

AWARENESS ABOUT PUBLIC LIBRARY SYSTEMS IN MUMBAI: A SURVEY

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Abstract:

The main aim of this paper is to identify the Awareness about public library systems in Mumbai and the purpose of visiting public libraries. We know that education is the best key to the success. Practical knowledge is very important to learn. Practically everything cannot be taught, but in the digital era one can teach by graphic design and practical video recorded lectures through the computer. Now a days many video lectures are freely available on YouTube and other digital platforms. Many people and students do not have a computer. Those who cannot go to school and college, they can learn and develop themselves. Public libraries can play very important role in this era. Every public library should provide ICT facilities because many public libraries do not provide ICT facilities. Public libraries should available everywhere, then it will be easy to access for the public.

Keywords: Types of Public Library, Management of Public Library, Marketing Policy, Human Resources.

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Introduction:

A public library is a library that is accessible by the public and is generally funded from public sources and operated by civil servants. There are five fundamental characteristics shared by public libraries. The first is that they are supported by taxes; they are governed by a board to serve the public interest; they are open to all, and every community member can access the collection; they are entirely voluntary in that no one is ever forced to use the services provided; and public libraries provide basic services without charge. Public libraries exist in many countries across the world and are often considered an essential part of having an educated and literate population. Public libraries are distinct from research libraries, school libraries, and other special libraries in that their mandate is to serve the general public's information needs. Public libraries also provide free services such as preschool story times to encourage early literacy, quiet study and work areas for students and professionals, or book clubs to encourage appreciation of literature in adults. Public libraries typically allow users to take books and other materials off the premises temporarily; they also have non-circulating reference collections and provide computer and internet access to patrons.

Definition:

Thomas (1997; p.3) defines public library as the “one which is authorized by legislation, open to the public without charge and financed out of public funds.”

Encyclopaedia of Library and Information Science (Kent and Lancour; 1987; p. 636) states that, “Public library is a public institution, supported by taxation, one that opens its collections, facilities and services without distinction to all citizens.”

History of Libraries:

Ancient World:

There was no difference between a library and a record room (archive) and it can be said that libraries have existed as long as records have been kept of which on the first half of the 3rd millennium BC, a temple in the Babylonian town of Nippur was found with clay tablets and similarly on 2nd millennium BC clay tablets was found at Tell elAmarna in Egypt.

Ancient India:

India has a great history and is one of the oldest civilisations in the world. There is fact, no country where love of learning has so early an origin or has exercised so lasting an influence. The importance of libraries in academic institutions was, therefore, recognized in India even in the remote past.

Historical record reveals three types of libraries in this ancient period, libraries attached to:

1. Palace/court
2. Centres of religion (Brahmins and Matths, Buddhists had Viharas, and Jains had Upasarayas)
3. Centers of learning.

Palace/Court Libraries :

We have a very scanty knowledge about this type of libraries. History has left names of some kings who patronized learning and literature and who built a royal or court library. King Harsha Vardhana of Kanauj had a large library.

Centres of Religion Libraries:

The centres of religion have different names in different communities. These have been generally called temples. The existence of a prominent temple library with a reading room is recorded in art history. This refers to the paramara's of Malwa, who build the Nilkanteswara Temple at Udaipur, in 1059 AC.

Centres of Learning:

Of the educational centres known, in this early period, Taxila University is the oldest. Others included Kasi, Kuru, Panchala, Videha, Matsya, Usinara, and Naimisara (Kumar:1977:2).

Taxila University:

It is one of the world's first universities and flourished during the 1st to 5th centuries CE. as part of the civilization of Gandhara under various rulers. Taxila is an important archaeological site in Indian subcontinent located in the modern city with the same name in Punjab, Pakistan. Kautiliya were products of the academia.

Nalanda University:

It is in Nalanda in Bihar. It is one of the oldest universities in the world, but it is not probably as old as Taxila. As a leading university it flourished from 414 to 1205 AD. The curriculum probably included both Buddhist and Hindu literature (Devahuti: 1970:144).

Medieval Period (1206-1526 & 1526-1757):

This period is distinct in many ways, from the ancient period. The basic difference lies in the predominant position of Muslim rulers. This position enabled Muslims to import many cultural and library activities: writing

history, maintaining a record of minute details, maintaining libraries, manufacturing paper, tanning of leather for book binding, employing professional binders, calligraphers to make copies, readers (Musahib), and others.

