

Development of Library and Information Product and Service in Academic Institutions: A Study on Selected Colleges in Assam with Special Reference to Jorhat District

Ratan Singh

Ratan Borman

Abstract

College library and Information Centre have a significant role to play in promoting the higher education. The objective of College library and information centre is to make resources and services available as an effective supplement to the institutional programme undertaken by the college. The modern day College Library and Information Centre is offering a wide range of services. The services of an ideal libraries and information centre are related with products and professional staff of the organisation. The success of a library and information centres depends on how effectively the organisation is providing services to its users' community at minimum cost. Hence, this study is expected to contribute in understanding present scenario and means to improve the Library and Information product and service in a better way to fulfil the purpose of College.

Keywords: Academic Libraries

1. Introduction

Library in early days was thought to be the 'storehouse of knowledge', but gradually changed into 'powerhouse of knowledge'. The information or knowledge is increasingly becoming the basic source of expansion of different discipline, innovation and discoveries. Therefore, modern society is known as information society. Information is treated as an economic commodity. Production, distribution and consumption of information have increased enormously to support the day to-day activities of the society. Hence, it is essential for library personal to develop different product and service to run an academic library efficiently and effectively.

In this competitive era, qualities of service and performance assessment are necessary for libraries to provide best service to the users. The success of

academic library is mainly depending on the effective delivery of library services and resources. It is possible for the library and information centre with the attachment of their clients and knows their needs and demand, inform them the resources and services that match to their interest. That is why introduction of new product and modification of old product according to the need of the clients is vital to the success and existence of the academic library and information centre. The challenges of library and information centre arise due to changes in educational approaches, the impact of technology and new methods for information provisions for which development of new products and modification of old product is very necessary.

2. Review of Literature

There are many studies done by research scholars in the field of library information science. Each of the scholar points out that the development of in-



formation product and services are essential to update libraries. Tiwari, Purushotham (2009) described that the development of library is a very complex phenomena today. Even, Sotpathy, Sunil Kumar, et al. (2008) emphasise on the use of information technologies in modern libraries. The rapid growth and use of information communication technologies has changed the library Scenario, most appropriately in an academic set up. Sarmah, Mukul also (2011) describes that Information Technologic (IT) has a great impact on the functioning of all types of libraries. Overview of IT and its application in different library activates have been discussed in this book with illustrations.

According to, Ganguly, S. & Kar, Debal C. (2002) the challenge of coping with the changes in social technological, economic environment that has forced the library and information centre (LIC) to change their time honoured old practices. Das, Dhrubajit (2010) evaluated various services rendered by the college libraries as well as user satisfaction from existing services, status of library automation and problem faced by the college libraries and forwarded some vital causes of poor services provided to the users in Dibrugarh district, Assam.

Dhiman, Anil K. (2002) provides an overview on the concept of different types of libraries and their organisations, management, technologies, services rendered and its role in the society. Mishra, Sanjaya and Kumar, Sunil (1999) opined that a paradigm shift has primarily been influenced in the generation, processing, dissemination and utilization of information by the development of computer and communication technology. Mishra, Sanjaya, et al. (1999) critically discusses the challenges of the Information technology and train manpower to achieve the objectives of Library and Information centre. **Sotpathy,**

Sunil Kumar, et al. (2008) emphasis on the important of information technologies in the library and information centre because the traditional concepts of libraries are becoming obsolete day by day with the emergence of new digital means of storage and dissemination of information.

This paper aims in the line of product development and news services provided by library to meet the current demand of their clients and the way to improve the library service in the Jorhat district.

3. Objectives of the Study

The objectives of this study are:

1. to investigate the existing facilities/ services available in Library and Information Centre in the study area.
2. to suggest for development of Library and Information Product and Service in College Library and Information Centres.

4. Research Methodology

The present study is an empirical research which is based on primary data collected from Jorhat District of Assam through questionnaire. The secondary data is collected from both government and non-government sources. The research is conducted within the geographical territory of Jorhat district of Assam. The samples are selected deliberately keeping in mind the target group of librarians or library in-charge. Eight Librarians of provincial colleges under Jorhat district are responded for the present work.

