Library Services for the Development of Society: A Case Study in West Bengal, India

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ABSTRACT

South 24 Parganas is a district in the state of West Bengal in India. It has a population of more than 8 million with 74% of them living in rural areas and about 30% of the district's population belong to disadvantaged and under-privileged communities. It has some remote sea-based coastal areas and islands which are economically poor. This shows that inclusive social development is very important for a large group of people in this district. We have studied how libraries are contributing to the upliftment of these people. We find that government sponsored public libraries and libraries run by Non-Government Organizations (NGOs) are providing many novel need-based outreach services for the social, cultural and economic development of the people of the district. The libraries are providing services to meet the traditional library needs of the users as well as their real life necessities. These services are yielding many tangible and intangible benefits.

Keywords: inclusive development, mobile library services, public library services, outreach services

INTRODUCTION

The objective of this paper is to study the role of public libraries in the development of society with a focus on how they are helping in promoting a knowledge-based society with inclusive development. This is particularly important in India, where most of the people are residing in rural areas with comparatively low literacy rate. The Government of India has given importance to this aspect and has launched different programmes with the aim to provide access to knowledge to all sections of this multicultural and multilingual country by improving their functional literacy and digital literacy so that poverty, social and economic disparity can be reduced and people can become more self-reliant. The National Knowledge Commission (2007) has also given emphasis on the role of public libraries in disseminating knowledge and removing 'information poverty' by making people information literate. This paper shows how library services are directed to improve the society especially the under privileged sections of the rural areas. This study is based on libraries in the district of South 24 Parganas, in the state of West Bengal, India.

South 24 Parganas is the largest and second most populous district in the state of West Bengal in India. It has an area of 9960 sq. km. and a population of over 8 million as per the 2011 census and the majority of them (over 6 million or 74%) live in rural areas spread over 2000 villages (South Twenty Four Parganas (South 24 Parganas) District: Census 2011). The main categories of workers are farmers, agricultural labourers and workers in household industries (West Bengal. Directorate of Census Operations 2011). Also about 2.5 million people in the district belong to the Scheduled Castes (SCs) and Scheduled Tribes (STs). These are "official designations given to various groups of historically disadvantaged indigenous people in India" and these "terms are recognised in the Constitution of India" (Scheduled castes and scheduled tribes). Average literacy rate of South 24 Parganas (in 2011) is 77.51% (West Bengal. Directorate of Census Operations 2011). All this shows that inclusive social development is very important for a large group of people in this district, who are disadvantaged. We find that this responsibility is being shared by libraries in the district and they are contributing in this direction. We give here the details of novel practices and services provided by libraries to help in the development of society.

LITERATURE REVIEW

Libraries have a role to play in the development of society and this has been realized in many parts of the world over the years. In this limited space we mention a few relevant studies available in literature.

Harande (2009) emphasized the pathetic condition of illiterate and poor rural people in Nigeria where the rural communities needed effective information necessary for their better living. In developing countries like Nigeria lack of information is one of the causes of economic poverty of the rural people and the public libraries should try to provide them with necessary information. Bandyopadyay and Majumder (2006) focus on the need for providing information based on audio visual materials especially to the areas where literacy level is low. They have suggested a scheme to provide digitized and audiovisual services utilizing available infrastructure. The analysis and evaluation of information literacy programmes of the public libraries in West Bengal has been provided by Bandyopadhyay (2008b). It also includes directions to introduce some innovative services to make the information literacy programmes more effective.

In Gardiner (2008) it is emphasised that to provide equal rights to education to the rural children the rural and farm schools must offer basic library services to the rural student community. Sinha (2009) has traced the contribution of Nobel Laureate Rabindranath Tagore in introducing mobile libraries (Chalantika) in 1925 and so Tagore pioneered outreach services by libraries.