Modern India:

Pre-Independence (1757-1947)

This period, in comparison to the one that followed, does not seem to be characterized by startlingly new developments. Most of the obvious changes in the system of libraries and librarianship began in the early twentieth century. An important of the idea of western public library was wilfully done in 1804 in Bombay. It was the opening of the library, which later became the Bombay Branch of the Royal Asiatic Society. It was “public” in its function, from the first day of its inception. Many other public libraries made during this period.

Post Independence:

The history of the public library of the independent India has to its credit many professionals, but one, can be singled out- Dr. S R Ranganathan. He began his career in the public library movement in 1930. This fruits of this emerged in public library legislation, viz., Madras Public Libraries Act (1948; Hyderabad Public Libraries Act (1955), Mysore Public Libraries Act (1965), Maharashtra Public Libraries Act (1967), and West Bengal Public Libraries Act (1979, probably as posthumous award for Ranganathan’s achievements). The process of legislation is still on and gradually one state after the other is reaping the benefit of this glorious Ranganathan heritage.

The purpose of the public library:

Education: supporting both individual and self-conducted education as well as formal education at all levels.

Information: the public library is the local centre of information making all kinds of knowledge and information readily available to its users

Personal development: providing opportunities for personal creative development. The opportunity to develop personal creativity and pursue new interests is important to human development.

Children and young people: Creating and strengthening reading habits in children from an early age.

Public libraries and cultural development: An important role of the public library is providing a focus for cultural and artistic development in the community and helping to shape and support the cultural identity of the community.

The social role of the public library: the public library has an important role as a public space and meeting place.

Services to users:

The public library must provide services based on an analysis of the library and information needs of the local community.

Provision of services: Public libraries provide a range of services, both within the library and in the community, to satisfy their users’ needs.

- Provision of books and other materials for use in the library
- Information services, using print and electronic media



- Readers' advisory services including reservation services
- Community information services
- User education, including support for literacy programmes
- Programming and events.

Services to children:

By providing a wide range of materials and activities, public libraries provide an opportunity for children to experience the enjoyment of reading and the excitement of discovering knowledge and works of the imagination.

Services to young adults:

Young people between childhood and adulthood develop as individual members of society with their own culture. Public libraries must understand their needs and provide services to meet them.

Services for adults: Adults will have different requirements of an information and library service related to the variety of situations they will encounter in their studies, employment and personal life. These requirements should be analysed, and services be developed on the outcome of the analysis. They should include support for:

- Lifelong learning
- Leisure time interests
- Information needs
- Community activities
- Cultural activities
- Recreational reading

Services meeting these needs should also be available to children and young adults.

Collections:

The following categories of library materials may be represented in a typical public library, although this list is not exhaustive:

- Fiction and non-fiction for adults, young adults and children
- Reference works
- Access to databases
- Periodicals
- Local, regional and national newspapers
- Community information
- Government information, including information by and about local administrations
- Business information
- Local history resources
- Genealogical resources
- Resources in the primary language of the community
- Resources in minority languages in the community

- Resources in other languages
- Music scores
- Computer games
- Toys
- Games and puzzles
- Study materials.

The management and marketing of public libraries:

‘A clear policy must be formulated defining objectives, priorities and services in relation to the local community needs. The public library must be organized effectively, and professional standards of operation must be maintained.’

(IFLA/UNESCO Public Library Manifesto, 1994)

Management skills

Management of a public library involves a few different skills:

- Leadership and motivation
- Maintaining effective relationships with governing and funding bodies
- Planning and policy development
- Building and maintaining networks with other organizations
- Budget negotiations and management

