Acquiring foreign language materials for Pakistani libraries: a study

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ACQUIRING FOREIGN MATERIALS FOR PAKISTANI LIBRARIES
A STUDY

By

SYED JALALUDDIN HAIDER

A Doctoral Dissertation
Submitted in partial fulfilment of the requirements for the award of

Ph. D. of the Loughborough University of Technology

1993

C Syed J. Haider 1993
ABSTRACT

This is a study of an aspect of information, book and library development in Pakistan. This is a detailed analysis of constraints encountered by libraries in procurement of materials from abroad.

Information on current acquisition practices has been collected through a questionnaire supplemented by personal visits to libraries, plus interviews with those having reputation for being knowledgeable on the subject. The published literature on the subject was studied.

The country is dependent on import for 90% of its requirements to meet instructional and research needs. The university and special libraries share the major portion of the current acquisition.

The acquisition process is marred by a number of problems, viz. 1) lack of proper management; 2) absence of competent personnel; 3) non-existence of acquisition policy statements; 4) non-availability of selection aids; 5) ever shrinking library budget; 6) high cost of books; 7) fluctuating rate of the rupee; 8) inflation, etc.

Other types of import restrictions include: uncertain import policy, trade embargoes against some countries, fiscal policy and hurdles in customs clearance.
The following are the major recommendations: 1) creation of independent acquisition department for university libraries; 2) institution of training programmes for acquisition staff; 3) preparation of guidelines for budgetary allocation, distribution and control; 4) formulation of collection development statement; 5) streamlining of book selection procedure; and, 6) removing of import restrictions of all kinds.

Direct import by university libraries is recommended. Cooperation in serial acquisition among libraries of similar types is advocated.
DEDICATION

I am dedicating this work to memory of my parents whose untiring care and endless love have constantly overwhelmed me and have been a powerful source of inspiration of which this is a partial reflection.
ACKNOWLEDGEMENT

First and foremost I would like to thank God Almighty for all the mercies and blessings HE has shown towards me; completion of this research is one of HIS many blessings.

I am greatly indebted to Professor John P. Feather, who supervised this study, for the help and guidance I got from him all throughout the course of my Ph. D. programme, and for his valuable constructive comments and suggestions which contributed immensely to the improvement of this dissertation.

It is difficult to find words to explain my gratitude to my wife, her understanding was the biggest source of strength through these trying period. I wish to acknowledge the great debt I owe to my wife, Riaz Zehra, without whose support this project may never have been completed.

Special thanks are due to my nephew, Mr. S. Aizaz Ahmed for organizing the typing and printing of this dissertation. In fact, without his personal interest it would have been difficult to present this work in this form.

There are many friends and colleagues who directly or indirectly contributed to this dissertation, to all of whom I am tremendously grateful. I would specially like to thank Dr. G. A. Sabzwari, Librarian, Gameat Umm Al-Qura, Makkah; Messrs Khurshid Alam Khan, Librarian, Karachi University Library, Karachi; Moinuddin Khan, Chief Librarian, Aga Khan University, Karachi; M. Hanif Khan, Deputy Librarian, Punjab University Library, Lahore; Malik Mueen Nawaz Azhar, Senior Librarian, National College of Arts, Lahore; and Ms. Amtul Wadood, Senior Librarian, Applied Economics Research Centre, University of Karachi. I am highly thankful to Mr. Joseph Cyprian for reading the manuscript.

Last but not least Mr. Jawed E. Suria deserves my fullest appreciation for typing the manuscript with great care and patience.

Prof. Syed Jalaluddin Haider
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<td>The name of the morning transmission of Pakistan Television.</td>
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<td>Almirah</td>
<td>A movable wardrobe.</td>
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<tr>
<td>Ameer</td>
<td>The title of tribal leader.</td>
</tr>
<tr>
<td>Anna</td>
<td>A former Indian/Pakistani coin; 1/16th of Rupee.</td>
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<tr>
<td>APP</td>
<td>Associated Press of Pakistan.</td>
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<tr>
<td>BLIS</td>
<td>Bachelor in Library and Information Science.</td>
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<td>Brahmin/Brahman</td>
<td>A member of highest Hindu caste, whose members are traditionally eligible for priest hood.</td>
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<td>CDS-ISIS</td>
<td>A computer software used by libraries in Pakistan.</td>
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<td>CENTO</td>
<td>Central Treaty Organisation.</td>
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<tr>
<td>DA</td>
<td>Date of Arrival.</td>
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<tr>
<td>Deshara</td>
<td>A Hindu festival.</td>
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<td>DGL</td>
<td>Detained by Customs for License and other documents.</td>
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<td>Diwali</td>
<td>Hindu festival with illuminations held between September-November.</td>
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<td>Eid</td>
<td>Muslim week-long festival celebrating the end of the fast of Ramadan.</td>
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<tr>
<td>Holi</td>
<td>A Hindu festival.</td>
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<td>IMG</td>
<td>Informational Media Guarantee.</td>
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<td>INMAGIC</td>
<td>A library software.</td>
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<tr>
<td>Khabarnama</td>
<td>News bulletin.</td>
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<td>Khan</td>
<td>A title given to rulers and officials.</td>
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A library software developed by Quaid-i-Azam Library, Lahore.

Karachi Library Association.

Karachi University Library Science Alumni Association.

Literacy and Mass Education Commission.

A Muslim festival.

National Film Development Corporation.

The title of distinguished Muslims in Indo-Pakistan.

National Book Council of Pakistan.

Nadirshaw Eduljee Dinshaw.

A part of the United Province of British India.

Pakistan National Scientific and Technical Documentation Centre.

A person who believes in Zoroastrianism.

Pakistan Scientific and Technological Information Centre.

Pakistan Broadcasting Corporation.

Pakistan Bibliographical Working Group.

Pakistan Council of Scientific and Industrial Research.

Pakistan Library Association.

Punjab University Library Science Alumni Association.

A title.

A king or prince. A petty dignitary or noble in India.

A title of honour.
Shab-e-barat  A Muslim festival.
Sight Draft/Bill  Bill of exchange that is payable at sight—i.e. on presentation, irrespective of when it was drawn.
SPIL  Society for the Promotion and Improvement of Libraries.
Suttee  The Hindu practice of a widow immolating herself on her husband’s pyre.
Tehsil  An administrative unit within a district.
TWG  Technical Working Group.
Vadera  The term used for landlord in the Sindhi language.
Vedas  The most ancient Hindu scripture.
Wahabi  A member of a section of Muslim puritans following strictly the original words of the Quran.
Waqa-i-Nawis  Official reporter during the Moghul rule in India, responsible to report all matters of importance to the royal court.
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CHAPTER I

INTRODUCTION

Of all three important functions of a librarian namely, collection building, storage and dissemination, collection development occupies the most vital position. In fact, it is book collection that characterises a library. The need for well evaluated and adequately selected document collection has become all the more important in view of the several factors, such as large proliferation in the range of subjects, complex and varied information needs of users, and rising costs of documents. The explosion of printed and other forms of material in subjects of all fields has further complicated the problem. For example: Which of all possible packages and how many of each to acquire? To what extent should these reflect immediate needs and needs of tomorrow or of the longer tomorrow? Thus special efforts are desired on the part of the acquisition librarian to identify what the library ought to acquire, determining how and from whom it could be obtained and finally getting it.

In a developing country like Pakistan, where book budget is usually meagre and irregular, greater care should be exercised in selection and acquisition of library materials. It also offers the widest spectrum of 'problems' when nearly 90% of the publications, required to support instruction and research, need to be imported since the country lacks adequate infrastructure to support the development of indigenous publishing activities. The book production activity is very low, because each year between 1000 to 1,200 titles are produced. The average number of copies per book is estimated to be around 500, whereas the position of serial publications is perhaps even worse. This low level of local book production made the country largely dependent on import of books, particularly from U.K. and U.S.A., in respect of advanced texts extended to universities, technical and vocational institutions and required for professional candidates in scientific and technical fields. Therefore, librarians in the
country have always to battle with various flaws and complications in the imports process.

The initial source of problems arises from the general underdeveloped circumstances of the country. Under-development, in fact, causes the Government to exercise austerity measures in distribution of economic resources. Priority is therefore given to those organisations which yield quick revenue, especially which provide a foreign exchange return. Being a developing nation, Pakistan is in dire need of a great deal of foreign exchange, since most machinery and equipment necessary for its technological and other development have to be imported. As a result the Government introduces measures that minimize the amount of nation’s foreign exchange that is spent on items other than those on their priority list. Even in cases where approval for foreign exchange is finally granted, process of obtaining it is very clumsy and protracted. Most often overseas suppliers have to wait for indefinite periods for their due payments. The process has frequently led some agents into suspending the supply of vital publications after sending several angry reminders in this regard.

Money involvement is not the only problem, but there are other constraints as well. The Informational Media Guarantee (I.M.G.) Programme offers the most glaring example to support this point, which could not be utilized at its fullest potential in this country. The complicated procedure and official red-tapism involved in obtaining the import permit, hurdles in customs clearance, and the difficulties faced in settling of invoices led to its failure.

To begin with, one of the important thing among many problems encountered by librarians in the procurement of library material is, of course in a logical sequence, to tailor the selection in the face of continuous changes in research and in nature, and the contents of higher education taking place throughout the world. This necessitates on the part of librarians, particularly in an age of galloping inflation and ever shrinking budgetary allocation, to organise the selection process in a most judicious
manner. The task becomes somewhat more difficult in the absence of a written acquisition policy. Furthermore, non-availability of bibliographical tools on wider scale further complicates the problem.

In the absence of selection aids, being costly and soon superseded by new editions, it is the usual practice to route publishers' and dealers' catalogues/announcements on various subjects to different teaching departments for selection purpose. Often the books so selected betray the suitability of libraries. Above all the long-outstanding controversy over the respective roles of subject experts vis-a-vis library staff did not allow to carry out the selection process on scientific lines. Presently, the role of library staff is primarily limited in checking the demands to avoid unnecessary duplication and complete the bibliographical details, if necessary. Too much emphasis on selection by faculty members does not help in building up a sound collection because only those items are recommended which are most wanted by teachers individually.

The acquisition librarians are faced with another problem arising from the fact that no organised book trade exists in the country. With a few exceptions, most of the bookshops is a one-man business. Their capital is meagre and most of them do not possess the expertise and financial backing to serve the needs of libraries, particularly university libraries, whose purchases are much larger. These bookshops have limited and out-of-date stock. Often they charge more than the publisher's price in the absence of bibliographical tools. The fluctuating rate of the Pakistani rupee against sterling and the U.S. dollar also helps them in this regard. The selling rate (conversion rate) is announced by the Conversion Rates Committee once in three-months, while with the floating rupee, change in the parity of Pakistani rupee against foreign currencies is frequent. Hence, booksellers increase the price of books on their own.

It may however be added that, notwithstanding these shortcomings, vast number of libraries prefer local purchases because of intractable problems involved in import of books. In fact,
libraries at present are reluctant to import books since it involves extra expertise, which only larger libraries can afford. In some cases, financial authorities in parent institutions have their own preferences for unspecified reasons and librarians have to compromise with their demand. Libraries also face sometimes the problem of acquiring useful material from countries against which there is trade embargo for political reasons.

The catalogue of acquisition problems does not end with shortage of funds, restrictions on foreign exchange, poor book trade and trade embargoes. Libraries in developing countries also have even greater problems of incomplete sets and missing numbers, arising from either non-receipt, theft or mutilation of issues of journals. In many cases, claims for unreceived issues are often ignored or dishonoured by agents, either because these do not reach the agents within stipulated time or on grounds that the issues had been sent in the first place and probably got lost while in transit. In fact, libraries in Pakistan are not in a position to compete for back issues of serial publications on equal basis with those libraries which are nearest to booksellers/suppliers.

As noted above, one natural factor which proves to add to the source of problems to developing countries, including Pakistan, is their geographical location being far from the major centres of publishing in Europe and America. It takes at least 4 to 6 months between actual posting date of an order for a title from U. K. and U. S. A. and the receipt of the book in Pakistan. In case of a periodical it takes 3 to 5 months from the date of its publication and mailing of an issue to its arrival in a library in Pakistan. Expensive airmail postage is out of question except in very rare circumstances. Book consignments from dealers are usually sent by surface mail, and one inevitably must take into consideration sea'port congestion (Karachi is the main sea'port which also handles trade for landlocked Afghanistan). The problem of geographical location is further compounded by inefficient postal system both along the route, as well as within the country to handle heavy traffic of mail, which leads to some losses or delays.
Apart from purchasing, other methods for acquisition of foreign publications are through gift and by exchange systems. But both these systems have their own brand of problems. For instance, the non-availability of enough local publications, primarily because of underdeveloped state of publishing industry, to be offered in exchange for foreign ones does not encourage librarians to initiate exchange programmes. Some of the librarians responsible for engaging their institutions in exchange arrangements found themselves in a contradictory situation when they could not reciprocate an exchange. Exchanging publications with fellow Third World countries is perhaps more difficult because of an atmosphere of uncertainty on the part of exchange partners at both ends.

Libraries in Pakistan also thrive on certain amount of charities, which come from friendly governments, the United Nations and international organisations and agencies. Not to speak of solicitation, libraries in Pakistan have had to exercise great care before accepting international donations and gifts since these may become a source of political or ideological embarrassment for the country. Sometimes the problem with this type of acquisition is that it has limitation on choice in terms of subject coverage and source of publications.

The above mentioned factors, in fact, did not allow growth of collection in a systematic way. Compared with libraries in United States and United Kingdom, libraries in Pakistan are conspicuously too small. There are only two libraries, the libraries of the universities of the Punjab and Karachi, which have over 250,000 volumes. There is a significant gap after these two libraries. This could be partly accounted for by the absence of adequate financial support and partly by constraints which did not permit free flow of book in the country.

To talk about the quality of collections, in fact, nothing could be said in the absence of some study to this effect. An interview-based impressionistic survey of selected faculty members at the Karachi University by this investigator does not
present an encouraging picture of resources at the University's library, being the largest to be built up in the post-independence period and the second largest in the country. The opinions expressed by the respondents could be summarized as:

1) subject collections were found riddled with important lacunas,
2) dearth of basic reference collection,
3) gaps in periodicals holding,
4) non-existence of government publications, and publications of international organisations and agencies,
5) absence of fugitive material and micro-reproductions, and preponderance of duplicates and dated material.

This view is also shared by Sharif al-Mujahid, who had earlier criticised the Karachi University Library for its failure in respect of resources to meet the need of research scholars even on a subject of general interest, like Pakistan.

Likewise, an American social scientist, Eric Gustafson, who was on an assignment at the Quaid-I-Azam University, Islamabad, during the mid-1970s, remarked, "from the point of view of library resources, the scholar of Pakistan is for most topics much better off 'in the United States than he is in Pakistan".

Speaking of library resources contained by public libraries, David Donovan, an American library expert, reported "Book collections were universally old, no longer relevant to community interest and needs, and consequently were infrequently used". This inadequacy of library collections could be attributed to the absence of a proper acquisition programme and methods on the part of majority of our libraries. However, development of such a programme had not been possible because of uncertainties in allocation of bookfunds, book import policy and non-availability of foreign exchange.

Previous Studies

It was in the late 1950s that the problems relating to acquisition of foreign material attracted attention of the librarians for the first time in the country. What led them to think in this regard was perhaps the withdrawal of Open General License (O. G. L.) facility. In 1957, Rahim Khan, the then librarian of the Punjab University Library, the oldest and the largest library of the country, focused on the difficulties
encountered by libraries in procurement of books from abroad. According to him, the non-availability of foreign currency was the main problem, (5) but this was not the only problem. For instance, to M. S. Khan in 1958, who was then the librarian of Dhaka University Library, the second largest library in the country, it was the procurement of materials from abroad, which he termed as "complicated and intrinsic work". Of the difficulties encountered by libraries in this process he particularly made mention of: 1) obtaining of separate import licenses for books and journals after every six-months, 2) seeking special permission of the State Bank of Pakistan for remittance of advance payment, particularly for periodical subscriptions, 3) getting the consignment cleared from the port authorities and customs, etc. (6).

Why the libraries were forced to make direct imports despite so many impediments in this process? In fact, booksellers have a tendency to import popular literature, which is more easily procured and offers quick and easy sale together with a better margin of profit. Obviously, this left no choice for libraries. As a matter of fact, libraries had to accelerate the pace of their acquisition in order to cope up with the expansion in scientific and technical education and research, particularly after the report of the Scientific Commission of Pakistan (1960), which noted, "Everywhere there was acute shortage of books, periodicals and scientific journals, and the libraries, which are the very life of an institution, were out-of-date and poor. In all universities, without exception, important scientific journals had not been imported since 1954-55" (7). At another place the Commission observed, "the most important way to achieve this (exchange of ideas and establishing contacts with scientific workers in other countries) is through books, journals and other scientific publications. Maintenance of up-to-date libraries through a regular flow of scientific literature is all the more imperative in a country like Pakistan, where personal contacts with international scientists are rather limited" (8).

These observations of the Commission, in fact, played the key role in revolutionizing thinkings of all those concerned with
Import of books and journals, including users, publishers, booksellers and librarians. This found expression in the various papers presented by the representative of each group at PANSDOC's Symposium on 'Development of Scientific and Technical Libraries in Pakistan' organised between 14 - 16 March, 1963 at Karachi.

Karim explained the problems of scientists in this regard, particularly the timelag of at least 4 to 6 months involved between the publication of a periodical and its availability in Pakistan (9). Waheed, a leading publisher and bookseller, emphasised the need for close cooperation between booksellers and librarians to serve each other, as well as the reading public. Besides other problems he made mention of the conversion rates (value of Pakistani rupee against foreign currencies) and advocated the need for a mutually agreed conversion rates between Publishers and Booksellers Association and Pakistan Library Association (10). The problems and difficulties of commercial book importers were discussed by M. H. Mirza, a leading book importer (11). Likewise, the librarians' point of view was presented by Huq (12). The problems listed by both these studies included hurdles in issuance of import license, seeking the approval for foreign exchange from the State Bank of Pakistan, settling the invoices with banks, and getting the consignments cleared from customs.

None of the above mentioned studies could be termed as comprehensive in terms of their scope and coverage. The views expressed therein for the most part were based on personal experiences and observations of their authors. Being conscious of this very fact, on the one hand, and the need of a detailed study to this effect the National Book Centre of Pakistan (now known as National Book Council of Pakistan) sponsored the study 'Problems of Book Imports in Pakistan' (1964) with the main objective "to know the limitations suffered and difficulties experienced by importers of books" (13). Based on the return of 20 questionnaires, sent to commercial book importers, the major findings include:

1. The import policy with regard to import of books had been liberal throughout.
2. The procedure of issuing import licenses was found complicated and time-consuming.

3. The book imports had been fluctuating with the fluctuations in the availability of foreign exchange.

4. The major countries from where printed matter had been imported were India, the United Kingdom and the United States of America.

5. The imports of printed matter was found short of the need by about 35 per cent.

6. The ceiling of imports sanctioned had always been higher than the amount of actual imports.

Another important study was conducted in 1966 under the auspices of Central Treaty Organization (CENTO) for the purpose of "studying problems in the preparation, production, importation and distribution of books in the CENTO Region countries, with particular attention to needs and recommendations for improvement within the context of social and economic development" (14). Many book importing problems have their origin in the lack of cooperation on the part of license issuing authorities. The delay caused at this stage helps create a vicious circle - delay in shipment, delay in revalidation, and delay in clearance" (15). The report forecast that "the demand of the institutions of higher learning for textbooks imported from the United States and the United Kingdom, especially in science and technology, is likely to grow in the future " (16) because of the continuation of English as the medium of instruction at higher level. The report further disclosed: 1) 90% of the total imports comprised of technical, scientific, medical and educational books; 2) majority of books in the year 1962 were imported from United Kingdom (worth 5.3 million rupees) followed by India and the United States (1.7 million rupees, each) (17).

The various implications and formalities involved in acquisition of periodical literature was the subject of study made by Lutfi in 1969 (18). However, in discussing the problems of procurement the Karachi University Library was taken as a case, which was then subscribing some 800 periodicals through purchase, gift and exchange. Various methods followed by the library for procurement of serial publications and their pros and cons were discussed.
prior to recommending the Direct Purchase from publishers. The section covering the development of gift and exchange programmes at the library might be of interest to acquisition librarians in developing countries.

A special session was devoted to the problems of book world in Pakistan, particularly import of library material, at the 8th Annual Conference of the Pakistan Library Association held at Karachi during January 22-24, 1971. Both Mirza and Jaffri, two prominent book importers, in their separate papers recounted the same old problems, along with advocating the need of easing restrictions on the importation of educational and scientific reading material in the country (19, 20). The librarians' point of view was presented by Hanif (21) and Siddiqui (22), but they too failed to offer something anew. It may also be mentioned that since 1971 no study on the subject appeared. This may be attributed to the liberal import policy adopted by the Government since 1972.

**Purpose of the Study**

Despite several studies conducted in the past there is not a single one which gives a comprehensive picture. Much of the previous work in this area, besides being out-of-date, was conducted largely on the basis of conjecture, without benefit of appropriate technique, and also without adequate data. This study, therefore, aims to attend to these deficiencies. The more specific purposes of this study can be stated as follows:

1. To provide a systematic and current treatment of the subject.

2. To identify the factors which lead libraries to import of library material from abroad.

3. To evaluate the present acquisition practices followed in respect of reading material.

4. To identify the constraints encountered by libraries in this regard.

5. To suggest measures likely to minimize the imports and facilitate the acquisition of library materials.
The focus of the study is national; however, for the most part it is based on the acquisition practices of university libraries. Nonetheless, libraries of other categories that purchase foreign books and serials to the tune of at least Rs. 100,000/- per annum have also been included. Among such libraries mention in particular may be made of Quaid-i-Azam Library, and Punjab Public Library, Lahore; Central Public Library, Bahawalpur; Provincial Public Library, Quetta; Liaquat Memorial Library, Karachi; and libraries of Pakistan Institute of Development Economics, Islamabad; Geological Survey of Pakistan, Quetta; State Bank of Pakistan, Karachi; Pakistan Agricultural Research Council, Islamabad. School libraries in view of their embryonic stage of development have been purposely omitted, while National Library of Pakistan, which is in the making, did not respond.

**Methodology**

The investigator made use of a questionnaire (Appendix A) for collecting information on current acquisition practices with regard to foreign publications, problems encountered by libraries and others in this connection and suggestions for their solution. To a batch of 45 libraries, the list of which was prepared in consultation with senior colleagues in the profession, including those in the Department of Library and Information Science, University of Karachi, were mailed the questionnaire in the first week of November, 1990. The distribution of libraries chosen by type was: university libraries 22; public libraries 8; special libraries 14; and National Library of Pakistan (Appendix B).

Initially, the response was very poor, which could be gauged from the fact that only two questionnaires duly filled in were received in the first two months. In mid-January 1991 a reminder was sent along with another copy of the questionnaire. But this too, did not help very much. In fact, it was the 14th Annual Conference of the Pakistan Library Association, held in March 1991 at Karachi, which provided a chance to meet a great majority of librarians/representatives of institutions to whom the questionnaire was sent. Also, to avoid any unnecessary delay a fresh copy of the questionnaire was provided to each such
participant of this Conference. But even then libraries of Lahore, excluding the library of Lahore University of Management Sciences, did not care much to respond. The second reminder dispatched in June 1991 did not produce any fruitful results. The only option now was to visit Lahore and request in person the concerned librarians, which the investigator ultimately did in March 1992. The visit gave a chance to discuss the problems associated with the acquisition of foreign publications, with the persons responsible for this job at the Punjab University Library, Quaid-i-Azam Library, Punjab Public Library, Dayal Singh Public Library, and libraries of University of Engineering and Technology and Pakistan Administrative College. The sources and services of these libraries were also evaluated to ascertain the strength and weaknesses of library collections. Strangely enough, these libraries did not wish to complete the questionnaire; however, they agreed to send it later duly filled in. Unfortunately, none of these libraries responded, with the exception of the library at University of Engineering and Technology.

The above procedure and its follow up ultimately brought out a good response. In all, twenty-two out of forty-five questionnaires were returned. The result of the questionnaire was discussed with librarians of those libraries, wherever it was possible.

Apart from the response to questionnaires and data collected by visiting the libraries, an attempt was also made to contact those who have a reputation for being knowledgeable about import of books and serial publications. These included commercial book importers, retired librarians who had experience of book imports, managers of university bookshops and various government functionaries. The particular individuals interviewed (Appendix C) were not selected randomly but purposely. The information solicited through the interview process was checked and corroborated by other sources.
Structure of the Study

The paragraphs that follow describe the organization of the thesis.

Chapter I provides an introduction to the topic of this dissertation, including factors responsible for difficulties associated with acquisition of library material from abroad, the need for the present study, an objective review of previous studies on the subject, objectives of this study, methodology employed for this purpose, and organizational set-up of the study.

Chapter II reviews the overall information structure in the country. Various modes of communication utilized in the sub-continent, both in the past as well as at present, in the transmission of information have been described. The modes described include in particular publishing and distribution, radio, television, print media, cinema, libraries and information agencies, and distance education. Each such mode has been discussed in its historical perspective, but special consideration has been given to current situation. It seems clear from this description that the information structure facilities are in the process of development. And in comparison with the West there is much to be desired.

Chapter III discusses the indigenous book production and distribution system. Constraints, such as illiteracy, copyright law, book piracy, etc. which do not allow growth of book production, both in the private and public sectors, have been given special consideration. The contribution of National Book Council of Pakistan, National Book Foundation and Textbook Boards have been critically examined. The factors which do not permit Pakistan Publishers and Booksellers Association to play an effective part in book development activities have also been highlighted.
Chapter VI presents the state of library development in the country. An idea about the import prospect of books is only possible after going through the description of various types of libraries in this chapter. The university libraries traditionally offer greatest prospect for import of books and serials, particularly in the field of science and technology. Contrary to this public libraries, with the exception of those located in metropolitan cities, do not present an encouraging picture in this regard. Excluding grammar and grammar-type schools, the same is true of school libraries. However, fast growing population of special libraries in the fields of medical and agriculture offers the prospect for import of largest number of publications to meet their ever-increasing research requirements.

Chapter V examines the present organisation of acquisition work in general, and imports of library material from abroad in particular. How far the present organisation conforms to the established practices? Information gathered by the responses to the questionnaire, by follow up on the telephone and by personal observations have been presented under the following sub-headings: acquisition management, personnel and their training, acquisition policy, book selection practices, budgeting, etc.

Chapter VI and VII constitute the heart of the study. Chapter VI presents a comparative study of various channels of procurement, which includes domestic market, import through local bookdealers and direct imports either through jobbers or directly from publishers. The procurement of journals and channels utilised for this purpose have been treated separately. Pros and cons of each channel have been discussed in detail, leaving the decision with regard to choice of the channel to the library.

Chapter VII examines in detail the import policies of the Government with regard to imports of reading material, import procedure, postal and customs restrictions, etc. This part is followed by a study of book imports during 1981-1991.

Chapter VIII contains the findings and recommendations. But in view of their large number, great care has been exercised while
making these recommendations. Two basic principles have been kept in view in this regard. First, the recommendation should be of a fundamental nature and an essential one. Second, it should be realistic in nature i.e. practicable, particularly from the financial point of view.
REFERENCES

1. This survey was conducted in 1988 with the assistance of a group of students of Library and Information Science, University of Karachi. The survey comprised of 50 faculty members, representing the disciplines of social sciences, humanities and sciences, who had completed at least two years in the service of the University. Unfortunately, the result of this survey could not be compiled in a presentable form.


8. Ibid., p.62.


15. Ibid., p.41.
16. Ibid.

17. Ibid., p.43.


Since the invention of spoken or written language information has had a central place in human civilization. Along with the development of society the amount of information continued to increase, resulting in the recognition of a need for dissemination of this information to all the points where it was needed. To meet this objective, various information technologies, from the primitive simple sign language to the present day digital technology, have been adopted by societies at different times. This chapter addresses a review of various models of communication utilized in the transmission of information in this part of the world, both in the past as well as at present and their role in changing civilizations.

Pattern of Communication

Communication disseminates knowledge, the primary requisite for changes and development in a society. For the purpose of dissemination of knowledge, communication covers all means, modes and methods from the simple to complex styles, such as from exchange of views and news and gossips at a village market to the mass media of newspapers, radio, cinema and television.

Like the ancient cultures of Egypt and Babylonia it is believed that signals, signs, symbols and gestures were also being used in the Indo-Pakistan sub-continent as the earliest forms of communication by the people to convey their messages. The methods of signs, symbols and gestures were later substituted for vocal communication. The development of writing in territories, now constituting Pakistan, could be traced back to the pre-Christian era. A pictographic and syllabic script, written from right to left and also referred to as Indus script, existed in Moenjo Daro between 3250 and 2750 B.C. (1). These earliest pictorial representation of words and ideas was restricted to stone-carving.
on temples and monuments. But since this form of writing was not portable, oral communication continued for centuries. Within small communities, such as villages, communication existed through direct contacts between people, and transformation of information basically took place through oral communication. The tribal chiefs or religious leaders passed on their messages orally to their followers and youngsters. For example, sermons were widely used by Buddhist monks for preaching in early centuries of Christian era. Moreover, for the propagation of Buddhism, system of convocation of small and large conferences was adopted wherein the rules of order were recited. To expound Buddhist doctrines rock edicts were built by Emperor Ashoka (d.236 A.D.) throughout India. The sculptures and paintings of Gupta Period (320-550 A.D.) were a sort of communicative device. The bronze and copper figures of this period have survived(2). The art of painting of Gupta period had attained a high degree of proficiency, the specimens of which are preserved in Hyderabad (India) and Bagh Caves in Gwallar (3). The use of versified play by Emperor Harsha (d.647 A.D.) to popularize Buddhism is another example of communicative media in ancient India.

Excluding the Edicts of Ashoka, recorded both on rocks and stone pillars in the form of inscriptions from left to right, very little use was made of writing in ancient India. Even the Vedas, earliest sacred books of Hindus, were " composed and compiled orally and a perfect kind of mechanism was devised for regularly chanting them, committing them to memory and faithfully and correctly reproducing them"(4). The same oral method for transmission of words of wisdom was adopted by the followers of Jainism and Buddhism. The learning of books meant just hearing of the texts as recited and expounded by experts. It is therefore rightly said that in ancient India, "the man was the book" (5). Even Emperor Ashoka in his Edicts, while enunciating the principle of religious toleration, spoke of the hearings of each other's doctrines in order to be well-informed(6).

It is not known as to when the Vedic texts were reduced to writing. In fact, it were the Buddhist priests who first gave up the old habit of preserving the texts by chanting only, and
committed themselves to writing for the first time in the island of Sri Lanka during the 1st century B.C. The Buddhist texts were caused to be written down on copper plates in Kashmir during the reign of Kaniska (1st and 2nd century A.D.). But the oldest manuscript of an Indian text was Dhammapada, written on birch-bark in ink (7).

In fact, written communication was very limited since books were available in single copies only, and that most of the important manuscripts had to be laboriously manifold by scribes, which was costly and time consuming. The material used for this purpose was mainly palm-leaves, plates of metal, wooden boards, and prepared cloth (8), although paper is said to have been in use as early as 6th century A.D. in Gilgit, located in the extreme north of Pakistan (9). To be brief, books were rare, costly and generally not available for use.

With the advent of Muslims in South Asia in the early eighth century, a significant change took place in social organisation and culture of the society. The acquisition of communicative technology based upon a portable medium, i.e. paper, plus the Persian language that could be produced quickly and read by scribes easily provided necessary condition for social and cultural change (10). The use of paper along with the adoption of Persian as the language of the country, both by Hindus and Muslims, changed the very style of communication. In fact, use of a single language solved the problem of communication between Muslim rulers and native Hindus of higher classes. To some extent it also helped in resolving the problems of inter-personal communication among different communities. It made possible the production of manuscripts on subjects of common interest, but the number of such books was very limited. With the adoption of various styles of writing by scribes we observe rapid and revolutionary changes, primarily to suit the local taste and needs. Also, great pains were taken to make these books attractive through handsome lettering and illumination. These efforts, in fact, could be termed as examples of international cooperation between two different cultures during the medieval period in the field of communication.
The Sultans of Delhi established an excellent system for the transmission of messages. The posts were of two kinds: one carried by horsemen and other by runners. The Moghuls maintained this system, too. Like the Sultans of Delhi, Moghuls had a good system of administrative communication as well. The Waza-I-Nawis (reporters) were stationed at provincial capitals to report all matters of importance to the royal court. Every reporter had his agents posted at different places. They were given independent status, so that they were not under the control of authorities (11). The system apparently worked efficiently and the Emperor was well informed about the welfare of the realm. For this purpose, the Emperor used to travel extensively, too. Yet there was never an established system of mass communication since its need was not felt. The only institution which was used for this purpose was the mosque, especially on Fridays and Eids, when big congregations are held. Fairs and religious festivals, both of Hindus and Muslims, also provided chances for communication with the people. Holi, Diwali and Dusshera were the principal festivals of the Hindus, while Eids, Muharram and Shab-e-barat were important festivals of the Muslims (12).

A discussion on communication pattern during the medieval period could not be called complete without an account of the state of inter-personal communication. Before proceeding further it may be stated here that landlordism had always been the feature of this part of the world. Each village or group of villages was ruled by a chieftain, who rose to his position through hereditary succession. Commonly addressed as Sardar, Nawab, Raja, Khan, Vadera, Rais or Ameer, the chieftain possessed absolute authority: he promulgated local laws, implemented them, and acted as arbitrator, divided irrigated lands among his people who depended completely on agriculture for their living.

Opportunities for social interaction revolved around such activities as nuptials and funerals, planting and harvest, animal games, visit of chieftains from neighbouring villages, etc. Other key figures in communication process along with the chieftain were the village crier and the village entertainer.
Like Muslim India, administrative structure of British India, for the most part, geared to law and order. The officials, responsible for maintenance of law and order, constituted a special class, and they tried to maintain a respectful distance from the masses. Their main job had been to continue practising the prescribed routines in their respective spheres. But gradually, a network of communication was developed which kept the administration informed regarding situations requiring their attention. For example, they knew where they had to rush relief during famines, and where they had to enforce preventive measures, for instance, at the outbreak of the epidemics of smallpox, plague and cholera. The concept of working in association with the people was neither emphasised nor understood. This obviously resulted in creating an atmosphere of mistrust between the European rulers and native population. Even the efforts made in this direction by some worthy missionaries did not produce results. In fact, it was because of the visit of some unbiased and learned men, like Sir Charles Wilkins, N. B. Halhed and Sir William Jones, in the last quarter of the 18th century, who, through their contributions to Oriental learning and scholarship, opened up new vistas in the Anglo-Indian relationship. Of the above three, Sir Charles Wilkins is especially important for our purpose because he designed and cast printing types for Persian and Bengali characters. Wilkins is called the father of printing in India. Wilkins's Persian type was the progenitor of Persian and Urdu types used in early printing in India at the end of the eighteenth and the beginning of the nineteenth century. This type or its descendants made possible the official printing of laws and regulations and of the works published by Fort William College.

Along with the introduction of type, pamphleteering began in the first-half of the 19th century. People who felt strongly about a particular social or religious order wrote about it in short pamphlets. Each pamphleteer expressed his point of view and tried to persuade readers to agree with it. Reading and writing of pamphlets became a popular way of carrying on debates among educated people. In particular, the type invented by Wilkins
helped the Wahabi movement, led by Syed Ahmed of Rae Bareli (Oudhe), in printing a great mass of pamphlet literature (14). Raja Ram Mohan Ray, an enlightened social reformer, brought out a pamphlet on the subject of Suttee (the practice of burning chaste women along with the dead bodies of their husbands) to educate the public (15).

Indian Journalism also began in the last quarter of the eighteenth century when two weeklies, Hick's Gazette (1780) and Calcutta Gazette (1784) made their appearance; they were for British readers and contained very little of Indian interest. Likewise, the early vernacular newspapers in Bengali (1818), Persian (1822) and Gujarati (1822) did not very much affect the public life. As a matter of fact such newspapers could not continue for long because of absence of an educated public with popular interest in the public questions. Nonetheless, they did succeed in laying the foundation of the print media in this part of the world.

Of other developments which affected the pattern of communication during the first-half of the nineteenth century, mention may be made of: (1) the expansion in public education facilities, (2) the beginning of international trade along with the introduction of steam communication facilities in 1823, (3) the opening of railways from 1833, (4) the beginning of a mail service in 1842, and (5) the establishment of telegraphic services from 1855.

At the height of these developments a revolt against the British rule broke out in 1857, better known as the Indian Mutiny, which greatly affected almost all aspects of society, including communications. In fact, the revolt itself was the result of lack of adequate communication between European and native population, resulting in the creation of suspicion and mistrust among each other. The failure of the revolt has been attributed to the lack of efficient communication facilities on the part of local population, while the British, with control over a widespread telegraph and postal system, were able to receive and exchange information from different parts of the country and could modify their course of action according to the needs of the situation.
It is also said that the insurgents did not succeed in creating national awareness, primarily because of the absence of proper communication technology at their command. Even the available vernacular newspapers, particularly those in Urdu, published from Delhi during this period did not play a major role in this regard. They just published wild rumours heard or concocted by their editors.

The Revolt of 1857 marked a turning point in the history of India. The state of things soon underwent changes. For instance: education was widened, along with attempts to improve its quality, movements were launched with the aim of bringing reforms in religion and society. Above all, there was a development of national awakening based upon the right of people to rule themselves. Each of these factors had their implications as far as communication was concerned. This awakening led to the formation of political parties, creating the demand for political communication. And to meet this objective organisation of conferences was the regular feature of political parties in the initial years of their establishment which gradually led to the holding of mass meetings. The vernacular newspapers, because of their anti-government tone, played a very important role in this process during the first quarter of the 20th century. The radio was introduced in 1927, and by the end of 1930s it was a popular medium. However, its use was limited to big cities and rich people. The cinema made its entry in mid 1930s. Both media are discussed later in this chapter.

**Publishing and Distribution**

A look into our history in this particular field presents a very grim picture. Printing itself was introduced very late in this part of the world. It was in 1849 that the first press was set up in Lahore followed by another in 1950 (17). In succeeding years, presses were established in Multan and Sialkot. It was, however, Lahore which achieved eminence in this sector with the establishment of some famous publishing houses by the end of the last and the beginning of the current century. Gradually, the city of Lahore became the largest publishing centre of British
India. But, strangely enough, after the partition, the publishing industry in those areas now constituting Pakistan suffered a tremendous setback. Two reasons could be advanced in this regard. One was the migration of non-Muslim publishers, a large component of the industry, to India; the other was the huge shrinkage of this market. The reduction in demand obviously resulted in a sharp drop in the number of bookshops in the country, which very much affected the efficiency of the distribution channels. In fact, the setback of the initial years of independence has not been recovered so far, despite the best efforts of the government, as well as the individuals in the industry itself.

At present, publishing houses in Pakistan, mostly owned by printing presses and bookshops, function on a small scale. The information on exact number of publishing houses is not available, but the number of important publishers does not exceed a couple of dozens, mostly located at Karachi and Lahore. About 500 new titles, and a total number including reprints of 1,500 to 2,000 are published annually. Religious and literary works represent the highest percentage followed by books in the field of social sciences. Titles in pure and applied sciences are extremely low. The highest number is published in Urdu, followed by English. Information on the total number of books in print is obscure. According to a generous estimate of the Chairman of the Pakistan Publishers and Booksellers Association (Karachi Zone) there were 30,000 to 40,000 books in print in 1987 in the country. However, the publishers with 10,000 or more titles in print could be counted on fingers.

Apart from commercial publishers there are a number of learned societies and aided institutions that have been responsible for publishing. These have been established as a result of a desire to preserve and promote the cultural and literary heritage of the nation in the form of books. And a large number of such organisations receive subsidies from the Government to meet the cost of their publications. Government publication form the most important part of total publications. The most important publishing agency is the Manager of Publications of the Government of Pakistan, which publishes a variety of valuable
reports, surveys, gazettes, notifications, ordinances, laws, specifications, periodicals, and so forth. Between 1947 and 1966, 30,159 documents, including 5,500 books, were brought out by this agency (21). The Department of Films and Publications, Government of Pakistan, which is basically responsible for cultural publicity for the country, also publishes books on art, literature, social progress, etc. The books published by the Department are of high standards.

There are some foreign publishers as well operating in Pakistan, but only active one in actual publishing work is Oxford University Press. They enjoy very high prestige and were able to get some of the best books to publish. Their textbooks also sell in large numbers in private schools, outside the government school system(22). Some of them also reprint their books in Pakistan, as it is cheaper than importing them. But with the introduction of curse of piracy, particularly since 1970s, this long established practice was brought to an end as the piracy of foreign books offer the most lucrative profits(23). The existing Copyright Law, which was enacted in 1962, amended in 1973, has failed to provide the publishers both foreign and local, any protection against piracy. The penalties prescribed in the Copyright Ordinance are not commensurate with the crime. In 1992 the Copyright Law has once again been amended, provides enhanced penalties of both imprisonment and fine. But it is the power of seizure, provided in the amendment, which is likely to make it more effective(24).

Textbooks: Prescribed school textbooks form a good part of book trade all over the world. In Third World countries it is the single most important source of revenue for publishers. In Pakistan it is given particular importance since additional reading material is not widely available to students. Textbooks to be used are prescribed by the National Textbook Board for each level and each subject at primary, secondary and higher secondary levels. At degree levels, textbooks for various subjects are approved by the Academic Council of the University on the recommendation of departmental board of studies and faculty boards.
In Pakistan from 1947 to 1962, prescribed textbooks were published by the private sector. But the Government moved in and took over the production and publication of textbooks for it was found to be inefficient, resulting in wastage and malpractices(25). At present, there are Textbook Boards in all the four provinces. The Boards are completely self-supporting autonomous bodies. For their income they depend on the royalties received from books they publish. Each board is responsible for the production and publication of textbooks for classes I to XII, and supplementary reading materials relating to textbooks, as well as guide-books for teachers.

Authors are commissioned to submit manuscripts according to the syllabi framed and supplied by the Curriculum Wing, Ministry of Education, Government of Pakistan. The manuscripts are reviewed by a committee of three experts appointed by the Board for this purpose. On the basis of this evaluation the Board selects a manuscript and pays the author a fee for it. Once the manuscript is complete, after editing and checking for accuracy by the editorial branch, the Board selects a publisher from the list of approved publishers. The Board sells the paper to the publisher/printer and also fixes the price. The printer/publisher is responsible for marketing the books for which he receives a percentage of list price for each he sells(26).

University level textbooks, particularly in the areas of science and technology, which are generally of foreign origin, have always been beyond the purchasing power of an average student. For this reason, universities and college libraries have always been under pressure to supply textbooks to students. Usually, multiple copies of essential texts are purchased; but this too, does not help in meeting the growing demand of ever increasing student population. In the past, British Council and American Centre have always been helpful in making available textbooks to the science, medical and engineering students. For many years British Council had a separate section, "Textbook Library" for this purpose. The Asia Foundation and British Council have had been generous in making donations of books, including some
Important American and British texts, to academic institutions across the country in an effort to meet their instructional needs(27).

The intensity of the problem was increasingly recognized along with the expansion in educational facilities in the field of science and technology. There was a need to find a solution to the problem at the local level. Consequently, to overcome this problem the Government created the National Book Foundation by an Act of Parliament in 1972, with the primary aim of producing and reproducing textbooks, both indigenous and from overseas, particularly in the pure and applied sciences and making them available to students at nominal cost, normally one quarter of the original price(28). It was also supposed to encourage the local writing of textbooks. The Foundation functions as an autonomous organisation of the Ministry of Education in Islamabad, with sub-offices in major provincial cities. In the 20 years of its existence the National Book Foundation brought out just 61 titles(29). For the reprinting of textbooks published overseas on scientific and technical subjects, the royalties are paid at the rate of 2 per cent of their list price. These reprints are sold by the Foundation at subsidized rates, generally half of the foreign exchange list price and in some cases as low as one-third(30).

Marketing and Distribution: There is very little demand for books in Pakistan. This could be attributed to the low rate of literacy on the one hand, and high cost of books on the other. Even the educated ones tend not to be a book buyer. The newspapers are popular, particularly in urban areas, but there is no market for serious books. Often it is difficult to sell 500 copies of a high quality academic book. In fact, reading is not regarded as leisure activity. While this is all true, there is another side of the picture. One of the main reasons why publishing is in such a state is the deficiency in handling distribution and sales. Sales outlets are limited. There are about 600 sales outlets, including 400 bookshops, in the country(31). Distribution channels that link the publisher with retail booksellers through an organised network do not exist in
Pakistan. Usually, distribution channels consist of publishers, distribution houses, wholesalers and retailers, in the order, for both imported and locally produced books. In Pakistan, there are no distribution houses and wholesalers also function as retailers and prefer their own sales outlets to those of others.(32). Most of the big importers have their own bookshop or chain of bookshops. Their plea is that booksellers ask for higher discount with no guarantee of payments. The majority of booksellers have meagre resources and they cannot provide bank guarantee or pay in cash. The net result is that imported books are distributed to very few bookshops and most of the booksellers have to depend on local publishers who give them credit for 30 to 60 days.(33). That too, is mostly restricted to their cities of operation, Karachi and Lahore. Books published in Lahore are not easily available in Karachi and vice-versa. The best bookshops either belong to big importers, who are also exclusive agent of some of the big international publishers or to Pakistani publishers. There are no area booksellers and distribution is restricted mostly to Karachi and Lahore.(34). Booksellers from all over Pakistan have to go to either one of these two cities for their purchases.

Library sales make a good percentage of total sales. Of other main clients mention may be made of students, persons engaged in higher education and research, research organisations, etc. The total turnover of book trade is estimated at approximately Rs.630 million. The sale of textbooks produced by Provincial Textbook Boards accounts for nearly Rs.250 million, imported books for a further Rs.130 million, the share of Government sponsored agencies is about Rs.30 million and that of private publishers is approximate at Rs.220 million(35).

The Pakistan Publishers and Booksellers Association, tracing back its history since 1962, has not been able to assert itself as an effective trade organisation. Its activities, at present, are limited to the organisation of book fairs designed to promote sales.
Radio

The development of broadcasting in British India dates back to 1927, when two radio stations, at Bombay and Calcutta, were set up by the Indian Broadcasting Company, a private concern, after entering into an agreement with Government of India. A little under 1,000 radio licenses were in force at that time, which had gradually increased to 7,719 by the end of 1930(36). Simultaneously, some kind of broadcasting was conducted by amateurs radio clubs in Lahore and Peshawar. It was not possible to establish another regular station until 1936, at Delhi, the year when Indian Broadcasting Service was redesignated as "All India Radio". In the following year two more stations, namely at Lahore and Peshawar were set up. During the year 1938, two stations were started at Lucknow and Madras, followed by two more in 1939 at Trichinopoly and Dhaka, making a total of nine. This was the state of development in 1947 when Pakistan was created as an independent state.

At independence, Pakistan inherited only three stations, namely Lahore, Peshawar and Dhaka (which is now the capital of the independent state of Bangladesh). These stations had a comparatively small range and were primarily intended for meeting local needs. Karachi station came on the air at the first independence anniversary's ceremony in 1948. With the coming of a radio station at Rawalpindi in 1950, their number reached five. The medium continued to grow in succeeding years. By the end of 1960 there were ten broadcasting stations, which daily broadcast for 143 hours in 17 languages(37). This upward trend during the 1960s is also seen in the allocation for development and expansion of broadcasting. For instance, as against Rs.13 million allocated during the First Plan 1955-60, the allocation for the Third Plan 1965-70 stood at Rs.90 million(38). Also, the number of radio sets had surpassed 200,000 by early 1958(39). The development efforts continued under the successive development plans in the form of additions of new broadcasting housing, by supporting improvement of technical facilities and installation of new and modern equipments.
At present, Pakistan has seventeen broadcasting stations with a total of 270 hours of daily programmes. In terms of coverage, radio broadcasting cover 75 per cent of the country and 99 per cent of the population. There were 1,259,003 licensed radio sets on June 30, 1987 in the country. With the inclusion of an estimated 2.3 million unlicensed sets, the number of radio sets for every 1,000 persons stands at 33 radios.

