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Audio-Visual Libraries at Doordarshan Centres of Gujarat: A Study

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Public Service broadcasting is an important instrument for any country for total development of society. The developing countries like India have a special vision to utilize the capabilities of two main entities of public broadcasting i.e. all India radio and Doordarshan (Television). Doordarshan is one of the most popular instruments for the development of the nation.

The network of DD centres is established throughout the nation to cover maximum population at a time. All DD stations with studio centres are producing programmes for telecast. The programmes are preserved in libraries at particular centre. Doordarshan Libraries have a rich collection of Audio Visual materials. Gujarat is one of the most developed states of India with a national heritage of Art and culture. The Tape Libraries with audio-visual materials at Doordarshan Centres of Gujarat are observed here. Audio-Visual materials need a special treatment, physically and content wise. Extra care is required for maintaining the materials in these libraries. The materials, the content and the users of these libraries are special. The content management system and the information retrieval system of the libraries are different from other audio-visual libraries and also from other telecast media libraries. How the tape Libraries are managed in DD Centres of Gujarat is explored in this study and the working system of audio visual libraries is discussed in detail.

Key Words: Audio-Visual Material, Doordarshan, Gujarat, Library, Library Management, Tape Library

0 INTRODUCTION

Public Service broadcasting is an important instrument for any country

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for total development of society. The developing countries like India have a special vision to utilize the capabilities of two main entities of public broadcasting i.e. all India radio and Doordarshan (Television).

All India radio (AIR) and Doordarshan (DD) are working under Prasar Bharati as a public service broadcaster under the ministry of Information and Broadcasting, Government of India.

To provide a service of broadcasting covering the diverse public and a vast landscape of areas, as a public service broadcaster, is the main aim of Prasar Bharati.

Television is a strong media to convey any message to the public. It impacts the mass very easily and very strongly. The journey of Television in India is very interesting. Television was started under All India radio on 15, September, 1959.

“It was on 15th September, 1959, that an experimental television station under the overall charge of AIR was inaugurated in Delhi and with this the Television came to India.” (Doordarshan Manual, 1987, p.1) ⁽¹⁾

Doordarshan, India is the biggest broadcasting media with the highest capacity of earth-satellite broadcasting system in the world.

India is a country with a large cultural heritage from the ancient times and the population more than 1.2 billion speaking different languages and dialects. To reach up to everyone, Doordarshan has established network of 67 studio centres and 644 transmitter's trough out the nation (Prasar Bharati) ⁽²⁾. All studio centres have a tape library contenting of audio-visual materials at the station. The libraries at DDKs are a special library with the special type of materials. The management of these libraries requires a special treatment and extra care with specialised professional skills.

The libraries at DD centres of Gujarat are the area of investigation for this study.

1. RESEARCH DESIGN

1.1 SIGNIFICATION OF THE STUDY

Most of the studies in the field of library and information science are related to educational libraries and public libraries. The management and preservation of AV (Audio visual) materials in TV (Television) media is a less touched area of Library & Information Science (Barman, 2010). ⁽³⁾ Audio-Visual materials need a special treatment, physically and content wise. Extra care is required for maintaining the materials in these libraries. Gujarat is the state, where library activities are promoted since Sayajirao Gayakwad era. Rarely Doordarshan libraries are studied and the working of these libraries is exposed. So the topic is selected for study.

1.2 SELECTION OF AREA

Gujarat is one of the fast developing states of India. Gujarat is a birth place of Mahatma Gandhi. And also have a notable heritage of Art and culture, Folk and Music, historical monuments and museums. Gujarat has the 1600 km long sea shore, desert of Kutch, mountain of Girnar, Most worshiped Hindu temples of Somnath and Dwarka and the variety of industries and business. There are AIRs (All India Radio) & DDKs (Doordarshan Kendra) producing & preserving the programmes related to the topics on regular basis. So the Area is selected for research.

There are two Doordarshan centres in Gujarat.

