BUILDING SOUTH ASIA COLLECTIONS

In This Issue

At a time when information about India, Pakistan, Nepal, Sri Lanka, and the other nations of South Asia is more critical than ever, the ability of North American research universities to acquire documentation from the region has been hampered by dwindling resources and a scarcity of expertise. Circumstances therefore call for cooperation.

This issue focuses on recent cooperative efforts to identify and preserve important source materials for research on South Asia. Mary Rader and James Simon discuss recent efforts by the Library of Congress and U.S. academic libraries to more effectively align collecting activities to cope with the publishing explosion in the region in the midst of library budget reductions. Aruna Magier and Judy Alspach report on preserving ten years (1921–1931) of the Indian financial newspaper \textit{Capital}, highlighting the work of the South Asia Materials Project, an area studies programs working under the CRL umbrella. Finally, a guide to CRL holdings of census and statistical reports identifies materials that afford researchers a longitudinal perspective on economic growth during a period when development raced ahead in the region.

— Bernard F. Reilly, Jr.
President
This is a report on discussions and outcomes from a series of cooperative collection development workshops conducted between 2010–14 by participants of the Library of Congress Cooperative Acquisitions Programs for India and Pakistan. Participants sought to reduce duplication of resources and facilitate access to diverse collections on South Asia across participating institutions.

**Background**

Those collecting in academic libraries to support South Asian studies face challenges similar to other international and area studies groups, but also encounter distinct issues not present in other world regions. As the discipline of modern South Asian studies gained steam in the late 1940’s, libraries such as the University of Pennsylvania, Cornell, Yale, Chicago, and University of California, Berkeley (to name but a few) sought to develop strong collections to meet growing scholarly interest. However, the lack of robust international acquisitions strategies and a dearth of language expertise in U.S. libraries at the time posed significant impediments to effective collection building.

Academic libraries collecting for South Asian studies greatly benefitted from the PL 480 program (“American Libraries Book Procurement Program”), in which local currencies derived from the sale of U.S. agricultural surpluses abroad were directed towards the acquisition of cultural and scholarly publications. Under the program, in 1958 the Library of Congress was authorized to use those proceeds to purchase books, periodicals, and other material for U.S. libraries and research centers specializing in the regions of assistance, with India, Pakistan, and the United Arab Republic (Egypt and Syria) selected as the initial countries for implementation.¹

Since 1962, the Library of Congress has maintained field offices abroad to assist in the program, by acquiring, cataloging, microfilming, and distributing library and research materials. Though federal subsidies for material acquisition had ended by the mid-1990s, the program continued, on a cost-recovery basis, operated through the Library of Congress Cooperative Acquisitions Programs (LC-CAP). Through its offices in New Delhi and Islamabad, LC acquires publications from various sources including a network of book dealers; sub-offices and bibliographic representatives stationed in various embassies; exchange and gift arrangements; and acquisitions trips to obtain publications. There are presently approximately 35 major academic institutions that collect materials through the South Asia Cooperative Acquisitions Program (SACAP) based in New Delhi, India, and Islamabad, Pakistan.

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Current collection challenges

Despite the formidable accomplishments of the SACAP program, libraries continue to face challenges to supporting robust collecting initiatives. Chief among the pressures are a) the burgeoning of print publication in the region, paired with b) static library acquisition budgets. This has resulted in flat or diminishing collecting levels by academic libraries even as the scope of available publications continues to grow.

Chart 1 shows the trend of overall South Asian materials acquisition among the aggregate participants in SACAP since 2002, compared to the level of collecting maintained by the Library of Congress over the same period. While monographic collecting has remained relatively stable over time (suffering a decline during the recent recession, but gradually recovering some of the losses by 2014), serials acquisitions have been declining steadily since 2002 by an average of 5% per year.

