

VISUAL ENVIRONMENT POLLUTIONS EFFECT ON COLLEGE LIBRARIES USER'S: SPECIAL REFERENCE TO ALIPURDUAR DISTRICT OF WEST BENGAL

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Abstract: *This paper deals with effect on visual environment pollutions in academic libraries and Total Quality Management applicability in the college libraries under Alipurduar District of West Bengal in present scenario. When we look anything, our first impression of any environment is the visual environment. This is a common phenomena of some constructed forms intermingled with the natural surroundings. In recent times, the term pollution signifies an inclusion of those affecting in a suitable way such as visual environment pollution. This kind of visual effect affects the overall well-being and thus the quality of life of a community, reduces aesthetic appeal, economic health and civic-sense. In library profession visual pollution thus, may be defined as the whole of irregular formations, represents unorganized dumping of books and reading materials, unorganized arrangement of books shelf, scattered library building, unorganized library chair tables and setup of computer cable with electrification, proper cleanness and sanitization etc. that affects a user's ability to enjoy reading habit.*

Keywords: *Visual Environment Pollutions Effect on College Library User's, Application of Visual Pollution on Library TQM, Alipurduar District, West Bengal.*

Introduction:

The traditional meaning of a library is a collection of books and other reading material for use. A library is regarded as a social institution. Therefore it is expected to perform certain functions, which varies depending upon the users' demands. In any college the library is the heart of the academic set-up. It provides information and knowledge to the academic community, comprising of teachers, researchers and students. It helps the college to attain its educational objectives. When we look anything, our first impression of any environment is the visual environment library user's also depends upon the ability to enjoy reading habit. This is a common phenomena of some constructed forms intermingled with the natural surroundings. In recent times, the term pollution signifies an inclusion of those affecting in a suitable way such as visual pollution. This kind of visual effect affects the overall well-being and thus the quality of life of a community, reduces aesthetic appeal, economic health and civic-sense. In library profession visual pollution thus, may be defined as the whole of irregular formations, represents unorganized dumping of books and reading materials, unorganized arrangement of books shelf, scattered library building, unorganized library chair

tables and setup of computer cable with electrification, proper cleanness and sanitization etc. that affects a user's ability to enjoy reading habit. Whenever pollution has raised public concern, many types of pollution have been classified. Pollutions have negative effects on our daily lives in various ways. Most talked-about land, air and water pollution, there are some other types of pollution that affect us in a subtle yet significant way. One such example is visual pollution which is relatively newer and unconventional concept. First impression of a community is its visual environment that entails a mosaic of built and natural forms. Visual pollution is defined as the whole of irregular formations, may refer to everything altered by human activities that are unattractive and affects people's ability to enjoy or appreciate the view.¹⁰

Objectives of the study:

The present study is mainly based on the following major objectives:

1. To know the use of collections and services of the libraries.
2. To trace out the problems effect on visual pollution to the user's.
3. To determine the way of documents location and search elements effect on visual pollution to the library users.³
4. To identify the infrastructure facilities are effect on visual pollution to the user's.
5. To find out the overall user's satisfaction with the visual environment effect on users enjoy the reading habit in the ten college libraries user's under Alipurduar District of West Bengal.⁷

Review of the literature :

The library's image and service quality can be improved, and librarians can increase productivity while focusing on the user's expectations. Libraries have developed various programs to fulfill users expectations. In this competitive educational environment system Alipurduar District in West Bengal comprises 10 conventional general degree colleges established in different places. In this literature review the writer has followed many projects under regarding user's studies in the college libraries such as

Ammini 1 carried out a survey on information need of the students of ship technology using the questionnaire method.

Babu 2 discussed information generation by university libraries and use of these libraries. Callinan³ evaluated that information seeking behavior of undergraduate students with a comparative analysis of first year and final year students in University College, Dublin.

Fizdani⁴ illustrated information needs and information seeking behavior of graduate students of an African University.

Lalitha⁵ presented a comparative study with reference to library use regarding information seeking behavior of medical and engineering personnel.

Lui and Redfern 6in their study on the information seeking behavior and needs of the Multi-cultural students at San Jose University (US) used a questionnaire method.

Mallaiah and Badami 7studied the use of services and facilities of Mangalore University Library. The majority of the users visited the library for borrowing books, consulting periodicals, and more than half complained about the non-availability of current issues.