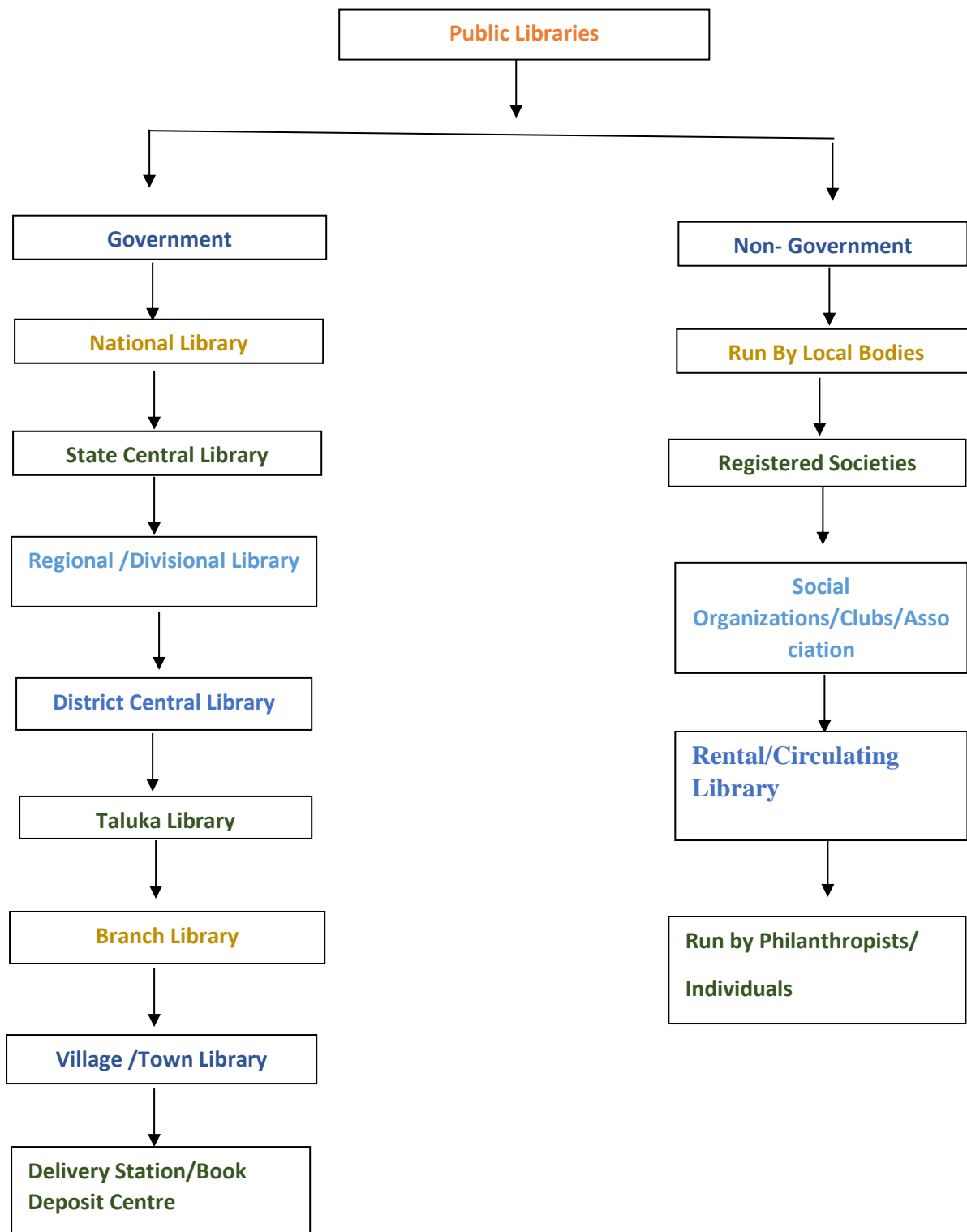
Human resources:

‘The public library must be organized effectively, and professional standards of operation must be maintained.’

Types of Public Libraries

Public libraries can be classified according to their targeted users, their level of operations and types of services offered to the public

The two distinct groups of Public Libraries can be seen as follows



Public Libraries in India:

Connemara Public Library:

The Connemara Public Library was established in 1896 at Chennai. It is one of the four national depository libraries which receive a copy of all books, periodicals and newspapers published in India.

