Author Salina Hj. Zawawi

Head,
Library Services Sector
Pustaka Negeri Sarawak
Jalan Pustaka Off Jalan Stadium,
93050 Petra Jaya, Kuching
Sarawak, MALAYSIA.

salinaz@sarawak.gov.my

Tel: 60 82 442000 Fax: 60 82 449944

Salina Hj. Zawawi is currently the Head of Library Services Sector at Pustaka Negeri Sarawak. She has more than 15 years working experience as librarian. She holds a Bachelor Degree in Political Science [Hons.] and Master in Library and Information Science [MLIS] from International Islamic University, Malaysia. She has written several articles and presented papers in local, national and international conferences. Her areas of interests are in sustainable development, planning and management of information services, information literacy provisions and library research as well as has extensive experience in information brokerage and reference consultations. She is currently the Coordinator for Awareness and Advocacy Initiatives of Sustainable Development Goals (SDGs) of Sustainable Sarawak /Lestari Sarawak. Also, she is one of the pioneers in setting up the American Corner at the library and other reading engagement initiatives such as Reading Seeds and PANDei (People Accessible Network for Digital Empowerment and Inclusivity).

Co-author Ahmad Bin Samsudin

Head, Information Services Division Pustaka Negeri Sarawak, Miri Jalan Kipas, Miri City Fan, 98000 Miri, Sarawak, MALAYSIA.

ahmads1@sarawak.gov.my Tel: 60 85 422525 Fax: 60 85 414444

Ahmad Bin Samsudin is a librarian and head of Information Services Division in Sarawak State Library, Miri located in the Northern Region of Sarawak Malaysia. He is a member of the Malaysia Librarian Association since 2006. He has over fourteen years of working experience in librarianship. His professional job at the library is to implement the operational plans for the library, collection development, preparing budgets, co-ordinating project collaborations and among others. He strategizes yearly planning and monitors the Key Performance Indicator (KPI) approaches. To execute all activities with crucial support and collaboration from the public, local authorities, government departments, NGOs and smart partners. He is responsible to deliver and provide valid information to the public. At the same time, he renders his service to the public by facilitating talks, workshops, discussions, projects, publications children activities, evaluate and purchase library materials based on community requirements. Apart from that he is active in innovation and innovative creative circle initiative at the library and has received the national award for his project invention. He is also involved in the Local Contents initiatives such as oral history and research project where it involved collaborations with universities in publishing the Sarawakiana books or publications.

Local Content Enrichment by Young Researchers and Talents for Cultural Heritage Sustainability

Abstract

Cultural heritage is the pride of the community. It must be preserved and appreciated as well as recognizing its impacts on the well-being of society. Among one of the ways is through local content documentations to ensure its sustainability for future ahead. The issue however, raised with the scarcity of local content creation. The number of local content creation is way lower than resources created and derived from external resources. Not many people possess the knowledge, skills, experience and importantly the drives and motivation to document such cultural heritage into greater use. Judging on such needs to enrich more local content resources from our own people and perspectives, this paper describes Pustaka's effort in local content enrichment and enhancement initiatives by the young researchers in Local Content Competition (Pertandingan Warisan Budaya Tempatan - PWBT). Other engagements like Traditional Quatrain Performances Competition (Pertandingan Mukun), Local Folklore-telling Competition (Pertandingan Bercerita Tempatan) and Showcasing of Local Traditional Costumes (Pertunjukan Pakaian Tradisional) amongst the young talents will also be highlighted. The output in terms of published materials and other resources will be considerably discussed.

(195 words)

Keywords:

Cultural heritage sustainability Local content Local content competition Pertandingan Warisan Budaya Tempatan – PWBT Sarawak

Local Content and Content Creators

Local content is defined by Abdul Waheed Khan, assistant director-general for communication and information UNESCO (n.d) as "an expression and communication of a community's locally generated, owned and adapted knowledge and experience that is relevant to the community's situation". In a knowledge management perspective, it is related to the idea of knowledge generation, dissemination, and utilization. It is a multi-disciplinary knowledge and experience generated or created by the community for the use and benefits of beneficiaries and shareable to others. Local content has been

transmitted into resources of printed and non-printed formats and made available and accessible to users by many information providers, not limited to libraries such as universities, archives, museums and broadcasting entities.

