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PANCHAYATI RAJ AND DRINKING WATER  
DEPARTMENT

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## GUIDELINES FOR PANCHAYAT LIBRARY & INFOTAINMENT CENTRE

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### 1. INTRODUCTION:

The state of Odisha endowed with its rich cultural heritage, and serene natural beauty has been a veritable paradise for visitors across the globe. The State is economically vibrant with inexhaustible natural resources. Significant decline in poverty and enhancement in quality of life over the years has made the State as the land of myriad possibilities.

Despite intervention of Government in reduction of poverty, still there is a gap in awareness among the people on the programme objectives of different poverty alleviation and development programmes. Due to ignorance in the rural areas more particularly in the PESA / KBK Districts having preponderance of tribal population, vulnerable groups like women, physically challenged and other marginal sections, it is expedient to assimilate those marginal sections of the society & PRI members into the mainstream of the society. In order to address the issue, it has become imperative to develop an intellectual fervour at Gram Panchayat level with an objective of “**Empowerment, Enlightenment and Entertainment**” to percolate the message of development in the lower crust of the community.

In the present backdrop of information explosion throughout the world, common people cannot keep pace with the multi-faceted information needs of everyday life without the aid of panchayat public library. Public library is no longer merely a recreational centre, it is converted into a **Community Information and Education Centre** with modern electronic and audio-visual materials, internet services, etc. As a poor man's university serving the every-day demand of the people, Panchayat Library can play the role of a catalyst bringing tremendous social and economic changes in the rural society. It will reduce the intellectual divide by providing access to books, information and internet facilities to rural youths of each district and above all disseminate information on all kinds of welfare schemes, agriculture, rural marketing etc. Since information has become national resource, information-based society will increase the quality of life of the rural people to a large extent.

There is a necessity for training & learning facilities at village level for the PRI members, grass root functionaries, farmers, women, as well as the youth to motivate them to avail the benefit of Govt. schemes.

In order to widen the IEC activities as well as training for the target group in a convenient and economic mode, digital dissemination can be considered as the suitable solution where same quality of content can be availed anytime & anywhere across the state.

Various audio visual training & learning modules in a 'Do-How' mode will certainly arouse considerable interest among the target group. An efficient and meaningful Information, Communication & Technology (ICT) system providing accurate, timely, relevant information and services to the rural people of Odisha on Panchayati Raj & Drinking Water, Livelihood, Skill development, Agriculture & allied activities will empower them for more remunerative livelihood and better future.

Therefore, it has been decided to develop a **Panchayat Library-cum-Infotainment Centre** in each GP to cater to the need of the people of rural area to develop a society with cultural vitality & ethos.

## 2. **OBJECTIVES: -**

### a) **Library**

Panchayat Libraries have played a significant role in the preservation and advancement of culture, self-education and the reading for leisure. Panchayat Public library is an institution where there is no discrimination of the users irrespective of sex, caste, religion, age, income etc.

The concept of Panchayat Library is a phenomenon of 20th century especially in India. Panchayat Library as a centre of social, educational and cultural hub for the local community need to be strengthened to facilitate best services to the general public of the community.

### b) **Infotainment Centre:**

Infotainment Centre will maintain Digital Repositories of structured e-learning videos in simple communicative regional language to motivate rural people particularly PRI members, women & youth to achieve the 4R objective (**Right Activity - Right Way- Right Place - Right Time**)

Besides specific day & time for common learning on different activities, the people can be facilitated with the contents of their choice anytime convenient to them and the Hub.



### **3. SCOPE OF PANCHAYAT LIBRARY & INFOTAINMENT CENTRE IN THE PRESENT BACKDROP: -**

- a) A Panchayat Library in rural area has an important role to play in the national programme of social reconstruction and national building. Panchayat libraries can contribute in sustaining the quality of life of the rural people in all aspects such as educational, economic, industrial, scientific and cultural etc. and can promote the concept of a democratic society. The importance of a Panchayat Library can be established by the fact that a large proportion of families living in the villages cannot provide their members with books and other materials for reading purpose. The Panchayat public libraries will function as an epitome of socio-cultural, political and educational development for both individual and society.
- b) Through library, one's social contact, creative capacity, influence in the community, leadership quality etc. can be developed which in turn helps of socio-cultural development of the individuals. It helps in modification of old habits, beliefs, attitudes values and cultivation of new ideas.
- c) The mass media like radio and Television imparts information in education, political and socio-economic matters will help in changing social structure, customs, traditions and value of rural people and plays a vital role in shaping the behavior of the members of the society.
- d) To provide platform for rural youths to get better access of career oriented information.
- e) To organize educative and informative film shows, which will play an important role in educating the rural masses besides entertainment to the people.
- f) To organize lecture in various useful topic bonfire for the rural people from time to time, which help to acquire on various subject matters.
- g) To provide resources for people's entertainment as a recreation centre.
- h) The Infotainment Centre will ensure:
- Cost effective 24x7 training & learning for PRI members, farmers, women & youth.
  - Dissemination of vital information on Govt. schemes & activities.
  - Outreach for more people minimizing barriers in communication.
  - Development of user friendly training and capacity building modules.
  - Implementation of mass awareness and orientation programmes.
  - Optimal use of IEC materials already developed by various agencies.
  - Create access to market information and support services.