1. Doordarshan Kendra, Ahmedabad
2. Doordarshan Kendra, Rajkot

Here we will discuss the libraries at Doordarshan centres of Gujarat as a case study.

1.3 OBJECTIVES

The broad objective of this study is to explore the work at libraries of DDKs. how they deal with the materials, contents and how they preserve the important programmes.

- To explore the Library system in DD centres of Gujarat.
- To gain a better understanding of which kind of system they have developed and established in their libraries for better management of recordings done at the centres.
- To get understandings how materials of Archival value are preserved in libraries.
- To explore the working system of DD libraries.
- ü To understand the reliability of library staff towards the archival materials.
- ü To get better understandings how the libraries preserve the important recordings.

1.4 METHODS

1.4.1 RESEARCH METHODOLOGY

Exploratory method of research is adapted to explore the working system of libraries. The research is based on the case study of libraries of DD Centres of Gujarat. The materials available in particular library, method of preservation & maintenance of records & Meta Data available in particular library are examined in detail.

1.4.2 POPULATION AND SAMPLE

The study is based on libraries of DD Centres in Gujarat State.

1.4.3 TOOLS AND TECHNIQUES

The library system is observed in the study. Interviews with the librarians and programme officials, Ex-Librarians and retired programme officials are been conducted telephonically. Moreover, personal visits of the centres and the officers are also been arranged to collect further data. A questionnaire was given to the librarians. The questionnaire has included various aspects to examine the library system.

1.4.4 PROCEDURE OF DATA COLLECTION

Data is collected through questionnaire, personal visits of libraries and officers and telephonic interviews of librarians & programme officials.

1.4.5 DATA ANALYSIS AND INTERPRETATION

Data collected, is discussed with descriptive method.

2. DOORDARSHAN CENTRES IN INDIA

2.1 DOORDARSHAN (VISION FROM DISTANCE)

Doordarshan is started in India, with the logo with **Satyam, Shivam, Sundaram** – A slogan taken from Hindu Vedas, which creates the identity of Doordarshan among other TV Medias at that time at global level and has maintained yet among other TV Medias in the country also.

Satyam means the truth. **Shivam** means God/welfare. **Sundaram** means beautiful. Truth is God – (concept which Gandhi lived forever). Doordarshan accepted **Satyam Shivam Sundaram** as its slogan. To work for welfare of the nation, by considering truth as God, beautifully present the truth to the viewers.



Figure 1

Total 67 Programme production centres of Doordarshan are established in India as shown in Table 1 and table 2.

Table 1: Doordarshan Studio Centres

Major Studio Centres	19
Regional Production Centres	2
Other Studio Centres	46
Total	67

Table 2: State wise List of Doordarshan Kendras

State/UT	Location	State/UT	Location
Andhra Pradesh	Vijayvada	Meghalaya	Shilong
	Tirupati		Tura
Arunachal Pradesh	Itanagar	Mizoram	Aizawal
Assam	Dibrugadh	Nagaland	Kohima
	Guwahati	Odisha	Bhubaneshwar
	Guwahati (PPC)		Bhawanipatna
	Silchar		Sambalpur
Bihar	Patna	Panjab	Jalandhar
	Muzaffarpur		Patiala
Chhattisgarh	Jagdalpur	Rajasthan	Jaipur
	Raipur	Sikkim	Gangtok
Goa	Panaji	Tamilnadu	Chennai
Gujarat	Ahmedabad		Coimbatore
	Rajkot		Madurai
Haryana	Hissar	Telangana	Hyderabad
Himachal Pradesh	Shimla		Warangal
Jammu & Kashmir	Srinagar	Tripura	Agartala
	Jammu	Uttar Pradesh	Allahabad
	Leh		Barailly
	Rajouri		Lucknow

