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**MESSAGE FROM SHRI. RAJENDRAJI MITTAL**  
**MARWARI VIDYALAYA SANCHALIT**



It is a matter of great pride to be a part of One Day International Multidisciplinary Conference on ‘Impact of Social Media on Reading Habits’ organized by the Library Department and IQAC of our college on 15<sup>th</sup> February 2020. Our motto is to empower students and this conference is in line with achieving the motto being the platform to bring together the views of experts from diverse fields. The theme is very wisely chosen which is apt and relevant in the current scenario, where internet has dramatically influenced all fields of life, especially the reading habits. I appreciate the Library Department and the IQAC and the Organising Committee for all the sincere efforts for successfully conducting this programme.

Honourable Secretary  
Marwari Vidyalyaya Sanchalit  
Smt. K. G. Mittal College of Arts & Commerce  
Malad (West)  
Mumbai

**MESSAGE FROM THE DIRECTOR**



I heartily welcome you all to this One Day International Multidisciplinary Conference on ‘Impact of Social Media on Reading Habits’.

We are amidst a huge revolution today – a revolution called Social media that has taken our world by storm. Instagram, Snapchat, WhatsApp, Facebook have totally invaded our lives and transformed the way we communicate and read. The virtual world is where the action lies. Social media tools have become an integral part of our lives. We are able to communicate in real time - sharing knowledge, videos, photos, reaching out to friends and families across the globe or expressing our views openly have become effortless.

However, the habit of reading has taken a hit. It’s said ‘Reading is to the mind what exercise is to the body.’ This conference aims at ascertaining the impact of social media on reading habits.

We look forward to your views, insights in order to make this One Day International Multidisciplinary conference a phenomenally successful one

Dr. Suhasini Arya  
Hon. Director  
Smt. K. G. Mittal College of Arts & Commerce

Malad (West)

Mumbai

**PRINCIPAL'S MESSAGE**



It is with immense pleasure that I write this message for the One Day International Multidisciplinary Conference on ‘Impact of Social Media on Reading Habits’. Reading is considered essential for the overall development of a personality. The advent of digital technology has drastically changed the reading habits due to the boom of digital platforms to update knowledge. This conference will highlight the impact of social media on the young impressionable minds. There is a need to inculcate the habit of reading from the print media rather than social media as it increases creativity and comprehension skill.

This conference is in tune with our tradition of bringing together researchers, academicians and professional experts and students on the common platform for the brain storming sessions. The theme is in consonance with the need of the hour considering the influence of social media platforms on the reading culture.

I am truly honoured and privileged to be a part of this conference which will stimulate further study and research in the concerned areas. I would like to thank the Library Department and IQAC for their relentless efforts for organizing this International Conference. My sincere thanks are due to our Mentor Hon. Shri. Rajendra Mittalji and our Director Dr. Suhasini B. Arya for their valuable guidance and support. The publisher and his team also deserve my appreciation for the timely publication of this journal. I also would like to thank all the authors and participants for their valuable contribution.

Dr. Shagun Srivastava

Principal

Smt. K. G. Mittal College of Arts & Commerce

Malad (West)

Mumbai

**MESSAGE FROM CHIEF GUEST**



Change is inevitable and Libraries have to change according to the situation to meet the complex needs of user community especially with the advent of Information Technology and Social Media gadgets. The focus of Social media has been ingrained into our society today and the focus of library should be on quality content. The theme of the conference “**Impact of Social Media on Reading Habits**” is very apt to fit into today’s world. I take this opportunity to welcome all the distinguished guests, resource persons and delegates to the International Multidisciplinary Seminar organized by Library and IQAC Cell of Smt. Kamaladevi Gauridutt Mittal College of Arts and Commerce, Mumbai.

I hope the experts and professionals in the field of librarianship coming from different parts of the country will discuss all aspects connected with transformation, Social Media, convergence of IT with management of libraries and make recommendations to the authorities that will help the young professionals and contribute for development of ideal libraries. I wish the good work has begun, continues to grow and bear abundant fruits for building a ‘Knowledge Society’,

A handwritten signature in blue ink, appearing to read 'Suresh Jange', with a long horizontal stroke at the end.