5. Data Analysis and Findings

Table 1: Library and Information Centre Product and Services

Sl. No.	Library and Information Centre	No. of college avail	In percentage
1	Reference	8	100
2	Circulation	8	100
3	Inter Library Loan	0	0
4	Reprography (Xerox)	6	75
5	Internet	8	100
6	Wi-Fi	1	12.5
7	E-journal	4	50
8	Online Public Access Catalogue	6	75
9	Audio Visual	2	25
10	Display/Notification	8	100

Source : Field Study

It is seen that none of the college Library and Information Centres provide Inter Library Loan service. The entire college library and information centre have Internet, Reference, Circulation and Display, Reprography (Photocopy) and Notification Services. Among 8 numbers of College Library and In-

formation Centre, 75 percent have Online Public Access Catalogue, 50 percent have E-Journals of INFLIBNET³ and only 25 percent college Library and Information Centre provide Audio-video Service. Only a few, i.e. 12.5 percent of college library and information centre have Wi-Fi connectivity in their college campus.

Table 2: Numbers of Journals, Periodicals and Newspapers

College	Journals		Periodicals		Newspapers		
	National	Foreign	National	Foreign	Regional	National	Foreign
Bahona College	12	0	14	0	7	1	0
Cinnamara College	5	0	7	0	8	3	0
Jorhat College	24	0	10	0	7	3	0
J.B. College	46	3	25	0	7	11	0
N.N Saikia College	12	0	8	0	4	1	0
Mariani College	11	0	23	0	5	2	0
Majuli College	5	0	6	0	8	1	0
Rangachahi College	5	0	15	0	3	1	0

Source : Field Study

The above table disclosed the different types of Print resources, their numbers and availability in the sample survey colleges of Jorhat district of Assam.

Table 3: Numbers of National level of Print Journals

Numbers of journals	College Library availing National Print Journals	
	In number	In percentage
1 —10	3	37.5
11 — 20	3	37.5
21 — 30	1	12.5
30 — 40	0	0
41-50	1	12.5
Total	8	100

Source: Field Study

It is seen from the above table that 37.5 percent respondents keep 1—10 numbers of national level of journals while the same percent of them expressed that they keep 11—20 numbers of national level of journals for their users. 12.5 percent respondents keep only 21—30 numbers and another 12.5 percent of respondents keep 40 – 50 numbers of national levels of journals in the library and information centres. Hence, it can be concluded that except J.B. College, majority of the colleges keep average 10 numbers of national level journals in the study area.

Table 4: Numbers of Foreign Print Journals

Numbers of Foreign Journals availing in the Library	College Library Availing Foreign Print Journals	
	In number	In percentage
Do not keep	7	87.5
1—5	1	12.5
Total	8	100

Source: Field Study

It is seen from the above table that 87.5 percent of respondents expressed their view that they have no any foreign journals while 12.5 percent of them

expressed that they keep only 3 numbers of foreign journals in their Library and Information Centres.

Table 5: Numbers of National level of Periodicals

Numbers of Periodicals	College Library availing National Periodicals	
	In number	In percentage
1 — 10	4	50
11 — 20	2	25
21 — 30	2	25
Total	8	100

Source: Field Study

It is seen from the above table that 50 percent of respondents keep 1—10 numbers of national level of periodicals while 25 percent of them expressed that they keep less than 20 number and another 25 percent respondents keep 21—30 number of national level of periodical for their users in the library and information centres.

Table 6: Numbers of Regional level of Newspapers

Numbers of Newspapers	College Library availing Regional level of Newspapers	
	No of respondents	In percentage
1 — 5	3	37.5
6 — 10	5	62.5
Total	8	100

Source: Field Study

It is seen from the above table that 37.5 percent respondents keep 1—5 numbers of regional level of Newspapers while 62.5 percent of them expressed that they keep less than 10 numbers of regional level of Newspapers for their users in their library and information centre.

Table 7: Numbers of National level of Newspapers

Numbers of Newspapers	College Library availing National Newspapers	
	No of respondents	In percentage
1—5	7	87.5
6—10	0	0
11—15	1	12.5
Total	8	100

Source: Field Study

It is seen from the above table that 87.5 percent of respondents keep 1—5 numbers of national level of Newspapers for their users while 12.5 percent of respondents keep less than 15 numbers of national level Newspapers in the study area. Hence, it can be concluded that majority of the colleges keep 1—5 numbers of national level Newspapers in the study area.

Table 3 is also depicting that none of the college library and information centres keeps foreign periodicals and Newspapers in the study area.

6. Discussion and Suggestion

1. It is seen that none of the college library and information centres is providing Inter Library Loan Service. Only 25 percent of college library and information Centre have Audio-video service for its user community. Therefore, the librarian and library management should give much attention to fill-up the gap of above mentioned services.
2. It is seen that library and information centres of Jorhat district are very poor in the case of e-journals. The internet facility of college libraries are also in infant stage. College library and information centres should give much

attention to fulfil these needs and demands of their users.

