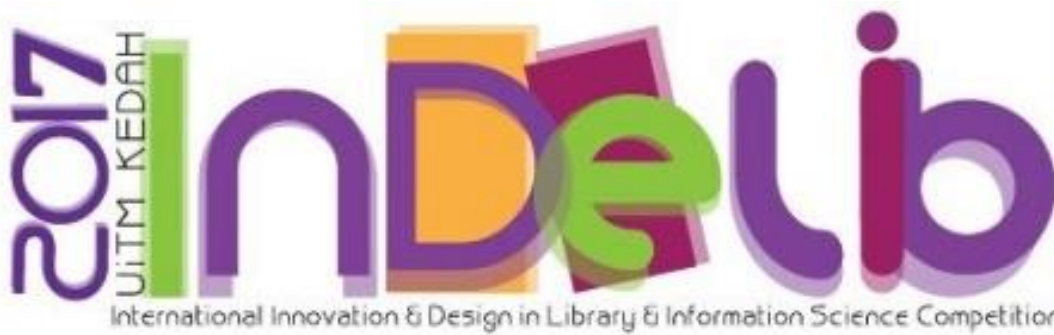




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*Continuous Innovation for Excellence*

# ABSTRACT

13<sup>th</sup> September 2017

DEWAN TUN ABU ZAHAR  
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## **Rural Library Local Content Production Service**

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### **Abstract**

Provision of information resources for rural library is an ongoing effort by public libraries but the creation of local information materials is rarely done by any public libraries. At the same time collection of local materials, if not indigenous, also contain secondary sources. The **Local Content Production Service** provide another avenue for rural library to obtain information materials through self-produced and development of locally produced information materials. The service will see a more proactive approach by the rural library personnel to work with the local community to build information resources collection that fit the necessity of the local community in many ways. The local either produce the information material themselves or participate in the development of local information products with the involvement and assistance of the rural library personnel. This service will become part of a rural library service as it should be better to produce information materials by the local people themselves especially for primary information originated from their own community as the has a better view and understanding. The library will become the intermediary between the information source and the users. This will enhance the need for the presence of a library in the rural community.

Keyword: Rural library; Village library; Local Content Production; local content development; Library service

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**Potential commercialization:** The service could be implemented in rural library all over the country and perhaps it could be emulated by libraries abroad. This could be an opportunity for public library to expand its service for the national interest.



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