Content creators for the local content have ideally amongst the community as they are the beholders of such treasures, and they know best how such content is reliable, useful and relevance for their currently use and in future. The local content has to be from community to community and for the community. This is further elaborated by Salawu (2012) who defined local content as:

"the expression and communication of a community's locally owned and adapted knowledge and experience that is relevant to the community's situation where the community is defined by its location, culture, language or area of interest. This implies that local contents are concerned with knowledge generated from a defined community for the purposes of socio-political and economic development of the community."

Community is the nucleus and the content creators. They are the knowledge holders, users, and beneficiaries of the content. The content creators are the beholders of such knowledge and experience which could be members of the community - the seniors, middle-aged and even amongst the youngsters and minors who contributed to the local content creation.

The scarcity of local content resources in the possessions of information providers seems to be a universal issue. The coverage of subject matters in local content resources is supposedly as inclusive as what being covered by resources outside the spheres of local content either in printed or non-printed formats. However, such ideal is not always observed as imbalance coverage of subject matters is regularly occurred regardless in academic settings or public domain organisations such as in public libraries and government departments. The subject headings covered in arts and history for instance overshadow some other areas and it differs from one community to the other, depending on reasons and justifications of prioritizing it over the rest.

The issue of scarcity of local creation compared to foreign publications is in a worrying trend. It brings us to the problem statement, the scarcity of local content creation in comparison to external or foreign publications and how to tackle it. The 2 tables below show the statistics on how much collections received under Sarawak Legal Deposit provision of Sarawak State Library Ordinance (SSLO), 1999 and the books publications in several foreign countries in 2015.

Sarawak Legal Deposits Received by Pustaka from 2000 to 2020

=10, 049 titles with 43,050 total of collections

(books, serials, newspapers, ephemerals, theses, working papers, Sarawak Government Gazette, and non-printed publications)

Table 1: Number of Legal Deposit Collections Received by Pustaka Negeri Sarawak from 2000 to 2020.

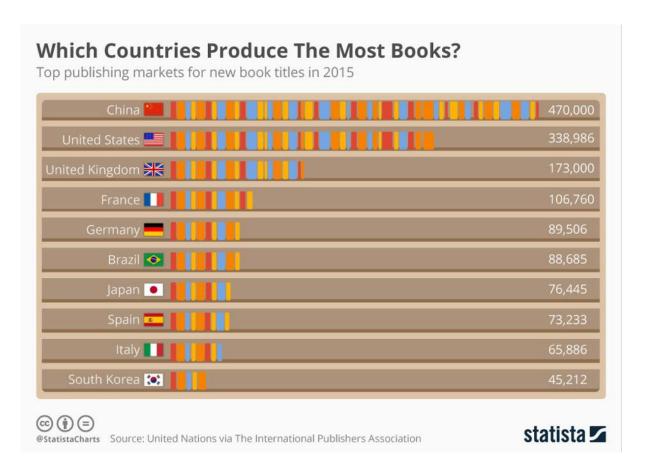


Table 2: Number of Books Published by Several Foreign Countries in 2015

The critical and worrying trend of such huge disparity between what was produced by our local content creators and those abroad have to be tackled necessarily with give more opportunities in terms of knowledge, skills, experience as well as drives of motivation to local content creators to be actively engage in the world of documentation for cultural heritage sustainability.

Local Content and Cultural Heritage Sustainability

Local content and cultural heritage are interrelated. As defined by ICOMOS, (2002), cultural heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions, and values. Cultural Heritage is often expressed as either intangible or tangible cultural heritage.

History had proven how great civilization could stand and fall should the importance of knowledge for sustainable development and well-being of society at large is simply ignored. The same goes to preservation of the heritage as it is the pride of identity for a society. Heritage provides clues to the past and how society has evolved. It helps examine the history and traditions and enables the society to develop an awareness about ourselves. It helps to understand and explain why the society the way they are. Heritage is a keystone of culture that plays a paramount role in our routines either as an individuals or as groups of society at large.

