



AWARENESS INITIATIVES BOOST ENGAGEMENT WITH THE NATIONAL DIGITAL LIBRARY OF INDIA

Sanjay Kesharao Vairagade

Librarian, Ashok Moharkar College, Adyal. Tah - Pauni Dist. - Bhandara

ABSTRACT:

Libraries have transitioned from physical to digital platforms, driven by ICT advancements, enhancing resource quality and accessibility. In India, the National Digital Library of India (NDLI), launched as a pilot in April 2015 by the Ministry of Education under NMEICT and coordinated by IIT Kharagpur, offers free, 24/7 access to diverse e-learning resources for all users. Operational since February 2016, NDLI spans school to higher education content. This paper examines how awareness programs enhance NDLI's utilization, addressing challenges in accessing its vast e-collection. The study aims to evaluate NDLI's role in improving access to digital educational resources and assess how awareness programs increase its use among students, educators, and researchers, while tackling barriers like digital literacy and access issues. Using surveys, questionnaires, interviews, the study analyzes NDLI's awareness and engagement, comparing it with other digital libraries and reviewing user data. Awareness programs significantly increase NDLI usage, though challenges like limited awareness, digital literacy gaps, connectivity issues, and content discoverability persist. Features like mobile access and multilingual support boost engagement, yet broader promotion and technical enhancements are essential for maximizing NDLI's potential as a key digital repository.

Keywords: *NDLI, NMEICT, ICT, IIT Kharagpur, E-resources*

INTRODUCTION:

In India, with 3,280 AICTE-approved Management institutions—428 in Maharashtra and 7 in Bhandara district—academic libraries have evolved into vital information hubs supporting students, faculty, researchers, and staff. The integration of ICT has transformed libraries, enhancing the quality and accessibility of resources globally. In India, initiatives like the National Digital Library of India (NDLI), backed by the Ministry of Education, have revolutionized access to e-resources. However, challenges such as low awareness

and digital literacy persist, limiting its use, especially among management students and faculty in regional institutions like those in Bhandara District.

This study investigates an awareness program aimed at promoting NDLI usage in Management colleges of Bhandara District. Through workshops, training sessions, seminars, and campaigns, the program educates users about NDLI's features, benefits, and accessibility, addressing barriers like awareness gaps and institutional integration. It also assesses the program's impact by analyzing user engagement, resource utilization, and participant feedback, aiming to boost research, self-learning, and academic excellence in the region.

National Digital Library of India (NDLI) Launched in April 2015 as a pilot under the National Mission on Education through ICT (NMEICT) by the Ministry of Education, NDLI is coordinated by IIT Kharagpur. Operational since February 2016 (<https://ndl.iitkgp.ac.in>), it provides 24/7 access to a vast, multilingual collection of educational resources in 70 languages, spanning Engineering, Management, Sciences, Humanities, and more. Offering books, journals, videos, theses, and manuals, NDLI supports diverse users—students, researchers, educators, and differently-abled individuals—via a cross-device platform, enhance digital learning across India.

OBJECTIVE:

The study aims to evaluate NDLI's role in improving access to digital educational resources and assess how awareness programs increase its use among students, educators, and researchers, while tackling barriers like digital literacy and access issue.

METHOD:

Using surveys, questionnaires and interviews, the study analyzes NDLI's awareness and engagement, comparing it with other digital libraries and reviewing user data.

SCOPE & LIMITATION:

- ❖ The study targets only Management Colleges in Bhandara District.
- ❖ It is restricted to the 7AICTE-approved Management colleges in Bhandara District.
- ❖ Responses from students are included in the research.
- ❖ The study focuses solely on evaluating awareness programs designed to enhance NDLI utilization.

DATA ANALYSIS AND FINDINGS:

The data collection for this study was conducted using a valid and reliable questionnaire, carefully designed to ensure accurate and consistent results. This questionnaire was distributed to Students at 7 Management colleges located in Bhandara District, Maharashtra State. A total of 103 responses were received, providing a robust dataset for analysis. This chapter presents a detailed analysis and interpretation of the data gathered from these responses, offering insights into the current state of library services and resources within Management colleges in the district.

