



**INDIA CSR DR. VELAGA MEMORIAL AWARDS FOR
INNOVATIVE LIBRARY SERVICES**





The **India CSR Velaga Memorial Award for Innovative Library Services** is established by India CSR Network in the year 2017 in profound memory of Dr. Velaga Venkatappiah (1930-2014), a think tank of Indian library movement and architect of public library legislation, who passed away on 29th December, 2014. He was the person in Andhra Pradesh to apply the concept of CSR to libraries and proved that public libraries can also derive support from corporate firms and PSUs under the CSR mandate. The Award is the brain-child of Rusen Kumar, who is the Founder and Editor of India CSR Network.

Year of Establishment: 2017

Vision

To enable people with professional skills in librarianship in fulfilling their social responsibility through public library service.

Aim

To honour and encourage outstanding library professionals who have introduced innovative practices in library services and made significant contributions to the society.

Mission

To identify and acknowledge outstanding men and women in library profession whose leadership and performance has brought significant change in the local community while pursuing their social responsibilities.

Values

- Passion
- Knowledge
- Commitment
- Service
- Innovation
- Creativity
- Respect



No. of Awards: 2

01

India CSR Dr. Velaga Memorial Awards for Innovative Library Services (Library Professional)

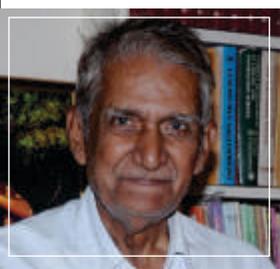
This award will be conferred to those Indian Library professionals who are performing extraordinary work in the field of library services with 'out of box' thinking. Applicants have to prove their work which is leaving deep impact on the society. Cases of their work place will not be considered. Applicants have to give details of minimum last five years with evidence.

02

India CSR Dr. Velaga Memorial Awards for Innovative Library Services (Non-Library Professional)

This award will be conferred upon those people who are not LIS professionals but have focused on promotion reading culture by promoting library services and bringing social change. Applicants have to provide evidences of their work minimum last five years.

ABOUT DR. VELAGA VENKATAPPIAH



Dr. Velaga Venkatappiah is known to us as a Librarian, administrator, bibliophile, writer, social worker and above all a great human being and a scholar-par-excellence in library science. His contributions and service to public libraries, library legislation and library education is so vast that it can only be published as a book. He is an embodiment of an institution who worked continuously for the promotion and development of public libraries in various forms and means. His dedication to the cause of public libraries is clearly visible in whatever he said and done. He is so popular that people always associate him and his name with libraries and calls him as '**Granthalaya Gandhi**'.

He started his career in 1956 as a branch librarian in a small town and served the library profession in various capacities until 1990 when he retired from active service but not from his usual full-time social work till his last breath. He is an authority in public library legislation and authored India's model public library act and drafted many state public library legislations. His last contribution was a draft public library act for the residual State of Andhra Pradesh, in which he introduced CSR as a source of funding for setting up and maintaining public libraries. It is unfortunate that he is not alive to see his new library act which have now become a law.

He authored more than 1000 published works during his lifetime, including 75 books and 616 articles. He compiled 13 bibliographies and 3 indexes; prepared more than 500 papers; and reviewed about 200 books/ journals in English and Telugu in various periodicals. His passion for writing books in Telugu is astonishing. He was awarded many prizes and citations for his books by the Southern Languages Book Trust, Government of India (thrice), Andhra Pradesh Sahitya Academy, and the Andhra University.

His experience as Secretary, Zilla Granthalaya Sanstha and as member of the Raja Rammohun Roy Library Foundation (RRRLF), Kolkata had made him to 'reinvent' public library system and legislation. Dr. Velaga observed that only 20% of our country's population is served by the Public Library system and the remaining 80% of the citizens have no access to a public library. In spite of various Acts, Policies and Institutions for the development of public libraries, they are grossly neglected. He was of the opinion that while primary, Secondary & Higher education has been given a high priority by the States with huge allocation of funds; public libraries have been neglected and left to lurch without any specific allocation of budget even though public libraries are the only source for non-formal education and life-long learning.

Dr. Velaga served as honorary president of the **Society for the Promotion of Public Libraries (SPPL)**, Visakhapatnam which is started by Shri PSN Murthy. The society is engaged in promotion & development of Public Libraries and NGO-managed libraries through CSR in Andhra Pradesh. In October 2011 SPPL organised a seminar at Visakhapatnam on "CSR and Public Libraries" in which he said that all public sector undertakings should help libraries through CSR funds and help restoration of several public libraries that are in ruins.

He felt that there is an urgent need to revive public libraries despite their inherent problems by adopting new and innovative approaches like the public-private partnership (PPP) model for their sustainability. He felt that if Public libraries are given the required inputs, resources and infrastructure, they can help the country to become a Knowledge Society.

In order to keep the spirit of Dr. Velaga Venkatappiah alive and carry forward his mission, India CSR Network shall present this award every year to the Indian Citizen in two categories.