Pakistan Broadcasting Corporation (PBC), established as statutory body on December 20, 1972 by an Act of Parliament, is a function-oriented public service organisation. Prior to this Radio Pakistan was an attached department of the Ministry of Information and Broadcasting. The Corporation is managed by its Board of Directors, comprising of a Chairman, a Director-General and five other directors, all appointed by the Federal Government. The Director-General is the chief executive of the Corporation. Each regional station is headed by a Regional Director, who is assisted by an Advisory Committee of six to ten members, some of them drawn from the public. Each committee meets at least yearly under the chairmanship of the Director-General for the purpose of evaluating radio performance and suggesting improvements. Pakistan Broadcasting Corporation is wholly dependent on the Government for its finance and development programmes. In part, Radio Pakistan is financed by the annual fee of Rs.30/- on receiver sets, and by advertising revenue.

The spectrum of PBC's programmes is wide and varied, but every programme is conceived and presented in the context of national objectives and Islamic ideology. Programmes are presented on all aspects of life but entertainment dominates in terms of time, followed by educational programmes. In 1988, 55 per cent of the total broadcasting time was devoted to entertainment (music, plays, skits) while only 12 per cent was given to educational programmes. Religious programmes with 11 per cent time occupied the third place. Some of the programmes are described below:

News: Radio Pakistan broadcasts 80 news and current affairs programmes daily in 21 languages. The home news bulletins are broadcast in the national language and also in the languages of
the various regions. In addition, two English bulletins are broadcast daily; and local new bulletins in national and regional languages are broadcast by every station. News is collected through the national and international news agencies, foreign radio stations and PBC's own correspondents.

Information and Entertainment Programmes: Talks, discussions, newreels, entertainment features, and skits are included among informative entertainment programmes. These programmes have also been classified according to special themes or target listeners, such as religious, educational, children's, women's, rural listeners or the armed forces.

Religious Programmes: Pakistan is an ideological state and as such broadcasting has a special role to play for promoting the country's ideology based on Islamic values. In recent years the programmes of Islamic teachings have been increased. Broadcasting begins with recitations from the Holy Quran with an Urdu translation, followed by talks and discussions relating to Quranic teachings. These programmes are broadcast on provincial and national hook-ups. Also, there are local talks and features on religious subjects. Special programmes are broadcast on important national and religious days. Programmes are also regularly arranged to cater the needs of main religious minorities (Christians, Hindus, Parsees, etc.).

Educational Broadcasts: Programmes are regularly arranged by different stations for both school and university students. The school programmes are intended both for instructional and entertainment purposes. During the year, over 1,000 hours of educational programmes, including those of Allama Iqbal Open University, are broadcast.

Children Programmes: Weekly programmes of 30 to 45 minutes for children are broadcast in national and regional languages from all stations. These programmes are informative in nature and consist of stories, jokes, plays and music meant to amuse and educate children under 15 years of age.
Women's Programmes: Programmes are broadcast for urban educated working women, for urban housewives managing their families on a very limited budget, and for uneducated rural housewives. During the period 1987-88 Pakistan Broadcasting Corporation broadcast a 30-minute daily programme from all the 9 major broadcasting stations. Programmes for rural housewives are included in the regional languages programmes for rural listeners. Programmes also consist of talks, features, discussions, skits and music and aims at improving the knowledge of women-folk. Subjects like child psychology, domestic economy, career for women and the role of women in a developing society are highlighted in various programmes.

Rural Listeners Programmes: These programmes deal with day-to-day problems of agriculture population and other classes in rural areas, such as care of livestock, cottage industries and improved methods of cultivation. There are regular farm broadcasts from major stations in the languages of the region which provide information to farmers, with a view to increasing food production in the country. These are planned and presented with the active cooperation of the Department of Agriculture and the agriculture workers of the country. The union councils have community listening centres so that these programmes get a wide and interested audience. According to an estimate, 75 per cent of the rural population listen to radio. Of these 31.1 per cent are regular listeners.

Music Programmes: Music forms the remaining part of the broadcasting time. The percentage of time taken at different stations roughly varies between 60 to 75 per cent.

Television

Television was introduced in Pakistan with the establishment of first pilot station at Lahore on November 26, 1964. In the beginning it transmitted programmes for three hours six days a week. This was increased to four hours following the addition of the production centre of Karachi in November 1967. In 1976 an average of six hours daily were transmitted all seven days of the
week besides a 3-hour Sunday morning transmission from all the 5 centres and 5 re-broadcast stations(44). Over the years television made tremendous progress and successfully played its role as an instrumental and effective medium of education, entertainment and information. At present, there is a national network covering the five main programme producing and transmitting centres at Karachi, Lahore, Rawalpindi/Islamabad, Quetta and Peshawar. These are linked with twenty-four high-powered re-broadcast stations. The Telephone and Telegraph Department of the Government of Pakistan has established a microwave link connecting all these five centres and their re-broadcast stations to form the Pakistan Television hook-up, known as the national network.

TV coverage now extends to 295,906 sq. km. or 35.47 per cent of the total area of the country. The population that the TV network can reach is 88,987 million or 88.39 per cent of the total population. The estimated TV set count comes to more than 1,604,200 and the total number of viewers to more than 12,033,600(45). Millions more are expected to be brought into the viewing range with the establishment of more re-broadcast stations in future.

Pakistan Television Corporation has started another channel in December 1992, providing the facility of altogether 2 channels, for telecasting educational programmes. The viewers have also access to CNN, BBC world Service and STAR plus.

Pakistan Television Corporation is a public limited company. All the shares in the Corporation are held by the Government of Pakistan. It is run by a Board of Directors of 13 members including the Chairman, who is the Secretary of the Ministry of Information and Broadcasting of the Federal Government. All the directors are appointed by the Government, and Ministry of Information and Broadcasting is responsible for the policy of the Corporation. The executive head of the Corporation is the Managing Director who is responsible for the implementation of policies under the guidance of the Chairman. The Corporation's headquarters is at Islamabad. At each of the five TV stations, a
General Manager is the executive head.

Pakistan Television Corporation has the two main sources of income: the commercial service and the license fee charged on TV receivers. Some grants are also given by the Government. In its early years the Corporation was dependent on the Government and advertising revenue for its expenditure. Since January 1970 TV license fee have been levied by the Government of Pakistan. The current fee on domestic TV set is Rs.250 per set per annum, whereas for commercial sets the fee is Rs.600/-. Likewise a license fee on VCRs was levied by the Government from July 1984.

The quantum of weekly telecast hours in 1986-87 stood on the average around 72 hours and 13 minutes. Of this the percentage of "religious programmes was 6.8; news 11.9; current affairs 7.6; children 2.5; youth 0.4; women 0.3; education 1.8; features 4.8; quiz 1.3; poetry 0.3; sports and festivals 30.1; music 4.8; variety 0.9; drama 6.9; commercial 3.8; announcement 7.7; and miscellaneous 7.6"(47). As a matter of fact broadcasting hours per week are gradually on the increase. From 16 January 1988, Pakistan Television started a 75 minutes morning transmission, titled "Aaj" (Today) at 0700 hours for children, youth and women, especially housewives. The five minutes news bulletin in Urdu is followed by informative, educational and entertainment programmes of short duration, mostly five to ten minutes. The national network carries most of these broadcasts, while individual centres put on programmes of regional interest. Transmission via satellite are now a regular feature and cover important international events, including sports of interest to viewers in the country.

Some of the programmes deserve somewhat detail treatment, which are as follows:

News: News bulletins are broadcast in Urdu, English and all the regional languages. Pakistan Television broadcasts a 10-minute Urdu bulletin in the morning transmission, a 15-minute English bulletin and the 30-minute Khabarnama (main Urdu Bulletin) which is shared by all the five centres by live inter-cutting. On
Fridays, an additional 15-minute Urdu bulletin is broadcast in the morning. The news rooms at Karachi, Lahore and Peshawar centres produce 5-minute local Urdu bulletin and 10-minute regional language bulletins each, while the news room at Quetta broadcasts four bulletins of 5-minute duration each in Brahvi, Pushto, Baluchi and Urdu.

News comes from many and varied sources. Pakistan Television subscribes to APP and PPI and through them to Reuter, AFP, DFA and other affiliated foreign agencies for spoken material. Visual coverage of the latest international news from all over the world is received from Visnews, Asiavision and the two European satellites feeds, Eurovision-O and Eurovision-I. Pakistan Television also contributes to the service of Visnews and the BBC.

Like radio, television has had always been under the strict government control. Sumera Saeed is critical of its news bulletins for coverage of only government personalities (48). With the induction of a democratic government in December 1988 some positive change is being noticed. This is apparent in the greater coverage of opposition news. Likewise, Aslam Azhar, one of the founders of Pakistan Television and its former Chairman, does not seem to be satisfied with the performance of this media, primarily because of strict censorship rules (49).

TV Drama: Drama has had always been a major Pakistan Television attraction. A number of plays and serials broadcast from various centres became quite popular. That is why Pakistan Television regularly broadcasts six to seven plays a week in Urdu, besides plays in regional languages. It is estimated that during the past 29 years Pakistan Television has transmitted several thousand plays.

Documentaries: The documentaries produced by Pakistan Television depict various aspects of the national life, culture, art, industry and current social and economic problems. These are made in various languages for exhibition both within and outside Pakistan. Some of these won laurels for the medium for candidly
acknowledging ugly realities of life. Through the eyes of camera efforts were made in these documentaries to explore corruption, inefficiency, sloth and disregard for law and accountability in government offices and fraud, deceit, hypocrisy and other weaknesses in society.

**Current Affairs Programmes** : Programmes on important national issues and developments taking place in various fields as well as informative programmes of international significance are presented under this category. Through interviews and discussions programme experts present analysis and evaluation of issues and their solutions. Viewers are made conscious of the happenings around them, trends for the future, their rights and responsibilities towards society and the role they can play. These programmes are diverse in nature and are produced in Urdu as well as in the regional languages and at times in English.

There is also a wide range of topical and ad-hoc programmes. These include coverage of activities and visits of dignitaries and the proceedings of the National Assembly and Senate on a daily basis whenever the Parliament is in session. Similarly, discussion programmes on various political issues are produced to reflect the public opinion and project diverse points of view. In-depth analysis, discussions, interviews, lectures etc., all combine to inform viewers on a variety of subjects. Those invited to participate in the current affairs programmes include dignitaries, scholars, experts from various fields, officials, executives from the public and private sectors and professionals. Interviews with interesting and visiting foreign personalities are also presented.

**Educational Television** : Pakistan Television holds the cause of education very close to its heart, and today, in fact, television is said to be in the forefront of the nation's fight against illiteracy. Pakistan Television has a separate Educational Television Division, which started as early as 1973. Planning and production of educational programmes is the responsibility of this Division. The literacy lessons are produced and broadcast as required by the Literacy and Mass Education Commission (LAMEC).
In addition to private viewing, these lessons are viewed in about 500 community viewing centres all over Pakistan. These centres are administered by the Government and private agencies under the overall supervision of the Commission(51). The literacy lessons are aimed at imparting functional knowledge and insight into such subjects as health, nutrition, budgeting, child care, family planning, growing vegetables and basic agricultural production.

In 1982 Educational Television began to produce educational programmes on its own initiative, for promoting the knowledge and skills necessary for national development. Some of the programmes in the non-formal education sector concern poultry farming, tractor maintenance, mechanised farming, child care and health education. A series of programmes on the design, construction and operation of computers and another programme series based on the science curriculum for class IV and V at the primary level were also part of the educational programmes. There are also plans to produce programmes concerning such vital subjects as rural uplift, popular education, manpower training, agriculture and industry. Long term plans have also been drawn up to introduce programmes in support of college and university education.

Educational Television also produces and broadcasts programmes for Allama Iqbal Open University for the distance-teaching target audiences. Subjects under this programme include lessons on the Arabic language, export marketing and management, Pakistani literature, child care, economics, population education, general science, electrical wiring, food and nourishment and Pakistan Studies.

Print Media
Starting with many fine traditions, but very few material resources, the press in Pakistan is a fairly well developed institution. In 1987 an average of 1,748 newspapers and magazines, having a total circulation of 1,321,331 were alive. Of these 125 were dailies, 346 weeklies, 129 fortnightlies, 718 monthlies and 414 quarterlies(52). The average circulation of metropolitan newspapers range between 50,000 to 300,000. The main languages of the press are Urdu and English. Dailies are also
published in Sindhi, Pushto and Gujrati. (53).

There is no censorship of the press. The Press and Publication Ordinance which had been a point of controversy since 1963, was repealed in 1988 (54). At independence, there were only three English dailies and one Urdu daily in the country. The Sikh and Hindu Press migrated to India. And there was similar migration of Muslim Press from India into Pakistan. Among them were the English morning daily Dawn and Urdu dailies Jang and Anjam, all of which transferred from Delhi to Karachi. Gradually new newspapers were also started, particularly between 1952 and 1955. One the other hand two leading newspapers of pre-independence days, The Civil and Military Gazette and the Sind Observer were closed because of economic difficulties.

Nevertheless, the press in Pakistan made a steady progress despite many problems and setbacks. Circulation has increased appreciably and with industrial development and commercial activity, advertising revenues have been rising well. The newspapers themselves are now better produced, show greater professional competence and have greater range and depth in the coverage of both national and international news and features. Some of them have their own correspondents in the important capitals of the world. Most of them are equipped with latest printing machines and other equipment.

The leading metropolitan newspapers are published from more than one place. Among the Urdu dailies, Jang is simultaneously published from Karachi, Rawalpindi, Lahore and Quetta with an international edition from London; Nawa-e-Waqt from Lahore, Rawalpindi, Multan and Karachi, with an international edition from London; Mashriq from Lahore, Peshawar, Quetta and Karachi; and Imroze from Lahore and Multan. The Pakistan Times is published from Lahore and Islamabad while Dawn is published from Karachi with a weekly international edition for its overseas readers.

The principal morning dailies in English are Dawn, the Pakistan Times, the Nation and the Muslim, while Jang, Nawa-e-Waqt, Hurriyat, Jasarat, Imroze and Mashriq are in Urdu. The Mehran.
Sind News and Hilal-e-Pakistan are published in Sindhi language. The Millat and Dawn Gujratl are published in Gujratl language.

The regional English dailies include: Frontier Post, Peshawar; New Times, Rawalpindi and Balochistan Times, Quetta. Business Recorder is the economic and commercial daily from Karachi. Of the better known regional Urdu dailies mention is made of: Awam, Sa'dat, Gharib and Business Report from Faisalabad; Zamana and Qasid from Quetta. The eveningers in English are: Star, Leader, and Daily News, all from Karachi.

The contents of the periodicals varies from publication to publication. More than half of them are general-interest publications. Many, however, restrict themselves to special interests. More prominent among these are the entertainment, sports and women's magazines. The juvenile interest press is not yet fairly well developed. A few specialised magazines for trade, industry, the medical and other professions cater to the needs of their specific readers(55).

Associated Press of Pakistan (APP) and Pakistan Press International (PPI) are the two main news agencies. While APP is Government controlled, PPI belongs to the private sector. Both have offices in all the important places of the country with a network of correspondents all over the world. The news agencies supply both national and international news, features and other commercial items to the newspapers, radio, television, various departments of the Federal and Provincial governments and to some private commercial organisations. These two news agencies are associated with foreign news agencies for exchange of news, features and photographs. APP is associated with Reuters (London), UPI (New York), New China News Agency (Beijing), Tass (Moscow), DPA (Germany), PAP and PANA (Tokyo); PPI has arrangement with the AFP (Paris), APA (New York) and Jiji Press (Tokyo).
Cinema

Cinemas were built in the territories now constituting Pakistan, as in the rest of the sub-continent, in the early decades of the current century. By the thirties, studios were established in Lahore for the production of silent pictures. These studios were later converted into sound studios and a thriving feature film industry grew up in that city producing films in Urdu and Punjabi. The cinema habit spread fast during the World War II and the number of cinemas increased. But film production has to be limited by licensing to about 100 films a year in the whole of British India (56). The curtailment of output and simultaneous expansion of screening facilities brought about an artificial prosperity. When control was lifted after the War there was an immediate spurt on film production activities, which was as much in evidence at Lahore than elsewhere.

With independence came a big change. Of the important film-making centres, Calcutta, Poone, Varansi and Madras, Pakistan received only Lahore. Even there the position was not bright since all branches of the industry had been in the hands of Hindu community, who in large numbers migrated to India. In addition to this much of the equipment was damaged during the disturbances following the partition of British India. There was almost nothing left for day to day requirements of production, distribution and exhibition, and the trade was all but paralysed. Only one studio was left in some shape (57). The reorganisation meant starting again and rebuilding every aspect anew. By 1960 three studios were established at Lahore. Also during this year a Film Advisory Committee was set up by the Government to accelerate the pace of development in this sector. Among other things the Committee also recommended the establishment of a Film Development and Finance Corporation (58).

Beginning with one film in 1948, seven in 1949, the number of films produced rose to 27 in 1957 (16 Urdu, 11 Punjabi), 70 in 1967 (53 Urdu, 17 Punjabi), 80 in 1977 (41 Urdu, 33 Punjabi, 3 Pushto and one Sindhi), 77 in 1987 (22 Urdu, 31 Punjabi, 16 Pushto and 2 Sindhi) and 73 in 1988 (22 Urdu, 30 Punjabi, 18
Pushto and 2 Sindhi)(59). It will be noted that proportion of Urdu films in the total is gradually declining and is around one-third. Why? The main reason is the rise of TV as an entertainment medium for the urban population and also the success of Punjabi films. What made the Punjabi films successful? In fact, Punjabi cinema is flourishing mainly because of the large population which speaks the language. Another factor contributing to its success is migration from rural to urban areas. The new arrivals in cities find it satisfying for their entertainment needs, more so as these films are within a familiar cultural content and their themes revolve around oppression unleashed by feudal lords or by the administration, a scenario that is appealing for the ciners because of its authenticity and because it offers hope. Nevertheless, the picture is bleak even for the Punjabi films. Pressures faced by the film industry in general are inescapable for regional cinema too, and gradually films in all languages are losing ground to television, and to entertainment on video because cinema is comparatively more expensive.

The centres of film productions are Lahore and Karachi. There are five studios in Lahore and three in Karachi. In these eight studios about 100 films are produced each year. Some 80 per cent of the total output comes from Lahore. There are about 300 registered producers and about 58,000 studio staff throughout Pakistan. The production cost ranges between 3 to 4 million rupees(60).

There are about 300 distributors in the country which acquire films from producers and rent them to cinemas on fixed percentage of the total receipt of each show or a fixed rent. These distributors control the exploitation rights of all pictures produced in Pakistan or imported from abroad for commercial screening. There are 700 to 1000 films in distribution at any time. About 400 are Pakistani films; 250 are those imported every year(61). The film distributor in Pakistan is more than a middle man. He is generally responsible for a good part of the production itself. After starting a film, the producer depends on the distributor for an advance of upto 50 per cent of the finance
There are about 516 permanent cinemas, with a total seating capacity of about 500,000. Of these 304 are located in Punjab alone (62). According to a survey conducted by Business Research Bureau (Pvt.) Ltd. in April 1987, there were only 9.4 per cent male adults, aged 21 and above, who are regular viewers (63).

The future of cinema is said not to be very promising. While the list of problems is much longer, investment may be the hardest hit. No one likes to back up ventures which require one hundred per cent financing but offer no guarantees. The profit on successful film is usually marginal. On the other hand, the costs of production have gradually risen tremendously, particularly in recent years. There is no financial assistance available from banks or other financial institutions. However, a solution to the problem was found in initiating joint ventures, i.e. by dubbing films into two or more languages. The other economic change in the film trade, which has had a great impact at least on Urdu cinema, is co-production, i.e. by distributing the cost between two or three countries since the present territories of Pakistan cannot cover the cost of an average film.

There are many other challenges to face. Of these mention may be made of: (1) availability of uncensored versions of foreign films on video-cassettes, (2) changes in colour of entertainment by X-rated films, (3) availability of pirated versions of Pakistani films even before a film is circulated in the market, (4) showing of illegal versions in small restaurants at a nominal cost, particularly in rural areas, and finally, (5) dwindling of cinemas. To overcome these problems the measures suggested to the Government by Sateesh Annand include: (1) strict action against exhibition of X-rated films, (2) enactment of laws to check piracy of local films and punitive action against those indulging in it and exhibiting local films on video-cassettes without permission of producers, (3) reduction in excise duty on entrance tickets, (4) provision of rebate on import of technical equipment by the industry, (5) support for film industry from the national financial institutions to help improve the investment in this
In an effort to solve some of these problems, National Film Development Corporation (NAFDEC) was established in 1973 as a Public Limited Company, with the Government controlling the majority of its shares. The objective of the Corporation are: import and distribution of foreign feature films, import and distribution of raw film stock, export and promotion of Pakistani films, holding foreign film festivals in Pakistan and participation in film festivals abroad, provide local facilities for sub-titling and dubbing feature films, etc. The Corporation is managed by its Board of Directors comprising 13 members, out of which 10 are appointed by Federal Government. The Managing Director of the Corporation, who is the chief executive, is appointed by the Government. The Federal Ministry which is responsible for the Corporation is Culture, Sports and Youth Affairs Division.

The Corporation is currently engaged in the import of foreign films, export of Pakistani feature films and distribution of raw materials to local film industry on subsidised rates. The Corporation has also established a library of films in its Lahore office for the benefit of film industry and to offering research facilities to the journalists and research scholars. The Corporation had been active in formation of film clubs, too. Under the film club scheme classical films from around the world are screened for its members.

Any discussion of film industry in Pakistan would not be complete without mention of censorship. All films meant for public exhibition are required to be passed through censorship. For this purpose there is the Central Board of Film Censors which functions under the auspices of the Ministry of Information and Broadcasting. It has its headquarters at Islamabad, and branch offices in Lahore and Karachi. Headed by a Chairman, nominated by the Government, it comprises official and non-official members from all walks of life. A film may be passed as it is for universal exhibition, it may be passed for adults only, or it may be considered suitable (universally or for adults only) after
certain specified portions are deleted. It may also be adjudged by the Censor Board as altogether unsuitable, in which case the exhibitor has the option to appeal to the Government, when a special committee of three is appointed whose decision becomes binding.

The censorship code specifies the ground on which a film can be considered unsuitable. These include: "infringement of national security or law and order; encroaching upon international relations or religious susceptibilities; promoting immorality; obscenity; bestiality or crime; upholding traffic in liquor (and drugs); defaming individuals; exploiting of incidents; blackmail(66).

Libraries and Information Agencies

As in many other countries of Asia, for centuries libraries were created, organized and supported by rulers and renowned religious group and used only by certain privileged people. But it was in the mid-19th century when the concept of libraries for preservation was gradually being abandoned, primarily because of foreign influence. This found expression in the establishment of public libraries, primarily in and around port cities through the efforts of some Englishmen. Most of these gradually developed into subscription libraries as a result of generous support and patronage of both Indian and European citizens. But very little progress, in fact, was registered in this regard during the last century.

Nonetheless with the spread of popular education and availability of printed books in the early years of the current century the need for modern library services was felt, expressed and resulted into certain action. The institution of a library training programme at the University of the Punjab, under the directorship of Asa Don Dickinson, an American librarian, could be termed as the starting point of modern library services in this part of the world. The impact of this school was tremendous on successive library developments throughout British India. The city of Lahore from 1915 onward became the hub of library activities in British
India. But, unfortunately, when Pakistan emerged as an independent country on August 14, 1947 there was complete silence in this sector. Library employees who were mainly Hindus left for India and those coming to Pakistan were not trained sufficiently to replace them. Even more disquieting is the fact that Pakistan was denied its rightful share of library resources built up over the years during the British rule. It inherited only two libraries of some significance. The largest library then consisted of 105,295 printed books and 15,000 manuscripts. For almost a decade libraries were a neglected institution because of other national priorities. Starting from 1956 a number of library development plans were formulated, both by foreign experts as well as local experts, but none were implemented, even partially. The library scenario, as compared to West and even some countries of Third World, is not encouraging at all. Nonetheless some improvements have taken place.

Taken as a whole, compared to other types of libraries, the university libraries are better placed in respect of resources available, organisation and services. In the early years of independence little attention was paid to higher education because of some other national priorities. It was after the report of the Commission on National Education in 1960 that the need for a fresh outlook with regard to education in general and higher education in particular was recognized. Three more universities were established, making the total from four to seven. But the real growth in the field of higher education took place during the 1970s when twelve universities were established. The enrollment jumped from 22,777 in 1975 to 48,098 in 1980-81. This dramatic expansion has seriously affected the quality of education. Besides other factors this unplanned and unsystematic expansion has affected the university library services. By the late 1970s there was a crisis as termed by Feather and Smith. There existed a climate of stagnation and decline in university librarianship. Even some positive move on the part of University Grants Commission in the closing years of 1970s and early 1980s, did not help very much in this regard. As a matter of fact university library provision is not enough even to meet the modest needs of our present-day researchers not to
speak of prospective users of information. No sign of improvement is visible. The condition of more than 500 college libraries, with few exceptions here and there, is not satisfactory, too.

With regard to national library, the country has been somewhat unfortunate. As early as 1850 a library by the name of National Library (Liaquat National Library) was established at Karachi; the scheme was dropped in 1964 (and it was named as Liaquat Memorial Library) after the shifting of the country's capital to Islamabad. There was no national library in practical terms until most recently and its functions were carried out, though on a very limited scale, by the Department of Libraries, a subordinate department of the Federal Ministry of Education. In fact, the National Library of Pakistan has come into existence in April 1988, with the shifting of its meagre collection of about 100,000 volumes, collected over the years by the Department of Libraries, to its newly constructed building, costing Rs.130.322 million (72). Nonetheless an act explaining the functions of the national library is still awaited. Truly speaking, it will take long for it to function as country's national library in true sense. The production of national bibliography, although somewhat irregular, is the responsibility of another institution, National Bibliographical Unit, housed in the National Library. The bibliography is compiled on the receipt in the National Library under the Delivery of Book Act, 1987.

There is no organised system of public libraries, although there are a number of so called public libraries, mostly subscription libraries, under the charge of municipal and social bodies. Enactment of a legislation providing legal basis for the public libraries in the country is still awaited despite repeated calls to this effect by librarians on the eve of their conferences, seminars and symposiums.

At present, there are about 150 public libraries in the country. Apart from a few majority of these libraries occupy temporary buildings. Their holdings are mostly fiction and out-of-date books. A major portion of the collection is in English language. Very few are properly staffed. In majority of libraries one
seldom finds a qualified librarian on the staff. In the absence of proper staffing the existing resources are inadequately organised and housed. Their services are limited. The main source of finance is the regular grant from annual budget of the municipality and subscriptions charged from the public(73).

No account of public libraries in Pakistan can omit British Council and U.S.I.S. libraries. Both these library systems, with libraries at Karachi, Lahore, Islamabad and Peshawar, are popular among the intellectuals, researchers and particularly the college and university population. Because of their active collections and its scientific organization, comfortable physical facilities, and more importantly, reference and circulation services these libraries have become the symbol of standard library service in the country. In fact, they serve the purpose of yardstick for public for evaluation of the standard of their own libraries. The role of these libraries is further enhanced for creating library consciousness in the early years of independence.

Plans for development of a library system in the country were formulated both by foreign experts and local librarians. But unfortunately, none could be implemented, even partially. Why it so happened ? An answer to this lies in deeper looks of these schemes which might reveal to an impartial observer that foreigners for the most part based their recommendations on library situations in their own countries. And more or less, similar pattern or strict textbook approach was adopted in formulation of indigenous plans. More importantly, rural areas where majority of the population live have been altogether neglected in majority of cases(74).

Library provision for children, whether in the children's section of public libraries or in school libraries, does not present an encouraging picture. Some provision in this regard have most recently been made by only a few public libraries, located at Lahore and Karachi(75).

School library development in Pakistan is in its embryonic stage. In fact, school library development has had not attracted the
attention of educational authorities. For this reason its
development has been for the most part sporadic and spotty. Only
a negligible percentage of schools under government control have
a library in some classroom of the school. Books are out-dated
and librarians with a short training in Library Science is
handicapped for want of funds, staff and material. On the other
hand there are some excellent school libraries in grammar schools
and grammar-type schools in the private sector(76).

Defective educational system, lack of children literature, dearth
of library funds are the major constraints in the development of
school libraries. However, it is a matter of great satisfaction
that importance of school library provision is being increasingly
recognized, but it will be many years before minimum standard of
school library provision can be reached.

The majority of special libraries are attached to government
departments and institutions or to universities and colleges,
while a far smaller number have been set up in recent years by
industries and firms. The main concentration of these libraries
is around the large cities and metropolitan areas. The collection
of books of such libraries is not large. Books and periodicals
form still the largest segment of their holdings. The non-print
and audio-visual materials are almost non-existent. In respect of
services too, these libraries have not succeeded in freeing
themselves of the traditional approach which lay emphasis on the
collection, organisation and use of material rather than on the
collection analysis and evaluation of data(77). The most popular
service provided is the list of current acquisitions. In rare
cases bibliographies are prepared on request. The services like
indexing and abstracting, SDI, translation, literature searching,
and editorial assistance are totally absent, even in theory and
concept.

The concept of computer oriented information service is gradually
gaining ground. This is true both on the part of users as well as
suppliers of information. A few libraries, most recently, have
started experimenting the application of computer to library
programmes. In fact, the know-how about the use of computers for
library programmes is yet to be fully developed. Most recently, the Netherlands Library Development Project Pakistan, started in 1991, is making serious endeavour in this regard in the form of providing training facilities both in Netherlands and at home, by establishing computer centres in provincial metropolis and through presenting microcomputers to selected library schools and libraries (78).

Pakistan Scientific and Technical Documentation Centre (PASTIC), the new name of PANSDOC (Pakistan Scientific and Technical Documentation Centre), which was to act as a premier organisation for coordination of libraries in the areas of science and technology, had not been somewhat instrumental in providing the necessary leadership so far as introduction of information technology was concerned. The Centre itself works along traditional lines.

The importance of library associations for monitoring library developments, particularly in countries where library advisory councils do not exist at the government level, cannot be over emphasised. But observation shows that the existing library associations in most of the countries of Third World have failed to shoulder leadership responsibilities because of their weak organisational structure, poor membership and lack of financial resources. This is also true in case of Pakistan. Over a dozen local, regional, provincial and national library associations exist at present in the country. All these associations, no doubt, have had contributed to the growth and improvement of library services, but their contributions seem to result from random programmes rather systematic planning. Their activities focused on current problems rather than on established objectives and long range goals. In recent years Pakistan Library Association has been the target of criticism (79).

The library training facility is quite adequate. At present, the country has six post-graduate library schools with an annual output of above 200 graduates. The first degree awarded is Bachelor in Library Science/Bachelor in Library and Information Science — a one year course after university graduation. All of
them offer Master's programme (one year after Bachelor in Library Science/Bachelor in Library and Information Science) and two of them (Sindh and Karachi) offer M. Phil programme also. The University of Karachi also offers a Doctoral programme since 1967. A programme of library education through correspondence leading to Bachelor's Degree in Library and Information Science (BLIS) is offered by the Allama Iqbal Open University. The institution of a Master's degree is also under the active consideration of the University. Besides, several library associations and Department of Libraries, Government of Pakistan, run courses of short duration. Also the discipline of Library Science is available as an optional subject at the undergraduate level and higher secondary level.

The shortage of competent teachers with practical experience of library work is perhaps the most serious problem in this sector. Moreover, the number of teachers with knowledge and competency in information technology is very low.

This section would remain incomplete without the mention of contributions of some foreign entities to library development of this country. The Asia Foundation has been in the forefront of furnishing books to all types of libraries in general, and academic libraries in particular. Likewise, British Council assisted the universities and colleges as well as several research organisations through providing donations of books and by paying subscriptions to professional journals. Both the Asia Foundation and British Council provided services of library experts and helped in training of Pakistani librarians abroad. The contribution of United Nations and its agencies particularly, UNESCO, has been significant. The USIS had also been active in this regard.

The most critical problem in the development of libraries is illiteracy. The lack of enough literature in the local vernacular contributes also to the problem of library development. The development of academic libraries is hampered by the fact that teachers and students tend to use only a few prescribed books as a source of information. The absence of powerful professional
organisation has also hindered the growth of libraries. Above all, the prevailing politicization of the campuses does not permit the library schools to produce the qualitative manpower.

**Distance Education**

Since 1960 distance education has become increasingly recognized as a significant form of education. Both developed and developing countries have seized upon its advantages to meet pressing educational and social needs. It has had a special appeal for Third World countries where the demand for education has consistently run ahead of resources resulting in deprivation of education to a great bulk of the population. At the same time there is a need for continuing education. Also, semi-literate group of the population need awareness of their basic human rights, and new literates need their rightful status as equally communicating member of their society. It was, in fact, the pressure of these problems and other economic and social constraints, in the opinion of W. M. Zaki, an eminent educationist and the first Vice-Chancellor of the Allama Iqbal Open University (initially it was named as People's Open University), which has compelled the educational planners of more and more countries to explore the possibilities of distance education as a solution(82).

In Pakistan, a distance learning model has been used by Allama Iqbal Open University - a multi-media, multi-level, multi-method teaching institution. Established in 1974, the University has succeeded in offering courses from literacy to post-graduate level. Its distance teaching system takes the learning package to the home and workplace of its students. Generally the learning package consists of printed text specially designed to suit self-learning without the help of teacher, and supported by radio and video-cassettes on national transmission networks or audio and video-cassettes and other learning aids. Courses are also made available to those who seek knowledge without enrolling for a degree, diploma or certificate programme. The University provides a second chance to working adults who for some reason could not continue their education in formal institutions and seek to
improve their qualifications. It provides continuing education by affording in-service training to practicing professionals in many fields of national importance. Besides, general education, technical, vocational, and professional courses are also offered at various levels. The M. Phil. and Ph. D. programmes are also available in some selected fields.

The main objectives of this university are as under:

1. "To provide facilities to people who cannot leave homes and jobs;
2. To provide such facilities to the masses for their educational uplift as it may determine;
3. To provide facilities for the training of teachers in such manner as it may determine;
4. To provide for instruction in such branches of learning technology or vocation as it may deem fit, and to make provision for research and for the advancement and dissemination of knowledge in such manner as it may determine;
5. To hold examinations, and to award and confer degrees, diplomas, certificates and other academic distinctions".

The University's headquarters are located at Islamabad, but its educational facilities extend to even the remotest parts of the country, firstly through the mailing of learning materials, radio and TV broadcasts and secondly by tutorial services provided by its regional offices located at major cities like Karachi, Hyderabad, Quetta, Peshawar, Lahore, Multan, Faisalabad, Mirpur (Azad Kashmir), Rawalpindi, Islamabad, Gilgit, Sukkur and Bahawalpur. Regional Directors based at these offices arrange for tutorial support to the students at local level, both through correspondence and by operation of study centres established in various educational institutions of the formal system.

Over the years there have been improvements and expansions both in the course programmes of the University and in enrollments for various courses. The University started initially with only five courses in 1975-76; after five years, by 1979-80, the total number of courses increased to 32. By the year 1985-86, the number of total courses offered reached 82. In 1988-89, the
The number of courses offered was 160, with more than 200,000 admissions.

The University divides the academic year into two semesters. Each semester normally lasts six months from April to September, and from October to March. All the courses are notified in advance through special advertisements in national newspapers so that students may contact admission office or the nearest regional office and select the courses of their interest. There is always a deadline set for admissions in each course. After admissions instructional materials are sent to students at their given addresses. These printed units are supplemented by radio and TV programmes. Programmed schedules are sent to students with the correspondence package. In addition, assignments are sent throughout the period of study.

Study centres as mentioned elsewhere are spread throughout the country and are managed by the respective regional offices. Tutor-student contact is therefore, both by correspondence and at study-centre meetings in the evening or on weekly holidays. A schedule of meetings is sent to the students at the start of each semester.

A full-credit course has an actual study period of 18 weeks. A correspondence unit for each week requires about 10 hours of study. A half-credit course consists of nine units. Most courses have nine or more radio programmes during the semester and several courses also have television programmes. Some courses have workshop components also. Each full-credit course has four assignments and a half-credit course has two, which the students are required to complete and send to their tutors for assessment.

The tutor-marked assignments are returned to the students with instructional notes. The marks obtained by students in these assignments are sent to the examination department for recording and the preparation of results. Final examinations are held in the last week of each semester. The overall result is based on a combination of continuous assessment (40%) and final examination (60%). The minimum pass mark in each course is 33%, but the
aggregate for the award of a complete certificate is 40%(86). Some 70% of the time is spent on reading the printed text, the rest being devoted to listening to weekly radio and TV programmes and attending tutorial at study centres.

The University provides instruction mainly in Urdu, but English is also used as a medium of instruction in certain subjects. Facilities are provided to students to take the courses in their mother tongue. Keeping in view the demand from some corners of the country, the University has also allowed students to answer their question papers either in Urdu or in any of the provincial languages(87).

Till 1989, the University awarded 75 M.A. degrees, over 3000 B.A. degrees and 5,000 certificates of intermediate level. About 10,000 Arabic teachers and 550 English language teachers have received training from here. The University publishes 1.5 million copies of textbooks, sends 70,000 packets of reading material to students by post and broadcasts more than 750 radio programmes and telecasts 130 TV programmes annually"(88).
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CHAPTER III

THE BOOK TRADE

Background

The book industry of a country largely depends upon the educational progress of its people. In this respect, Indo-Pakistan sub-continent had been unfortunate since the percentage of literacy here had always been lower, if not the lowest, than anywhere in the world. As a matter of fact, the sub-continent remained totally ignorant in the art of printing till it came in contact with Europe. The establishment of this contact with the discovery of India by Vasco da Gama in 1498, laid the foundations for trade between East and West. Of all the Europeans who attempted to penetrate commercially into South Asia, the Portuguese, with their claim of monopolistic rights in the trade, were the first to reach here. Goa was their first settlement about 250 miles south of Bombay. The original Portuguese settlers were followed by Jesuits, who arrived in Goa about the middle of second quarter of 16th century. "In their task of conversion they needed quick means of printing and two presses were ordered from Europe. These presses arrived in 1550 but nothing seems to have been published till 1557 when a Catechism - the first book to be printed in India - was printed and circulated" (1). St. Francis Xavier is reputed to be author of this book. At least 13 more books, almost all on religion, were printed by 1588, followed by a period of complete stagnation the reason for which is not known. However, printing activities started afresh in the second decade of 17th century, resulting in the printing of another 21 books in Goa between 1616 and 1674(2). The installation of printing presses continued, although at much lower pace, with a result that by 1679 the towns of Cochin (1577), Punikael (1578), Vypicotta (1602) Bombay (1674), and Ambalaked (1679) in Southern India had printing presses, primarily for printing of religious material(3).
The printing as a trade could not develop in the South because its use was substantially limited to religious works. Furthermore, missionaries did not make use of the local languages on a wider scale for printing of religious literature. There is no doubt that early missionaries, following the advice of St. Francis Xavier, made efforts to print books in Tamil characters and other native languages, but failed to succeed due to some contradiction in this idea by their successors(4). Obviously, retardation of printing activities in almost all centres resulted. It generally came to a complete standstill in Goa by the end of 17th century.

Quite contrary to the South, printing in Northern India was introduced due to the efforts of 'enterprizing amateurs'. It was introduced in Calcutta by J. A. Hicky in 1777, followed by an establishment of seventeen other presses by the end of the century. All these presses were owned and headed by Europeans, but largely assisted by natives. Honorable Company Press was the most important and highly prolific printing office before 1800. In fact, the whole commercial printing trade at Calcutta was organized around the production of 24 newspapers (19 weeklies and 5 monthlies) in the last quarter of 18th century. Of other printing works common to all types of presses during this period, mention may be made of printing of government rules and regulations, stationery, blank forms, pay bills, bills of lading for shipping, hand bills, various types of bond papers and catalogues of circulating libraries. Efforts were made to meet practical needs of the European community by printing "maps, medical works, grammars and dictionaries in local languages, treatises on law and land revenue" etc. Eventually, between 1777 and 1799, a total of 368 works were printed at Calcutta, but unlike Goa very few Christian works. But it is also true that very little creative literature was produced because of the limited capacity and resources of local presses and high costs of printing. Even a scholar and man of eminence, J. B. Gilchrist, had to encounter financial frustrations in getting his famous, A dictionary, English-Hindoostane printed. The absence of quality printers at Calcutta could be cited as another reason in this regard(5).
One of the main reasons for the high costs of printing was the fact that nearly all printing equipment and material - the presses themselves, types, paper, ink, etc. had to be imported. This problem did not last long owing to the contributions of some Englishmen who had special interest in Oriental learning and cultural development of India. The first man whose name is mentioned in this connection was Sir Charles Wilkins (1750-1836); also credited with being the father of Indian printing. He also invented and cast printing types for Persian and Bengali characters. Apart from Wilkin's type-foundry attached to Honorable Company Press, there were one or two commercial type-foundries at Calcutta before 1800. Likewise, availability of quality paper was made possible with the establishment of Calcutta Paper Mill by Brown in 1790.

The story of printing in India cannot be complete without the mention of Serampore Missionaries, which were located fourteen miles south of Calcutta in the jurisdiction of Danish settlement. They were missionaries of a very different type. Like the Baptists they had evangelistic outlooks and believed in appealing to the people in their own vernaculars, using their own heritage of literature and knowledge, and imparting Western education of practical types. To meet this objective "they devoted themselves mainly, but by no means exclusively, to Bengali - the systematisation of the language, the production of Bengali types, and printing and publication of vernacular translations, not only of the Bible, but of other useful works". Their outstanding contribution had been in the shape of translations and printing of the Holy Bible into 34 different regional languages between 1801 and 1822. The production of types for printing in so many languages/characters is itself a unique achievement taking into view the scarce facilities available at that time. The credit for all this goes to the trio of great British men of culture, William Carey, Joshua Marshman and William Ward.

The institution which laid the foundation of prose writing in Urdu language was Fort William College. It was founded in 1590 at Calcutta to train the civilian employees of the Company in
regional languages and customs of India. Under the able guidance of Dr. John Gilchrist, the College had published 31 Urdu books between 1800 and 1818(12). The College had its own press by the name of Hindustani Press.

Notwithstanding the above developments, printing process had not registered any significant progress with respect to production of books either in classical or local languages. Why was it so? Which factors had not allowed the growth of printing on scientific lines? Answers to these questions could be found in the intellectual environment prevailing in India during the first half of the nineteenth century. The intellectual interest during this period was centered around education, which laid the foundation of modern education in India. This was the period of predominance of English language and English ideology which found expression in the rapid spread of English education. To be brief and more precise English commanded far higher market values, and obviously creating a market for books in English language. In order to meet the increasing demand of books in English language, Calcutta Book Society was founded in 1817 for the preparation, publication and cheap supply of useful works. But the situation was quite reverse as far as the demand of books of Oriental languages was concerned. It is borne by the fact that programme for large-scale printing of Arabic, Persian and Sanskrit books to help the education movement, prepared by the Committee for Public Instruction in 1823, resulted in unqualified failure. The above point of view is further strengthened by the figures that "Calcutta Book Society sold 31,000 English books in two years while there was so little a demand for Persian, Arabic and Sanskrit books that three years' sale did not pay even the expense of storing them for two months, to say nothing of the printing expenses"(13). With the introduction of English in 1835 for pleading and proceedings in the Courts of Bengal, along with Persian and Bengali, the demand for English books on law also increased. The modernization of legal and medical education during this period further accelerated the demand for books in these disciplines.
Newspapers printing also developed during this period at a faster pace. This is evident from the fact that by 1839 Calcutta alone had 35 newspapers (six of them dailies), Bombay possessed 14, Madras 9, Ludhiana, Delhi and Agra, one each. Most of them were published in the English language. Urdu journalism did not start till 1856. Why was the development of Urdu journalism relatively slower? In fact, this was because the Urdu type never became an accepted institution with the Urdu reading public. Even today Urdu readers have not made up their minds to modified shapes of letters for printing purposes, different from the letters in the cursive writing to which they have become accustomed. However, the introduction of lithography in 1837 for the purpose of printing of Urdu books supplied a cheap medium for the multiplication of Urdu manuscript writings, but its limitations never made a substitute for type-printing. However, with the improvement in lithography and printing techniques the problem has somehow been solved. The first lithographic press was set up in Delhi about 1837, followed by Lucknow soon afterwards. Newspapers, pamphlets, government notices, acts of the Legislative Councils in Urdu translations, as well as serious literary works began to appear in lithographic print. On the one hand, increased printing helped the diffusion of education, whereas on the other organisation of public education created a greater need of the Press. Similarly, development of the vernacular and expansion of journalism reacted with each other, both influenced and being influenced by printing presses and spread of education.

By the middle of the nineteenth century, territories now constituting the provinces of Sindh and Punjab had been included in the British Kingdom of India. Lahore had then started to assume an important position culturally. The first newspaper, The Lahore Chronicle, appeared from this city in 1846. The Koh-i-Noor Press was set up in 1849 at Lahore followed by another press in 1850 and in that year, two other presses published one newspaper each along with 17 books (6,176 copies). Moreover in 1853, two presses were set up in Multan and one in Sialkot.
In the post-Mutiny period down to 1885, a new orientation was strongly marked in the minds of Indians. The ascendancy of British ideology became the dominant feature, particularly more evident in education. The educational development with the establishment of universities and colleges in the second half of the nineteenth century further boosted the printing and publishing activity. All achievements of nineteenth-century India were centered on Calcutta with a lesser degree of concentration on Delhi, Lucknow, Lahore, Bombay and Madras. Nonetheless it may be added that publication of books in those times was mainly confined to subjects like theology, fable-literature and social reconstruction vis-a-vis, the new political set up. Through the spread of education a need for preparation, publication and distribution of textbooks was recognized by the Indian Education Commission of 1882-83. For this purpose the Commission recommended the formation of textbook committee in each province, comprising of departmental officers and qualified persons from different sections of the community, and books were to be published by private publishers. Further, the Commission suggested that books in English language be distributed through the private sector, while Government Book Depot be given the responsibility for supply and distribution of vernacular books(17).

With the dawn of the present century, book industry in British India depended on :(1) bookshops which undertook publishing too, (2) printing presses which printed books for others, and, (3) the Government printing which produced official publications. The publications mostly included school textbooks, the Holy Quran, religious works and books of fiction. In the areas which now constitute Pakistan, Lahore achieved pre-eminence in this field with the establishment of some publishing houses by the end of the last century or at the beginning of the present one. Of such publishers mention may be made of Daru'l Isha'at, Ferozsons and Shaikh Ghulam Ali & Sons, which specialized in the publication of children literature, the Holy Quran, and Islamic Studies respectively(18).
Through the adoption of modern methods and equipments in early years of the 20th century, the industry took a step further by publishing a greater number of newspapers, periodicals and book on diverse subjects, such as philosophy, Islamic thought and literary criticism. One of the outstanding features of this period was the introduction and publication of modern novels and short stories which began to gain great popularity with the gradual spread of education. Besides, another notable aspect of the industry was the publication of an increasing number of books translated from English into Urdu on a wide variety of subjects including chemistry, physics, economics, political science and commerce(19). Two publishers from Lahore made great names for themselves through large number of good textbooks brought out from 1920 onwards. They were Uttar Chand Kapoor and Rai Sahib Munshi Ghulab Singh. Other entrants in the field a little later were Taj Company, the renowned publishers for the Holy Quran, and Shaikh Barket Ali, famous for their publications of scholarly books on Islamic subjects.

A significant change took place in the industry after the World War II with the replacement of printing machines. The import of all types of machinery including printing presses, was not allowed after 1940 through the war period(20). The output of publications also increased manifold as a result of the comparatively larger percentage of literacy and growing political consciousness among the people who were seized with the desire to acquire more and more knowledge of the world around them. Amongst the various types of publications, which made appearance during this time, particular mention may be made of romantic, pseudo-historical and detective novels, which enjoyed greatest popularity and acclaimed the largest sales(21). Obviously, these developments led to the coming up of large bookstores during the thirties and forties at provincial headquarters and other major cities throughout British India.