**Dr Suresh Jange**

University Librarian & NAAC Coordinator  
IFLA & Commonwealth Professional Fellow  
Virtual Learning Resource



**CONVENER'S MESSAGE**



The theme of this One Day International Multidisciplinary Conference was aptly chosen considering the importance of the impact of social media on the reading habits. I thank the Almighty and all the visionaries who inspired us to select this theme, which provides a platform for deliberations and exchange of ideas among diverse categories of experts.

A lot of efforts has gone into the preparations pertaining to this Conference. I would like to thank our Mentor Honourable Shri. Rajendra Mittalji and our Director Dr. Suhasini B. Arya and our Principal Dr. Shagun Srivastava for their guidance and motivation. I must thank the Keynote Speaker, Dr. Rajendra Kumbhar; the Chief Guest, Dr. Suresh Jange and the Guest of Honour Dr. Kishor John who have devoted their valuable time to enrich this Conference. My sincere thanks are due to the members of the Organizing Committee for their unconditional support and guidance.

The smooth organization of the Conference became possible due to the well co-ordinated efforts of all the teaching and non-teaching staff members. I wish to express my sincere appreciation to the student volunteers who have tirelessly worked for the successful conduct of the Conference.

Last but not the least, my thanks are due to the NGO, Shri. Waghmare Brothers for their great media and publicity support in India / Abroad for getting grand success to conference and also the publisher for the timely publication of the research papers. I would like to thank all the delegates and the participants for attending the Conference and making it meaningful.

Wish you all thoughtful and inspiring sessions at this International Conference.

Mr. Jestin George Thekkumthala  
Librarian  
Smt. K. G. Mittal College of Arts & Commerce  
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## **Music and Moniker – Promoting Indian National Movement on Social Media through Rap Music.**

Dr. Yatindra Hruday Ingle, Assistant Professor, Usha Pravin Gandhi College of Management Studies.

### **Abstract**

The word 'Swadeshi' is derived from the Bengali, '*Svadesi*', or from the Sanskrit, *svadesin*. Literally, it means from 'one's own country'; it came to mean the use in India of Indian manufactures or services in preference to imported goods or European provided services. Whatever emotional support it may have enjoyed in India, as an economic movement it was effective only in its final phase. After Independence the freedom of expression and a free voice made the Swadeshi Movement as a righteous tool to express their views to the Government. With the new media being flourished in India and the 'New Wave' expressing their thoughts in their own genres about the historic movements, this paper discusses the performances, lyrics and music of the 'Swadeshi Rap Crew' from India. Swadeshi is a group of young rappers, producers, DJs and Graffiti artists that aim to bring about a change through art and music. We believe that the future of our country lies in the hands of the youth empowered with the idea of 'Swadeshi' that is embracing all things in Indian. Their creations reflect the school of thoughts of the Swadeshi Movement in public, on stage and on social media. This study looks at the music produced by the group involving the Swadeshi Movement and at the usages of these performative and art forms to speak their minds of the movement. Their ability to create and disseminate content independent of the institutionalized mass media to explore and assert their thoughts and voice along with their identities of the Swadeshi Movement through social media was the subject of this exploratory and descriptive study.

**Keywords: Hip-Hop, Rap, Youth, Swadeshi Movement, Social Media, Online Promotion**

### **Introduction**

For decades, hip-hop has been perceived as empty and lacking in thought, which has led to harsh criticism of it. However, hip-hop has also been effective in creating and expanding the awareness of various social movements, despite being an unorthodox way of doing so and often being overlooked as a successful means. As hip-hop has risen in popularity, so has a safe-haven for the expression of the oppressed. As opposed to other genres, it can speak volumes because it is a staple of youth and modern culture. Today's generations see hip-hop being synonymously used with aiding social movements because it unconsciously communicates the message that their culture is accepted and can make a difference, which contradicts the common

critique that modern culture (hip-hop in particular) usually receives. Hip-hop is celebrated throughout the world, and its span covers many demographics and ethnicities. In recent years, hip-hop has aided revolutionary democratic movements in Africa, the Middle East, and South America, showing that the impact and influence hip-hop has had in no way has been isolated to America.