Jharkhand	Ranchi		Gorakhpur
	Daltonganj		Mau
Karnataka	Bangalore		Varanasi
	Gulbarga		Mathura
Kerala	Kozikode	Uttarakhand	Dehradun
	Thiruvananthapuram	West Bengal	Kolkata
	Trichur		Shantiniketan
Madhya Pradesh	Bhopal		Jalpaiguri
	Indore	A & N Islands	Port Blair
	Gwalior	Chandigarh	Chandigarh
Maharashtra	Mumbai	Delhi	Delhi
	Nagpur		Delhi (CPC)
	Pune	Puducherry	Puducherry
Manipur	Imphal		

2.2 DOORDARSHAN CENTRES OF GUJARAT

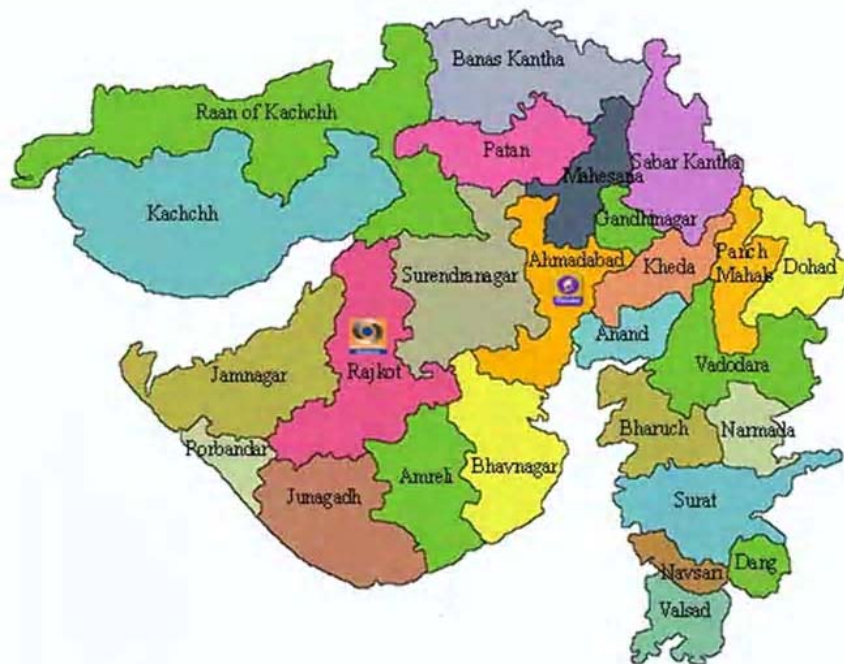
Gujarat is a land of enterprising people with an admirable aesthetic sense and sharp business acumen. The history of Gujarat can be traced from the ancient times. Lothal, excavated near Ahmedabad, Dwarika, the land of Lord Krishna mentioned in the epic Mahabharat, Prabhas as the death place of Lord Krishna, Somnath at the coast of Arabian Sea are the places mentioned in historical books and the places archeologists interested in. Porbandar, the birth place of Mahatma Gandhi is also an important place.

Today's Gujarat is a wonderful place. People from all around the world interested to visit the state. The fast developing state and the model state for central government to execute new plans and policies. Vibrant Gujarat is the event that has attracted foreign funds to invest in various plans and plants in Gujarat.

There are two centres of Doordarshan in Gujarat to cover all the places and events.

- Ahmedabad
- Rajkot

Map of India



DD Gujarati (Now DD Girnar) launched in 1994, is a popular channel of Doordarshan. The channel is available round the clock in satellite mode and for five hours in the terrestrial mode (Prasar Bharati, 2005-06).⁽⁶⁾ It covers 87% of the population of Gujarat and broadcasts popular Gujarati serials, news and current affairs, informative and public service related programmes, Government flagship programmes and educational programmes. DD Girnar is also popular among the Gujarati population residing outside the state. It is one of the pioneers of daily soaps. The channel is supported by the studios at Ahmedabad and Rajkot.

