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## ROLE OF LIBRARIES IN MAKING DIGITAL INDIA

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&

**SOCIETY FOR THE ADVANCEMENT OF  
LIBRARY AND INFORMATION SCIENCE (SALIS)**



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Principal  
St. Xavier's College of Education  
(Autonomous)  
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**Role of Book Fair in Promoting Reading Habits Among the Public:  
A User Study on Book Fair 2016 Held at Coimbatore**

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**Abstract**

*Book fair plays a vital role to promote reading habits among the people. It is essential and important aspect to create the literate society in this world. It shapes the personality of an individual and helps them to develop the proper thinking methods and creating new ideas. At present, due to the influence of the mass media, people could not show much interest in reading the books, magazines and journals etc., Therefore, there is the need to develop the reading habits among the individuals in the society. In this paper, the author has discussed the various methods and benefits in improving the reading habits through the role of book fair.*

**Keywords:** *Reading Habits, User Study, and Book Fair.*

**Introduction**

Book fair plays a vital role in transforming the character of public and promotes reading habits of the public. The Coimbatore Book Festival (CBF) 2016 was organized by the Booksellers and Publishers Association of South India (BAPASI) from 19.8.2016 to 28.8.2016. There were around 150 book stalls with a lakh of books kept on display for the public at Codissia Hall, Coimbatore. The book fair was kept open from 11.00 am to 8.00 pm on all days and 11.00 am to 9.00 pm on weekends. The media has given the statement that the purchase of books and the number of visitors has increased.

**Objectives of the Study**

The objectives of the study are:

- To know the awareness of book fair among the public
- To know the opinion about the collection of books
- To know the opinion about the category of books
- To identify the discount offered by the Publishers and Distributors
- To ascertain the public opinion about the usefulness of book fair
- To motivate the public to make use of book fairs

**Review of Related Literature**

Palani (2012) is of the opinion that, effective reading was important avenue of effective learning and reading was interrelated with the total educational process and hence, educational success requires successful reading habit. He believes reading is the identification of the symbols and the association of appropriate meaning with them. It requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation and in context. According to Palani (2012), reading habit is an essential and important aspect for creating



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a literate society in this world. It shapes the personality of individuals and it helps them to develop proper thinking methods and creates new ideas.

#### **Methodology**

The questionnaire method was used to get information from the respondents. The investigators have distributed 190 questionnaires and could receive 152 duly filled up questionnaire. To select the respondents from the public, convenient survey method was followed. Simple percentage was used to analyze the data.

#### **De Limitations**

- Only respondents participated in the Coimbatore book fair 2016
- Distributed the questionnaire method and 152 filled questionnaires for evaluation

**Table-1: Gender wise distribution of the Respondents**

Sl. No.	Gender	Number of Respondents	Percentage
1	Male	84	55.26
2	Female	68	44.74
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

Table-1 shows that out of 152 respondents, 55.26% are male and 44.74% are female who visited in the book fair 2016.

**Table-2: Category wise distribution of the Respondents**

Sl. No.	Category of the visitors	Number of Respondents	Percentage
1	Students	63	41.45
2	Employees	47	30.92
3	Retired Persons	5	3.29
4	Self-employees	12	7.89
5	House wife's	25	16.45
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

Table-2 shows the category wise distribution of visitors. In the analysis, it clearly shows that among 152 respondents, a maximum of 41.45% of respondents were under the category of students, 30.92% of respondents were employees from both government and private sectors and the least of 3.29% of respondents are retired persons.

**Table-3: Mode of Awareness about Book Fair**

Sl. No.	Media Type	Number of Respondents(N=152)	Percentage
1	Radio	32	21.05
2	Newspaper	56	36.84
3	Television	45	29.61
4	Friends circle	19	12.50
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

The sources through which the aware of the book fair have been displayed in the above table, which shows the mode of awareness about book fair. Maximum of 36.84% respondents came to know about book fair through newspapers followed by 29.61% of respondents through television. 21.05% of respondents through radio followed by 12.50% came through friends circle.

**Table-4: Convenience of Book Fair Venue**

Sl. No.	Convenience of Book Fair venue	Number of Respondents	Percentage
1	Yes	127	83.55
2	No	25	16.45
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

If the book fair venue is comfortable and easy accessible it will attract more number of visitors. Data shown that majority of the people 83.55% feel the accessibility of book fair venue is convenient and 16.45% of respondents feel the accessibility of book fair venue is non-convenient.