In another study conducted by Seamans 8, it was reported that first year undergraduate students reported that the entire participant felt that they had little need to look for information outside what faculty provided for users in their course and where information was needed. They felt they were able to information acquire it using general search engines.

Siddiqui 9 conducted a study on the use of library collection of Jawaharlal Nehru University Library. A questionnaire was used to collect the data for observation, which covered 99 scholars. The study observed that 69 percent visit the library daily, and 31 percent found the library collection adequate to meet their information needs.

Scope of the study:

This study is an attempt to ascertain the visual environmental effect in the ten college libraries user's ability to enjoy reading habit under Alipurduar District of West Bengal. The scope of study is confined to following ten colleges, namely Alipurduar College, Vivekananda College, Alipurduar Mahila Mahavidyalaya, Falakata College, Saheed Kshudiram College, Samuktala Sidhu Kanhu College, Nani Bhattacharya Smarak Mahavidyalaya, Birpara College, Pijushkanti Mukherjee Mahavidyalaya, Lilabati Mahavidyalaya. I visited entire College central libraries of Alipurduar District for collection the data for study the user's survey on visual environment College Central Libraries.

Methodology:

While studying the application of visual effects to the users enjoy the reading habit in College central libraries of Alipurduar District of West Bengal the following Research Methods will be applied for consulted to collect the data. This research mainly based on the observational survey method. A well structured questionnaire was designed and used for collecting data. Therefore, suitable sampling method has been used. 100 questionnaires were received from the ten college libraries under the study. On the basis of the data collection statistical analysis will be made and presented through tables, charts, diagrams etc.

Documentation through photography:

Photographs were taken of different visual environmental effect like the unorganized dumping of books and reading materials, unorganized arrangement of books shelf, scattered library building, unorganized library chair tables and setup of computer cable with electrification, proper cleanness and sanitization etc.

Sample:

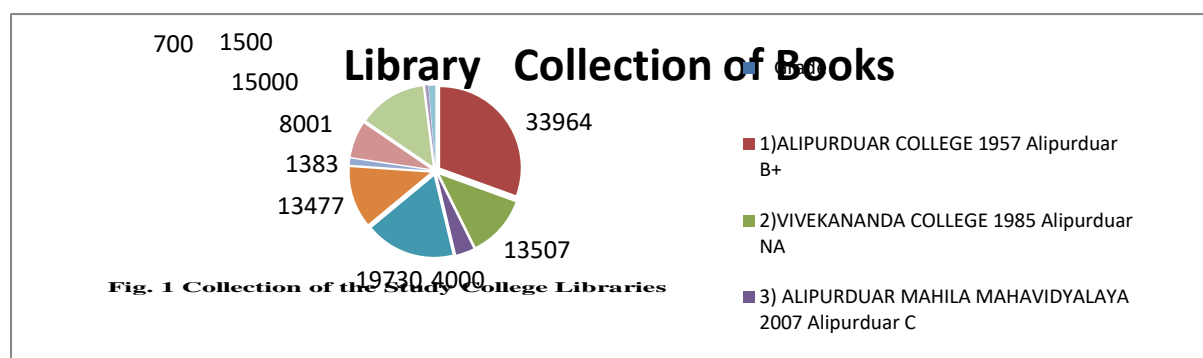
There are 10 General Degree Colleges in Alipurduar District it is established in the different places in the districts. I visited entire College central libraries of Alipurduar District for collection of data for study to find out the overall user's satisfaction with the visual environmental effect in the ten college libraries user's under Alipurduar District of West Bengal.

Each College under Alipurduar District has similar nature and conducting study in various fields of subjects.

The colleges I selected for collection of data for study the user's satisfaction with the visual environmental effect in the ten college libraries are as follows:

