

Users Awareness with Library Smart Tools

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ABSTRACT

Since the long time library enjoyed the status of being the heart of Institution but due to Information & communication impact, position of Library and librarian is diminishing. ICT especially Internet has snatched the power, position and importance of library and librarian from the institutions. To stay in the picture as Knowledge manager Librarian have to cope up with the technological barriers and try their best to attract the users towards library by providing smart services and help them to quench their thirst of knowledge. Like methane acting as green house gas Library professionals with its free attracting four elements must give result in growth in specific field resulting in national growth and then contributing in global growth. So librarians must use smart tools for developing users' awareness. This paper provides the ways to develop users' awareness services by using Smart tools rather than using traditional pattern. The paper also throws light on relation between user awareness and Library services.

Key words: Smart tools, Library Professionals (LP's), Users awareness, ICT, relationship, Knowledge, Internet, green house effect.

I INTRODUCTION

Libraries play an important role in every learner's life and hold significant place in every institution. But in present scenario it is losing its place in users (student & faculty) heart. Question is why is it so?

Encroachment of ICT has affected all activities of our life and how the traditional libraries stay away from its impact. To stay with the same dignity and importance librarians are facing biggest challenge. Survival of librarians depends on the users' satisfaction. How the library professionals are motivation their users, how much users get attracted towards libraries for fulfilling their eternal curiosity for knowledge and the type of services library provides. This all can be achieved by providing smart service and developing users' awareness.

In reference to academic libraries faculty and students queries are regarding particular topic or article or book of particular author. To satisfy user by providing the desired information is the aim of every library. To be in picture and play important role in academic libraries, it depends on Library professionals that how the library staff makes aware of library holdings to its patron and up to what level LPs fulfills the needs of users and researchers by using latest tools and technologies and develop users' awareness.

Internet and social networking sites have remarkable impact on society and especially on new generation i.e. school/ college students.

LP's + U (F+S)  collection  + MUR = FUN + GSF 

R. Bond

Where LP stands for **Library Professionals**, U (F=S) stands for **users (faculty + students)**, R.Bond for **good relationship**, results in growth in collection, MUR for **max. use of resources**, FUN stands for **fulfilling users' need** and GSF stands for **growth in specific field**

Students, scholars, researchers and literate society have heartily welcomed the recent trend of social networking. These smart tools are the best way to upgrade the users' awareness.

The changing scene of Information blast and users need accelerated the librarians to rethink about library Organizational structure, library collection, services, professional skills and new ways to develop users' awareness.

So the librarians of academic libraries must stay updated with their basic practices and expand the dimensions of library services to stay in the knowledge world as knowledge manager. There are several different techniques that libraries can employ to improve users awareness and the quality of service that it offers to its users.

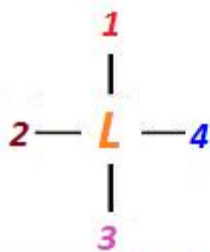
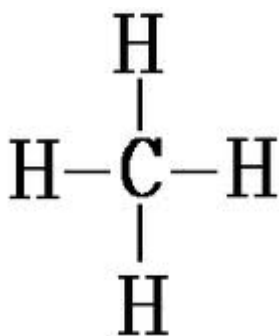
II DIMENSIONS OF LIBRARY SERVICES

(a) **User Library Relationship-** With the help of simple equation it is easy to understand the relationship between the two.

$$UA + LS = QRR + GSF$$

Where UA is Users awareness, LS is library service, QRR is Quality result in research and GSF is Growth in specific field.

- (i) **Building relationship with users:** Good relationship matters a lot in case of development. In the ICT age, almost all information is readily available on internet and due to this, craze for library is decreasing



Librarian and 4 elements

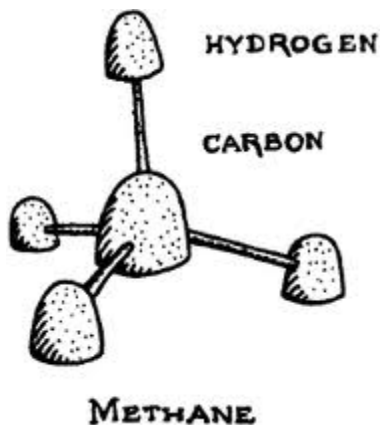
It is the Carbon and Hydrogen relationship which results in production of methane gas with strong bond. In the Chemical terms when bonds are formed energy is released and the system becomes more stable.

When this Carbon –Hydrogen bonding is related with Library and Knowledge then in the centre is the **LIBRARIAN** having various tools to connect, attract and help in growth in various research and acting as Intellectual effect. At the first hand is the **Knowledge**, at second hand are **users**, at third hand is **users' awareness** and at fourth hand are **library services** which results in growth in specific fields. When the bond is formed system becomes more stable, reliable and active.

Building relationship involves many parts like:

- Understanding users need
- Communication with user
- To make user aware with library
- To provide best services to user
- To provide access to library collection.

day by day. But Library professional and users' relationship is just like Carbon and Hydrogen bonding and formation of Methane gas acting as green house gas.



Growth in specific field

- (ii) **Librarian – Faculty relation:** In such case relation between library professionals and faculties in academic libraries must be very cordial as motto of both is same. Librarian and faculty healthy relationship will definitely develop library services, collection and librarian professional's ability to promote and support research activities. It is the best way of providing information about library holdings.
- (iii) **Librarian – Student relation:** When students directly contact library professionals or library staff they get more and more information about library holdings, services, rules and they get exactly required materials.