Kamba (2009) has suggested that the development of any rural community of a country indicates the growth of a nation. He has also mentioned about the importance of the establishment of Innovative Community Information Centre (ICIC) for the development of the rural people in Africa in a knowledge-based economy. How public library system in India along with its service providers are fighting for 'library advocacy' to bridge the knowledge gaps in the country- is elaborately discussed by Das (2010). He critically analyses the applicability of India government's policy frameworks for developing

inclusive knowledge societies in India. Bandyopadhyay, Majumder, Bose and Sengupta (2010) show the overwhelming impact of a pilot project "Come to your Library" for promotion of reading which was conducted by Bengal Library Association with financial support from Raja Rammohan Roy Library Foundation, a Government of India organization. Basak and Bandyopadhyay (2014) show in their paper presented in IFLA Conference 2014 how the public libraries in the district of Birbhum are working for social inclusion with the aim of promoting harmony and integration among the multicultural communities.

Hines (2015) investigated in his study submitted in IFLA Conference 2015 that libraries must have a mission and vision to connect the general people with needed information by providing free and open access library services to all, especially unprivileged rural people. His paper declares that in the United States and Canada such kind of information service is being provided through hiring of social workers or public health workers in public libraries and extending the outreach services for their development.

METHODOLOGY/RESEARCH DESIGN

Services provided by libraries for the social development of the under-privileged communities in rural areas in South 24-parganas are the focus of our study. As it is a qualitative research, we have collected information by visiting the said libraries and by taking interviews at different times during May 2015 to April 2016. We had to take prior permission of the Librarian of the District Library of South 24-Parganas district (situated at Vidyanagar, South 24-Parganas) for the libraries under the government public library system. As rural library services are being supported by the District Library, we took permission from the Librarian of the District Library to visit the rural libraries also and to observe the activities of the mobile library services at Kalatala More, Sadhur Hat and Shibanipur villages. Regarding libraries run by NGOs in different villages as mentioned we took permission from the respective Directors and/or Library In-charge to observe the activities. We directly visited the remote villages of South 24 Parganas with the help of library staff to know in details the mobile library services in those areas. We concentrated on the extension of the outreach services being provided and on its impact. To understand the beneficiaries' perceptions, we took interviews of the regular users (especially of women) with the permission of the Librarians and Directors to know about the social problems and to understand the impact of the services. Information were noted and their photographs have been taken with their permission.

We have also collected data from different registers maintained by the libraries. This helped us get information concerning outreach library services provided to the seabased areas for their communities' well-being and social development. Also documents like annual reports gave information of the library outreach services. We also went through the mobile library register as well as other library registers (maintained by the library) within the premises of the libraries. These were done with the permission of the Librarians and Directors. Some information concerning the social problems and library outreach services were also collected through websites of many libraries run by the NGOs.

RESULTS

Library scenario in South 24 Parganas

We first discuss the public libraries in West Bengal under the Directorate of Library Services which is under the Department of Mass Education Extension. There is a Minister in charge of Library services. This public library system in the state of West Bengal consists of four levels. At the highest level there is the State Central Library. In the next level there are district libraries, generally one per district. Next to that level we find Town libraries and at the lowest level there are Rural or Primary unit libraries. In addition to these we also have Community libraries cum Information Centres (CLIC) to provide library/information services at the gram (village) panchayat (lowest administrative) levels where there is no government or government sponsored library. In addition to these there are non-sponsored public libraries run by Non-Government Organisations (NGOs).

The South 24 Parganas district has (as on 31.12.2013) 1 district library, 18 town libraries, 137 primary unit/ rural libraries and 20 Community library cum information centres (giving a total of 176) and also 56 non-government and non-sponsored libraries (West Bengal Public Library Network) (West Bengal. Directorate of Library Services 2004). Besides these there are school, college and university libraries serving different categories of students of the district and mobile libraries run by some of the libraries mentioned above.