Table 1: NAAC Gradation and Library Collection of Books & Subscribed Journals

| Name of the College | Estb. Year | Location | NAAC Grade | Books Collection | Sub. Journals |
|---|------------|----------------------|------------|------------------|---------------|
| 1)ALIPURDUAR COLLEGE | 1957 | Alipurduar | B+ | 33964 | 22 |
| 2)VIVEKANANDA COLLEGE | 1985 | Alipurduar | NA | 13507 | 8 |
| 3) ALIPURDUAR MAHILA MAHAVIDYALAYA | 2007 | Alipurduar | C | 4000 | 0 |
| 4) FALAKATA COLLEGE | 1981 | Falakata | B+ | 19730 | 14 |
| 5) SAHEED KSHUDIRAM COLLEGE | 1996 | Kamakhyaguri | B | 13477 | 12 |
| 6) SAMUKTALA SIDHU KANHU COLLEGE | 2010 | Samuktala | NA | 1383 | 0 |
| 7) NANI BHATTACHARYA SMARAK MAHAVIDYALAYA | 2000 | Mangalbari (Jaigaon) | NA | 8001 | 0 |
| 8) BIRPARA COLLEGE | 1986 | Birpara | B | 15000 | 32 |
| 9) PIJUSHKANTI MUKHERJEE MAHAVIDYALAYA | 2015 | Sonapur | NA | 700 | 0 |
| 10) LILABATI MAHAVIDYALAYA | 2013 | Jateswar | NA | 1500 | 0 |



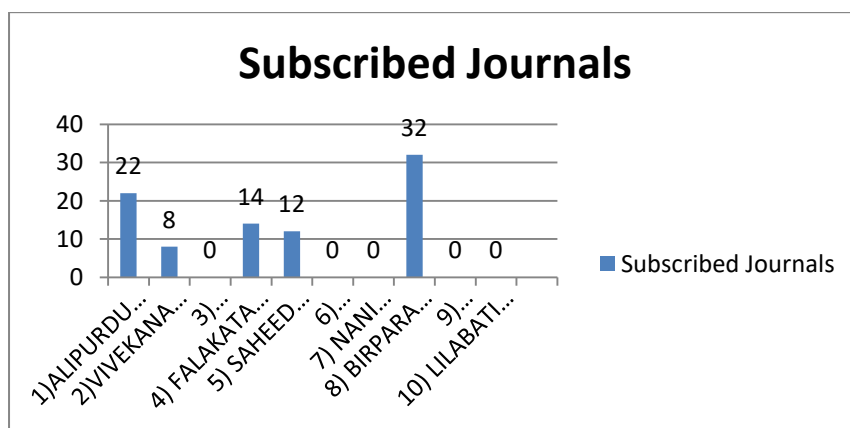


Figure 1.1 Subscribed Journals of the Study College Libraries

Library users depends upon the nature of library collections, organization, maintenance and above all, the services and cooperation of the library staffs in making use of library resources. Table 1 Fig. 1 & Fig. 1.1 indicates that five college libraries are fulfill better library collection maintenance for the users demands such as Alipurduar College, Alipurduar Vivekananda College, Falakata College, Sahed Kshudiram College, Birpara College comparative to the other college libraries under this study.⁹

Table 2: Services of the College Libraries

| Name of the College | Cataloguing | Circulation | Reference | Internet/Online Journals Books | Career Guidance | Reprography |
|--------------------------------------|-------------|-------------|-----------|--------------------------------|-----------------|-------------|
| ALIPURDUAR COLLEGE | Yes | Yes | Yes | Yes | Yes | Yes |
| VIVEKANANDA COLL. | Yes | Yes | Yes | Yes | Nil | Nil |
| ALIPURDUAR MAHILA COLLEGE | Yes | Yes | Yes | Yes | Nil | Nil |
| FALAKATA COLLEGE | Yes | Yes | Yes | Yes | Yes | Yes |
| SAHEED KSHUDIRAM COLLEGE | Yes | Yes | Yes | Yes | Yes | Yes |
| SAMUKTALA SIDHU KANHU COLLEGE | Nil | Yes | Nil | Nil | Nil | Nil |
| NANI BHATTACHARYA SMARAK MAHAVIDYAL. | Nil | Yes | Nil | Nil | Nil | Nil |
| BIRPARA COLLEGE | Yes | Yes | Yes | Yes | Yes | Yes |
| PIJUSHKANTI MAHAVIDYALAYA | Nil | Yes | Nil | Nil | Nil | Nil |
| LILABATI MAHAVIDYALAYA | Nil | Yes | Nil | Nil | Nil | Nil |

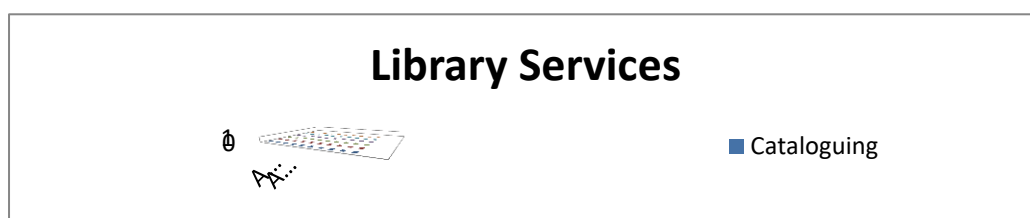


Fig. 2 Library Services of the Study College Libraries

Table 2 Fig. 2 shows that the four college libraries are provided all the services for students need such as Alipurduar College, Falakata College, Sahed Kshudiram College, Birpara College and other college libraries under this study provide services to the users manually, including three college libraries their automation is under process.