1. Awareness of NDLI:

Table No. 1: Awareness of NDLI

Sr. No.	Awareness	Nos.	%
1	Yes	89	86.41
2	No	14	13.59
	Total	103	100

The table examines user awareness of the National Digital Library of India (NDLI). A significant majority, 89 users (86.41%), reported being aware of NDLI, while 14 users (13.59%) indicated they were unaware. This highlights a statistically notable gap between the proportions of aware and unaware users. Based on these findings, it is clear that NDLI enjoys widespread recognition among users, reflecting the effectiveness of its outreach and promotional efforts. Nevertheless, the 13.59% of users who remain unaware points to the need for ongoing initiatives to ensure the platform fully connects with all potential users.

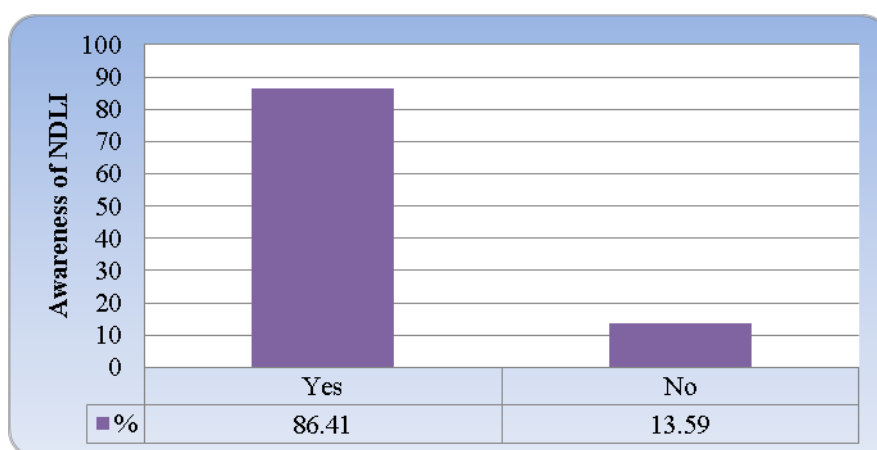


Fig. No. 1: Awareness of NDLI

2. Sources to Know NDLI:

Table No. 2: Sources to Know NDLI

Sr. No.	Source	Nos.	%
1	Self-Awareness	33	37.08
2	Awareness Programme	57	64.05
3	Faculty	26	29.21
4	Friends	51	57.3
5	Website	14	15.73
6	Library Staff	19	21.35
7	Other Sources	6	6.74

The table outlines the different channels through which users become aware of the National Digital Library of India (NDLI). Awareness programs stand out as the leading source, with 57 responses (64.05%), followed closely by friends, noted by 51 users (57.3%). Self-awareness is reported by 33 users (37.08%), while faculty members account for 26 responses (29.21%). Library staff contributes to awareness for 19 users (21.35%), the NDLI website is cited by 14 users (15.73%), and other sources are mentioned by 6 users (6.74%). Based on this data, it is clear that awareness programs and friends serve as the most prominent avenues for introducing users to NDLI.