**Table-5: Number of visit to Book Fair**

Sl. No.	Number of visit	Number of Respondents	Percentage
1	First time	78	51.32
2	Second time	42	27.63
3	More than 2 times	32	21.05
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

Table-5 shows that the reading habits and interest of the users by knowing the number of visits of book fair. The table shows that 51.32% of respondents have visited the book fair first time, 27.63% respondents have visited the book fair second time and 21.05% have visited the book fair more than 2 times.

**Table-6: Opinion about the collection of books**

Sl. No.	Opinion	Number of Respondents	Percentage
1	Very Good	67	44.08
2	Good	48	31.58
3	Fair	22	14.47
4	No opinion	15	9.87
<b>Total</b>		<b>152</b>	<b>100.00</b>

Source: Primary Data

Table-6 shows the opinion about the collection of books in the book fair. Majority of respondents 44.08% stated that the book collection was very good, 31.58% of respondents rated it as good, and 14.47% of respondents opinion that the collection of books is fair and 9.87% of respondents have not given any opinion.

**Table-7: Category of books purchased in the book fair**

Sl. No.	Category	Number of Respondents	Percentage
1	General Books	21	13.82
2	Subject Books	53	34.87
3	Story Books	13	8.55
4	Competitive Exam Books	36	23.68
5	Religious Books	29	19.08
Total		152	100.00

Source: Primary Data

Table-7 shows the category of books purchased in the book fair. Majority of respondents 34.87% bought subject books followed by 36 respondents 23.68% bought Competitive exam books, 19.08% of respondents bought Religious books and the least of 13 respondents 8.55% bought Story books.

**Table-8: Satisfaction with the Discount offered in the book fair**

Sl. No.	Level of satisfaction with discount	Number of Respondents	Percentage
1	More satisfied	11	7.24
2	Satisfied	23	15.13
3	Somewhat satisfied	69	45.39
4	Not satisfied	49	32.24
Total		152	100.00

Source: Primary Data

Table-8 shows that discount plays a major role in book fair, which will increase the book sales and thereby give much more profit to the book sellers. 45.39% of respondents felt that they were somewhat satisfied with the discount offered, (32.24%) of respondents felt that they were not satisfied with the discount offered, 23 (15.13%) of respondents said that they were satisfied with the discount offered followed by 11 (7.24%) of respondents felt that they were more satisfied with the discount offered.

**Table-9: Opinion about the Food court in the book fair**

Sl. No.	Opinion	Number of Respondents	Percentage
1	Very Good	31	20.39
2	Good	52	34.21
3	Satisfied	47	30.92
4	Fair	22	14.48
Total		152	100.00

Source: Primary Data

Table 9 shows the opinion about the food court facility provided in the book fair. 52 (34.21%) of respondents felt that food and beverages provided in the book fair provided was good followed by 47 (30.92%) of respondents felt that food and beverages provided was satisfied, 31 (20.39%) of

respondents felt that it was very good and 22 (14.48%) of respondents felt that food and beverages provided in the book fair is fair.

**Table-10: Opinion about the Transport facility in the book fair**

Sl. No.	Opinion	Number of Respondents	Percentage
1	Very Good	27	17.76
2	Good	49	32.24
3	Satisfied	58	38.16
4	Fair	18	11.84
Total		152	100.00

Table-10 shows that the respondents opinion about the Transport facility. 38.16% of respondents felt that transport facility provided is satisfied followed by 32.24% rated it as good, 17.76% of respondents rated it as very good and 11.84% rated it as fair.

#### **Findings**

- It shows that majority of students were visited the book fair in the category wise
- It is found that the mode of awareness about the books fair is through newspaper media
- It is found from the respondents that the collection of books in the book fair is very good
- It is found that subject books and competitive exam books were highly purchased by the visitors in the book fair
- It is found that the convenience of book fair venue is comfortable
- It is found that the discount offered in the book fair is somewhat satisfied
- It is found that the food court and beverages stall facilities is good and satisfied
- It is found that transport facilities to the book fair venue is good

#### **Suggestions**

The suggestions based on the findings are given below

- The collection of books in regional language of Tamil was not up to the mark
- Discounts for the books was not reasonable
- The arrangement of website address for online purchase during the book fair period

#### **Conclusion**

Book fair plays a vital role to promote the reading habits among the students, teachers, retired persons and people of various age groups. It should be conducted once in a year in every district to promote the reading habits among the public, students and various categories of people. From the sale of the books and the number of people who visited the book fair reveals that the reading habit is still alive among people amidst visual media. Book fair fulfils the hunger of information seeking behavior of the public.

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