

Transferring of books among libraries: The solution of effective promotion of the use of the books and other information in order to reduce people cultural standard between rural and city communities

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Background information

□ Vietnam:

- Population: About 88.78 millions
- 54 ethnic groups
- Nearly 70% living in rural areas, many of which living in poor conditions
- About 1 million visually impaired people, mostly living in rural areas



1. Government's policies toward poor communities on promoting reading

- On February 20, 2003, Ministry of Culture and Information, currently Ministry of Culture, Sport and Tourism had an official letter named 586/VHTT on “arranging a mobile books store in each city and provincial libraries to bring to lower level libraries”

Government's policies toward poor communities on promoting reading

- During 1997- 2011, in the national target program, there were about 20 billions VND each year allocated for building mobile books resources
- Since 2012, budgets for mobile books resources depend on local budget

2. Public libraries system in Vietnam and its role in promoting reading equity

- Current situation: separate public libraries under the administrative management of National library/ not the model of central libraries with subordinated branches
 - Limits in resources
 - Difficulties in exchanging and circulating books among different libraries

Public libraries' important role in promoting equity in book reading

- Aims at the target of bringing books to poor and disabled people
 - Cooperate between libraries to enrich/renew book collections
 - Create mobile reading rooms for blind people
 - Active in finding ways to reach potential readers to promote reading through different campaigns (to soldiers, to farmers in remote areas, etc)
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Public libraries' policy and activities in promoting equity in book reading

□ Aims at:

- Promote reading habits among poor people
- Inform new government's policies as well as new applicable knowledge to help them to improve your lives thus to reduce the gap in living standards between urban and rural areas

Public libraries' policy and activities in promoting equity in book reading

- Circulation of book loan from district and provincial public libraries to small ones in remote villages



Circulation of book loan from district and provincial public libraries to small ones in remote villages

- Has been doing for 10 years in 63 provincial libraries in Vietnam
- Reached rural areas/ minority groups in highlands, islands, etc
- 200 to 400 copies in rotation of normally every 3 or 6 months

Circulation of book loan from district and provincial public libraries to small ones in remote villages

Book rotation time	Number of provincial libraries applied
Every 1 month	5
Every 2 months	12
Every 3 months	64
Every 6 months	10
Others (mostly on requirements)	9

Circulation of book loan from district and provincial public libraries to small ones in remote villages

Name of library	Number of books rotated/year
Ha tinh provincial library	800.000
Soc trang provincial library	754.000
Vinh phuc provincial library	Nearly 400.000
Ben tre provincial library	374.000
Lang Son provincial library	250.000

Public libraries' activities in promoting equity in book reading

□ Some achievements:

- Poor families have learned how to apply new technology and techniques for their farming
- Women unions, who are always pioneers in involving in reading campaigns, have been able to get more loans from banks for their farming, thus have more chances to improve their lives

Circulation of book loan from district and provincial public libraries to small ones in remote villages

- Carry books to remote areas
 - By different means of transportation:
 - Specialized Cars
 - Cars
 - Motorbikes
 - Others
 - Boats
 - Horses

Circulation of book loan from district and provincial public libraries to small ones in remote villages

Means of transportation	Number of libraries used
Mobile libraries (specialized cars)	3
Cars	17
Motorbikes	41
Others (boats, horses)	3

Some typical examples of mobile libraries using cars

- ❑ In Hanoi: “Mobile library- Knowledge wheels” project started in 2011
- ❑ In Yen Bai province: A mobile library on form of a car support by Val de Marne province (France)
- ❑ In Hochiminh city: General sciences library’s mobile library project started from 2007

“Mobile library- Knowledge wheels” – by Hanoi public library



“Mobile library- Knowledge wheels” – by Hanoi public library

- A 3 year- project, started in 2011
- Having one specialized car with:
 - 1,500 books, mostly pictures books, in Vietnamese and English
 - Educational games and toys
 - 6 Internet connected computers