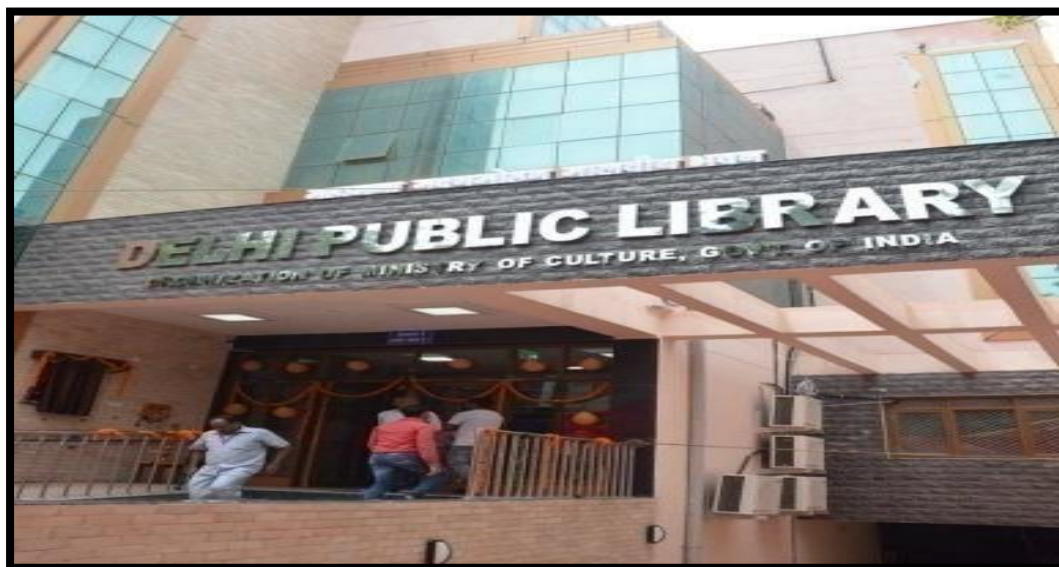
Image1.1



Delhi Public Library :

The Delhi public library was established in 1951 by the Government of India with financial and technical assistance from UNESCO. The library has 16,94,950 books as on 31/03/2019.

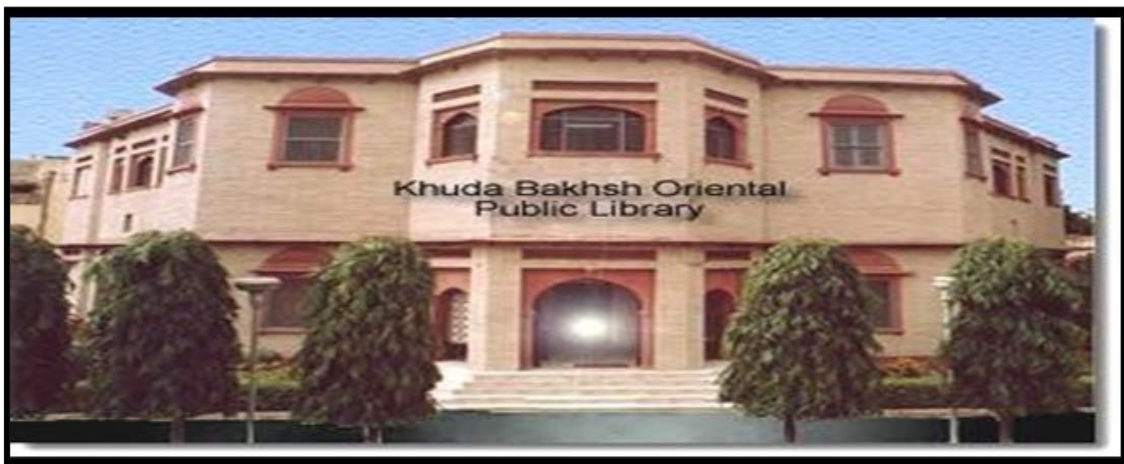
Image 1.2



Khuda Bakhsh Oriental Public Library:

It is situated in Patna (Bihar). This library was opened for the public in October 1891 by the illustrious son of Bihar Khan Bahadur Khuda Bakhsh.

Image 1.3



Saraswathi Mahal Library:

This library is in Thanjavur, Tamil Nadu and known as Tanjore library. It is one of the oldest libraries in Asia

Image 1.4



Aim and Objective of the Study:

Aim: To study the awareness about public library system and the purpose of visiting public libraries.

Objective:

1. To study awareness about public libraries
2. To discover why people, visit public libraries
3. To find what type of resources are read/consulted by people

Scope and Limitation:

This study is aimed at studying the awareness about public library systems. Since the number of people is very high and time for the study is very limited, only a sample of the people's population is considered here.

The study is limited to the students and general public of Mumbai. The sample was selected through the purposive method of questionnaire. For this study students and the public of Mumbai are covered.

Research Methodology:

The research method selected to conduct this dissertation work is a survey. Keeping in view the objective of the study, a structured questionnaire is designed and distributed to collect the necessary primary data among the public. The population for this study consists of students and public who belong to Mumbai.