It is pertinent to state that the roles of library and archive is crucial in the actualization of sustainable development even way back before such Sustainable Development Goals (SDG) of United Nations have been introduced. It is even more crucial and prominent with what the SDG need to achieve. Since ages, libraries and archives no matter how big or small have been emphasizing the importance of rendering 7 significant roles of information professionals which each role corresponding well with all the SDG respectively in terms of:

- (i) teaching and guiding users on the literacy skills
- (ii) providing free access to information
- (iii) establishing safe and comfortable space for community
- (iv) understanding **information needs** of users
- (v) engaging and guiding users for **digital inclusion**
- (vi) engaging users with **innovative and creative ideas and services**
- (vii) sustaining local content enrichment

Over the last few years since 2015, International Federation of Library Associations (IFLA) has been actively involved with the creation of the UN 2030 Agenda, advocating for the inclusion of access to information, **safeguarding of cultural heritage**, universal literacy, and access to information and communication technologies (ICT) in the framework. (IFLA, 2021)

LIBRARIES CAN DRIVE PROGRESS ACROSS THE ENTIRE UN 2030 AGENDA



The trusted global voice of the library and information profession (www.ifla.org).

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information service and their users.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



END POVERTY IN ALL ITS FORMS EVERYWHERE

Libraries support this goal by providing.

- Public access to information and resources that give people opportunities to improve their lives
- Training in new skills needed for education and employment
 Information to support decision-making by governments, civil society, and businesses to combat poverty



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULT

- Libraries support this goal by providing..
- Agricultural research and data on how to make crops more productive and sustainable
- Public access for farmers to online resources like local market prices, weather reports, and new equipment



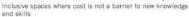
ENSURE HEALTHY LIVES AND PROMOTE WELL-REING FOR ALL AT ALL AGES. Libraries support this goal by providing...

- Research available in medical and hospital libraries that supports
 education and improves medical practice for health care providers.
 Public access to health and wellness information in public libraries
 that helps individuals and families stay healthy.



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL Libraries support this goal by providing...

- Dedicated staff who support early literacy and lifelong learning
 Access to information and research for students everywhere





ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Libraries support this goal by providing...

- Safe and welcoming meeting spaces
 Programmes and services designed to meet the needs of women and girls, like rights and health
- · Access to information and ICT that helps women build business skills



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MO



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

Libraries support this goal by providing... Access to information and skills training that people need to find, apply for, and succeed in better jobs

Libraries support these goals by providing...

- Access to quality information and good practices that support local water management and sanitation projects
- Free and reliable access to electricity and light to read,



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

Libraries support this goal by providing...

- Wildespread existing infrastructure of public and research libraries and skilled library professionals
 Welcoming and inclusive public spaces
 Access to ICT like high-speed internet that may not be available
- anywhere else



REDUCE INFOUNDITY WITHIN AND AMONG COUNTRIES

Libraries support this goal by providing...

- Neutral and welcoming spaces that make learning accessible to all, including marginelized groups like migrants, refugees, minorities, indigenous peoples, and persons with disabilities Equitable access to information that supports social, political, and economic inclusion



MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE,

Libraries support this goal by providing...

- Trusted institutions devoted to promoting cultural inclusion and understanding
 Documentation and preservation of cultural heritage for future generations







AND ITS IMPACTS



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE

CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND

MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS



PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

Libraries support this goal by providing...

- · Public access to information about government, civil society,
- and other institutions Training in the skills needed to understand and use this information.
- · Inclusive, politically neutral spaces for people to meet and organise



STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALISE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

Libraries support this goal by providing. Global network of community-based institutions, primed to support local development plans

- Libraries support these goals by providing...