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- Create income opportunities for rural entrepreneurs / SHGs.
- i) Infotainment centre can also be used for training & capacity building of Farmers/ Extension workers/ Volunteers through multimedia training modules in which their learning can also be assessed & certified.
- j) Screening of local and relevant contents will create interest as well as positive attitude amongst the viewers. Thus the centre will attract the target group for training & learning, skill development for livelihood activities etc. This will also emerge as an effective platform for dissemination of IEC contents related to different schemes and programmes of the Govt.
- k) To cater to the needs of both the student community and the villagers as well.

#### 4. **IDENTIFICATION OF SITE:**

The Panchayat Library-cum-Infotainment Centre should be operates in the existing GP building or newly created GP building / BNRGSK building. In case there is no space in the existing building or in the BNRGSK buildings, a building may be constructed preferably in the vacant place of GP premises, vacant place near to any educational institution or in any other GP owned land in the conspicuous place of the GP.

**Estimated Cost:** The estimated cost of the building is **5 lakh**.

**Funding:** CFC/ SFC/ MGNREGS (building for the GP) or RGSA.

#### 5. **SPECIFICATION OF CONSTRUCTION:**

- The total plinth area should not be less than 400 sq. ft.
- The structure of the building shall be of RCC framed roof structure.
- Provision of a reading room measuring (28'-00" X 14'-00") of room size & the size room may vary from place to place according to availability.
- Reading room for functioning of office room.
- RCC shelves to be constructed in the brick walls for proper upkeep of news paper, magazine, etc and library books shall be kept in almirahs.
- Wooden / sunmica/ MS iron mounted with sunmica top of round shape reading desk for sitting arrangement of 20 members will be provided in the middle of the reading room.
- Water supply facilities from overhead tank should be available.
- Proper and sufficient LED light provision should be ensured.
- Provision of telephone connection for internet facilities and LED TV provision for information and news broadcasting and entertainment facilities of the villagers.



- Provision of computers along with printer provision to facilitate the students for their employment and educational activities.
- Additional funds, if any required for provisions of above amenity may be met by convergence of GP own fund / CFC/ SFC fund.
- Provision of aluminium door and windows.
- Proper painting with all-weather coat paints to the outside and plastic emulsion paint to the inside wall.
- Proper quality and finishing to be ensured during construction.

#### 6. **EXECUTING AGENCY:**

The Gram Panchayat will be the Executing Agency to execute the project. The project shall be completed within **six months** to avoid escalation of cost due to delay in completion of the project.

#### 7. **AMENITIES:**

The Panchayat Library & Infotainment Centre should be equipped with following amenities.

#### **Provision of Furniture & Equipment**

Following furniture & equipment may be provided for functioning of the centre.

- |  |   |
|--|---|
| i. Steel racks for books (4 nos.);                                 | vii. Printer (1 nos.) with standard specification & make; |
| ii. Desk (5 nos.);   | viii. LED Lamps for illumination;                         |
| iii. Chair (20 nos.);  | ix. Inverter  |
| iv. Computer table and Chair;                                      | x. Water Purifier;  |
| v. LED TV 32 Inch (1 nos.);  | xi. Information Board                                     |
| vi. Desk-top Computer (1 nos.) with standard specification & make; |   |

#### 8. **LIBRARY:**

- Books to be collected from writers/ Teachers/ educated persons of the GP.
- Books on Biography/Autobiography of historical personalities, Freedom Fighters, National Leaders, Writers, Poets, Scientists, Great Personalities of Odisha to be purchased from donations collected from people.
- Books to be provided by District Cultural Association / Raja Ram Mohan Library.

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- Villagers/ Government Servants/ NGOs shall be encouraged for special donation for purchase of books for the library. A special donation register shall be maintained. The nodal officer shall issue acknowledgment receipt to the donors. The donations received shall be properly accounted for.
- School teachers with library and information science training can function as part time librarians with additional remuneration.
- Libraries should contain a well-chosen corpus of books written originally and translated into that particular regional language.
- National Book Trust to assist in the production of books needed for rural people on priority basis.