Library services at present

Libraries in South 24 Parganas are working for the underprivileged persons by helping promotion of reading, making them library-oriented, trying to equip them with relevant knowledge and skills to become independent and self-sufficient. All the libraries mentioned above are providing general library services- like lending services, reading room services, children's library services, reference services, newspaper services, career guidance services etc. In addition, these libraries are also providing outreach services to make the people of the district information literate and self-sufficient. Many private libraries run by the NGOs are also extending their library services in this direction. It may be mentioned here that we have also made similar studies covering the district of Birbhum (Basak and Bandyopadhyay 2014) and some libraries in Kolkata and Howrah (Bandyopadhyay, Majumder, Bose, Sengupta 2010).

Library services in South 24 Parganas are led by the District Library, Vidyanagar which is playing a model role. It is under Moukhali gram panchayat in Bishnupur block. The South 24 Parganas district also includes the Sunderban area which consists of sea-based coastal areas and islands and is basically detached from the mainland. Some of the remote sea-based areas are economically poor. Lack of proper communication, poor growth of industry and saline sea water hampering the growth of crops are some of the reasons behind this. 37.21% of the population of this district is below poverty line (BPL). In 2006 the Ministry of Panchayati Raj named South 24 Parganas as one of the country's most backward districts (Kankura Masat Social Welfare Society). This shows the challenge in front of the libraries in providing outreach services to help the illiterate, neo-literate people to upgrade their socio-cultural, socio-economic conditions as well as

make them more library-oriented. We find that most of the libraries in the district are providing_various services oriented towards social development. Some of the specific services being provided now are given below.

All the libraries under the public library system of the Government of West Bengal are providing the following services on a regular basis within the library premises

- Discussion circles for current important issues and various other topics. Some examples are:
 - Discussion on eminent personalities their life and activities
 - Author-user discussion circles. The library initiates the regular users to read books by a particular author (who is still alive) and users read those books for at least one month. After that, their queries and opinions are collected and on a certain day, that particular author is usually invited to interact with the users.
 - Discussion circle on "Amar para boi- keno bhalo lage" ("why I like this book which I have read") to inculcate interest in reading and learning among people. Often authors are also invited to join the discussion.
- Lectures, courses and workshops. Some examples are:
 - Lectures by psychologists on importance of counseling (how to get rid of examination fear) for school children during examinations.
 - Lectures by eminent writers (for e.g., Dr Motilal Das- author of "Bharater sanskritik oitajhya" meaning "cultural heritage of India")
 - Workshop on 'book binding' for school children
 - Short refresher courses for the librarians of rural library and nongovernment-non-sponsored libraries to make them aware about the outreach services, how to make the users more library oriented
 - Training courses for local women (mainly for home-makers and those falling under the "Below Poverty Line" (BPL) category) in collaboration with "Karma Kutir", an NGO from Kolkata, the capital of West Bengal.
 - Also workshops and programmes on some other areas of women empowerment, like health awareness, legal advice, use of self-defense techniques. The main goal is social development through capacity building of needy women as well as enhancement of their skill.
 - Different Educational programmes like Science demonstrations, Exhibition on "Nature and its elements", Workshop on "Art of Living" for school children, mothers.
 - Awareness programmes to make school children aware of library services and the importance of reading books and exhibition of different posters/charts on importance of library and its services
- Career guidance and job related information services for local students and youths. Also The district library in South 24 Parganas has provided a computer with internet facility in the Career guidance corner where users can enjoy the facility of accessing different employment related information and news. They can also download relevant forms. Users, who are not confident to use