[Hip-Hop](#) originated in the margins, coming from economically depressed, socially oppressed areas with heavy African-American populations in South Bronx, New York. It was first created in the 1970's "[to combat frustrations of economic turmoil and racial discrimination](#)". While it became popular among minorities, it was generally disliked among non-minority communities due to its criticism of their discriminatory practices. This expression, as mentioned above, was once met with harsh opposition, but modern day hip-hop has had the ability to cause more widespread change due to an increasingly open-minded atmosphere surrounding social issues, with people of all backgrounds showing support for movements addressing all kinds of issues. The genre has evolved into one that is associated with social activism, and the fact that it has gone more public has greatly assisted its progress.

Hip hop is a vehicle for spreading awareness on social issues by making those issues more well-known to the audience. The artists express their opinions about the different social issues in their lyrics, which can echo throughout a community and cause positive change. What makes it especially effective, in addition to giving modern culture a voice, is that many of the artists were (and still are in many cases) directly impacted by the social issues that these movements work to spread awareness for. Many of them grew up in low-income backgrounds and in neighborhoods notorious for high crime rates. This allows for them to empathize with their listeners, bringing the message of the movements to a personal level as their music tell authentic stories of their experiences with gun and gang violence, political oppression, and general inner-city life.

Hip Hop music or rap music is a classification created by African-Americans in the United States around 1970's. The hip-hop culture incorporates MCing or rapping, DJing, break moving and spray painting composing. This kind has turned out to be massively famous in India and has of late progressed toward becoming standard. Indian Hip Hop or Desi hip hop has turned into a sub-type of the hip-hop development. It is fundamentally a mix of hip jump and Indian impacts performed by specialists of South Asian starting points.

Hip Hop is ending up being an amazing type of dissent music in the nation among the young prompting its massive prominence today. The web has assumed a significant job in the advancement of hip jump as hopeful rappers got more access to the pioneers of the class and notwithstanding sharing their work to the world turned out to be a lot simpler as spectators got used to devouring worldwide music styles on account of the internet. Today one can record music without account studios just with online applications and contraptions.



Music has consistently been an impression of how society and people work. Regardless of whether you incline toward Britney Lances' bubblegum pop verses of pathetic love or Metallica's shake and metal on youth fears and bad dreams, you're as yet conscious of the human condition as sound. Hip jump and rap, classifications of music, have components of writing, governmental issues, and verse, which make them monstrously important and ideal instances of how human lives and conditions can be depicted through music. Hip jump and road rap likewise have infamous notorieties for provocative verses that don't sugar-coat network battles, regardless of whether with substance misuse and destitution or police ruthlessness and prejudice. Indian rap is particularly novel as a result of how intersectional and different Indian personality is. Indian culture contrasts from area to district, food to cooking, and language to language, bringing forth a staggering exhibit of points of view as well as a situation exceptionally inclined to strife. So it's nothing unexpected that when activism and dissent contacts the music business, it is most boisterously and gladly vocalized through rap. The youthful rappers of India today are strong and contemptuous, while courageous utilizing their foundation to feature issues and causes they put stock in. (Project, 2016)

The researcher has content analyzed the rap songs of the crew named 'Swadesi'. This is a group of young Emcess producers, DJs and graffiti artists that aim to bring about a change through our art and music. We believe that the future of our country lies in the hands of the youth empowered with the idea of 'Swadesi'; they say their lyrics have a lot of heart, and that working with a recording studio would cloud what they believe in.

The researcher has studied the rap track 'Warli Revolt' by the Swadesi Crew and discusses the issues raised in the rap in accordance with the Swadesi Movement. The Warli revolt of 1945–7 is a critical watershed in the agrarian history of Thane district, and has had a lasting significance (Ambasta 1998 ). The demand for land and the demand for higher wages were two important pivots of the movements led by the Kisan Sabha from the 1940s through the 1960s. Such movements included struggles against slavery and forced labour, landlords and moneylenders, and for land, tenancy rights, and forest plots; the issues raised ranged from higher wages for grass-cutting to the question of autonomy of the Adivasi people. This rap also narrates and showcases how the Hip-Hop genre in India has been aligned to social movements in the current conditions and situations of the Urban-Rural divide of Indian developmental systems.

