Library and Information Services in the Changing Environment

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Abstract- Various changes have been taking place in the field of library as an organization. Major three changes taking place in the library field are i.e. Technological change, Dissemination change and Managerial Change. To manage these changes, professional must have three qualities i.e. knowledge, skill and attitude.

Keywords- Library Services, Information services, Chenging Scenerio.

I. INTRODUCTION

India is fast emerging as a global hub. The integration of global economies, implementation of WTO regime and FDI in India have opened new challenges and opportunities. The liberalization of the Indian economy has led India to become one of the key players in the world economy. The Indian economy is moving in fifth gear, which has created new age organizations. India's strengthening economy and opening for foreign investments have increased the demand for trained managers.

In the changing scenario world bank report highlights, " liberalization policies in Indian economy, its gradual integration to the World Economy and rapid transformation into a knowledge based society, are increasing demand for a well-trained work force – a work force that is not only literate and mastered specific skills, but is also able to acquire new skills and knowledge independently"

Prime Minister of India, Manmohan Singh, has announced a target of 9% average economic growth in the XI th Five-Year Plan (2007-12), with the aim for " a growth rate of 10% in the final years of the Plan period." The plan focus on the development of human resources, in order to ensure a continuous and growing supply of quality manpower. The plan would aim to create roughly 70 million jobs during the plan period. The Prime Minister has asked the Planning Commission to work on development of Skills Development Mission.

Definition, " Management is the art of getting things done through and with the people in formally organized groups, by Harold Koontz. Management is universally needed in all types and sizes of organizations, at all organizational levels, in all organizational areas, and in organizations in all countries around the globe.

In India the importance of management education is being felt with the boom in Indian economy. There are 1,257 approved business schools, which have been approved by the All India Council for technical Education (AICTE). There are 125,000 full-time and 100,000 distance MBA students, and another 130,000 MBA students appear in the common admission test (CAT) every year. Management education in the country can roughly be divided into three groups government – aided autonomous institutes, university departments and private B-schools.

The future programme on management studies would be structured and focused on electronic environment, in which imaginative and innovative

electronic resources will be required. These electronic resources will increasingly influence the learning style and set the pace for creation of new knowledge through research. Traditional libraries are being converted into learning resource centers or knowledge center with state-of-art facilities. The new generation librarian plays a role of knowledge manager. B-school surveys have been carried by research organization like Cfore, IMRB etc. they evaluate B-schools from time to time, through broad parameters like infrastructure and facilities. Further they classify the parameters like electronic resources, electronic databases, CDs, Wi-fi campus, online journals etc. At this juncture, management studies play an important role, by providing trained managers, which can impart creative applications of existing knowledge.

II. LEARNING RESOURCE CENTRES: MANAGEMENT LIBRARIES

The New Education Policy of 1986 has observed that " Management Education is another area of great importance in raising productivity" and " sustained increase in productivity, which is essential for rapid economic growth, which otherwise cannot be achieved without a major trust in the area of management education" . The Library plays a vital role in the management education.

Libraries have been accepted as heart and soul of any education system. Due to the multidisciplinary nature of the subject, the role of a library in a management education has become more important. The discipline of Management, unlike many other disciplines, is very vast and complex. Diverse subjects are studied and researched under Management in one context or the other.

Such a phenomenon has a direct bearing on the management library, its users and managers. A Management library acts both as a library as well as laboratory for a management researcher. Libraries are the only instruments which bridge the gap of information downpour on the one hand and the information needs of the users on the other.

The last few years have seen a number of changes in the management education in India which have exerted pressure upon the traditional role of the management libraries:

- Rapid growth in the students numbers. This is not mirrored by a relative increase in the number of Library and Information Services (LIS) staff.
- Growth in non-traditional students, for example mature students and part-time students who have different needs and expectations.
- Inflation in the cost of printed materials.
- Growing numbers of academic publications
- Falling library budgets as a percentage of the total institutional budget.
- Changes in teaching and learning methods, towards a greater emphasis on student centred learning.
- Technological developments
- Growing numbers of electronic information sources.