Ongoing constrictions in collections budgets, paired with reductions in specialist staffing to support South Asia collecting have resulted in two significant outcomes that impact the shape of the “national collective collection” of South Asian resources:

1. Many U.S. academic libraries have pared back acquisition profiles from comprehensive levels to more selective profiles that primarily support current research or instruction on campus. Selection profiles of libraries served by LC’s New Delhi office in 2010 showed an increased concentration in English-language material compared to 2006, with the highest concentrations of participants in “selective” acquisitions categories (rather than “comprehensive”). Vernacular language materials were far less commonly acquired, with reference works, selective literature, and religion being the most typical areas of interest. Hindi, Tibetan, and Sanskrit remain the most frequently subscribed languages, along with lesser concentrations for Urdu, Bengali, and Nepali and other vernaculars.

The trend towards increasing homogenization of profiles by participants, combined with the use of a common vendor (LC) to supply libraries with contents, poses a threat to the diversity of collections that North American scholars can access for their work.

2. At the same time, as libraries scale back on the number of titles collected, the appropriate redundancy of collections—especially in vernacular materials—may be at increasing risk. An analysis of monographs from India published between 2000 and 2009 reveals that titles acquired through SACAP have become increasingly rarely held.
Chart 2 indicates that while the number of total publications collected per year held relatively steady (6,692 books in 2000, 6,798 in 2009), 48% of books published in 2000 are held by fewer than 10 libraries. By 2009 this percentage of low holdings had increased to 62%. Further analysis reveals that nearly 80% of the infrequently held titles are in languages other than English and Hindi (the two dominant languages collected from India). Similar percentages are tracked for the other countries of South Asia.

![India book copies held by CAP participants published 2000-2009](image)

**Workshops to explore diversifying the “collective collection”**

Recognizing the trends noted above, and responding to an imperative to collaborate from library administrators, a group of South Asian librarians, led by Bronwen Bledsoe (Cornell University) and Mary Rader (then at the University of Wisconsin, now at University of Texas at Austin), along with James Simon (CRL) began organizing annual cooperative collection development workshops to collectively identify and explore opportunities for cooperation and to put the resultant ideas into action.

**2010 Workshop—Monographs**

In October 2010, representatives from 20 institutions came together to collaboratively explore collection strategies that would ultimately strengthen and deepen U.S. library resources on South Asia. Working with the Library of Congress’ SACAP monographic profiles from New Delhi—and informed by six months of preparation—workshop participants gathered to “exchange” profile commitments with their colleagues, considering well-covered subjects where reduction might be undertaken, and looking at lesser-covered subjects where library commitments might be bolstered. The resulting cooperative commitments were intended to be cost neutral, presuming reallocation of resources to achieve diversity.

The initial workshop demonstrated that participants were well prepared, and came ready to form tangible agreements to enhance collections. Institutional representatives were encouraged to consider existing cooperative arrangements and historical regional alliances when proposing changes. At the end of the workshop, 52 profile categories were decreased or given up entirely, thereby freeing up funds to commit to 186 new ones. Through the workshops, over $18,000 worth of annual monographic acquisitions funding was redirected, and nearly $81,000 in new commitments was...
added. The additions reflected an increasing awareness and appreciation for the national collection. The majority of increases covered new areas for committing libraries, and were in subjects historically less well-covered nationwide. For example:

- University of Iowa and Michigan picked up all subjects in lesser collected languages (Kannada and Oriya respectively);
- University of California, Berkeley decreased profiles in areas well covered elsewhere (Bengali and Telugu, for example), in order to pick up additional materials in Gujarati, Malayalam, and Panjabi;
- Other institutions expanded profiles in new areas including legal studies, gender issues and the physical sciences (subjects of increasing interest to contemporary area studies scholars).

Workshop documentation and results were posted online to promote the outcomes: http://www.lib.utexas.edu/collection/south-asian-cooperation.

2011 Workshop—Serials

The initial workshop was so successful that conveners and participants agreed to an ongoing set of workshops to further diversify and distinguish collections. In 2011, 19 participants met again, this time to focus on broadening the base of serial publications subscribed by North American research libraries. As with the monographic profiles, workshop organizers prepared data supplied by LC for serial subscriptions from New Delhi and Pakistan, examining titles both heavily subscribed as well as underrepresented in collections. The cross-tabulation of the results from LC, which yielded a common data set, was a critical component for the success of the workshops.