“Mobile library- Knowledge wheels” – by Hanoi public library

- Regularly goes to 10 different poor villages in the suburb of Hanoi, where many families' monthly income are under USD 44, on Sat and Sun every week
- Supports pupils to learn from reading and to use Internet effectively in finding information

“Mobile library- Knowledge wheels” – by Hanoi public library

□ During 2012:

- 36 times went to these 10 poor villages
- Served about 45.000 users, mostly children

Yen Bai provincial library's mobile library project

- ❑ Supported from Val De Marne province in France
 - ❑ Has a mobile car library
 - ❑ Brings books, newspapers and magazines, films, computers with Internet connections, photographs and cultural materials about Yen Bai and Van De Marne provinces to 62 places
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Yen Bai provincial library's mobile library project

Statistic number of 2012

Number of places came to served	62
Number of times came to served	230
Number of users served	38.442
Number of books/magazines circulated	90.019
Number of users using Internet and Yen Bai province's database	1.608
Number of people came to watch films	4.111

General Science Library in Hochiminh city's mobile library



General Science Library in Hochiminh city's mobile library

- ❑ Started in 2007
 - ❑ Has a specialized car that can go to rural and remote areas where people have no chance or few chances to contact with the outside world
 - ❑ Has thousands of books arranged by subjects: Literature, History, Agriculture, Children's books, etc
 - ❑ Has a computer room with Internet connection inside
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General Science Library in Hochiminh city's mobile library in serving for blind people



Beside cars,

- Due to the poor roads but great hearts of bring books to less opportunities people in remote areas, especially in high lands, in islands, librarians become very brave

Some typical examples of mobile libraries using motorbikes

- Ms Mai Thi Lam, a school librarian at Kien Giang province, near Vietnam-Cambodia border.
- Carries books BY MOTORBIKE from her library to reading rooms in 6 school branches for Khmer pupils readers EVERYDAY (one branch is about 20km far from her school)

Some typical examples of mobile libraries using motorbikes

- Ms Pham Thi Hoa, director of public library at Bau Cat district, Lao Cai province
 - Each time, there are 200 to 300 books circulated from her library to a remote place by motorbike.
 - She herself spends one day a week assists librarians in ethnic minority in-stay school library in technical and users services
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Some examples of mobile libraries using other means of transportation

- Using boats to carry books to different places:
 - Quang Binh provincial library
 - Hoang Trinh district library in Thanh Hoa province
 - Using horses to carry books to mountainous areas:
 - Cao Bang provincial library
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Creative ways of bring books to people

- ❑ Books cases with colorful and attractive decoration are offered to each class for pupils to read at rest time (Le Van Tam school in Hau Giang province)
- ❑ Touching letter rooms for visually impaired people

Contributions of private libraries to promote reading

- 50 private libraries and 80 family bookcases that serve the communities all over the country FREE of charge.
 - Mr Nguyen Quang Thach in Thai Binh province: raised money to build family bookcases to supply books to his rural community. 80% readers are pupils. This is a pilot successful model and are being applied in other locations
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Statistics of books circulated at public libraries system

Library	2007	2012
National library of Vietnam	974.901	1.853.684
Cities and provincial libraries	24.797.395	35.623.861
Districts and town libraries	22.587.328	26.983.472

3. Government and NGOs' care of citizen reading activities to develop personal abilities

- President Hochiminh's point of view:
 - Necessary to open reading rooms together with building schools and hospitals
 - Learning is not from school only, but also from books and life

Government and NGOs' care of citizen reading activities to develop personal abilities

- Very clear vision from Government
 - In 2004, the Party Central Government have an instruction named 42/CT-TW which pointed out that:
 - We need to take care of the development of reading culture for all citizen classes and all organizations in the country
 - We try our best to develop the network of supplying books, magazines and other kinds of publications with the right subjects for current needs of citizens in reading in different locations of the country, esp. rural, remote areas.
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Government and NGOs' care of citizen reading activities to develop personal abilities