Post-Independence Period: Truly speaking, there was no book trade in Pakistan on the eve of its independence. Lahore had traditionally been a great centre of book industry in British India, but at the time of the partition, most of its publishing
houses, owned and run by Hindus were shifted to India along with the migration of their owners. To mention some in particular like Uttar Chand Kapoor, Munshi Ghulab Singh, Sardar Sant Singh, Thakur Dev Anand, Atma Ram & Sons and Ram Krishna & Sons, are considered to be the leading Indian publishers today. It may, however, be clarified that the number of Muslim publishing houses was not adequate enough to fill the gap. The leading Muslim publishers of Lahore of pre-independence period were: Malik Fazal Din, Haji Chiragh Din & Siraj Din, Shaikh Ghulam Ali & Sons, Malik Din Muhammad, Darul Isha'at, Taj Company, Ferozsons, Shaikh Mubarak Ali, Shaikh Muhammad Ashraf, etc. But in course of time some of them gradually disappeared from the publishing scene. The business of those who managed to remain active suffered a decline, primarily because of a shrinkage of market(22). Very little printing and publishing took place out of Lahore, which is more evident from the fact that in 1947 in Karachi, which was then the capital of the country, there was no press worthy to name(23). However, Lahore soon re-established itself as the main publishing centre in Pakistan for the production of books. On the other hand, publishers at Karachi preferred commercial publishing being more profitable(24).

By April 1961 there were 21 publishers in Lahore and 22 in Karachi (25). However, the Pakistan National Bibliography 1962 gives altogether a different figure: 172 in Lahore and 98 in Karachi (26). In 1966 this number rose to 296 and 138 respectively, while Hyderabad had 41 and Peshawar 16 presses, whereas the rest of the country had only 69(27). The Pakistan National Bibliography 1988 enlists 101 publishers in the country(28).

During the early years after independence the book publishing, as a matter of fact, was primarily confined to school textbooks. Public sector publishing was insignificant and mostly limited to official material. Academic publishing was almost non-existent. Moreover, very low standards of publishing dominated owing to problems faced by the industry in import of material, machinery and spare parts. The Government too, had not been very much instrumental in this regard. For the first time in 1959, the
Press Commission, constituted by the President of Pakistan, took note of the poor state of printing facilities in the country. Of other causes hampering the growth and development of the industry, mention was made of poor quality of the machines. To be more specific, the Commission argued that "a very large proportion of these machines are very uneconomical, and we saw some machines in operation which were more than 50 years old"(29). Of all the Commission's recommendations on the subject of printing, the following deserve some mention:

1. That old and outmoded machines should be replaced by more modern and more economical ones.

2. That Government should send or subsidize the sending of suitable candidates abroad for special training in the printing industry.

3. That Government ought to establish a printing school in the country on lines similar to those of the London School of Printing.

4. That licenses for the import of machinery, spare parts and other material, which are not available in the country, and are necessary for the printing industry, ought to be granted on liberal basis(30).

It was also during this period that the country's Second Five Year Plan (1960-65) made provision of 30 million rupees for the development of printing sector(31).

However, these steps could not produce tangible results in alleviating the difficulties and problems faced by the book industry in 1950s, which could be summarized as: (1) lack of distinction between publisher and printer, (2) absence of copyright law, (3) non-availability of modern printing machinery, (4) non-availability of quality paper and ink in the open market, and (5) absence of binding facilities with machines. Notwithstanding these problems the demand for books, particularly the textbooks for all levels of education, was growing at an alarming rate because of an unprecedented expansion in educational facilities. The responsibility for provision of textbooks from grade I to XII rested with the Education Department of provincial governments, which were empowered to select manuscripts, arrange their publishing and distribution.
There did not exist any specific problem; however, the availability of college and university level textbooks posed some hardships since these had to be imported by bookdealers mostly located at Karachi or Lahore. It may also be mentioned that a large majority of imported books were sold to libraries since majority of students could not afford to purchase them. With a few exceptions, libraries too did not purchase more than a couple of copies, owing to their budgetary limitations. In fact, these constraints left with no other option but to seek foreign assistance in this regard.

A number of agencies found themselves interested in development of book activities in the country in one way or the other. For instance, the Asia Foundation was a large source of donated books to the country's educational institutions. The Textbook Translation Programme of United States Information Service assisted in meeting the textbook requirements in Bengali and Urdu languages. The book development project, created by the USAID Mission to Pakistan, had been a useful source of U.S. scientific, technical and professional books for universities and colleges. Franklin Book Inc. had been active in the promotion of textbooks programme through translation in cooperation with local publishers. The British Government provided subsidy on import of British books during the early 1960s. Last, but certainly not the least mention may be made of UNESCO for its book related activities in the country.

With a view to initiate book activities in South and South East Asia a number of seminars on various aspects of book industry were sponsored by UNESCO, between 1956 and 1963, in the countries of the region. The Murree Seminar on Reading Material (Regional), held in 1956, was the first seminar to be held in this series. In fact, its recommendations were addressed to various official and non-official agencies in order to attract the attention of the Government to this effect. Consequently, in 1958 J. E. Morpurgo, Director of National Book League, London, surveyed on behalf of UNESCO the book world in Pakistan for the Government of Pakistan. The study covered significant aspects of book development, but solutions to all problems and constraints were
presented by Morpurgo in the establishment of his proposed National Book Trust of Pakistan. Some of his observations are even true today which include:

1. "A relatively high percentage even of the literate population of Pakistan is not aware of the value of books, rarely reads books and seldom buys them;

2. Even those who do read books have not yet as a rule awakened to the value of ownership;

3. That there are markets for books which have as yet been unreach ed;

4. A large percentage of the population of Pakistan is out of reach of a bookseller" (34).

The need to unite various elements of the book industry with those active in book related fields into a body to promote the cause of more books was also recognized by the Commission on National Education (1959). To meet this objective, National Book Centre was established as an autonomous organization on 29th July 1960, through the assistance of UNESCO. Its primary functions were described as: (1) to create book awareness and inculcate reading habits among different classes of people; (2) to harness book production resources of the country; (3) to raise book production standards along with introducing progressive techniques of production and distribution; (4) to disseminate information and technical services to government and non-government organizations, within and outside Pakistan, on all subjects concerning books; (5) to publish data about books for general information; and, (6) to arrange book festivals and exhibitions (35). Moreover, it may be noted that these functions were in line with those suggested by Morpurgo for his proposed "National Book Trust of Pakistan". However, the National Book Centre was reorganized in 1975 as the National Book Council of Pakistan, which is discussed elsewhere in this chapter.

The Commission on National Education (1959) paid special attention to the problems of textbook production. It recommended that all textbooks used in elementary and secondary schools must be produced within the country. For this purpose, the Commission also recommended the setting up of Textbook Boards in each

Another important development in early sixties was the promulgation of the Copyright Ordinance in 1962, which partially provided some protection to the publishing industry. In mid-sixties the book development attracted the attention of USAID which sponsored a study by an international group on book production, importation and distribution in Pakistan within the regional context (Pakistan, Iran and Turkey) (37). Some of the important recommendations of the Group included: (1) organization of writing workshops and institutes to stimulate authorship; (2) organization of training courses and seminars to teach booksellers modern management and marketing methods; (3) arrangement of machine binding; (4) institution of printing courses in vocational schools and award of fellowships for advanced technical training abroad; and, (5) abolition of import duties on paper along with provision of subsidy on paper for educational purposes.

The books, particularly textbooks problems, also attracted in 1966 the attention of the Commission on Students Problems and Welfare which remarked that "Errors of historical nature in the books written by Textbook Boards and the language confusion in all other textbooks be avoided. Black marketing in textbooks be stopped and arrangement should be made to supply sufficient number of books at cheaper rates" (38). The Commission also recommended the setting up of committees consisting of senior teachers of universities and colleges to prepare textbooks in all subjects so that in course of time foreign books may only be needed for reference and supplementary readings. Further, it recommended that the prepared textbooks should be published by the universities themselves and preferably by their own printing presses wherever such facility existed (39).

The Education Policy, 1972-80 (40) gave further impetus to the book industry by recognizing the need and hunger for books of all types and other reading materials for expansion of its higher education programmes at all levels, and commencement of literacy
campaign. It particularly noted the gap between demand and supply of books in the areas of scientific and technical education. Steps were therefore taken as envisaged in the Education Policy to strengthen the national production of books and reading material. Of these, creation of National Book Foundation in 1972 could be termed as a significant step. Simultaneously, the International Book Year - 1972 focused the attention of the Government on the urgent need of book development and stimulated it in launching new initiatives in this field. The survey of reading habits, Reading Habits in Pakistan(41), from a sample size of 2,958 belonging to seven different groups (students, teachers, journalists, professionals, executives, workers, agriculturalists and housewives) was its main achievement. It was sponsored by the National Book Centre of Pakistan and conducted by the Pakistan Library Association. The methodology employed for this survey was the "direct interview technique" through a structured questionnaire, and the major findings of which are given below:

1. "Teachers and journalists read more books and magazines than all other people. Housewives read the least."

2. Agriculturalists spend more time than any other group in reading magazines, while executives and professionals spend the least time in this work.

3. Agriculturalists spend more time than any other group in watching T.V., while workers spend the least time.

4. A vast majority of all the books is selected by the readers themselves. Teachers play a role much smaller than friends and relatives in the selection of books that people read. Parents play practically no role in selection of books.

5. Religious books and novels are most popular amongst all groups, while drama, science-fiction, and essays are least popular.

6. Executives purchase 73.5% of the books they read, and housewives purchase only 17.6% of the books they read. Only 2% of the books read by people were obtained through gifts.

7. The major reasons for not reading books are lack of time, lack of library facilities and high cost of books.
8. The reasons attributed to reading books are: (1) to increase knowledge; (2) to pass time; and (3) to seek pleasure(42)".

The above findings were criticised for presenting "stereotype opinion rather than a true pattern of reading" (43). In fact, fair results can hardly be expected by employing the method of personal interviews based on structured questionnaire, because of self-conscious responses on the part of interviewees, especially in a developing country like Pakistan. In order to give more authenticity and reliability, other methods such as reader's tickets, book cards and observations could have been utilized.

There had not been any significant development on the subject of book trade until April 1986, when the National Book Council of Pakistan organized a "5 Day Workshop on the Future of Book Trade in Pakistan" in Karachi. Some of its observations included: 1) publishing be recognized as an industry; 2) financial institutions be directed to allot special funds for book trade; 3) the duty on paper, ink, binding materials etc. used for book production be reduced; 4) paper at cheaper rates be made available to book publishers; 5) postal charges on books be reduced by 50%; 6) special shops be allotted for bookshops in all market areas; 7) tax relief be given to book trade for publishing and export of books; 8) copyright laws be revised and speedy justice be made available to copyright holders; and, 9) special encouragement be offered to writers of higher level textbooks and children books(44).

The last significant event in the context of book industry was a survey of private publishing by Yunus Said in 1987(45). The study was "initiated by an enquiry from the Ministry of Education addressed to National Development Finance Corporation to look into the possibility of providing low-interest loan and other such assistance to publishers, booksellers and authors"(46). Major findings of this survey included that: (1) about 500 new titles and a total number, including reprints, of 1500 to 2000 titles were published each year, (2) the total number of bookshops in Pakistan was 400, while there were 600 sales outlets, (3) the total turnover of the book trade was estimated
at 630 million rupees, including imported books of Rs. 130 million, (4) booksellers were not satisfied with their library sales because of delay in payments, (5) lack of finance with publishers was found as the main reason behind the plight of the industry, (6) no protection of copyright from the Government was received either by local publishers nor foreign publishers, (7) British books, particularly textbooks, were in great demand than American books, etc.

The major and primary recommendation of the above report was that "publishing should be accepted as an industry... and all those facilities which are provided to other industries should also be provided to publishing industry"(47). Of other recommendations, mention may be made of: 1) subsidised paper should be provided by the Government for first edition of all scientific and technical works, 2) a code of ethics be evolved to protect the property of authors and publishers, 3) book industry be exempted from income tax for five years, 4) book trade should be exempted from customs duty and sales tax on import of machines, 5) imported books be allowed to be re-exported to neighbouring countries, especially Iran, where there was embargo on the import of books from United States, and 6) publishing and bookselling should be introduced as an optional subject in the universities to produce professional and practically trained personnel in all fields of printing, calligraphy, illustration, etc.(48).

**Book Development Planning**

**National Book Council of Pakistan:** In order to meet the growing challenge of the new gamut of book requirements, the Government reviewed the functions and constitution of National Book Centre and consequently decided to organize it into a National Book Council in 1975. The functions of the Council are detailed below:

1. "To formulate and execute national book development plans with cooperation of appropriate institutions in Government and private sectors, including national professional associations of writers, publishers, booksellers, librarians and others;"
2. To investigate periodically reading preferences of different classes of people and promoting reading habit;

3. To survey and study basic problems of book industry; to publish results and help solve these problems through agencies of Government and other relevant institutions;

4. To introduce innovative progressive programmes and techniques of book production, book promotion and book distribution through training courses, seminars, workshops, manuals and other tools;

5. To collect and publish data on books published in different languages, including bibliographies, guide-lists and reports;

6. To compile and publish directories of authors, publishers, booksellers, librarians, illustrators, book-binders and others;

7. To arrange book exhibitions and book fairs;

8. To launch and publicise new publications through different media;


10. To provide book information and technical service for different components of book industry;

11. To take steps for improved provision of reading materials, particularly for children and new readers through co-publication programmes;

12. To coordinate and execute international and regional projects of UNESCO and other agencies"(49).

The affairs of the Council are managed by a Board of Management, comprising of eminent educators, publishers, booksellers, writers, librarians and others. The Federal Education Secretary is its Chairman, and Managing Director is responsible for its overall administration. The Council's main office is located at Islamabad, with branches at Lahore and Karachi. The Council receives a grant from the Government of Pakistan and continuing assistance from UNESCO in the form of equipment, training facilities and funds for specific projects, such as book exhibitions, seminars and professional training.

Since its very establishment the Council had been instrumental in promoting the cause of books through its various activities.
Mention in particular may be made of the following:

1. Provision of Book Information Service through its bibliographic compilation and publication service.

2. Compilation and publication of reference works concerning book industry.

3. Investigation on reading habits of various groups.

4. Sponsoring of studies on problems of book world and publication of such reports.


Some of the recent achievements of the Council include:


2. Introduction of a scheme for cash awards to authors of best scientific and technical books.

3. Introduction of a scheme of readers' club and establishment of such clubs at Lahore and Karachi.

Of the Council's future plans and schemes, mention may be made of:

1. A scheme for financing the author's through the National Development Finance Corporation has been agreed in principle.

2. A scheme for establishment of an institute for the training of publishers, writers and translators is under the active consideration of the Council.
3. Possibility of introduction of publishing and bookselling as an elective subject at secondary level is being sought with Curriculum Wing of the Ministry of Education and other concerned bodies.

4. The Council realizes that manpower is the important factor of book industry. Efforts are underway to upgrade the existing Polytechnic Institute of Printing and Graphic Arts, Lahore. A feasibility report on this has already been prepared (50).

Surprisingly enough, the Council is not very active, at present. Why is it so? What made it inactive? Of the factors identified in this regard the lack of a permanent chief of the organisation for a period of around seventeen years is perhaps the most important. The pessimistic role of the Council could be traced back soon after the departure of Ibn Insha, its founder Director-General, in mid-seventies, but it reached its peak in mid-1980s with the resignation of Ibrahim Saad, the Deputy Director, who had been associated with the Council since its very early days. As a matter of fact, the Council since 1977 for the most part was headed by some part-time bureaucrate, entrusted with the responsibility to look after the routine affairs of the Council in addition to his own duties. After a gap of about twelve years in 1989, the Council once again, started picking up its activities with the appointment of Ms. Fahmida Riaz, a leading Urdu poetess, as its Director-General on permanent basis, but this did not last for long as she left the organization in 1990 with the change of the Government. And thus the Council was once again placed under the charge of some bureaucrate. Taking the advantage of the situation the Government curtailed its budget, which further paralysed the Council in so far its activities and future programmes were concerned. So much so that its regular monthly publication, Mahnama Kitab, tracing back its history since early 1960s, had to cease publication in 1992 owing to financial stringency. To be brief, the Council presently, exists for the sake of existence.
Government Policies

There is no official policy on books or book development. Certain policies have been necessitated by the obvious book needs in education sector and should perhaps be considered policy-oriented since they had guided action in book production.

Languages: The official state language of Pakistan is Urdu, although English remains the principal medium in government, law and commerce. English is a required subject of study in all schools above primary levels, if not the actual language of instruction. Most university lectures are delivered in English. Both prescribed and recommended texts, particularly in the field of science and technology, are either of British or American origin. Majority of indigenous popular publications are in Urdu, followed by English used for technical and scientific books. The Government, however, prefers English for its publications. The local languages have been neglected so far since no organized efforts are made to boost up their publications. For some of these languages, development boards had been established but could not produce as much as was expected of them.

Authorship: No proper patronage to authors is available. The works of many authors remain unpublished because publishers do not find any immediate return of their publications, and are not prepared to risk a long-term investments. As a result, authors are discouraged. However, those who manage to get their works published through their own efforts undergo much hardships in running after printers, booksellers and libraries to print and sell their works. With a view to encourage the growth of literary output, prizes are sponsored by various commercial organisations to authors on their productions in various disciplines. But such efforts are not enough to stimulate greater writing activity on a wider range of subjects.

Readership: It is usually argued that Pakistanis do not read books beyond class-room unless they are to face an examination of some sort. This is not the case with Pakistanis only but also with the people of other developing nations too, where education
had been the stepping stone to good jobs, financial gains and comfort. A number of surveys of various groups of population had been conducted in the past (53).

Copyright: Copyright laws in Pakistan are governed by the Copyright Ordinance 1962 (54). Earlier, Indian Copyright Act of 1914 was operative. The Copyright Ordinance 1962 was amended by Act no. 11 of 1973, with the main purpose to meet the shortage of textbooks through translation and reprint of foreign publications by National Book Foundation (55). Once again, the Copyright Ordinance 1962 was amended in September 1992, providing, among others, new definition of "audio-visual works". To curb the menace of piracy and prevent infringement of copyright works, existing penalties in terms of fines and punishment have been enhanced. Moreover, the police officer has now been authorized to not only seize the pirated material/infringed copies but also to arrest a person without a warrant. All the offences under the Ordinance have been made non-bailable. The magistrate has further been empowered to direct an offender to pay to the aggrieved party an amount by way of compensation up to 50 per cent of the fine imposed upon him in addition to the fine to be deposited by him in Government treasury. Through this amendment the Board has to decide the matter/disputes within one year. An appeal against the decision of the Board could be filed before the High Court (56).

Manpower: Polytechnic Institute of Printing and Graphic Arts (Lahore) is the only institution which imparts training in techniques of book publishing and printing for middle level technicians. There are staggered courses also organized from time to time by National Book Council of Pakistan for those who are already in the profession. Moreover, the Council is contemplating, through the cooperation of UNESCO, to raise the level of training by upgrading the existing Polytechnic Institute.

Import of Materials and Equipment: Most of the materials, particularly machinery, required for publishing industry had to be imported. The Government makes concessions and subsidies in
the form of reduced tariffs for approved users.

Professional Organisations: The Pakistan Writers Guild, a national association of authors, tracing back its history since early sixties, is somewhat inactive at present. Pakistan Academy of Letters, established in 1986, is a government organisation, whereas other organisations are localised. The need for an active national association of authors has been recognized in recent years. The call to this effect has been voiced by local authors through print media, as well as through literary periodicals.

Publishing: an overall view

As a matter of fact there are no publishers in Pakistan, who perform the particular functions associated with publishing as in the West. In Pakistan, publishing, printing and bookselling is often done by a single firm. The title "Publisher and Bookseller" is a catch-all as far as publishing goes, because very little original publishing is done by most of those who identify themselves in this way(57). There are also a few small firms which publish and sell, but do not print books.

In Pakistan with a few exceptions, publishing houses function on a very small scale, mostly owned by printing presses or bookshops as their subsidiaries or by individuals with rather limited resources. Some authors publish their own books and go through the hassle of marketing with individual bookshops. Those who manage to get a publisher usually complain of receiving no royalty at all or very little of it. Another complaint is that actual print order is much higher than that conveyed to the author, which is not true against all publishers. There are responsible publishers too, who deal fairly with authors, but however, such publishers are rare.

In view of these problems, authors prefer to sell their manuscripts for a lump sum amount. But this too, does not absolve authors from the whole burden of layout, indexing, illustrations and the immensely frustrating task of getting a corrected proof
through the final printing as corrected. In fact, this is even too much for the most dedicated ones, and a great majority give up just after one single bitter experience.

The cities of Lahore and Karachi are the two leading publishing centres in the country. Lahore has the history of being one of the most important centres of book industry of British India dating back to second-half of the last century, while Karachi, only after independence became a publishing and printing centre. It may be added here that with their high concentration of prosperous and highly educated and cultured officials, heavy concentration of learned institutions, with highest per capita income and highest percentage of literacy, both cities are the markets for books.

Authentic figures about the number of titles or new titles published each year are not available. The figure that is mentioned in the market is about 500 new titles each year (58). The annual figure of books published in Pakistan mentioned by the Technical Working Group for Survey of Public Libraries is 1184 in 1979, 1369 in 1980, 1520 in 1981 and 920 in 1982 (59). Another statistical analysis of books published from 1976 to 1986 based on the Pakistan National Bibliography by Akthar Hanif (60) revealed that:

1. Average yearly book production to be 1162.

2. The highest number of books (1525) was published in 1979.

3. Excluding the textbooks and the government publications, the average drops to just 635 books per year.

4. Divided by language: Urdu represented 64%, followed by English 26% and Sindhi 2%.

5. Divided by major subjects: Islam with 27% dominated the total production, followed by Social Sciences (15%) and Geography and History (13.8%).
6. The discipline of Science and Technology represented only 9.5%.

Information on the total number of books in print in the country is not available. According to a study there were approximately 30,000 to 40,000 books in print in 1987(61).

Private Publishing: There are just over ten active publishing houses in Pakistan, which print both in Urdu and English. A few of them also print in regional languages. Almost all major U. S. and British publishers have their agents here. The Oxford University Press has its own office in Karachi. In 1987 there were only eleven publishers with 500 or more prints(62). Only four of them employed 100 or more workers, while the majority (28 publishers) surveyed had only 5 to 9 employees(63). Bonafide publishers also function as agents of one or two or a consortium of overseas publishers.

The publishing sector in this country has never received any financial assistance or subsidy nor recognized as an industry by the Government. Obviously, publishers do not qualify for loans from banks and financial institutions and have to depend totally on their own resources. Moreover, with the taking over of publishing of school textbooks as state monopoly in 1962, private sector suffered a serious setback by losing its most important single source of revenues. During the fiscal year 1985-86 the share of private sector was approximated at Rs.220 million out of 630 million turnover from book trade(64). Besides financial constraints other factors responsible for contributing towards restricting the publication of new titles are as follows:

1. Paucity of Good Manuscripts: There is a paucity of manuscripts in serious fields. In fact, manuscripts on textbooks and guide-books are available but original works are scarce. At times even the available manuscripts are shoddy and based on plagiarism. The dearth of qualified and competent editors further adds to the problem.
2. **Unhappy Author-Publisher Relationship:** Usually authors accuse publishers of cheating in the remittance of royalty. Consequently, there is a lack of incentive on the part of authors, who feel that from their books, the publisher alone would benefit.

3. **Slow Return of Investment:** Compared to other commodities, books, other than textbooks, are very slow selling. It may take from one to two years to sell about 500 copies (65).

4. **Piracy of Books:** Piracy of books has very much affected publishing industry in this country, which started soon after it came into being. But it was limited to literary works of leading Urdu writers of India, who had receptive market in Pakistan. Likewise, works of eminent Pakistani Urdu writers were also being pirated in India. This reciprocal activity commenced simultaneously. The piracy assumed a serious magnitude in the sixties. Some of the factors which had encouraged piracy could be summarized as follows: a) advent of off-set printing, b) non-availability of Indian books in the wake of 1965 Indo-Pakistan War, c) high cost of imported books, and d) ineffectiveness of Copyright Ordinance 1962.

What is more surprising is that piracy of printed word is gaining a high degree of respectability on grounds that it promotes reading habits and boosts literacy by making affordable literature available to the people. And above all the Government tacitly conceded this point of view when the Copyright Ordinance 1962 was amended in 1973, explicitly exempting National Book Foundation from its purview in authorizing it to reprint any book it deemed necessary for teaching and research without the permission of the publishers. Thereafter over 400 titles reprinted by the Foundation flooded the market, and their prices ranged from 1/4th to 1/6th of the prices of imported books, which provided little opportunity for
books piracy. But this situation did not last long. With the rise in the prices of reprints by the Foundation for some inexplicable reasons, the pirates once again had a free field to themselves.

Learned Bodies as Publishers: Apart from commercial publishers there are a number of learned bodies and aided institutions which had been undertaking large-scale publishing on non-profit basis. Of such institutions mention in particular may be made of: All Pakistan Educational Conference (1951), Sindh Adabi Board (1951) Hamdard Foundation (1948), Anjuman Taraqqi-I-Urdu (1948), Bazm-I-Iqbal (1950), Institute of Islamic Culture (1950), Iqbal Academy (1951), Pushto Academy (1955), Baluchi Academy (1960), National Book Council of Pakistan (1960), Quaid-I-Azam Academy (1976), Pakistan Academy of Letters (1976), National Language Authority (1979) and National Institute of Historical and Cultural Research (1973)(66).

The universities of Karachi, Punjab, Peshawar, Sindh and Quaid-I-Azam University (Islamabad) had been fairly active in the publishing field. Most recently, Karachi University succeeded in installing its own press at a cost of 6 million rupees(67).

However, the market for scholarly books is very limited. The promotion and distribution of such books outside the country is not within the means of their publishers, which prevents the creation of a global market.

Government Publications: The importance of government publications as the primary source material in many fields can hardly be over-emphasised. Like elsewhere, various Ministries/Divisions/Departments in Pakistan issue records of their activities in one form or another. Government of Pakistan publications could be classified into following categories: 1) General or Open Publications, 2) Official Publications (for official use only), 3) Restricted, 4) Top Secret, Confidential. All types of official publications are usually printed and produced by the Printing Corporation of Pakistan. In some cases government publications are also printed by private printers.
The Printing Corporation of Pakistan was established in 1968 as a limited company. It started functioning in January 1969, with its headquarters at Islamabad. The Corporation is under the administrative control of the Ministry of Education, whose Secretary acts as its ex-officio Chairman. The main objectives of the Corporation are as follows:

1. To manage and operate all the taken over (nationalized) printing presses on commercial lines and to undertake all government printing work.

2. To print and publish textbooks.

3. To carry out all or any of the business of printers, book-makers, lithographers, type-founders, stereotypers, electro-typers, photographic printers, engravers, book binders, designers, booksellers, publishers and dealers in or manufacturers of articles that may be connected with the objects and deemed necessary to enhance the business of the Corporation (68).

There is no effective mechanism for bibliographical control of government publications. The Catalogue of the Government of Pakistan Publications brought out by Central Publication Branch is the only source of information. It is irregular and incomplete as well. The latest edition of the Catalogue was published in 1966 (69). The Catalogue is supplemented by Monthly Bulletin of New Publications, but unfortunately, this too does not appear on time. The Government publications are also listed in Pakistan National Bibliography. Moreover, new publications of significance are announced periodically through advertisements in the national press. Another source of government publications for many years, first started in 1962, had been the Accession List - Pakistan, a monthly record of publications acquired by U.S. Library of Congress Office in Karachi for selected U.S. academic and research libraries under PL-480 Programme. From January 1981 the Accession List - Pakistan was merged with other accession lists published for Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka, as Accession List - South Asia (70). The list of Exhibition of Government Publications - 1986 serves the purpose of retrospective bibliography on the subject (71). The other retrospective guides to Government of

The responsibility for sale and distribution of government publications lies with Central Publication Branch, which is under the administrative control of the Federal Ministry of Education. Government publications are available from the Manager of Publications and from authorized dealers as well.

National Book Foundation: The National Book Foundation, established in November 1972 by an Act of the National Assembly, had the following objectives:

1. To undertake writing of books and to encourage writers to produce good books;

2. To undertake the translation of foreign and locally produced books into the national and regional languages of the country and vice-versa;

3. To arrange the original publication and reproduction of local books into the national language and regional languages.

4. To import foreign books and to undertake the distribution of books among the educational institutions and the general public;

5. To encourage the writers and the book trade in general in the production of books and making them available to the students and the general public at moderate rates;

6. To provide technical know-how and financial assistance and to take other steps aimed at fostering interest in books and in reading; and,

7. To initiate such other activities and programmes as may assist in the task of book development, book promotion, advancement of literacy and dissemination of knowledge by means of the printed word(74).

To achieve the above stated objectives the Foundation launched the following four schemes;

1. Import of Textbooks: In its initial years of establishment the import of textbooks had been one of the major functions of the Foundation. For instance,
during the years 1972-73 and 1973-74 the Foundation imported textbooks worth Rs. 4.5 million and distributed to the educational institutions under a Book Bank Scheme sponsored by the Federal Ministry of Education. But this figure dropped to Rs. 1.5 million in 1974-75(75). The scheme did not succeed very much due to frequent substitution of texts, which resulted in stock-piling of several titles at the Foundation. Anyhow, by 1980 books worth more than 20 million rupees were supplied among the educational institutions across the country under the Book Bank Scheme(76).

2. Local Production of Foreign Texts: As the import of textbooks involved heavy expenditure, the reproduction of such texts was arranged to meet the acute shortage of textbooks/reference books at the college and university level. By 1980, 543 titles were reprinted locally. The foreign publishers had been paid royalty at the rate of 2% of their listed price. The price of reprints was kept low as far as possible and generally half of the foreign listed price and in some cases as low as one-third(77).

3. Production of Children Books: The National Book Foundation pioneered the production of children's books in Urdu. At least 100 titles, printed in multiple colours with illustrations done by staff artists and designers, have been published as supplementary reading material for children of age-groups ranging from 3 to 14 years(78). Occasionally the Foundation had undertaken the printing of foreign produced school textbooks prescribed in the adapted form for English medium schools in the country.

4. General Books: About 150 books in this category have been published since the establishment of the Foundation(79). These are all original works sponsored by the Foundation. Reproduction of books published abroad on subjects of political, historical and general interest had also been undertaken by the Foundation in
good number.

The National Book Foundation is an autonomous department of the Federal Ministry of Education. Its management, overall control and supervision vests in a Board of Governors, appointed by the Federal Government, with the Federal Minister of Education as ex-officio Chairman. The Managing Director, appointed by the Government, acts as its Chief Executive. With its Head Office in Islamabad, the Foundation has six regional/branch offices in Peshawar, Lahore, Karachi, Quetta, Multan, and Sukkur, with sales centres attached to each. A warehouse and a bookshop has also been set up in Rawalpindi.

These achievements of the Foundation could not be termed as impressive. With the exception of a few initial years of its establishment the Foundation had never been active as it ought to be. The main reason had been financial indiscipline because of inability of relevant functionaries to recover the amount against books supplied to various organisations. Gradually, these unpaid dues piled up which in turn affected the development of the Foundation. The inefficiency, on the part of the Foundation like other Government functionaries, could be cited as another possible reason for its unsatisfactory working.

Textbook Publishing: In absence of other reading materials the textbook is given particular importance in Pakistan. It is the most commonly-used teaching aid at all levels of education in this country. The textbooks to be used are prescribed by the National Textbook Board for each level and each subject in the primary, secondary and higher secondary schools. The examinations are external and are based upon textbooks. It may also be added that class-room teachers do not make-up or even contribute to the examinations. This leaves no option for students except to memorize the only book upon which the examination is based.

From 1947 to 1962 prescribed textbooks were published by the private sector. The manuscripts and illustrations were prepared by private publishers in accordance with the syllabi supplied by the Federal Ministry of Education. After the manuscripts were
approved by the Government, private publishers were given the green signal to go ahead with publication and sale. The performance of the private sector was far from satisfactory. It was generally considered to be inefficient, resulting in wastage and malpractices, including corruption and over pricing(80). The system failed to maintain the standards of textbooks and their availability on time. Eventually in 1960, the Commission on National Education took note of this situation and recommended the transfer of textbooks publishing to the public sector(81). Following the recommendation of the Commission, West Pakistan Textbook Board was created through an ordinance, which was later amended in Provincial Textbook Boards. The Textbook Boards were made responsible for:

1. Production and publication of:
   i) Textbooks for classes I to XII.
   ii) Supplementary reading material relating to textbooks.
   iii) Guide-books for teachers.

2. Production of reference and research material in respect of problems relating to schemes of studies and preparation of textbooks.

3. Conducting of research in the field of curricula, textbooks and other reading material(82).

**Textbook Publishing Process:** Authors are commissioned by the Board to submit manuscripts according to a syllabi, framed and supplied by the Curriculum Wing, Ministry of Education, Government of Pakistan. For these manuscripts the Provincial Boards determine the length and set a deadline for submission, followed by a selection of three persons to review the manuscripts. On the basis of their evaluation the Boards select a manuscript and pay the author a fee for it. The Textbook Boards acquire the copyright of books written for them. Once the manuscript is complete the Boards select a publisher from an approved list maintained by the Boards and every effort is made to ensure the overall quality and timely publication. The Boards also approve the dummy and fix the price printed on each copy. Then comes the stage for a checking squad, which inspects the paper, printing process, binding etc. and to physically count the numbers(S3). Finally, a release order based on the report of checking squad is given for the sale of textbooks. Examiner of
the Boards and Liaison Officers appointed in important towns of each province ensure that textbooks are made available in required quantities at the fixed price.

The Education Commission's high hopes for production of textbooks under the Textbook Boards have failed to materialize. The criticism centered around following six points in this regard:

1. The books are poorly bound and printed on low quality paper.
2. They lack sufficient content.
3. The textbooks lead to memorization rather than understanding.
4. They contain many errors.
5. They are unattractive and do not motivate pupils to learn.
6. The textbooks are relatively high in price.

At present, a movement towards denationalization of textbooks publishing is on, since publishers claim it to be their business and should be given back to them. But this point is not acceptable to the Government in view of the poor state of book industry in the private sector, coupled with its past performance in this field. Some publishers even favour the existence of Textbook Boards since "students all over the province receive similar reading materials". However, jurisdiction of the Boards needs to be restricted to matriculation level in the opinion of such publishers. It is also suggested by publishers that powers of the Boards may be curtailed.

To meet the country's needs with regards to university level textbooks, the National Book Foundation is serving as an operating agency for local production of foreign textbooks and import of foreign books. The Government has also provided the National Book Foundation with legislative protection through Copyright (Amendment) Act 1973 to reprint all books originally printed abroad needed by students in colleges and universities. For this purpose the Foundation signed licenses with foreign publishers and to pay 10% royalty of the listed price of the
Publication.

Literature for Children: There is an acute shortage of suitable literature for children. The children books produced at present have no appeal for them neither in respect of contents nor in physical appearance. In a majority of cases the contents of such books are based on foreign situations with no relevance to local traditions, customs and culture. The quality of production is very poor, and above all, the books are very expensive.

Messrs Ferozsons is the leading publisher in children's literature. It publishes fiction, poetry, everyday science, simple history and general knowledge as well as hobby books. Shaikh Ghulam Ali & Sons, another prestigious publishing house, is famous for emphasis on scientific literature, most of which is produced in collaboration with Franklin Book Programme. Taj Company and Nafis Academy are other significant publishers of children's books. Their emphasis has been on Islamic biography along with popular fiction. Likewise, Urdu Academy Sindh has a large number of titles in children's fiction and biographies to its credit. Several other publishers have published a number of books for children, some of them artistically produced. Mention may be made of Punjab Book Depot, Maqbool Academy, Aina-e-Adab, Maktab-i-Jadld, Shua-i-Adab, Shaikh Barket Ali and Allies Book Corporation.

The role of Franklin Book Programme is significant in development of children's literature in Pakistan. It is because of this Programme that scores of fine titles for children, especially in the field of everyday science, are available in Urdu. This organisation provides facilities to local publishers in many ways, for example, the translation and adaptation fee was borne by Franklins and publication rights were secured by them from the original authors(84).

The National Book Foundation pioneered the production of children's literature in Urdu and Sindhi languages. The first 19 titles in Urdu were accepted as some of the best in Asia by a panel of judges at UNESCO Exhibition of Children's Books held in
Tokyo in 1973(85). In Pakistan too, they have won awards for book design and illustrations. The topics covered were History, Stories for Children, Geography, Urdu Classics, Poetry, Think and Play, Unusual Birds, Plant Life, Science and Civilization.

Printing Industry

On the eve of independence, Pakistan inherited very few printing presses mostly located at Lahore. Majority of the presses were largely second-hand, purchased from foreign sources dating back upto 1939 at least(86). All sorts of printing was carried out on letter press. Lithography was used for printing of Urdu books. Stones, however, were later replaced by zinc and almunium sheets. The process of printing was very slow and its quality quite poor. Besides books and periodicals, daily newspapers too, had to be printed on flat bed. Above all, the non-availability of high skilled labour was another major drawback during the initial years after independence(87).

It was in early fifties that some progressive minded printers started importing latest models of printing machinery with its auxiliary equipment. They themselves acquired technical know hows and also arranged in-plant and foreign training for their workers(88). The exemption of publishing industry from sales tax in 1951 and the liberal import policy adopted by the Government during this period also helped in the overall growth of printing in the country. The import of security printing machinery by the Government in early 1950s for currency notes and security stationery provided further stimulus to the private sector.

Towards the middle of 1950s offset printing machines started trickling into Pakistan, the first being Rotaprint(89). But greater strides in printing and graphic art were made during the early 1960s, when Government received a substantial foreign exchange credit line from West German Government; part of the loans being earmarked for printing industry. Almost every department and official and semi-official agencies were persuaded and pressurized into doing some publicity for Ayub Khan's dictatorial regime to give it some respectability(90).
Consequently, several agencies/bodies like Pakistan International Airlines, State Bank of Pakistan, Water and Power Development Authority, Karachi Municipal Corporation received allocations for setting up printing units. But none of these printing presses worked well enough, however, one good thing came out of this credit line. The West German lending agency persuaded many borrowers to go for offset machines instead of letter press. Thus a number of super printing machines, especially Roland, found their way into the country. These machines are still running and giving excellent service. Offset machines were also imported. Slowly and gradually a change became apparently noticeable in composing, IBM composer and photo-composing.

It is worth mentioning here that since 1970s, printing press is being manufactured in the country. At least two manufacturers exist who make conventional type platen presses which are normally driven by electric motors and can be foot-operated in emergency. There is at least one manufacturer of different types of offset machines. The printing machines are also exported after meeting the national demand. According to the Census of Manufacturing Industries 1986-87, there were 148 printing establishments in the country. Of these 87 were located in Sindh, followed by 50 in Punjab, 6 in North West Frontier Province, 4 in Islamabad and one in Balochistan. There were only 12 presses in the public sector. At least 32 establishments employed more than 50 persons. To be more brief this is the 9th largest industry in Pakistan, contributing 3.2% to the national economy.

The industry, at present, is faced with a dearth of trained manpower as no training facilities except for a small training centre at Lahore, is available. Shortage of calligraphers also blocked the progress of printing of Urdu books. Like publishing this industry is also suffering from the apathy of bank and other financial institutions as far as credit facilities are concerned.

The printing industry had a multiplicity of professional association, but in 1958 the Government induced all to amalgamate into a single national body with zonal branches. Thus emerged the Pakistan Association of Printing and Graphic Arts Industry. The
Association (a) deals collectively with all matters affecting both printing and graphic arts industry, (b) provides advisory, legal and monetary assistance to member organizations, (c) supports legislation that is advantageous to its members, (d) promotes the principle and practice of uniform and scientific methods of costing, and, (e) encourages, promotes and establishes technical and research bodies.

**Paper and Binding:** Paper and board are life blood for the printing industry. Existing capacities of producing writing and printing paper within the country is 101,200 tons against which total production was only 53,450 tons during the year 1988. Because of under-utilization of existing capacity, the country is importing annually about 50,000 tons of coated/uncoated writing and printing paper each year. General reason for under-utilization of production capacity is the inadequacy of pulp in the country. On the other hand, Government's policy for improving the balance of payments has tended to keep imports below the level that some observers feel desirable. To be brief, the supply is inadequate. Also, varieties of paper in demand is usually not available. Hence paper prices are high in proportion to the total book cost.

In the field of binding, the industry is hopelessly backward. Mechanical sewing and folding are still conspicuous by their absence because of high costs and various taxes charged on the import of such machines.

**Book Promotion**

Like almost any other commodity, the sale of books also depends on how effectively its production is promoted. In Pakistan there is a small market for books and low sales do not provide enough means or incentives for launching comprehensive and well thought campaign. At present, the most popular way of promoting is through book launching ceremonies. But this method of promotion has not been popular in the trade circle. Mostly such ceremonies are held at the initiative of the authors' themselves.
Normal methods of book promotion are:

1. Issue of general lists, classified circulars of new arrivals and mailing of dust-covers and jackets to libraries, academic institutions, schools, colleges, universities, retail and wholesale booksellers and direct to readers.

2. Personal visits of sales representatives to prospective clients.

3. Press advertisements.


5. Book reviews on television and radio.

Marketing and Book Distribution

The bulk of the market is educational, and major outlets being schools (both primary and secondary), colleges and universities. Libraries provide another distribution outlet, particularly for imported books. Although this is not as substantial as might be expected, which could be attributed to the absence of a national library service in the country.

There are no book distributing companies in Pakistan, which can distribute on national or provincial basis. Moreover, books wholesaling in the European sense does not exist. There are a few wholesalers forming links between publishers and retail booksellers. Publishers not only supply their books directly to retailers, but also perform retail-selling tasks themselves. Furthermore, channels of distribution are much underdeveloped.

There is also an acute shortage of bookshops. Their total number in the country was around 400 in 1987(96). Only in large cities like Karachi, Lahore, Rawalpindi/Islamabad and Peshawar, there are some booksellers worthy of a name. A few of these city shops are quite progressive and have awareness to some extent of readers' habits, to cater their needs and of worthy elements of books promotion. But on the whole they ultimately adopt a "take it or leave it attitude" and make no attempt to relate their inventory to consumers' demands in terms of interest or purchasing power(97).
Normally small towns and villages have no regular merchant booksellers at all. Only kiosks (in some kind of general merchandise) have peak business sessions at the beginning of schools' academic year. In fact, in towns and cities new types of shops are coming up which combine bookselling along with marketing of medicine, toys, general merchandise, etc. (98). Most of these bookshops concentrate mainly on the sale of school textbooks. In general, the sales outlets are extremely limited. In 1987 there were 600 such outlets, including bookshops, news-stands and railway stalls in the country (99).

Channels of Distribution:

1. Post Parcel: Majority of the books and printed materials are sent to booksellers by post. Most of the parcels are sent by registered post since loss in transit is quite high. The postal charges automatically increases the price of books. However, it may be pointed out that postal rates for books are much lower than general mail.

2. Air: Air freight for printed material is comparatively cheaper than postal rates considering the speed and reliability of its delivery. Therefore, with an expansion in air service extensive use of air transport is being availed.

3. Rail: Transport of books within the country is also done by means of rail. Book parcels and cartons are dispatched both by passenger and goods trains according to the volume of orders or as desired by indenter. Past experience shows that books sent by rail reaches its destination often very late because parcels are kept lying at the departure stations for several days before being loaded. Sometimes, in transit the parcels are held up at various junctions for long periods extending even to over a month. Moreover, in goods trains the chances of pilferage and damage to books are higher.
4. Road transport is the most rapidly growing service in the country. Notwithstanding that roads are not good, but there are companies which deliver goods at the doors of the consignees within reasonable rates. Moreover, risks of pilferage is less by trucks. Rural areas particularly have benefited from road transport services.

Pakistan Publishers and Booksellers Association

The Pakistan Publishers and Booksellers Association, established in 1961, is a unifying force in promoting the book trade in the country. The main objectives of the Association are as follows:

1. To safeguard and promote business interest of members of the Association;

2. To present views and suggestions of people engaged in book trade to the Government;

3. To promote and foster ideas of cooperation, mutual help and beneficial assistance among all persons engaged in the business of publishing and bookselling; and also to resolve controversies among members, if necessary, through arbitration;

4. To acquire quota of paper from mills or otherwise; hold stock of printing material as stockists or distributors;

5. To provide safeguard against the risks attendant upon and incidental to the nature of publishing and bookselling;

6. To assist all concerned in sales of Pakistani publications;

7. To organise and conduct courses for training in salesmanship, copyrighting, preparing copy for the press, and to hold contests to award diplomas and prizes etc.;

8. To undertake the publication, distribution, etc. of brochures, leaflets, bulletins, periodicals, etc. as organs of the Association.

All individuals, firms and companies engaged in book trade are eligible for membership of the Association. The Association has been organized into two zones: Karachi and Lahore. The Central Committee of the Association is constituted by elections directly
by members of both the zones, consisting of eight elected members, including the office-bearers. Each member elects four members to this committee, and has a chairman and two vice-chairmen; one from each zone. The office of Chairman of the Association is held in rotation by members from Karachi and Lahore. The office-bearers and members of the Central Committee are elected for a term of one year. The Zonal Office deals with all problems pertaining to the respective Zone, while matters affecting any or all members of the Association and, the industry as a whole, are resolved by the Head Office. In case of difference in opinion, the views of the Zonal Office is also heard.
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CHAPTER IV

LIBRARIES AND LIBRARY AGENCIES

Historical Perspective

The territories which constitute Pakistan have a long history dating back to some 3000 years B.C., but no recorded material then existed. Even the clay-seals unearthed at Moenjo Daro (3250 - 2750 B.C.) "do not contain anything of administrative and literary importance"(1). The Indian sub-continent on the whole has rich literary heritage, which is claimed to have made a beginning before 1000 B.C., with the composition of Vedas, the religious scriptures and philosophical treatises of Hindu religion. Some of the classical works composed in ancient India include: Mahabharata and Ramayana (both epic poems compiled in pre-Christian era), Arthasastra (economic text), Manusmriti (law code) and Kama sutras (aesthetic studies).

Notwithstanding such literary heritage the tradition did not encourage the art of writing. Basically, it was an oral society. The only means of communication was oral, for "the jealous Brahmins, who feared that they might lose their monopoly of knowledge, not only prohibited the non-Brahmins from reading the scriptures but also proclaimed that sanctity of the scriptures could be undermined if they were committed to writing"(2).

The Vedic tradition of learning and scholarship was carried forward during the spread of Buddhism in ancient India. The learning of books just meant the hearing of the text or texts as recited and expounded by experts. In ancient India, "the man was the book"(3). The earliest written document discovered in the sub-continent are the inscriptions of Ashoka (269-232 B.C.). These inscriptions on stone pillars and rocks have been ascribed as the first libraries of India(4).
The rise of Muslim power in India which began with the conquest of Sindh by Arabs in early 8th century A.D., opened up new centres of learning and scholarship. Among the earliest of them were Uch, Thatta and Multan, which became famous for their learning and scholarship during the period 1207-1727(5). But there is no recorded evidence of the existence of libraries until the establishment of Delhi Sultanate in the last quarter of the 9th century. Sultan Jalaluddin Khilji was the first to establish the Imperial Library by appointing Amir Khusru, celebrated poet and musician of the period, as its librarian(6). The library tradition continued, with a result that Delhi had become a flourishing city for libraries during the years 1290-1520(7).

The establishment of Mughal Empire (1526-1707) furthered the library heritage of early Muslims. The Institution of Imperial Library was further developed and strengthened. In particular, during the reign of Akbar, the Great Mughal, the Imperial Library was administered very well. For the first time reforms were introduced into management, classification and storage of books(8). The library contained 24,000 manuscripts at the time of Akbar's death(9). Private libraries were also common at that time. Almost all learned scholars and rich persons possessed libraries of their own. The descendants of Akbar continued to maintain the tradition by enriching and augmenting the collections of the Imperial Library(10).