2.2.1 DDK, AHMEDABAD

Ahmedabad is the business capital of Gujarat. The city is well known for its progressive and enterprising qualities. The industrious people of the city have put the state as a leading centre on the map of business and industries of the country.

DDK, Ahmedabad is established in 1987. DD Girnar is a state channel telecasting programmes 24*7 in Gujarati language operated by DDK, Ahmedabad.

Also the programmes of national network are relayed by the centre.

2.2.2 DDK, RAJKOT

Saurashtra is a separate province of Gujarat, Which occupies a specific identity.

Historic places of tourist attractions like Junagadh, pilgrimage like Somnath and Dwarika, Girnar are some landmarks which attract people from the globe. Rajkot is a capital centre of Saurashtra.

DDK, Rajkot is established in 1984 to cover the Saurashtra region and telecast Area Specific Programmes. It also contributes for DD Girnar Channel.

3. DOORDARSHAN LIBRARIES

Doordarshan Libraries are contenting of two libraries.

- Book Library
- Tape Library

3.1 TAPE LIBRARIES/AUDIO-VISUAL LIBRARIES

All Doordarshan Libraries have the audio-visual library, mostly known as Tape library. The libraries have a rich collection of audio-visual materials. All the recordings and programmes recorded in studio premises or outdoors, the commercial programmes and sponsored programmes, or the programmes outsourced, are stored and managed in Tape library. The procedure for maintenance of Tape Library is very important for fast retrieving of the content. Doordarshan has been producing large number of programs which have high marketing value in terms of its content for information, education, and entertainment and sometimes for study and research also (Patel, 2011)⁽⁷⁾. The management of these libraries is far different from other audio-visual libraries and also from other TV media libraries.

3.1.1 ACQUISITION

The central store at New Delhi provides the tapes to engineering stores at the centre.

The demand for the tapes required for recording or editing of the programme is put up to librarian by producers and the library gets the required tapes from the engineering stores.

There are different types of tapes used for DD programmes.

- BCN • Umatic • Betacam
- Blue Ray Discs • DVC Pro • Mini DV

At present, Blue Ray Discs are utilized for recordings etc. at both the centres i.e. DDK, Ahmedabad and DDK, Rajkot.

3.1.2 PROCESSING/ACCESSION

After acquiring the tapes, physical processing of the tapes starts in the

library. The tapes have the stickers within the pack. The stickers are put on the tapes.

Master entry is done in the accession register. The accession numbers are given to each tape, which is the unique identification of the tape. It never repeats. Some call signs are also given to tapes to differentiate its format from each other.

Betacam format tapes have 60 minutes, 90 minutes and 30 minutes duration. At DDK, Ahmedabad, DDA stands for 60 mts. and 90 mts. Betacam Tapes, DDAM for 30 mts. Betacam Tapes. At DDK, Rajkot BCT for 90 mts. Betacam, BTR for 60 mts. Betacam Tapes, BETA for 30 mts. Betacam Tapes, where A represents Ahmedabad and R represents Rajkot centre.

For Blue Ray Discs BRD at Ahmedabad, and RRJ for 50 GB and BRJ for 23 GB is the call sign at Rajkot centre.

Each and every tape gets its unique identification number with this process.

Accession no. is given from 1 to... to each tape. For example, BRD 1, BRD 2...at Ahmedabad and BRJ 1, BRJ 2..., RRJ 1, RRJ 2... at Rajkot centre.

3.1.3 COLLECTION

Collection of tapes with different formats at both the centres is shown in Table 3.

Collection of Tapes

Tapes	DDK, Ahmedabad	DDK, Rajkot
U-matic	4500	495
Betacam	3000	1706
Blue Ray Disc	2200	1050
Hard Discs	10	9
DVC Pro	18000	-
Total	2771 0	3260

3.1.4 STACK MANAGEMENT

Mostly the tapes are arranged on stacks by its types and its numbers.

Compacters are provided to manage the materials in the libraries, under the study.

3.1.5 CIRCULATION

After accession, tapes are ready for circulation.