Table 3: Manpower of the College Libraries

| Name of the College | Professional | Semi Professional | Non Professional |
|--|--------------|-------------------|------------------|
| ALIPURDUAR COLLEGE | 2 | 1 | 4 |
| VIVEKANANDA COLLEGE | 1 | Nil | 1 |
| ALIPURDUAR MAHILA COLLEGE | 1 | Nil | 1 |
| FALAKATA COLLEGE | 1 | Nil | 3 |
| SAHEED KSHUDIRAM COLLEGE | 2 | 1 | 2 |
| SAMUKTALA SIDHU KANHU COLLEGE | 1 | Nil | Nil |
| NANI BHATTACHARYA SMARAK MAHAVIDYALAYA | 1 | Nil | 1 |
| BIRPARA COLLEGE | 1 | Nil | 2 |
| PIJUSHKANTI MAHAVIDYALAYA | Nil | Nil | 1 |
| LILABATI MAHAVIDYALAYA | Nil | Nil | 1 |

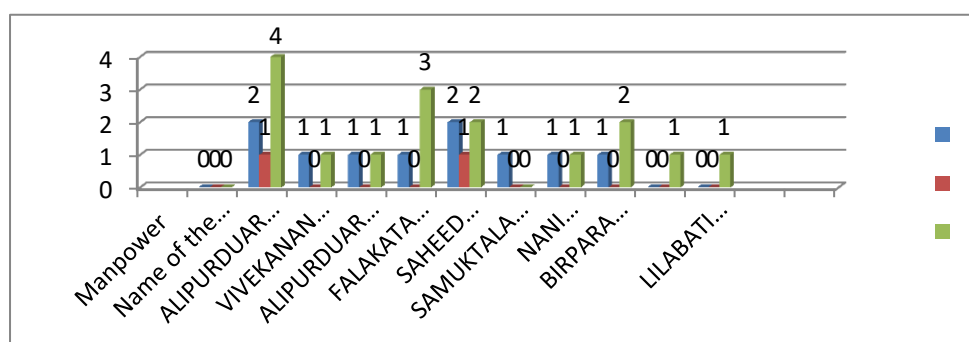


Fig. 3 Manpower of the Study College Libraries

Table 3 Fig. 3 exhibits that only Alipurduar College library have two full time professional staff one semi professional and four non professional staff, other college libraries have one professional staff and semi professional staff, one of the college library don't have any professional staff only non professional staff working in library, so it is indicate that most of the college library suffering lack of skilled trained manpower for better users services.¹

Table 4: Frequency of visits to the Library

| Frequency of Visits | Number of responses | Percentage |
|---------------------|---------------------|------------|
| Everyday | 12 | 12% |

| | | |
|--------------------|----|-----|
| 2 day in a week | 32 | 32% |
| Once in a week | 18 | 18% |
| Once in two week | 08 | 8% |
| Monthly | 13 | 13% |
| Occasionally | 17 | 17% |
| Not at all visited | 00 | 00% |

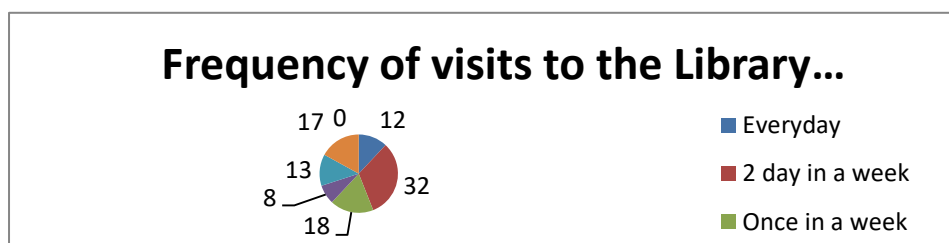


Fig. 4 Frequency of visits to the Library

The frequency of visits to the library by users depends upon the nature of library collections, organization, maintenance, visual environment and above all, the services and cooperation of the library staffs in making use of library resources. Table 4 (Fig.4) indicates that out of 100 users Once in a week 18% Two day in a week 32% Once in two week 8% very few no 12% of users visited everyday for their educational purpose and it is observed that 13% users visited library monthly and 17% users visited occasionally total no of users responses.

