

Evaluation of the Film Library of Films Division in digital era: A case study

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ABSTRACT

In the era of Information Technology, electronics resources are replacing traditional library resources with a fast pace. Librarians have no option without adopting this e-resources to meet the requirements of information seekers. The article deals with the library of Films Division, Government of India. This library is a treasure of an archival material, It preserves the historical account of the whole evolution of contemporary India since independence. After the evolution of Doordarshan and various channels, Films Divisions productions have been decreasing. Many posts have been surrendered by the authority after the retirement of old library professionals. Being an important library collection, nobody pay attention towards the implementations of new technologies in digital era. Various measures are suggested in this article to develop the condition of the moving image library in the digital era.

Keywords: Evaluation; Films Library; Films Division; Digital era; Case Study

INTRODUCTION

Films Division is the central film producing organisation of the government of India, under the Ministry of Information and Broadcasting. It is responsible for production and distribution of newsreels, documentaries of other films required by the government of India for public information, education and motivation for instructional and cultural purposes. It is the largest single documentary film producing unit in India and one of the largest of its kinds in the world. The aims of the Films Division are to mobilise the use of dynamic medium of films; to disseminate information to Indian vast illiterate masses; to explore the unexposed part of the country, their culture and the authentic records of real life, by filming actual people living and working in their natural surrounding and participating in national developments. Films Division has started documentary production with these aims, and after completion of 60 years, Films Division has become a great milestone in documentary film production in India.

BIRTH OF A FILMS DIVISION

In 1943, the Information Film of India was set up by then government to produce documentaries for war propaganda and publicity and the Indian News Parade to show

news from the battle front event of public interest. Compulsories exhibition of these documentaries and newsreels in cinema house was enforced under the provision of rules 447 of the defense of India rules. Information Films of India and Indian News Parade continued to produce newsreels and documentaries on subject of public interest even after the war.

In April 1946, a cut motion was introduced in the central legislative Assembly, during the budget session, demanding the closer of the Information Films of India and the Indian News Parade, as they were considered to be instruments of British propaganda. In the absence of an Indian Newsreels unit, historically important events of 1946/47 could not be recorded on films. In fact, when India became independent on 15th August 1947, There was no Indian films unit to record greatest events in the country's long history when the Constituent Assembly assumed power on behalf of the people of India. A cameraman of the Indian Motion Picture Producers Association and some foreign Newsreels cameraman exposed the little footage now available.

Few months later, the Government of free India decided to review the old Information Film of India and the Indian News Parade, renaming it as the Films Division to produce and distribute newsreels and documentaries for public information, education and motivation. On 2nd November 1947, Prime Minister Jawaharlal Nehru wrote to the Chief Ministers of various states regarding the importance of documentaries as a powerful media of communications. To start with, from February 1948 onwards, a few camera units were engaged to cover the immersion of Mahatma Gandhi's ashes at Sangam and other important events like Integration of Princely State, Rehabilitation of Refugees, etc. Films Division became fully functional in November - December 1948.

FILMS DIVISION: EYES OF INDIA

Over the years, Films Division has grown to become the premier national film producing organization with a purpose and with a difference. Films Division is headquartered in the hub of the celluloid capital of India, Mumbai, equipped with all facilities of production studio, recording theatres, preview theatres, editing rooms, animation unit, re-recording theatre, cameras, video equipments, etc. Its film library is matchless with more than 8000 films of priceless content.

FILM LIBRARY AND DOCUMENTARY COLLECTIONS

The present collections of this library is about 2, 00000 can's (reels) of 8700 documentaries (Titles) including Newsreels. All materials related to each film is preserved in this library as per the original format of the film i.e. in 35mm or 16mm. Original picture Negatives, Sound Negatives, International tracks (sound positive), Inter Negatives / Dupe Negatives, Inter Positives / Master Positives, Answer prints, Final Prints etc. are preserved in this library. However almost all the library work has done here manually by the library professionals.