- Concerning to key point of culture for future development of nation, Vietnam also has the cultural strategy named Cultural Development Strategy oriented to the year of 2020 made by the Government which identified objectives and tasks for the development of the culture in general and libraries in particular as:
 - (a) Innovative models of operation to library for serving citizen to read effectively are focused on information service, technology engaged with automatic and modernize in the stages of the operation of the library.
 - They are (b) Establishing link among the libraries in order to exploit useful characteristic of network with full documentary environment and to enrich each library in the network is should be done as perfect as possible (c) Development of reading for citizen oriented to long - term program of nation in the way of industrialization and modernization of the country is a useful for sustainable development of nation
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3.1 Central Government's program in funding for library and promoting reading

- **Ministry of Culture, Sport and Tourism:**
 - Equip books for district level libraries in remote areas
 - Support books for stock rotation of provincial libraries
 - 25 billions VND each year
 - **Ministry of Information and Communication:**
 - Set up and invest the activities of Post-cultural units
 - **Ministry of Justice:**
 - Equip law books for commune
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3.2 NGOs' support to promote reading

□ **Main donors:**

- UNESCO
- The Asia Foundation
- British Council
- World Bank
- Bill and Melinda Gates Foundation
- FORCE
- Room To Read

□ **Main activities:**

- Support books for libraries
 - Support professional training for librarians
 - Budget funding to improve libraries' infrastructure, to advocate for reading events, etc
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Some NGOs typical projects

- The Asia foundation: from 2000 –
 - 163 libraries received books donated, with the value of app. \$15 millions
 - The Bill and Melinda Gates Foundation:
 - “Improving the ability to use public computers and Internet access in Vietnam”
 - Total investment: \$50 millions, in which from B&M: \$33 millions, from VN government: \$17 millions
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Some NGOs typical projects

□ FORCE



- Supported books and materials for visually impaired people: 4 studios producing digital verbal books for blind people, and from that support, GSL in Hochiminh city has been the place that supplies materials for blind people for over 100 libraries all over the country
- 2000- 2001: helped to establish small libraries in blind centers and childcare homes.

Some NGOs typical projects

- Room to Read: started in VN since 2001



World Change Starts with Educated Children.®

To 2011, after 10 years:

- 120 classrooms and kindergarten, 39 computer rooms had been built,
- 567 libraries had been established, brought reading chances for hundreds of thousands pupils in many parts of Vietnam,
- 49 titles with more than 350.000 copies had been published and sent to different school libraries

4. Libraries' difficulties in serving people in remote areas and/or with visually impaired disorder

- ❑ Limited books and other reading materials in ethnic and braille languages
- ❑ Limited budget for libraries' activities, esp. at district level
- ❑ Difficulties in living conditions of potential readers
 - As living in rural and remote areas, which far from libraries, they have limited access to libraries services
 - Most of them are poor, so their priority concerns are not reading!

Academic and school libraries's difficulties

- In universities and colleges:
 - Few of them have well-invested libraries, both in infrastructure and human resources, but mostly from the outside supports
 - Many just have a book store as a library
 - In schools: gained more support and attention from Government and Ministry of Education and Training in recent years but generally weak due to limited budget, HR and infrastructure
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5. Recommendations related to create equality for people in the use of books, information and knowledge



สำนักงานบริหารและพัฒนาองค์ความรู้ (สอ.อ.ก.)
สำนักยุทธศาสตร์

5.1 Petition to the Government

- Need to have appropriate policies to ensure that people have the right of reading and to promote reading, include creating good reading environments
 - Policies to develop education, science and technology, culture (such as Increase budget for Ministry of Culture, Sports and Tourism in the target program)
 - Policies to support libraries as well as publishing houses (such as Subsidy for publishers in publication of ethnic languages books and books for blinds)

5.2 Recommendations to Ministry of Culture, Sports and Tourism

- ❑ As the responsible ministry toward Government for performing state management of library activities, MOCST should play the advisory role to Govern. in developing policies for library as well as creating favorable condition to promote equity in using books, information and knowledge.
 - ❑ Librarians should be recognized as the key point in policies and should be gained more supports on salary, on training, etc
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5.3 Recommendations to Ministry of Information and Communication