A requisition is given to library by programmers, which types of tapes and how many tapes are required by the concern section. As per requirement and as per availability of tapes, tapes are issues to the programme sections. Tapes are issued from the library for recording, editing, and preview and telecast purposes.

A card system is adopted at DDK, Rajkot for issue-return of the tapes and at DDK, Ahmedabad there is a register system.

The tapes containing telecast materials are sent day to day to the section and now uploaded in server for 24 hours at DDK, Ahmedabad, and at DDK, Rajkot, a capsule of one hour containing different programmes for telecast is sent to transmitter for telecast.

DDK, Rajkot is also contributing the programmes for DD Girnar channel. For that purpose, the capsules are sent to DDK, Ahmedabad. The list of programmes to be telecast at specific time and date are managed by quesheets.

3.1.6 STOCK MAINTENANCE AND MANAGEMENT

Generally the stock of tapes is always under scarcity. The day to day recordings always need the tapes. And the librarians have to preserve the important programmes and also issue the tapes for various purposes. The tapes are reusable but mostly the programme officers keep their programmes and even raw footages are preserved. The librarians have to balance and keep the stock of new tapes on hand for day to day requirements.

3.1.7 STOCK VERIFICATION

It is mandatory for the DD libraries to carry out physical verification of library stocks annually. So the physical verification of library belongings is done annually.

3.1.8 CONTENT MANAGEMENT

The content in the tape is a very important part of the library. Once a tape containing the recordings or the master version of programme is deposited in library, it is the responsibility of a librarian to keep it safe from any damages or any mischief.

Dope-sheets are put in the tape cover with the details like tape no., programme title, producer, name of artists, date of recording, date of telecast etc. which shows that the particular tape carries so and so programme.

The details are also managed in registers or computers in libraries and in concern programme section also.

3.1.9 COMPUTERIZATION

Computers are provided in both the libraries under the study.

At DDK, Ahmedabad the day to day workings and content management is manual and at DDK, Rajkot it is computerized. Locally developed Library management software is installed at library, DDK, Rajkot.

3.1.10 LIBRARY MANAGEMENT SOFTWARE

The concept of library management software by librarian, DDK, Rajkot is developed by standard computers, Rajkot & implemented in library since 2001.

Main fields of the software are Master, Transaction, Search & report as shown in figure 3.

Library management software



This software is very much useful for day to day management of materials in DDK, Rajkot Library.

3.1.11 OBSOLESCE

Obsolescence is the part of technologies. As advanced technologies invented, the old one becomes obsolete.

In DDK libraries, there were BCN tapes, then, U-matic tapes, Betacam tapes, DVC pro, Mini DV etc.

At present, BRD Blue Ray Discs are in use at both the stations.

3.1.12 DIGITIZATION

Digitization is now a part of library activities to save the important materials.

The important programmes from legacy formats are being digitized at both the stations.

DDK Ahmadabad has saved approximately 600 hours from BCN, U-matic 60, U-matic 20, VHS and some 35mm & 16mm format into BETA 90 min cassettes and save very rare and valuable programs related Gandhi, J.Nehru, Indira Gandhi, Freedom Fighters interviews, Commissioned programs,

Documentaries, Drama, Classical, Instrumental & Vocal music, Folk Music and Dance, Classical Dance, Interviews of personalities, News coverages, Agricultural Programs, Women and Children Programs, O.B coverages, Sports etc. (Patel, 2011) ⁽⁹⁾

Till Date, DDK, Ahmedabad has digitized the materials approximately total 17000 programmes of 8500 hours from 817 BCN tapes, 152 Umatic tapes, 1999 DVC pro tapes, 2718 Beta cam tapes. The programmes are digitized from total 5686 tapes and saved in computers.

DDK, Rajkot has digitized the materials approximate 300 hours, 900 programmes in 350 BRD tapes.

3.1.13 LIBRARY SERVICES

Information services and reference services are the main services provided in both the libraries.