Documentary Films

Library preserves the documentary films produced by the Films Division. Documentary is a film of actuality. Reality is its theme and its content. What is the most important quality in a documentary? The answer is Truth. If the commercial feature films are concerned with

our dreams and our longings, the escapist motif, the documentary confronts us with truth; truth about ourselves; truth about our country and our people; pleasant truth and unpleasant truth; truth that inspires and truth that hurts. Subject to this stipulation of telling the truth, the documentary can have infinite variety. The documentary can become a potent weapon in our battle for progress. It can generate the sense of unity and dynamism. Inspired by social purpose, it can be a major factor in our national development.

Newsreels

Films Division has produced documentaries along with the Newsreels and the Newsreels are the part of the documentary films. So the answer of question about documentaries produced by Films Division may not be given without the information of Newsreel production. The Indian News Review (INR) was started in May 1948, as a successor to the wartime 'Indian News Parade'. The INR has been designed to serve as a graphic communication to the Indian masses about the events that were happening all over the country. Weekly reports of Independent India that was evolving came to be projected on the screen. The leaders of the nation, who shaping the largest democracy of the world were in focus. The concept of news was weighted towards personalities or events in which they were participating. Slowly, imperceptibly, the emphasis began to change. With the inauguration of the Five-year plans and the launching of campaigns for savings, family planning, etc. the newsreels came to be slanted towards these items of interest to the government.

Newsreel Compilations

We can differentiate between Indian News Review and Newsreel Compilation as the Indian News Reviews covers the topical events in India and abroad and present weekly. The newsreel compilation cover the single subject includes balance material, which has not used in INR, use of stock shot on that subject. All these material compile together and make a film. Then put that graphical communication to the Indian masses through the Cinema Theatres. Now it is called the "News Magazines." Here single event is described with maximum information. Both, are comes under Newsreel production.

Regional Newsreels

Aims and objectives of the Regional Newsreels are same as the Indian News Review. It is a significant development of Films Division to starting of the regional editions of newsreels at the rate of one Newsreel per region per month. This is only the first step towards the objective of releasing regional editions each week for each region along with the national Newsreel.

RECORDS MANAGEMENT IN FILM LIBRARY

When we talk about records management in film library, the basic information required in film library is - Title of the film, Accession number, Class number, Name of the Directors, Producers, Cameramen's, Editors, Musicians, Sound Recordists, Commentary writers, Commentary speakers, Script writers, followed by colour-Black/white, Released, Not released, Released date, Subject, Production year, duration, number of reels and Synopsis of the film. There are Registers, records in the library about the films available since the inception of Films Division. However, there is no single Accession Register where we get all these information at one place. Various information sources available in film library are

Accession Register, Book Catalogue, Commentary Copies, Library Software, Memo of Contents and Screening of Films on Intercine machine.

Accession Register

Records available in the Accession Register of film library are Accession number, number of reels, colour / black and white and date of receipt of the material.

Printed Catalogue

Printed catalogue is available in book forms for the year 1948 to 1972. The information available in this catalogue is Title of the film, colour or black and white, year of production, subject, synopses, and length of the film in meters, duration of the film in minutes. However, this information is incomplete because name of the Director, Producer, other technicians and the information mentioned above in Accession Register is not there in the catalogue.

Commentary Copies

If anybody wants to know about the persons associated in the production of film, commentary copies are the only source available in the book library. The information's available in the volumes of commentary copies are Title, Producer, Director, production year, names of the associate persons and the commentary of the film. In this volume, also some of the commentary copies are missing.

Library Software

There is old in-house single user library management software in Film Library, but the information available in this software is neither updated nor designed properly as per the requirements. Even this software can't show the list of total number of films produced by the Films Division. It shows the list of films including multiple copies, which are preserved by the library.

Memo of Contents

The information about Newsreels produced by Films Division is available in the Film library. These newsreels are called 'Indian News Review' (INR). Year wise content along with the commentary copies are bound together in book form is called 'Memo of Contents'. Since there is no separate alphabetical index volume about the subjects / events or shots, it is very difficult to get immediate information about particular events which are available in newsreel. It is arranged as per the year wise. Newsreel numbers and individual indexes are there at the beginning of each newsreel. Data about the total number of newsreel production have been received from this Memo of Contents.

Screening of the Films on Intercine Machine

Another source for required information is to screen each film (Title) in a library. However, it is not possible in available staff. The information will get from the available films, but there are few films, which are totally decomposed. Information's about such films are available in the form of papers only i.e. Title, producer, Director, year etc. The other information including picture is totally lost.