The sunset on Mughal Empire diminished after the death of Aurangzeb in 1707. Successive political upheavals and disturbances gradually brought a decline, if not complete destruction to cultural institutions, including libraries. Part of the treasures of Imperial Library were plundered and taken away from India by Nadir Shah of Persia in 1733. Still later, many rare and valuable manuscripts of Imperial Library and those of Princely States found their way to the East India Company's Library/India Office Library and Records (now the British Library)(11). Jesuits Fathers took many manuscripts to France for the library of Louis IV(12).
British Period: These early and medieval libraries were "necessary appendages of learning", (13) rather an instrument of mass education. It was, however, to the credit of British that they introduced the concept of public library as an instrument of mass education. The history of modern libraries in the sub-continent, therefore, begins with the British rule in India, more particularly with Company's interest in education and cultural development of India. This found expression in the establishment of a number of colleges in the beginning of the nineteenth century in and around Calcutta, and with them their libraries, too. Earlier, the interests in Oriental culture and learning on the part of British scholars was manifested by founding the Asiatic Society, as early as 1784 in Calcutta, which played a significant role in the cultural history of the sub-continent. The Society has its own library, first at Calcutta and later at Bombay. In the wake of these developments a number of public libraries were also established at the initiative of Company's officers stationed at various parts of the country(14). In areas now within the boundaries of Pakistan, similar libraries were established at Karachi (Liaquat Hall Library, formerly Frere Hall Library was founded in 1852 and Khaliq Dina Hall and Library in 1856(15).

Meanwhile some political catastrophes, particularly the Indian Mutiny of 1857, slowed down the development process. But this effect was very short-lived. In fact, the post-Mutiny period down to 1885 had been more productive in so far as education, and for that matter libraries, too, was concerned. It was also in the last quarter of the century that two public libraries were established in the areas now constituting Pakistan. These were the Punjab Public Library, Lahore (1884) and the Sandeman Library, Quetta (1884). The former played an important role in the development of libraries for quite some time in British India. In 1929, it was chosen as the center to serve the North West India(16). However, it lost its potential force after independence.
The first universities were also established during this period, but were without libraries for many years because of their non-teaching function. The Punjab University, established as early as 1882, did not have a functional library until 1908 (17). Truly speaking, the concept of university libraries did not develop until the advent of Indian University Act 1904 (18) and more particularly after the report of Calcutta University Commission, which contemplated for the first time the establishment of a university library in clear terms (19).

In the wake of these developments, need for organising the libraries on modern lines was also recognized in academic circles. Consequently, few local staff members of libraries were sent to England for formal training in librarianship (20). On the other side some foreign library experts were invited and assigned library jobs. In 1910, an American librarian, A. C. Borden, who received his training under the guidance of Charles A. Cutter, was appointed the Director of the State Department of Libraries, Baroda. Borden laid the foundation of a public library system in the State of Baroda. Mr. J. A. Chapman, a British librarian, assumed charge of Imperial Library in 1911. Earlier, Imperial Library was headed by John Macfarlane (1866-1906) who was an assistant librarian of the British Museum prior to his appointment.

But the most important stimulating influence came to British India from abroad in 1915 when Asa Don Dickinson, a pupil of Dewey, was commissioned by University of the Punjab "to organise the University Library and to teach modern library methods to the librarians of the Punjab" (21). Dickinson organized the Library and established the "first library school in India" (22). With the coming of Dickinson, Lahore became a Mecca for librarians of the country. As a result, the Punjab Library Association was formed and The Punjab Library Primer was published (23).

The University of the Punjab, through its library school, exercised a great influence on future library developments of British India. It was perhaps because of this influence that the first All-India Conference of Librarians, sponsored by the
Government of India, was held between 4-8 January, 1918 at Lahore. This was followed by establishment of several local and provincial library associations in the country. It was through the efforts of these associations, particularly the Punjab Library Association, and some prominent librarians that the Indian Library Association was formed in 1933. Other significant developments of this period included: the beginning of publication of the Modern Librarian in 1930 from the platform of the Punjab Library Association; the institution of a library training programme in 1935 at Imperial Library; and, the appearance of S. R. Ranganathan on Indian library horizon.

The period between 1935 and 1945 had been somewhat unproductive with regard to library development. This could be primarily attributed to the 2nd World War, which affected almost every sector.

Post-Independence Period: Pakistan, born on August 14, 1947, as an independent nation as a result of the partition of British India, was denied its rightful share out of the common library resources built up over the years during the British rule. All the major libraries of British India happened to be located in those areas which after partition became part of the present-day India. Even more disquieting is the fact that libraries which were in the territories now called Pakistan suffered a heavy loss at the hands of their Hindu employees migrating to India. The city of Lahore, once called the "cradle of library movement" had become inactive because of sad events following independence(24).

Pakistan inherited only two libraries of significance on the eve of independence. They were the Punjab University Library and the Punjab Public Library, both located at Lahore. The former, tracing back its history since 1908, with a collection of 105,295 printed books and some 15,000 manuscripts was the largest(25). It may be pointed out that for many years the newly installed government did not pay attention to this sector because of other national priorities. In fact librarianship was almost neglected. The establishment of the Department of Archives and Libraries in 1949 "to administer the development of libraries" was, in fact,
the only significant step on the part of the Government in this direction (26). Also, during this time the Karachi Library Association was formed. This was followed by the establishment of Pakistan Bibliographical Working Group (PBWG) in 1950 to prepare reports on Pakistan for UNESCO's world-wide bibliographical survey. Taking the advantage of these developments some librarians had tried to focus the attention of the Government through the pages of the Modern Librarian to the need of development of libraries (27). But these individual efforts failed; however, it did convince the Government to the need of library planning in the country.

Consequently, L. C. Key of Australia was invited to prepare a library development plan for the country. Key in his Report (28), submitted in 1956, proposed an integrated scheme involving 36 libraries and two library schools to be developed over a period of four years. The Key Plan did not materialize; yet it did influence the thinking of librarians in the country. This is evident in library development that took place in the second-half of the 1950s, particularly at Karachi, then the capital of the country. Of these developments mention may be made of the formation of Pakistan Library Association and the establishment of Pakistan Scientific and Technical Documentation Centre (PANSDOC), both in 1957; launching of publication of Pakistan Library Review (1958); and the promulgation of Basic Democracy Order (1959), which included provision for the establishment of libraries and reading rooms in each Union Council. But the most important event of this decade was the institution of Post-Graduate Diploma Course in Library Science in 1956 at the University of Karachi, followed by University of the Punjab (1959).

The issuance of some official documents which emphasised the need of better library services for educational development and scientific research was the most important feature of the 1960s. For example, the Second Five Year Plan (1960-65) pointed out the need for development of special libraries in order to support research (29). The need for making the college library resources more freely accessible to students was asserted in the Third Five
Year Plan (1965-70)(30). The Scientific Commission of Pakistan took a critical view of the poor state of science-technology libraries in the country and suggested measures for their improvement(31). Earlier, the Commission on National Education spelled out the library's role and functions(32). Other developments which took place in this decade include:


2. Establishment of National Book Centre of Pakistan (renamed as National Book Council of Pakistan), 1960.

3. Institution of M.A. (1882) and Ph. D. (1887) programmes in Library and Information Science at the University of Karachi.

4. Enactment of Copyright Law, 1882.


The initial years of 1970s were dominated with debates around the country's Fourth Five Year Plan (1970-75) and the Education Policy, 1972-80. (33,34). The outcome of these deliberations was the recognition of the academic nature of librarianship by the Government. This resulted in equation of salaries of librarians working in academic libraries with those of their teaching counterparts. The example set by the government sector was followed by non-government organisations. Another factor responsible for enhancing the popularity of librarianship was witnessed in the form of lucrative job opportunities in OPEC countries, resulting in the immigration of senior librarians to
Saudi Arabia, Nigeria and Libya. But this also brought a decline in the profession in Pakistan itself. There was complete stagnation with regard to library activities in the second-half of the decade. The library associations, including the Pakistan Library Association, were dormant if not dead during these years (35).

The Pakistan Library Association had become, once again, quite assertive in the beginning of 1980s. The Association was instrumental in the government's appointment of the country's first Standing Library Advisory Committee in 1981 and consequently, for the establishment of a Technical Working Group (1982) for the survey of public library facilities in Pakistan. The Group's report (36) was submitted to the Federal Ministry of Education in 1984; another report (37) by David G. Donovan on municipal libraries in the same year was presented to Federal Ministry of Local Government and Rural Development.

As compared to library services the progress in the field of library education was much better. The degree programmes were instituted at the universities of Balochistan and Bahawalpur, making six in all. The Allama Iqbal Open University also started a B.L.I.S. programme in addition to a certificate course. These programmes were revised, on the recommendations of the Committee on Revision of Curriculum in Library Science of the University Grants Commission, in most of the universities "to include in their programmes the latest advances in librarianship with a blending of information technology" (38). Above all, the completion of long awaited building of the National Library could be termed as the most important single contribution of this decade.

**National Library**

In fact, library development in Pakistan has progressed without a national library of any significance. The country had a national library as early as 1950, "but merely in name" (39). The National Library did not make any significant progress, primarily because of the absence of necessary leadership. It may be pointed out
that the Directorate of Archives and Libraries, responsible for its development, had been headed by non-professionals. In 1954, library was merged with Liaquat Memorial Library, and changed its name to Liaquat National Library after the name of the first Prime Minister of the country. But even this merger did not help in development of this library as is evident from the account of L. C. Key, who stated in 1956 "The Liaquat National Library exists as a nucleus only, inadequately housed, without proper staff and unable to discharge its obligations" (40). Key had also outlined its functions as the country's national library, in the context of country's total library development. An expenditure of Rs. 834,884 was recommended for the library's development over a period of four years (41). But nothing tangible was achieved as the Key's scheme did not materialize.

In 1964, the library was renamed as Liaquat Memorial Library, reducing its status to that of a regional public library, but with the privilege of copyright deposit. This action of the Government had left Pakistan virtually without any national library. The functions of national library were taken over by the Directorate of Archives and Libraries, which in 1974 was divided into two separate directorates, one for the library and the other for archives. The functions performed by the Directorate of Libraries on behalf of the national library included:

1. Acting as a legal deposit library.
2. Acting as a central collection of the nation's literature.
3. Collecting foreign literature.
4. Producing the national bibliography.
5. Acting as the national bibliographic centre.
6. Collecting the country's manuscripts.
7. Participating in national library planning.
8. Acting as centre of exchange of publications.
9. Providing services to the Government (42).
Meanwhile, the two national libraries were planned for Islamabad and Dhaka, but unfortunate political happenings, including the dismemberment of the country, did not allow to make a beginning in this regard until 1980 when the construction of the building of the National Library of Pakistan started in Islamabad. The building was completed in December 1988 at a cost of Rs. 130.322 million. Partially, the building was occupied in April 1988 with the shifting of 70,000 volumes already acquired under Copyright Law and purchases. In June 1990 the collection was in excess of 100,000 volumes. The current means of acquisition are book deposits, gifts, international exchanges and purchases. A sum of Rs. 2 million out of Rs. 6 million library budget was earmarked for purchase of library materials in the fiscal year, 1980-1981. The library employs 77 persons, including 27 professionals. Affiliated with IFLA and other international library organisations the library participates in International Exchange Programmes and had operated since mid-1960s as International Book Exchange Centre to provide international exchange of publications. Operating under the Ministry of Education, the library continued to function with same handicaps that had plagued it in its initial stage: obsolete administration, lack of qualified and competent staff and of reasonable budgets.

Pakistan National Bibliography: Bibliographical work began in Pakistan in 1950 with the formation of the Pakistan Bibliographical Working Group, which compiled a few bibliographies in 1950s and early 1960s, covering serials and works of reference. These pioneering efforts were followed by more systematic publications. For instance, the retrospective National Bibliography of Pakistan for the period August 1847 to December 1961 was completed in December 1982 by the Group with the financial assistance of UNESCO. It was to be published in seven fascicules of which the first three had already been published by the National Book Centre.

A current bibliography from 1962 onward has been published by the Directorate of Archives and Libraries (since 1974, the Directorate of Libraries). For this purpose a Bibliographical
Unit was established in 1982; however, the work of this Unit was handicapped in the absence of a Book Delivery Act in the country. It may be noted that although the Copyright Ordinance for Pakistan was promulgated on 2nd June 1982; however, for administrative reasons this has not been enforced until February 27, 1967. The copyright depositories were designated on 19th February, 1965(48).

In the absence of ''Book Delivery Act'' in the country, bibliographers responsible for compilation of the national bibliography, had to prepare the early volumes from catalogue cards of various libraries. This delayed the publication of the 1982 issue of the Pakistan National Bibliography until 1986(49). The 1968 issue came in 1970 and the combined volume for 1983-84 was published in 1973. Because of the difficulties involved in this method, national bibliography for 1985 to 1987 could not be brought out; nor of 1970 and 1971. Since 1972 it has been published, although somewhat irregularly, resulting in a time lag of 4 years at times(50). In January 1972, a semi-annual Accession List had started appearing, which served as a basis for the annual cumulation. This accession list is now a monthly publication.

Public Libraries

At the time of independence Pakistan inherited only one significant library, namely the Punjab Public Library, which had its origin in 1884. This was the largest public library in the whole of country, which also included East Pakistan (now Bangladesh); it still holds this distinction. Of other public libraries which fell to the share of Pakistan, mention needs to be made of: Frere Hall Library, Karachi (1854, renamed as Liaquat Hall Library), General Library, Sukkur (1869), Municipal Library, Rawalpindi (1876), Public Library, Bagh Lange, Multan (1886), Sandeman Library, Quetta (1884), Cantonment Board Library, Rawalpindi (1891) and Iqbal Library, Sialkot (1892). The Municipal Library, Sargodha, and the King Library, Gujrat, established in mid-1920s, could be included in this list.
Since independence efforts were directed, both on the part of the Government as well as library associations, to establishing a public library system in the country. To meet this objective a number of library experts, including foreigners, were commissioned by the Government to prepare and submit schemes and plans. A few library associations also took the liberty of preparing and submitting their own plans to the authorities.

As early as 1956, L. C. Key suggested the establishment of a Provincial Library in each provincial capital to serve as headquarters for library cooperation within the province and with the other provincial libraries and the National Library. The establishment of such a library for the former West Pakistan was recommended at Lahore, which was supposed to incorporate the Punjab Public Library. Three other public libraries were suggested to be established in the cities of Hyderabad, Peshawar and Quetta(51). At the start of 1960s efforts were made towards the establishment of a demonstration public library in the country, similar to one at Delhi, as a joint project of the Government of Pakistan and UNESCO(52). The plan made in this regard under the auspices of Pakistan Library Association was not approved by the Government. Another example of indigenous effort was found in a scheme for the establishment of a central public library for Karachi, prepared by the Society for the Promotion and Improvement of Libraries (SPIL) in 1967(53). Nothing is known about the fate of this scheme. The other plan for development of libraries in Pakistan, presented by the Society in 1972, included proposals for establishment of a comprehensive public library system in the country(54). This plan also failed to convince the authorities. Another noteworthy development of early 1970s was the appearance of a New Education Policy 1972-80, which, among other revolutionary recommendations, included proposal for the establishment and support of 50,000 People's Oriented Public Libraries(55). In fact, this was a big news for country's librarians, so much so that it occupied the deliberations of the 9th and 10th annual conferences of the Pakistan Library Association. David G. Donovan, one-time director of PL-480 Library of Congress Book Procurement Programme in Pakistan, was invited by the Government to prepare a feasibility report in this
regard, which he submitted in 1974(56). Once again, in 1984, Donovan visited Pakistan and submitted another report on urban public libraries to the Ministry of Local Self and Rural Development(57). But the most important document on the subject of public library planning is the report, Public Library Facilities in Pakistan, prepared by a Group in 1984 constituted by the Ministry of Education(58). It was designed to be "a five year plan for the development of a national system of public libraries from the provincial down to Tehsil level"(59).

None of the above mentioned plans succeeded in convincing the authorities as far as implementation of the recommendations was concerned. It must be questioned why this happened, and why the Government failed to fulfill its commitment. The country's bureaucratic administrative set up, characteristic of many Third World countries, may have been a stumbling block, because of a lack of understanding of the role of libraries in nation-building programmes. The ambitious approach adopted by the authors of these plans may also be an underlying factor. Their approach was primarily based on adopting foreign models in one way or the other. In fact, the planners failed to identify with the realities(60).

Public libraries in strict sense of the term do not exist in Pakistan. According to a modest estimate there are about 150 such libraries in the country. Such libraries, as a matter of fact, are maintained by local bodies as Metropolitan/Municipal Corporation, Municipal Committees/Town Committees, Cantonment Boards and District Councils. There are a good number of association/society or private public libraries. Another kind of public library are the vending (commercial) libraries that offer cheap unhealthy fiction literature, which is a matter of great concern to both the Government and public.

The book-stock is inadequate both quantitatively and qualitatively(61). This view is shared by Donovan too, who found the book collection old and "no longer relevant to community interest and needs"(62). Quantity-wise, there was a collection of 1,340,459 volumes in 136 public libraries surveyed in 1982 by the
Technical Working Group (63). This survey indicated that the largest number of books were in the English language (41.95%) followed by Urdu (36.92%). The subjects in which the collections are strong are Islam, followed by Pakistan and Local History. There is lack of books on science and technology. With one or two exceptions the library collections are outdated and need newer editions to update the stock. The annual rate of addition is very low.

Distribution of these public libraries by size of their collection reveals that the libraries having a collection of 10,000 or more are about 46. The Punjab Public Library Lahore, holds the largest collection (198,227 volumes), followed by Dayal Singh Trust Library, Lahore (99,441 volumes), Liaquat Memorial Library, Karachi (93,846 volumes), and Central Library, Bahawalpur (77,713 volumes) (64). Collection of 92 other libraries surveyed by Technical Working Group are presented in the following table:

TABLE 4.1
PUBLIC LIBRARIES (1982).

<table>
<thead>
<tr>
<th>Range of Collection</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000 to 49,999 vols.</td>
<td>6</td>
</tr>
<tr>
<td>15,000 to 24,999 vols.</td>
<td>16</td>
</tr>
<tr>
<td>10,000 to 14,999 vols.</td>
<td>8</td>
</tr>
<tr>
<td>5,000 to 9,999 vols.</td>
<td>12</td>
</tr>
<tr>
<td>3,000 to 4,999 vols.</td>
<td>17</td>
</tr>
<tr>
<td>up to 3,000 vols.</td>
<td>33</td>
</tr>
</tbody>
</table>

92


The stock in almost all such libraries lacks proper organization which can be attributed to the absence of professionally qualified staff. Only a small fraction of the persons employed by these libraries are qualified. Even at some places they are
managed by part-timers, or even literate janitorial staff. In fact, the crux of the problem lies in the non-availability of adequate financial support for public library services. The total expenditure on libraries in the country in 1983, as reported in the survey of Technical Working Group, was Rs. 12,947,874(65). The shortage of funds has not enabled these libraries to improve their resources and services. In the absence of library legislation, enabling local bodies to levy some kind of library cess, the amount of allocation varies from place to place.

With regard to services these libraries present a gloomy picture. Even the lending of books for home reading is highly restricted for most of the existing libraries require a refundable deposit fee for taking out books. The amount of security varies. Of the most common services offered mention may be made of reading room and the book lending service. The provision of modern services, such as audio-visual services, photoduplication facilities, facilities for listening musical records and cassettes is rare.

In majority of cases the library building are ill-kept and in need of repair and renovation. The furniture and equipments lack standardization.

**University Libraries**

The universities in Pakistan and their libraries, with only one exception, are the product of post-independence period. At present, there are 23 universities, with a student population of 73,382(66). Of these 15 universities were established between 1974 and 1985. Excluding private sector universities, Aga Khan University, Karachi, Hamdard University, Karachi and Lahore University of Management Sciences, all other universities have been funded by the University Grants Commission since 1979/80(67). The general universities are both teaching and affiliating bodies. In general, universities in Pakistan are responsible for graduate and post-graduate studies. Usually, a general university has arts, sciences and other faculties divided into departments for principal subjects. These provide courses in the arts, social sciences, commerce, physical sciences, natural
sciences, law, medicine etc. Almost all universities offer research degrees.

The Punjab University Library was the largest library inherited by Pakistan on independence. This was, in fact, the solitary university library as University of Sindh was in the making. Independence brought with it the need for a large number of educated men and women in several new fields, which necessitated the need for an expansion of higher education facilities. To meet this objective the first university to be established, in the post-independence period, was University of Peshawar in 1950, followed by University of Karachi in 1951. Along with the establishment of new universities their libraries came into being. Soon, these libraries made significant progress so much so that as early as 1956 L. C. Key had to observe "The university libraries are the most advanced group. They are well stocked, comparatively" (68). Also, the early universities had been instrumental in providing the leadership in early years of library movement in the country.

But these advancements notwithstanding, the climate for library development was not favourable. The main reason may be found in the textbook oriented teaching method. Change occurred only in 1960s when a new concept - quality in education - began to gain ground. This basic change in educational philosophy brought with it an overall consciousness of the need for improved library services. During this time the need for better libraries has also been recognized in several documents of the Government (69). The recognition of the need for improved library services resulted in the creation of greater support for libraries in the form of increased financial support. This in turn resulted in augmentation of collections at much faster speed.

Unlike the 1960s, 1970s had nothing to offer in this branch despite unprecedented increase in higher education facilities in the country during the decade. In fact, there was a decline in this branch of librarianship since the universities had not increased their library budget so high as they had raised expenditure for all education purpose. The immigration of a large
number of senior librarians to oil-rich countries, particularly to Saudi Arabia, Libya and Nigeria, for better prospects could be cited as another factor in the decline of academic library services.

"By the late 1970s, the university libraries in Pakistan were in a state of approaching crisis" in the words of Feather and Smith(70). Being conscious of this sad state of affairs the University Grants Commission invited Prof. D. J. Foskett, through the courtesy of British Council, for his expert opinion as part of its efforts to find solution to the problems responsible for rapid decline of university libraries in this country. Prof. Foskett, who visited few universities during his short stay in July 1960, made a number of recommendations "covering such matters as union catalogue of books and serials, updating of stock, the establishment of a new professional journal and the development of cooperative services between libraries"(71). Foskett, however, expressed his concern over the absence of dynamic professional leadership in most of the universities(72). As a solution to the problem Foskett suggested a professional development programme in the form of specially designed short courses for senior librarians, first to be held in the U.K. (at the Department of Library and Information Studies at Loughborough University) and "followed by alternating courses in Pakistan and the U.K over a five-year period"(73). Feather, who visited Pakistan in 1982 on preliminary visit for the organization of the first such course pointed out the following deficiencies of university libraries(74).

2. General reluctance in weeding out the existing stock.
3. Need for physical repair to books in older university libraries.
4. Sub-standard library services in university libraries.
5. Passiveness in posture of academic libraries.
6. Lack of user education in most of the university libraries.
7. Lack of inter-lending library facilities.

8. Typical institutional and organisational structure of the library within a university.

Over a hundred librarians from all over the country have participated in the five seminars, organized between 1982 and 1987, around the findings of Foskett and Feather. How far this programme had helped in developing managerial skills and removing the above deficiencies could be an independent study in itself; yet it did help in broadening the horizon of participants by making them aware with wider aspects of book and library developments. It is also true that through the influence of a few enthusiastic participants some newer concepts were introduced at some places. Nevertheless, in the absence of a conducive academic environment, particularly without introduction of fundamental change in the country's educational system, it would be not possible for the existing libraries to mark some kind of impact in the academic life of our institution. There is no place for the library as a part of the educational enterprise in our present-day system of education.

Present Position: Presently, there are three patterns in practice with regard to organization of library services in the universities. These are: (a) a strong central library; (b) decentralized library service, with no coordination, and (c) a central library along with the Seminar/Departmental libraries. The last is the most popular pattern(75).

The combined resources of 19 universities in 1983 total around 2,476,400 volumes for a student population of 49,479, giving a ratio of almost 50 volumes per student. The majority of books, nearly 70 to 80 per cent are in English, primarily British and American publications, followed by books in the national language (Urdu) and other Oriental languages (Persian and Arabic) as well as regional languages. In terms of major disciplines represented in the collection, the humanities is pre-eminent, particularly the Oriental literature and topics related to Islam, in comparison with social sciences except the history of Indo-Pakistan subcontinent. The sciences are in fact, very poorly
represented(76). The range of stock of 19 universities is given in the table below:

**TABLE 4.2**

**UNIVERSITY LIBRARY BOOKSTOCKS (1987)**

<table>
<thead>
<tr>
<th>Range of Bookstock</th>
<th>No. of University Libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 200,000 vols.</td>
<td>2</td>
</tr>
<tr>
<td>100,000 - 200,000 vols.</td>
<td>5</td>
</tr>
<tr>
<td>50,000 - 99,000 vols.</td>
<td>5</td>
</tr>
<tr>
<td>10,000 - 49,000 vols.</td>
<td>6</td>
</tr>
<tr>
<td>Below 10,000 vols.</td>
<td>19</td>
</tr>
</tbody>
</table>


The Punjab University Library, with a collection of 310,000 volumes and 19,900 mss. is the largest library, followed by universities of Karachi (225,000 volumes) and Peshawar (200,000 volumes).

The book budget for the 20 university libraries amounted to Rs.9.6 million in 1984-85. Roughly the universities spent 2.2 per cent of their budget on maintenance of libraries. The expenditure on purchase of books and serial publications as a whole amounted to 54.04 per cent of the university library budget(77). Because of ever shrinking budgetary allocation the rate of growth of university libraries is insignificant. They are making only a modest addition in the range of 2000 to 5000 titles per annum.

For organization of their resources, the libraries have divided their collection into two major groups, viz: English Section and Oriental Section. There exists separate catalogue for each group. Both dictionary and classified catalogues are in existence, but the majority have classified catalogue. *Anglo-American Cataloguing Rules* and *Dewey Decimal Classification* are popular(78).
Usual library services include: preparation of bibliographies and list of current acquisitions; inter-library loan; exchange programmes with other libraries and research organizations; maintenance of clipping and pamphlet files; provision of photocopy service and microfilming of rare materials; answering inquiries; help to students in the use of materials; and organization of lectures and exhibitions.

**College Libraries**

The college libraries as a whole present a gloomy picture. The resources of college libraries are neither adequate nor up-to-date. Their collections consist largely of gifts from organizations and individuals, and hence are of miscellaneous character. Presentation of scientific resources is poor. Annual additions are just a few titles. More surprising is the fact that even existing resources are not organized on scientific lines for one or another reason. The services provided include the lending of a few textbooks for limited periods. Closed access system is maintained throughout. In majority of cases these libraries are run single handed - i.e. the librarian with the help of a janitor. In some cases janitor is also not available. Usually, this group of libraries are administered by the Professor-Incharge Library/Principal. In some colleges, existence of a Library Committee has been reported. The policies with regard to selection of books, staff and losses are framed by Regional Directorate of Education. There is no practice of definite budgetary provision for library purpose in the regular budget of the college. Almost all college libraries are faced with the shortage of accommodation. In rare cases, college libraries have their own separate building. Usually, one or two rooms in the main building are provided to house the library.

**School Libraries**

School library development in Pakistan had been sporadic and spotty. Of the existing secondary schools in the country, not to mention of primary schools, only a limited number of schools in
the public sector maintain a library in true sense. On the other hand there are some excellent school libraries in grammar schools and grammar type schools in the private sector. These two extremes are quite apparent in the survey of secondary school libraries of Karachi, the largest city of Pakistan, conducted in 1984 by Nasim Fatima (81).

The need for school library service had been emphasised as early as 1960, by no less a person than Dr. Abdul Moid - the father of Pakistan librarianship (82). But it was, in fact, the Report of the Commission on National Education (1960) which revolutionized our thinking on the subject by calling the library as "academic heart" of the school (83). Since then the establishment and development of school libraries had been an important subject of our professional thoughts, talks and writings. This consciousness resulted in a spate of meetings, workshops for training of teacher-librarians, incorporation of courses on school libraries in the curricula of library schools, projects in library schools and elsewhere, and publications pressing for the establishment and development of school libraries.

Notwithstanding the present picture of school libraries is painful. Only a negligible percentage of schools under government control have a library. An almirah or two, usually locked up, having been placed in school's office or some classroom constitutes the library of many secondary schools. Books are outdated and irrelevant. The Headmaster/Principal appoints a member of the teaching staff to the position of teacher-librarian, but he or she has no official time to organize and run the library. Some of the schools do not have even a teacher-librarian. Books of library are not even being seen by majority of students, not to speak of borrowing them. In some cases, of course, few books are grudgingly issued to those children, who dare ask for them, but they are not allowed to browse (84). There are only few schools which have a provision of library fund as part of the regular budget.
Special Libraries

These libraries are found, at present, in research establishments, training institutes, banks, government departments, business firms, and the large industrial organisations. In 1977, there were 242 special libraries of all categories in the country, according to Siddiqui (86). About 80% of these libraries belonged to government departments and their subordinate agencies. Measured in terms of various disciplines represented it may be added that the largest number of libraries were in the field of medical sciences, followed by military science and agriculture. The discipline of social sciences is dominated by the economics and its allied subjects (86).

Observation shows that collection in most of the existing libraries are not large. Books and periodicals comprise the biggest segment of their holdings. Non-print materials (Microforms, recordings, tapes) and audio-visual material are almost non-existent. Similarly, government documents and scholarly monographs are poorly represented in the collections. The rate of annual addition is quite poor.

In respect of services too, these libraries have not succeeded in freeing themselves from traditional approach, which lays the emphasis on collection, organisation and use of material rather than on the collection, analysis and evaluation of data. The most popular service provided, at present, but by only a limited number of libraries, is the publication of list of current acquisitions. In some libraries bibliographies are prepared on request. But services, like indexing and abstracting, SDI, translations, literature searching and editorial assistance are rare.

Information Science: The importance of scientific information for the socio-economic development of the country was recognized as early as 1957, when PANSDOC (Pakistan Scientific and Technical Documentation Centre) was established with UNESCO's financial assistance under the Pakistan Council of Scientific and Industrial Research (PCSIR). But the absence of necessary
informational environment did not permit PANSDOC to develop beyond a few support services for the scientific community. The services provided included: procurement of documents, compilation of bibliographies on request, abstracting and indexing, technical translation and reprographic services.

With the establishment of Pakistan Science Foundation in 1974, as the leading national agency for financing and coordination of scientific and technological research, a new force was tried in this field too. The Foundation gave the highest priority to acquisition, retrieval, analysis and dissemination of scientific and technical information. The establishment of a comprehensive scientific and technological information and dissemination centre was entrusted to the Foundation as one of its first and foremost statutory functions(87). This made possible the founding of Pakistan Scientific and Technical Information Centre (PASTIC) in January 1974, around the nucleus of PANSDOC as first step towards evolving a National Information System. With its headquarters at Islamabad and sub-centres in the four provincial capital cities, the PASTIC tried to continue the above mentioned support services, originated and offered under PANSDOC, along with the introduction of several new services. Among such services mention may be made of the following(88):

1. the creation of a Patent Information Cell in 1974;
2. the dissemination of NTIS reports of U.S. Department of Commerce to the relevant scientific and technical institutions in the country in 1976;
3. serving as National Focal Point of UNEP/INFOTERRA since 1976;
4. the publication of Pakistan Current Contents since 1976 on monthly basis, in addition of Pakistan Science Abstracts;
5. evolving of a computer-oriented national data base in 1977 for production of bibliographies;
6. the organization of short courses in Scientific Documentation and Information, and providing in-service training;
7. organization of national and regional workshops on Scientific and Technical Information;
Outside PASTIC too, the concept of computer-oriented information is steadily gaining ground. With a view to popularize the idea of computer-based information a series of in-service training programmes were organized at Karachi, Lahore and Quetta. Also, computer laboratories were set up at Departments of Library and Information Science at the universities of Karachi and Punjab. In the wake of these developments some special libraries have also started using computers, particularly for cataloguing on an experimental basis. The British Council through its library automation service is helping libraries in this regard. However, the concept of computer-oriented information in its true sense is still remote. This is true of both the users and the suppliers of information.

Library Education

The Punjab Library School, tracing back its history since 1915 was closed in 1947 because of the events following partition. The migration of Hindu library workers to India made the situation worst leaving no alternative for the existing libraries except to close their doors. Contrary to this, only few Indian Muslim librarians opted for Pakistan. There existed an acute shortage of qualified manpower. This was most seriously felt at Karachi, then the seat of the Government, where various ministries and their attached departments had built up libraries. To meet this deficiency, Karachi Library Association, formed in 1949 at the initiative of some migrant librarians, started in 1952 a certificate course of four months duration. The Punjab Library School was revived in 1950 and reorganized in 1956, but it did not deviate from the traditional lines. None of these courses could be called a comprehensive training programme, since their objective was simply to meet the immediate needs.

In 1956 a comprehensive programme of library training leading to post-graduate Diploma in Library Science was instituted at the University of Karachi. This course was of one year duration and classes were held in the evening. Teaching was conducted by
practicing librarians, including some foreign experts stationed at Karachi, on part-time basis. The example of Karachi was followed by the universities of Punjab (1959) and Peshawar (1962). In 1962 Karachi University once again took the lead by starting a one year Master's programme, which was open for admission to Diploma holders. Until 1974 Karachi University had the only Master's programme in the country. In 1967 a Ph. D. programme was also instituted at Karachi and an M. Phil. programme in 1985.

At present, six university library schools provide training facilities at the post-graduate level leading to Bachelor's and Master's degrees in Library and Information Science. The M. Phil programme is available at the universities of Karachi and Sindh, but the Ph. D. is offered only at Karachi. Certificate courses of short duration are offered by regional library associations and Department of Libraries, Government of Pakistan. Library Science is available as an optional subject at higher secondary level. At the University of Karachi, Library Science is also offered as an optional subject at B.A. level.

Library Literature/Library Research

Since early days of the introduction of modern concept of librarianship, efforts were directed towards creation of professional literature well suited to local needs. Dickinson himself laid the foundation in this regard through his Punjab Library Primer(92). The city of Lahore has the distinction of hosting a number of periodicals in pre-independence days. Of these, mention may be made of Modern Librarian brought out in 1930 as a monthly publication of Punjab Library Association, which served the profession until 1945, when its publication ceased. Another significant periodical, Indian Librarian, now published from India, was also brought out from Lahore in 1945(93).

In the post-independence period efforts were directed primarily from the platform of library associations to continue the past traditions as far as periodical publication was concerned.
Between 1949-1971 a total of six periodicals, including three from Karachi alone, were issued as quarterlies at one time or another. Unfortunately, none, with the exception of Pakistan Library Bulletin, could withstand the pressure of time and disappeared, often in less than a year, after the publication of a few issues(94).

The published proceedings of various conferences and seminars form another kind of literature. Likewise, various library development plans and surveys, prepared and conducted both by foreign experts as well as local librarians, deserve special mention. Similarly, Master's theses occupy a special place in discussions of the literature on Pakistan librarianship. The number of such theses submitted at the universities of Karachi, Punjab, Sindh and Balochistan comes to 281, 138, 56 and 115 respectively(95). It would be unfair not to mention here some useful research on cataloguing, classification, and surveys on reading habits conducted by faculty members at the Department of Library and Information Science, University of Karachi(96).

A few monographic publications of significance are available in English. In recent years some books of elementary level in Urdu have also been published. But by all standards the available indigenous literature is quite inadequate to meet the country's requirements. In the absence of desired literature, students, faculty members as well as practicing librarians are almost completely dependent on foreign literature, particularly American and British publications for their instructional needs. Nevertheless, there is a demand for library literature in Urdu since English proficiency on the part of a great majority of new entrants in the profession is decreasing sharply. Being conscious of this fact, the National Language Authority has commissioned authors to write textbooks on various subjects in librarianship.

**Library Associations**

Over a dozen local, regional, provincial and national library associations exist at present. All of these associations, no doubt, have had contributed to the growth and improvement of
library services, but their contributions seem to result from random programmes rather systematic planning(97). Their activities were focused on current problems rather established objectives and long range goals. For the most part they concentrated their activities for securing better salaries and status for their members, and perhaps least attention was paid towards betterment of library services.

Amongst the associations having some kind of impact on the country's library scene mention may be made of Pakistan Library Association (PLA), Pakistan Bibliographical Working Group (PBWG), Karachi University Library Science Alumni Association (KULSAA) and the Society for the Promotion and Improvement of Libraries (SPIL). It may, however, be clarified that Pakistan Library Association, truly speaking, is the only association of national stature. Established in 1957 at Karachi, the activities of PLA were confined since its inception to the holding of conferences and the publication of its proceedings. This tradition continued till 1976, after which only conferences were held till 1987, and since then Pakistan Library Association existed merely on paper. It has been under constant criticism for being a "defunct" body even by foreign library experts visiting Pakistan(98). Khurshid criticised it in 1983 for not campaigning and seeking support for the report of Technical Working Group, submitted to the Government in 1984, for the establishment of an integrated free public library system duly supported by legislation(99). Most serious criticism has come recently from Lahore, attacking the "outlook of (its present) leadership" along with demand for constitutional reforms and accountability of the defaulters(100).

Among various factors responsible for crippling the activities of the national association, most important element had been the constitution, which does not provide effective framework for planning, initiation and operation of various programmes of the Association at the national level. The period of two years for rotation of the Association's headquarters among the four provinces and the federal capital area, as provided in the constitution, is not sufficient for the officers elected to monitor library developments. A feeling of dissatisfaction about
several constitutional provision has been voiced in the profession (101).

Of other associations having some record of activities in their account, mention may be made of Society for the Promotion and Improvement of Libraries (SPIL). In the past, SPIL had been instrumental in organizing seminars on library development in Pakistan. Although it has to its credit the preparation of Plan for Library Development in Pakistan (102) but at present, it is also dormant, if not dead, like other associations.
REFERENCES.


3. Law, ref. 1., 4.

4. Ibid., 5.


7. Ibid., p.95.


17. There is a difference of opinion over the date of founding of the Punjab University Library. See Anis Khurshid. Academic library resources of the Muslim Asia. In: Anis Khurshid & Malahat Kaleem Sherwani, eds. Librarianship in the Muslim World, vol. II, 1985, p.38.


40. Key, ref. 28, p. 4.


42. These functions were reported by A. H. Akthar, Director-General, Department of Libraries, Government of Pakistan, to Abdulaziz Mohammed al-Naheri for his doctoral dissertation, published as: The role of national libraries in developing countries, with special reference to Saudi Arabia, 1984.


44. A mimeographed information sheet was issued by the Department of Libraries, Government of Pakistan in 1988.

45. The current description of the National Library of Pakistan is based on information provided by Muhammad Israr Siddiqui, Deputy Director, Department of Libraries, Government of Pakistan, who was also incharge of the camp office of the Department in Karachi.


49. Ibid.


51. Key, ref. 28, p. 17.


55. Pakistan. Ministry of Education, ref.34.


57. Donovan, ref.37.


59. Ibid.


62. Donovan, ref.37, p.5.


64. Surprisingly enough, the Technical Working Group's report did not make mention of the Quaid-i-Azam Library, Lahore. This library, established in 1981, is the country's leading library both in respect of quality of collection as well as services. In March 1992 it contained 75,000 volumes.


68. Key, ref.28, p.68.


71. Ibid.

72. Foskett, D. J. Final report on visit to Pakistan, 1980. (Submitted to British Council). Quoted in Khurshid, ref.67, p.89.
73. Feather, ref. 70, 462-463.


76. Ibid., 203.

77. Khurshid, ref. 67, p. 87.


79. Ibid.

80. This survey is based on a number of surveys conducted by the students of Department of Library and Information Science, University of Karachi. Among such surveys mention may be made of: (1) Ansari, Abdul Samad. A survey of library resources of Islamabad, Rawalpindi and Sargodha divisions, 1974; (2) Mahmud, Asma. A survey of libraries of Karachi, 1974; (3) Talat, Mah. College libraries in Karachi, 1982; (4) Khan, M. Akhlaq. Library resources of academic and public libraries of Lahore and Multan divisions, 1974; (5) Khan, Amanullah. A survey of library resources in the libraries of North West Frontier Province of Pakistan, 1974; (6) Wahab, Surraya. A survey of library resources of Sindh and all libraries of Balochistan, 1974; and, (7) Baig, Samid. A survey of library resources of the academic libraries in Sindh, excluding Karachi, 1974.


86. Ibid.

87. Ibid.

The first computer laboratory was established in 1986 at the Department of Library and Information Science, University of Karachi. In 1990 a computer laboratory was established at the University of the Punjab. The Department of Library Science at the University of Balochistan acquired a PC in 1992. Likewise, the library schools at the universities of Peshawar and Sindh too, have succeeded in acquiring PCs by the courtesy of Netherlands Library Development Project (NLDP).


Dickinson, ref.23.

Haider, ref.60, 66.

Ibid.

The theses submitted at the University of Karachi have been bibliographed by Zia, M. Izharul Haq *Bibliography of theses submitted to the Department of Library Science, University of Karachi, 1967-72*, 1976; those submitted at the University of the Punjab are covered by Khurshid, Zahiruddin *Ten years work in librarianship 1973-1983*: the information from other library schools (Peshawar, Sindh, Balochistan) was received through personal communication.


Feather, ref.70, 461.


Haider, ref.35, 228.

Acquisition work in librarianship "is concerned with obtaining books and other materials for a library or a group of libraries" (1). It has been called a "technical process" by Spiller "for obtaining materials, following the selection process" (2). The specific jobs carried out in this process include, "maintain ordering tools (bibliographies, publishers' catalogues); maintain order files; perform pre-order bibliographic searching; select booksellers; supervise subscriptions and standing orders; send booksellers' chasers; search for out-of-print materials" (3). But for the purpose of this research the term "acquisition" is being used in a much broader concept, encompassing the whole area of book provision; projection of country's library resources, consideration of factors and current trends responsible for influencing the acquisition programme, discussion of policies and procedures of selection, implementation of selection decisions, budgetary provision and its control, and organisation of acquisition work.

Historical Perspective

As stated elsewhere, history of modern libraries in the sub-continent dates back to the British rule, particularly second half of the nineteenth century. The nucleus of such libraries, it may be mentioned, was formed by donations either from private individuals or by the Government. Obviously, the question of acquisition did not arise at all. However, the beginning of scientific acquisition was also made, more or less, during the same period in the sub-continent. As early as 1870 the Calcutta Public Library, established in 1835, had a specific committee for this purpose. The lists of new books received from the local and foreign booksellers were circulated among members of the Committee for selection of new titles. Special emphasis was
placed on acquisition of publications of foreign learned institutions\(^{(4)}\). However, the Committee did not ignore local publications of value in Gujarati, Marathi, Pali and Punjabi. The Committee also considered suggestions from members (subscribers) in this regard, but did not always respond to their actual demand\(^{(5)}\). On procurement of material the following excerpts need to be quoted:

"Books were purchased both from the London and Calcutta markets. In the early years the agents charged the catalogue price plus a 10\% commission on the catalogue price of books. But this concession was only for a very short period. In the 1870s some local booksellers supplied books to the Library at the catalogue price charging 8 annas (half-rupee) a schilling. The rates at which the books were purchased were not favourable in comparison with the price which the individual buyers paid. But the Library enjoyed the privilege of receiving books on approval basis" \(^{(6)}\).

The book selection was also given special consideration at other public libraries, established under the auspices of East India Company. This is evident from the Political Assistant in Nimar’s letter of February 1, 1849, addressed to R.N.C Hamilton Esq., Resident at Indore, which says:

"The project of establishing native libraries originated with Captain French. It was his object, as far as possible, to promote education, and to this end nothing could tend more than the encouragement of a taste for reading, amongst those of capable of doing so, that, by their example, others might be induced to learn. The sum of Rs. 1,397 was collected by voluntary contributions; and books were procured from Agra and Bombay. In the selection of the works, the people subscribing were entirely uninterfered with. A list was circulated of books obtainable, and from that they made their selection. It was judged unwise at first to attempt influence their choice" \(^{(7)}\).

The first universities in India did not have libraries in their initial years because of their non-teaching function. The teaching was done at colleges, primarily managed by the State or missionaries which maintained some kind of libraries. However, nothing is known about the origin of their collection and its growth. Of the earliest universities, Calcutta University was the first to establish a library in 1873, when its Senate
appropriated a sum of Rs. 6,000/- for the purchase of books. A Committee to prepare a list of books to be purchased was also appointed by the Senate(8). This, in fact, could be called the beginning of acquisition work in so far as university libraries were concerned. Bombay University Library was founded in 1879 with a modest collection of books presented by the Government of India(9). Of the other three universities established during the nineteenth century, Madras and Punjab (Lahore) had some kind of library service(10). The only exception was Allahabad University which did not have a library until the dawn of the current century.

As a matter of fact the foundation of these libraries did not help very much in arousing a meaningful awareness with regards to acquisition work as the nucleus of all such libraries revolved on donations of books, both by individuals and the Government. Surprisingly enough, even the report of Calcutta University Commission(1917-19), which contained several canons on the working of university libraries, was found to be almost silent on the subject of acquisition. But it did deplore the situation of academic libraries with regard to provision of books and procurement facilities. Quoting Dr. Hiralal Haldar, teacher of Presidency College of Calcutta, the Commission observed, "There is not a single library in Calcutta where all the well known works on philosophy are available; there is not one decent shop you could buy a standard work on philosophy"(11).

Honestly speaking, there was very little acquisition work in early years of the present century. Even the concept of book selection was unknown to libraries. In fact, it was the inclusion of instructions in book selection at the Punjab Library School in 1916 by Asa Don Dickinson which helped in popularizing the idea of book selection as professional work(12). But this, too, failed to produce tangible results since the librarians were not given their share in the process of book selection. On the other hand, period following Dickinson, particularly after the First World War, was marked for increased activity in this regard. This is evident from the resolutions adopted at the First All India Conference of Librarians (4th January to 8th January 1918) held
at Lahore. The two resolutions (nos. VII & VIII) specifically dealt with selection and purchase of books and periodicals(13). Moreover, the Conference felt the need of including acquisition work in future programmes of training of librarians. It recommended the inclusion of instructions in "drawing up orders for books and checking new books when received"(14). However, strangely enough, the Conference did not say anything on book selection and the role of librarians in this process. Most probably, by now, librarians had surrendered their rights in this regard and confined themselves to order work.

Under such circumstances there existed wide variation in book selection practices. For instance, at colleges it depended solely on the whim of the Principal. In case of university libraries it rested on the interest of an individual professor, and on the availability of funds. With regard to public libraries, members of the library committee dominated the purchase of books. To be brief, librarians did not have any say in the selection, rather had to accept "the direction of the members meekly"(15).

The same practice continued to date. Despite their better trainings than their predecessors, librarians are still denied their genuine share in this process on the assumption that "the power of selection would corrupt the librarian and he would use it as a means of patronage for his own purpose(16).

Existing Library Resources

According to Robert B. Downs, "future generations will probably blame us or praise us, not for our fine catalogs, classification schemes, circulation systems, and reference techniques but for what we manage to have and pass on to them"(17). Another writer stressed the social values of books in these words, "Tell me what you give your people to read and I will tell you who you are"(18). According to Khurshid, "Library resources constitute directions to a country's intellectual aspirations and material prospects"(19). But a comprehensive survey of resources of various types of libraries is yet to be made. A few attempts were made in this regard, but these could not be called complete or
systematic. The first attempt was made as early as 1966 by the Pakistan Bibliographical Working Group in its publication, *A Guide to Pakistan Libraries, Learned and Scientific Societies and Educational Institutions*, which was revised in 1960(20). The other directory-type inventory of the country's library resources was made in *Pakistan Library Directory* in 1970(21).

The first serious attempt to examine the country's library resources was made by Siddiqui in 1958 in *Library Resources of Pakistan* (22) which was an enumerative survey. It was revised and published with a new title: *Library Development in Pakistan* in 1974(23). The revised edition makes an analytical appraisal of the resources of each type of libraries. The analysis further distributes the collection province-wise both by types of libraries and by subjects. However, "this does not present a complete picture of country's resources in terms of their size, physical accessibility and relative strength of one collection compared to the others"(24). *The Directory of Research Establishments in Pakistan, 1975*, issued by the National Science Council, lists 143 science establishments with libraries having collections of about 1,278,635 volumes(25). *The Union Catalogue of Scientific and Technical Periodicals*, first published in 1964 and revised in 1970, is a useful guide showing the country's periodical holdings in the field of science and technology(28).