- computer, are getting personalized service from the staff of the District library to use the computer.
- Fairs/Exhibitions on agricultural products, handicrafts etc. to promote local/ indigenous culture
- Story telling sessions for children
- Observance of memorable days on the following occasions like-
 - Rabindra Jayanti- (occasion of birthday of Nobel laureate Rabindranath Tagore). Books on Rabindranath and paintings on Rabindranath by local artists are exhibited, cultural programmes are held
 - o Birth day of Swami Vivekananda
 - Mother tongue Day
 - o Independence Day
 - Women's Day
 - World Environment Day
- Different cultural programmes: drama, magic shows, singing competition, debate, essay writing competitions, etc. for school children, local youths
- Development of Local history collection and preservation of indigenous culture
- Preparation of wall magazines with participation encouraged from the local library users
- Special corners for creating awareness, providing special services as required by them to make them self-reliant. These are:
 - Children's corner- providing books, comics, storytelling hours, information concerning health, sanitation, nutrition
 - Women's corner- Creating awareness about health of mother and child, self-reliance activities
 - Old-age corner- providing information on health, contemporary issues, and other relevant topics important for the rural areas
- Developing library user groups. For example
 - Friends of the Library (granthagar surhid)- the users who are more regular and interested about the development of the library are grouped in a network. The group is called 'Friends of the Library'. They take part in all kinds of educational as well as cultural programmes organized by the library for enhancing the reading interest among the people of this district. The members of this friends circle are becoming an inseparable part of the district library. "Mayukh" the quarterly magazine is published regularly since 1st March, 2005 from this library. Friends of the library are now-a-days engaged in organising different workshops on wild life awareness, science awareness among local school children at regular interval. Development of Local history collection is also arranged by this friends circle.
- Mobile library services:
 - To create awareness among the rural people, especially those who cannot access the library books directly, the district library is serving the villagers by providing books through mobile library service. Though initially the mobile library's task was to distribute library books to its member libraries through mobile van (interlibrary loan facility), its other

- task is to meet the public directly. It is gaining in importance and popularity gradually.
- Now almost 60 of these public libraries in South 24-Parganas are providing such kind of services. Two kinds of library services are given: service to different libraries in sea-based areas and direct service to the villagers in demarcated meeting places within the village market. Generally, the first and third Saturdays are kept for mobile library services to other libraries on inter-library loan basis. The libraries are getting loan facility of books as per requisition of the library members. Mobile library service directly to villagers is generally on one specific day of the week. The time is 2 pm to 7.30 pm. For example, villagers of Kalatala More and Sadhur Hat are served on Saturdays and Shibanipur on Thursdays. People from nearby villages also avail of the mobile library service. Users are mostly old people, housewives, school students, health workers. Even school dropout children are using the mobile library and its books. It is observed that mostly religious books and health-related books, cook books are heavily used by the old people and house wives, but students generally want story books, novels, and detective books, etc.
- Mobile library services are provided through a variety of modes of transport. Vans are used where there is access by motorable road.
 Steamers and boats are used for islands like Frazerganj, Sagardweep, Banashyamnagar etc. Even walking is used to reach some otherwise inaccessible areas.

Some future plans

- Star observation centre at the roof of the library for the local people, especially school children
- District preservation unit
- o Permanent exhibition hall for prize-winning Bengali books
- Local history collection in the way of having central repository of little magazines.

Apart from the government and government sponsored public libraries, many public libraries run by the NGOs are also taking an initiative to serve the people for social development, especially the children, women and old people to help in growing reading habits and enhance their skills. We give below a few examples.

The Oceanic library, established in 2011 by Vivekananda Sevakendra O-Sishu Uddyan (VSSU), is in Ullon. Ullon is in the Sunderban region of South 24 Parganas district. This library focusses on providing services to underprivileged people of this area and to attract new users to the library.

This library is taking initiatives in literacy programmes, in promotion of reading. School students in the remote areas are getting the facility of the mobile library services from this library. They are reaching users even by walking to villages like Joynagar, Aanchna, Mathurapur, Baharu etc. To make the library and its services visible the library is also distributing festoons, leaflets.

This library is also organizing story-telling sessions, poetry and essay writing competitions, writing of wall magazines, etc. Other awareness programmes regarding health and nutrition, sanitation, child health etc. for mainly women are regularly organized in the library. It has a health clinic where patients are treated by doctors. It also conducts different skill development training programmes and workshops on tailoring, handicraft making, honey processing, use of solar energy, computer literacy. To promote computer literacy among children, youth, mothers and even old people, ICT centre has been set up within the library premise.

Sometimes the librarian visits the nearby schools to meet the teachers and students to make them aware about the library services. Regular direct interaction with the villagers- especially home-makers, school dropout children by the library is another way of motivating them to come to the library.