As David Bender Executive Director of special libraries Association spoke at IFLA conference the four factors.

- Just in case: for collection era
- Just in time: for information delivery
- Just for you: for information professionals to analyze customize & to provide information.

- Just with you: for special librarians sitting with decision makers at senior levels to provide information when needed and on any topic.

So in academic libraries also librarians can follow the three by building strong bond of relationship just in time, just for you and Just with you.

(iv) **Availability of Collections:** Proper representation of the library collection to the reader makes significant influence on user's satisfaction. With the entry of Computers in libraries old tradition of making catalogues for presenting the collection / richness of library has gone. Now ICT has made easy to view library collection in few seconds and with refined search option. Various library software has made it easy to search database and check the availability of books / or required material. Library must update the stock timely by putting the status of material as :

- New Arrival :
 - 1) Printed material
 - 2) e- material
 - 1.1) novels/fictions
 - 1.2) Technical books
- Institutional repository:
 - 1) Back files
 - 2) new additions
 - 3) e subscriptions
- On shelf
- Reference
- Binding
- Reservation
- Lost
- Next Orders: for giving recommendation for any material print/ online mail to librarian.

This is the best way to make users aware about library collection and meet users need.

(v) **Accessibility of Library:** Users must be aware of library timings and holidays.

- Opening time
- Closing time
- Lunch time
- Transaction time
- Holidays

Apart from working time other guide lines like stake guide at every rack or appropriate signing, opac system, reprography section, internet lab, reference section, reservation criteria and renewals as well as fine charges should be well known to users.

(vi) **Users Awareness and Library service-** Users awareness and library services are the two faces of same coin and go hand in hand. Users awareness will raise with the help of library service similarly library service will improve with users approach or queries. So library service is directly proportional to user's awareness. More the positive and friendly approach of LP's to its users greater will be users' awareness.

Known library services are:

- Traditional Library Services
- Smart Tools in Library service

(vii) **Traditional library services for users:** The most common service that libraries have been offering over years to its users is access to document collection. Apart from this, following are the services which are provided in libraries to its users.

- Current Awareness service
- Selective dissemination of Information
- Indexing
- Abstracting
- Reference service
- Document delivery
- Bibliographic service
- Inter Library Loan

III MODERN TRENDS IN LIBRARY SERVICES

In present era library services has dramatically changed with the entry of Information and Communication Technology. Now the information is available at any corner at any time and on any topic within few seconds. In the same way pattern of library services has changed itself and created challenges for LPs. Use of computer, internet and mobiles has made library services faster, easier and smarter.

Some of the new trends of library services are as below by which LPs in academic libraries can provide latest information and develop users' awareness.

- (a) Use of Library software and Automation
- (b) Library web page
- (c) Institutional repository
- (d) Web service

- (i) Daily information service
- (ii) Email service
- (iii) Social networking sites like facebook, twitter, flickr, linkned
- (iv) RSS feeds

- (v) Blogs
 - (vi) Electronic clipping service
 - (vii) Use IM (Instant messaging)
 - (viii) Wi-fi availability
- (e) Mobile service
 - (i) Mobile calls
 - (ii) Sms service
 - (iii) Voice message
 - (iv) Apps / Messengers
 - (f) Hike Messenger
 - (g) Telegram
 - (h) Viber
 - (i) Skype
 - (j) We Chat
 - (k) Library Marketing
 - (i) Marketing of web page & resources
 - (ii) Newspaper & magazine article
 - (iii) Events and Tours arrangement
 - (iv) Public service announcement
 - (v) Broachers and pamphlets
 - (vi) Promotional products and banners
 - (vii) Notice board clipping
 - (viii) Digital marketing

IV OBSTACLES IN SMART SERVICES

To provide smart library service to users there are many obstacles in the path mostly from administrative part in private Technical Institutions and some due to library part.

Major obstacles are:

- (a) Generation gap of Library professionals
- (b) Lack of decisions powers to librarians.
- (c) Fast changing technologies
- (d) Lack of adequate funds in private Institution
 - (i) Purchase of latest versions of computers
 - (ii) Curtails in purchase of library software
 - (iii) No requirements fulfilled for making Institutional repository
 - (iv) Unavailability of internet in libraries
 - (v) Unavailability of scanners, laser printers
 - (vi) Cost cutting in adding RSS field in site
- (e) Lack of technical support
- (f) No budget for library training programs
- (g) Recruitment of unskilled staff in less wages
- (h) Less sanction for digital materials
- (i) No mobile charges paid to library professionals
- (j) Unavailability of zero dialing facility.
- (k) No standards for salaries.

- (l) No appraisals and no motivation for library professionals.

V CONCLUSION

From the long time library enjoyed the status of being the heart of Institution. Now in recent scenario ICT has affected the expectation of users, and in the same way library professionals are also challenged to quench the thirst of users by providing best library services and by making the users' aware from the library collections and by providing latest information. So to stay and perform in technological picture as Hero, Librarian must use smart tools for updating users' knowledge. Especially in private Technical institutions management expectation from library professionals is huge so librarian should provide high quality service to its users & win over the impact of ICT.

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