Some sample surveys limited to one type of library have also resulted in brief summaries of library resources. Among these are mostly the articles published in professional periodicals. A number of Master's theses, submitted to the country's library schools, also list books and in some cases periodical holdings of one library or a group of libraries in a particular region/area. *The Survey of Libraries in Sindh* (excluding Karachi) conducted by the Institute of Sindhology, University of Sindh, needs to be mentioned for its coverage of libraries, mostly of schools in the interior of Sindh(27). But most significant of all was the survey of various regions conducted by students as a part of their course work for the Department of Library Science, University of Karachi, which included: 1) *A survey of library resources of Islamabad, Rawalpindi and Sargodha divisions*; 2) *A survey of*

Based on the survey conducted by students at the Karachi University, Anis Khurshid presented a broader view of Pakistan's library resources in *The State of Library Resources in Pakistan* by looking at them "in the historical context, in terms of total holdings and by types of libraries, by geographical, subject and language distribution" (29). It was revised by Khurshid in 1989(30). The important findings of both these surveys having implications for future development of library collections in the country, are reproduced below:

1. The number of books found to exist in 1989 in the libraries throughout Pakistan consisted of 13,354,500 volumes.

2. These resources were largely concentrated in large cities: Lahore (168 libraries holding 2,577,700 volumes), Karachi (204 libraries holding 2,136,500 volumes), and Rawalpindi-Islamabad (136 libraries holding 1,636,800 volumes). In fact, these three cities shared 55.4 per cent of the country's entire library resources.

3. The major languages of these resources is English, in which 69.4 per cent books were held by the libraries surveyed in 1978. Next in rank were the Urdu language books (22.9%). These two languages alone represented 92.3 per cent of the collections. Other significant languages represented were: Arabic (2.7%), Sindhi (2.0%) and Persian (1.8%).

4. The largest concentration of books was found in the areas of Social Sciences and Humanities (62.4%). The Science and Technology books represented only 31.4 per cent.

5. Distributed by the type of library the college libraries held together the largest collection (3,640,800 volumes), followed by university libraries (2,899,400 volumes), special libraries (2,557,500 volumes) and public libraries (2,199,800 volumes).
6. Of the 23 current universities, six have passed the six-figure mark in collection size; they also rank among the top ten libraries of the country.

**Growth of Collection:** The statistics on growth of collections is not available except for university libraries, which made an addition in the range of 2,000 to 5,000 volumes per annum during the 1970s\(^{(31)}\). Even this modest increase rate could not be maintained in 1980s as per findings of the current survey. As a matter of fact, university libraries added between 450 to 4,500 volumes per annum during this period. The largest number of books were added by Karachi University Library (4,500 vols.) followed by Sindh University Library (4,000 vols.) and Islamia University, Bahawalpur (1,750). Punjab University did not respond. Gomal University added only 450 volumes per annum. Among technical universities, N.E.D. University of Engineering and Technology, Karachi, held the lead by acquiring 2,228 books per year during 1988 and 1990. Of the public libraries, largest number of book were purchased by the Provincial Library, Quetta (4,000 volumes), followed by Liaquat Memorial Library, Karachi (2,000 volumes) and Central Library, Bahawalpur (1987 volumes). The least number of books were purchased by special libraries, confirmed from the fact that three leading special libraries added only 2,508 volumes between 1988 and 1991, giving an average growth rate of 836 volumes.

It may also be mentioned that 75 per cent of these books were of American or British publications, imported by libraries themselves or acquired through local bookdealers\(^{(32)}\). This figure is higher in respect of periodicals, which consume nearly 50 per cent of the total books budget. There is a great variation in the number of foreign periodicals subscribed by university libraries. At present, the highest number of periodicals (450) is subscribed by the library of Agricultural University, Faisalabad, followed by Quaid-i-Azam University Library (300) and Karachi University Library (270). The least number of periodicals (7) is subscribed by the library of University of Peshawar. But the majority of university libraries subscribed in the range of 30 to 100 periodicals. The number of foreign periodicals subscribed by
special libraries range between 15 to 75 in majority of cases. However, there are exceptions, too. For instance, the library of the State Bank of Pakistan is receiving 300 current periodicals. Likewise, libraries of Pakistan Institute of Development Economics, Pakistan Agricultural Research Council, Islamabad; Applied Economics Research Centre, University of Karachi; and Geological Survey of Pakistan, Quetta are subscribing between 75 to 200 periodicals. With the exception of Quaid-i-Azam Library, Lahore, public libraries do not subscribe foreign periodicals. It was also discovered by this investigator that the number of periodicals subscribed has fallen for universities and special libraries because of an increase in the subscription rates, on the one hand, and budgetary constraints as well as ever increasing inflation, on the other. Of such libraries mention in particular may be made of Karachi University Library, N.E.D. University of Engineering and Technology, University of Engineering and Technology, Lahore, Applied Economics Research Centre, Karachi, etc.

Relevance of Collection: In an absence of some study focusing the relevance of available resources in terms of the present needs of various groups of users, it is not possible to make a definite statement in this regard. However, it is said that "the general quality of academic library collections does not match with the needs of our graduate as well as undergraduate students" (33). But what are, in fact, the library needs of our students? Naturally, in an educational system based on textbook-oriented lecture method, the acquisition staff is expected to give top consideration to the availability of textbooks, particularly when these are of foreign origin and costly enough to be out of their reach, in an acquisition programme of universities. On the other hand, acquisition of such books in multiple copies is limited because of financial constraints and foreign exchange restrictions. In fact, this is the most popular form of material used by students and faculty.

With a view to find out a solution to the textbook problem, a Book Bank scheme, having made a start at Karachi University in 1964 (34) is in operation at several other institutions. But this,
too, did not serve the desired purpose. Being aware of the problems, the Government attempted to meet textbooks needs through the establishment of National Book Foundation and making it responsible for reprinting most needed books locally. But like previous efforts, this too, failed to produce tangible results.

The research potential of existing resources in relation to the academic needs of our scholars is not known. However, on the basis of observations it could be said that the general universities are better equipped to provide a wide range of materials in humanities, particularly Oriental literature and topics related to Islam, in comparison with social sciences. The literature in sciences is, in fact, very poorly provided for, and the case being the same with technological material.

Some of the shortcomings of the available collection from the point of view of scientists, could be seen in the absence of indexing and abstracting services, annual reviews, "advances in", etc., inadequate representation of currently published literature, and some serious gaps in the back-files of some very significant scientific journals. Likewise, the social scientists are faced with the inadequacy of collection in terms of special areas of research of specific interest to the researchers in the country, non-availability of ephemeral and fugitive materials, scattered state of materials relating to freedom movement leading to the creation of Pakistan, and above all the non-availability of government publications. Not the least, humanists too, complain of the dearth of their needed literature, especially the original sources, and the literature of the pre-independence period (35).

**Acquisition Environment**

**Economic Conditions and Financial Support:** A number of factors have affected the acquisition of library material in this country. Perhaps, the foremost has been the ever diminishing appropriation. During the initial years of independence, educational development and, for that matter, libraries too did not attract the attention of the Government because of some other
national priorities considered more vital for the survival of the country(36). But soon the Government found itself interested in educational development, primarily to meet the country's needs in various sectors. This resulted in up coming of numerous educational institutions and organisations and their libraries. In fact, libraries received the most favoured treatment during this period in the shape of generous budgetary allocations for purchase of books. But this ideal situation did not last beyond mid-1960s because of reduced budgetary allocations on the one hand and strict foreign exchange restrictions on the other(37). As a matter of fact this affected the academic libraries most, particularly university libraries. One reason for this situation was the War of September 1965 between India and Pakistan, the impact of which on national economy was deeply felt throughout the later part of that decade. Even with the passage of time the situation did not improve because of political upheaval in the country, including the event of 1970s, which resulted in the dismemberment of the country and the creation of Bangladesh. The country's limited library resources were thus further curtailed.

It was in the closing years of the seventies that a visible improvement took place in the form of more liberal budgetary allocations for universities, especially the newer ones. But this increase, however, failed to match the ever-rising cost of material and the galloping inflation(38). In fact, inflation had been the major concern of librarians throughout the eighties. Observations show that there was a significant decrease in the number of volumes added each year to the collection. At some places the adjustment was made by slashing down the periodicals subscriptions. For example, Karachi University Library was subscribing 1,200 journals during the sixties, which was cut down to 600 in mid-eighties and further to merely 270 in 1990(39). Likewise, Quaid-i-Azam University Library curtailed its subscriptions from 931 periodicals in 1974 to 300 in 1990(40). But even this drastic cut in periodicals subscriptions did not provide the desired relief.
Government Policies: In order to understand certain aspects of acquisition of library material by institutions/organisations in Pakistan, a brief mention of some of the Government policies that directly or indirectly affect the library acquisition programmes is necessary. One of the areas where Government policy influences libraries is the import policy. Owing to foreign exchange restrictions, books and journals had been imported against import licenses issued by the Government. The procedure involved in getting the license was very complicated and time consuming. The procurement of journals posed more complex problems and needed complicated operations. However, in recent years the import policy with regard to educational institutions and research organisations had been liberalized but still acts as an impediment to the smooth growth of collection.

In case of certain countries, particularly Israel, India, Taiwan and South Africa, the Government does not encourage free flow of material because of political reasons. This is another obstacle to the development of collection.

Monetary policies of the Government had also affected the acquisition of library material. The Pakistani rupee registered a constant decrease in value against U.S. dollar and sterling since January 1982 when it was delinked with U.S. dollar and the Government preferred a floating rate based on market forces. This step of the Government shrunked the budgetary allocations since increase in library budget was not allowed in proportion to decrease in value of Pakistani rupee. On the other hand, cost of library material both in U.S. and Great Britain, the major countries from where almost all the required books are imported, showed a tendency to rise at a much faster speed. And thus libraries were squeezed from two directions. Under these circumstances, libraries were forced to limit their acquisitions throughout the 1980s, particularly by curtailing the number of periodicals.
Public Attitude: The attitude of the general reading public is not very encouraging. This could be attributed to the wide-spread illiteracy and absence of reading habits on the part of the literate population. As a matter of fact, Pakistanis do not continue their reading habits once formal education is completed. They derive more pleasure from oral and performing arts - talking, socializing, watching television and films, rather than from that of reading a book. A research study on the subject, conducted under the auspices National Book Council of Pakistan in 1980, found that "reading habits of our people have gone a negative change during the last ten years. A person who reads a lot is no longer respected by the society" (42). The study further adds, "family members can no longer influence the children who, from the very young age, are solely guided by material gains to anything" (43).

A deeper look into the history of books in the subcontinent may explain how these negative attitudes developed. Firstly, when the book was first introduced, it was not promoted as something to derive pleasure from, but instead, people were forced to read it. Secondly, what they were made to read did not enrich the lives that they lived in. Quite often it isolated them from the majority of their own people. Even today this attitude persists. Reading and education in general are seen as an inconvenience which had to be endured, and dispensed with when the benefits they promised had been achieved.

Acquisition Management

The unprecedented increase in publications of all kinds in all subjects presents a wide variety of problems so far as their acquisition by libraries is concerned. Information about publishing, publications and bookdealers needs to be given high considerations. To find out what has been published is just not enough rather is has to be linked with readers' needs, particularly when the funds are limited. This naturally makes a case for formulation of collection development policy on the part of libraries, to be implemented in line with financial guidelines. Above all, these operations are to be properly
carried out for effective acquisition programmes. Who should be charged with this responsibility? An obvious answer could be the "Acquisition Department/Section". But rarely such a section exists in Pakistani libraries, including some of the university libraries.

In fact, in the beginning, acquisition work in advanced countries, too, was handled by the librarian himself, or the librarian and his assistant together. And the head librarian did not like at all to relinquish it or any part of it because of the "co-relation of expenditure of book funds with the needs of the library's collection, the decisions concerning the agents or sources from which material is to come, the planning of the relationship of this work with the work of other departments" (44). However, along with the development of collections and increase in library budget the creation of an acquisition department became imperative. But it was not until this century that recognizable department appeared in American libraries (45). It may also be added that until mid-1950s acquisition was not recognized as a major library activity by the American Library Association (46).

In Great Britain too, acquisition covering all the aspects of books provision did not receive much attention on the part of library profession. This is evident from the treatment given to the subject by British library schools. David Spiller found that "most courses on book provision, if they exist at all are relatively brief and low profile affairs" (47). Further, he observed that the "Literature too, the works written from book provision point of view, are unaccountably sparse" (48). But he is optimistic in this regard despite the rapid development in computerized information system for "the techniques required for effective book provision will remain an essential part of the librarian's professional equipment" (49).

The organisation of acquisition in Pakistan is not much different from the early history of library acquisition in the West. In fact, library acquisition is yet to be recognised in its broader concept - i.e. covering all the aspects of books provision from
formulation of policy, budgeting, selection and order work, weeding, stock revision, stock logistics, etc. The term "acquisition work" and "order work" are used interchangeably and only a few university libraries have succeeded in developing an independent department/unit. Of the five public libraries, only Quaid-i-Azam Library and Punjab Public Library, Lahore, have such a section. At other places, librarian himself handles the acquisition work with some clerical assistance. The same practice is followed by special libraries.

Administratively, the acquisition departments in older universities (Punjab, Karachi, Peshawar, Sindh) is headed by an assistant librarian, but in newer ones where the library is still in the formative stage, order work for lack of competent personnel is supervised by the university librarians themselves. At universities where an acquisition department does exist, the head, usually an assistant librarian, possess a Master's degree in Library Science. It may also be pointed out that libraries prefer to remain silent on the question: "What special qualification is desirable for the person incharge of foreign acquisition"? However, a close observation of the working of this department/section in seven university libraries and three public libraries revealed that in majority of the cases, competency and skill required for the job is lacking. Of the shortcomings special mention may be made of: 1) poor knowledge of English language for purpose of correspondence; 2) lack of awareness of the national and international developments in book trade; 3) unawareness with the rules and regulations governing the book trade; 4) absence of desired managerial skills and business competency; and above all, 5) lack of a commitment for such work.

Functions of Acquisition Department: In view of the variation in acquisition practices it is difficult to generalize the functions of this department. Ford lists the following 14 basic functions of an acquisition department/section:

1. Providing and maintaining up-to-date order tools appropriate to the needs of the library, including publishers' catalogues, trade bibliographies, and other
bibliographies as required.

2. Maintain lists (files) of books and other library materials on order and in process in a manner that will permit all staff members to use them with ease.

3. Performing pre-order bibliographic searching to prevent unwanted duplication, to obtain sufficient information to permit an order to be placed, and to establish the main entry that probably will be used when the material is cataloged.

4. Selecting dealers or other sources for the purchase of materials, typing and mailing order, and ordering Library of Congress cards or making other provision for the preparation of cataloging copy.

5. Receiving, unmaking, sorting, and checking in books; determining that items received correspond to items ordered, that the material is in appropriate condition, and the price and discount or surcharge are in accordance with purchase agreement.

6. Approving invoices for payment and forwarding them to the appropriate office for payment; maintaining records of payment and encumbrance if this is done in the acquisition department.

7. Placing ownership marks and accession number or other markings on library materials as required by library procedures.

8. Forwarding materials for cataloging.

9. Entering subscription orders, receiving and recording periodicals and other serials, placing ownership marks on them, and forwarding them.

10. Claiming unfilled orders.

11. Informing originators of orders of the receipt of materials or the status of orders; issuing list of books and other library materials added to the library.


13. Selecting books and other library materials for purchase; acting as a clearing house for information about new or newly available publications, appropriate bibliographies, and other information pertinent to collection development.

14. Soliciting gifts and establishing exchange agreements, maintaining appropriate records, receiving materials and forwarding them the same as other library materials. Sending exchange shipments to exchange partners"(50).
Magrill and Corbin also list the following functions of the acquisition department/section:

1. Obtaining information about materials.
2. Initiating the purchase process.
3. Maintaining records for materials ordered.
4. Receiving and checking materials.
5. Authorizing payment for materials.
6. Clearing order records.
7. Claiming and cancelling orders.
8. Handling materials that need special treatment.
10. Developing and analyzing performance statistics (51).

Surprisingly enough, the responsibility with regard to selection of material has not been included by Magrill and Corbin. And perhaps it was for this reason that Spiller does not seem to be satisfied with such a limited list of responsibilities when he remarked, "these duties are markedly different from those involved in selecting, revising, weeding, etc." (52). He preferred to use a much comprehensive terminology, 'book provision' for acquisition and termed it as "the most fundamental of all library activities" (53).

With the exception of Quaid-i-Azam University Library, Islamabad, other libraries did not clearly state the functions of their acquisition departments. The most quoted functions included the assistance in book selection and purchase of material. However, the main functions of a typical library's acquisition department in Pakistan, on the basis of replies received, plus the discussions with the heads of this department at various university and public libraries, could be summarized as under:

1. Maintaining order/selection tools, mostly publishers' catalogues, and providing them on demand.
2. Making recommendations to the chairpersons of the teaching departments concerning book selection, consulting them on book orders and notifying them from time to time of the non-expenditure of allotted funds.

3. Handling order work, including pre-order bibliographic searching, selecting sources of purchase, trying and mailing orders, maintaining order files, desiderata lists and other records.

4. Visiting bookshops and books exhibitions and interviewing publishers' and booksellers' representatives.

5. Receiving and inspecting incoming shipments to confirm that items received correspond to items ordered and that the price and discount are in accordance with the purchase agreement.

6. Accessioning and approving invoices and forwarding them to the accounts department for payment.

7. Placing ownership marks and forwarding the materials to the cataloguing department.

8. Informing individuals who recommend the purchase of items received.

9. Keeping informed on exchange rates, particularly the conversion rates of U. S. dollar and Pound sterling against the Pakistani rupee.

**Personnel and Their Training**

In acquisition department most of the staff is usually clerical, but large libraries in developed countries have professionals as heads of the several units in the acquisition department, like serial, monograph, gift and exchange, documents, etc. With regards to their training and preparation for the job it is said that an acquisition librarian needs special skills. But how can these skills be defined? Chief among these is, according to Ford, book knowledge combined with an understanding of the ways books and other library material are published and distributed and an awareness of the history and state of book trade"(54). Of other desirable abilities for an acquisition librarian, he specifically made mention of: "the familiarity with cataloging, linguistic ability for those libraries where foreign language material is acquired, managerial skill and business competence"(55). Book-keeping skill and familiarity with
statistical techniques are also needed, according to Yagrill and Corbin, on the part of today's acquisition librarians (56).

The incharge of acquisition department in older Pakistani university libraries, usually of the rank of an assistant librarian, holds a Master's degree in Library and Information Science. But it may be added on the basis of observations that only in rare cases one finds someone competent enough to handle the acquisition work. They lack knowledge of patterns of research and publications and the publishing industry as a whole. Majority of our acquisition librarians are not knowledgeable about the country's rules and regulations governing the book trade, particularly the import of books and serials. In fact, they have very little opportunity of associating themselves with intellectual activities involved in acquisition process, such as selecting materials, weeding the collection, evaluation of collection, writing collection policies, doing circulation studies, etc. Of the activities performed by a typical acquisition librarian in Pakistan include: 1) assisting the faculty in book selection, 2) order work, 3) receiving shipments, 4) approving invoices, and, 5) monitoring funds. As a matter of fact, acquisition librarians because of their low esteem in the academic circles do not find themselves strong enough to make bold decisions. They always try to have some cover for their actions, which had badly affected the acquisition process in the past.

A few words about the available training facilities for acquisition librarians in the country would not be out of place here. It might sound strange to many that out of the country's six library schools only the universities of Karachi and Sindh have an independent course relating to selection and acquisition of material. Both Karachi and Sindh offer "Building Library Collection", as a core course in the first year of the two years degree programme leading to Master's in Library and Information Science (57, 58). The University of the Punjab offers "Collection Development" as first part of the course, "Principles of Library Management"; the other being the "Bibliography". Of the 75 marks assigned to the course, "Collection Development" has only 30
marks as its share (69). At the University of Peshawar, "book selection" is taught as part of the course, "Library Resources and Materials" (60). At the University of Balochistan it is a part of the course: "Reference and Book Collection Development" (61).

There is a wide variation in the contents of the courses offered by universities. For instance: none except Sindh University is teaching acquisition as part of this course. Peshawar has confined itself only to teaching of selection tools and reviewing of journals. Likewise, Balochistan University has further limited its contents to only teaching of book trade in Pakistan. It was perhaps for this reason that the University Grants Commission in its revised curriculum suggested an independent course, "Collection Development", covering all the significant aspects. It was to be offered as a compulsory course in the first year of the two years degree programme leading to Master's in Library and Information Science (62). But this too, is not likely to solve the problem in the absence of required selection tools since these are expensive and beyond the purchasing power of university libraries. Surprisingly enough, students at the majority of library schools do not have access to such basic sources as Cumulative Book Index, British National Bibliography, Publishers Weekly and British Book News. At some places they are not even available to be shown by the teacher as a sample in the class. This shows that there is a gap between the syllabi and what is being taught.

**Acquisition Policy**

The published standards for various types of libraries emphasise the need for a selection policy statement. Public libraries were the first to realise the need for such a statement for guiding all activities related to planning, budgeting, selecting and acquiring library materials (63). With the passage of time other categories of libraries, too, accepted the notion which found expression in the standards of various categories of libraries. The university libraries which were little reluctant in the beginning, found themselves interested in producing selection policy statements in 1970s, resulting in the construction of this
document on a wider scale(64).

None of the Pakistani libraries have a written acquisition policy statement. On the other hand, each library claims to have an acquisition policy since library materials are not chosen at random. These libraries have determined their scope for selection and buying of material mainly on the basis of subjects being taught at the institution concerned in case of academic libraries. However, material for general reading is not totally ignored. In general, the policies of university libraries could be summarized as under:

1. To acquire suitable materials for teaching, learning and research.
2. To build up collection in preparation for the introduction of new courses.
3. To update the collection with new editions and new titles in specific areas of study.
4. To acquire materials of archival interest in the institution.
5. To acquire materials for leisure reading.

It is a matter of great satisfaction that the process of establishing an acquisition policy has begun to receive attention in some libraries. But the action so far has been confined mainly to developing acquisition procedure(65).

Rationale for a Written Acquisition Policy: There are pros and cons of a written acquisition policy. Those who advocate the need for a written document plead the case on the following ground: a) publicly expresses the relationship of collection development to the objectives of their institutions; b) provides practical guidance in everyday selection problems; c) protects from unwarranted interference in acquisition work; d) helps in justifying the selections made; e) serves as the training tool for those who participate in selection process; and, f) provides a guide for budget allocation. In contrast, those who believe that such a policy is unnecessary, base their objections on the difficulties that surround planning in a rapidly changing
situation. Of such difficulties mention is made of: a) non-availability of time on the part of libraries; b) budgetary unpredictability not allowing long range planning; and, c) emphasis on meeting the immediate needs (66).

Book Selection Practices

Different types of libraries have different needs; therefore, it has not been possible to recommend a single system as a model. In tracing out the role of libraries in book selection process one comes to the conclusion that there had always been lack of uniformity in this phase of acquisition work. From the initial stage of development of the concept of acquisition in libraries, the responsibility for selection was not established. In the beginning, it was wholly in the hands of governing bodies — the library boards, and in colleges and universities the faculty members. Gradually, a change took place in mid-1960s, in the attitude of some librarians, "with the result that book selection was declared a responsibility of the librarian and his staff in public libraries, and of the librarian and the library staff in conjunction with the faculty in academic libraries" (67). And the role of the acquisition librarian was that of a coordinating agent in all types of libraries.

Public Libraries: In public libraries, the staff has entire responsibility for book selection. Users may be asked for suggestions, or may volunteer themselves, but librarians make ultimate decisions.

To fulfill this responsibility members of library staff, particularly in medium sized public libraries, are assigned specific subject areas "in which to monitor publications, select new materials, evaluate the present collection and remove unneeded materials" (68). Large public libraries in the United States have a separate department, staffed with subject specialists, to coordinate acquisition and collection development activities. From the 1960s onward British public libraries too, began to create the post of subject specialists to work full-time on book provision. Such specialists were designated as 'stock
editors', whose duties besides other things included book selection as well. The British public library authorities, created by the 1972 reorganization, did not deviate from the earlier practice by putting the book provision responsibility of the whole authority into a single person, commonly called as Bibliographical Service Officer, who administered the service department also (69).

Academic Libraries: At one time, the academic libraries were supposed to meet all instructional and research needs of its faculty and students. But soon the factors like cost of books, space limits and the widening scope of academic curriculum compelled these libraries to change their goal. At present, instructional needs are considered first and if a library has sufficient funds it goes further to build up collection on certain subjects.

Since long the academic libraries encounter a major area of controversy, i.e. the respective role of faculty members vis-à-vis the library staff in book selection process. In Great Britain systems could be found which favour either party, "Some university administrators give almost total control of the book fund to librarian, with suggestions from departments and faculties permitted, but not particularly encouraged. Others divide up the book fund on a departmental basis and leave the librarian only a minimal allocation to balance up departmental orders" (70). In United States "many trends in recent years have resulted in putting more selection responsibility in the hands of librarians" (71). Cubberly too, noted a trend away from faculty selection in medium sized academic libraries (72). In recent years faculty have appeared more willing to leave book selection to libraries.

But none of these solutions is favoured by Spiller for both have their own pros and cons. The solution lies in opting for a system which combines features of both approaches. Spiller recommends the practice opted by most university libraries in Britain. "The librarian normally retains control of ordering process, and sometimes has complete control over the bookfund. Alternatively
departments have an allocation, while the library retains a generous contingency fund. The librarian brings items to the attention of lecturers (faculty) and asks advice where needed. Suggestions from departments are automatically ordered"(73). Also, there is trend in Britain to have some subject specialists, with qualifications in a subject as well as in librarianship, for book selection work. In large university libraries in United States too, a staff with full-time bibliographers is made available, primarily charged with the responsibility for acquiring materials.

Special Libraries: It may be added here that in special libraries written acquisition policy is not common. And for that matter, librarians rely on specific request by users. As a part of the selection process, the librarian regularly informs the users that has been published in order to invite their recommendations.

Selection Practices in Pakistan: The literature on public libraries in Pakistan did not mention the modes of selection followed by this category of libraries. But three respondents of the current study, which are the country's leading public libraries, reported different practices as far as book selection is concerned. At Liaquat Memorial Library, Karachi and Quaid-i-Azam Library, Lahore, selection is the responsibility of Book Selection Committee, comprising people from various walks of life, constituted by the Library Committee/Board. On the other hand, initial responsibility for book selection at Central Library, Bahawalpur lies with the library staff, which is then approved by the Library Committee. In fact, in majority of cases the Library Committee plays an important role in book selection since the librarian is usually shy in taking decisions when financial matters are involved. Also, in private discussions, library staff admitted that acquisition librarian often abuses his power by patronizing certain booksellers or agencies. And it is for this reason that in some cases even the librarian is not consulted by the head of the Book Selection Committee, in spite of him being the only person who knows the needs of readers.
At present, no set pattern for book selection is followed by university libraries in the country. Faculty members are undoubtedly the most influential single group among participants in the process of book selection, and libraries had always been faced with problems in seeking their cooperation in this regard. However, responsibility for selection of books rests with the faculty, in the first instance, and then with the library staff. In all the 12 university libraries answering the question, "Who does the selection?", faculty was found responsible for selection at the first place. The librarian and his professional staff do share in selection, particularly of reference books and books of general character. For this purpose an internal committee of professional staff has been created at Karachi, Sindh and Punjab.

With the increasing participation of students in university administration there is a trend towards student participation in book selection process, as well. In all universities, various student groups pressurise the library for acquisition of books of their choice. This is one of their several activities on the campus. Sometimes they recommend a particular bookdealer too, from where books have to be purchased. Perhaps it was under this consideration that at Quaid-i-Azam University, Islamabad, the recommendations made by the students are given serious consideration. The same is true of Islamia University, Bahawalpur and Gomal University, Dera Ismail Khan.

Book selectors in university libraries give first consideration to the prescribed and recommended texts, followed by reference books and books of general interest. Of the two book selection theories, the Demand Theory vs Quality Theory (personal preferences of librarian keeping in view the objective of the institution), the former dominates the book selection process in all types of libraries. However, acquisition librarians at the universities, when questioned for their specific opinion in this regard, favoured a compromise between the two for an ideal situation. But the acquisition staff in other types of libraries were reluctant to accept any responsibility for book selection. Of other criteria which need to be given weightage in evaluating
item for selection the librarians' reply, representing all types of libraries, is given in Table 5:1.

**TABLE 5:1**

<table>
<thead>
<tr>
<th>CRITERIA FOR JUDGING THE MATERIAL</th>
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<tr>
<td>Authoritativeness</td>
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<td></td>
</tr>
<tr>
<td>Recency</td>
</tr>
<tr>
<td>Cost</td>
</tr>
<tr>
<td>Depth of coverage</td>
</tr>
<tr>
<td>Impartiality</td>
</tr>
<tr>
<td>Physical characteristics</td>
</tr>
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</table>

**Book Selection Sources Used:** Unlike their counterparts in the west, librarians in Pakistan do not have access to a wide variety of selection aids. The most available sources include: Books in Print, Subject Guide to Books in Print, British National Bibliography, British Book News, South Asia Accession List, Ulrich International Periodicals Directory, publishers' catalogues. However, only in rare cases the latest editions of the above mentioned sources are found. The libraries located in capital cities have access to more selection sources, particularly in respect of their latest editions, in British Council and American Centre libraries. It has also been found that librarians working at far-off places regularly visit these libraries, mainly to check prices of books supplied by local bookdealers.

It is surprising to note that with the exception of libraries at Karachi University, Punjab University, Aga Khan University and Quaid-i-Azam Library, none of the respondents reported the existence of some reviewing source. The British Book News is being received by university libraries of Punjab and Karachi only. The Choice is subscribed by the Punjab University Library
and Quaid-i-Azam Library, Lahore. *Library Journal* is available at the Punjab University Library, Quaid-i-Azam Library and Aga Khan University. It may be mentioned here that *Books in Print* is the most available single trade bibliography.

Publishers' announcements and booksellers' stock-lists are of special significance, being the most used sources for book selection in all types of libraries. In fact, these are the only sources regularly received free of charge by libraries. It is observed that selectors mainly use them for recommending new titles to be purchased for their library. It is significant to note that 'Book Reviews' published in subject journals are rarely used in universities responding to the questionnaire.

One of the most commonly used method of acquiring books is that of 'spot selection' which means bringing books to the doors of a library getting them selected by selectors on the spot. This system provides the opportunity of selecting book after perusal and physical handling. This method is finding high favour in libraries of all types, particularly in large cities and other places where transport costs are not very high.

Another important aid in book selection is regular visits to book stores made by faculty members and library staff for selection purpose. Such visits give them an opportunity to have an overall view of stock available and to examine the books in their fields of interest.

Book exhibits are another source for selection of books. In such exhibits, usually organised in large cities by some institution or cultural and social organisations, both local and foreign publishers or their representatives in Pakistan, display their publications. Such exhibitions, it may be mentioned, are not comprehensive as far as the display of titles is concerned. The publishers participating in them do not display all their publications but usually try to clear off their dead-stock by allowing huge discounts.
The selection of periodicals poses no specific problems since new titles are seldom added to subscription lists, which could be attributed to budgetary limitations. Among the better known and most used tools is Ulrich's International Periodicals Directory. For the selection of microforms, libraries depend mainly on trade lists in the absence of standard sources such as Guide to Microforms in Print and the Library of Congress' National Register of Microform Masters.

**Budgeting**

The acquisition librarian is usually responsible for preparation of a library's budget estimates of funds needed for purchase of books, periodicals and other library materials for the forthcoming year. According to Ford, an acquisition budget should include the following:

1. "The number of volumes required for acquisition to maintain the current level of acquisitions, including a defense of the continuance of the current level of acquiring, or modification downwards if that is possible.

2. The number of volumes required for the support of new programs or expansion of existing programs, with descriptions of the programs outlining what each of its expansions will achieve and what the consequences will be if the programs are not supported.

3. An estimate of the cost of each volume to be acquired.

4. An estimate of cost of acquiring each volume.

5. Modifications of each of the above or additional requests prepared in the same manner for periodical subscriptions and other serials and services, sound recordings, tapes, films and other non-book materials.

6. Analyses of other costs not reflected in purchase acquisitions: gift and exchange programs, binding, withdrawals, and related acquisition programs" (74).

Some of the methods have been developed to justify the budget requests. Of the popular methods mention may be made of:
1. **Expenditure based on formula.** The well known formula applied in educational libraries are:

    a) percentage of total institutional budget, and
    b) amount spent per student.

2. **Budget estimates based on price indexes.** The current trend is to make use of price indexes in estimating the cost of materials. But choosing the best price index needs careful consideration. Price index can be compiled by the acquisition staff itself.

3. **Programme Budget.** Under this system budget requests are made in terms of programmes and are based on performance, both past and anticipated.

**Allocation:** Most libraries have allocation or sub-division of funds budgeted for materials for better monitoring and control of acquisitions. Different types of libraries favour different allocation units. Public libraries may divide funds by departments (e.g. reference, children and branches) or by subjects or by a combination of form and subjects. In academic libraries allocations may be made on the basis of administrative units (e.g. departmental library, undergraduate library) or by form of material, broad subjects, specific subjects, academic unit, language or country of publications.

Allocation process needs to be carried out by using some formula in order to avoid criticism for being partial or biased. However, experts suggest that such a formula ought to be sound. Shirk, for instance, is highly critical of existing formulas for their being "merely notationally simplified expression of arbitrary procedures"(75). Schad demands, "appearance of fairness in the allocation process"(76). For this purpose he suggests: "allocation should be consistent over time; bias should be suppressed by separating adversarial and judicial roles in the process; allocations should be based on accurate information; appeal procedures should be provided"(77).
To help the acquisition librarian there is the American Library Association's Guidelines for the Allocation of Library Materials Budgets, which gives a useful discussion of the principles of allocation (78). But in the absence of such a source in Britain "there is credibility gap between the policy and achievement" (79). In case of public libraries the British practice has been "the breakdown of the bookfund into headings representing functional or user criteria" (80).

Budgetary Practices in Pakistan: Starting with public libraries it may be stated that financial position of this category had always been very poor. This could be attributed to the absence of legislative provisions in this regard. Efforts toward provision of financial support through some kind of legislation has a history since 1919 but all such provisions failed to provide a solid base for incomes to public libraries. So much so that even the instruction issued by the Government of Punjab in 1972 to local bodies to allocate one per cent of their total budget for the development of public libraries had never been implemented (81).

Funding for public libraries had been traditionally below the critical amount needed to provide effective services. The average amount of expenditure by local bodies on libraries was around 0.28 per cent in 1983, as per findings of Technical Working Group (82). The findings also revealed that 102 libraries spent Rs.12.9 million giving an average of Rs.126,940 per library. This meagre amount is not enough for a library to make any impact upon the community. The leading public libraries appropriate budget in the range of Rs. 1.5 to 3 million, but most of this is spent on salaries. The Central Library, Bahawalpur is illustrative of this problem.
TABLE 5:2
CENTRAL LIBRARY, BAHAWALPUR
BUDGET ESTIMATES

<table>
<thead>
<tr>
<th>Head of Expenditure</th>
<th>1989-90</th>
<th>1988-89</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books &amp; Periodicals</td>
<td>Rs.243,500</td>
<td>Rs.243,500</td>
</tr>
<tr>
<td>Salaries</td>
<td>Rs.722,290</td>
<td>Rs.577,880</td>
</tr>
<tr>
<td>Others</td>
<td>Rs.503,400</td>
<td>Rs.521,850</td>
</tr>
</tbody>
</table>

Another important public library, Liaquat Memorial Library, Karachi, does not present a better picture. During the fiscal year 1990-91 the library spent only Rs.225,000 on books and periodicals as compared to Rs.584,880 on salaries. Provincial Library, Quetta did manage in 1990-91 to spend Rs.800,000 on purchase of books against Rs.310,000 on salaries. However, it must be kept in view that in the previous year (1989-90) there was no provision for purchase of books in the annual budget.

The universities in Pakistan draw their entire budget from the Government through the University Grants Commission. The government grant is supplemented by other sources of income such as students' fees, occasional private donations and extremely rare bequests. No specific norms are followed in allocating funds to universities. Instead, "availability of funds and resources of a particular university depends more often on contacts and influence of some members of that university and also on the responsive and friendly attitude of authorities towards them rather than on the actual needs and academic merit of the institution itself" (83).

The government grant for universities is of two kinds, namely, operational funds and capital grants, required for their operation and development. The operational funds are needed for staff salaries, allowances, scholarships, fellowships for students, subscription to journals and periodicals, office stationery, hostel charges and repair of furniture. The financial
system, controlled by the University Grants Commission requires each teaching department, as well as the library, to prepare estimates of expenditure, which are then submitted to the university's finance committee for review and approval. (In case of the library, estimates are first discussed and approved by the library committee) Later, the budget is presented to the university syndicate and the university senate for approval and then submitted to the University Grants Commission for consideration before finally, being submitted to the Federal Finance Ministry. The amount agreed by the government is then disbursed to individual institutions in proportion decided by the Commission in the form of operational funds and capital grants.

Traditionally, library budget comes out of the general allocation for the institution. There is, however, no general agreement as to the proportion of the total budget which should be allocated for library purposes, and it varies from university to university. However, it may be pointed out that the sub-committee on acquisition of foreign books and serial publications of the National Workshop for University Libraries, organized by University Grants Commission from 5-7 July 1980 at Islamabad, recommended an "allocation of at least five per cent of the total university budget to the libraries"(84), but this could not be put into practice. As per returns of the questionnaire ten university libraries spent a sum of Rs. 11.2 million on purchase of library materials during the financial year 1990-91. The highest amount (Rs. 3.7 million) was spent by Karachi University while the lowest figure (Rs. 136,000) was reported by Peshawar University Library. Other universities which spent five-hundred thousand or more included: Quaid-i-Azam University, Islamabad (Rs. 3 million); International Islamic University, Islamabad (Rs. 1.6 million); University of Engineering and Technology, Peshawar (Rs. 0.5 million).

There is no formula for the distribution of library grants between various budgetary heads (staff, library material and other expenditures). International norms usually suggest that 50 per cent of the library budget should be earmarked for books and periodicals. Here it is heartening to note that four out of six
university libraries met this criteria during the fiscal year 1990-91. These were the libraries of Quaid-i-Azam University, Islamabad; International Islamic University, Islamabad; Islamia University, Bahawalpur; and N.E.D. University of Engineering and Technology, Karachi. On the other hand some of the well established university libraries failed to meet this standard. For instance, Karachi University Library with a record of highest budgetary allocation of Rs. 3.7 million spent only 37 per cent of its budget on purchase of material. The Sindh University Library spent 40 per cent of its allocation for this purpose.

Of the factors which were taken into consideration, on the part of university administration, while making allocations the most mentioned by libraries included "number of readers" and "inflation rate". Thus perhaps, these could be the main reasons for enhancement of library budget in recent years. But this increase, as reported by all respondents, was not in proportion with the rise in price of library material. The unnecessary delays in releasing the budget allotment on the part of the universities had been another problem encountered by libraries. The funds provided in library budgets are usually not released until the middle of the year, which does not leave enough time to complete the formalities for importing books from abroad, for which a period of between four and six months is normally required. In some cases, funds are not released until just before the end of the fiscal year. In this situation, a library has no option but to purchase whatever material is available locally, without much regard to what is really required, merely in order to spend the allotted money. Naturally, this affects the quality of collection. The libraries also report another problem in this regard --- i.e. the budget cuts even to the extent of one-third of the amount nominally provided, owing to some national emergency (floods, earthquakes, Afghan problem) or as a result of an overall economic drive launched by the government due to some pressure on the national economy (e.g. stoppage of U.S. aid on nuclear issue, most recently).
The libraries surveyed also made mention of problems involved in the operation of the budget and its control. Library budgets are operated and controlled by the accounts/finance departments of the universities, where antiquated and bureaucratic procedures are still followed, despite much progress in this field in other institutions. The continuing inefficiency of the accounts department is a constant source of problems for university libraries. Often it takes months to make payments. In an effort to find solution to this problem, libraries favoured "a separate library account".

Gifts and Exchange

Acquisition of gifts and process of exchange are the responsibility of acquisition departments in the present administrative structure of university libraries in Pakistan, but there is not much work done in this connection. Excluding casual gifts of single titles by their authors, there are neither gifts fund, as found in Western countries, requiring accounting and book-keeping, nor does the prevailing environment offer many chances for solicitation, particularly in the scientific and technical fields. The university libraries in Pakistan have received some private collections as gifts, but almost all of these are in the field of humanities and social sciences. In the past, some international organisations, particularly the Asia Foundation, were generous in donating books to educational institutions as part of their overall assistance programme, but such assistance is scarce at present.

Nevertheless, some organisations like Food and Agriculture Organization and World Health Organization, have helped the Agricultural University at Faisalabad, and the Faculty of Health Science at Aga Khan University respectively, to enrich their collections by providing their own publications. The British Council has also helped several libraries to procure British periodicals by paying subscriptions on their behalf and by donating books and periodicals. Ford Foundation too, is assisting Pakistan Institute of Development Economics and Applied Economics Research Centre, University of Karachi, in this regard.
With respect of exchange programme, domestic as well as international, libraries in Pakistan have never been active. There is really no concept of the exchange of publications and duplicates, since libraries in Pakistan do not have much to offer in exchange.
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5. Ibid., p.7.

6. Ibid.


9. Ibid.


11. Sharma, ref.8, p.132.


13. All-India Conference of Librarians, Lahore, January 4-8, 1918. Proceedings, 1918, p.11.


16. Ibid., p.21.


24. Khurshid, ref. 19, p. 9.


33. Ibid.


35. Haider, ref. 32, pp. 203-04.


38. Ibid.


40. For number of periodicals subscribed in 1974, see Khurshid, ref.19, p.109; the current figure has been taken from the questionnaire.


43. Ibid.


45. Ford, ref.1, p.x.

46. Ibid.

47. Spiller, ref.2, p.6.

48. Ibid.

49. Ibid., p.7.


51. Magrill, ref.3, pp.78-80.

52. Spiller, ref.2, p.4.

53. Ibid.

54. Ford, ref.1, p.xi.

55. Ibid.

56. Magrill, ref.3, p.65.


Magrill, ref.3, p.30

Ibid., pp.30-31.

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Magrill, ref.3, p.44.

Spiller, ref.2, pp.103-104.

Magrill, ref.3, p.53.


Spiller, ref.2, p.104.

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Spiller, ref.2, p.23.

Ibid.
81. Letter no. SOVI (LCS) 2 (31)/71 dated 3rd February 1972 from the Secretary to Government of the Punjab, B. D., SW & LG. Department, Lahore to the Commissioners of divisions in Punjab. Quoted in: Mumtaz A. Anwar, Urban public libraries in Pakistan: a national survey, 1983.


There are marked variations among libraries with regard to adoption of methods followed for the procurement of foreign books and other library material. Most are the results of difference in size of libraries, availability and capability of staff, and demands caused by extra-library factors, such as institutional purchasing requirements, etc. At present, there are three basic methods being followed for the procurement of foreign publications, as follows:

1. Domestic Market. Libraries under this system concentrate on what is available at the bookstores in the country. This is the most favored method of book procurement at present, since it does not present too many problems to libraries and also minimizes to a great extent the volume of acquisition work.

2. Book Import by Libraries. Because of the limited range of books available through regular book trade channels in the country, large libraries are left with no choice except to import required material either through a local bookdealer or directly from publishers abroad.

   A. Import by Libraries Through Local Bookseller: The library obtains the import license and then transfers it to the dealer. This method is popular with small libraries attached to scientific and research establishments belonging to the government or to other organisations. These libraries, mainly due to their lack of facilities and perhaps because they have a lower regular intake of library material, do not like to involve themselves in the complexities of direct import and prefer to authorize a bookdealer to work on their behalf. This system too, is gradually losing popularity.
B. Direct Import by Libraries. For the procurement of books through direct import, two main sources are the publishers themselves and jobbers. The success of the method depends on the capabilities of the acquisition librarians and other staff, who needed to be improvisers of ingenuity.

3. Book Buying Trips Abroad. This method is somewhat rare.

None of the above mentioned channels were found efficient by librarians responding to the questionnaire. Each system presented its own merits and demerits. Selection of the method had always been difficult for libraries surveyed. In fact, the choice of a particular method or their combination as indicated by respondents, depended on a number of factors - the type and size of a library, size of books budget, location of the library, availability of competent human resources and above all, on the attitude of library authorities (library committee, administrative chief, finance officer, etc.). Each method of acquisition in respect of its procedural details, advantages and disadvantages as claimed by libraries as well as problems associated with it, is discussed in the following sections.

Domestic Market

At present, this method is the most favoured channel of book procurement in the country. Most books in libraries, including large public and university libraries, are purchased from local bookstores. These are mostly located in Lahore and Karachi. The bookstores, as a matter of fact, import books from overseas against the import license issued to them by the Government. When asked to comment regarding the basis of their imports (How the selection of titles to be imported are made?) the booksellers interviewed differed in their responses. For instance, some booksellers claimed that imports were made on the reputation of their publishers. Another group of booksellers said that it purely depended on their guess and experience of work in this trade. However, a few preferred to consult subject specialists and librarians before making final selections. Surprisingly
enough, none of the booksellers interviewed reported making use of standard book selection sources for basing their own buying decisions. The books received as sample from the publishers by their agents/representatives also formed part of the stock at some bookstores. This was confirmed by asking for original invoices, which they failed to produce. All such sample copies are sold to libraries. Most recently, the pirated editions of British and American books from India have flooded the local market. These books have been brought into this country as part of personal baggage by agents of local booksellers since import of books from India is not officially allowed(1).

**Purchase Process:** The following methods for procurement of books from domestic market were reported by libraries:

A. **Books on Approval.** The distinguishing feature of this method is that the books are sent by bookdealers "on approval" to the library and those considered not appropriate may be returned. It may, however, be clarified that quite contrary to the concept of "approval plan" in the West, libraries following this method do not enter into a sort of formal agreement with bookdealers(2). All bookdealers may select and send the whole range of current imprints to libraries in their fields of interest.

This method of library purchase has been both scorned and praised by librarians. Proponents of this method cite the following points:

1. Selectors whether librarians, faculty members or others can select from the item in hand.

2. Speed and efficiency in bringing the needed material is mentioned as an advantage as opposed to traditional selection and procurement method.

3. Processing cost is saved.

4. Ensures basic and regular supply of material in case of small libraries in specialised fields without adequate and competent staff for acquisition work.
Opponents put forth the following objections:

1. Booksellers control the collection building. In fact, only in rare cases the books acquired correspond to the needs of libraries.

2. Sometimes it is not quite clear to the libraries themselves what they actually want, resulting in purchase of marginal materials.

3. Booksellers avoid to send books on approval if they can sell them otherwise.

4. Publications that carry little or no discount are least cared for by bookdealers.

5. The method emphasises group rather than individual characteristics in the shape of acquiring books of a particular publisher, favoured by the bookseller.

Variation in Practices: The current practices employed by libraries following this method greatly vary from library to library. The profile of approval plan of some libraries visited by this researcher might be of interest in this regard.

1. Karachi University Library. Instead of sending the books directly to the library, booksellers or their representatives prefer to take the books directly to the chairperson of the teaching department concerned, who is the final authority for recommending books in his discipline, for seeking approval. The chairperson keeps the books for few days enabling the teachers of the Department to physically examine the books, and then the recommendation is made by simply writing the word "Recommended" on the provisional bill against the titles to be purchased. And the bookseller's representative delivers the books along with the bill to the acquisition department of the library for processing the order. Sometimes a fresh bill is presented if all the books listed on the bill are not recommended. In any case the copy of the bill containing the recommendation must be produced by the bookseller(3).
2. **N. E. D. University of Engineering and Technology, Karachi** follows a slightly different procedure. The bookseller or his representative takes the books to the chairperson of the teaching department concerned who makes selection and himself sends the selected books to the acquisition department of the library, where acquisition slip is prepared for each item. All such slips are required to be signed by the chairperson making the recommendation. Then the acquisition department places a formal order. But before doing so, the approval of the Vice-Chancellor is sought. In fact, the final authority rests with the Vice-Chancellor so far as book purchase is concerned.