The amount of duplication among the North American serials collection as a whole is not high. Of the 4,700+ titles offered through SACAP, fewer than 10% were found to be held by 10 or more institutions. In fact, nearly 70% of all titles offered are subscribed by five or fewer institutions (including the Library of Congress). Despite this fact, participants acknowledged that adjustments could be made to improve coverage of under-represented publications, in part by reducing overlap in highly-subscribed areas.

The assessment findings were posted as spreadsheets that could be sorted by title, number of subscribers, country, language, or by each participant’s profile. Each institution was asked to exercise a 10% reduction of titles in their serials subscription, with a 5% take-up of new titles. By suggesting a percentage change, rather than a predetermined number of titles or a specific dollar amount, institutions with varying program and budget sizes would all make a “small but meaningful” shift of allocations to contribute to better balancing of the aggregated subscription base.

Again, the results of the workshop proved fruitful as participants reported back on titles dropped and added. Through the redistribution (reported May 2012), 182 subscriptions to highly-subscribed titles (10+ subscribers) and 143 titles with average level of subscription (4 to 9 subscribers) were dropped. At the same time, 248 new titles were picked up, including 144 titles with low subscription (1 to 3 subscribers), and 81 with average level of subscription.

2012 Workshop—Local Specialization

Having freed up resources by re-allocating subscriptions, participating institutions were able to pursue additional projects based on institutional strengths and librarians’ subject knowledge. In 2012, librarians from 18 institutions met to focus cooperative efforts on local specialization of collections. Rather than
a programmatic or systematic division of collection initiatives, or one predeter-
mind by fixed financial commitments, the 2012 workshop urged elective efforts
to enrich the “national collection.”

During the workshop, participants declared a striking variety of niche specializa-
tions which they would pursue. Some commitments contributed to further enrichment
of already established interests at the holding library, while some were new. For example,

• Michigan, Iowa, and Cornell opted to concentrate on four less commonly taught
languages (Oriya, Kannada, Nepali and Newari).

• Berkeley and UCLA carried forward an established California interest in Diaspora
materials, pursuing newspapers of the Diaspora and materials of South Asian
religious minorities.

• The University of Chicago declared its interest in all forms of South Asian music
and ethnomusicology.

• The University of Illinois at Urbana-Champaign chose to respond to visual and
popular culture needs by acquiring South Asian comic books and graphic novels.

These are just a few examples of the range of niche collecting projects initiated
to provide materials for current research and for projects yet to be imagined, both
within South Asian studies as well as in thematic studies of global scope.

2013 and 2014 Workshops: Communication and
Assessment

After several rounds of shifts in North American collecting activities, participants
took a step back to review the progress of previous efforts and to discuss ways to
communicate the successes, value, and impact of the group’s collective work, both
within the own cooperative structure as well as externally to faculty, administrators,
and the library community. At the 2013 workshop, participants provided reports
on the impact of the previous workshops activities, in particular the niche collecting initiatives. These in-depth presentations demonstrated the complexities in creating new collections, including funding, acquisition efforts, cooperation with technical services departments, and outreach and publicity.

The 2014 workshop turned its attention to effective assessment of previous rounds, and means of promoting the outcomes. Participants reviewed the changes in the collective profiles of the members, again informed by profile spreadsheets featuring overlap calculations, and by reports from the Library of Congress field offices.

Chart 3 shows an example of the type of realignment achieved through the cooperative workshops, in this particular case for offerings of monographs in the Hindi language. As the chart demonstrates, there are small but meaningful shifts in certain profiles between 2011 and 2013, such as a decrease in overall participation in categories like South Asian history and linguistics, and an increase in lesser represented categories such as physical and agricultural sciences.

