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## Content and Information Management with Special Reference to India

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### Abstract

*This paper describes the basic concepts and meaning of Content and Information Management. It elaborates what and why Information Management. Its advantages and challenges along with effects on Indian Scenario have also been discussed.*

**Keywords :** Content Management, Content Management System

### 0. Introduction

It is very important to define content before discussing the content management itself. Word "content" is dependent on its context. Content is made up of terms, elements and things that have no meaning without a well-understood context. The simple meaning of content is information put to use. Information put to use when it is packaged, presented and published for a specific purpose. Content is not a single piece of information but a collection of pieces of information put together to form a cohesive whole. Books, newspapers etc. all have content. The web is no different because the sites are also made of articles, indices, graphics etc. properly organized and presented precisely.

The traditional goal of managing content was to get it published in papers. For a long time, technology did not matter for the publishing industry but in recent years it has become a key for its survival. Technology has brought about a significant change. It changed the publishing industry, business of content and the importance of content management.

### 1. What is Content ?

Precisely content is in essence, any type or unit of digital information that is used to populate a page. It can be text, images, graphics, video, sound etc.

### 2. What is Content Management ?

Content management is effectively the management of the content by combining rules, process or workflow such as centralized web masters and decentralized web authors/editors who can create, edit, manage and publish all the content of a web page in accordance with a given frame work or requirement.

Management is the process of organization, planning, command, coordination and control to achieve defined objective. Content management is effectively collecting, managing and making information available in targeted publications. In other words, it is a discipline that involves the collection, management, and publication of content with clearly defined rules, methods, documented workflows, and applicable tools and techniques with effective publishing system.

### 3. Content and Information Management

Management of experts database includes collection of interrelated data, set of programmes for the data base access, search mechanism, content security and data validation. Content management involves

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both the definition of structure, which forms the core of database, storage policy and provision of mechanisms for content manipulation.

#### **4. Concepts of Content Management**

It includes the understanding content domain, from which all of the structural decisions flow. The notice on contents components allows content processes (collection, management & publication) to be automated. Target publications are the end result of any content system. A framework unites all of content into a single system of Meta information.

#### **5. Need for Content Management**

A content management system helps organize and automate collection, management, and publishing processes. CMS is needed because:

- ✍ Of need to process large amount of information effectively.
- ✍ Since information is changing too quickly, only systematic process can provide solution.
- ✍ Some times there is requirement to publish more than one publication from a single base of content.
- ✍ Of need to make the design of a publication static to maintain uniformity and time saving
- ✍ Of need to make content dynamic, versatile, and powerful.

#### **6. Content Management System**

The system itself is definable as a tool or combination of tools that facilitates the efficient and effective production of the desirable web pages using the managed content.

To combine all three, we can say:

“A CMS is a tool that enables a variety of technical (centralized) and non-technical staff (de-centralized) to create, edit, manage, and finally publish a variety of content. These include text, graphics, video, sound, etc. and are being constrained by a centralized set of rules, process and, workflow that ensure a coherent, validated web site appearance.”

A content management system helps organize and automate your collection, management, and publishing process and is needed when this process becomes too complex to manage manually. The need for a content management system can be assessed by the amount of content, the amount of change in the content, and the number of publications intended for creation. A library, archive, or museum management or cataloguing system, a picture library system, a word processing or other text file containing lists of digital resources; a presentation file, PowerPoint file, or a Multimedia application is not a content management system.

#### **7. Knowledge Management and Information Management**

Knowledge Management is the process of transforming Information and Intellectual assets into enduring value. It connects people with the knowledge that they need to take action. In corporate sector, managing knowledge is considered as a key to achieve competitive advantage breakthrough.

What's difference between Information Management and Knowledge Management? Both concepts refer to managing (handling, directing, governing, controlling, coordinating, planning, organizing) processes and the products of these processes. In addition, since knowledge is a form of information, it follows that Knowledge Management is a most robust form of Information Management that provides management of activities not generally available in Information Management.

