

Library Advocacy in Present Era

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Introduction

- Advocacy is an activity by an individual or group which aims to influence decisions within political, economic and social systems and institutions.
- Researches established six principles related to influencing others. These are reciprocity, liking, authority, social proof, consistency/commitment, and scarcity.

Library Advocacy

- In contemporary society in which library and information service is not at the forefront of government activities, the subject matter of lobbying and advocacy could be seen to be very pertinent to the information world. It is assumed that education is the key to the economic development of any society.

Importance of Library Advocacy

- Advocacy simply means to support a cause. Libraries are our cause. Many people in the community recognize libraries are an important asset; but there are people who feel that technology has made library services obsolete and the current economic situation sometimes makes their argument compelling. Library supporters must remind their neighbors, community leaders, and elected officials of the fact that libraries provide learning opportunities, excellent public service, and serve as invaluable contributors in their communities.

IFLA and International Advocacy

- IFLA founded in 1927, is an international non-governmental organization with members in some 150 countries. Its core values emphasize a number of essentially ethical principles.
- IFLA consequently has a long history of advocacy in the field of library and information services. A strong focus has long been on promoting the development of librarianship and library services worldwide through interlinked activities.

Library Advocacy in India

- National Knowledge Commission (NKC) also formed a Working Group on Libraries. This Working Group on Libraries along with other related working groups of NKC re-established dialogs with national and state actors and other stakeholders through public consultants. NKC envisaged a transformation of India's public library system through a newly formed institution called "National Mission on Libraries". Later on, National Mission on Libraries was envisaged as a prelude to a regular body "National Commission on Libraries".

Summing-up

- The library advocacy in India needs further collaboration with other champions of social movements. Eminent social thinkers and promoters of knowledge economy in India, namely Mr. Sam Pitroda, Prof. M. S. Swaminathan, Mr. Nandan Nilekani. Dr. N. R. Narayana Murthy, etc. can be made brand ambassadors for library advocacy programmes across the country.

THANKS