PRESENT STATUS OF FILMS DIVISION

Now, the production of the Films Division has been tremendously curtailed due to many reasons. The actual decline of the production of Films Division began with the growth of

television nationwide and in colour. A decision of the Ministry of Information and Broadcasting in February 1984 stopped production of weekly newsreels and reduced the theatrical release of films to only one documentary or one news magazine a week. When client Ministries saw no hope of their documentaries is made or released in theaters, they stopped sponsoring films.

Until the end of 1980's, Films Division continued to make a large number of instructional films for some of the Ministries like Food and Agriculture. Many of the films made were of excellent quality and won national and international awards. With the introduction of video technology, the Agricultural Ministry found that the production of films through Films Division was costly and time consuming. In 1994-95, they began to get their films made on video directly through private producers and Films Division was asked to close down the film unit producing agricultural films.

Mumbai High Court Judgment

The Mumbai High Court Judgment came on 31st Aug 1995. In this judgment, court says that "the condition in the license to the cinema houses, which makes it compulsory to show the approved films, would be valid only to the extent that the cinema houses shall be bound to show the approved films in terms of the provisions but without any payment or procuring the approved films on their own. They shall exhibit the approved films as supplied to them for exhibition by the Respondents." Many cinema houses refused to collect the films from Branch offices because they no longer considered it compulsory. This resulted in a large number of urban theatres are not showing Films Divisions films. Presently Films Division release one film per week, but the copies of the prints made only 263 per week in 13 languages for distributing to the branches throughout India during the year 2007-2008.

Review Committee Report

In the year 1996, The Ministry of Information and Broadcasting constituted a committee to review the working of the Films Division. This committee says, "It is suggested that since technology has changed dramatically, its earlier objectives related to news magazines, newsreels, etc. have now become a thing of the past. Doing news coverage for Government ceremonies etc. should no longer be its function since it already exists with Doordarshan and it can be acquired from that organisation."

It is clear that Doordarshan and other channels are the main competitor of Films Division. Presently there is lot of opportunities for Films Division to change as per the need of the society. Also there is the phenomenal growth of the audio visual industry, growing awareness and demands from Ministries and the corporate sector for film and audio-visual material, corporate sectors have started the sponsorship for good documentaries, growing demand by satellite channels such as Discovery, BBC, National Geographic, History for short films, and archival footages, Introduction of website through internet for the on line sale of stock shots / archival footages. Films Division has to change accordingly. At the every tuff time, Films Division has success to manage the situation and made a progress as per the developments and the requirements of the changing world.

LIBRARIES OF FILMS DIVISION AND THEIR PRESENT STATUS

Libraries play very important role in the development of the nation. Libraries and Information Centres are the status symbol of any institutions. Films Division has three Independent libraries 1. Film Library 2. Book Library and 3. Digital Library.

Film Library

Film Library is headed by the Librarian. Film's Division has produced about 8000 documentary films (Titles) since its inception. All the materials related to the film production are preserved in the film library and the total collections of film library are about two lacks cans.

Main function of the Film Library is to provide rare archival stock shots to the client as per their demand. Library holding important archival coverage like important visits of P.M. and presidents to the foreign countries and foreign P.M., Kings, Queen's presidents and other dignitaries visits to India. Library also preserved news reels coverage like - first Everest conquer, flood ravaged in Dibrugarh, Jawaharlal Nehru died, Rakesh Sharma talking with P.M. Indira Gandhi from spaceship etc. Various news channels including BBC, CNBC are the users of film library, but they could not become regular users of this library.

Since last four years, shifting of the original picture negatives of some important films to National Films Archives of India, Pune is going on for preservation purpose. These films are visits of P.M.s and Presidents, old biographical films etc. some of the films are yet to be shifted.

Users of the library

Various Filmmakers, research scholars, various channel personalities from India and abroad visit to the film library for various purposes.