 Sustainable system of sharing and circulating materials that reduces waste

- Historical records about coastal change and land use
 Research and data needed to inform climate change policy
 Widespread access to information needed to guide decision-making
 by local and national governments on topics like hunting, fishing,
 land use, and water management



Pertandingan Warisan Budaya Tempatan (PWBT) and Young Researchers

Pustaka is the State Library of Sarawak. As the State Library which serves 2.81 millions of multi-racial population of Sarawak (Department of Statistics, Malaysia, 2020) which composing of more than 25 indigenous groups such as Malay, Iban, Bidayuh, Melanau, Kedayan, Jatti Miriek, Kayan, Kenyah and other ethnicities who dispersed over 124, 450 km square in the Land of Hornbill, the creation of local content is profound.



PWBT started in Northern Region of Sarawak by Pustaka team in Miri, the Northern branch of the library in 2008. It is a competition on local content enrichment for secondary schools/high schools in Northern Region of Sarawak by coming up with local content research. This competition aims on creating or adding value to existing knowledge of local content for knowledge preservation and appreciation on top of guiding the participants in search of information through reliable sources and to plan, collect, analyze, interpret, synthesize, summarize and record all information that has been gathered to form the completed and comprehensive work.

The participants are the students who have been trained as young researchers, embedding research skills such as information literacy, research writing up to storing of information in virtual world. All these knowledge and skills are embedded and taught in the following modules:

- 1. Module 1 Information literacy
- 2. Module 2 Research writing
- 3. Module 3 Referencing and citation
- 4. Module 4 Video documentation
- 5. Module 5 Oral history
- 6. Module 6 Presentation skills
- 7. Module 7 Graphic design skills
- 8. Module 8 Cloud storage

The methodology for teaching the modules to the young researchers are through a-two-way communication between the facilitators and young researchers in a three-day workshop which translated into:

- lectures
- hands-on / practical
- role-play
- exercises
- group discussions
- presentations

The facilitators and students are grouped together in workshops before the participants carry out the research project based on the theme assigned for the year. One research project takes around 5 months to complete and presented before the judges in the competition day. The young researchers are to work in a group of not more than 4 students with one teacher advisor and obliged to submit the mini-thesis of the research project and presentations of the key-points of the research before the judges.

PWBT workshops in 4 different divisions of Northern Region, Sarawak













The mini thesis of the research project must include the essential elements of a research such as abstract, research statement, research methodology, data collection, findings etc. Through the submission of the completed research documentation and presentation, it is the opportunity for the assessors to evaluate their research writing skills, adhering to the research ethics such as correct and proper citation analysis and strict omission to plagiarism. Also, they are seen for their presentation skills and their creativity in graphic design and multi-media use, teamwork and motivation as well as other criteria needed to be successful young researchers. In addition to learning how to become young, motivated researchers, the students are also assigned to do posters of their research projects and also present them before the judges. All these tips, skills, lessons, knowledge and experience are meant to familiarize themselves with research needs and competencies to always ready being knowledge research-based learners and users.

Grasping the exposure of the research needs to these young researchers, it can result in their paradigm-shift of seeing how importance the subject matters to be researched, documented, used and shared to others for the local content enrichment and legacy.

The *PWBT* which held annually chooses subject matters which generally not much content has been known for, but nevertheless close to the life of various ethnicities in the Northern Region of Sarawak. Such criteria are chosen by *Pustaka* as the main theme for the research project. These are the subject matters or themes which had been chosen as the theme ever since 2008 to 2019:

- 1. History, culture and traditions of Orang Ulu (Sejarah adat istjadat kaum Orang Ulu)
- 2. Sarawak traditional games (Permainan tradisional Sarawak)
- 3. Sarawak traditional confectionary (Kuih muih tradisional Sarawak)
- 4. Northern Region's local figures (Tokoh-tokoh tempatan, Wilayah Utara Sarawak)
- 5. Historical places in Northern Region (Tempat-tempat bersejarah Di Wilayah Utara Sarawak)
- 6. Heirloom and heritage of Northern Region's indigenous (Warisan tinggalan budaya dalam kalangan etnik di Wilayah Utara Sarawak)

