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## **Awareness Programs Promote the Utilization of National Digital Library of India**

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### **Abstract:**

Libraries have evolved from physical spaces to digital platforms, appreciation to advancements in ICT, improving both resource quality and convenience universal. In India, government initiatives like National Digital Library of India provides huge various types of e-resources freely, yet many users still face challenges in accessing the digital content effectively. The Ministry of Education launched the NDL Pilot project in April 2015 under NMEICT, with IIT Kharagpur as the coordinating body. NDL provides 24/7 access to e-learning resources to all types of users. The portal became operational in February 2016 and is freely accessible nationwide, covering school to higher education materials. Awareness programs play a crucial role in fostering the utilization of NDLI, ensuring that a border users benefit from its extensive e-collection. The study explores how awareness programs promote NDLI's utilization among students, teachers, and researchers, identifying challenges in accessing e-content and improving digital literacy. It finds that while NDLI provides huge e-resources at a user-friendly platform, many users lack awareness and digital literacy, limiting its full potential. The study also reveals that mobile accessibility and multilingual support enhance user engagement, but challenges like connectivity issues and content's discoverability remains. Overall, NDLI proves to be a valuable digital repository, but further promotion and technical improvements are needed for wider adoption and effective use.

**Key words:** NDLI, NMEICT, ICT, IIT

### **1. Introduction:**

In India, there are 5840 Engineering and Technology institution approved by AICTE whereas 675 institution in Maharashtra while, 44 institution in Nagpur District. The academic libraries become information centres which are established in support and provide the require information of their parent institution, students, teacher, researcher, and other staff. The concept of library is continuously changing especially academic library. These days, with the use of ICT the quality and quantity of information resources available in library are improving. Academic Libraries are grows rapidly. With the use of ICT the resources of libraries are getting online and user can access easily that in all over the world. In India, the digital library initiatives have been sponsored by various ministries and organization. National Digital Library is the one of that which causes grate impact on the e-resources. In spite of several such initiatives, most of the challenges faced by students, teachers and general users in using digital contents remain unaddressed to a large extent.

In the modern educational landscape, digital educational resources play a crucial role in enhancing learning and research. The National Digital Library of India (NDLI), an initiative by Ministry of Education, Government of India, serves as a vast collection of academic materials, including books, journals, articles, and research papers. Despite its potential benefits, the awareness and utilization of NDLI among engineering students, and faculty remain relatively low, particularly in regional academic institutions.

This research paper explores the implementation of an **awareness program** designed to promote the effective use of NDLI in engineering colleges of Nagpur district. The program focuses on educate students and faculty about NDLI features, benefit and accessibility while addressing barriers such as lack of awareness, digital literacy gaps and limited institutional integration. Through targeted workshop, hands-on training sessions, seminars and promotional campaigns, the initiative seeks to enhance NDLI adoption among engineering institutions. Furthermore, the study also evaluates the impact of the awareness program by analyzing user engagement, resources utilization, and feedback from participants. By bridging the gap between available digital resources and academic needs, this initiative aspires to strengthen research culture, foster self-learning, and contribute to the overall academic excellence in engineering education in Nagpur district

**National Digital Library of India:**

The National Digital Library of India (NDLI) was launched in April 2015 as a pilot project under the National Mission on Education through Information and Communication Technology (NMEICT), initiated by the Ministry of Human Resource Development. Coordinated by IIT Kharagpur, NDLI aims to provide 224/7 digital access a vast collection of educational resources in a single window platform. The alpha version of the NDLI Portal has been made operational on February 2016 is accessible at <https://ndli.iitkgp.ac.in>. NDLI offers multilingual content in 70 languages, covering subjects like Engineering, Technology, Arts, Humanities, Sciences, and more. It provides diverse digital resources, including books, journals, video lectures, theses, patents, question papers, and training manuals, benefiting students, researchers, educators, government officials, and differently-abled individuals. The platform is designed for **cross-device** accessibility and aims to support academic libraries by enhancing digital learning opportunities across India.

**2. Objectives:**

The main objectives of the study are;

- It explores how awareness programs promote NDLI's utilization among students, teachers, and researchers.
- Identifying challenges in accessing e-content and improving digital literacy.
- To analyze the impact of NDLI in enhancing access to digital educational resources.