Similar results can be seen in Chart 4 for collecting in the lesser-represented Kannada language, which shows an overall gain of participants collecting material.

Seen from the outside, the changes made through the ongoing South Asian cooperative collection development workshops initiative might not rank as “transformative”. However, the workshops were successful in affecting “small but meaningful” shifts in the overall North American collection. These changes have relied on grassroots initiatives to inform and shape the diversity of both individual institutional collections as well as the collective collection, thereby enhancing the range of resources available to scholars worldwide.

**Conclusion**

Over the course of the past six years of South Asian cooperative collection development workshops (participants again convened in October 2015 to review collective...
profiles and commitments in the LC-Islamabad program), participants have made purposeful and at times unconventional adjustments to local monographic approval plans and serial subscriptions, striving to reduce the redundancy across collections and thereby increase the diversity in the collective national collection.

Recognizing clear pressures to maintain efficiencies in selection, acquisition and description workflows, workshop participants sought to harness their collective buying power and align it with the functional leverage of the LC acquisitions program. The workshops helped participants rethink established practices and focus attention on the larger collection of which each library’s holdings are merely a part. In 2014, workshop participants articulated a vision statement to help guide activities moving forward. The statement reads:

Through the South Asia Cooperative Collection Development Workshops, the community of South Asian library specialists in North America shares a collective vision of a seamless global collection of South Asian research resources to support and enhance scholarship.

Through concerted action (and informed by local and institutional strengths, priorities, and expertise), we seek to broaden both the scope and depth of coverage of South Asian resources, spanning all subjects and formats.

By building distributed distinctive collections, reinforced by preservation and appropriate mechanisms for discovery and access, we seek to affect the future of academic research, teaching, and learning on this critical world region.
The South Asia Materials Project (SAMP) has recently preserved on microfilm a decade’s worth of the Indian financial and economic newspaper Capital. Aruna Magier, South Asia Librarian at New York University, proposed this SAMP preservation project using Princeton University’s holdings of Capital from July 1921 through December 1931. This title holds a wealth of information that will be of great use to scholars in many fields.

Capital was colonial India’s oldest financial newspaper, covering trade, economic output, industry, infrastructure development, public affairs and current events. Its subtitle was “A Weekly Commercial Paper Devoted to the Interests of Capitalists and Employers of Labour”. Capital was founded by businessmen Shirley Tremearne and W. H. Targett in Kolkata (formerly Calcutta) in November 1888 as a commercial and financial weekly newspaper in English. Its frequency of publication varied, ranging from weekly to fortnightly to monthly. Reflecting the city’s important economic role, Capital was widely read and respected as a business newspaper of record at the time. A 1917 compendium of information about the British Crown possession of Bengal noted “Although Capital is primarily a financial review, its pages are crammed with good readable articles on political, social, trading, and other items of general interest. . . This paper was never more influential and powerful than it is to-day, and there is no paper published in India which is so well known in other countries as Capital, or which can give greater facilities for advertisements relating to financial and commercial concerns”1

Historians of India, especially those studying economic and business history, will find a multitude of data, opinion pieces, advertisements, industry and labor relations reports, and reports on current events that could provide depth and nuance to their research. Capital contains greatly detailed data about a variety of types of companies operating in India at the time, including those producing tea, cotton, jute, and sugar. Reports also reflect British investment in companies supporting India’s emerging infrastructure development, especially in the areas of electrical power, engineering, and transport (roads, railways, civil aviation). Business historians will find a wealth of quantitative and qualitative information about the history of Indian industry, including the Tata companies that later became a global conglomerate. Capital also recorded extensive data on the historical Calcutta Stock Market and banking.

David Magier, Associate University Librarian for Collection Development at Princeton University and a specialist in South Asia studies, reports “Though a great number of historical South Asian newspapers have been preserved on microfilm at one time or another, there are still many titles that have been filmed incompletely or

not at all. While core research interests in political and social history have led to the preservation of many mainstream newspapers, those specialized in other fields (such as finance and industry, as in the case of Capital) may not have been addressed with the same priority. There are holdings of Capital at some libraries, including the British Library, but print holdings are very brittle and lacking some critical years."