Stock shot services

The rarest of the rare footage preserved in Film library is available for sale is yeoman service of the Films Division. The stock shots can be purchased from the Films Division for commercial and non-commercial purposes at different rates. Shots wise information is not available in library except the Indian News Reviews and some regular selected shots. After screening each film on Intercine machine or on the computer, it is possible to prepare a list of shot wise contents of each film, multiple shots used in different films etc. But due to the shortage of time, shortage of screening devices, manpower etc., it is not possible to analyse the content of stock shots. Considering the importance of documentaries produced by Films Division, it is necessary to have a statistical data available as per the requirements of various users.

Stock shot service is important service offered by film library. As there is no KWIC index as per the shots. Lot of research work has to be done manually for the required shots selection for the users. Films Division gets some revenue from selling the stock shots.

Book Library

Total collection of this library is about 12000 including books and periodicals. Books are used by all the staff of Films Division. Directors and other technicians are used the library for their research work. Most of the collection of the library is on film techniques and other subjects related to films. Rare collection of Black and white photographs of Indian political history since first revolt of India Independence is a major contribution of the book

library. These photographs are not properly organised. Since last few years, periodicals subscriptions and new books acquisition have been totally stopped. According to the law of library science, 'Library is a Growing Organism' but here unfortunately it is Dying Organism.

Digital Library

Ministry of Information and Broadcasting has given permission to the Films Division to transfer all the analogue films into Digital formats like DG Beta, SP Beta, High Definition (HD) tapes, VCD, DVD etc. Total film collections are categorised in three parts i.e. 1. Precious Films, 2. Non Precious Films and 3. General Films as per the importance of the subjects. Precious Films are transferred on HD tapes and the other films are transferred into DG Beta and SP Beta. The process of transferring the films into these tape formats is still going on. At the same time, some films are also transferred on DVD's and VCD's as per the requirement of the Sales Section. Films Division has created a Digital Library in the year 2007 for storage and preservation of these Digitized materials.

Since it is the inception period of Digital Library, process of data feeding in the library software is still going on. This software is single user educational version. It is also not the advance version.

New organ of Films Division: International Research Centre for Documentaries and Animation Films

Opening of this centre has been done in the year 2008. Intention of the research centre is to promote the research work in this field, provide the information to the students, research scholars, and various personalities working in the field of Documentary Films.

Research Centre without Research Experience person

Research Centre is an integral part of the Library, Unfortunately this research centre is not attached to any library of Films Division. It has been given in the hands of Non Professional staff though there are some library professionals highly qualified and experienced in the research work.

REASONS BEHIND THE DEGRADATION OF LIBRARY

Films Division is the internationally recognised organisation in the production of documentary films. Being a well-known organisation of Ministry of Information and Broadcasting, there is no proper Documentation and Information Centre. Libraries of Films Division are not well organised. Some of the reasons are as follows.

Shortage of the Library Staff

The total strength of the qualified staff in Films Division was nine Library assistants and one Librarian (Films). One Library Assistant was kept reserved for Book Library under Educational Advisor by rotation transfer among other Assistants. Since 2005, only 4 Library and Information Assistants and 1 Librarian are looking the work of 3 libraries.

One assistant is deputed full time in Digital library under Laboratory Supervisor as it is a new organ of the Films Division. Other three assistants are looking after the huge collection of Film Library as well as Book Library. Many times request for the staff requirement was made by the librarian, but no positive response from the Administrative Officers of the Films Division was received.

Professionals Required in Library as per the International Standards and Other Departments of Government of India

As per the total collections and Responsibilities in terms of conservation and preservation of Special material of these three libraries are concerned, total staff requirements may be as follows -

- One Library and Information Officer
- Two Assistant Library and Information Officers
- Five Library and Information Assistants in Film Library
- Two Library and Information Assistants in Digital Library
- One Library and Information Assistants in Book Library

With other Non Professional staffs as per the need of the Library Officers.

No Categorisation as per Government of India's directives

Government of India has circulated the Guidelines about categorisation of the government libraries. Guidelines about the Categorisation are as under.

As per the circular F.No 19 (1) / IC / 86, Government of India, Ministry of Finance, Department of Expenditure (Implementation cell), New Delhi dated 24th Jul. 1990, regarding the Report of Review committee on Library staff under purview of central Government. In this circular, guidelines about pay structure of the library staff and categorisation of the libraries are given.