The library is providing a common platform where people from different cultural backgrounds are gathering, taking part in different discussions and sharing their views. It is being considered as a place where people can learn to respect the socio- cultural diversity. This library is also running afternoon school for local illiterate married women in the age group of 25-35 years in villages under Basanti block. It is focusing on basic mathematics, English language, communication skill, personalized services to the poor students, women. Career guidance section of the library is also helping the students and job seekers. (Vivekananda Sevakendra-o-Sishu Udyan)

The library of <u>Joygopalpur Gram Vikas Kendra</u> (JGVK), an NGO situated in Joygopalpur, is also providing services for the development of the villages in the area. The library is open for all visitors, students of nearby schools and Vivekananda Siksha Niketan and their staff. Apart from books the library has a rich collection of audio and video CDs and cassettes on various topics. The library organizes awareness programmes on animal husbandry, fishery, home industry (including tailoring, knitting, embroidery, making incense sticks, carpentry, etc.), health, etc. to help the local people to become economically independent.

To avoid repetition, we briefly state the activities of two more libraries.

The Farmer's Library set up by Tagore Society for Rural Development in 1975, an NGO, is situated in Rangabelia Island. One of the main tasks of this library is to make the local community knowledgeable about rearing of animals and birds to help them in earning their livelihood. It also organizes different cultural programmes where the local community members are encouraged to take part.

Mukti Public Library is run by an NGO called MUKTI and it offers many services for the betterment of health and education of the unprivileged in the area. This library focuses on the people of Sunderban, especially Nagendrapur village.

Benefits

The local people served by all these libraries have benefitted greatly from the social development oriented services of these libraries. They cannot be directly quantified. The tangible benefits of the services of these libraries can be given by some examples.

Rupa Purkait, a housewife living in Ramjibanpur near Lakshikantapur, got motivated by the Oceanic Library of VSSU. She became the library member and did a tailoring course within library extension services. As a result, now she earns her own livelihood.

Piu Purkait, a student coming from a very poor farmer family got immense help from the Oceanic library resources and she recently completed her course of graduation and is going for further study.

Sanghamitra Mondal, mother of an eight year old girl of Dostpur village is an active member of Shibanipur mobile library. She tells us how she became successful in making her child a book lover instead of being a TV watcher. She gave her daughter a library book "Sandesh" and within few days the child felt an immense joy from reading the book and now she herself has become a library member and not watching TV regularly.

Ratan Kumar Pal, a farmer having studied only up to the 4th class in school, living in village Fatehpur, tells us his story of becoming a book lover. While he was ill last year and during his stay at home, the mobile library helped him read different health related books and religious books and this made him gradually a real book lover.

CONCLUSION

We see from the results of this qualitative study that the public libraries in this district have been innovative in their practices and are offering a great variety of services to help their users and especially the under-privileged sections of society in their social development. The effectiveness of these library services is revealed from the interviews/discussions with the users given in an earlier section. Awareness regarding library services is increasing. We have also noticed the growing demand for library services. This is definitely a positive impact. The libraries are contributing immensely to the betterment of the under-privileged, drop-outs and also women. People of remote areas are getting facilities of books and journals through the libraries and mobile libraries, and reading habits have grown. This shows that the role of public libraries has had a significant impact in the development of society and delineates the role that public libraries can play in other regions.

The positive role of public libraries in South 24 Parganas in the social development of its user communities is also indirectly revealed through the increase in literacy ratio of the district from 69.45% in 2001 to 77.51% in 2011. One of the focus areas of the libraries has been the empowerment of women and this has also made some contribution to the dramatic increase in the female literacy rate which has increased by 12.39% from 59.01% in 2001 to 71.40% in the 2011. (West Bengal population census data 2011). The Work Participation Rate in the district has also increased from 32.5% in 2001 to 36.3% in 2011. (West Bengal. Directorate of Census Operations 2011) So we see that the libraries have

enabled people with learning as a tool and more people are becoming independent, both socially and economically.

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