- 7. Sarawak traditional handicraft (Kraftangan tradisional Sarawak)
- 8. Plants and herbs in indigenous life in Sarawak (Herba dan tumbuhan dalam kehidupan etnik tempatan di Sarawak)
- 9. Sarawak's local folklore and myths (Cerita rakyat dan mitos di kalangan rakyat di Sarawak)
- 10. Local heritage handicraft of Northern Region's indigenous (Kraftangan tradisi dalam kalangan etnik di Wilayah Utara Sarawak)
- 11.Traditional healings and medicines of indigenous (Perubatan tradisional di kalangan suku etnik di Wilayah Utara Sarawak)
- 12. The early history of local settlement of indigenous in Northern Region of Sarawak
 (Sejarah penempatan awal di Wilayah Utara Sarawak)

The *PWBT* has been attracted 206 groups of young researchers from various secondary / high schools from 4 divisions in the Northern Region of Sarawak since it first started in 2008. The divisions are Bintulu, Lawas, Limbang and Miri. The total of 150 research were compiled which involved the research conducted by 824 young students aged between 13-19 years old.

Since the research theme is broad, the young researchers are encouraged to zoom it deeper into a focused-research topic in order to intensify more inputs and outputs such as in the following instances:

- 1. History, culture and traditions of Orang Ulu >>>Tracing the indigenous Lun Bawang
- 2. Northern Region's local figures >>> The struggle memoir of Temenggong Datuk Hj. Muip
- 3. Heirloom and heritage of Northern Region's indigenous >>> Rituals: Funeral of the Berawan
- 4. Plants and herbs in indigenous life in Sarawak >>>Tubu Leaves
- 5. Sarawak traditional games >>>Kuit

The *PWBT* is not solely a competition to treasure the local content but it has more than a research engagement to those who involved. It has a rich array of positive benefits on the young researchers' social wellbeing in the community. These include their personal enrichment, social learning, satisfaction of sharing their research findings to beneficiaries and many positive values which come with it, such as respecting the seniors as the knowledge holders, appreciation of cultural diversity and sense of belongings and unity to what they researched on.

Being the State library, *Pustaka* has a mandatory role under the provision of Sarawak State Library Ordinance (SSLO), 1999 to "provide, maintain and preserve library resources and act as a centre for the storage and dissemination or transmission of knowledge, information and data on the State". The *PWBT* is amongst the initiatives taken to enrich local content resources specifically in the niche area of *Sarawakiana*, the collections unique to Sarawak which include books, serials, pamphlets, maps, stamps, lithographs, visual arts, artefacts, bequeaths and materials in other formats.

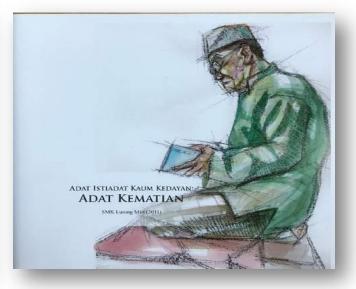
In 2016, a compilation of selected local content PWBT researches from 2008 to 2015 into book Kompilasi Warisan Budaya Tempatan Wilayah Utara Sarawak, 2008-2015 was published. It has 20 research manuscripts from 20 research teams from all over the Northern Region. The publication has nevertheless added into the existing local content resources and could be regarded as a guideline and reference for the future young researchers towards the ongoing effort to record and conduct the related research studies. The publication of Sarawakiana Series entitled "Heritage Matters: Local Content Documentation" in 2020 is another effort to publicize and document the importance of possessing the right knowledge, skills and techniques as well as motivation to coming up with our own local content, no matter in what settings we are, in educational lines or as a general public.