One difference between basic Information Management and Knowledge Management is that basic information management focuses in managing how information is produced and integrated into the enterprises; while Knowledge Management does the same with respect to knowledge. A second difference between basic Information Management and Knowledge Management is that basic Information Management focuses on managing more narrow set of activities than Knowledge Management. The two information processes managed by an organization are information Production and Information integration whereas the two basic knowledge processes are Knowledge Production and Knowledge Integration.

Some of those who have tried to define Knowledge Management in relation to librarianship, Information Management and /or Information Resources Management concede that there is much about Knowledge Management that may arouse a sense of *deja-vu* among many information professional.

## 8. Advantages of Content Management

- ✍ Advantages of content management are many. Depending on the contributor, creator, website administrator, the advantages are enumerated as follows:
- ✍ Anytime, anywhere web publishing: content management helps contributors change content whenever and wherever necessary.
- ✍ Faster updating : updating content is faster.
- ✍ Efficient workflow management : with content management organization have mechanism to control authoring, workflow publishing and document management functions.
- ✍ Process flow web content : new content comes from both content contributors and existing corporate databases.
- ✍ Eliminate content bottlenecks : A good content management solution extends the responsibility for updating website content to business users. As a result, new content is no longer piled up, for web site content has become more valuable since it addresses their special needs.
- ✍ More valuable content : use of a content management solution encourages closer relationships with customers, partners, vendors and especially employees. These groups find that their web site content has become more valuable since it addresses their special needs.
- ✍ Increased savings by empowering non –technical, lesser -paid business users to self publish.
- ✍ Site consistency: enforces compliance with corporate publishing standards.
- ✍ Gives visitors access to more timely and valuable content: because it can be changed quickly and easily.
- ✍ Encourages longer site visits because of more in- depth and useful content.

## 9. Challenges of Content Management

Developing a centrally controlled, distributed content management system is a challenging task. Integration of internal and external information is needed. Organizing the content for efficient information access is

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required task. Content should provide context for searching and search results. Bringing uniformity and consistency in content authoring, publishing and presentation is need of the hour. Content management should provide personalized services.

## **10. India Scenario**

In India there is a lot of scope for the librarians to become content managers by taking advantage offered by the technology for publishing and distributing content. Today the community at large wants web based information sources due the location, time, accuracy and speed advantage. Gradually the users are turning away from the conventional library systems. The need is to provide information on their desktops.

Publishing industry, personal publishing, research organizations, and government are engaging themselves in publishing e-content.

## **11. Future Scope and Conclusion**

As in any content management system, the success and level of utilization of the database is highly dependent on the quality, quantity and precise access to the database. Hence, initiatives have been taken to create profiles of experts in various R & D organizations. New search techniques are to be incorporated for speedy access to the database. Web enabled access to users have been provided over Internet to extend the availability of this information both for content creation and retrieval. In order to make this web – site more interactive, discussion for chat rooms are planned, where the users can post their queries or can chat with the experts on line.

CMS products are available, as well as there are developers who can build a customized CMS. This discipline is gradually growing, and with its growth easy-to-use solutions are likely to emerge. Comprehensiveness and flexibility required to deliver the appropriate publications are very important conditions for choosing the system. Electronic publications –the web has given tremendous boost to the growth of content management. In the competitive world and age of knowledge economy, it is critical for communicating on a large scale. Content management system has enabled to control information. Now information can be delivered in a manner that produces a richer, more timely, more targeted experience for audiences, and a rational, cost-effective process for the publisher.

Content management solutions can help companies achieve their corporate and organizational objectives for three types of networks viz. Internet, intranets and corporate portals. By offering timely and therefore more valuable content, companies increase the numbers of repeat visitors and ultimately increase revenues. Affordable content management solutions that offer web authoring, editing and publishing capabilities to non-technical staff are now available. These solutions are designed to help with web creation and to assist with planning, coordinating and tracking site changes.

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