## **Review of Literature**

The swadeshi had been central to India's freedom movement. Swadeshi is based on endogenously managed development rather than exogenously controlled development (Parmatam Parkash Arya, 1999). Now, swadeshi Vs Videshi has become prominent in news media; such a collection of ideas has started to form a shared set of images and concerns about life in future. The term Swadeshi has appeals to sections of Indians and perhaps has an appeal to all the Indians. Swadeshi means "What we can do, and let us do!"

The swadeshi movement has been classically studied in terms of its social constructiveness and its cultural productivity. (Manjara, October 2012). Swadeshi movement in India took a propaganda move with inflammatory speeches to boycott foreign goods which made the leaders, victorious generals. These speeches found sudden change in the behaviour of the youth to push them in supporting the anti-British activities (Nair, 1985). The campaign to popularize this movement took many forms, including the organization of exhibitions that demonstrated cloth production and sold khadi goods. On the occasion of one such exhibition in 1927, Gandhi explained the significance of exhibitions for the movement: These exhibitions were designed to be really a study for those who want to understand what this khadi movement stands for, and what it has been able to do. It is not a mere ocular demonstration to be dismissed out of our minds immediately (Trivedi, 2003). rethinking the politics and ethics of consumption by initiating dialogues with Swadeshi movements and Gandhi in order to transform the spaces of production transcending the concern for consumption choices, the researcher explored pathways of improvement of quality of life, experiences in happiness and fulfilment, both individual and collective, by creating a culture of self-development, responsible consumption and community building efforts on the basis of sharing and concern for others (Giri, 2004).

Examine the role of the nationalist ideology of *swadeshi* in a contemporary anti-consumption movement and show that its deployment is linked to the experiences of colonialism, modernity, and globalization in India. Specifically, we offer a postcolonial understanding of reflexivity and nationalism in an anti-consumption movement opposing Coca-Cola in India (Rohit Varman, 2009).

Polish hip-hop, with its origins and evolution, confirms the link between hip-hop and social exclusion. Its history coincides with the transition from socialism to democracy and the free-market economy. The changes in hip-hop forms, functions, formal and informal distribution, and in its reception, reflect a rapidly changing socio-economic situation, and illustrate the importance of the specific social context for this genre. Without it, the elements of hip-hop (DJing, MCing, break dancing and graffiti) functioned as separate entities, not as constituent parts of a whole. Mainstreaming amplified the voice of the “new others” of post-socialism, but at the price of its distortion and of hip-hop as its ineluctable destiny. Hip-hop creates an opportunity to include a grass-roots perspective within the conceptual scheme of post-socialism, an angle that is rarely explored. Most studies of regime transition are regularly focused on themes of institutional politics or economic transformations and adopt an elite-centred point of view. The intensity of socio-economic changes in turn highlights processes that would otherwise be much harder to identify. The changes in hip-hop’s forms, functions, formal and informal distribution, and reception, reflect a rapidly changing socio-economic situation and illustrate the importance of a specific social context for this musical genre (Pasternak-Mazur, 2009). Drawing on contemporary transgressive theoretical approaches, this paper examines how modern urban youth populations perform new identities by manipulating 'global–local' cultural and

linguistic resources available to them such as popular culture flows. In its search for a post-Socialist identity, after the collapse of the Soviet Union in 1990, urban settings in Mongolia have been largely caught between the emerging transcultural flows. Young urban Mongolians have been participating in these current dynamic global interactions in multiple ways, while locating and styling their new identities within fluid spaces such as popular music. The linguistic practice of popular music in this regard is the main site for the exploration of the new identities performed by the urban youth population both as producers and consumers. It is the most dynamic and expressive space for urban youth to play, perform and negotiate within their identities (Dovchin, 2011).