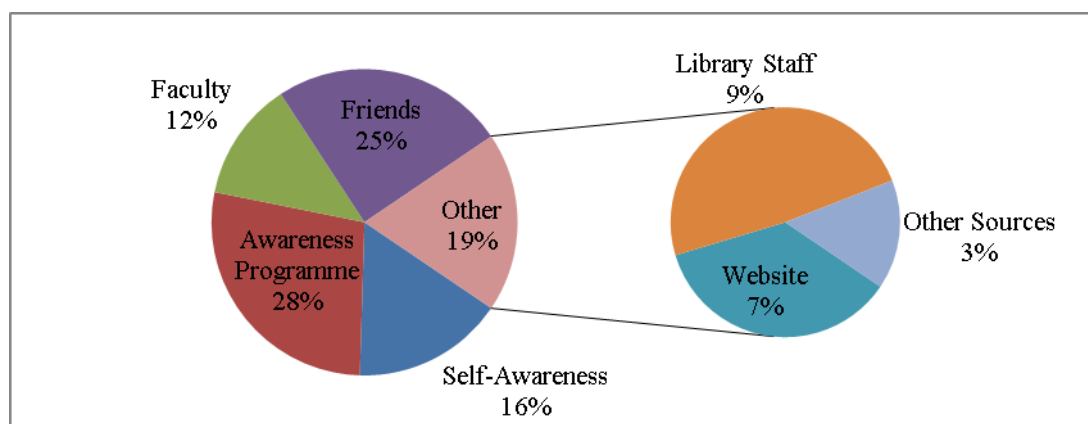


Fig. No. 2: Sources to Know NDLI

3. Opinion on Essential of Training Program for Actual Use of NDLI:

Table No. 3: Opinion on Essential of Training Program for Actual Use of NDLI

Sr. No.	Opinion	Nos.	%
1	Yes	76	73.79
2	No	8	7.77
3	Can't Say	19	18.44
	Total	103	100

The Table presents user perspectives on the need for training programs to effectively use the National Digital Library of India (NDLI). A clear majority, 76 users (73.79%), support the necessity of such training, while 8 users (7.77%) oppose it. Meanwhile, 19 users (18.44%) are undecided. This reflects a statistically significant variation in opinions. From these results, it is apparent that most users value training programs as essential for fully leveraging NDLI. The data suggests that implementing structured training sessions and workshops could boost user skills and promote more effective use of the platform's resources.

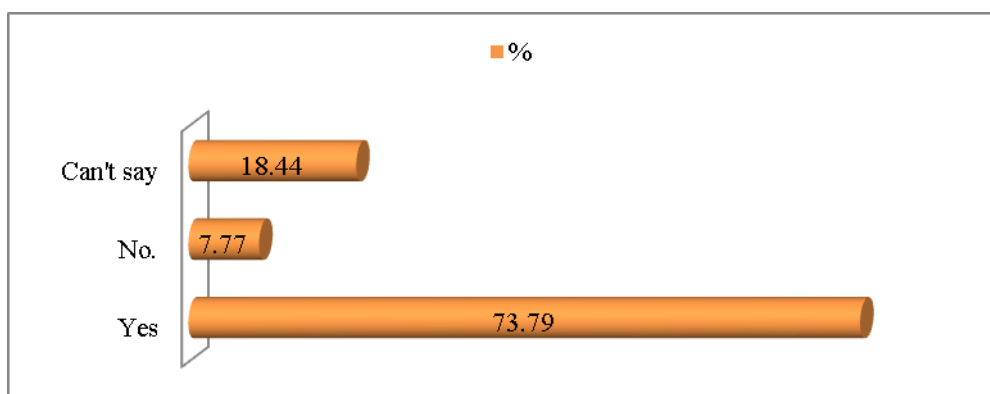


Fig. No. 3: Opinion on Essential of Training Program for Actual Use of NDLI

4. Opinion on User Orientation/ Awareness/ Information Literacy Program Boost the Engagement with NDLI.

Table No. 4: Opinion on User Orientation/ Awareness/ Information Literacy Program Boost the Engagement with NDLI

Sr. No.	Opinion	Nos.	%
1	Yes	94	91.26
2	No	9	8.74
	Total	103	100

The data reveals user opinions on whether orientation, awareness, and information literacy programs encourage the use of the National Digital Library of India (NDLI). Among the respondents, 94 users (91.26%) believe these programs substantially boost NDLI usage, while 9 users (8.74%) hold the opposite view. This reflects a notable and statistically significant difference in perspectives. Based on this analysis, it is clear that such programs are instrumental in promoting engagement with NDLI. Therefore, institutions should focus on implementing these initiatives to increase the platform's adoption and effectiveness.