Capital has been consulted by many scholars already, and it is well-known among researchers as an essential source for early 20th century Indian economic and political information. Dr. Arvind Rajagopal, Professor of Media, Culture, and Communication at New York University, is currently studying colonial trademark regulation in India in the early 20th century. While many other British colonies had obtained their own trademark legislation in the late 19th century, India did not have trademark legislation until 1940. Several attempts at passing trademark legislation for India were made in the late 1800s and early 1900s, but each time it failed. The argument against this legislation was that it would be burdensome for manufacturers to register the trademarks both in England and India, although this hurdle surely had been overcome for other British colonies. Dr. Rajagopal’s current research will use the detailed accounts of Indian business transactions in Capital and other contemporary sources to explain the reasons behind the resistance to passing trademark legislation in India during this period.

Meghna Chaudhuri, a doctoral student in history at New York University, comments that “Capital is a key publication dealing with a broad range of economic, financial and related governance issues that enjoyed a broad readership across India, making it indispensable for studies that are trying to examine financial networks across the British Empire and economic subjectivities.” In discussing her research interests in global history and South Asia, Chaudhuri notes: “I plan to make a close examination of the journal for an insight into the forms of public debate on economic matters in the late 19th-early 20th century, as well as for getting a sense of what kinds of businesses—in the insurance/cooperative credit sector—were doing well and the ways in which they presented themselves through advertisements placed in this premier commercial/financial paper whose readership extended beyond business elites”.

The project to preserve Capital will continue, as funds have been set aside by SAMP to microfilm issues from January, 1932, through June, 1941, from the issues currently held at the Center for Research Libraries (which were deposited from the collection of Northwestern University Library).
The Center for Research Libraries (CRL) holds a wealth of statistical information relating to India and other South Asian countries. The following description highlights some of those holdings. Much of this material is not currently available online or is not openly available, due to various database access restrictions.

**Statistical Abstracts**

The *Statistical Abstract Relating to British India* was the product of the first systematic effort to collect information on the British Raj’s possessions in South Asia. Published first in 1867 (with the inaugural volume covering statistics from 1840 to 1865), the *Statistical Abstract* sought to represent consistent information on topics including area and population, finance, industries, trade, agriculture, and education, among others.

CRL holds a complete run of the *Statistical Abstract* (vol. 1–55) from 1867 to 1922 on microfilm. CRL also partnered with the Digital South Asia Library (DSAL) to digitize a selection of the volumes covering contiguous periods of time from 1840–1920. These are available in digital book form as well as data encoded in spreadsheets for computational use.


For other countries, CRL holds various publications similar to the *Statistical Abstract Relating to British India* including:

- **Statistical Year Book of Nepal** 1987–2001
- **Pakistan Statistical Yearbook** 1952–1995
- **Statistical Abstract of Ceylon** [and successor titles] 1963–1999

CRL also holds many district-level statistical abstracts, a substantial portion of which are rare or uniquely held by CRL.

**Population Census**

The first complete population census for India was undertaken in 1881, and has been conducted every ten years since (a partial census of 1872 was conducted
asynchronously). CRL has collected comprehensively each decennial census for India from the first up through the present (2011) as volumes are issued. The census documents are part of CRL’s extensive foreign documents collection.

Generally, the census is arranged with Series 1 covering all of India, and Series 2, etc. covering each administrative state or union territory. Each series is issued in parts, with content covering topics such as administration reports; general population; economic, social and cultural, migration, fertility, and housing tables; special tables on castes and scheduled tribes; town directory and survey reports on selected towns and villages; ethnographic notes and special studies on scheduled castes and tribes; census atlas; district census handbooks; and miscellaneous separate papers or monographs.