Table 5: Average Time Spent in the Library

| Average Time spent (in hours) | Number of responses | Percentage |
|-------------------------------|---------------------|------------|
| 0-1 | 53 | 53% |
| 1-2 | 22 | 22% |
| 2-3 | 10 | 10% |
| 3-4 | 11 | 11% |
| > 4 | 4 | 4% |

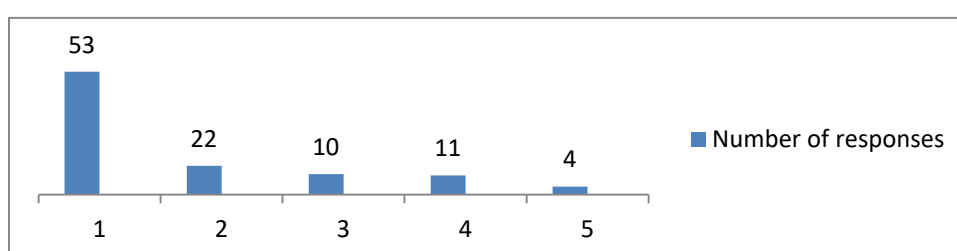


Fig. 5 Average Time Spent in the Library

Table 5 (fig. 5) shows that the quantum of time spent by students in the library per week. It is observed that more than half of the total respondents(53%) spend less than one hour per

week, while 22% spend '1-2hrs', 10% spend '2-3hrs' and 11% spend '3-4hrs'. However, only 4% students spend more than four hours in the library.⁴

Table: 6 Purpose of using Library Resources

| Purpose | Number of responses | Percentage |
|---|---------------------|------------|
| For borrowing and returning textbooks | 44 | 44% |
| Consulting the reference sources | 17 | 17% |
| To consult journal articles | 09 | 9% |
| To consult old question papers and Subject Syllabus | 19 | 19% |
| To read newspapers, magazines for improving general awareness | 06 | 6% |
| Internet Surfing | 05 | 5% |

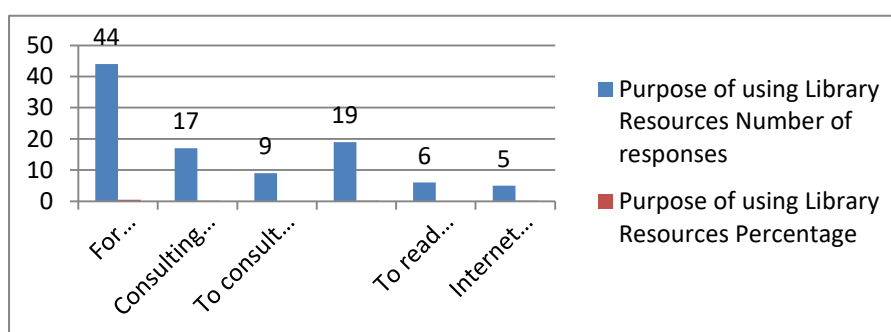


Fig. 6 Purpose of using Library Resources

The use of library resources depends upon the forms and media of resources, nature of organization and timely cooperation of the library staff to users. Table 6 (fig. 6) indicates that 44% of the students use/visit the library for 'borrowing and returning textbooks', followed by 19% for 'consulting old question papers and subject syllabus, 17% users are consulting the reference sources while only 9% users are use to consult journals and articale,6% for 'reading newspaper, magazines, etc. for improving general awareness' and only 5% users are use internet surfing.⁶

Table: 7 Dependence on different resources of information

| Type of information resources | Number of responses | Percentage |
|---|---------------------|------------|
| Textbooks | 52 | 52% |
| Reference Books | 13 | 13% |
| Journals | 09 | 9% |
| Newspapers, Magazines | 07 | 7% |
| Internet | 06 | 6% |
| Discussion with Teacher | 11 | 11% |
| Discussion with librarian and library staff | 02 | 2% |

