



# APPLICATION OF INFORMATION MANAGEMENT TECHNOLOGY FOR COLLEGE LIBRARIAN IN 21<sup>ST</sup> CENTURY

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## **Abstract:**

The importance of clientele in the library is stressed. The need for good relation between the library staff and the users is highlighted. Representation for the clientele on some of the policy making bodies of the library like the Library Advisory Committee is suggested. The importance of library service through mass media is suggested for the benefits of illiterates. Concludes that the librarian should be conversant with the different aspects of information technology and the library operations and services should be modernized with on line information retrieval facilities and Internet.

Enumerates the steps to be followed in the planning of library automation. Examines the key issues of Information resources Management. States that document delivery should be done either through local collection or through resource sharing networks. Explains that services and products that can be generated with the design and development of databases. Since the professionals are freed from the routine works due to automation the need for concentrating on human relations-both with users and with other professionals-is stressed. Recommends that new marketing strategies should be evolved for setting up new services and products and to reach financial self-sufficiency.

**Keywords:** 21<sup>st</sup>Century, Digital Information Centre, Library Automation, bar-coding, Information Technology, Library Planning.

## **Introduction:**

Management Science has advanced very much branching out into different specializations like Production Management, Financial Management, Workforce, Marketing Management and so on. It is obvious that it is not possible to convert an information professional into a good manager by merely introducing more management theory in the existing curriculum of library schools. It needs a multi-pronged strategy to tide over the problem. Two such strategies are discussed here.

## **What Is A Digital Information Centre?**

A digital information Centre can be defined as an information repository which stores text, images, audio, animations video etc. in electronic form at one site or various sites linked together to provide access to a large collection of documentary information available in it.

The advantages of digital information center are numerous. Digital information centre can store copy of rare documents which can be made accessible to the on line users. The documents susceptible to loss or decay can be converted into digital form and preserved for future use. The digital storage technology enables cost-

effective storage of huge quantum of data or information and allows searches of information from huge quantum, which is not practical manually. As well, digital information center can enable greater access to content from multiple and distant locations.

Now many documents including highly used reference sources are available in digital form. Encyclopedia Britannica is a best example.

### **Library Automation and Bar-Coding:**

Bar-coding is an important phase of library automation. It makes the counter management tasks simpler and quicker. The manpower utilized in manual work can be saved and can be used to offer better personalized service to users. The automation of library has to be done as a phased programme as it should not be done at the cost of library service and the members should be least disturbed.

### **Information Technology and Libraries:**

The importance of information as a vital source in today's society hardly needs emphasis as information brings people and thoughts together. As a matter of fact, in the postindustrial society, it has been said that what counts is not raw muscle power or energy but information, and indeed the advanced economics of the world have already become information intensive. Consequently, large investments are being made in the IT which can be used in libraries, in the context of Ranganathan's Fourth Law "Save the time of the reader/staff" for many purposes.

### **Planning For Library Automation:**

Applications of IT are now increasingly becoming popular in library and information field. However, its applications to library housekeeping operations have been given minimal importance. While information retrieval activities and library networks are being given priority, it has been hardly realized that an effective participation in a library network requires a well-planned implementation in a library network requires a well-planned implementation of library automation programmes. Still, hardly any library has gone for a total computerization. This is because library automation is still considered as luxury rather than a necessity, and on the other hand a misplaced priority is given on library networks vis-à-vis library automation, in addition to lack of adequate computing facilities in the library schools to train the required manpower. In the context of library automation, however, some of the challenges/issues to be encountered pertain to standards to be implemented for the bibliographical formats and records, retrospective will have access to the machine readable catalogue for the entire collection, indexing, policy, hardware and software, and design of automated systems, especially in the absence of computer culture and lack of funds. One of the important factors in the design is introducing "interactive records", so that transaction in one record causes changes in other related records. In designing a system, the other factors to be considered are i) Choice of systems, ii) Mode of operation (PC-based, LAN-based, online etc.), iii) Method of inputting identification data (of documents and borrowers) (for acquisition, cataloguing, circulation etc.) and iv) available hardware/software.

### **Electronic Era:**

The virtual library in the electronic era represents the mixture of tradition and innovation: tradition in the activities like preserving and fostering benefits from what has come before, innovation in the sense of re-modifying the relationships, roles and locations among users, materials, ideas and knowledge workers. The computer technology may be the basic factor in all these, but it certainly is not the unique force of change. There should be the interplay of technology and the knowledge it provides and the organization that supports or backs it and the different categories of users with distinguishing demands of answers to their queries. With these changes, the scientific management rules that have been suitably mentioned for the traditional library housed in one place need to get modified as the amount of information is growing rapidly and with computer technology it becomes available to help manage it. As the electronic form of information becomes available and accessible remotely via networks, the boundaries between the library and external collections of knowledge continues to disappear. As the images, ideas and forms of knowledge become available across transparent networks, the activity of rare book intimation are getting extended beyond their walls and hence they become more "virtual".

### Strategies for the 21<sup>st</sup> Century:

Management Science has advanced very much branching out into different specializations like Production Management, Financial Management, and Work for Management, and Marketing Management and so on. It is obvious that it is not possible to convert an information professional into a good manager by merely introducing more management theory in the existing curriculum of library schools. It needs a multi-pronged strategy to tide over the problem. Two such strategies are discussed here.

### Conclusion:

To sum up: libraries and librarians in the world over, especially in developing countries like India are facing two major crises – **Financial and Manpower which have direct implications to the efficient and effective management of information resources and information services.** Financial crisis occurs either due to the provision of inadequate funds crisis occurs either due to the provision of inadequate funds (as low as 2% of institutional grudge when it should be in the range of 6 to 10%) and/or due to diversion of funds allocated to library for other purposes, as also due to the attitude of management in resources allocation due to their not realizing management in resources allocation due to their not realizing the cost and value of information. On the other hand, manpower crisis may be due to lack of or non-availability of qualified professionals or due to lethargy in the appointment of Information Managers/Chief Librarians, or due to lack of dedicated and committed information professionals! When faced by scarcity of manpower and money what can the poor Information Managers do it the big question. Uncles the so-called Information Managers take some positive action.

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