CRL also holds census publications for other countries of South Asia, though not comprehensively. Holdings include:

- Bangladesh Census of Population, 1974
- Bangladesh Population Census, 1981 (partial)
- Nepal. Census, 1971
- Censuses of Pakistan, 1961 (partial)
- Population Census of Pakistan, 1972 (partial)
- Pakistan. District Census Report, 1981
- Ceylon. Census, 1946
- Sri Lanka Census of Population, 1971

CRL also has collected extensive provincial- and district-level housing and population statistics from the various states within India, Pakistan, and other countries. Consult CRL’s catalog for further references.

**Economy and Industry**

CRL maintains numerous subscriptions to central government statistical reports, including annual economic surveys (for example, Bangladesh [1974–1995]; India [1957–2004]; Nepal [1980–2014]; Pakistan [1964–2014]; and Sri Lanka [1990–]), quarterly digests, monthly statistical bulletins, and a range of other periodicals. Many countries also produce “national accounts” statistics reporting on country income and GDP figures. Most countries in South Asia follow a decentralized statistical system, with many states and districts reporting details of the economy, industry, agriculture, development, and trade for each state in a variety of publications.

A wealth of statistics on industry production and income are produced by various states and sectors of India’s economy. The *Annual Survey of Industries* (ASI), launched by the India Central Statistical Organisation in 1960, subsumed and extended earlier efforts to report comprehensively on the structure and growth of Indian industry and its contribution to national income. CRL’s holdings include:

- Annual Survey of Industries (Calcutta, India) 1960–1964
• Annual Survey of Industries. Factory Sector 1978–2004
• Monthly Statistics of the Production of Selected Industries of India 1956–1983

More recent data (1998– ) from the ASI may be found on the Indian Ministry of Statistics and Programme Implementation website.

Similar reporting from other countries held by CRL include:
• Pakistan, Census of Manufacturing Industries [1954–1996]

Agriculture

Centralized collection of agricultural information in British India began as early as 1866 with the appointment of an agricultural commission to deal with the challenges of famine assistance and agricultural development. A separate Department of Revenue and Agriculture was firmly established in 1881 with the principal tasks of administration of land revenue, statistical enquiries, agricultural improvement, and famine relief.

The first volume (1884/85) of Returns of Agricultural Statistics of British India consolidated provincial agricultural reporting on land area (cultivated and uncultivated), crop specifications, prices of produce, land revenue assessment and land transfers. Regular reports (annual or quinquennial) with standardized reporting tables followed (under various titles).

CRL holds extensive runs of agriculture statistical reports from India and neighboring states, including:
• Agricultural Statistics of India for the Years . . . [1922–1939]
• Indian Agricultural Statistics [1944–1992]
• Agricultural Situation in India [1954–1995]
• Agricultural Prices in India [1956–2000]
• Agricultural Wages in India [1955–1995]
• Yearbook of Agricultural Statistics of Bangladesh [1975–1998]
• Agricultural Statistics of Pakistan [1975–2013]

Through the efforts of the South Asia Materials Project (SAMP), CRL also possesses a rich trove of data related to agricultural production and revenue contained in the Indian Land Survey and Settlement Reports collected on microfilm by SAMP. “Land Settlement” generally refers to the cadastral survey of the land and surrounding environment, and the fixation of an assessment for revenue generation. Settlements were determined by such factors as current population and caste distribution; land area and conditions; land ownership and tenure; agricultural production, and an assessment of current assets. Each report provides detailed narrative and statistical information on the district’s physical character and economic condition, statistics of tenancies and rents, markets, population growth, and numerous other features. As settlement surveys were undertaken periodically, the reports also provide comparison data on past and present conditions of the described areas.

A listing of all settlement reports acquired by SAMP may be found on SAMP’s Guides to Collections web page.
Further Resources
Beyond the resources described above, CRL holds numerous additional periodicals and monographs containing statistics relating to crime, development, education, elections, employment, forestry, foreign trade, health, labor, manufacturing, press, tourism, transportation, water, and many other topics. Patrons may consult CRL’s catalog for further information, or may request a reference consultation to assist in the identification of resources relevant to a particular topic.
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