Literature Review:

Elbert, Fuegi & Lipeikaite (2012) this paper presents a methodology & preliminary result of a Study to research perceptions of stakeholders and the public towards public libraries in six African countries. The goal of the study is to understand the perception of national and local stakeholders and the public in public library how these stakeholders could best be positively influenced to create fund support or to use public libraries. Users are happy with the services in the library but are not satisfied with infrastructure. The library needs to increase funding to develop infrastructure like space and procure books on ICT.

Wani (2008) this paper reviewed the development of public libraries in India. The author outlined the history of Indian libraries. India has a great history of libraries. Libraries were established in ancient India. By the patronage extended by emperor's major capitalists and scholars.

Shukla and Bajpai (2015) reviewed the glorious history of Uttar Pradesh public libraries and the present situation of State Public Library system. Uttar Pradesh Public Library has provided services since the houses of Acharya & Guru (Vedic Brahmins), Mughal period, British period and after Independence.

Karkee and Majumder (2014) surveyed library awareness among the non-users of government and government sponsored public libraries in the hilly areas of Darjeeling District of West Bengal with respect to their personal characteristics, library membership of their family members.

Mary (2014) surveyed the library usage & awareness among the women public libraries in the rural areas in Athoor block, Dindigul District Tamil Nadu. The main purpose of the study is to discover which women visit to the library, their feelings about services facilities, purpose of reading use of library collection. The results show maximum women are satisfied with their services and facilities.

Thavamani (2014) this study focused on information use pattern of Connemara Public Library Chennai. Library has an excellent collection as well as good services. Maximum users are satisfied with availability of information sources like newspapers and magazines section being situated separately in the library. Most of the users are college students. They are happy with reference sources.

Thavamani (2014) the study focused on comparative study of user behaviour and awareness among the two different public libraries in Chennai District, Tamil Nadu. According to the author maximum users are satisfied

with availability of newspapers & magazines section. The result shows that mostly college students use this library.

Kumar & Biradar (1997) this paper studies use of mass media and public libraries by the rural community like send the messages over some distance includes books, pamphlets, magazines, newspaper, radio, television, motion pictures, video tapes, computer network and so on. The reason was that the library location was not convenient, and library hours were not suitable.

Parvathamma & Reddy (2010) surveyed use of information resources and services in public libraries in Gulbarga District. It was found that majority of the users of public libraries in Karnataka state were men. The purpose of this study is to find out the socio-economic background of the user types of information resources and services frequently used and their level of satisfaction regarding the information resources & services.

Pors (2006) the research is based on a comprehensive survey of Danish students from both universities and other higher institutions of education. The paper relates the findings to the general body of literature on students' information seeking behaviour. The data provides information about use of information resources and libraries, perceptions of information sources, study and learning styles and on the relationship between libraries and educational institutions. 60 % of the all the responding students use public libraries for study purposes.

Data Analysis:

Data analysis is defined as a process of cleaning, transforming, and modelling data to discover useful information for decision making. The purpose of data analysis is to extract useful information from data and taking the decision based upon the data analysis.

1) Are you aware about public libraries?

Table 1. Awareness about public library

Option	Response	Percentage
Yes	70	70%
No	30	30%
Total	100	100%

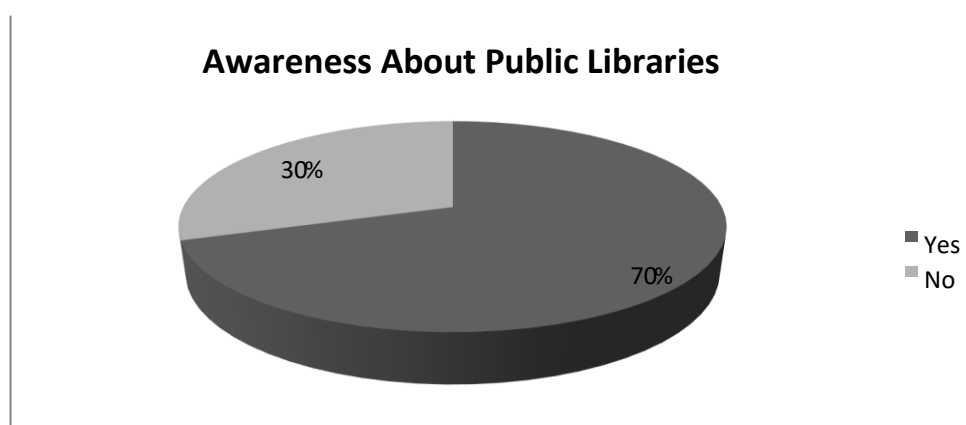


Figure 1.: Awareness about public libraries

Figure & Table (1.1) show awareness about public libraries. 70 (70%) people say yes, which means they are aware about public libraries. 30 (30%) people say no, meaning they are not aware about public libraries. Maximum public are aware about public libraries.