Formula for the Categorisation of the Libraries

For the purpose of categorisation of libraries, the primary variables such as collection, services, budget, publications, computer application etc. have been taken into account. Each variable has been quantified weighed under:

I) <u>COLLECTION</u>	QUANTITY	POINT	MAX.POINT
1. Total collection of books	1-10000	1	10
2. Annual intake of books	1-150	1	10
3. Titles of serials received annually (including news-papers and magazines)	1-50	1	10
4. Non-book material (Manuscripts, Films, Photographs, Maps, Slides, audio records and tapes / Cassettes, Computer Produced tapes, CD-ROM, microfilm/fiche, paintings, drawings etc.)	1-10000	1	10

(Notes: If there are number of copies of the same books, title etc. it can be taken into account maximum up to 5 as quantity)

II) SERVICES

5. Lending (Daily)	1-50	1
6. Inter-library loan (monthly)	1-50	1

7. Photocopying (Monthly) (plain papers, bromide prints, slides, microfilm/fiche) only photocopies of documents etc. supplied to users to be taken into account.	100-1000	1	10
8. Reference queries	1-50	1	5
9. Users attended in the library (Daily)	1-50	1	5
10. Indexing (Monthly) (indexing of periodical articles, proceedings, report as well as cumulative indexing projects)	100-300	1	
11. Abstracting (Monthly) (preparation of abstracts of periodical articles, proceedings, reports as well as extracting abstracts from secondary sources, filing, circulation and master copy preparation.	100	1	
12. Newspaper clippings including index (Daily)	50-150	1	
13. Selective Dissemination of information (SDI)	10-50	1	
	1-15	2	

III) BUDGET

14. Annual budget for resource material and equipment of library.	1-50000	1	10
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IV) PUBLICATIONS (with examples)

15. Weekly /Fortnightly	1	3	
16. Monthly/Quarterly	1	2	
17. Half-yearly/yearly	1	1	

V) COMPUTER APPLICATION

18. computerisation of library activites			10*
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* (Ordering and acquisition -1, current material cataloguing -1, retrospective cataloguing -1, serials control -1, Library statistics and MDP-1, SDI-2, Circulation-1, indexing, abstracting -1, DTP-1).

Guidelines for the in charge of each category and points requirements or Categorisation of a Library

Category	Post with Designation	Points
I	Library & Information Assistant	5-20
II	Assistant Library & Information Officers	21-40

III	Library & Information Officers	41-60
IV	Director (Library & Information)	61-80
V	Director	81 and above point
VI	Director	National Library, Calcutta

No Separate Budget for Libraries

There is no separate budget allocation for Film Library, Book Library and Digital Library in Films Division. All the Negatives and positive of each film produced by Films Division as mentioned earlier is preserved in Film library. Digital formats are preserved in Digital library. Cost of all the materials for 1 reel film of 10 minutes duration goes around Rs. 65000/- and the cost for the digitization of same film goes around Rs. 6000/- of an average (digitization charges are varies for High Definition, DG Beta, SP Beta, DVD and VCD). In that case, if Films Division produced four films per month, the total budget required for film library is around Rs. 260,000/- per month and Rs. 31,20,000/- per annum. Budget of the Digital library will go around Rs. 24000 /- per month and Rs. 2,88,000/- per year (excluding preservation and maintenance budget).

Being a filmy and digitized material preserved in library, it has to be kept in cool temperature. Money spent on preservation of this material in both the libraries also may be taken into consideration in addition to the production budget. If the cost is added together per annum, it goes approximately Rs. 32,00,000/- for film library and Rs. 5,00,000/- for Digital library per year. In that case, total points of films library will be 42 with category III and Digital library points will be 27 with category II.

Categorisation of the Libraries Without Budget point

Film Library may comes under category II with points 32, Book library, and Digital library comes under category I with points 8 and 17 respectively.

Libraries headed by Non Library Professionals

1. Educational Advisor (Non Library Professional) heads book Library
2. Digital Library holding the material in Tape formats only. It is headed by the Laboratory Supervisor (Non Library Professional).
3. DVD masters and VCD's are the integral part of Digital Library. This digital material is looking after by the Maintenance Engineer (Non Library Professional).
4. The Librarian heads only Film Library of Films Division.