#### 9. **EMPOWERMENT:**

Orientalions on different Government schemes by the functionaries at GP Level as follows:

Sl. No.	Functionary	Orientation on	Day
1	Retired Teachers (Primary/ High School)	Education	Each <b>Sunday</b>
2	GRS	MGNREGS/ Rural Housing	Palli Sabha, Gram Sabha, GP meeting, Each <b>Monday</b> .
3	Jogan Sahayak	NFSA/PDS	Each <b>Tuesday</b>
4	BPM, President GPLF	NRLM/ Sanitation/ Drinking Water/ RESTI/ DDUGKY	Each <b>Wednesday</b> .
5	PEO	GP Functioning & Social Security Schemes.	Each <b>Thursday &amp; 15<sup>th</sup></b> of each month (Jana Seva Diwas).
6	Anganwadi Workers / VAW	ICDS Services/ Agriculture	Each <b>Friday</b>
7	ASHA Workers	Health & Nutrition	<b>Saturday</b>

#### 10. **ACTIVITIES:**

Sl. No.	Time	Activity
1	6.00 AM – 7.00 AM	Reading of Books and News papers, Journals.
2	7.00 AM – 7.30 AM	Odia News on TV
3	7.30 AM – 9.00 AM	Reading of Books, Journals, Panchayat Samachar & News Papers.
5	4.00 PM – 6.00 PM	Reading of Books and Journals.
6	6.00 PM – 7.00 PM	Empowerment by the functionaries in each prescribed day.
	7.00 PM – 7.30 PM	Odia News on TV
7	7.30 PM – 8.00 PM	Entertainment (Audio, Video developed under different schemes.

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## **11. OPERATIONALISATION:**

The **Panchayat Library & Infotainment Centre** will be opened twice daily for 2 hours in the morning from **7.00 AM to 09.00 AM** and 4 hours in the evening from **4:00 PM to 8.00 PM**.

The information board shall be prominently fixed near the entrance of library. Information brochures of different schemes, helpline numbers, information on latest job/ career opportunities, Newspaper cut-outs of different Government notifications should be affixed on it.

The service of the students having computer knowledge, may be utilised for operation of computer and internet to facilitate the students and farmers as well as villagers, for social development providing information on different development activities of the Government, educational and employment facilities for the students and other agriculture benefit inputs to the farmers regarding current technology and methodology of agriculture for higher agriculture output.

All Line Departments may be requested to provide their information brochures and materials for the library.

## **12. CORPUS FUND:**

Corpus fund to be arranged as follows:

- Sarpanch to request the employed old students to contribute for functioning of the Centre either in cash or in kind.
- Donation from any well to do persons of the locality.
- Donations from intending PRI members and other persons of the locality.
- Donation to be received on proper receipt.

## **13. MAINTENANCE OF ACCOUNT**

- i. One SB A/C will be opened in the nearest Bank/ Post Office depositing the amount collected from general public.
- ii. The account will be jointly operated by Sarpanch & PEO.
- iii. No other fund should be deposited in the account.
- iv. Deposited amount & interest accrued thereof shall be incurred only in the development/ maintenance and procurement of equipment of the centre after due approval of the Gram Panchayat.
- v. PEO will maintain the Accounts and Corpus fund.



#### 14. HUMAN RESOURCES

- GP will arrange human resource for watch & ward, cleaning & sweeping out of internal resources of the GP.
- DEO to be engaged out of RGSA.

#### 15. BUDGET:

Sl. No.	Infrastructure	Specifications	Quantity	Source of Fund
1	Building/ Room / Toilet (Male & Female)	Minimum plinth area of 400 sq. ft., RCC roof.	-	CFC/SFC/ MGNREGS/ RGSA
2	Drinking Water facilities	With water purifier.	1 Unit.	CFC/ SFC/ Internal Resources
3	Chair	Preferably Wooden Standard size	20 Nos.	CFC/SFC/ Internal Resources/ Donation from public/ organization.
4	Table	Wooden tables of dimension 5ft*4ft	5 Nos.	-Do-
5	Computer Table	Standard specifications	1 No.	-Do-
6	Electrical fittings (Including Connection)	This shall include points for LED lamps (bulbs), Fans, Computer.	As per requirement	-Do-
7	T.V. and set top box with USB Port	32 Inch LED	1 No.	IEC/ RGSA funds from Govt. / Internal Resources.
8	Desktop Computer including UPS.	Standard specification & make.	1 No	-Do-
9	Printer	Laser Printer	1 No.	-Do-
10	Internet Connection	Broadband or Wi-Fi (4-G) dongle- Minimum 2 mbps Speed		CFC/ SFC/ Internal resources of GP.
11	Almirah	With Glass Doors	2 Nos.	-Do-