2) Are you interested to know about public libraries?

Table 2. Interested to Know about Public Libraries

Options	Response	Percentage
Yes	92	92%
No	8	8%
Total	100	100%

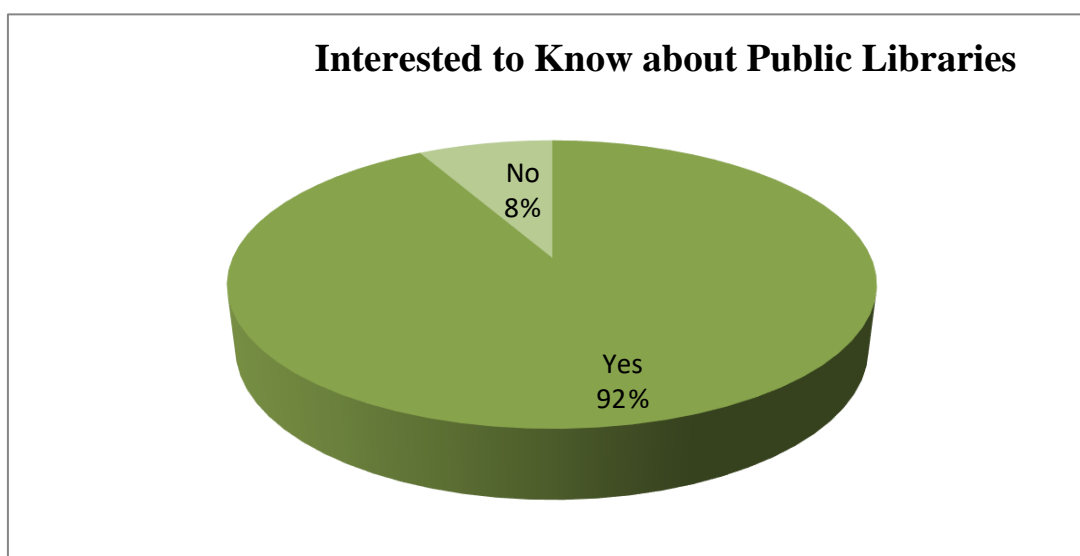


Figure 2. Interested to know about public libraries

Figure 1.2 shows how many people interested to know about public libraries. Around 92 (92%) people are interested to know about public libraries and 8 (8%) people are not interested. Maximum people want to know about public libraries and they are also interested to know about its services and facilities.

3) Have you used public library till now?

Table 3. Usage Table

Option	Response	Percentage
Yes	35	35%
No	65	65%
Total	100	100%

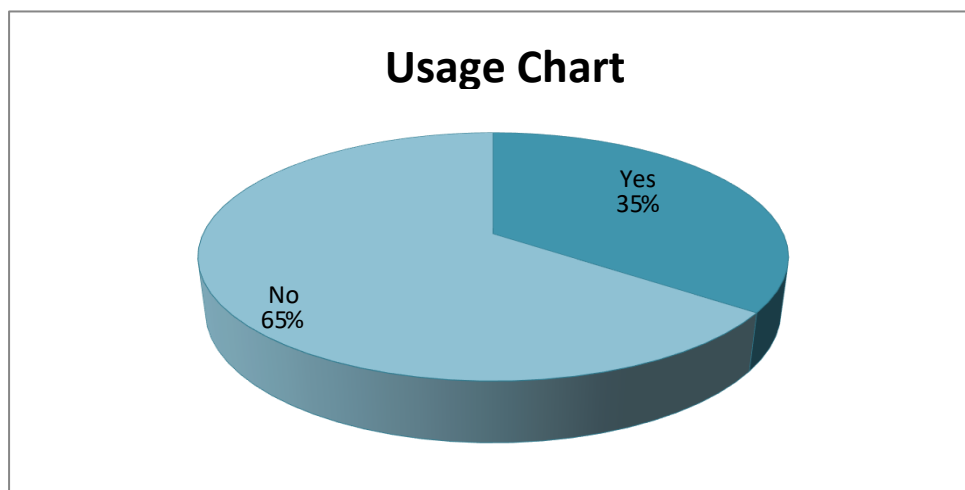


Figure 3. Usage chart

Figure 1.3 shows public library usage by people. The question was, have you used public library till now? 65 (65%) people have never used a public library till date and 35 (35%) people have used public libraries till date. Data shows maximum people do not visit public libraries.