3. **Liaquat Memorial Library, Karachi.** There exists a book selection committee comprising of important people from different walks of life to recommend the purchase of books. The meeting of this committee is convened by the Director of the library at regular intervals. As soon as a meeting of this committee is decided upon the local bookdealers are asked to display their current stock at the library premises, enabling the committee members to make a selection. Except in respect of reference books of general character the library staff has very little say in the selection process. For the books selected the library places a formal order with the respective booksellers asking them for the bill. Other important public libraries, including the Central Library, Bahawalpur, and Quaid-i-Azam Library, Lahore, follow the same practice.

4. **Pakistan Institute of Development Economics Library, Islamabad.** This is the most important library in the field of economics and related subjects. Here the books are sent directly to the librarian by the booksellers, who keeps the books in the committee room of the Institute to be selected by the Director and other research staff. The librarian is also authorized to make selections; nonetheless all orders are to be approved by
the Director or Deputy Director. For the books selected a formal order is placed asking the concerned bookseller to present the bill.

B. Bidding: While many public institutions have eliminated bidding as a method of purchasing materials, yet some still have constraints. In fact, because of tighter budget and the need to justify every expenditure some librarians have no longer the freedom they once did to purchase materials from some established bookdealer year after year. Increasingly, universities, colleges and municipal departments are questioning each and every expenditure to ensure that the library is getting the best buy for each of its rupee. How the bid system works is being described below?

Bids are invited by the finance department/purchase department through newspaper advertisements to determine which bookdealer shall supply the books to be purchased. However, informal bidding need not be advertised, and may be limited to three bidders of well established reputations. Differences in the amount of money to be spent and the practices of the institution usually determine whether or not the bids are formal or informal. However, when bids are subject to advertisement it projects the amount available for purchase of books and the subject areas of interest of a library. The bidders are asked to quote conversion rate from U. S. dollar and sterling into rupees and the size of the discount as well as the delivery time, method of shipment etc.

The purchase department does not proceed with the process alone. It has been observed that some amount of negotiations between the library and purchasing department does take place regarding criteria for evaluating the bids responses and making contract awards. The purchase department lays emphasis on the lowest cost, but librarians always emphasise the reliability on the part of bookdealers. The librarians interviewed in this regard claimed on the basis of their experience of work that most often bookdealers offering lowest bids/easy terms usually default in delivering the items under the terms and conditions set. Almost
90 per cent of all librarians interviewed did not favour the bidding system. They preferred more authority on the part of library staff in purchase of library material. The observations made by the librarians/acquisition staff in this regard are reproduced below:

1. Bidders do not adhere to the terms and conditions set out in the contract.

2. Reputation and reliability of the bookdealer was preferred over any other consideration, including low bids.

3. Inadequate customer service on the part of bidders was reported by most of the librarians.

4. Librarians held the view that contract be awarded to at least two bidders rather than a single bookdealer.

5. Almost all the librarians interviewed were of the opinion that the librarian/acquisition department instead of purchase department be charged with the entire responsibility for the bidding process.

C. Shopping by Mail: This method is utilized for the books available with bookshops located in other cities. As a matter of fact booksellers issue lists at frequent intervals, giving details of author and title along with prices in rupee for each item. Sometimes the original price in the currency of the country of publication is also given. Such lists are mailed free of cost to libraries, subject specialists and other interested persons. It is from these lists that selectors have to make a choice of the titles to be purchased. Of other significant points of such lists the following deserve special mention:

1. There is no fixed frequency for these lists.

2. These lists are generic in nature rather than customized for the libraries.

3. No fixed arrangement is followed in preparation of such lists.

4. There is a wide variation with regard to elements of information provided for each item.

5. Also, there is no time frame for placing orders from a particular list.

6. Often, the same list is dispatched again and again.
7. Inclusion of an item in the list does not give assurance of its availability when an order is placed.

Order Process: Whenever a stocklist is received by a library it is brought to the notice of the person/body responsible for selection of books to be purchased. Often multiple copies of list are prepared by the acquisition department for this purpose. After receiving the recommendations the library/acquisition department prepares a fresh list of the selected titles, giving the serial of the bookdealer's list, followed by author and title, and despatch the same to the bookdealer concerned, along with necessary instructions pertaining to shipment and bill for supply of books. The bookdealer then supplies the books by Registered Parcel Post.

D. Visit to Bookstores/Book Exhibitions: Another method of procurement from the domestic market is to visit the bookstores by the librarian accompanied by the persons authorized to make selection of titles to be purchased. This method is very common, particularly at the end of a fiscal year, when there is always pressure on the library to utilize the budget allocated for purchase of books. Librarians also make use of book fairs and book exhibitions for procurement of books.

Such on-the-spot purchasing helps in procurement of good material while lessening routine office work. The small libraries particularly located at far off places make use of this method when the librarian accompanied by the Principal/Director and other responsible persons in the form of a team visit large bookstores at Karachi and Lahore and make purchases. It may be noted that the members of the team are allowed T. A. (traveling allowance) and D. A. (daily allowance) admissible under the rules for this purpose.

Order Process: The selected titles are separated by the bookdealer, waiting formal ordering by the librarian concerned. Meanwhile, bookseller prepares the bill and completes necessary formalities for shipment. As soon as the formal order is received books are delivered at the expense of bookdealer. In no
circumstance the libraries are charged transportation charges. This facility is extended by the bookdealers with a view to encourage on-the-spot purchasing by the libraries.

Payment: The libraries in Pakistan have generally been termed as slow payers by the bookdealers. According to the study by Said only about half of the publishers/booksellers surveyed were satisfied on receipt of payments, while others complained of inordinate delays(7). In order to recover payments the booksellers are content with reminders, follow-ups and, if these measures fail, discontinuance of supplies. No action is taken beyond that because the bookdealers by and large, cannot afford to take legal action. This happens because of the circumstances beyond the control of the library. In fact, the payment system throughout Pakistan is controlled by the parent organisation, which is usually a government or semi-government body that operates under strict fiscal regulations. As a matter of fact these regulations are imposed upon the library in the same way as they are imposed upon other purchasing units.

The responsibility of the library in the payment process, as reported by libraries, could be summarized as under:

1) that the material received from the bookdealer is indeed the item ordered;

2) that the price is fair under the terms of contract or agreement negotiated with the bookdealer. Usually, the prices quoted are checked against the Books in Print available in large libraries located in the area.

3) that the books are accessioned and noted on the invoice against each item.

The bill duly certified by the librarian to this effect that books have been received and accessioned is forwarded to the Accounts Department for payment, which is made through cheques.

Discount: Discounts have commanded much attention from libraries in recent years even at the expense of service. Discounts received by a bookdealer from publishers vary, but there is a trend toward uniform discount allowed to libraries by the
bookdealers. Discount received by libraries is generally 10% on foreign publications(8). But observation shows that the discounts vary for different quantity of books and for kinds of books. In some cases and for certain kind of publications, particularly trade books, fiction and textbooks it ranges between 15 to 20 per cent. The discounts allowed to libraries are based upon the following factors:

i) the amount of the library's book budget - i.e. how much business the bookseller can expect to receive;

ii) the percentage of orders in trade, technical and textbooks or the percentage in fiction, reference, technical text, and the number of copies per title; books in science-technology have the smallest discount, while the humanities and the social sciences a mid-point,

iii) the publications of learned societies because their small editions do not allow discount at all.

Dealing with Special Problems

The variety of problems that arise in purchasing library materials from the domestic market cannot be categorized. A few common difficulties are mentioned below:

1. **Invoice errors:** Usually, the booksellers' invoices contain errors. Of the common mistakes made mention may be made of 1) the number of copies for which the library is billed is incorrect; 2) the invoice total is not in agreement with the sum of price listed; 3) conversion rates from dollar or sterling are not in agreement with the approved rates; 4) discount allowed is either computed at the wrong rate or increasingly calculated; 5) the prices charged are not in agreement with prices mentioned in the standard bibliographies; 6) one or more items on the invoice are in disagreement with the item sent, etc. This necessitates on the part of libraries to check the invoices thoroughly and for that matter the library staff finds themselves involved in tedious telephonic conversation or correspondence with booksellers in order to make the necessary correction.
2. **Unavailable Items:** This could be a major cause of disagreement between libraries and booksellers. Often an item is reported as not available despite its listing in the stocklist supplied by the bookseller. Why do they do this? The main reason for their inaccurate reporting could be their preference of selling the book for cash if they can find a customer. However, responsible booksellers do not involve themselves in such undesirable practices. In any case the repeated "Unavailable Item" reports result in termination of relationship with a bookseller.

3. **Unexpected Cost of Material:** Occasionally, the price of the material selected, particularly in the case of on-the-spot purchasing, is far higher than the library expected and the payment either cannot be made or will surely unbalance the budget. In particular, the libraries with lower budget are particularly faced with this problem. What libraries do under such circumstances? In fact, in majority of cases the material in question is sent back and the bookseller accepts the same without least difficulty. In rare cases the bookseller even raises eyebrows, too.

4. **Wrong Item Supplied:** If a wrong item is supplied either because incomplete or misleading information was given by the library or due to a mistake at the dealer's end, the problem is solved either by replacement of title in question by the dealer/bookseller or returning the item to the dealer or the acceptance of the item in question by the library.

5. **Duplicate Item Ordered or Received:** There could be many reasons for the duplication. Sometimes libraries are at fault while at others the dealer might be responsible for duplication. In either case it poses a problem for the library and a solution need to be found. Often the item declared to be duplicate is accepted by the
library. It is also possible to return the item if it has not been marked (ownership stamp). Also, occasionally duplication of an order is detected before the item arrives, and in such cases the second order is cancelled.

6. Incomplete Order: This is a common problem faced by libraries. On checking the booksellers' bill against the material received it is often discovered that some items were not supplied. This creates confusion in the case if bookseller/dealer is located outside the city.

Maintaining Order Records: The purchasing from the domestic market saves the library from maintaining many files. Only a few record, from the time material is on order till its receipt is to be maintained in the library. Usually, the library acquisition unit establishes a single file for each dealer, which usually contains the list of books on order and the relevant correspondence arising out of it. A few libraries also prefer to keep a copy of the invoice which bears the accession number against each title listed on it.

Import of Books Through Local Bookdealer

This method is not very popular, at present. Only the large university libraries (Karachi University Library, Punjab University Library, Sindh University Library and Peshawar University Library) reported the occasional use of this procedure, particularly when the books on a particular subject to form the initial collection are required. The Quaid-i-Azam Library also made use of this method in building up of its initial collection. Several research organizations made use of this method in the formative stage of their libraries. Of such organizations mention could be made of Pakistan Institute of Development Economics Library, Islamabad; National Institute of Public Administration Library, Karachi; Institute of Business Administration Library, Karachi; Jinnah Post-Graduate Medical Centre Library and the libraries of the State Bank of Pakistan and the National Bank of Pakistan.
In procurement of books by employing this method the main role is played by the bookdealer. In fact, success and failure of this method largely depends on the selection of a dealer. And for that matter great care needs to be exercised in this regard. Asked to list the desired qualities on the part of bookdealer, the librarians reported the following:

1. Quickness and precision in fulfilling order requests.
2. Accuracy and timeliness in reporting the status of order.
3. Ability of maintaining good business like relationship.
4. Good communication facility.
5. Ability to adhere to clearly stated delivery schedules.
6. Reputation/reliability of the vendor.
7. Awareness of the library's needs and problems.

**Selection of Bookdealer:** Usually, the organisation and its administrative machinery prefers the use of bid system for selection of dealer, but the working librarians oppose the system on the ground that it has not achieved any of its primary purposes: higher discounts for libraries, equal opportunities for dealers, fairness to both parties, and freedom from ethical complications. The librarians complain that bids that achieve higher discounts for one library ultimately come at the expense of another. A few librarians even revealed that often the bids are tailored to meet the skills of some known dealers because of the fear of award of contract to lower bidder. For further protection, bids are filled with such instructions that tie dealers tightly to terms while giving libraries escapes in case their commitments cannot be met (e.g. expenditure levels). Bids, in fact, invite scepticism on the part of both parties and both to unethical practices. Libraries responding the questionnaire disapproved the bid system for its being costly, complicated, easily rigged and biased in favour of certain dealers.
Asked to suggest an alternative, majority of the librarians favoured to depend on a single dealer on a long-term basis in order to achieve better results. Also, the need to develop a working relationship aimed at achieving both library's and vendor's goals was emphasised. To meet this objective both library and vendor are required to commit to working together, planning together and sharing experience together, the librarians further added.

When bookdealers were interviewed for seeking their opinion on this matter, they were unanimous to suggest that librarians need to review their acquisition procedures. In particular, they complained of: uncertain budgetary appropriation, complexity of order-process, bureaucratic red-tapism, poor record keeping and above all, the incompetence of acquisition personnel. So much so that one dealer/supplier expressed his eagerness to help the libraries in streamlining their procedures and processes. Not only this it was also suggested that librarians need to change their expectations placed on the dealers. However, on the issue of using more than one dealer they preferred to keep silence. In fact, the opinion is divided on this question.

**Bibliographic Searching and Order Process:** The procedure of receiving the order by the acquisition unit/department differs depending on the type of the library. For instance, the university libraries and the large public libraries provide some kind of order request form to be completed by the selector. However, it may be noted here that order requests in other forms are also accepted. This could be either in the form of a list, brochure, publication announcement, or marked publishers' catalogue, etc. In such situations the library staff completes the order request form for each item requested for ease of arrangement in searching. The order request form usually contains such information as author, title, publisher, place and date of publication, price, standard number (ISBN), source of citation and requester's name.
Bibliographic searching means verification, since not all requests for library materials are complete and correct in respect of information necessary for placement of a purchase order. Why bibliographic searching? What is it for? In reply to these questions the librarians reported that searching is done: 1) to determine that a requested item is not available in the library collection or on order; and, 2) to locate sufficient information necessary for the procurement of books. It was surprising to note that none of the librarians mentioned other reasons, such as 1) to speed up the processing of materials once they are received; or, 2) to obtain reliable cataloguing information.

It was observed that in almost all libraries visited, verification of all requests is done as a routine job even though the supplied bibliographical information is apparently accurate and complete.

Search is carried out in two steps: 1) checking the library records; and, 2) checking the printed bibliographies. The first step is meant to determine whether library already owns the item or has placed order for the same. To meet this objective the library's catalogue is checked under the entry presented on the order request. This requires great imagination and skill on the part of searchers. In the absence of competent searchers with understanding of the various types of entries for personal and corporate names, the searching work at the universities of the Punjab, University of Engineering and Technology (Lahore) and Sindh is done by the professional staff. At the University of Karachi there are searchers with sufficient experience in this type of work.

The checking of the library's order file to determine whether the item is already on order requires a lot of imagination on the part of the searcher since many such files provide only a single entry, usually the author. It may also be noted that libraries in Pakistan do not file copies of outstanding orders and in-process slips in public catalogue.
The printed bibliographic sources too are checked to confirm the availability of print, the latest edition and the price. The most used sources for this purpose, as quoted by libraries, were the *Books in Print* and the *British National Bibliography*. Often the libraries located at far-off places make use of such sources at the nearest library or by visiting capital cities. The libraries of British Council and American Centre are also used.

Keeping into consideration the importance of pre-order searching, particularly in a developing country like Pakistan from the point of view of saving foreign exchange, the librarians interviewed were asked to comment on the nature of the work itself. Do they consider searching a routine or a challenging and demanding work? Can it be handled, in their opinion, by non-professional staff? Whether some kind of formal training is required for new searchers? In reply to all these questions the librarians had unanimity in their views. They all agreed that pre-order searching is crucial to the smooth functioning of the acquisition unit. Poorly verified requests can cause delay in procurement of materials. Also, there are chances of duplication which means sheer wastage of precious foreign exchange. It was because of these considerations that librarians favoured the idea of training for new searchers. It was also suggested that instead of preparing some training manuals for this purpose the new searchers be given training on the job under the supervision of experienced search supervisors. The new searchers at the beginning be given uncomplicated search, but this too, needs to be monitored at every step. After a level of experience has been attained the searcher may be allowed to work independently.

**Purchase Order:** After completing the search operation, purchase order is prepared for transmission to the bookdealer. As a matter of fact it is a typewritten list of books, arranged by the surname of authors, to be procured. Some libraries prefer to list the titles by publisher to facilitate the bookdealer in the procurement process. However, this is not an essential requirement on the part of the bookdealer. In either case it carries in recognizable sequence the required bibliographic information about each item listed. This information includes in
most instances the details of the work such as author, title, edition, imprint and standard book number. The covering letter with such lists specifies the terms of purchase. For instance, where the books are to be delivered, what records are to be included with it (invoice requirements, special instructions, if any), conversion rates, tentative date of supply and the requirement for reporting the status of the order.

Multiple copies of the order list are prepared. Usually, two copies go to the dealer as the purchase order, while the other copies are in library's order file.

Import License: Some bookdealers make use of their own import license but majority of them prefer to utilize the license issued to the library. In fact, the licenses for import of reading materials are issued to the universities, scientific and technical institutions, research organisations and the like on request basis. However, the small institutions, particularly the college libraries and special libraries, which do not enjoy this privilege are compelled to make use of import licence and foreign exchange quota of the bookdealer under the terms and conditions agreeable to both the parties. Usually, in such circumstances bookdealers charge 15 per cent to 20 per cent more than the listed price.

Payment: Under this system payment is made in advance or at least in a sizeable portion of the estimated amount, which is adjusted on the receipt of the materials and the invoice. For this reason specific mention with regard to payment procedure is included in the agreement with the bookdealer. In reply to the question, "Why there is an insistence on advance payment?", the bookdealers replied that with limited capital at their disposal and dealing with several libraries, which are slow in making payment, there is no other alternative except to borrow money and pay interest on it to meet indebtedness, or to ask for advance payment. On the chances of misuse of this amount by bookdealer for his own business, the libraries interviewed gave different explanations. At least two libraries did experience the misuse of advance payment by bookdealers on one pretext or another. Of
course, the excess money was returned in both the cases. It was because of these constraints that libraries were forced to give up this system and preferred to import directly through utilizing the services of some foreign jobber or to completely depend on domestic market.

Discount is not allowed since the libraries pay the original plus the service charges. The service charge varies, but it is usually in the range of 15 to 20 per cent of the total invoice value. In fact, the service charges offered by a bookdealer are usually based upon the amount of the library's book budget and how much business a bookdealer can expect to receive. The libraries that utilize import licence and foreign exchange quota of bookdealers make payment in accordance with the conversion rate already agreed, plus the service charges.

Receiving the Order: The shipment along with multiple copies of invoice are received by the bookdealer, who checks it against the order and then the books along with at least one copy of the invoice covering the material is sent to the library. Some libraries complained of receiving the invoices a little late than the books they cover. On enquiry that "Why is it so?" bookdealers failed to give a satisfactory reply in this regard.

Also, the bookdealers occasionally instruct publishers to supply certain titles directly to libraries, particularly if they are urgently required. But it is somewhat rare since most of the bookdealers do not like direct contacts between publishers and libraries from the business point of view.

Checking Process: As soon as the books are received by the library they are arranged by title for checking purpose. The checking process, although some minor variation has been observed, is basically the same in all libraries employing this method. It consists of examination of material received to see that it is in good condition, and comparison of material with the order as well as with invoices to see that all agree. This work is done at most of the libraries surveyed.
Dealing With Special Problems

Unavailable Items: Many a time the bookdealer reports that an item is unavailable for various reasons. The discussion with the acquisition staff at several libraries revealed that in most cases the bookdealers do not report the situation accurately for one reason or another. The acquisition staff further disclosed that to avoid having to pursue the items difficult to secure than they will be worth in profit the dealer reports the item as not-available. In fact, this problem has affected the procurement of publications of learned bodies since they are difficult to secure and the profit is minimum. Above all, the inaccurate reporting has been a source of disagreement between librarians and dealers.

Unexpected Cost of Items: Often the bookdealer reports that the cost of certain items is much higher than the amount in the purchase order. But sometimes the dealer does not inform the library on time resulting in unbalancing the library's budget. To avoid this problem libraries usually include in the agreement a provision that the material should be shipped after seeking the approval of the library if the price is more than the amount in the purchase order.

Invoice Errors: The dealer's invoice contains errors of various types. Often some items on the invoice are in disagreement with the material sent, although the materials are the ones that were ordered. Naturally, this creates confusion with regard to correction of price. A second common mistake is that the discount applied to the publisher's list price is often incorrectly calculated, or computed at the wrong rate, or erroneously omitted. A third mistake is that invoice is not in agreement with the sum of the prices listed on it. A fourth mistake is that the number of copies for which the library is billed is incorrect. In case of libraries which pay service charges only, the problems are, more or less, similar in nature. This included: over invoicing (sometimes in collaboration with foreign publishers), incorrect calculation of service charges, etc.
Misuse of Advance Payment: Observations show that the advance payment paid to the bookseller invited objections from the auditors as there is no provision for this in the existing fiscal rules. As a matter of fact it is difficult for the audit people to understand the intricacies involved in foreign acquisition.

Direct Purchase

For more than twenty years, from 1950s to the early 1970s, this direct import system had been very popular, particularly among the university libraries(9). Notwithstanding some problems direct importation proved to be beneficial in many respects. For instance, it helped libraries in the systematic building up of collections in various subject fields. Acquisitions were either based on actual demand or were adapted to anticipated need. The libraries received better discounts, since their orders were placed in the name of their university bookshops. Indeed, the direct import of reading material required acquisition staff of the calibre of commercial managers. The libraries making imports had to appoint one or two persons with special aptitude in this type of work. The success of this method depends on the capabilities of these staff, who need to be the improvisers of ingenuity.

With the passage of time, direct import was gradually given up by the libraries, except in some rare cases. There may be a number of reasons for this. Foremost among them may be the departure of competent personnel, conversant with this kind of work, to positions in the oil-exporting countries(10). Their successors did not prove capable of carrying out such work because of lack of experience. Another reason could be the uncertain financial resources of the university libraries at the start of 1970s, which was the result of the Indo-Pakistan War of 1971 and the dismemberment of the country through the creation of Bangladesh(11).

In recent years, once again, there is a trend towards adoption of this method, particularly on the part of university and large public libraries, because of lifting of certain restrictions by
the Government. There may be a number of other reasons. Most important of all could be that acquisition through the domestic market is almost totally directed and controlled by the availability of material in the market, leaving only a limited choice for libraries as far as collection building is concerned. In other words, libraries have to purchase what is available rather than what is needed. Other drawbacks of domestic market are that the stock is not large enough to meet the needs of university libraries in various fields since it is of inferior quality in many cases. Also, there is a total absence of publications of learned bodies and research organisations.

The import through local bookseller has also not been helpful in meaningful collection development. In fact, the university libraries did not favour the method. This method has had been popular with smaller libraries attached to scientific research establishments belonging to the government or to other organisations. These libraries mainly due to their lack of facilities and perhaps because of lower regular intake of library materials do not like to involve themselves in the complexities of direct import and prefer to authorize a bookdealer to do the work on their behalf. This system is gradually losing popularity. The weaknesses of the system as reported by libraries include risk of using libraries' import licence by bookdealers for their own business, late reporting on the status of orders, inadequate efforts in saving correspondence and postage and the lack of redress for libraries in cases of default.

Order Process: The libraries following the direct method prefer to order materials through some foreign jobbers rather than importing directly from the individual publishers. However, the universities having their own bookshops favour to route their orders through them because of attractive discount allowed from publishers. The example of Aga Khan University may be quoted in this regard. In fact, ordering through jobbers/bookshops avoids the contact with individual publishers and requires less correspondence and record keeping. Books from North America are usually ordered from U. S. Jobbers and books from Europe from British jobbers.
Selection of a Foreign Jobber: The jobber, in fact, performs the role of wholesaler of books. Since they buy large stocks from publishers, the jobber obtains a maximum discount, part of which is passed to the customers. Contrary to this, publishers for the most part do not allow discount to libraries. Even if a publisher agrees to give some discount it is far less in comparison with that offered by jobber. Besides, some publishers do not prefer to sell books directly to libraries. Some of the advantages claimed by libraries following this system are high discount, rapid service and ease of payment.

However, selection of an appropriate jobber is itself a problem. Acquisition librarian needs to know the reputation of various jobbers for good service. When asked that which considerations are involved in selection of a jobber? The desired characteristics for the jobber as reported by libraries surveyed, included:

1. Familiarity with the library problems of Third World countries.
2. Experience in international book trade, particularly of exports.
3. Ability to provide bibliographical assistance in identification of books. This necessitates the presence of people of substantial bibliographical competence on the staff of jobber.
4. Ability to adhere to clearly defined delivery schedules.
5. Reputation and reliability of the jobber.
6. Ability to provide reports, including order status, cancellation and an annual report of transactions.
7. Ability to provide selection assistance, including stock reports, catalogues, and so forth.

One Jobber or Several Jobbers: The question of using several jobbers or just one jobber for one country has fostered much discussion in libraries. Most librarians interviewed wished to use one agent since there would be less confusion and more economy; however, they did agree that it is not a good practice to side with one agent. Only one librarian said that he would
like to use more than one jobber. He also suggested for splitting the list, using jobbers in terms of area of specialization.

**Import License:** In recent years books have been placed on the free list, which means there is no limitation on the quantity which may be imported. Books can be imported from all over the world except Israel, South Africa and former U.S.S.R. and communist countries of Eastern Europe. It is a matter of great satisfaction that most recently the import of scientific and technical books from India has been allowed. Libraries may import books on all subjects except those that are anti-Islamic and anti-Pakistan. Pornographic material of all kinds are strictly banned.

For the import of books a license is required by libraries which is obtainable by applying to the Chief Controller of Imports and Exports on a prescribed form through their bankers. A fee is charged, which is fixed each year by the Government. At present, four per cent on the face value of the import licence is charged. The licence needs to be renewed each year.

**Order Work:** There are variations among libraries with regard to order work. Most are the result of differences in the size of the library, the availability and capability of staff and the demands caused by extra-library factors, such as institutional purchasing requirements. It is therefore, only possible to deal here with ordering routine which is, more or less, common to all types of libraries surveyed.

Libraries accept requests from selectors in any form; there is no standard practice in this regard. For the most part, requests are received in the form of marked publishers' catalogues and lists, especially those prepared by teaching departments seeking to expand library holdings in their subjects. In some libraries request forms are then completed by the acquisition staff for their own convenience in searching. This practice is however, not uniform.
Completed requests are sorted out by the incharge of acquisitions or, in some cases, by the librarian himself, to establish priorities for searching and ordering. The sorting is followed by a search of the catalogue to see if the library already has the item being requested. The file of items already on order is also checked. In the case of items for which insufficient bibliographic data have been provided, a search is made to find the information necessary for their identification in published bibliographies. The order are then typed in the form of list, grouped by publisher and arranged in alphabetical order by author, giving the complete bibliographic information for each title. The list is then checked by the head of acquisitions before being signed by the librarian. Then the orders are sent directly to the jobber under a covering letter containing the necessary instructions.

Postal Delivery: Books may be dispatched by a) ship; b) air; and, c) bulk post parcel. Arrival of consignment by ship takes longer time say 4 to six months. Arrival of the new consignment by air is speedier, with no risk of being lost in transit. However, it takes higher freight rate.

On arrival parcels are recorded in the Foreign Post Office and are given specific DA (Date of Arrival) numbers. Then for each consignment, the Customs Authority issues DGL (Detained by Customs for Licence and other Documents). And the importers are asked to submit the relevant documents and on being satisfied the parcels are released. Apparently it looks simple, but it is not so. For instance, sometimes the DGL notification is not received in time or not received at all on account of postal misdelivery. In consequence, if the consignee does not remain ever alert with the Customs Office, his parcels are likely to be confiscated or detention fee may be charged on expiry of one month after the arrival of the parcels. Assessment of parcels also takes time. Since there are thousands and one titles in the packets, it is not possible to open each and every packet, compare each and every title with documents. The Customs Authority, therefore, usually makes assessment on the face value of the invoices. To be brief assessment is a lengthy time-consuming process. These
incidental charges further add to the increase in the prices of foreign books. Commercial importers usually realise expenses from the customers; but in case of libraries this means additional pressure on book budget. Unfortunately, these factors are not taken into consideration by the authorities while making allocation for library purchases.

**Payment:** Since the currency of Pakistan is not easily convertible, payments to jobbers have to be made in the currency of the country in which the jobber operates, or in some cases payment is required in U. S. dollars and sterlings. This leads to a most intractable problem for libraries in the presence of complicated government laws and regulations.

As a matter of fact all payments to the jobber need to be made through regular banking channels. And therefore, to meet this objective the libraries open letter of credit with some Pakistani bank. This is done by the libraries after obtaining the import licence and before the placement of a formal order. But each transaction involving foreign exchange has to be approved by the State Bank of Pakistan. To get this approval from the Foreign Exchange Control Department of the State Bank of Pakistan is not as easy as it looks on paper. So much so that a library has to produce the wrappers in which the books and other materials were received in the library, with the address label intact as proof of the actual receipt of invoiced items. To comply with this requirement is not easy since the library materials arrive in large numbers of relatively small parcels on a continuing basis. Librarians in Pakistan complied with this requirement for some time, but it was a great measure of relief when it was discovered by officials in foreign exchange office of the State Bank of Pakistan that their offices were being cluttered with thousands of wrappers. They, therefore, thought the better of it, and relaxed this requirement. Instead, libraries are now required by the State Bank of Pakistan to submit a signed statement by the financial authority of the institution to which the library belongs vouching receipt of items on invoices on which application for foreign exchange is being made. Such a statement does not, however, meant instant provision of the required
foreign exchange, for applications have still to go through the various hierarchies of bureaucracy. The final approval when given is then sent to the applicant's bankers, who have in turn to wait for the actual provision of foreign exchange by the State Bank of Pakistan, which could be within a few days or weeks depending on the number of applications waiting to be attended. Because of the constant fluctuation in exchange rates, the library in above circumstances, is not sure how much in the local currency it is paying for a particular item or invoice until it receives a statement from its bankers as to how much of the local currency was actually involved in the transaction.

Meanwhile, library's jobber is patiently waiting to receive payment for items invoiced well beyond the customary 90-day limit for settlement of invoices. Eventually, in spite of the good relations and mutual confidence that may have been built up over the years of normal business transactions between the library concerned and the jobber a limit is reached beyond which the jobber can no longer allow invoices to remain unpaid. The jobber in the end is forced to stipulate that he can no longer handle order for which advance payment is not made, causing a lot of problem for the library. Even pre-payment does not solve the problem. For instance, a dealer insisting on pre-payment receives his money before despatching books to the library, it usually happens that before the money is received, the dealer is able to sell some of the titles already billed on the pro forma invoice. At least one librarian, who prefers not to be mentioned in any way, reported such a case. On enquiry by the library the jobber simply wrote "We kept the books you ordered for a period of three months, but we did not hear from you for nearly four months, so we put the books back into stock" ... In this particular case the library processed the pro forma invoice for pre-payment of eleven titles, but the jobber only sent seven titles.

It may be pointed out here that sometimes the system of billing of a jobber itself contributes to the delay in processing invoices for payment. There is no uniform system of billing among the jobbers as reported by the librarians interviewed. Billing practice ranges from one purchase order number per invoice to one
fund per invoice, alphabetical arrangement of invoiced materials by author or title; and arrangement of invoiced materials by the order numbers. Each of the billing practices has its problems and advantages. The first practice, however, causes little or no delay in processing an invoice once the book is received in perfect condition, but this is in contrast to the others where many items are listed in an invoice. For example, an invoice from a dealer with twelve or more items billed on it, may not be processed on time if one of the items is defective, or a wrong title is sent or not packed or lost in transit until a definite agreement on the responsibility for such an item is reached. This may take five to seven weeks in exchanging correspondences on such a title to be able to arrive at an equitable decision about payment or non-payment for such a title.

Once the invoices are processed for payment, the remittance still takes up three to five months before the money gets to the dealer. There could be a number of reasons for this. Sometimes the fault lies with the importing institution/library for not making a provision in their budget. At other times the needed foreign exchange is not available with the State Bank of Pakistan; and sometimes objections raised by the treasury officials present problems.

**UNESCO Coupons:** Libraries also make use of UNESCO Book Coupons for purchase of materials (government publications, microforms etc.) where advance remittance is required. The libraries may buy these coupons, in the denomination of $.1000, 100, 30, 10, 3 & 1, from the national coupon distribution body (Pakistan UNESCO Commission Office, Islamabad) by making payment in local currency at the official conversion rates of exchange. It takes 6 to 9 months, sometimes even a year, to have the requisite UNESCO Coupons. Additional problems are that many publishers, especially learned societies, do not like to accept the coupons as there is an additional 3 to 5 per cent encashment charge for such coupons.
Dealing With Special Problems

Selection of The Jobber. The choosing of a right jobber is a major problem. Experience has shown as librarians claim, that a library should deal with as few jobbers as possible to minimize problems of correspondence and budgeting. Therefore, in choosing foreign jobbers the following points must be taken into consideration to minimize areas of conflict in course of business transactions. The first and probably the most important thing to be considered is the question of credit facilities. It is not enough to allow a library to pay for books on receipt, but also a jobber should be prepared to accommodate the problems facing libraries under foreign exchange restrictions in most developing countries.

Pilfering of Books. Pilfering of books at the post offices and the ports here in Karachi, and unending explanations made to the customs men to exempt library materials from import duties, make the work of the acquisition librarian in Pakistani libraries challenging and at the same time unenviable and nerve wrecking.

Shortage of Foreign Exchange. Sometimes the shortage of foreign exchange with which payment is to be made for items purchased outside the country brings in catastrophic consequences in the systematic acquisition of essential materials for building up a collection.

Invoice Errors. The jobber's invoice may contain errors. One of the most common mistakes, as reported by several acquisition librarians, is that one or more items on the invoice are in disagreement with the materials sent, although the materials are the ones that were ordered. A second error is that the invoice total is not in agreement with the sum of the prices listed on it. A third mistake is that the number of copies for which the library is billed is incorrect. A fourth flaw is that discount applied to publisher's list is incorrectly calculated and is computed at a wrong rate.
**Items Unavailable.** When an item is not in the jobber's stock or his staff feels that one or more items will be troublesome to secure than they will be worth in terms of profit, it may be reported to the library about the item/items as out of stock or even out-of-print sometimes. But a responsible jobber will not do so and report the situation accurately.

**Incomplete Order.** On checking the jobber's invoice against the materials received, the acquisition staff sometimes discovers that some items were not supplied. Often it is a source of irritation for the acquisition personnel since it is not known whether another package has been sent which had been delayed, or whether the jobber is still trying to locate the missing items, or whether an error was made in packing the materials for shipment. This type of problem entails correspondence sometimes over an extended period of time.

**Duplicate Item Received.** An item may be discovered to be duplicate. Whatever may be the reason for duplication, the library usually accepts the item in the hope that it will be useful to library users. In a very rare case the item is returned for credit sake since it contains a cumbersome procedure. However, if the duplicate turns out to be the jobber's fault he is informed to this effect. And most jobbers permit the library to receive credit and allow it to keep the item.

**Wrong Item Supplied.** If a wrong item is supplied, the library accepts the item and the jobber is informed accordingly, who usually supplies the correct item, even if it happens to be library's fault. Most of the time the library is allowed to keep the item.

**Item Not Supplied.** Sometimes the jobber fails to report about the status of the order despite repeated reminders by the library to find out what has happened. This is a common complaint of the libraries following this method. Because of the time and expense in such transactions, the libraries are contemplating to include a clause in the terms and conditions, specifying that if orders for all items are not supplied within a stated period of time.
(e.g. 90 days or six months) the orders automatically stand cancelled.

**Defective Item Supplied.** If an item is found physically defective, the library has the right to return it to the jobber for replacement. But again, it is rarely done because of the complications involved; instead, the library tries to get the defect removed on its own, if possible.

**Unexpected Costs of Items.** Sometimes, an item is priced far higher than the library expected, and payment cannot be made or will severely unbalance the budget if it is made. To avoid this problem, libraries often include into the jobber's instructions/contract a provision that the material should not be sent or should be sent only on approval if the price is more than a specified percentage over the amount in the purchase order. Libraries in Pakistan are very conscious about budgetary provisions since overspending is not permitted under normal circumstances.

**Purchasing Trips Abroad**

The purchase missions proceed abroad to purchase library materials. But, in fact, this is very rare. As early as 1951 a team of the Karachi University, comprising senior faculty members, visited United Kingdom and other countries of Europe for purchase of books to form the initial collection for the university's library. The team purchased books worth Rs. 40,000/- mostly English language publications(12). This procedure was followed at other places too, but in a somewhat different way. For instance, the top administrators of the leading scientific and research organisations make extensive purchase whenever they happen to be abroad in connection with either official business (conferences, educational visits, meetings etc.) or on their own. Usually, bookdealers are informed in advance of such visits by the librarian of the parent organisation or by the agency responsible for sponsoring the visit. Selection of books are made on the spot and dealer is asked to send the books either through his agent in Pakistan, if there is one, or by some other
Pakistani bookseller of their choice.

In this regard the case of the Director-General of Libraries, Government of the Punjab, may also be quoted who utilized his four visits to United Kingdom, including a personal one, in 1982, 1984, 1986 and 1989 for purchase of books for the Quaid-i-Azam Library, Lahore, and the Aiwan-e-Sadar Library (President House Library), Islamabad. For this purpose he visited Pergamon and Basil Blackwell, Heffers Booksellers and made selections of books on subjects of interest to the readers. He also made purchases from local bookshops like Truslor and Hensen, Associated Book Publishers and the London Book Fair(13).

The efforts on the part of the top administrator of the library system in the province did help in building up a strong collection "of new published materials, especially those of sciences, technology and the social sciences"(14). In fact, this is the only public library of its kind in the country, providing up-to-date publications to its members.

PROCUREMENT OF SERIALS

A serial, as defined by the A. L. A. Glossary of Library Terms, is "a publication issued in successive parts, usually at regular intervals, and as a rule intended to be continued indefinitely. Serials include periodicals, annuals (reports, yearbooks etc.) and memoirs, proceedings and transactions of societies"(15). But this definition is not acceptable to a majority of Pakistani librarians interviewed. It may, however, be pointed out that the problem with regard to the definition of serials is not confined to Pakistan only, since there had been different versions of the definition of a serial in other countries, too. It was only in 1978 that British, Canadian and American librarians agreed upon the definition of a serial as:

"A publication in any medium issued in successive parts bearing numeric or chronological designations and intended to be continued indefinitely. Serials include periodicals, newspapers, annuals (reports, yearbooks etc.), the journals, memoirs, proceedings, transactions, etc. of societies; and numbered monographic series"(16).
The definition further refers to the terms "series" as:

"A group of separate items related to one another by the fact that each item bears, in addition to its own title proper, a collective title applying to the group as a whole. The individual items may or may not be numbered" (17).

In view of the several versions of the definition of a serial "practice may and does vary in some quite important respects from one institution to another" (18) in Pakistan like elsewhere. In fact, for the purpose of acquisition the libraries in Pakistan only treat "periodicals" and "journals" as serial publications. Why is it so? What led them to such a limited version of the definition of a serial could not be determined. Most of the librarians repeated the phrase "we follow the tradition" as an answer to this question. And perhaps some similar situation forced Osborn to conclude that "local custom and a readiness to take advantage of favourable circumstances" (19) should be given consideration in the determination of what should be treated as a serial.

The importance of journals in a developing country like Pakistan, where personal contacts with international scientists are almost non-existent for one reason or another, does not need to be emphasised. As a matter of fact journals are treated as the most essential tool of research since they contain first-hand knowledge relating to research in any subject field done anywhere. According to latest edition of Ulrich International Periodicals Directory (20) there are 92,000 titles in print. Katz says there are about 100,000 scientific and technical periodicals which publish over two million articles each year (21).

But unfortunately, a very small fraction of world's production of serial literature is accessible to scientists and researchers in Pakistan. Of all the libraries surveyed the largest number of periodicals (409) are subscribed to by the Aga Khan University, followed by Sindh University (315), Quaid-i-Azam University (310) and State Bank of Pakistan (300). It was also pointed out by the librarians questioned/interviewed that the number of periodicals
had fallen during the 1980s because of an exorbitant increase in subscription rates on the one hand and ever decreasing budgetary allocations on the other. In fact, this has affected all university libraries, but Karachi and Punjab universities suffered most. For instance, University of Karachi, which subscribed to 727 periodicals in 1968 is receiving some 270 journals at present (22). Likewise, the University of the Punjab has only 76 foreign journals on its subscription list as compared to 376 in 1968 (23).

Owing to budgetary limitations, particularly due to non-availability of enough funds in foreign exchange at the disposal of the libraries, the above mentioned colossal figure of periodical publication necessitates judicious selection. Great care is exercised by libraries in developing lists of core journals basic to various disciplines for possible selection and acquisition. It may, however, be added that there are no set criteria to be followed in this regard except the fact that local use patterns and opinion of local experts as well as the numbers owned by the library are given consideration while developing such lists.

But the judicious and careful selection would be fragile if procurement is prone. The procurement is therefore, more challenging than selection in the opinion of some librarians (24). Based on his experience Siddiq concluded "the import of journals is ten times worse than procurement of books from abroad" (25). The libraries in Pakistan had to cross several hurdles for this purpose and yet their periodical collection is not dependable and up-to-date. Of all the problems, the first and foremost, as mentioned earlier, is the need for foreign exchange. The competition for foreign exchange is always very stiff as so little of it is ever available for purchase of library materials. The nature of serial publications adds another dimension to this strain on foreign exchange.

Furthermore, the bureaucratic machinery concomitant with government finance is so rigid that it is a barrier to the timely renewal of payments for serial subscriptions. Procurement of
serials is always encountered with problems of delayed or unsettled bills and invoices which consequently account for the resultant problems of timing and frequency of delivery of issues. In fact, none of the respondents seems to be satisfied with his periodical holdings. Unmet and delayed deliveries of periodicals have created unwanted gaps in the collection. Such gaps have a very frustrating effect on regular users of such periodicals, often hampering progress of research.

The other factor which also proves to be a source of problems to the Third World countries, including Pakistan, is their geographical location, i.e., their distances from metropolitan centres where the publishing takes place. This means long delays, and that material, which would normally be read by academics in European and North American libraries within a couple of weeks of the date of publication, becomes available to their colleagues in Pakistan only after delay of some months. Airmail postage is only considered in very exceptional cases because it is too expensive. With delays in the mail it becomes extremely difficult for one to track down an issue of a periodical that has been lost or damaged in transit in time to claim and obtain a copy from the publisher free of charge. More often, when it is clear that an item has failed to arrive or that it has arrived in a damaged and hence unusable form, it is too late for any redress, as even a publisher who would have been quite willing to provide a free replacement copy in response to a claim has no alternative but to reply, "Sorry, issue out of print, no replacement possible". Consequently, a situation develops where too many volumes remain unbound for years because they have certain missing issues. Thus the delays in the mails defeat the very purpose for which the periodical is hailed as a tool more effective than the book in the process of communication and dissemination of new knowledge.

Added to the problem of geographical location in some cases is the geopolitical situation. For instance, the acquisition of serials is not allowed from India. Likewise, the journals cannot be imported from South Africa, Israel, former U.S.S.R. and communist countries of Europe. Sometimes the libraries in Third World countries had to face special problems in this regard due
to closure of regular trade/air routes, primarily for reason of wars. The most glaring example of this in recent years has been the Gulf Crisis when air mail had to be rechannelled through new and unfamiliar routes. The similar problem was experienced in respect of shipping trade during the long closure of Suez Canal.

These problems are further compounded by inefficient postal system in the country. This leads to some losses and delays of mail. Even special bags kept by some of the universities at G.P.O. (General Post Office) at Karachi and elsewhere had not helped much in this regard.

Of other problems mention may be made of absence of scientific organisation of serial acquisition at most of the libraries visited. Only the universities of Karachi, Punjab, Quaid-e-Azam University (Islamabad) and the Quaid-e-Azam Library (Lahore) have a separate section for this purpose. At other places the order department of the library has also been entrusted with the responsibility for acquisition of serials. In both the cases it has been observed that staffing of this section has been based on availability of staff rather than their competence. This is to say that the absence of competent manpower with aptitude in this type of work has further contributed to the problem of serial acquisition. For the most part, existing staff lacks necessary experience, business traits and the ability to deal with intricate problems encountered by libraries in procurement of serials from abroad. Why is it so? As a matter of fact this has its roots in large scale immigration of Pakistani librarians to oil-rich kingdoms of Middle East and oil exporting countries of Africa in search of lucrative jobs, particularly in mid-1970s and early 1980s. The vacuum created by this exodus is yet to be recovered in true sense.

Methods of Serial Procurement

The return of questionnaires revealed that foreign periodicals are procured through one or by using a combination of the
following methods:

1. By direct purchase from publishers.
2. By subscribing through the local agents/vendors.
3. By dealing with foreign subscription agents/vendors.
4. By becoming a member of the learned societies.
5. By gift.

Direct Purchase: There is a growing trend towards purchase of periodicals direct from the publishers. This method has been in practice at the N.E.D. University of Engineering and Technology for the last five years and is successful. From the last year the Karachi University Library has also switched over to this method. In fact, most publishers prefer to accept direct subscription orders for their serials. In particular, this is more true in case of serials issued by educational institutions and organisations and by scholarly societies that maintain a non-profit status.

To start with, a library writes to the publisher for subscription terms and pro forma invoice. On receipt each pro forma invoice is scrutinized, particularly in respect of price and discount if any, as a first step to remittance of subscription amount directly to the publisher. This step is followed by completion of filling in 'M' form for each such pro forma invoice. Finally, the 'M' form supported by relevant documents (pro forma invoice, import licence) is submitted to the State Bank of Pakistan through some authorized bank for obtaining the demand draft. On receipt the demand draft is sent directly to the publisher concerned, asking him for acknowledgement. For each such draft bank charges are Rs. 35/- in some cases payment is made through bank advice. But charges are the same.

At first sight it appears that the whole procedure is a very simple one and should not take more than two to three weeks time at the maximum. But, in practice, it takes several weeks and the
The libraries which adopted this method reported the following advantages to justify their choice:

1. The periodical is promptly delivered/mistakes are few.
2. The publisher is directly responsible to the library.
3. Economy in the form of especially advantageous rates for two or three years subscription is possible.
4. It is possible to specify mailing instructions, enabling swiftly to be sorted out in the library on arrival.

The opponents of this procedure mentioned the following points to support their point of view:

1. Volume of correspondence too high since a certain amount of communication has to be maintained with each publisher. Obviously this increases paper work, routines, clerical staff time.
2. One needs to keep abreast with idiosyncrasies of different publishers.
3. Difficulties involved in keeping record for each publisher.
4. Foreign exchange problem does not allow the payment to all the publishers during the same year.
5. Problems arising out of delayed payments, missing issues and damaged issues are manifold since library has to deal with a large number of publishers.

Procurement Through Local Subscription Agent. Those libraries which subscribe large number of periodicals more often contact agents to supply periodicals. The agents accept the entire responsibility for the supply of periodicals to libraries from the initial placement of order to the renewal of subscription, and the payment of multiplicity of invoices in a variety of
currency.

In this method the appointment of agent is a problem itself. While appointing the agent the libraries therefore, give special consideration to the following factors: 1) reliability of the agent is the prime requisite since subscription must be paid in advance; 2) comparative subscription rates and discounts; and 3) service efficiency. If these precautions are not taken in advance the librarian might have to face audit objections.

The agent is selected either through a bid or on the basis of its reputation. Most of the libraries surveyed following this method prefer 'reputation' and past performance of the agent. However, the agent selected and the library concerned need to agree upon terms and conditions in writing. Some of the important terms and conditions stipulated in the agreement (Indemnity Bond) include the following:

1. That all the journals subscribed for the period January to December 199- shall be supplied by collection service on regular basis.

2. That all the journals shall be delivered to the .... by Hand Delivery.

3. That supply of 100% of all the issues of the subscribed journals shall be made/ensured.

4. That it would be seen and checked that no issue of any journal remains unsupplied.

5. That it would be the responsibility of the said firm to supply all the issues of the subscribed journals at all cost within the stipulated period.

6. If the publisher fails to supply any missing journals M/S................ will have to refund the amount of that issue(s).