III. PAST ERA

Initially, librarians were considered as the custodians of the traditional documentary resources of their library and later on as the providers of different services based only on that collection. The main roles they performed initially were
- Procurement of collection by acquiring the books and other reading materials
- Accessioning of the all acquired library material.
- Classification and Cataloguing of the acquired library material
- Arrangement of the classified books on the shelves
- Regulate the financing and housing of the library
- Provide the reference as well as referral services to users

In addition to this only a limited number of users, i.e. teachers, research scholars, eminent personalities and a few students used the library resources as they were least aware of the library resources and information.

IV. PRESENT ERA

Libraries, today, are challenged by several major trends that are changing the way we work, learn and communicate, These are globalization, information explosion and a new world of electronic access to information, all of which have impacted library management and its services. Information technologies have particularly impelled a tremendous transition in information management and services. Moreover, the role of librarian , as the subject specialist, is now more focused, which means that one has to keep abreast with new ideas and developments in the concerned subject, besides providing efficient and effective information services.

To minimize the gap between information and its use, new techniques are required for quick dissemination of information. There is no information center in the world which is self-sufficient, interdependency being the inevitable outcome. Libraries in the 21st century will not be more repositories of information but will be, increasingly user-centered information centers. There will be a need to enhance not only user services but also the housekeeping jobs, i.e. Circulation Control, Serial control and Acquisition, by using appropriate technologies. Major Challenges for the librarian's in the present era are :

- Human resource Management
- Time management
- Organization
- Communication
- Collection Development in an electronic world (e-journals, e-books, online databases, internet)
- Public services in the electronic world (roles change as resources change)
- Networking (Internet, Library Automation)
- Professional recognition (Research & Publication)
- Leadership (Supervisor's role)
- Manage Change
- Work Collaboratively (It is impossible to monitor new developments alone)
- Study independently
- Think creatively

- Assess one's strengths, weakness and progress in continuing learning

V. EMERGING ERA

The world is moving towards the digital environment and the libraries are not untouched by this development. As digitization of the libraries is in progress, the librarians have to perform some extra roles in the emerging era. These are:

- Website Builders
- User-friendly Interface Designers
- Efficient Evaluators
- Preservators
- Search Masters
- Knowledge leader
- Knowledge Manager

Strategic planning is a management tool and a systematic approach to prepare for a better future. It is a continuous and proactive process, which assesses and adjusts the organization in response to changing market opportunities in a dynamic environment. This type of planning would assist in articulating the organizations mandate and focus to achieve a better job by increasing the level of commitment, communication and cohesiveness across the organization. In this ever-changing and competitive environment, strategic planning in the library will be helpful in sharing the vision of for the future of library services. For effective strategic planning librarians & Information professional must follow as:

- Know who are your users/clients/customers?
- Do they know who you are?
- What do your users think they need?
- Know your users need?
- Become a partner whenever possible.

Role of the Management Librarian's in the Changing Environment
In a dynamic, Information and technology-driven society, management librarians can create new roles by assessing changes in their environment, the potential effect and ways to reposition themselves. Scenario building, literature reviews, situation analysis, speculation and forecasting may be used. Librarians have a good idea of what they

can offer, but are often unable to reposition themselves in time.

Librarian' s should focus more on affective skills and characteristics such as:

- Enthusiasm for lifelong learning and new roles
- Will power (because nothing will come easily)
- Assertiveness
- Creative thinking
- Continuous learning
- Self confidence (this applies to the full continuum of potential roles ranging from IT to lobbying) and
- Innovativeness
- Environmental scanning and current awareness services
- Task analysis of the ways in which leading librarians fulfill their role and track of trends.
- Cognitive abilities (eg memory, attention, knowledge, representation, motivation, patience and so on)

VI. CONCLUSION

Librarians must have to change their role from passive' providers of information to more proactive' partners in the knowledge generation, processing, and application cycle. Technological skills, Instructional skills, Communication and Interpersonal skill are necessary for the librarians. In a world that is forever changing, the only certainty is change. Therefore, strategies for building 21st century libraries and librarians, must focus on the ability of librarians and libraries to not just adapt to change, but to prepare for it, facilitate it, and shape it. The essential question in the knowledge age is how Librarians & Information Professionals can help to transform existing information into structures of useful and easy accessible knowledge. Their work will enable people to save time and energy and increase their access to the world's knowledge and information.

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