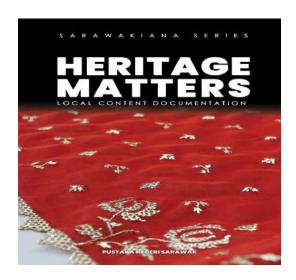
The book on selected documentations of PWBT, 2008-2015 / Kompilasi



Warisan Budaya Tempatan Wilayah Utara Sarawak, 2008-2015







Heritage Matters: Local Content Documentation

Sarawakiana Carnival and Precious Commitments of Indigenous

The Sarawakiana Carnival was firstly organized in 2010 at Pustaka, Headquarters in Kuching to commemorate its 10th Anniversary from 8th to 10th October with the theme "1Heritage, 1Tradition, 1Sarawak" or "1Warisan, 1Tradisi, 1Sarawak". Similarly, Pustaka in Northern Region branch of Miri organized the programme in 2011, within its vicinity to showcase and introduce the history, culture, arts and indigenous knowledge of unique multiracial identities of native Northern Region community. The theme chosen was "Our tradition, our heritage "" or "Tradisi kita, khazanah kita".

The smart partnership programme continues with various collaborators from government agencies, private entity, non-governmental organizations (NGOs) and individuals.

The programme which continually improved and held in every 2 years highlighting various activities to instil and intensify the love towards unique indigenous knowledge and rich local culture, and ultimately working towards the creation of documented information resources to add into the local content references in future.

The objectives for organizing Sarawakiana Carnival amongst others are to:

- support the acculturation of knowledge and intellectual discourse on history, culture, arts and indigenous knowledge.
- create improved understanding on the importance of history, culture, arts, indigenous knowledge and diversity in mapping the path of the future generations.

- promote the roles of *Pustaka* and its Knowledge Partners as catalysts for lifelong learning culture towards better understanding of our own unique identities.
- support and trigger more research on history, culture, arts and indigenous knowledge on Sarawak.
- assist in the enrichment of local content resources through various compiled information on the programme.
- strengthen and intensify collaborative initiatives between *Pustaka* and collaborating partners.

The involvement of indigenous groups in the Sarawakiana Carnival is outstanding. The engagements of especially young talents as participants during the carnival in Traditional Quatrain Performances Competition (Pertandingan Mukun), Local Folklore-telling Competition (Pertandingan Bercerita Tempatan) and Showcasing of Local Traditional Costumes (Pertunjukan Pakaian Tradisional) for instances reflects the dynamism of young motivated natives to uphold their customs and traditions, as what their forefathers had preached for since ages. Their commitment and agreement to partake in the event so as the local content of various ethnicities culture and traditions could be recorded, appreciated and used by beneficiaries is a precious contribution to the world of knowledge.





Local Folklore-telling Competition (Pertandingan Bercerita Tempatan)



Showcasing of Local Traditional Costumes (Pertunjukan Pakaian Tradisional)



Immense Benefits of Local Content Enrichment and Enhancement

Much has been written about subject matters which related to a particular community but not from the community's own perspectives. There is abundance of literature which generally discusses and describes about various subject matters in the absence of reliable source of knowledge beholders as the primary content creators. The similar issue is facing up by indigenous in relation to enrichment and enhancement of local content resources.

The active engagements of young indigenous in local content creations described in *PWBT* and *Sarawakiana* Carnival could be summarized into the following impacts, not merely to themselves as participants but to all, the beneficiaries in terms of:

- (i) improving understanding of how importance local content enrichment and enhancement to the self-unique appreciation of owned identity and how it could be conveyed and make important to larger targeted audience.
- (ii) internalizing the importance of local content lies in the fact that it is a tool for documenting, preserving and dissemination of historical, cultural and intellectual heritage of a nation.
- (iii) learning and experiencing the treasures of local content creation in an engaging platform with those who have the same commitment and sentiments to preserve and appreciate indigenous knowledge and culture.
- (iv) strengthening and improving skills, knowledge and positive values derived from the engagements.

Conclusion

Each community has its own unique identity which no one is an exception. Despite the scarcity of local content creations, there is a mutual dynamism of young researchers and talents who work hand-in hand with *Pustaka* and other collaborating entities in the engagements of local content enrichment and enhancement. Local content of knowledge and experience based on the local own perspective should be recognized, recorded and shared for the benefits of people throughout the world to avoid content divide of imbalance subject matters generated and used. It is also ultimately for knowledge preservation and appreciation to the legacy practised by the forefathers down to future generations.

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