No proper Management

There is no proper management for the stock shots selection. Content analysis of the films is not done. Only the Indian News Reviews (INR) are analysing as per the events. INR is the old production of Films Division and it is very less in numbers i.e. 1836 Titles.

Old Library Management Software

Single user library management software is there in Film library but it is not designed properly and not updated. It can not fulfill the requirements of the users. Other software is also there in Digital Library; it is just educational version of data management software. Moving images can not be access through this software. Data feeding is also under process.

Careless Treatment given to the Library and Library Staff

Senior officers and administrative staff of the Films Division are always thinking that there is no work in library except issue and receipt of the materials. Library material is always shifting from one floor to another for administrative reasons. Due to the shortage of staff, library professionals are always busy in shifting and arranging the material of the library. Sometimes the officers are pressurised to the library staff to follow some orthodox decisions. e.g. Negatives issued for transferring the pictures into digital taps. (Average circulation of the film library was about 150 cans per day other than the regular circulations). Within available staff, it was very difficult to keep the proper records of the circulation work including shelving of these cans after returned to library. Many library professionals visit the library. After looking the condition of the library they simply comments that "the library is just as a Godown and the library professionals are Godown Keepers."

New Decision of Films Division

As the preservation of films is very important issue, Films Division has decided to shift the entire picture Negatives to the National Film Archives of India (NFAI), Pune. This decision is very nice, but there is no proper planning about the care of these materials whether it will be by Films Divisions staff or NFAI staff? If its by Film library staff, then who will look after the other material which remains in Films Division and how is it possible within a shortage of staff?

Government Policy about Curtail of Staff

Recently government has started to curtail the staff in all central government offices. Therefore, in some departments, new recruitment is totally stopped. Once any person has retired, his/her charge is being to be taken by his/her subordinates without any extra remuneration.

MEASURES TO BE UNDERTAKEN BY THE FILMS DIVISION

Since the library of Films Division is a treasure of an archival material, It preserves the historical account of the whole evolution of contemporary India since independence. All projects, plans, developments, events, crisis, upset, national campaigns and delight in India's formidable heritage along with other important informative coverage reflecting in the film and newsreels of Films Division.

To improve the conditions of the library as an international repute, following measures has to be undertaken by the Films Division.

Establishment of Digital Library and Information Centre

Digital library is not merely a means of access to information over the network as long as the term library is attached; it does and should care about users and communities that are in need of information and services.

Considering the importance of Films Division, International Digital Library and Information may be established on the basis of Digital Research Library (University of Pittsburgh), Informedia Digital Video library (Carnegie Mellon University), United States Library of congress (U.S.A.), California Digital Library (California) etc. Libraries have been integrating new formats into their collection management strategies including microfilm in 1930s, audio - visual materials in the post world war-II era, and CD - ROM's in 1980's. During the

last decades, electronic journals, electronic books, moving images, the World Wide Web, and full text databases have emerged as important formats that present numerous challenges to libraries.

Vision of the Government of India towards Library and Information Systems

Government of India was very much interested to set up the Information Systems since independence on the basis of Information Systems functioning in developed countries. In the year 1977, Government of India has established the Information System called NISSAT, i.e. Information System for Science and Technology under the Department of Science and Technology. Various Information Subsystems also developed under this programme. National Social Science Documentation Centre (NASSDOC) was set in 1970 by Indian Council of Social Science Research (ICSSR), an autonomous organ of Government of India. Afterwards various national and international Information Centres and Information Systems have been established by various Organisations with the help of the Government of India.

Objectives of the new centre

Being a reputed Digital Library and Information Centre, the objectives may be framed as under.

1. To introduce web based library management software
2. To provide worldwide access to the full repository of Films Divisions Production
3. To eliminate unnecessary duplication of work by providing central planning of management.
4. To get the Maximum benefit by the effective use of resources.
5. To obtain national and international co-operation by participating in the various activities concerned with information transfer, preservation of moving images and production of documentary films.
6. Promote the research activities within the country in the field of feature films, documentaries and animation films.

Digitization

The term digitization is a shorthand phrase that describes the process of making an electronic version of a 'real world' object or event enabling the object to be stored, displayed and manipulated on a computer and disseminated over networks and/or the world wide web.