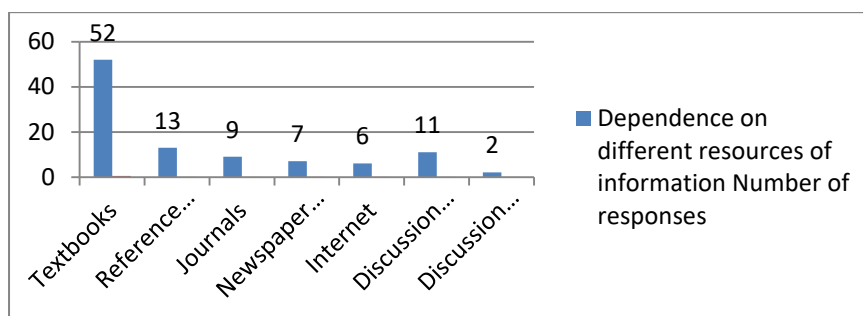


Fig. 7 Dependence on different resources of information

Table 7 (fig.7) elucidates that majority of the students 52% students depends on the textbooks resources and 13% users are depends on reference books. About 11% of the respondents consult 'human sources' such as teacher, 2% are with librarian and library staff, etc. as one of their resource of information. About 13% of the respondents depend on 'reference books' and 7 % of the respondents indicate the use of newspaper, magazines. Besides, these sources about 15% of the respondents opted for the other sources of information such as internet and journals.

Table: 8 Visual Environment Effect on user's in finding required information resources

| Opinions | Number of responses | Percentage |
|--|---------------------|------------|
| Books listed/display in the catalogue but not available during borrowing and/or reading. | 14 | 14% |
| All important books are kept exclusively for references not for borrowing | 07 | 7% |
| Books are not arrangement in the shelf properly | 11 | 11% |
| Dumping of subject books | 03 | 3% |
| Books and computer covered with the dust | 22 | 22% |
| Journals and News Paper are not kept subject wise up to current date. | 07 | 7% |
| Books Shelf and Almeria are not suitable place | 10 | 10% |
| Non-cooperative attitude of the library staff | 02 | 2% |
| Required chapters in the books are missing | 14 | 14% |
| Users setting arrangement is not good | 03 | 3% |
| Scattered in the library room and reading room space is not sufficient | 07 | 7% |

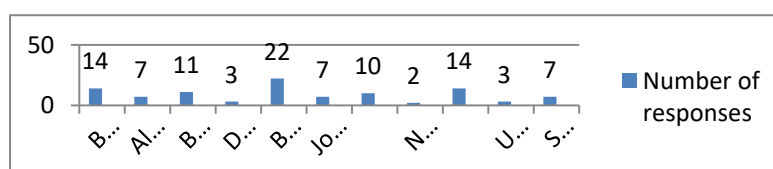


Fig. 8 Visual Environment Effect on users in finding required information resources

Table 8 (fig. 8) reveals that 7% of the respondents indicate the barrier of visual effect to the users for collecting the required information is 'all important books are kept exclusively for reference not for borrowing', whereas 14% indicate that 'books are listed in the catalogue but not available during borrowing or reading purpose'. About 11% of the respondent does not regularly use the library due to the library books are not arrangement in the shelf properly and 2% indicate that they are not getting help from the library staff at all. 3% of the respondent indicate that dumping of library books whereas 22% users indicate that they are avoiding library because books and computer covered with dust. Most of the time we are found that users are not using books properly they are cut out of books page therefore 15% said that required chapters in the books are missing. 7% users indicate that journals and news paper are not kept subject wise up to current date and 10% users indicate that books shelf and almeria are not suitable place whereas 14% users indicate that required chapters in the books are missing. About 3% of users indicate that setting arrangement inside the library is not good and 7% of the respondents indicate that they are not enjoy the reading habit because scattered in the library room and reading room space is not sufficient.⁸

Table: 9 Satisfaction with others services such as library cleanness, sanitization of urinal, drinking water.

| Satisfaction | Number of responses | Percentage |
|---------------------|---------------------|------------|
| Excellent (80-100)% | 6 | 6% |
| Very Good (50-80)% | 12 | 12% |
| Good (25-50)% | 67 | 67% |
| Poor (<25)% | 15 | 15% |

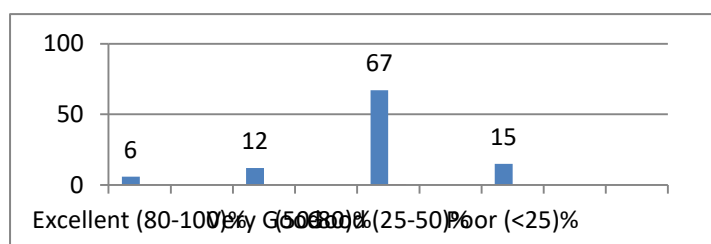


Fig. 9 Satisfaction with others services

Table 9 (Fig.9) indicate that 67% users were satisfied with good others services such as library cleanness, sanitization of urinal, drinking water whereas 15% were not satisfied with other services. Only 6% user's excellent satisfaction and 12% were very good satisfied with other services.