**3. Research Methodology:**

The study was used surveys, questionnaires and focus groups interviews to assess NDLI's awareness and usage of NDLI. It evaluates user engagements data, compares NDLI with other digital libraries, and includes case studies to evaluate its impact. To fulfil the objectives of this study, the survey method was adopted. A well-designed structured questionnaire prepared for Librarians and user (Faculty members and students) using Google Forms. These questionnaires were distributed among the targeted respondents and data was collected from the completed forms received.

**• Sample Selection:**

Out of 675 engineering colleges in Maharashtra, 44 colleges under the field of Nagpur district were selected for the study. These include, 3 Government college, 1 State Government college, 2 aided colleges, and 38 Un-aided (Pirate-Self Financing) institutions in Nagpur District, (Maharashtra State), all approved by AICTE.

**4. Scope and Limitation:**

- The study focuses specifically on Engineering Colleges in Nagpur District excluding other technical institutions.

- The research limited to 44 AICTE approved Engineering institutions (colleges) in Nagpur district.
- The study includes responses from librarians.
- The research is confined to assessing awareness programs aimed at promoting the utilization of NDLI

5. **Hypothesis:**

The awareness programs conducted by libraries enhance the utilization of NDLI.

6. **Data Analysis & Findings:**

The data collection was conducted using a valid and reliable research instrument. A data questionnaire was distributed to librarians at 44 engineering colleges in Nagpur District, receiving 32 responses for analysis. This chapter presents the analysis and interpretation of the data collected from the Librarians of Engineering Colleges in Nagpur District (Maharashtra State).

6.1 **Measures Taken to Promote Use of NDLI by the Institution/Library:**

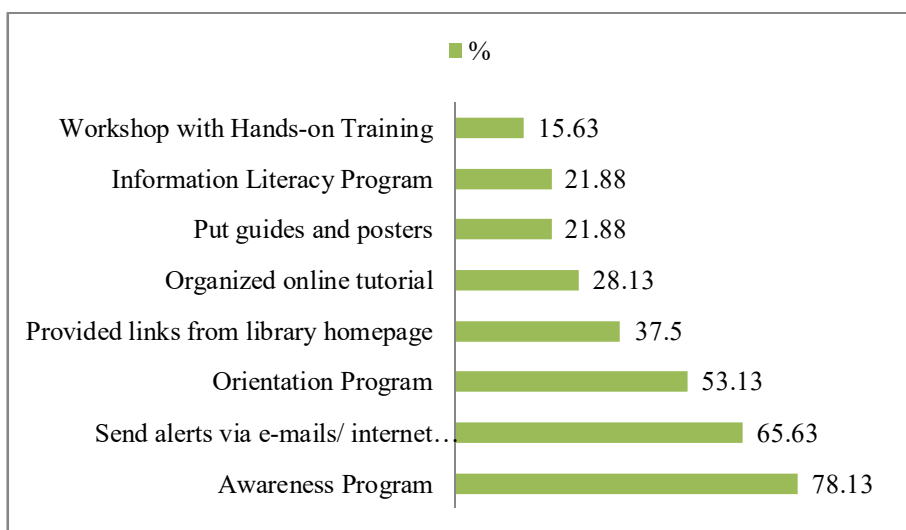
| Sr. No. | Measures Taken                                   | Nos. | %     |
|---------|--|------|-------|
| 1       | Awareness Program                                | 25   | 78.13 |
| 2       | Send alerts via e-mails/ internet mailing lists, | 21   | 65.63 |
| 3       | Orientation Program                              | 17   | 53.13 |
| 4       | Provided links from library homepage             | 12   | 37.50 |
| 5       | Organized online tutorial                        | 9    | 28.13 |
| 6       | Put guides and posters                           | 7    | 21.88 |
| 7       | Information Literacy Program                     | 7    | 21.88 |
| 8       | Workshop with Hands-on Training                  | 5    | 15.63 |

(Table no. 6. 1)

Awareness Programs (78.13%) and alerts via emails or social media platforms (65.45%) are the most common strategies for promoting NDLI, reflecting institutions' proactive efforts to enhance its visibility and accessibility.