Key Features of the Awards

The award carries a cash prize of Rs. 11,000, a Certificate and a memento. The recipient(s) shall be invited to deliver the Dr. Velaga Memorial Lecture on any of the below mentioned topics* related to libraries, librarianship, library services which embody the concept of corporate social responsibility:

- Setting up of new public, rural and community libraries in PPP mode.
- Adopting the concept of CSR to local public libraries.
- Extension of library services to help non-formal and vocational education.
- Liaison with corporate firms and local communities for improving civic amenities.
- Collection and distribution of free/donated books to local libraries.
- Organizing Information literacy programmes to local communities.
- Promoting public-private partnership for providing library services.
- Setting up of community-based information systems and services for the economically weaker sections of the society.

** New topics can be added due course of time*



NOMINATION PROCEDURE

Indian citizens may send their nominations or nominate their colleagues who fulfill the basic requirements for the award. The applicants shall submit their nominations in the prescribed form (online and offline).

The applications received will be scrutinized by a panel of experts and the winner will be selected. In case there are more than one persons selected for the award, it will be given jointly.

TERMS & CONDITIONS

- No gender discrimination.
- No caste discrimination.
- Award will be given only for extraordinary work.
- Social impact of the work will be analyzed.
- Nominees may be invited to give presentation before a jury.
- Jury may be visiting the place of work to see the impact of the work.
- Nominee has to give two references (in case person is applying for himself/herself).
- If application is for other person then also two references are required.
- Awardee(s) will be joining the function at their own cost and risk.
- The awards will be presented during the India CSR annual awards function. The venue and date of the function and other details of Dr. Velaga Memorial Awards will be intimated later.
- Jury has all rights reserved.
- Information/innovative contribution of Awardees will be shared for wider social good.

NOMINATION OPEN

NOMINATION FEE

Nomination fee is Rs. 1100 (Rupees Eleven Hundred), which is non-refundable and will be treated as entry fee for attending the award function.

HONOR

Award/honor will comprise Rs. 11,000/- (Rupees Eleven Thousand) as Award sum, a citation and memento, and others.



PARTNER ORGANIZATIONS

Society for the Promotion of Public Libraries

The Society for the Promotion of Public Libraries (SPPL) is a non-governmental body established in 2011 at Visakhapatnam. The society aims to work towards the development of public libraries and establish new libraries with the support of corporate firms and Public Sector units. The objective of SPPL is to promote public libraries with the help of National and State Governments, MPs and MLAs, NRI's and by utilizing the CSR funds of the corporate firms and Public Sector units. So far, the society has organized various seminars & conferences and established three new public libraries with CSR funds. The society is managed by senior library professionals with Shri PSN Murthy as its President.

Iyyanki-Velaga Puraskar Endowment

The Iyyanki-Velaga Puraskar is a charitable endowment established in memory of Shri Iyyanki Venkataramaniam and Dr. Velaga Ventappiah who have dedicated their entire lives to social service and public library movement for more than 60 years. The endowment is managed by Shri Venkateswara Swamy Devasthanam of Kanchi Kamakoti peeth at Guntur. The Puraskar (award) carries a cash prize of Rs. 10,000, a citation and a memento which is bestowed every year to two persons who have done commendable service to the society and public libraries.

Intellectual Society for Socio Techno Welfare

The organization aims at undertaking, aiding, co-coordinating, and promoting Research and development. It provides academic and professional guidance, advice and consultancy in the field of Basic Education, Higher Education as well as in the Technical Education Research. Apart from this, ISST collaborates with other national & International institutions, organizations and associations for more efficient functioning and fulfilment of its aims.





indiacsr

Corporate
Sustainability &
Responsibility

ABOUT INDIA CSR NETWORK

The India CSR Network has a mandate to promote and enable responsible business conduct in India in support of sustainable, equitable and inclusive economic and socio-economic development. It is dedicated to bring awareness about the significant contributions of CSR in India and has become the leading business network for the region. There is an exciting social innovation approach happening in India through India CSR, which is the first and currently the only online news portal promoting CSR communication and reporting. At India CSR, the definition of CSR is to embrace responsibility for business actions and encourage a positive impact on the environment, consumers, employees, communities, stakeholders and all other members. India CSR is one kind of social innovation and has a mission to support experts and organizations to build responsible and sustainable businesses.

In its endeavor to promote reporting and communication in the CSR domain, India CSR - India's largest Corporate Sustainability & Responsibility newswire, has been organizing numerous global forums, Management Development Programmes (MDPs), workshops and case study competitions to recognize and honour the CSR good practices. India CSR has high level of recognition in the domain of CSR globally. India CSR has created a platform that facilitates companies which need to share ideas on their CSR best practices and discuss collaborative projects between the firm and its end stakeholders. India CSR provides a forum to initiate a dialogue on creating a competitive edge with the help of CSR activities and seeks help from Industry experts. India CSR Network is guided by leaders from the corporate and civil society.

India CSR Network, India's Largest CSR Newswire

Registered Office:

222, Krishna Vatika, Near Shalini School
Church Road, Boirdadar, Raigarh - 496001 (Chhattisgarh)
M: +91 (0) 99810 99555,
E: awards@indiacsr.in, rusenk@indiacsr.in
www.indiacsr.in