3. Reprography Service is one of the important services of College library and information centre. This service helps users in saving time from writing pages of a document. Some users have the tendency to tear out pages from documents to avoid writing the same. Therefore, at least one Xerox machine should install in every library to avoid this malpractice of tearing out pages.
4. The library management committee should take sufficient initiative to purchase foreign periodicals and newspapers to enhance its image and goodwill among users.
5. A well designed library building along with furniture and equipment enhance the servicing capacity of a Library and Information centre. Hence, College authority should re-design the interior of the library and information centre after a fixed time period to enhance library attraction/ beautification and create user-friendly environment.
6. Finally, finance is always a bottleneck of development for library and information centre because an academic library and information centre always depends on fund for its parent institution, UGC and Government. Hence, Government and UGC should release sufficient fund to modernise college library and information centres.

7. Conclusion

The Library and Information Centre has a significant role in promoting higher education. A good

library and information centre is an academic institution which is considered as the nerve centre of the institution. Therefore, the librarian and library management committee should make effective plan by which a library can fulfil its users' needs and demands. Academic library and information centre can play an indispensable role in the dissemination of information and knowledge. But, in the present day, the provincialized College Library and Information Centres of Jorhat District of Assam are not sound in the context of human as well as some other resources. Thus one should always remember that the library is the first and foremost media of knowledge which can help its students, researchers and teachers to earn a deep wisdom. Therefore, the students in higher education are to be provided with necessary facilities for their learning process. Hence, developing of library and information product and service is an important task for the management of every academic institution.

Reference

1. Das, Dhrubajit (2010) "Challenges and Issues of College Library Services in Dibrugarh District of Assam : A case study", the 7th Conventional PLANNER 2010, Tezpur University, Assam, pp. 241-255
2. Das, Jutika Nanda (2010) "Re-engineering of Library and Information Services Through Internet", the 7th Conventional PLANNER 2010, Tezpur University, Assam, pp. 125-132.
3. Devarajan, G. (2005) "Applied Research In Library And Science", Ess Ess Publication, New Delhi
4. Dhiman, Anil K. and Sinha, Suresh C (2002) "Academic Libraries", Ess Ess Publications, New Delhi,
5. Ganguly S. and Kar, Debal C. (2002) "Marketing-A Critical Policy for Today's Information Centre", DESIDOC Buletin of Information Technology, Vol.22, No.3, pp. 15-25.
E-source: <http://publications.drdo.gov.in/gsd/collect/dbit/index/assoc/HASH019e.dir/dbit/2203015.pdf>. Retrieve on : 19 July 2013
6. Kassim, Norliya Ahmad (2009) "Evaluating users satisfaction on academic library performance, Malaysian Journal of Library & Information Science", Vol.14, no.2: 101-115.
E-source: <http://majlis.fsktm.um.edu.my/detail.asp?AID=750>. Retrieve on 14.09.2013
7. Marichamy, T, Changes (2009) "Challenges and Role of Library Professional", Ess Ess Publications, New Delhi.
8. Mishra, Sanjaya and Kumar, Sunil (1999) "Staff Development for Library and Information Services", Ess Ess Publications, New Delhi.
9. Mittal, R.L (2007) "Library Administration: Theory and Pactice", Ess Ess Publications, New Delhi. 2007
10. Prabhakar, K and K. Somesekhara Rao (2011) "Performance Appraisal In Librarie", Akansha Publishing House, New Delhi.
11. Sahai, Shrinath(2009) "Academic Library System", Ess Ess Publications, New Delhi.
12. Sarmah, Mukur (2011) IT Applications in Academic Library of Assam, EBH Publishers, Guwahati.

13. Sethi, A.R., (ed.) (2008) “MLIS: Academic Library System”, IGNOU, New Delhi.
14. Singh, Anuradha (1996) “Reading In Library Science”, Printwell, Jaipur.
15. Sotpathy, Sunil Kumar (2008) “Modernisation of Libraries: A Challenge in Digital Era”, Mahamaya Publishing House, New Delhi,
16. Tiwari, Purushotham (2009) “Organisation and Development of Libraries”, A.P.H. Publishing Corporation, New Delhi.

About Authors

Mr. Ratan Singh, Research Scholar, Department of Commerce, Diphu Campus, Assam University, Diphu, Assam

E-mail:ratansaveearth@gmail.com.

Dr. Ratan Borman, Associate Professor, Department of Commerce, Diphu Campus, Assam University, Diphu, Assam

E-mail:rborman62@gmail.com