Other widely used approaches include links on library homepages (37.50%), organized online tutorial (28.13%) and orientation programs (53.13%) which provide consistent user support and guidance.

In contrast, workshops with hands-on training (15.63%) and use of guides, posters or Information Literacy Programme (21.88%) are the least adopted methods, highlighting a limited focus on visual aids and interactive training sessions.



(Fig. no. 6.1: Measures Taken to Promote Use of NDLI by the Institution/Library)

## 6.2 Challenges Faced by the Users in Accessing E-resources of NDLI:

| Sr. No | Challenges Faced by the Users          | Nos. | %     |
|--------|--|------|-------|
| 1      | Lack of awareness about e-resources    | 14   | 43.75 |
| 2      | Lack of Time                           | 14   | 43.75 |
| 3      | Lack of skills for using e-resources   | 13   | 40.63 |
| 4      | Users are reluctant to use e-resources | 11   | 34.38 |
| 5      | Lack of ICT facility                   | 9    | 28.13 |

(Table no.  
*Lack of Time*  
*Awareness*  
most

6.2)  
and  
(43.75%): The  
commonly

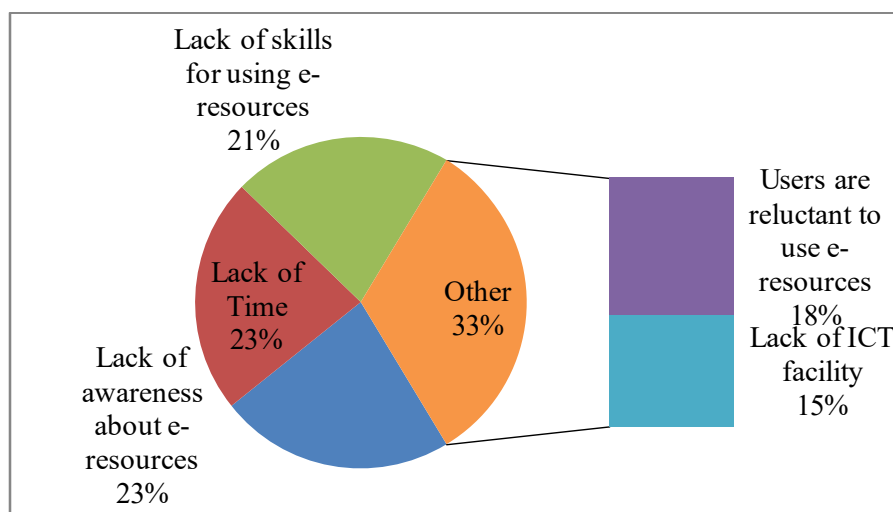
reported challenge, suggesting that despite the availability of e-resources, users may not prioritize or fully understand how to use them effectively.

**Skill Gaps (40.63%):** A significant portion of users struggle with the necessary skills to navigate e-resources, emphasizing the need for targeted training and capacity-building initiatives.

**Reluctance to Use E-Resources (34.28%):** Many users hesitate to adopt e-resources, potentially due to ingrained habits, a preference for traditional materials, or usability concerns.

**ICT Infrastructure Limitations (28.13%):** Insufficient access to ICT facilities remains a barrier, highlighting the need for infrastructure improvements.

The observed differences in the challenges faced by users are statistically significant, indicating that certain challenges are more prevalent than others.



(Fig. no. 6.2: Challenges Faced by the Users in Accessing E-resources of NDLI)