A practice seen in most libraries is that the list of journals to be subscribed is supplied to the agent, who works out the subscription cost of each item and submits a consolidated bill to the library to arrange advance payment. Some libraries ask the agent to submit the original invoice, while others make use of trade sources for checking the subscription rates. On the certification of the librarian, the Finance Department of the
parent organisation will make payment of the amount invoiced by
the agent. Thereafter the agent forwards the subscriptions to
various publishers of journals and instructs them to supply them
direct to the library. All correspondence arising out in this
regard has to be made with the agent. For instance, if there is a
gap in supply, which is a common complaint, a reminder is sent to
the agent who would ask the publisher to supply the claimed
issues direct to the library.

The respondents of the questionnaire expressed their
dissatisfaction with this system. The major complaint against
this method reported by libraries of all categories are:

1. In comparison to direct purchase the journals arrive in
libraries late, sometimes it is four to six months after
their publication.

2. More often than not missing issues of journals are not
supplied by the publishers without extra charge.

3. Agents in some cases charge double or three-time from
the actual subscription rate of the journal. As profit
margin narrows and cost rises, some agents have been
obliged to levy a surcharge over and above the actual
cost of subscriptions.

4. It is found that there does not exist coordination
between the subscription agents, publishers of journals
and the libraries. In case of non-supply, the client
library writes to the agent who just passes on their
complaints to the respective publishers who on their
part reject the claim on one or the other pretext.

5. Since the libraries have to make advance payment to the
agents, instances are there where some subscription
agents have misappropriated the annual advance
subscription amount paid by libraries running into
thousands of rupees. They delay the remittance of
subscription amount to the publishers for earning
interest. Sometimes they make payment for only few
periodicals requiring little amount just to convince the
library of their performance. In case of some agents it
was disclosed that they had made use of the subscription
amount paid by the libraries for their own business and
at the end of the year returned it to the library. In
one case the library went to the court, but it did not
help because of long time required in legal proceedings;
and, the library preferred to settle the issue with the
help of a third party.
6. Once the subscription is paid to a subscription agent
the libraries do not have any guarantee that all the
issues of the ordered periodicals would be received or
that the amount of subscription already paid would be
refunded. Even the agreement (Indemnity Bond) made in
this regard does not help very much.

7. The agents, in the first instance, quote low rates and
get business, but later on send supplementary invoices
claiming more payment on the ground that rates of
journals have gone up or exchange rates have changed.

On the other hand the supporters of this method enumerated the
following points:

1. The chief advantage of having an agent is the saving of
time and labour on the part of the library.

2. The agent knows the manifold peculiarities of the
publishers. Some accept subscriptions by the calendar
year, some by the volume, some by the current numbers,
others have a waiting list. Some have a controlled
circulation and others insist on cash with order.

3. The agent will deal with foreign currency difficulties
and many foreign publishers give a better service if
subscriptions come through agents. This, of course,
helps to minimize delay in starting out new
subscriptions.

4. The agent is responsible for the efficient handling of
renewals to ensure continuity, and will lookafter all
claims.

5. The agent provides information on new and obscure
periodicals, and makes available periodical catalogues.
Most agents maintain themselves an extensive collection
of reference works covering periodical publications.

6. It is possible to pay all your subscriptions with one
bill once a year.

Procurement Through a Foreign Subscription Agent: The third way
of procuring journals is to appoint a foreign subscription agent
for onward remittance of subscriptions of journals to the
respective publishers. With this system, however, the initial
problem had been to identify the agent to use. The qualities of
an agent are determined by such characteristics as favourable
prices, favourable terms of payment and reliability on document
delivery.
The following subscription agencies are best known in Pakistan.

2. EBSCO, Birmingham, Alabama, U.S.A.
3. Faxon, Westwood, Massachusetts, U.S.A.
5. Dawson, Cannon House, Folkstone, Kent, U.K.

This method is mostly used by university and special libraries. Under this method the order work starts with the writing of a letter to the various foreign agencies asking them to quote the rates of supply for the periodicals to be subscribed, along with their other terms and conditions. The replies received are tabulated and a consolidated statement is prepared. The quoted rates are got sanctioned by the competent authority. The agent is informed to this effect and asked to send the pro forma invoices, enabling the library to remit subscriptions. For this purpose subscription agents impose time limit, usually between 30 to 90 days, on the validity of their pro forma invoices. Outside that period there are no guarantees on possible price increase. Therefore, every effort is made on the part of the library to make payment within the stipulated period on the invoice. However, the libraries reported that pro forma invoices have often been paid after the expiry of the time limit, owing to the bureaucratic machinery associated with foreign exchange allocation besides several other constraints. This pre-supposes the receipt of supplementary invoices from the subscription agency since subscription rates often fluctuate from year to year, showing an upward trend. These supplementary invoices rarely come in a consolidated form but often on piece-meal basis i.e. item by item. These supplementary bills place the subscriber in a dilemma. They may either not have the requisite fund in hand or have no foreign exchange quota for remitting additional charges. Above all, validity of the import licence may have already expired in the meantime.
Some of the pitfalls of this system as reported by librarians could be summarized as under:

1. Subscription agents get substantial discount from publishers for handling their customers, but they absorb all such profits without passing anything unto the customers.

2. Sometime the subscription cost is not indicated on the bill in the original currency.

3. The libraries do not have any guarantee that all issues of the ordered periodicals would be received or that the proportionate amount of subscription already paid would be refunded.

4. The worst danger of this procurement method is that failure to pay the agent results in stagnation of almost the entire periodical collection.

5. The method does not allow libraries to create close relations with the publishers, since communication with the publishers must be done through the agent. In this way the complaints on missing issues or replacement of damaged issues is time consuming, resulting in not getting such issues since by that time the issues in question are out of print.

Like other system it has some plus points. The advantages reported by libraries are listed below:

1. It eliminates heavy correspondence that otherwise has to be entered into with each and every publisher. Even the procurement of journals through local agent necessitates such correspondence work.

2. Journals arrive on time. In fact, it has been found more efficient as compared to procurement through local agent. At present, there is a trend towards adopting this method.

3. Mostly agencies are liberal in replacement of missing and damaged issues, if the claims are made on time. Some agents provide claim forms to be filled in by the library and sent directly to the publisher.

4. Observations show that many foreign publishers give better service if subscriptions come through well known agents.

By Becoming the Member of the Learned Societies. This method is not very popular in Pakistan, primarily because of lack of awareness on the part of librarians. However, a few libraries of research organisations are making use of this method on a very
limited scale. The credit in this regard, in fact, goes to the chief of the organisations who takes the institutional membership of the group/society/association for the organisation after seeking the approval of the competent authority. In case of government organisations/institutions a 'No Objection Certificate' from the concerned Ministry is an essential requirement. One of the advantages often quoted by the organisations to justify their case for membership is obtaining publications, which otherwise would not be available as some groups will not sell serials except to members. The serials received are passed on to the library.

By Gift. The libraries in Pakistan also receive a fair number of periodicals from donors as gift. These donors range from departments of central governments in some countries, through international and national institutions, to individuals who offer to pass on to the library their subscription copies. Of the international organisations, World Health Organisation (WHO), Food and Agriculture Organisation (FAO) had been instrumental in extending assistance to the country's leading medical and agricultural libraries respectively, in the development of their periodical collections through the payment of subscriptions on their behalf. Of the beneficiary libraries in the field of medicine, mention may be made of Aga Khan University (Karachi), Pakistan Institute of Medical Sciences (Islamabad), and College of Physicians and Surgeons Pakistan (Karachi). The recipients of FAO's assistance were the libraries of Agricultural University (Faisalabad), Forest Research Institute (Peshawar) and Pakistan Agricultural Research Council (Islamabad).

Another source of donation had been the British Council which deserves a special place in library development programmes of this country, for its generous donation of books to all types of libraries. It helped the libraries of research organisations in procurement of British serials too, particularly in the fields of science and technology, in the shape of paying subscriptions on their behalf. The Council also provided research workers with photocopies of articles direct from the British Library.
The Netherlands Pakistan Library Development Project - Social Policy Research & Advice on Training Education and Self Evaluation (SOCRATES) - has shown interest in this regard and expressed its desire to help some selected libraries by making payment of subscriptions on their behalf. But it has yet to be put into practice with regard to designation of libraries and other details.

Exchange. None of the respondents reported the use of exchange system for procurement of serial publications. However, there existed some kind of exchange programme at the University of Karachi, during the later part of the 1960s. The library made use of university publications and publications of other learned bodies of Karachi for development of its exchange programme. But this did not continue for long "due to the paucity of publications and their appearance at regular intervals; as said by one of the library's former staff members responsible for periodical acquisition. In fact, he was the man responsible for the whole programme, including its idea, planning and implementation.

The above statement was endorsed by the librarians/serial incharge at several other libraries visited, while answering the question that "Why did they not start an exchange programme for procurement of serial publications?". Their outright answer to this question was "underdeveloped publishing industry in the country does not allow to initiate such a programme". They further added that "for a start the percentage of serials received this way depends on how many local titles a library can send in exchange for foreign ones". Even the limited number of serials brought out locally are not very regular; sometimes they remain suspended for years or stop publications without any notice. This would be a source of embarrassment for a library since it is too much to expect exchange partners, however tolerant and magnanimous they might prove to be, to keep on sending their publications for years without getting anything in return. In fact, exchange cannot be allowed to fall into a routine of one-way traffic.
Acquisition of Special Material

In recent years there has been a growing emphasis, particularly on the part of special and university libraries, on acquiring non-book material to meet the varying needs of their clienteles. Normally, the acquisition department of the library is charged with the responsibility for acquisition of such material. Observations reveal that majority of the libraries face a wide range of problems in this regard, primarily because of their lack of awareness with intricacies involved in procurement of the material. In particular, non-availability of bibliographic and evaluative information sources dealing with special material may be mentioned. Likewise, the lack of knowledge with distinct ways of distribution of this kind of material has been another problem in procurement process.

In the following section, the present process followed by universities and special libraries with regard to acquisition of theses and dissertations, conference papers, CD-ROM indexes, pamphlets, etc. is being discussed. The discussion for the most part is based on interviews with the heads of acquisition/librarians of various libraries visited.

Theses and Dissertations. The material in great demand is the theses and dissertations. One important source of acquisition of theses is University Microfilms International, which makes available the majority of doctoral theses of American universities. Theses of British origin are obtained through the British Thesis Service. Theses from universities of other countries are procured on a title-for-title exchange basis or mutually agreed adhoc arrangement. It was discovered that at some universities the copyright for the accepted thesis is transferred to the university library, while at others this right is vested in the author. And copies of theses/dissertations can be sold only on the production of a written permission from the authors themselves.
As a matter of fact the libraries are faced with serious problem in procurement of theses and dissertations from other countries outside U.S.A. and United Kingdom. It purely rests on the goodwill of the libraries which stock theses.

Conference Papers. The importance of conference papers on the latest developments in a particular field cannot be over emphasised. Most libraries acquire conference proceedings when they are published, some are published several years after the conference, by which time the information in them becomes out-of-date and obsolete. To acquire conference papers the libraries try to purchase pre-prints of such papers. The UNESCO Book Coupons are used for this purpose. Also, a few research organisations make special request to those members of the staff who regularly attend such conferences to make some efforts for collecting one set of papers for the library.

CD-ROM Indexes. At present, the libraries of three organisations in Pakistan viz. Aga Khan University (Faculty of Health Sciences), Karachi; College of Physicians and Surgeons Pakistan Karachi; and, the National Agricultural and Research Centre (NARC) are subscribing CD-ROM Indexes. Many more institutions are expected to subscribe CD-ROM and other computer software products in future. But surprisingly enough, the libraries in Pakistan do not have enough information about various data bases available and whereabouts of the vendors with whom to establish an account for processed electronic reference material. Presently, all the three above mentioned institutions receive the CD-ROM products through World Health Organisation (Aga Khan University and College of Physicians and Surgeons Pakistan, Karachi) and Food and Agriculture Organisation (National Agricultural Research Centre, Islamabad)(29).

The libraries wishing to switch towards use of micro-computer are, in fact, encountered with problems associated with availability of software packages. Neither the sources listing micro-computer software are available in the country, nor does there exist specific guidelines for their selection. At present, only two software packages (INMAGIC and CDS-ISIS) are known to
the librarians in the country. A local software, KITABDAR, is being developed.(30). In fact, there is no choice available. Moreover, some libraries have tried to develop their own software in association with computer vendors, which presented problems of different nature, more particularly the machine compatibility. For instance, the Karachi University Library in 1986 developed a programme in cooperation with a local vendor for control of its periodical holdings, but software prepared did not work on available machine. The library suffered a net loss of Rs.10,000/= paid to the vendor(31). The success of another programme developed by another vendor for Hamdard University Library is yet to be observed as it is being developed and applied most recently(32).
REFERENCES

1. Recently, the Government of Pakistan have allowed the import of scientific and technical books from India; however, books on social sciences and humanities cannot be imported.

2. In the West the 'Approval Plan' necessitates a formal agreement between the library and the bookdealer/vendor.

3. Interview with Aziz Khan, Head, Acquisition Department, Karachi University Library, Karachi, 7th January 1992.

4. Interview with Ms. Yasmeen Mehar, Assistant Librarian and Head of Acquisition Section, N.E.D. University of Engineering and Technology, Karachi, 7th December 1991.


8. The Library Rates Committee, constituted by the Federal Ministry of Education, determines a formula for conversion and discount rates, in consultation with reputed booksellers in its quarterly meetings. These rates are regularly published in the bi-monthly Newsletter of Pakistan Library Association for the benefit of libraries.


17. Ibid.


Ulrich's plus, a complete international data base on CD-ROM disc, gives access to 92,000 regularly issued periodicals, plus 46,000 irregular serials.


22. The latest figure was provided by Ms. Mukhtar Akhtar, Assistant Librarian and Head of Periodicals Department, Karachi University Library, on 12th March 1992. For the figures of 1968 see Syed Jalaluddin Haider, "Development of university libraries and manpower needs in Pakistan", Pakistan Library Bulletin, 1968, 1 (2-3), 42.


26. Interview with Riaz Khan, National Representative, for SOCRATES in Pakistan, 28th February 1992 at Lahore.


28. Interview with A. Q. Lutfi, former Head of the Periodicals Department, Karachi University Library, 11th April 1992.

29. Interviews with: Moinuddin Khan, Chief Librarian, Aga Khan University, Karachi; Akhtar Hanif, Librarian, College of Physicians and Surgeons Pakistan, Karachi on 12th May and 22nd May 1992, respectively.
30. The programme is being developed by a commercial vendor at Islamabad.


CHAPTER VII

IMPORTING FOREIGN BOOKS

Import and export of goods and commodities in Pakistan are subject to regulations and control. These controls were first introduced in the Indo-Pakistan sub-continent in May 1940 as a war-time measure under the Defence of India Rules. With an end to hostilities and lapse of the Defence of India Rules in September 1946, Import Trade Control was continued by Emergency (Continuance) Ordinance, 1946 for a period of one year (1). This was replaced by the Imports and Exports (Control) Act, 1947 (2). This act, in fact, was adopted by the Government of Pakistan on independence to prohibit, restrict and control imports into and exports from the country. It was replaced by the Imports and Exports (Control) Ordinance 1950 (3) and later, finally adopted as the Imports and Exports (Control) Act, 1950 (4).

The shortage of foreign exchange placed restrictions on imports of all types. Imports are made in line with the import policy framed by the Government, and announced by the Chief Controller of Imports and Exports at the beginning of each fiscal year, i.e. on 1st July, while earlier for imports purpose, a year was divided into two halves: 1) July - December and, 2) January - June, which were termed as shipping periods.

Import policy included Government decisions regarding the following:

1. Items permissible for import during the shipping period;
2. Items to be imported for a particular region only;
3. Items importable exclusively for industrial purpose;
4. Items to be imported without licence and conditions for imports;
5. Items to be imported under cash, aid or loan, and trade or barter agreements;
6. Conditions for entry of newcomers into the import trade and their items;

7. Conditions for import by established importers and industrial consumers;

8. Procedure for submission of applications for licenses where required;

9. Restrictions on import of items; and,

10. Items and conditions for import for personal use.

**Import Policy for Reading Material**

During the initial years of independence, import of books and magazines from sterling area continued freely under Open General Licence (O.G.L.), while import of books from United States was regulated by import licenses, issued freely. Perhaps this was in continuation of Universal Open General Licence, introduced in September 1946 by the British Government, which permitted free imports of consumer goods from any source within or outside the sterling area. But a liberal import policy had to be dispensed due to deficits in balance of payments position, particularly in 1952, following the Korean War. Obviously, the import of books and periodicals were placed under control and the system of **Categories** was introduced. For the first-half of 1953 licenses for import of books were issued on ad-hoc basis, while for its other half the basis of import was 75% of fixed category, i.e. average of imports from July 1949 to June 1952. In 1954 categories were fixed on regular basis on the performance of importers during 1952-53. Importers of reading material were divided into the following five different, but not altogether exclusive, categories and the basis was fixed accordingly.

**Category 1**

**PART IV Group B-1. Item 1.**

Those who were sanctioned to import the following types of books:

Standard books of all sciences, art, literature, law, books of medical practice, research or industrial process, standard textbooks of reference on all subjects, including encyclopedias and dictionaries.
Category 2.

PART IV Group B-1, Item 2.

Daily newspapers, journals, magazines and periodicals.

Category 3.

PART IV Group 1, Item 3.

Importers of fiction, novels, printed books of all sorts.

Category 4.

PART IV Group 1, Item 4.

Maps, charts, plans, blueprints, proofs, geographical globes, manuscripts.

Category 5.

PART IV Group 1.

This category of importers were issued licenses automatically, if they could secure orders for import of books from Government or public institutions. The items included: standard technical books, textbooks and printed books of all sorts.

In 1954 the Government of Pakistan concluded the Informational Media Guarantee (I.M.G.) Programme with the Government of United States of America, which initiated the import of books of U. S. origin and their Japanese reprints through payments in Pakistani rupee. Imports had to be made from the United States through approved U. S. exporters whose names were notified from time to time. Pacific/Japanese editions of American publications were also permissible for import under this programme. This was, in fact, a foreign exchange saving device since the purchaser had to pay in local currency for materials to be imported under this programme. The American government guaranteed the payment in U. S. dollars to the exporters/publishers(8).

The I. M. G. Programme covered the following educational material:

1. Educational, scientific and literary works;

2. Magazines;
3. Maps, globes and charts;
4. Prints;
5. Film scripts and projection slides;
6. Play scripts;
7. Musical scores (musical records limited to long playing 33 1/3 rpm.; and,
8. Other acoustical recordings.

Import permits under this programme were issued by the Chief Controller of Imports and Exports or other competent authority, on applications invited from time to time from the following:

1. Importers of books and other educational needs;
2. Educational institutions;
3. Government departments;
4. Public libraries and reading rooms; and,
5. Individual users.

The I. M. G. Programme with small suspensions remained in force until June 1966. It allowed the import of Rs. 1.9 million per annum, out of which 70% was meant for text, technical and scientific books. From this programme booksellers, particularly those who established in late 1960s or early 1960s, benefited most. Unfortunately, however, the programme could not be utilized to the best advantage by libraries in this country. This was because of lack of awareness about the programme on the part of majority of libraries as well as their parent organisations, as argued by Muhammad Naqui, incharge of Acquisition Department at Karachi University Library from 1960 to 1973. Being the only media for attaining U. S. books, the programme needed wider publicity and detailed answers to questions like: Who could benefit from it? Which material could be imported under this programme? How the necessary import permit could be obtained? Another important reason for its not working smoothly as observed by Huq had been the listing of small number of U. S. dealers/exporters as approved/qualified exporters. Against several hundred publisher-dealers, wholesalers and
Jobbers just about 50 were listed in 1964 as qualified exporters(13). Thus a good many publishers, especially university presses, learned societies, and scientific institutions were left out of the qualified list of exporters, depriving the libraries of their publications.

Moreover, the programme did not allow the possibility of making use of services of some accredited agents for collecting material from various qualified exporters, primarily owing to non-availability of sufficient time at the disposal of importers. The programme was operated on a year to year basis, i.e. from July to June. The time factor was the cause of many other problems. For instance, sometimes by the time a U.S. exporter was approached, the exporter's allocation was used up which had quite often been the case with leading exporters. This point is supported by an example quoted by Huq himself, who had approached 19 of the firms on approved list of exporters but was not successful in placing orders with any of them, since all had no more funds under this programme(14). This could partly be attributed to the cut on I.M.G. Funds from 4 million to 3 million dollars in 1964 by U.S. Congress(15). Honestly speaking, neither the booksellers/libraries in Pakistan nor their counterparts in U.S. were happy with the performance of this programme. The problem of U.S. exporters is best illustrated by a single example reported by Huq. "The cutback on I.M.G. Funds (for Pakistan for fiscal 1964)", according to one U.S. wholesale book distributor, "has been so great that no investor has been given what he applied for, and this not alone includes the export sales representatives of American publishers, but the publishers who have their own export departments". This distributor further added "We had a phone call last week from a publisher who has $2,000 worth of order for Pakistan which they cannot ship, as they could not get a contract to cover. They wanted to turn the business to us, but we told them we did not have any I.M.G. Funds left"(16).

It would be quite unfair if we do not mention the constraints on the part of libraries, which did not allow them to make full use of this programme. First and perhaps the most important reason
was absence of competent human resources in libraries, with enough knowledge of intricacies involved in books trade at the international level, enabling them to deal successfully with U.S. book exporters. There is enough evidence to prove this assumption. In fact, libraries headed by Library Science graduates of U.S. library schools made full use of this facility for building up their resources. In this connection, mention in particular may be made of Karachi University Library and library of the Institute of Business Administration. Another significant reason was the poor financial management at some places, including late allocation of bookfunds, which left no time for obtaining the import permit, or, opening of letter of credit a complete other import formalities. Of other reasons mention must be made of inefficiency of local bookdealers, forcing small libraries not to take risk of importing books through them under this programme; instead, they found themselves satisfied with whatsoever was available in the local market. Moreover, local bookdealers did not cooperate with libraries in this regard because of their own business interest.

With the devaluation of Pakistani currency in 1955, categories (entitlements) fixed in 1954 on regular basis did not remain the same. Obviously, this factor compelled the licensing authority to think over and increase the percentage of various categories. Consequently, the basis for import of books for all categories of importers was enhanced in 1956 to 160% of the particular category applicable. Compared to 1954's basis which allowed 100% (only for Category 2 importers of East Pakistan) at the maximum, and taking into consideration the overall economic situation of the country, it could be termed as a special favour on the part of the Government. The basis fixed for first half of 1956 was 144% of the category, but the policy did place a restriction that "licences for not more than 25% of their value will be valid for import of books other than textbooks, reference books, technical, medical and legal books"(17). This restriction was imposed due to the fact that majority of bookdealers did not like to import textbooks but preferred popular literature owing to its easy procurement and sale with a better profit margin(18). Hence, in order to curb this undesirable practice this restriction was
imposed and continued in subsequent import policies. Not only this, the import policy for the first half of 1957 made specific mention of items like horror and comic, anti-Islamic and obscene literature, which were not allowed to be imported.

The 1956 policy sustained during 1958 and 1959 with some minor adjustments. For instance, the basic entitlement for import of journals and magazines was enhanced from 100% to 150% and 175% of the category for West Pakistan and East Pakistan respectively. This could be linked with the overall educational development in the country. Keeping in line with the general import policy, import of books from 1960 onward was gradually liberalised, too. For instance, import of reading material was placed on automatic licensing in 1960. Provision was also made for initial licensing at 200%, repeatable at 150% of the category. The import of books other than textbooks was further restricted by allowing only 10% of the value of the licence as compared to 25% and even 40% earlier.

Comparing the Government policy in respect of importing books specifically with its import policy in general, one can observe at once that imports of books had been quite liberal in spite of heavy pressure on limited foreign exchange available. Surprisingly, however, this fact did find mention as mark of appreciation both on the part of book trade as well as in library profession. Agha Jaffari, a leading book importer, expressed his gratitude to the Government by calling it "sympathetic". Likewise, the assistance provided by the licensing authority to universities and educational institutions with regard to import of books and other reading material was acknowledged in one of its editorials on the subject by the Dacca University Library Bulletin.

It was during this time that import trade in general was being criticised because of its concentration in the hands of a few known persons as categorised importers. The existing system of licensing was also attacked by demanding its revision to encourage entry of newcomers in the import trade. Perhaps it was because of this pressure that import policy for 1961 made
provision for admission of new entrants. It was a more liberal policy for import of books and continued till 1963. From January 1961, Repeat Licensing facility was also allowed to books import trade (23). But it was, in fact, the policy for shipping period from January to June 1964, which could be termed as a step forward in a true sense with regard to imports of reading material. Not only did it further liberalised the import of books and magazines, but proved to be a trend setter. For the first time provision was made for initial licensing at 300 per cent; repeatable at 100 per cent on producing certified copy of invoices by the concerned scheduled bank. The incorporation of maps, charts, blueprints, geographical globes, manuscripts and illustrations in the list of importable items was its another important feature (24). The policy made special provision for issuance of additional licences not exceeding 25% of the category or Rs. 2,500 for Open General Licence (O.G.L.) importers on request for import of books published under U.K. Subsidised Scheme. It was to be repeated for the same value.

Besides, a decision was taken for the first time to place licensing of scientific and technical magazines and journals on request basis for universities, educational and research organisations. This was quite much in conformity with the wishes of libraries and somewhat matched the recommendations of the Scientific Commission of Pakistan (25). Application in this respect was to be submitted through the scheduled bank to the concerned Licensing Authority with the list in triplicate, showing names of journals and magazines and C & F value. Moreover, limit for free import of books by individuals was raised from Rs. 150 to Rs. 500 (in case of import from India only books of law were permitted).

The import policy for the second half of 1964 divided the import of books and other printed matter into four parts as under:

1. Some of the books, journals and other printed matter were placed on 'Free List'. This allowed the import of such items without obtaining a licence. The items are enumerated below:
a) Technical, scientific, reference and textbooks, including manuscripts thereof, maps, charts and geographical globes (excluding horror comics, anti-Islamic and obscene literature).

b) Magazines and journals as listed below:
   1. Nature (Weekly)
   2. Science (Weekly)
   3. Annals of Botany (Quarterly)
   4. Quarterly Journal of Economics (Quarterly)
   5. Soil Science (Monthly)
   6. Physical Review (Fortnightly)
   7. Chemical Review (6 nos.)
   8. Mathematical Review (Monthly)
   9. Philosophy (Quarterly)
   10. Biological Abstracts (24 nos.)
   11. Chemical Abstracts (Monthly)
   12. Science Abstracts (Monthly)
   13. Nuclear Science Abstracts (Fortnightly)
   14. Current Contents (Weekly)
   15. Zoological Record (Annual)
   16. Psychological Abstracts (6 nos.)
   17. Geographical Review (Quarterly)
   18. Foreign Affairs (Quarterly)
   19. Science Progress (Quarterly)
   20. Research (Documentation and Library Section) (Bimonthly)(26).

The importers who were registered under 1962 Registration Order were permitted to open the letter of credit at the rate of 100% of their category, subject to an upper limit of Rs. 50,000 in case of above items. But the above list itself raised a number of questions. For instance: Why was, first of all, this list issued? Was it a complete list?
What rationale was applied for inclusion of periodicals in the list? For answers to these questions, this investigator referred to a number of leading book importers of mid-1960s, whose comments are reproduced here:

a) It was an attempt to restrict commercial booksellers from not making use of 'Free List' facility for import of popular magazines, which were easy to sell and more profitable.

b) This was for the first time that books and magazines were placed on 'Free List', and for that matter Government was somewhat apprehensive, and its issuance was an expression of the Governments' apprehension.

c) By no means it was a complete list but was a select list of periodicals which required no import licence.

d) The import policy is completely silent on the rationale used in compilation of the list. It is assumed that by inclusion of abstracting and reviewing sources the list aimed to represent the tertiary and secondary literature which could give access to primary literature through document supply services of PANSDOC. Even this assumption is not enough to justify the inclusion of some journals on the ground of having very poor market. Journals like Nuclear Science Abstracts were hardly required by more than two or three institutions.

2. Import of books other than textbooks was placed on Open General Licence (O.G.L.) and licences were permitted to be issued at 20% of category with minimum limit of Rs. 2,000 repeatable on same basis on production of invoices certified by the bank(27).

3. Journals and magazines, including newspapers were placed on 'Licensable List' (other than those on Free List/O.G.L.). Basis of licensing for these was announced by Regional Controllers.

4. Journals and magazines (excluding those on Free List) were also allowed to be imported as Specific Items, i.e. licences were to be issued on case-by-case basis.
This import policy as a whole was criticised in business circles for its concentration of economic power and monopolisation to serve the interest of only few concerned. Likewise, it was not appreciated by the people involved in book trade since it hindered trade in the following ways:

1. Instead of one, two invoices (and three in the case of U.S. exporters) had to be prepared in the case of 'Free List', O. G. L., import from U.S.A. and import on I. M. G. (Informational Media Guarantee) Programme. This not only resulted in increasing costs but also gave rise to objections from exporters abroad, since chores were affected in making packs for early clearance.

2. For purpose of Customs, no clear-cut definition existed to distinguish between books on 'Free List' and those O.G.L. (Open General Licence), which caused delays in clearance.

3. Under the Repeat Licensing System, it was possible first to utilize the licence as soon as the turn-over was complete and then apply for a new one. In this way efficient book traders, even those possessing low categories, could import thrice and even four times of their sanctioned category during a particular shipping period. This was now difficult, and injustice of the category was felt widely.

The 'Free List' was continued in the import policy for January - June 1965 term. Magazines and Journals were also included in a view to remove the criticism of the last policy of restricting their imports. But this list was restricted to Rs.25,000 during the second half of the year, presumably because of the war with India in September 1965. The same policy was maintained for the period January to June 1966, but allowed the Repeat Licensing facility. However, in July 1966, books were transferred from Open General Licence (O.G.L.) to Licensable List. Chief Controller of Imports and Exports also announced in the budget speech that licensing of books will be done on liberal basis. But it
could not be done as promised and libraries had to encounter even greater difficulties.

During July - December 1967 shipping period, special provision was made for import of books, and licences were issued at the rate of 100% plus 50% of the 1953 categories for West Pakistan; whereas in case of East Pakistan, Government allowed import at the rate of 25% of total imports made under 'Free List' (31). But the formula adopted for East Pakistan was subjected to criticism on the ground that 'Free List' with the exception of one year, from July 1964 to June 1965, was never operated without restrictions of one kind or another, and the basis so fixed could not be justified. In fact, 'Free List' was never favoured at all by importers because of its shortcomings. Under this system, since no licence was required, importers had to open letters of credit and the final imports were effected through allocation of funds available either in the donor countries or on the availability of commodities arranged under barter agreements. Thus, imports under this system depended on the ability to secure funds under loan or barter. Critics of this system claimed that 'Free List' was free in name only for it worked on first-come first-serve basis, and usually the quota system exhausted in a few days (32).

The issuance of import licences to universities and technical institutes continued under the category of 'Actual Users'. However, these were required to submit their applications to the concerned licensing authority with an undertaking that "the goods imported against the licence applied for will be for actual use of the importer only, and shall not be sold or transferred to any one else at any stage except with the prior permission of the licensing authority" (33). But some importers expressed their note of dissent to the direct import allowed to libraries with a fear that this would affect the book trade. In order to give more weightage to their point of view, they stressed that 20% discount normally allowed to commercial importers (booksellers) would not be received by libraries as importers, which resulted in a loss to the national exchequer (34).
From January 1968, licences were issued on the basis of 'Free List' imports between July 1964 to December 1966. In the case of West Pakistan, it was at the rate of 100% of average of "Free List" with a maximum of Rs.70,000 for the first half of 1968. The same level was maintained for East Pakistan, but with no limitation of maximum limit. For the second half of the same year, it was fixed at the rate of 100% for West Pakistan with a maximum limit of Rs.150,000, while basis of licensing was 200% with no maximum limit for East Pakistan. The fixation of no maximum limit for East Pakistan was criticised by importers of West Pakistan. The issuance of licences to universities and technical institutes was retained for import of technical, scientific, reference and textbooks, and journals.

In addition to above, books were also allowed to be imported under Bonus. This step was taken to counter the decrease in foreign exchange earning by such obvious factors as, the continued closure of Suez Canal, decline in prices of some export items and devaluation of Pound Sterling. But bookdealers could not avail of this facility since import under this system was bound to increase cost of books, for which there was very limited market in the country because of low purchasing power on the part of readers.

The policy in 1969 did not envisage a major change except for few adjustments made in the light of the experience during the last shipping period. Books continued to be on Licensable List. In both shipping periods of this fiscal year, the level of licensing for East Pakistan was kept higher than West Pakistan. So much so that during July - December period, it was at the rate of 300% for East Pakistan, whereas for West Pakistan, it was only 100 percent. Why different levels were adopted for eastern and western wings of the country? An answer to this question could be found in one of the editorials of Eastern Librarian, which stated that "importers in the Eastern Wing while demanding for their legal and moral parity in the matter of import quota, seem to have grossly over-estimated the requirements of East Pakistan". However, the policy for the period January - June 1970 took cognizance of this fact by increasing the import level.
of West Pakistan to 140%, without effecting any change in case of East Pakistan. For the first time a maximum limit was placed for East Pakistan(39).

The policy for January - June 1971 followed the licensing level of previous shipping period. However, it did make provision for the entry of newcomers in case of East Pakistan from areas other than Dhaka, Chittagong, Khulna, Naraeyanganj and areas within a radius of ten miles of the municipal limits of these cities as they stood on 1st April 1959. The practice of issuing licences to actual users (universities, technical institutes and other educational institutions) was maintained despite sharp decline in foreign exchange earning. However, report of the past utilization of licence was made an essential requirement for its issuance for import of magazines and journals(40).

In the following shipping period the facility of issuing licences to commercial importers were totally withdrawn in an overall effort on the part of the Government towards strict conservation of foreign exchange. So much so, even licences to actual users were issued on surrender of Bonus Voucher for fifty per cent of its value. Import of textbooks as well as technical and reference publications were put on Cash-cum-Bonus while other reading material, not covered in this category, could only be obtained on full Bonus. Fiction was totally forbidden. This had increased prices to almost double of their prevailing prices(41). But this situation did not last for long.

In the policy for 1972-73 the system of categories and entitlements were altogether abolished and every Pakistani national could now become an importer on registering himself with the nearest office of Chief Controller of Imports and Exports. The purpose was to ascertain that the person concerned is Pakistani and has some business establishment. The importer was then required to send his request for import of items on 'Free List' to the bank, through which he intended to open the letter of credit. The bank sent the request to the nearest office of Chief Controller of Imports and Exports with instructions to issue an authorization letter within 48 hours of its receipt(42).
This policy permitted only imports against irrevocable letter of credit. However, import of books, journals and periodicals was permitted on "Sight Draft or Usance Bills" basis as well (43).

Since 1972 books have been free listed - i.e., no import licence is required for their import. The successive import policies did not envisage any significant change except some minor adjustments from time to time. For instance, in 1974 microfilm was mentioned among the items to be imported on 'Free List'. It was also specifically mentioned that "no import shall be permissible from Israel, South Africa, Taiwan, India and Rhodesia" (44). Excluding India, books have never been imported because, firstly, Pakistan did not have diplomatic relations with those countries except for India and secondly, they did not have many books to offer in English language. However, ban on import of books did have an impact. Indian books had always been very popular among the students in our country, which may be accounted to their simple language, way of presentation of the subject matter, and above all, the reasonable price.

In subsequent years, import policies did not contain anything special on import of books except for the stated fact that "importers of book and journals will be free to open letters of credit for import of books, journals and magazines within the validity period of import licence" (45). It may also be added that import of books, journals, magazines and periodicals was also permitted on "Sight Draft or Usance Bills" basis (46). This facility is still available to importers of books and magazines.

In 1983, the import of the following items was prohibited:

1. Goods bearing any obscene pictures, writings, inscriptions or visible representations.

2. Horror comics, obscene and subversive literature and anti-Islamic literature.

3. Gramophone records in any Indian or Pakistani language.

4. Maps, charts and geographical globes which do not define the territories of Pakistan, the status of Jammu and Kashmir and the status of Junagarh, Manavadar and Mangrol in accordance with the maps published by the
Department of Survey of Pakistan.

5. Cinematographic films wholly or partly exposed in any Indian or Pakistani language with or without a sound track and all films depicting Indian or Pakistani way of living, either silent or dubbed or in which the leading roles have been played by Indian or Pakistani actors or actresses.


The policy for 1984-85 made special provisions for import of the following reading material by individuals for personal use for which no licence or permit was required. The importers were even exempted from formal registration with Chief Controller of Imports and Exports. Moreover, annual limit against each item in terms of rupees was given (48).

1. Newspapers Rs. 5,000
2. Books, magazines, etc., including records of Holy Quran Rs. 10,000
3. Books on special subjects for persons Rs. 20,000 belonging to specified professions or for technical/research institutions.
4. Braille books Rs. 20,000

The policy continued the practice of allowing actual users to import scientific, technical, reference and textbooks and scientific and technical journals for excess amounts as well but were required to furnish an understanding, along with their application, that goods imported against licences applied for "will be for their own use only". There was no change in subsequent policies. However in 1991, the Government imposed the condition of obtaining licence for the import of books and journals, but was soon withdrawn (49).

Procedure for imports

 Imports of books, journals, magazines and periodicals presently, can be effected through commercial banks without import licence as in the case of other freely importable items; yet no one is sure how long this policy would last in view of the increasing
pressure on limited foreign exchange earning. Therefore, the
procedure discussed in the following section would be based on
the pretext as if books and journals are Licensable Items. It may
also be added here that the procedure is presented in a
summarized form. However, every effort has been made not to leave
out any essential information which could be of interest to book
importers.

Registration: Whosoever desires to take up import trade, first
gets his firm's name registered with the Chief Controller of
Imports and Exports. There is no specific condition for
eligibility for registration. The only requirement is that he
should be a Pakistani. The following are exempted from
registration:

1. Central and Provincial Government Departments.
2. Local Authorities and Statutory Bodies.
3. Recognized Educational Institutions.
4. Individuals importing reading material through post for
   personal use within permissible limit.

The application for registration is made on the prescribed form,
obtained from any scheduled bank, through the nominated bank to
Regional Controller or Deputy Controller of Imports and Exports.
The application must be signed by the Proprietor of a firm
himself or any shareholder, and in the case of a company, by its
Director or Secretary. The sole proprietor of more than one trade
or industrial concern can get only one registration. The
application should be supported by the following documents:

1. The original payment receipt of Registration Fee. At
   present, a sum of Rs. 1130/- is charged for initial
   registration.

2. The Identity Card of the applicant if he is a sole
   proprietor. The Identity Card of all the shareholders in
   case of a firm and of all the Directors in case of a
   Company.

3. Number of National Tax Certificate issued by the Income
   Tax Department.
4. In case of a firm, the Partnership Deed along with a certificate from the Registrar of Firms; and, in case of a company, the Memorandum and the Article of the Association along with the certificate from the Registrar of Joint Stock Companies (50).

If the application is found to be complete in all respect, the concerned office of Chief Controller will grant immediate registration and despatch, by registered post, printed Registration Certificate at the applicant's address. Simultaneously, a pass-book meant for recording entry of all licences to be issued in future and other related details therein, is despatched directly to the Bank of the importer. The import Registration Certificate expires on December 31 every year and have to be renewed for next year. The procedure for renewal is as under:

1. The importer will instruct his Bank to submit his pass-book for renewal to the concerned office by January 31, along with the following documents.

   i) Receipt of payment of fee of Rs. 100/-
   
   ii) Income Tax Assessment Order for the previous year or the copies of the Demand Notice attested by the Bank.

2. On receipt of these documents, the concerned office will make necessary entries in the Pass-book and return it to the Bank.

Past Licensing System: Licensing system had been the subject of much criticism in the 1950s for its cumbersome procedure and "jungle of rules, regulations and amendments" (51). Usually, it took 6 to 8 weeks to obtain the licence, and another 4 to 6 weeks for opening the letter of credit and finally, placement of order. In this way, shipping period of six months (normal import licences were issued for six months being issued in January and valid up to 30th June or so and had to be re-validated on its expiry) was virtually curtailed to two months leaving no room for planning. Not only this, most importers failed to utilize the full licence, making it difficult to justify their demand for next shipping period. In particular, this problem was encountered by educational institutions (actual users) which had to make a fresh case every time to justify their requirements.
Another common problem which importers, irrespective of their category, faced was the mistakes committed, deliberately or otherwise, by the staff of licensing authority at various stages in preparation of their licences and despatch. To get these errors corrected, importers had to waste much of their precious time in repeatedly visiting the licensing office. In the absence of proper liaison between importers and licensing authority, the problem was becoming day by day more acute. Besides other problems in this regard, particular mention may be made of the lack of cooperation between Chief Controller of Imports and Exports and State Bank of Pakistan. Often it was observed that the licence issued by Licensing Authority was not honoured by State Bank of Pakistan because of non-availability of necessary foreign exchange in the category concerned.

Realizing the large-scale frustration thus caused to the importers community, Government took measures to simplify import procedure in the latter half of 1959. So much so, the then President of Pakistan took serious note of this, and issued a directive to this effect, extracted below:

"All procedures which cause frustration to the people in the appointment of their rights should be simplified. Issuance of various licences, permits, receipts, etc. are instance in point" (52).

Consequently, existing procedure of licensing was examined, and as a first step, target dates were fixed for the issue of licences for the period July – December, 1959. Commercial licensing was completed by 31st July 1959, and the issue of all the industrial licences was completed by 31st August 1959. Also, various organizational factors that caused delay came to light and were amended. Finally, a new licensing procedure was devised and announced on 28th December 1959, in order to achieve the following objectives:

1. Delay in the preparation and issue of licences should be eliminated;

2. Possibilities of trading in or misuse of licences should be removed;
3. Share of each importer should be circulated accurately and expeditiously;

4. Unnecessary expenditure and labour involved in the preparation of licences and their despatch to importers should be avoided.

The revised import licensing system appeared to be very simple on paper and a matter of just few days, but in actual practice the whole procedure was so cumbersome and time-consuming that about 3-4 months were consumed in getting the licence, opening of letter of credit and placing the order, leaving barely two months for shipment and arrival of consignment. Since all books ordered were not likely to be available in ready stock and had to be collected by overseas jobbers from widely-scattered publishers, in most cases the validity period of the licence expired before the whole order could be attained. This gave rise to the need for revalidation of registration of the licence, for which, once again, both Customs and Exchange Control copies of the licence had to be submitted to Controller of Imports and Exports, explaining all reasons for non-utilization of either the full or balance quota, as the case may be, of the import licence during its validity period. Finally, it was concluded that the revised import procedure was in no way better since it did not bring comfort to the importers and others concerned.

Besides commercial importers and actual users (libraries and educational institutions) licence for import of books was also issued to individuals for their personal use. Initially, the limit was Rs.150, but raised to Rs. 500/- during the shipping period January - June 1964 and again reduced to Rs. 250/- in 1968. For this an 'M' Form (the form used for transaction in foreign exchange) obtainable from any scheduled bank, had to be filled in by individual purchaser to be supported by the publisher's or the supplier's pro forma invoice and a foreign exchange declaration form duly signed. The 'M' Form thus completed had to be submitted to State Bank of Pakistan through any scheduled bank, which in turn issued demand draft to individual purchaser on approval of the application by State Bank of Pakistan. Then the individual could send the draft to supplier or publisher concerned for supply of required books. The whole
procedure usually took 3 to 4 months.

**Present Practice:** At present, the import licence is not required as books are on 'Free List'. But for the import of journals and magazines an Import Permit, issued by Controller of Imports and Exports, is needed. The permit is easily issued on submission of an application, supported by list of journals to be subscribed by the importer. This is primarily required to check the import of obscene and undesirable literature into the country. So much so, even educational institutions need to furnish an undertaking to the effect that journals and magazines to be subscribed are of scientific and technical nature and shall be used only for educational purposes.

Until 1991 an import fee of 6% on the value of import was charged. However, the educational institutions were exempted. Presently, the import fee is charged by commercial importers on the import of periodicals and magazines. The fee is deducted by the bank concerned of the importer. Also, advance income-tax at the rate of 2.5 per cent is charged, although being refundable, it takes years to do so. It may be mentioned here that individuals are allowed to import books and journals of any value for their personal use. Even the formal registration with Controller of Imports and Exports is not required up to an import of Rs.20,000/-. Books are imported directly from publishers as well as through their agents. The commercial importers interviewed did not indicate their preference in this regard. Books are mostly imported by commercial importers on the basis of an assigned credit period, on a Sight Basis or on acceptance of bank draft by publishers abroad. In all cases the credit period extends from 60 to 180 days(54). Of all importers interviewed only one importer stated that he imported books only against the letter of credit, while two others imported books both against the letter of credit and assigned credit period. Surprisingly enough, none of the importers reported any problem with regard to payments.
With regards to discount, commercial importers reported that usually 40% discount is allowed, but in case of scientific and technical publications it ranges between 25 to 30 per cent. The discount is distributed by importers as under:

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage</td>
<td>10%</td>
</tr>
<tr>
<td>Discount allowed to libraries</td>
<td>10%</td>
</tr>
<tr>
<td>Import fee</td>
<td>6%</td>
</tr>
<tr>
<td>Advance income tax (refundable)</td>
<td>2.5%</td>
</tr>
<tr>
<td>Clearing and forwarding charges</td>
<td>2%</td>
</tr>
<tr>
<td>Bank charges</td>
<td>2%</td>
</tr>
<tr>
<td>Octroi charges</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Customs Restrictions

The following types of publications are totally exempted from Customs as well as Sales Tax, provided they are products of or imported from a country, signatory to UNESCO agreement. However, the importers of any such item desiring to avail this exemption makes a written application in this behalf to the Customs Collector.

1. Printed books.
2. Newspapers and periodicals.
4. Official government publications, that is, parliamentary and administrative documents published in their country of origin.
5. Travel posters and travel literature (pamphlets, guides, time-tables, leaflets and similar publications) whether illustrative or not, including those published by private commercial enterprises, whose purpose is to stimulate travel outside the country of importation.
6. Publications whose purpose is to stimulate study outside the country of importation.
7. Manuscripts, including typescripts.
8. Catalogues of books and publications, being books and publications, offered for sale by publishers or booksellers established outside the country of importation.
9. Catalogue of films, recordings or other visual and auditory material of an educational, scientific and cultural character, being catalogues issued by or on behalf of the United Nations or any of its Specialized Agencies.

10. Music in manuscript or printed form, or reproduced by duplicating processes other than printing.

11. Geographical, hydrographical or astronomical maps and charts.

12. Architectural, industrial or engineering plans and designs, and reproductions thereof, intended for study in scientific establishments or educational institutions approved by the Central Ministry of Education or the Provincial Education Department if it is an establishment other than a University(55).

Apparently it is very simple, however, importers had always faced problems in this regard. Occasionally their consignments are detained on various pretexts. Certain medical books, for instance on gynaecology, are likely to be detained on grounds of obscenity(56). Recently, the Aga Khan University had to pay customs charges on the import of some of their journals despite a written protest to this effect by the librarian. The main cause of such problems could be attributed to unscrupulous procedure adopted by Customs, at present.

On arrival of the consignment of books in post parcels from abroad, parcels are recorded in Foreign Post Office and are given specific DA (Date of Arrival) numbers. Then for each consignment, Customs Authority issues a DGL (Detained by Customs for Licence and other documents). The importers are asked to submit the relevant documents and on being satisfied, parcels are released. Assessment of parcels takes time, since there are many titles in each packet, it is not practically possible to open all and to tally each and every title with documents. The Customs Authority, therefore, usually makes an assessment on the face value of invoices. Yet the assessment is a long, time-consuming, process, sometimes taking four to six weeks after arrival of the consignment. Often books are referred to the custodian, where books lay for long periods. Usually, publishers send books to importers on credit basis allowing net terms of payment within 90 days. Delay in release of postal parcels compels the importers to
late payment of their bills. As such the publishers/exporters are forced to withdraw the credit facility.

**Import of Books: 1981-1991**

Since mid-1970s, libraries have not favoured direct import as actual users; instead, they largely depended on commercial importers for all their purchases. The number of such bookdealers/importers does not exceed twelve, included in the following list:

1. Pak American Commercial (Pvt.) Ltd., Karachi.
2. Liberty Books (Pvt.) Ltd., Karachi.
5. Pakistan Bookselling Corporation, Karachi.