- Communication strategies should engage with promoting reading culture
 - Organizing Vietnamese reading festivals, national book fair week, book exhibitions, etc in different regions of the country
 - Allocating appropriate time for TV shows related to promote reading culture (introduce good books, book reading contest, etc) to attract wider viewers.
 - Carrying out activities to honor those who have contributed to the development of reading culture in the whole country.
 - Should have strategy to develop infrastructure that support reading equity.
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5.4 Recommendations to agencies, organizations & professional associations

- ❑ Attract more attention of society to reading culture through dynamic and creative ways
 - ❑ Support and promote the role of professional associations which closely relate to reading, such as Author, Publications and Library Association
 - ❑ Carry-out post-project evaluations to have statistic and analysis materials about the long term impacts of reading promoting campaigns/projects into the country's economic, culture and society then advocate policy-makers to have better policies for equity in reading
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5.5 Recommendations to the libraries

- Should have clear visions/policies about promoting reading and be ready to face/solve the exist problems that have influenced the quality of libraries' services
 - Establish nuclear bookstores with representative works of world and Vietnam in all fields: science and technology, medicine, economics, etc
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5.5 Recommendations to the libraries

- Be proactive, creative and dynamic in finding and applying new/different ways to attract more and more people come to use libraries as well as in reaching our potential users by bringing libraries services to them!
- Libraries in the same or different systems (public or academic, for ex) should cooperate together to support each others
- Be active in fund raising, not only with government but also with individuals, with NGOs, etc to have more resources to promote reading

Conclusions

- ❑ In order to have a knowledge-based economy, it is necessary to encourage learning and life-long learning which reading plays the key role
 - ❑ Promoting reading for citizens in the whole country is a bridge to shorten the gap between cities and rural areas by the way of making better access to information and knowledge through books and newspapers for everyone in the nation.
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Conclusions

- ❑ Promoting reading for citizens is to make opportunity for sustainable development of nation and to help the poor especially handicapped people who live in remote areas to have a tool to overcome their difficulties in lives
 - ❑ Increasing reading activity is the smart way for self-learning of citizen to support good human resources for development of economy of the country.
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Conclusions

- Such activities are pretty in line with the strategic objectives of development of nation in the period of 2011 to 2020 that the Party and the Government of Viet Nam has set up.

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We need your hands to promote reading



Some more photos of bringing books to different areas and reach different targets

Helping street-children learning skills to protect themselves and providing books for them to improve their study



Dr [Truong Trong Hoang](#) is talking with street children from 5 to 15 years old, living at [District 1, HCMC](#) how to protect themselves and how to take care of their health- Images taken at [GSI](#)

Bringing books to hospitals



Playing different games with little patients, which included: reading books, coloring books, playing with clay- Image taken at Pediatric Hospital

Bringing books to soldiers in islands



Serving people in rural and remote areas accessing to Internet



OKITTO สำนักส่งเสริม
สำนักงานส่งเสริมวิสาหกิจขนาดกลางและขนาดย่อม

Serving blind kids at Nguyen Dinh Chieu school



Movies show from the mobile library car for people in remote areas



สำนักงานส่งเสริมและพัฒนาจตุจักร (๑๖๓๖๓๖๖)
ร้านหนังสือนายอินทร์

Teaching blind kids in remote areas using talking books



สำนักงานส่งเสริมและพัฒนาอรรถวิสัย (๑๗๓๖๓๑๖๖)
OKM10 สำนักวิทยบริการและเทคโนโลยี

School children are excited waiting to read books from the mobile library car



An old woman with her own bookcase serving for community



And her reading space at Buong Ha village



okmd สำนักงานบริหารและพัฒนาองค์ความรู้ (องค์การมหาชน)
สำนักนายกรัฐมนตรีนวัตกรรม



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