Table: 10 Satisfaction with Overall Functions of the Library

| Satisfaction | Number of responses | Percentage |
|---------------------|---------------------|------------|
| Excellent (80-100)% | 03 | 3% |

| | | |
|-----------------------|----|-----|
| Very Good (50-80)% | 19 | 19% |
| Good (25-50)% | 56 | 56% |
| Poor (<25)% | 22 | 22% |

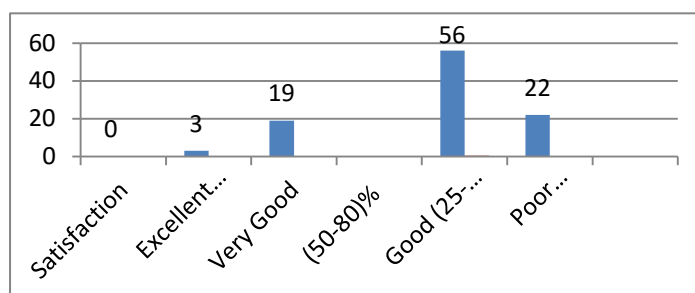


Fig. 10 Satisfaction with Overall Functions of the library

Table 10 (fig. 10) indicate that about more than half (56%) of the respondents were satisfied between '25-50%', followed by 19% satisfied their needs in very good way and only 3% satisfied in an excellent way respectively whereas 22% of the respondents are satisfied very poor.⁵

Conclusion:

This study has given a view of visual effect to the user's increasing the reading habit of college libraries under Alipurduar district of West Bengal. The scenario of the library is changing day by day. Introduce of new technologies to manage the library services is a common phenomena. On the other hand the demand and expectations of the user community are also changing day by day. There are various problems finding libraries under this study for providing information services to the users such as lack of professional and non-professional staff, budget is not permitted for increasing of library collections, most of the college libraries do not have arrange reading materials proper sequence, after returning the books all the subject books mixed and dumping in the shelf therefore users are not interested to find out their particular book in the shelf. Sometime it is found that users are not interested to use library because library shelf is not arrangement properly, most of the shelf, books and computer covered with dust, lack of cleanness library chairs tables and toilets, it is very important to cleaning the library materials and toilets regularly. It is very common phenomena required chapter or page in the books are missing so whenever books are returning library staff should carefully follow inside the books. It is found that Journals and News Paper are not kept subject wise up to current date therefore users are not interested to searching information. Due to ignorance of higher authority proper planning, it is observed that scattered in the library room and reading room space is not sufficient for the users. Lacking in user awareness programme and practical training on searching of information sources through catalogue (Card/OPAC). Most of the times users don't know that what kind of new documents were purchased in the library, keeping views of user's demand while purchasing new books, periodicals, and other print and non print information materials display in the new arrivals notice board.

This discussion reveals the subconscious truth we all feel, that the visual environment effect on library users is as indispensable as good arrangement of books and shelf, regularly cleaning library books computer chairs tables and toilet stop misuse of documents and dumping of returning books, attractive library interior looks can improve the users reading habit, also drinking water or fresh air in weaving the pleasant mosaic of a healthy environment to the users. Hence there should be joint effort from different organizations and institutions of the society for implementation of good visual environment, namely the government, the concerned authorities as well as the public at large. Efforts should be taken to raise awareness among them. To develop in a beautiful environment where there is a pleasant mosaic of natural and built forms is a dire urge of our soul and the health of our psyche. Such environment inspires creativity and productivity.

Pictures of Different College Libraries Visual Effect on Users

Bad Visual Effect To The Users



Books Almeria is not Arrangement Properly and Space is not Sufficient for the Users



Books are Dumping in the Shelf and Floor Books and Computer Covered with Dust

Good Visual Effect Attraction To The Users



Show Local Cultural Folk Museum Visual Attraction to the User



Proper Arrangement of Reading Room and Journals Display of New Arrival Books



Proper Arrangement of Books



Proper Arrangement of Books Shelf and Reading Room

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