Almost all the films produced by Films Division have been digitized in DG Beta, SP Beta and High Definition tapes as per the importance of the subjects. This data may be transferred on the server and with the help of library management software; these moving images may be transmitted through Internet. All the data related to each and every film also to be digitized and linked to the moving images stored in the server. Other related data is the information about all technicians of the particular films including directors, synopses, year of production, colour-black & white, duration, Reels, subject, commentary, etc.

Online Retrieval of Stock Shots Footages

Online information retrieval is the acquisition of information from a distance computer via terminal of PC involving an interactive dialogue between the user and computer. Stock shot footage may be access online by the users of the world.

Access list

Access list allows us to create private areas, and to restrict access privileges of users or groups. Access rights may be Hosts, Participants, Moderated users, Read only access and No access. Registered users only can access and download the data or stock shot footage after making payment of the particular information or images.

Worldwide Network

Some well-known International Institutions working in the same field may be allowed to participate in the network.

Existing International Research Centre working without Research Faculty may be merged in new set up

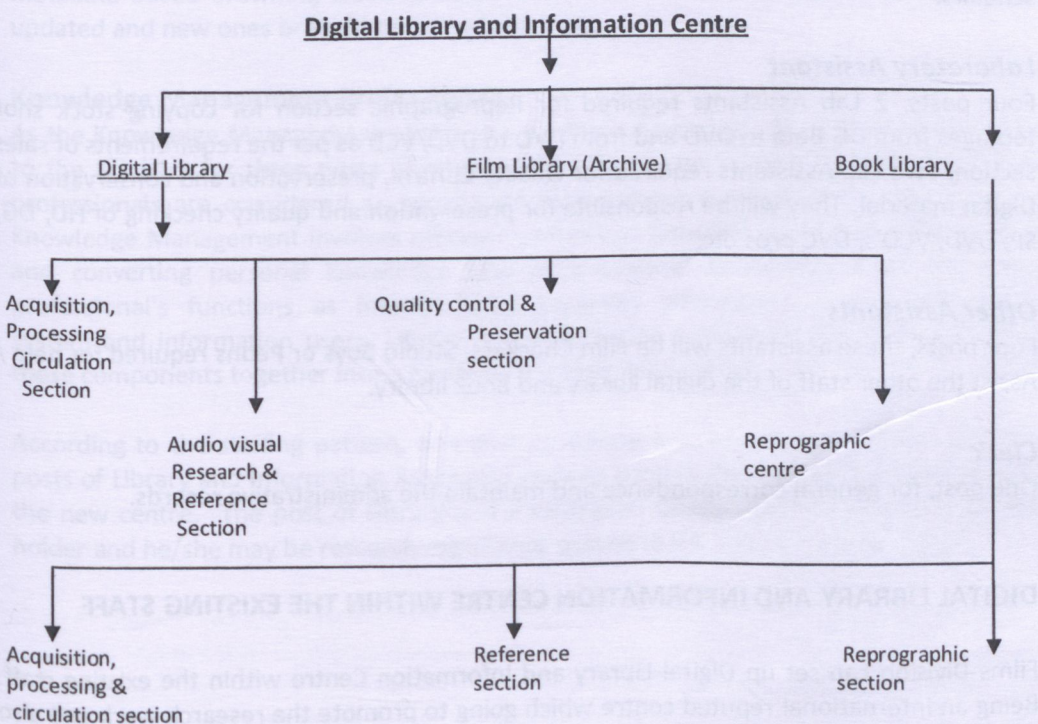
As the Research section is an integral part of the library, the existing set up of an International Research centre for documentary and Animation Films headed by Non Professional staff may be merged in the new set up. Otherwise without the professional Research Faculty, research students can not be registered as per the UGC rules.

Structure of the Digital Library and Information Centre

In this new set up,

1. Digital Library and Book Library may be clubbed together and will be the parts of Information Centre.
2. All the data has to be restored on one server only,
3. Functions of the Film library & book library may be decentralised.
4. After digitization is over, Film Library may remains as an Archive.