3.1.14 DISCARDING/DISPOSE OFF

Sometimes the tapes damage during day to day usage and remain no more usable.

The tapes are sent to technical section to check and certify that the particular tape is no more usable. After that, the tapes are returned to engineering stores.

Sometimes the technology being used and the equipments required for utilization of tapes are become obsolete. And tapes also become unusable. These type of tapes are also been returned to engineering stores.

3.1.15 ARCHIVAL MANAGEMENT

Archives of Doordarshan are a treasure house of many memorable performances of the great artists who have contributed to India's rich music and dance heritage. The Archives endeavours to bring before a larger audience some of the exquisite and rare performance of enduring beauty. Doordarshan Archives have released over 25 titles covering Hindustani Music, Carnatic Music, Ghazal and all the classical dance forms. Doordarshan Archives announced the release of 'Bharat Ek Khoj' – a prestigious serial based on 'Discovery of India' by Pt. Jawaharlal Nehru directed by internationally renowned Film Director Sh. Shyam Benegal. The Archives have planned for digitalizing all its holdings on analogue video tapes as this technology is phasing out (Jayakumar, 2010). ⁽¹⁰⁾

The tape library at DDKs has the treasure of important recordings. Some important recordings like interview of VIP and VVIP personalities, important events, sports events, legendary performances of Dance and music specifically, classical vocal and instrumental, folk Music, documentaries and serials, are preserved at the centres under archival section and metadata are maintained in computers.

The Central Archives has specified 39 categories under which the programmes are to be grouped (Barman, 2010).⁽¹¹⁾

The information regarding archival materials is sought by central archives regularly from the centres. The Central Archives have planned for the Zonal Archives to have fibre optic broadband links with Media Asset Management (MAM) set up which in turn should be accessible from any of the Zonal Archives or the Central Archives. (Barman, 2010).⁽¹²⁾

At DDK, Ahmedabad CR2 software and at Rajkot, Library Management Software (locally developed) is used for archival material metadata.

DDK Ahmedabad preserves its heritage from 1987. Approximately 600 films of 35mm and 16mm received from ISRO. Bibliography of Indian News Reels had been prepared in 1995 and Archives Section and its automation had started in 1996 with DBASE III+ database Management System for information retrieval. After scrutinizing, the archival material arranged category wise and developed the solution in FoxPro 2.5 for information retrieval of the contents with circulation control. Now it has been converted in to Visual FoxPro 3.5 for Video Archival Management System (Patel, 2011).⁽¹³⁾

3.1.16 USERS

Doordarshan Libraries have only in-house users i.e. Programmers, Editors, Engineers etc.

4 DISCUSSION OF RESULTS AND IMPLICATIONS OF THE STUDY

With the Data collected from Librarians and ex- librarians, the programme staff and retired programme officers, dealing with, the programmes, we can get the better idea about their aspect & view for making their station rich with the valuable assets of the programmes.

The study reveals that the tape libraries at DD centres of Gujarat are really a treasure of Audio-visual materials. The libraries keep the records of the valuable materials for future use. The materials containing the archival value programmes are preserved and the Meta data is maintained.

The library is an ever-growing institution. How DD librarians deal with the day to day inclusion of the programmes is explored in this study. The DD libraries are playing an important role in preservation of programmes, and the archival materials, how the librarians manage the libraries, is better understood with the results.

The working system of DD libraries is better understood with the study.

5 CONCLUSION

The study has explored that the libraries with audio-visual materials at DDKs of Gujarat are very rich in collection. The programmes preserved and archived are of much importance for the documentations of important events.

The live performance of legendary personalities of Arts and Music, Dance and drama, the interviews of eminent personalities from all the fields are the treasure of these libraries. The management of these libraries are quite different from other libraries.

6 FUTURE RESEARCH

On the basis of this study, researcher will find it interesting to find out the ways of library management and preservation systems in Doordarshan Libraries in other states of India.

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