4) For what purpose do you visit or intend to visit the public library?

Table 4. Purpose Table

Options	Response
General Knowledge	60
Education	57
Research	25
Because you love books	30
To improve reading skills	37
To appear for competitive exams	26

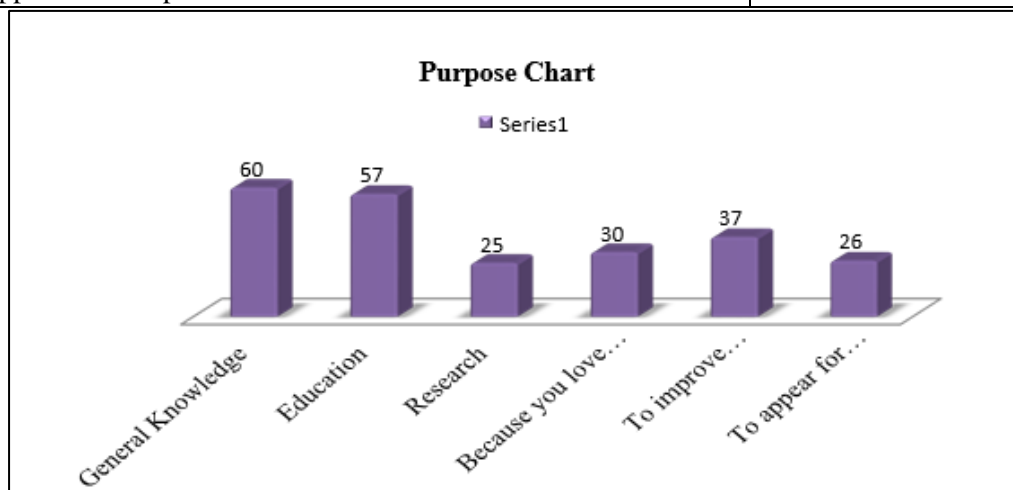


Figure 4. Purpose Chart

Figure and table 1.4 represent the respondent's purpose in visiting and intend to visit public libraries. 60 people are interested in general knowledge, 57 people are interested in education, 25 people are interested in research, 30 people love books, for 37 people want to improve reading skills and 26 people are interested to appear competitive examinations out of 100 people.

5) Which type of reading material do you prefer?

Table 5. Reading Material

Option	Response	Percentage
Online resources	4	4%
Printed books	29	29%
Both	67	67%
Total	100	100%

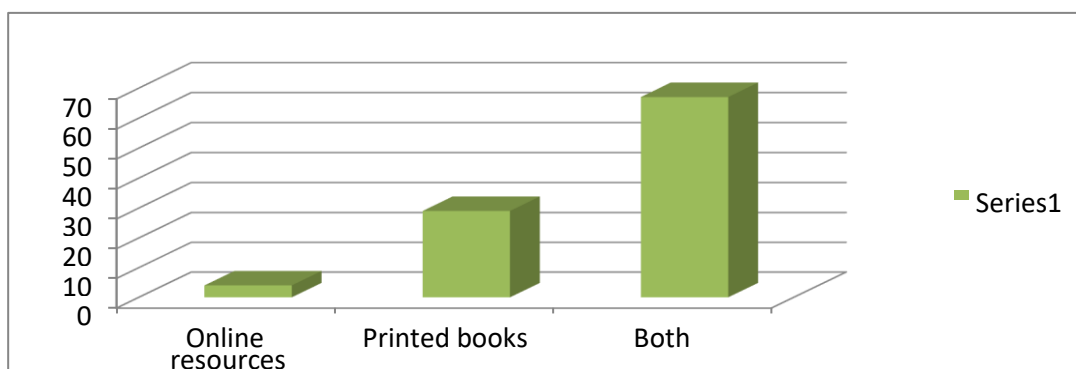


Figure 5. Reading Material

Figure and table show how many people want to read printed books, online resources and both. 4 (4%) people use online resources, 29 (29%) people read printed books and 67 (67%) people use both materials for reading.