#### RECURRING EXPENDITURE:

Sl. No.	Items	Funds
1	Electricity Bill	CFC / SFC/ Internal resources of GP
2	Internet Charges	-Do-
3	Vernacular Dailies	Internal resources of GP
4	Informative Monthly / Weekly Magazine	Internal resources of GP
5	Human Resources	Internal resources of GP / CFC/ SFC / RGSA

## 16. IEC ACTIVITIES:

Sl. No.	Type of IEC Activity	Description	Source of IEC Material	Funding by
1	Wall Painting	Important provisions of all Government Schemes.	Block / GP.	BPGY, MGNREGS, SBM, OLM and DDU-GKY from IEC fund of the respective schemes.
2	Wall Writing	Important provisions of all Government Schemes.	Block / GP.	
3	Documentary/ Radio Jingles	In Odia/ English/ Tribal Dialect (Tribal Area)	Block / GP.	
4	Pala/ Daskathia	In each GP/ each village of the GP	Block / GP.	

## 17. **COMMITTEE FOR FUNCTIONING OF THE CENTRE.**

A committee shall be constituted with the following members under the Chairmanship of Sarpanch.

1. Two retired School Teachers.
2. Two GPLF members of the GPs.
3. Anganwadi Worker.
4. Asha Worker.
5. Two unemployed youth of the GP.
6. Two old school students employed nearby.
7. GRS.
8. Jogan Sahayak
9. Village Agriculture Worker (VAW)
10. PEO – **Member Secretary.**

## 18. **NODAL OFFICER.**

The PEO will be the **Nodal Officer** for the **Panchayat Library & Infotainment Centre.**

## 19. **OUTCOME**

- a) Panchayat Libraries can be described as a "**Community Intelligence Centre**" or a university of the people, means of self-education for all as such it could concern itself with specific needs of the individuals. The Panchayat Library will offer children, young people, men and women, opportunity and engagement.
- b) It will foster Reading Habit of rural people by arranging lectures, discussion and talks etc. on the new books.
- c) Since illiteracy in the rural areas is comparatively higher than in urban areas, film shows, folk dances, exhibitions, puppet shows, kirtans and reading out books will educate illiterate and neo-literate.
- d) The Panchayat Library will enlighten the women on birth control method, child care, nutrition, immunization for children and pregnant women, infertility, sanitary and health care



schemes, training courses in cooking methods, interior decoration, embroidery, sewing, social and ethical responsibilities.

e) Lectures, video cassette shows, plays and stories for the persons who are victims of social evils like gambling, smoking, drinking, untouchability, fanaticism, evil customs, crime and violence against women and children etc. will act as information on social evils like untouchability, alcoholism etc.

f) Information on a variety of farming problems like soil testing, availability of ground water, drip irrigation, seeds, manure, natural farming, harvesting, crop storage, tree planting, pesticides, horticulture, pisciculture, dairy farming, poultry farming etc. will empower farmers.

g) Library can take help through information technology and arrange for rehabilitation of physically challenged persons, old and destitute.

## 20. TARGET:

The Panchayat Library and Infotainment Centre shall be taken up in 1000 GPs in the 1<sup>st</sup> phase during FY 2018-19 and will be done in GPs in coming two Financial Year.

- a. @ 40 GPs in the Districts having 10 Blocks or more.
- b. @ 30 GPs in the Districts having less than 10 Blocks and more than 5 Blocks.
- c. @ 20 GPs in the Districts having 5 Blocks or less.

The Collector will identify the feasible GPs by **30.09.2018** and instruct the concerned BDOs to get the proposal approved in the Gram Sabha to be held on **2<sup>nd</sup> October, 2018** under intimation to this Department.

The above guidelines shall be scrupulously followed.

*Dep*  
28/9/2018

Principal Secretary to Government

Memo No 18668 /PR&DW  
17-NREG-11-1165

Date: 28-09-2018

1. PS to Hon'ble Minister, Panchayati Raj & Drinking Water for kind information of Hon'ble Minister, Panchayati Raj & Drinking Water.
2. OSD to Principal Secretary PR&DW Department for kind information of Principal Secretary PR&DW Department.
3. PS to Director, Panchayati Raj for kind information of Director, Panchayati Raj, Panchayati Raj & Drinking Water Department.
4. All Collector-cum-DPCs MGNREGA for information and necessary action.
5. All PD, DRDAs for information and necessary action.
6. All BDOs for information & necessary action

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Director, Special Projects