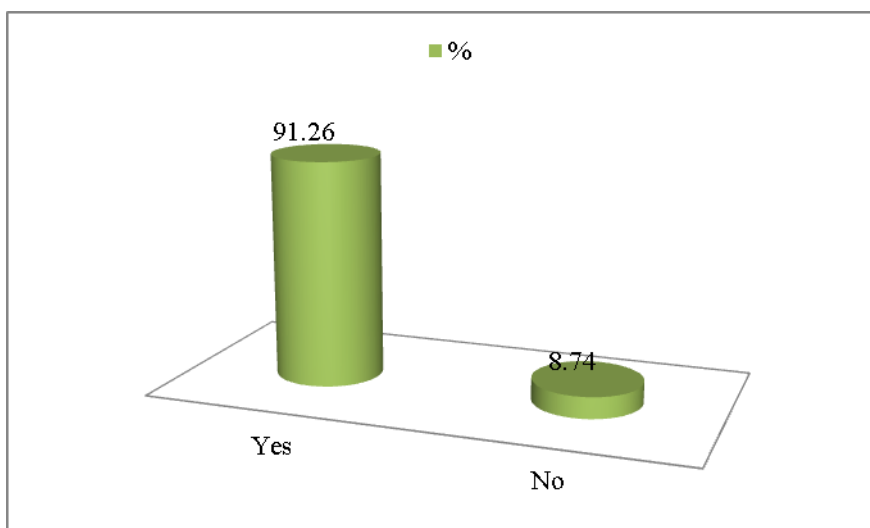


Fig. No. 4: Opinion on User Orientation/ Awareness/ Information Literacy Program Boost the Engagement with NDLI

Suggestions:

1. **Strengthen Awareness Programs:** Organize regular orientation sessions, workshops, and hands-on training led by the library department to increase NDLI awareness and usage among students and faculty.
2. **Enhance Digital Literacy:** Provide training on effective search techniques, resource utilization, and digital literacy to help users navigate and access e-resources efficiently.
3. **Expand User Support Services:** Improve library staff assistance and set up dedicated help desks to address NDLI-related queries and provide user guidance.
4. **Leverage Social Media:** Utilize platforms such as WhatsApp, Telegram, and other social media channels to promote NDLI resources, updates, and engagement.

Conclusion:

The study emphasizes that awareness initiatives significantly enhance user engagement with NDLI. It identifies awareness programs as the primary means through which users learn about the platform. Additionally, the findings indicate that most respondents have a positive perception of essential training programs. While mobile accessibility and multilingual support contribute to improved user experience, challenges such as connectivity issues and content discoverability persist. Overall, NDLI serves as a valuable digital repository, but

broader adoption and effective utilization require increased promotion and technical enhancements.

References:

1. *Approval | Bureau & Cell | Government of India, All India Council For Technical Education.* (n.d.). Retrieved from <https://www.aicte-india.org/bureaus/approval>
2. Gulathi, A. (2018). *National Digital Library of India: A virtual repository - ProQuest.*
<https://www.proquest.com/openview/730c08cc59941c58b9023bf0b216f65a/1?q-origsite=gscholar&cbl=646543>
3. Khan, A., & Ahmed, S. (2013). The impact of digital library resources on scholarly communication: Challenges and opportunities for university libraries in Pakistan. *Library Hi Tech News*, 30(8), 12–29.
<https://doi.org/10.1108/LHTN-07-2013-0046>
4. Kothari, C. R., & Gurg, G. (n.d.). *Research Methodology Methods and Techniques* (3rd ed.). New Age International (p) Limited, Publisher.
5. Ministry of Education, government of India (n.d). *Higher education institution directory.* All India Survey on Higher Education. Retrieved, from <https://dashboard.aishe.gov.in/>
6. Mishra, R. K. (2017). *Information literacy among users of select IIT and IIM libraries A comparative study* [Greater Noida].
<http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/209451>
7. *National Digital Library: Building a National Asset NDL Team—Yojana, 2016—Google Search.* (n.d.).