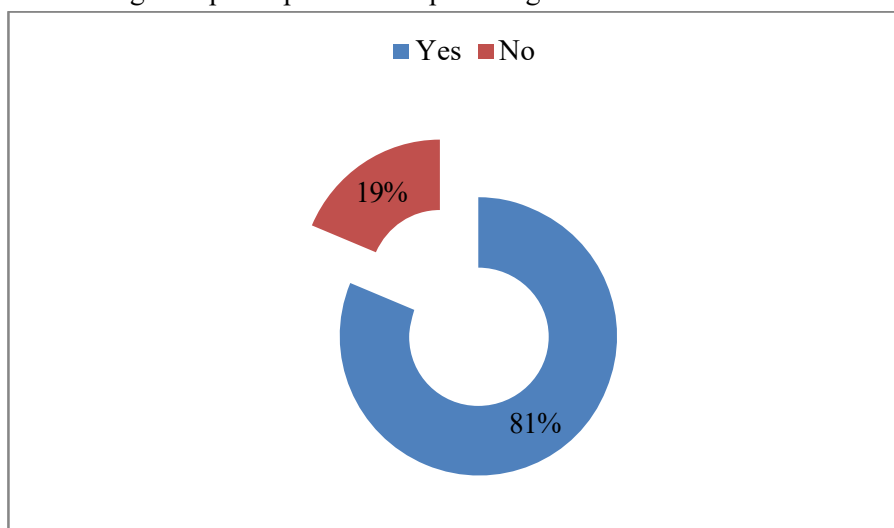
### 6.3 Opinion on User Orientation /Awareness/ Information Literacy Program Foster the Usage of NDLI:

| Sr. No. | Opinion      | Nos.      | %          |
|---------|--------------|-----------|------------|
| 1       | Yes          | 26        | 81.25      |
| 2       | No           | 6         | 18.75      |
|         | <b>Total</b> | <b>32</b> | <b>100</b> |

(Table no. 6.3)

The table presents respondents' perspectives on the role of user orientation, awareness, and information literacy programs in promoting NDLI usage. A significant majority, 26 respondents (81.25%), agreed that such programs positively influence NDLI adoption, while only 6 (18.75%) disagreed. This statistical significance of this difference suggests that the observed trend is not due to random variation.

These findings highlight the widespread recognition of orientation and literacy programs as essential tools for enhancing NDLI engagement. Therefore, continued efforts to organize such initiatives are crucial for maximizing user participation and optimizing the utilization of NDLI resources.



(Fig. no. 6.3: Opinion on User Orientation /Awareness/ Information Literacy Program Foster the Usage of NDLI)

6.4 *Suggestions by the Librarian:*

The suggestions were received from the respondent (Librarians). The suggestions are to promote the use of NDLI as follows;

- **Provide Proper Guidance:** Offer step-by-step guidance to help users navigate and use the NDLI Platform efficiently. Assign faculty or library staff to assist students in accessing and exploring NDLI resources.
- **Increase Awareness among Students:** Conduct awareness programs to educate college students about the benefits and usage of NDLI. Organize training sessions to ensure effective utilization of NDLI resources.
- **Integration into Academic Curriculum:** Conduct at least one dedicated lecture in each class to introduce students to NDLI. Encourage faculty members to integrate NDLI resources into their teaching method.
- **Orientation Programme:** Organize a one-day orientation session for all students at the institute to familiarize them with NDLI. Ensure that institutional in-charge actively promotes NDLI usage among students.
- **Faculty & Library Staff Support:** Assign faculty members in the library to provide support and guidance on NDLI awareness and usage.

Implementing these suggestions will effectively promote NDLI, ensuring its maximum utilization among students, researchers and faculty members.

6. *Validation of Hypotheses:*

**Hypothesis:** The awareness programs conducted by libraries enhance the utilization of NDLI.

**Validation:** The findings from Table 6.1 and 6.3 constantly confirming that awareness programs positively influence NDLI usage. Hence the hypothesis “**The awareness programs conducted by libraries enhance the utilization of NDLI**” is valid.

*Conclusions:*

The study concludes that while awareness initiatives such as programs, social media alerts and library homepage links have contributed to high NDLI awareness, Challenges like lack of time, skill and awareness still hinder its effective use. Orientation and literacy programs play a crucial role in promoting NDLI, highlighting the need for their implementation to enhance user engagement. The primary sources of NDLI awareness are contributing. A majority of users are registered NDLI members and many believe that programs would improve its effective utilization. User awareness and literacy program are essential for fostering NDLI adoption, especially in engineering institutions. Addressing challenges through proper training and better time management solutions is necessary. Overall, the study affirms that NDLI has a positive impact, offering benefits such as time-saving, cost-effectiveness, easy access and enhanced scholarly resource availability.

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