6) Which resources do you read?

Table 1.6 Reading Resources

Options	Response
Newspapers	72
Magazines	47
Subject books	63
Reference books	50
For borrowing	32
Internet	57
Audio visual material	32
Competition exam related books	44

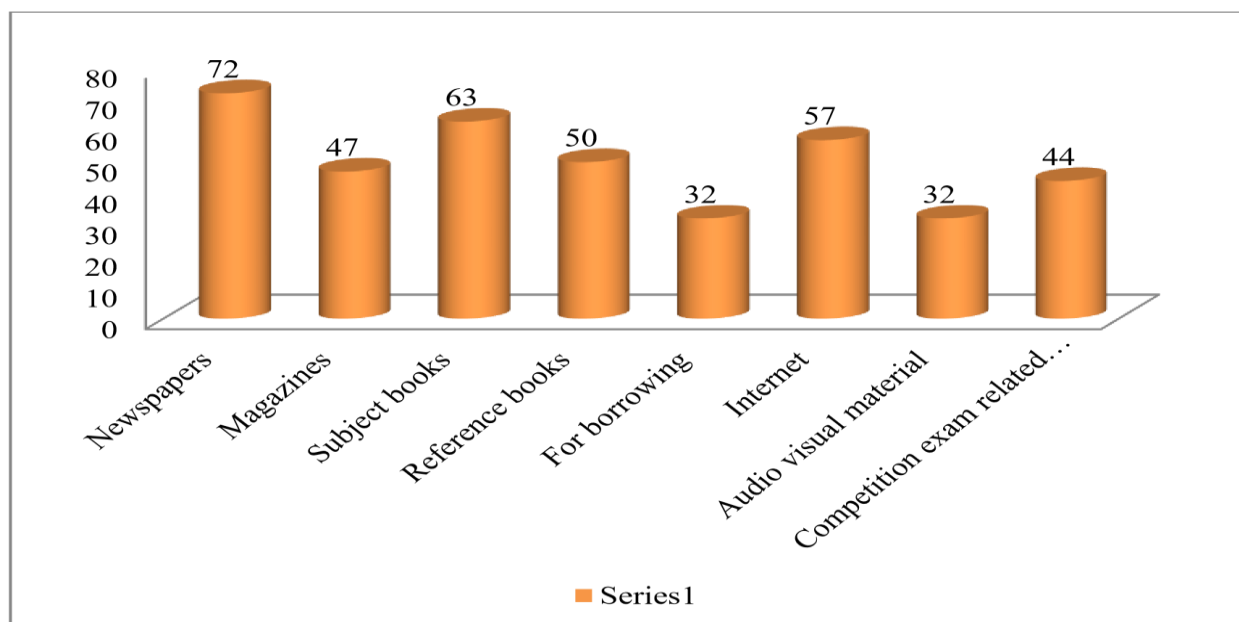


Figure 6. Reading Resources

Table and figure 1.6 represent reading resources used by people. 72 people read newspapers, 47 people read magazines, 63 people read subject books, 50 people read reference books, 32 people borrow books, 57 people use the internet, 32 people use audio visual material and 44 people read competitive examination books out of 100 people.

Recommendations:

- Need to create awareness among the people about public libraries.
- Public libraries need to improve their infrastructure.
- Public libraries should be at a convenient location.
- Public libraries should provide ICT facilities with internet connection.
- They should provide online resources for reading.
- They need to market their services and facilities.
- Timings should be user friendly.
- Staff should be user friendly.
- Staff should be professional and well trained.
- Library management should be proper

Conclusion:

The public library is very important for long life learning. It is freely available for public. Anyone can visit and read books in the library. There are 46746 libraries in all over India, according to RRRLF data. There is a lack of awareness of people regarding public libraries which made this topic important.

Maximum public libraries are in a bad condition. They are not modernizing, which is why people are not interested in visiting these libraries. They do not market their services and facilities; hence many people are not aware about public libraries. According to the survey, 70% people are aware and 30% people are not aware about public libraries. But only 35% used and 65% not used the library till now. This means they are aware, but they do not visit the library. Because of lack of infrastructure or inconvenient timings as many users are working people.

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