The nature of work in film library may be same as per Films Divisions Manual. This library may function with one librarian and three assistants with other supporting staff as per the present conditions. Accordingly, organisational structure of this new organ may be as follows-



Human Resource Management

Human Resource Management involves the Management functions, through which the authority recruits, select and develop organisation. It helps the authority to place right kind of people at right place at right time.

Staffing Pattern of the new set up

If three libraries of Films Division clubbed together, full fledged Information Centre will come in existence. As per the point's distribution, this Centre will get category III and the Staff requirements may be as under.

Library and Information officer

One post, person should be well qualified with at least M. Phil. or PhD. degree, so that he can guide to the research scholars. He may be responsible for administrative work and smooth functioning of the information centre, preservation and conservation of the library collection, co-ordination among the National and International organisations who are participating in the library network, publicity and publications of the information centre, encouragement to the research activities, conducting seminars and conferences etc.

Library and Information Assistans

Two posts, 1 post for digital library and other for book library. They will assist to the Library and Information officer. Each Assistant will be responsible for acquisition, classification, cataloguing and circulation of the digital library and book library respectively. Also they will help to the users in research work providing the special references available in library.

Assistant Editor

Two posts are provided and the assistant editors will work in audiovisual section. Responsible for screening the films for the clients for stock shot coverage, maintain records of the sale of stock shot footages, screening the VCD's/DVD's for research scholars.

Laboratory Assistant

Four posts, 2 Lab Assistants required for Reprographic section for copying stock shot footages from DG Beta to DVD and from DVD to DVD/VCD as per the requirements of sales section. Two Lab Assistants required for Quality Control, preservation and conservation of Digital material. They will be responsible for preservation and quality checking of HD, DG, SP, DVD, VCD's, DVC pros etc.

Other Assistants

Four posts, these assistants will be Film Checkers, Studio Boys or Peons required for help / Assist the other staff of the digital library and book library.

Clerk

One post, for general correspondence and maintain the administrative records.

DIGITAL LIBRARY AND INFORMATION CENTRE WITHIN THE EXISTING STAFF

Films Division can set up Digital Library and Information Centre within the existing staff. Being an International reputed centre which going to promote the research work and also

it is going to be a part of the network of national and international organisations engaged in the field of moving images. These organisations may be Film Training Institutes, Research Centres, Film Production Company's Referral centres etc. Films Division can utilise the existing staff as per staffing pattern except the library professionals.

INFRASTRUCTURE AND MANPOWER REQUIREMENTS

Films Division is an established production house in the field of documentary and animation films working under Ministry of Information and Broadcasting. New Information Centre required the infrastructure is already available in Films Division, but some more is required related to the automation generation. It may be as under.

DG Beta / SP Beta / HD Tapes screening Machine

In the existing digital library, total collection of HD, DG & SP are about 3500 tapes. However, there is no facility of screening these tapes in library. It is very difficult to maintain the quality of picture inside the tape without screening machine. This machine is required in Quality Control section of the new set up so that periodically the Laboratory Assistants can make check up possible in preservation section.

Advanced Library Management Software

Advanced library management software like 'Greenstone', 'Dspace' or other may be provided for the new set up because the collection of existing libraries in Films Division ranges from newspaper articles to important pictorial books, from original black & white photographs in the process of India Independence to International journals, from Memo of Contents of the Indian News Reviews to Commentary copies of the films, from original voices of eminent personalities to oral history, from visuals of Indian History to Documentary films comprising the heritage of India. The software may be acquainted with the above collection. It may build collections with effective full text searching and metadata based browsing facilities that are attractive & easy to use, collection can be updated and new ones brought on-line at any time.

Knowledge Management Professionals

As the Knowledge Management of the new centre is concerned, Films Division has to ask to the Ministry for three posts of Library and Information Science Professionals. These professionals are considered as knowledge management professionals in the new era. Knowledge Management involves efficient connection between those who need to know and converting personal knowledge into organisational knowledge. The information professional's functions as intermediated between information source, information system and information users. Library and information science professionals only bring these components together into a powerful working relationship.

According to the staffing pattern, one post of Library and Information Officers and Two posts of Library and Information Assistance may be created for the smooth functioning of the new centre. The post of Library and Information Officers should be M.Phil. Or PhD holder and he/she may be research experience person in the field of moving images.