The Sasi Books Limited, Karachi has gone out of this business; but two more importers have emerged in recent years, namely:

1. Pak Book Corporation, Lahore.

One of the key questions raised by this researcher in his meetings with librarians was as to why did libraries, including the university libraries, give up direct import of books notwithstanding the facilities offered by the Government? Unfortunately, no satisfactory answer was offered to this question. In fact, it could be attributed to sheer inertia on the part of library staff. Over the years, librarians have become prisoners of an easy way of acquiring books through 'Books on Approval' basis, that is they abrogated their responsibility of selecting and acquiring books.
At present, the initiative for book acquisition no longer rests with librarians. In academic institutions, for instance, book selection is largely the privilege of the faculty. In case of public libraries, the responsibility rests with the Book Selection Committee, if it exists, and the head of the parent body or his nominee. The librarian, in fact, has no say at all. At some places he is not even authorized to order reference sources of daily use.

There are some ethical issues too, involved in book procurement which do not allow librarians to prefer import over local purchase. In practical terms underhand dealings take place between bookdealers and financial authorities of institutions often in collaboration with librarians. This has been most common at institutions where the tender system is followed for procurement of books. Surprisingly enough, this aspect of book procurement process was disclosed by bookdealers and confirmed by the library staff on the assurance that their name will not be disclosed. This gives rise to purchase of books on grounds other than on merit. Book stock comes to be dumped in libraries with no direct relevance to their actual requirements. This vicious circle violates the very spirit that ought to motivate librarians. The abandoning of import by libraries presented a greater scope to commercial importers, who made full use of this opportunity despite the constraints, described hereunder.

1. Fluctuating Rate of the Rupee: The fluctuating rate of the rupee always had an upward trend. Since books are imported on credit for 120 to 180 days, the rate of U.S. dollar goes up by the time the payment matures and the difference has to be absorbed by the importers, which either cuts down their profits or completely wipes them out. In this way many bookdealers suffer losses due to fluctuation of currency rate, which resulted in some cases in importing lesser number of books. In particular, American imports decreased in early 1980s, and customers had less choice in selecting books. Hence in 1986, sufficient stocks were not available with booksellers in whole of Pakistan, and libraries could not utilize their grants fully, resulting in lapse of funds. According to a study, book trade between 1982 and
1987 lost around 25-30 million rupees at an average of Rs. 6 to 7 million due to delinking of rupee from U. S. dollar. This could primarily be attributed to the selling rate (conversion rate) announced by Conversion Rates Committee, comprising of representatives of Pakistan Publishers and Booksellers Association, ministries of Finance and Education and nominees of some leading libraries, only once a year, while with the floating rupee, the change in parity was too frequent. This problem has been felt more seriously in recent years despite the fact that conversion rates are now fixed and announced on quarterly basis. It may also be pointed out that rates fixed are usually higher than official rate. The following table, prepared on the basis of rates announced on 13th October 1992, might give an idea of the difference between the rate fixed and the official rate. It may also be added here that there are separate rates for books and periodicals.

**TABLE 7.1**

**DIFFERENCES IN RATES**

**FIXED vs. OFFICIAL**

<table>
<thead>
<tr>
<th></th>
<th>Fixed</th>
<th>Official</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Rupees)</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td><strong>For Books</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U. S. dollar</td>
<td>28.75</td>
<td>25.24</td>
<td>12.20</td>
</tr>
<tr>
<td>Pound sterling</td>
<td>55.40</td>
<td>48.58</td>
<td>12.31</td>
</tr>
<tr>
<td><strong>For Journals</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U. S. dollar</td>
<td>30.05</td>
<td>25.24</td>
<td>16.00</td>
</tr>
<tr>
<td>Pound sterling</td>
<td>57.80</td>
<td>48.58</td>
<td>15.95</td>
</tr>
<tr>
<td><strong>For Current Journals</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U. S. dollar</td>
<td>30.80</td>
<td>25.24</td>
<td>18.05</td>
</tr>
<tr>
<td>Pound sterling</td>
<td>59.25</td>
<td>48.58</td>
<td>18.00</td>
</tr>
</tbody>
</table>

Surprisingly enough, booksellers charge from individuals much higher than the rate fixed by Conversion Rates Committee, according to a newspaper report (57). The newspaper further reported that after each month, the booksellers increase the price of books under the guise of conversion rates.

2. **High Prices of Books:** The prices of imported books rose heavily in 1980s, owing to delinking of rupee, which naturally reduced the sale of books. According to a modest estimate there was a decrease of almost 40% in sales of imported books, which in turn slowed down imports. U.S. publishers were the main losers because of sudden rise in prices owing to delinking of rupee from U.S. dollar. On the other hand, British publishers combined their efforts with Pakistani booksellers and flooded the Pakistani market with English Language Books Society's editions and other textbooks (58).

3. **Piracy of Books:** The high cost of books also helped the pirates and according to one importer, who preferred to be treated anonymous stated that "as far as textbooks are concerned about 80% of the sale is of pirated books". The price of pirated editions is about one-third of the price of imported books. This menace had its beginning on the campuses, called campus piracy, by the students who were devoid of textbooks, particularly of U.S. origin. It could have been eliminated at the very start through a bold marketing policy, as was done by some U.K. publishers and McGraw-Hill, or by co-publishing. But this was not done as policy matter. Obviously, drop in sale of imported books inclined the importers not to place orders for import of such books. Notwithstanding these obstacles, import of books continually increased during the last decade as indicated by Table 7.2.
TABLE 7.2
IMPORT OF BOOKS AND JOURNALS
1981 - 1992

<table>
<thead>
<tr>
<th>Year</th>
<th>Import (Value in 000's rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>1981 - 82</td>
<td>48,279</td>
</tr>
<tr>
<td>1982 - 83</td>
<td>63,391</td>
</tr>
<tr>
<td>1983 - 84</td>
<td>73,339</td>
</tr>
<tr>
<td>1984 - 85</td>
<td>75,611</td>
</tr>
<tr>
<td>1985 - 86</td>
<td>98,352</td>
</tr>
<tr>
<td>1986 - 87</td>
<td>128,540</td>
</tr>
<tr>
<td>1987 - 88</td>
<td>156,975</td>
</tr>
<tr>
<td>1988 - 89</td>
<td>151,619</td>
</tr>
<tr>
<td>1989 - 90</td>
<td>140,089</td>
</tr>
<tr>
<td>1990 - 91</td>
<td>171,763</td>
</tr>
</tbody>
</table>

SOURCE: Foreign Trade Statistics of Pakistan - Imports,

The above table indicates that import of books and journals registered a growth of 356% over a period of ten years, giving an annual increase of about 24 per cent. This is quite significant taking into consideration the overall economic condition of the country and growth in other sectors. During the two consecutive fiscal years, i.e. 1988/89 and 1989/90, there was slight decline in the imports of both books and journals. This was because of recession in national economy, which did not last long in case of books. In respect of journals it could be said that libraries in recent years have cancelled their subscriptions because of the poor services provided by local agents and absence of competence to deal with such imports directly from outside publishers/agents.

Some of the factors responsible for increase in import of books are mentioned below:

1. Expansion in Educational Facilities: As described elsewhere in the dissertation(59) an unprecedented expansion has taken place in higher education facilities since mid-seventies, both in the
form of establishment of new universities as well as by registering a manifold increase in the student population. An idea about this expansion is possible from a simple fact that at least 15 universities out of 23 existing universities were established between 1974 and 1985. Likewise, number of students is continually on a rise at all levels of education. The enrollment in universities jumped from 42,688 in 1980/81 to 73,382 in 1989/90.(60).

2. Establishment of New Libraries: The establishment of many new universities resulted in evolution of their libraries, too. At least 16 university libraries were established during the last two decades. Not only this, we also find the growth of a number of specialized libraries on several campuses, for instance, Pakistan Study Centres at Karachi, Sindh and Balochistan; Centre of Excellence in Physical Chemistry at Peshawar; Applied Economics Research Centre and H.E.J. Institute of Chemistry at University of Karachi.

During the 1980s a number of significant public libraries, including the famous Quaid-i-Azam Library at Lahore emerged, while the existing public libraries (Dayal Singh Public Library, Lahore; Punjab Public Library, Lahore; Cantonment Public Library, Rawalpindi; Liaquat Memorial Library, Karachi) were strengthened through addition of new books because of generous grants of the Government.

A majority of the libraries established in 1980s fall in the category of "special libraries" belonging to government corporations, industrial units, banks, ministries and their subordinate departments, etc. Mention in particular has to be made of libraries of Pakistan Steel and Pakistan International Airlines.

3. Introduction of New Disciplines and Establishment of Centres of Excellence: This had been an important factor for increase in import of books in the country. Of the disciplines which had found a place in universities in the eighties, mention may be made of Computer Science (Karachi, Peshawar, Balochistan);
Molecular Biology and High Energy Physics (Punjab); Oceanography, Marine Science, Environment Science and Marine Biology (Karachi), etc. The centres of Excellence in Analytical Chemistry and Physical Chemistry were established at the universities of Sindh and Peshawar, respectively. Likewise, the centres of Excellence for Solid State Physics and Marine Biology were established at the universities of the Punjab and Karachi, respectively.

4. Revision of Courses of Studies: The updating and revision of courses of studies for various subjects, under the auspices of the University Grants Commission, placed the university libraries under pressure with regard to provision of latest books in the subject concerned. Usually, revision takes place by a national committee, comprising of chairpersons of the subject concerned of all universities where the subject is taught, which emphasises the strengthening of course contents in the light of international developments in the field and recommends the latest books covering the same. Then the revised draft of syllabi is sent to all universities for their comments. Finally, it is once again revised in the light of the comments received and presented to Vice-Chancellors' Committee for approval. However, universities are independent as far as implementation is concerned.

5. Liberal Import Policy: Encouraged by the liberal import policy of the Government, particularly after 1974, as discussed earlier, bookdealers/importers made full use of this facility by importing more books than their regular target. This could be confirmed by the fact that during the fiscal year 1990/91, books and journals worth Rs.17.17 million were imported as against to only 4.82 million in 1981/82, showing an increase of 356 per cent.

6. Increase in Budget for Libraries: The major increase in the regular budget of some libraries in 1980s could also be mentioned as an important factor for an increase in import of books and magazines. The questionnaires returned by libraries indicate that public libraries, in particular, benefited from the generous budgetary provision. For instance, the Central Library, Bahawalpur spent Rs.600,000 in 1990/91 as against only Rs.245,000
in 1988/89 while in 1988/89 it spent Rs. 462,000 only. Of the university libraries, only Karachi University Library registered a significant growth. Its budget shoot up from Rs. 3.6 million in 1988/89 to 6 million in 1990/91.

7. Increase in Reading Habit: In the absence of some study on the subject after 1974(61) nothing could be said with surety in this regard. However, this investigator is of the opinion that reading habit over the years had increased amongst executives, businessmen, doctors, engineers, lawyers and scientists, as well as younger members of the well-to-do families. This could be attributed to their desire to increase knowledge for better prospects in their career. The access to CNN, BBC TV and STAR TV on the part of these groups have also played an important role in stimulating them towards reading.

8. Increase in Per Capita Income: Earlier, the income of an average Pakistani hardly sufficed even for the fulfilment of their basic necessities - to feed, to cloth and to house a family and what little was left over was spent on other needs of life. He could not conceive of to purchase imported books. But with the increase in per capita income of those working as immigrants in Middle East countries, the situation dramatically changed. The economic prosperity also revolutionized their thinking. Along with equipping their houses with a wide variety of electronic gadgets, these Pakistanis now prefer to send their children to English medium schools leading to 'A' level education. The children of such parents enrolled in universities, medical and engineering colleges are the real buyers of foreign textbooks because they prefer and can afford to have their own textbooks rather than to sit in some library for long hours.

Import Share of Various Countries

Table 7.3 gives the share of U.K. and U.S.A. in our total books import trade from 1981 to 1991. Import of books from India started in recent years after a gap of nearly twenty-five years.
<table>
<thead>
<tr>
<th>Year</th>
<th>Total Value in 000's Rs.</th>
<th>U.K.</th>
<th>U.S.</th>
<th>INDIA</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981 - 82</td>
<td>45,942 = 100</td>
<td>35</td>
<td>26</td>
<td>---</td>
<td>39</td>
</tr>
<tr>
<td>1982 - 83</td>
<td>60,167 = 100</td>
<td>42</td>
<td>25</td>
<td>---</td>
<td>33</td>
</tr>
<tr>
<td>1983 - 84</td>
<td>69,017 = 100</td>
<td>46</td>
<td>22</td>
<td>---</td>
<td>32</td>
</tr>
<tr>
<td>1984 - 85</td>
<td>70,590 = 100</td>
<td>51</td>
<td>22</td>
<td>---</td>
<td>27</td>
</tr>
<tr>
<td>1985 - 86</td>
<td>87,145 = 100</td>
<td>47</td>
<td>22</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>1986 - 87</td>
<td>118,461 = 100</td>
<td>51</td>
<td>24</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>1987 - 88</td>
<td>143,608 = 100</td>
<td>48</td>
<td>18</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>1988 - 89</td>
<td>137,180 = 100</td>
<td>42</td>
<td>17</td>
<td>11</td>
<td>40</td>
</tr>
<tr>
<td>1989 - 90</td>
<td>133,958 = 100</td>
<td>49</td>
<td>14</td>
<td>10</td>
<td>27</td>
</tr>
<tr>
<td>1990 - 91</td>
<td>165,386 = 100</td>
<td>48</td>
<td>14</td>
<td>7</td>
<td>31</td>
</tr>
</tbody>
</table>


The above table indicates that British books dominated Pakistan's import trade during the last ten years. Excluding the year 1981-82, percentage of British publications ranged between 42 to 51 per cent. Why was it so? Which factors influenced the imports? In fact, after the floating of Pakistani rupee in January 1982, book importers in Pakistan found themselves in financial shock since the money they owed to foreign publishers shoot up. In respect to U.S. publications they were more apprehensive because of declining value of the rupee in relation to U.S. dollar. Most of the Pakistani book importers defaulted as far as payment was concerned, with a result that the crisis of confidence between U.S. publishers and local importers due to piracy of books further deepened. Pakistan was rated as a bad credit risk. All these factors in turn slowed down the imports. Major textbooks importers also stopped the import of U.S. publications. So much
so, during the mid-1980s, the textbooks of U.S. origin disappeared from the market, which gave rise to piracy in the country.

Finding a vacuum the British publishers in collaboration with Pakistani book importers flooded the market with British texts. The above table further reveals that after lifting of ban on import of Indian books the number of such publications continually increased. Almost all commercial importers interviewed were of the opinion that share of Indian publications will be more and more because of their low prices, coverage of subject matter, style of writing and language.

**Growth of Book Import and Share of Various Countries: 1955-91**

For better understanding of the present trend of books imports it was thought necessary to prepare a table showing gradual increase and share of various countries in books imports of the country between 1955 and 1991.

**TABLE 7.4**

**BOOKS IMPORTS AND SHARE OF VARIOUS COUNTRIES.**

**IN 1955 - 1991**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Total</th>
<th>U.K.</th>
<th>U.S.</th>
<th>INDIA</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>3675</td>
<td>855</td>
<td>750</td>
<td>641</td>
<td>1390</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(24%)</td>
<td>(20%)</td>
<td>(18%)</td>
<td>(38%)</td>
</tr>
<tr>
<td>1962</td>
<td>7273</td>
<td>1750</td>
<td>1444</td>
<td>2814</td>
<td>1285</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(24%)</td>
<td>(20%)</td>
<td>(39%)</td>
<td>(17%)</td>
</tr>
<tr>
<td>1972</td>
<td>5483</td>
<td>1096</td>
<td>1976</td>
<td>---</td>
<td>2411</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(20%)</td>
<td>(36%)</td>
<td></td>
<td>(44%)</td>
</tr>
<tr>
<td>1982</td>
<td>45942</td>
<td>16074</td>
<td>11894</td>
<td>---</td>
<td>17974</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(35%)</td>
<td>(26%)</td>
<td></td>
<td>(39%)</td>
</tr>
<tr>
<td>1992</td>
<td>165386</td>
<td>79242</td>
<td>23092</td>
<td>11047</td>
<td>52006</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(48%)</td>
<td>(14%)</td>
<td>(7%)</td>
<td>(31%)</td>
</tr>
</tbody>
</table>

The figures for the years 1966 and 1962 also include former East Pakistan. But, surprisingly enough, share of East Pakistan was only 4% in 1955 out of the total imports of printed matter. However, it approximated to 43% in 1962. The above table further indicates that in 1955, share of U.K., U.S.A. and India was almost even. But this situation did not continue for long when in 1962 India with the share of 39% dominated the trade. This shows popularity of Indian reading matter in Pakistan. In 1972 U.S. led the imports, followed by British publications. There was no competition from India as all sorts of imports, including books, were not allowed after the 1965 September War. From 1981 the British books started showing an upward trend with the result that by the middle of the decade they captured about half of the import market.

Import Trends: Reducing the value of imports during 1981-82, the comparable values of imports during subsequent years are now given below. In case of India, value of imports during 1985-86 (Rs.12,99000) was reduced to 100.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Import Trend (1981-81 = 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>1981 - 82</td>
<td>100</td>
</tr>
<tr>
<td>1982 - 83</td>
<td>130</td>
</tr>
<tr>
<td>1983 - 84</td>
<td>150</td>
</tr>
<tr>
<td>1984 - 85</td>
<td>154</td>
</tr>
<tr>
<td>1985 - 86</td>
<td>190</td>
</tr>
<tr>
<td>1986 - 87</td>
<td>258</td>
</tr>
<tr>
<td>1987 - 88</td>
<td>313</td>
</tr>
<tr>
<td>1988 - 89</td>
<td>299</td>
</tr>
<tr>
<td>1989 - 90</td>
<td>292</td>
</tr>
<tr>
<td>1990 - 91</td>
<td>360</td>
</tr>
</tbody>
</table>
The above table further illustrates the point that there is marked upward trend in import of British publications. It also reveals the growing popularity of Indian imprints. Almost all the importers interviewed were of the opinion that the book imports from India will rise in coming years. In fact, in matter of textbooks students seem to prefer those written by Indian authors despite the fact that prescribed and recommended books are of either British or American origin.

Import of Journals: The table given below aggregates the value of journals imported during the last ten consecutive years and share of two major countries.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Total</th>
<th>U.K.</th>
<th>U.S.</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981-82</td>
<td>2337</td>
<td>900</td>
<td>923</td>
<td>514</td>
</tr>
<tr>
<td></td>
<td>(38%)</td>
<td>(40%)</td>
<td>(22%)</td>
<td></td>
</tr>
<tr>
<td>1982-83</td>
<td>3224</td>
<td>498</td>
<td>1647</td>
<td>1079</td>
</tr>
<tr>
<td></td>
<td>(15%)</td>
<td>(51%)</td>
<td>(34%)</td>
<td></td>
</tr>
<tr>
<td>1983-84</td>
<td>4322</td>
<td>642</td>
<td>2322</td>
<td>1358</td>
</tr>
<tr>
<td></td>
<td>(15%)</td>
<td>(54%)</td>
<td>(31%)</td>
<td></td>
</tr>
<tr>
<td>1984-85</td>
<td>5021</td>
<td>386</td>
<td>2742</td>
<td>1893</td>
</tr>
<tr>
<td></td>
<td>(8%)</td>
<td>(55%)</td>
<td>(37%)</td>
<td></td>
</tr>
<tr>
<td>1985-86</td>
<td>11207</td>
<td>600</td>
<td>6446</td>
<td>4161</td>
</tr>
<tr>
<td></td>
<td>(5%)</td>
<td>(58%)</td>
<td>(37%)</td>
<td></td>
</tr>
<tr>
<td>1986-87</td>
<td>10079</td>
<td>426</td>
<td>4695</td>
<td>4958</td>
</tr>
<tr>
<td></td>
<td>(4%)</td>
<td>(47%)</td>
<td>(48%)</td>
<td></td>
</tr>
<tr>
<td>1987-88</td>
<td>13367</td>
<td>308</td>
<td>5938</td>
<td>7121</td>
</tr>
<tr>
<td></td>
<td>(2%)</td>
<td>(44%)</td>
<td>(54%)</td>
<td></td>
</tr>
<tr>
<td>1988-89</td>
<td>14439</td>
<td>2596</td>
<td>1126</td>
<td>10718</td>
</tr>
<tr>
<td></td>
<td>(18%)</td>
<td>(8%)</td>
<td>(74%)</td>
<td></td>
</tr>
<tr>
<td>1989-90</td>
<td>6141</td>
<td>663</td>
<td>221</td>
<td>5257</td>
</tr>
<tr>
<td></td>
<td>(10%)</td>
<td>(4%)</td>
<td>(86%)</td>
<td></td>
</tr>
<tr>
<td>1990-91</td>
<td>6377</td>
<td>701</td>
<td>1607</td>
<td>2208</td>
</tr>
<tr>
<td></td>
<td>(11%)</td>
<td>(24%)</td>
<td>(65%)</td>
<td></td>
</tr>
</tbody>
</table>

The total value of journals, magazines and periodicals imported during the last ten years comes to Rs. 76.51 million. The above table further indicates that at the start of 1980s, share of both the major countries was almost even, but gradually it went more in favour of U.S. Table 7.6 also reveals that by mid 1980s, share of other countries unexpectedly increased. Which are the other countries? Of course, mention in particular may be made of Singapore, Japan, Thailand, Hongkong, etc. Obviously, these countries could not be the source of origin of many literary journals, particularly in the English language. In fact, imports statistics compiled by the Federal Bureau of Statistics is based on the source from where the item is shipped. The subscription agents of British and U.S. publishers, stationed in these countries or having their representatives there, usually sent their shipment from there, and for that matter journals received through these countries were treated as their exports. Table 7.6 also evinces that import of journals shows a sharp decline by the close of the decade. This could be attributed to the unsatisfactory services provided by certain local subscription agents, forcing libraries to cancel their subscriptions altogether. And all such libraries are trying to find an alternative in the form of either a foreign agent or by subscribing themselves directly from the publishers. But in this regard, the special libraries subscribing few journals are at the crossroad.

Prospects for Imports

At present, more than 85 per cent of the English language book trade in Pakistan is dominated by about a dozen publishers-cum-booksellers located in Karachi and Lahore(62). Publishing is in fact a subsidiary activity for these organisations, which are mainly concerned with importing books from Great Britain and United States of America. They prefer to import a few copies of a number of titles as to importing in bulk, thereby depriving both publisher and reader of a wide distribution of good English and American books in this country. With the help of a few major bookshops in major towns, they are able to sell easily 400 to 500 copies of any title. The long-term credit facilities and high
discounts offered by foreign publishers and distributors make it possible to run such business with minimum investment. However, in fact, these organisations which represent many British and American publishers are not able to meet the nation-wide needs of British and American books by importing them in sufficiently large quantities to market them throughout the country. The result is that most of the titles imported and marketed by them are not available to more than 50% of the potential readership scattered in small and medium sized cities and towns across the country.

As true representatives of the business community these importers prefer to import those titles which give them the highest profit. With no import of their own, libraries are totally dependent on them for their purchases. At present, libraries are building up their collection on the simple principle of what is available in the market rather than what is needed. This is the point of concern for all. Truly speaking, this handful of book importers dictate the reading habits of the people of the nation.
REFERENCES

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9. Ibid.
11. Interview with Muhammad Naqui Siddiqui, formerly associated with Karachi University Library as head of the Acquisition Department, 22 December 1992.
13. Ibid.
15. Ibid.
16. Ibid.


26. Pakistan. Chief Controller of Imports & Exports, ref.8, p.211.

27. Ibid.


33. The Gazette of Pakistan, Extraordinary, July 18, 1968, 972.


35. Mirza, ref.31, pp.200-201.


41. The Gazette of Pakistan, Extraordinary, July 1, 1971, 725.
44. The Gazette of Pakistan, Extraordinary, July 8, 1974, 1213.
46. Ibid.
47. The Gazette of Pakistan, Extraordinary, July 1, 1983, 950-951.
51. The Book procurement, ref.21, p.2.
58. Said, ref.56, p.53.
59. Chapter IV, p.119.
62. Statement of Salam Akthar, Chairman, Pakistan Publishers and Booksellers Association, see Said, ref.56, p.146. This statement was endorsed by M.H. Mirza, Proprietor, Mirza Book Agency, Lahore; interview with M. H. Miraz, 25 September 1992 at Karachi.
CHAPTER VIII

RECOMMENDATIONS

In formulating the recommendations, the following points were taken into consideration:

1. The recommendations should be realistic and of limited nature.

2. The mechanism for implementation of recommendations should also be suggested, wherever possible.

3. The recommendations should not involve any major expenditure in view of the country’s overall economic condition; however, when it was unavoidable the possible source of finance and the estimated amount has been indicated.

4. The recommendations should be of national level.

Each recommendation has been allocated a letter of the alphabet, followed by the relevant chapter and section reference to which it links.

Recommendation A. [ref. Chapter V; Section: Acquisition management]

Independent acquisition department should be considered for university libraries.

Each university library should give priority consideration to the creation of an independent acquisition department under the supervision of a professionally qualified person. This supervisor should have the rank of an assistant librarian and special emphasis should be placed on the competence of this person. The incumbent must possess:

1. a good knowledge of the English language.

2. an awareness of the national and international developments in book industry.

3. a thorough knowledge of the rules and regulations governing the import of books in the country; and, above all
4. Managerial skills.

In practice, there are only a handful of persons in the profession who can match this specification. This constraint leaves no choice except to consider seriously the appointment of people from outside the profession. In other words we need to sacrifice professional qualifications for competence.

Recommendation B. [ref. Chapter V; Section: Book selection sources used]

All acquisition departments should be equipped with up-to-date bibliographical sources.

The University Grants Commission should provide a special grant of at least 500,000 rupees to each university for this purpose. Likewise, the Netherlands Library Development Project, which is at present playing an active role in country's library development, could help at least one public library in each province, particularly those located in capital cities, for building up a collection of essential book selection sources, which could also be used by other public libraries in that province.

Recommendation C. [ref. Chapter V; Section: Personnel and their training]

Special training programmes, both long-term and short-term, should be introduced.

The country's library schools need to strengthen the contents of their courses relating to acquisition by incorporating the intellectual aspects of the acquisition process such as selecting material, weeding the collection, evaluating the collection, writing collection development policies, etc. Special units on problems associated with procurement of material from abroad should be added to the existing courses. As to the immediate need, a short summer programme may be introduced as an additional training on specialized aspects of acquisition, including the country's rules and regulations governing acquisition of reading
material from abroad, for those who have already training in Library and Information Science. Such a programme could be sponsored by the University Grants Commission, which has been organising refresher courses for other subjects in the past. Occasional meetings/seminars should also be regularly organised by the National Book Council of Pakistan in collaboration with Pakistan’s Publishers and Booksellers Association for exchange of information and discussion of various problems relating to import of books and serials.

Recommendation D. [ref. Chapter V; Section: Budgetary practices in Pakistan]

Some kind of guidelines for allocation, distribution and control of library material budget should be prepared.

The suggested guidelines should be prepared by a national committee comprising of university librarians and a representative of the Pakistan Library Association, under the auspices of the University Grants Commission. The Committee should address itself to the following points while developing such a guideline.

1. What specific criteria needs to be considered in the development of the proposed guidelines?
2. What percentage of the total budget of university should be spent on library?
3. What should be the ratio of expenditure on salaries and materials?
4. What should be the ratio of expenditure on books and periodicals?
5. How can the increase in cost of materials be quantified in the annual allocation?
6. How can the problems involved in operation of bookfund be minimized?

Recommendation E. [ref. Chapter V; Section: Acquisition policy]

The formulation of a collection development policy should be given full consideration.
Such a policy should be developed by university libraries with the support and advice of Faculty Advisory Committee and Academic Staff Association. The proposed policy amongst other things should describe:

1. Selection responsibility: faculty vs. library staff;
2. Level of collection intensity: science vs. non-scientific subjects;
3. Forms of material: books vs. serial publications.

Recommendation F. [ref. Chapter V; Section: Selection practices in Pakistan]

The book selection process should be streamlined.

To facilitate this, the chief librarian, following consultation with and advice from appropriate academic groups and senior faculty members, should prepare a statement stating the complete procedure, emphasizing the need for individual faculty member selection. Obviously, such a statement needs to be reviewed and approved by the Library Committee.

The role of library staff in selection process be recognized. While the library staff cannot take primary responsibility for selection of books in subject fields, they must assume this for certain broad areas of publication which involve large expenditures and which are of service to many subject fields.

Recommendation G. [ref. Chapter VII; Section: Importing books - present practices]

The present policy of keeping the import of books on the "Free List" should be continued.

It would be much better if a declaration to this effect were made by the Government, as it would help the importers to plan their imports on a long-term basis.
Recommendation H. [ref. Chapter VI; Section: Procurement of serials]

The difficulties encountered by libraries in making advance payment for subscription to journals need to be slashed down.

The administrative formalities on the part of bureaucratic machinery concomitant with government finance needs to be slashed down to the bare minimum. The Pakistan Library Association could play an effective role in this regard.

Recommendation I. [ref. Chapter VII; Section: Import policy for reading materials]

The existing trade embargoes against some countries in respect of import of scientific and technical literature should be removed, paving the way for free flow of this kind of literature so vital for the development of the country.

Recommendation J. [ref. Chapter VII; Section: Customs restrictions]

The customs clearance procedure for books needs to be simplified.

The Customs Authority should be requested to approve a committee of responsible citizens in capital cities (Karachi, Lahore, Peshawar, Quetta, Rawalpindi/Islamabad) to appraise the books in the case of a dispute between the Authority and the importer.

Recommendation K. [ref. Chapter VII; Section: Fluctuating rate of rupee]

The conversion rate against U. S. dollar and U.K. pound should be revised as and when currency fluctuates more than 5 per cent.

This recommendation has the support of a large number of booksellers dealing in imported books as well as Pakistan Publishers and Booksellers Association.
Recommendation L. [ref. Chapter VI; Section: Domestic market]

The local purchase be minimised as it does not help in meaningful collection development.

The present practice of purchase by visiting to bookstores at the close of fiscal year in order to utilize the budgetary allocation should be discouraged since it forces one to buy what is available rather than what is needed.

Recommendation M. [ref. Chapter VII; Section: Import through local bookdealer]

The small and medium-sized libraries should make use of services of local commercial importers for procurement of library materials from abroad.

The following factors need to be considered:

1. The selection of the dealer/importer should be made on merit -- i.e. his reputation and past performance. This could be ascertained by consulting librarians having had the experience of work with the dealer/importer.

2. Great care needs to be exercised by the library in making payment to the dealer. The payment should be made strictly in accordance with the agreement between the dealer/importer and the library.

Recommendation N. [ref. Chapter VI; Section: Direct purchase]

Direct import should be given priority for building up meaningful collections.

Universities having their own bookshops can route their order through them in order to get benefit of publishers, discount. The following points deserve consideration in this regard.

1. When making selection of the foreign jobber only those with experience of book exports and familiarity with problems of libraries of Third World countries should be considered. Necessary details, particularly the question of credit period need to be settled in clear terms well
in advance. The jobber should be prepared to accommodate the problems facing libraries under foreign exchange restrictions.

2. Under all circumstances only one jobber for one country is recommended.

3. Order processes need to be standardized to facilitate the acquisition process. This presupposes the compilation of an acquisition manual under the auspices of the Pakistan Library Association in collaboration with University Grants Commission.

Recommendation O. [ref. Chapter VI; Section: Procurement of serials/through foreign agent]

The import through foreign agents should be preferred over local agents because:

1. Foreign agents take very keen interest in their customers, from placing the order to receipt of first issue by the library, and supply required information regarding gaps, cancellation, cessation or change of periodicity, etc.

2. Foreign agents have been found very efficient in sending invoices, while in case of local agents the library has to approach them.

3. Credit notes are received from foreign agents on account of ceased publication, non-supply, out-of-print issues, but it has never been observed by local agents unless you notice and ask for it.

4. Foreign agents are prompt to reply claims and correspondence, whereas it is not so with local agents.

Recommendation P. [ref. Chapter VI; Section: Procurement of serials/through local agent]

The quotation method should be avoided for appointment of agent.

Discounts or some other concession offered by the agent should not be considered as strong points in their favour, since attractive terms usually do not match with performance. Agents should always be appointed on the basis of past services, reputations and the capacity of an individual to handle subscriptions. The selected agent should be asked to work on the following suggestions:
1. They should try to maintain a data bank on the analogy of foreign agents so as to place quick orders without any delay;

2. Instead of renewal lists, agent should send the final perfect invoice so that interruptions in service do not arise;

3. The practice of providing supplementary invoices should be discouraged unless the subscription rates have changed after the commencement of the subscription;

4. The agent should take all efforts to procure missing issues for clients;

5. The agent has a responsibility to send credit note for missing and unpublished issues rather than avoiding it.

**Recommendation Q.** [ref. Chapter VI; Section: Procurement of serials through local agent.]

There is an urgent need for planning and re-scheduling the process of forwarding subscriptions in respect of local agent.

The libraries need to keep in view the following factors in this regard:

1. The subscriber should pay in advance 90 per cent of the amount involved. The balance of 10% should be paid on presentation of documentary proof by the agent of having remitted the subscription to the publisher.

2. All subscriptions should be accepted at conversion rates for different currencies as approved by the Conversion Rates Committee of the Ministry of Education.

3. The agent should be bound through the provisions in the agreement that the payment will be remitted to the publisher within thirty days from the receipt of money.

4. The agreement should also take care of questions such as refunds, missing issues, etc.

5. Before making payment the library should ensure that the agent is charging the latest publisher's rate.

**Recommendation R.** [ref. Chapter VI; Section: Procurement of serials]

The university and research libraries should work out a plan and approach the Ministry of Defense, responsible for civil aviation,
through the University Grants Commission to give permission to make use of the national airline to carry out book and serial consignments from dealers abroad, deposited in the airline office in the respective countries, at reduced rates once or twice a month.

Recommendation S. [ref.________ Chapter VI; Section: Procurement of serials]

The establishment of joint acquisition programme for serials is recommended.

This can be achieved through local cooperative ventures where a group of libraries can contribute towards the total subscription of certain expensive periodicals. This system would constitute a saving on what each library would have paid to own such titles, while still making it possible for its readers to have reasonable access to the journals.

For instance, the medical libraries in Karachi provide an excellent opportunity for their respective authorities to think of: 1) avoiding duplication of material; 2) enriching collections from the fund thus saved, and 3) assessing each others' collection.
APPENDIX A
PROBLEMS OF ACQUIRING OVERSEAS MATERIALS
FOR PAKISTANI LIBRARIES

QUESTIONNAIRE

GENERAL

1. Name of the library _________________________________________

2. Date of establishment _______________________________________

3. Address ___________________________________________________

4. Type of library _____________________________________________
   (a) National _______ (b) Academic _______
   (c) Public ________ (d) Special _______
   (e) Any other not covered above (specify) _______

5. Is the library maintained by: (Tick relevant item)
   (a) Government : federal/provincial/local __________
   (b) Autonomous body _____________________________
   (c) Association or society __________________________
   (d) Business organisation/Firm/Company __________
   (e) Any other agency not covered above ____________

FINANCE

6. Indicate source of funding the library (Tick the relevant item).
   (a) Funds of the parent organisation ________________
   (b) Donations and subscriptions ___________________
   (c) Government grant/Government aid _____________
   (d) Other (specify) ______________________________
INANCE (Contd.)

1. Provide the following details:

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>Parent Body Budget</th>
<th>Library Budget</th>
<th>Book purchase Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990-91</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1989-90</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1988-89</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

3. Did you ever receive development grant (special grant for book purchase)? Yes ________ No _________

7. If yes, give details (source, amount of grant, year)

10. Is there some formula for allocation of funds? Yes ______ No ______

11. If yes, give details ________________________________

12. Give the distribution of the library budget under the following heads of expenditure.

<table>
<thead>
<tr>
<th></th>
<th>1990-91</th>
<th>1989-90</th>
<th>1988-89</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Books</td>
<td>______</td>
<td>______</td>
<td>______</td>
</tr>
<tr>
<td>(b) Periodicals</td>
<td>______</td>
<td>______</td>
<td>______</td>
</tr>
<tr>
<td>(c) Salaries</td>
<td>______</td>
<td>______</td>
<td>______</td>
</tr>
<tr>
<td>(d) Others</td>
<td>______</td>
<td>______</td>
<td>______</td>
</tr>
</tbody>
</table>

13. Check the factors on which budgetary allocations are based.

(a) Forms of material ________
(b) Number of readers ________
(c) Circulation count ________
(d) Inflation rate ________
(e) Language ________
(f) New programme ________
4. How are funds distributed among various subjects/disciplines? Check.

(a) Strength of collection
(b) Magnitude of the demand
(c) Nature of subject/discipline
(d) New programme

5. Is the budgetary allocation adequate? Yes No

6. Was the annual budget increased in proportion with the rise in prices of library material? Yes No

7. Does the parent organisation release the grants on time? Yes No

8. If not, what is the time lag?

9. Do you spend all the book purchase budget? Yes No

10. If no, give reasons

11. How is book purchase account maintained? Who does it?

12. Do you favour a separate library account? Yes No

13. If yes, Why?

25. What was the total number of volumes in the library on 31-12-1990?

26. Give the language-wise distribution of resources.
   (a) English
   (b) Urdu
   (c) Oriental languages (Arabic and Persian)
   (d) Local languages
   (e) Other (specify)

27. Mention the subjects in which the library is strong.

28. Volumes added by language.

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>English</th>
<th>Imported</th>
<th>Oriental Arabic/Persian</th>
<th>Urdu</th>
<th>Local Languages</th>
<th>Imported</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990-91</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_____</td>
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<td>_______</td>
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<tr>
<td>1989-90</td>
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</tr>
<tr>
<td>1988-89</td>
<td>_______</td>
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<td>_______</td>
<td>_____</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

29. Of these English language titles how many were:
   (a) Imported directly
   (b) Imported through local bookdealers
   (c) Purchased from the domestic market
30. Number of periodicals subscribed:

(a) Foreign English Other
(b) Pakistan English Urdu Other

31. Do you feel the need for an evaluation of library collection in certain areas of interest? Yes ______ No ______

32. Was such an evaluation ever carried out? Yes _____ No _____

ACQUISITION POLICY

33. Does your library have a written acquisition policy? Yes ______ No ______

34. If yes, enclose a copy of the document.

35. If no, give reasons ____________________________________________

__________________________________________

36. In the absence of such a document what special factors determine selection of materials? Specify.

__________________________________________

__________________________________________

37. Has the absence of a collection development policy affected the quality of collection? Comment.

__________________________________________

__________________________________________
ACQUISITION POLICY (Contd.)

38. Will you favour the formulation of a written acquisition policy for your library? Yes _______ No _______

39. If yes, give reasons. __________________________________________

40. If no, give reasons. __________________________________________

41. Identify the points need to be given special consideration in formulation of such a policy, particularly with regard to acquisition of foreign materials.

42. How such a policy could be formulated? Who should initiate it? Who should approve it? And how it could be implemented? Comment.

BOOK SELECTION

43. Which one of the following theories is followed? Check.

(a) Demand theory (book selection determined by the demand being made by the readers) __________

(b) Value or Quality theory (personal preferences of librarian in book selection keeping in view the objectives of the institution) __________

(c) Both __________

(d) Neither __________
14. If you follow the demand theory what factors determine the nature of demands? Specify.

________________________________________

15. On the contrary if you subscribe to the Value or Quality theory how would you justify it in a developing country like Pakistan?

________________________________________

46. Would you prefer to have some kind of compromise between the two? Yes ________ No ________

Criteria for Judging the Material

47. Circle the five qualities (in order of preference) which in your opinion should be weighed to determine whether an item merits inclusion in a collection.

(a) Authoritativeness ________ (g) Appropriateness ________
(b) Accuracy ________________ (h) Relevancy ____________
(c) Impartiality ____________ (i) Style of presentation
(d) Recency ________________ (j) Physical characteristics
(e) Adequacy ________________ (k) Cost ________________
(f) Depth of coverage ________

Who Does Selection?

48. Who does selection in different types of libraries? Also indicate the percentage of selection made by different groups.

(a) University Libraries / College Libraries.
1. ________________
2. ________________
3. ________________
Who Does Selection? (Contd.)

(b) Public Libraries.
1. ______________
2. ______________
3. ______________

(c) Special Libraries.
1. ______________
2. ______________

(d) National Library.
1. ______________
2. ______________
3. ______________

Selection Sources

59. List the selection aids available in your library.
   ____________________________________________
   ____________________________________________
   ____________________________________________

60. Do you make use of the following sources, too? Check.
   (a) Book Exhibitions/Book Fairs ______________
   (b) Visit to bookstores ______________
   (c) Books on approval ______________

ORGANISATIONAL AND MANAGERIAL ASPECTS

51. Does the library have an independent acquisition/order section? Yes ____________ No ______

52. If no, how the acquisition is done? Specify.
   ____________________________________________
   ____________________________________________
ORGANISATIONAL AND MANAGERIAL ASPECTS (Contd.)

53. What are the major responsibilities of this Department?

__________________________________________________________________________
__________________________________________________________________________

54. The Acquisition/Order Department is headed by:

(a) Librarian ____________________
(b) Deputy Librarian ________________
(c) Assistant Librarian ______________
(d) Other (Specify) ________________

55. Number of other staff employed ____________

(a) Professional ____________________
(b) Sub-Professional/Clerical __________

56. Is there a separate section/desk for acquisition of foreign library materials? Yes ______ No ______

57. If so, list the duties and responsibilities of the section/desk.

__________________________________________________________________________
__________________________________________________________________________

58. What special qualification is desirable for the person incharge of foreign acquisitions?

__________________________________________________________________________
__________________________________________________________________________

59. How many other staff members are in this section? ______

(a) Professional ________________
(b) Sub-Professional/Clerical __________
PROCUREMENT OF MATERIALS

10. Check the channel/channels of procurement employed:

(a) Domestic market (local bookdealers) __________
(b) Import through local bookdealers __________
(c) Direct import from publishers/jobbers __________

1. Give reasons for your choice.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

2. What would you term the strong points of this channel:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

3. What problems (if any) do you experience from this channel?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

4. Do you follow tender system for purchase of books?

   Yes _____________  No ______________

5. If so, give details:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
PROCUREMENT OF MATERIALS (Contd.)

Import through local bookdealers

66. What would you term the strong points of this channel?

67. Have you employed this channel for import of:

(a) Books
(b) Periodicals
(c) Other publications (specify)

68. Do you choose bookdealer importer through:

(a) Bidding
(b) Reputation / Past Performance
(c) Trial and error
(d) Other (specify)

69. What problems (if any) do you experience from this channel?

70. Give suggestions, if any.

Direct import from publishers/jobbers.

71. What would you term the strong points of this channel?
PROCUREMENT OF MATERIALS (Contd.)

72. Have you employed this channel for import of:

(a) Books __________________
(b) Periodicals __________________
(c) Other publications (specify) ____________

73. Do you import through the publishers' agent in Pakistan?
   Yes ______________ No ____________

74. What problems (if any) do you experience from this channel?
   -
   -
   -

75. In particular comment on the problems and difficulties faced in the following areas. Give suggestions, if any.

(a) Obtaining of import licence
   -
   -
   -

(b) Banking difficulties
   -
   -
   -

(c) Custom House Restrictions
   -
   -
   -

OTHER COMMENTS

76. What other comments would you like to make about the entire question of acquiring library materials from abroad?
   -
   -
   -
OTHER COMMENTS (Contd.)

7. What would you suggest to improve the situation, particularly relating to role of the Government in this regard?

Thank you for completing the questionnaire.

Please return to:

Professor Syed Jalaluddin Haider
Department of Library and Information Science,
University of Karachi,
Karachi - 32.
APPENDIX B

LIST OF LIBRARIES TO WHICH QUESTIONNAIRE WAS SENT

Federal Capital Area.

National Library

University Libraries
2. Allama Iqbal Open University, Islamabad.
*3. International Islamic University, Islamabad.
*4. Quaid-i-Azam University, Islamabad.

Special Libraries
5. A. Q. Khan Research Laboratory, Kahuta.
*7. Pakistan Agricultural Research Council, Islamabad.

Balochistan

University Library
*9. Balochistan University, Quetta.

Public Library
*10. Provincial Library, Quetta.

Special Libraries
11. Command and Staff College, Quetta.

North West Frontier Province

University Libraries
*13. Gomal University, Dera Ismail Khan.
*14. NWFP University of Agriculture, Peshawar.
*15. NWFP University of Engineering and Technology, Peshawar.

Public Library
17. Municipal Library, Peshawar.
Special Libraries

19. Pakistan Forest Research Institute, Tarnab.

Punjab

University Libraries

20. Agricultural University, Faisalabad.
21. Bahauddin Zakaria University, Multan.
*22. Islamia University, Bahawalpur.
*23. Lahore University of Management Sciences, Lahore.
25. University of the Punjab, Lahore.

Public Libraries

27. Dayal Singh Trust Library, Lahore.
29. Quaid-i-Azam Library, Lahore.

Special Libraries

30. Pakistan Administrative Staff College, Lahore.

Sindh

University Libraries

*32. Aga Khan University, Karachi.
33. Hamdard University, Karachi.
*34. Karachi University, Karachi.
*35. Mehran University of Engineering and Technology, Jamshoro.
*36. N. E. D. University of Engineering and Technology, Karachi.
37. Shah Abdul Latif University, Khairpur.
38. Sindh Agricultural University, Tandojam.
*39. Sind University, Jamshoro.

Public Libraries

40. Defence Housing Authority Central Library, Karachi.

Special Libraries

*42. Applied Economics Research Centre, University of Karachi, Karachi.
43. College of Physicians and Surgeons Pakistan, Karachi.
*44. National Institute of Public Administration, Karachi.
45. State Bank of Pakistan, Karachi.

* Libraries which have supplied information on questionnaire.
APPENDIX C
LIST OF EXPERTS INTERVIEWED.

Bahawalpur
1. Muhammad Ashraf Jalal, Chief Librarian, Central Library.
2. Muhammad Fazil, Librarian, Islamia University.

Islamabad
3. Abdul Karim, Librarian, Pakistan Agricultural Research Council.
4. Shaikh Muhammad Hanif, Librarian, Central Library, Quaid-i-Azam University.
5. Zafar Javed Naqvi, Librarian, Pakistan Institute of Development Economics.

Karachi
6. Prof. Akthar Hanif, Librarian, College of Physician and Surgeons Pakistan.
7. Ameena Saiyid (Ms.), Managing Director, Oxford University Press (Pakistan).
8. Amtul Wadood (Ms.), Librarian, Applied Economics Research Centre, University of Karachi.
10. Ibrahim Saad, Director, Bureau of Composition, Compilation and Translation, University of Karachi.
11. Iqbal Saleh Muhammad, Director, Paramount Books Ltd.
13. Mehar Yasmeen (Ms.), Assistant Librarian (Acquisition), N.E.D. University of Engineering and Technology.
14. Muhammad Aziz Khan, Assistant Librarian (Acquisition), University of Karachi.
15. Moinuddin Khan, Chief Librarian, Aga Khan University.
16. Muhammad Naqui Siddiqui (retd). He was the head of the Acquisition Department at the Karachi University Library from 1962 to 1973.
17. Mukhtar Akthar (Ms.), Assistant Librarian (Serials), University of Karachi.
18. Rashiduddin Ahmed, Librarian, Hamdard University.


Lahore

22. Muhammad Ramzan, Librarian, University of Engineering and Technology.


24. Malik Sher Afgan, Chief Librarian, Quaid-i-Azam Library.


26. Zafar Abbas Bhutta, Deputy Chief Librarian, Punjab University.

Peshawar

27. Amanullah, Librarian, NWFP Agricultural University.

28. Muhammad Riaz, Deputy Librarian, Peshawar University.

29. Sain Muhammad Malik, Librarian, Khyber Medical College.

Quetta

30. M. A. Kazmi (retd), Librarian, Balochistan University.

31. Meer Hassan Jamali, Chairman, Department of Library Science, Balochistan University.

32. Noor Muhammad, Librarian, Provincial Library.

33. Qazi Muhammad Ashraf, Library Officer, Command and Staff College.
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