, N. Chalapati Rao allocated a few pages for children's lyrics and stories in *Gruhalakshmi*, a women's monthly, In 1945, N. Raghava Rao and N. Kameswaramma founded a children's organisation called Balaananda sangham and also started monthly, *Bala*, exclusively for children. The magazine contains stories, songs, and riddles, conundrums, questions and answers, and little write ups on young actors. It became very popular soon and laid path for more similar magazines such as *Chandamama*, and *Balamitra* in Telugu and in other languages as well. Apart from these magazines entirely devoted to children, the weekly and monthly magazines, and Sunday literary supplements in daily newspapers also contained stories and short verses for children. The propriety of such inclusion in newspapers is, however, questionable, I would think. I am afraid children, after reading the pages allocated for them, may reading other pages where the material may or may not be appropriate for them at young age.

(Author's note: This article is incomplete. Unfortunately, the last page is missing. I, however, felt the information in the pages on hand would be useful for some readers, and included in this anthology. With apologies, -Malathi.)