## **Research Design**

### **Aim of the study:**

To find how the Indian rap movement helps narrate or counter-narrate the 'Swadeshi Movement post-independence India'.

### **Objective of the study:**

To study the involvement of the Swadeshi Movement in the rap song.

To study the content/ lyrics of the rap songs aligned with the Swadeshi Movement.

### **Hypothesis:**

- i. Does the frame-work of the rap and the lyrics align with the Swadeshi Movement on Social Media (Facebook).
- ii. The frame-work of the rap and the lyrics does not align with the Swadeshi Movement on Social Media (Facebook).

## **Research Methodology:**

### **i. Research Method**

Content analysis method is been used for the interpretation of the data. The lyrics of the rap song 'Warli Revolt' on social media has been studied and analysed by the researcher. (Parveen, 2017)

### **ii. Sample size**

One rap song has been studied by the research based on the recent social issues of Mumbai from the Month of June-August on Social Media Platform Facebook.

### **Theoretical Approach**

[José Arturo Saavedra Casco](#) aims to show through a brief recount of the history of rap in Tanzania the social and political contents of Tanzanian hip-hop songs, mentioning

the characteristics of the messages and their impact on Tanzanian youth. This article also remarks on the local elements, beside the use of Swahili language, contained in Tanzanian rap that are inherited from Swahili pre-colonial poetry. Finally, it gives several examples of the social and protest contents in songs of remarkable Tanzanian hip-hop artists, such as Mr. II, Professor Jay and Wagosi wa Kaya. (Saavedra, 2006 )

**Content Analysis:**

The lyrics of the song have has been translated and the analysis has been done below:

Original Lyrics of the Rap song Warli Revolt	Translation in English
<p>Verse 1 – Rapper Mawali:</p> <p>Me tho warli aadiwasi                      Amchya padhati hait etihaseek                      Hya rana cha mool nivasi                      Jeev annto padsar matit                      Pran hirva majha dev ahe wagoba                      Pragati tumchi baad amchya junglelaatna maagh                      wha                      Paisa kiti dakhwal? Bhawtik sukhache chakar                      whal Bhavishya tumche hai labad</p> <p>Me jagto hai tho wartaman                      Pragrati che tumche dhong                      Pahatar paise chaptai kon                      Jhade amchi kaptai kon ni                      Junglat metro magtai kon                      Jhale hai jagne dukh hai                      Pinjaryat ghalta janawar muke                      Kele maal matache tukde                      Pahuna det tumha akash mokale                      Godbole neta te songade, adiwasyan che ghar                      mhande jhopde chombde te labad bombale</p> <p>Swai Kisha madhe rokda kombale                      Sahu me ka. tumchi tudawani                      Pahu tari kiti tumchi fasawani                      Nishi Dini amha deta ashaanti Atta vadun maati                      kapalpatti. Dharin baan Me hoyin raanti                      Yataajaat mag yel, karnti</p> <p>Bhit na tula me Tilka manjhi Hasi hasi chadbo</p>	<p>"I'm a Warli Adivasi, Our story is an ancient one.                      We are indigenous, We bring life where there was none.                      In this jungle even our lives are green, Waghoba is our feline God.                      Put a hold to your 'development dream' back off from our forest, be gone forever!</p> <p>You tempt us with material gains, just to make us your slaves.                      Your future is a cunning lie, but the present is what I am living with.</p> <p>You're selling us your 'Fake Progress', but you know who is raking in the profits.                      Who's cutting down our sacred fortress, Who even wants a metro in a forest?</p> <p>It breaks my heart to see you putting innocent animals behind bars.                      Dividing the spoils, money and land too. You claim open skies that are rightfully ours.</p> <p>You politicians are sweet talking scum, calling our Adivasi homes slums.</p> <p>Manipulating facts, making fools of everyone.                      Getting rich, stuffing your pockets with a hefty sum.</p>

<p>fassi</p> <p>Chorus 1:</p> <p>Manus mhanun jagnyasaathi amhala Sara karaycha. Aaj nahi udyala maraycha tar kashala maga saraycha</p> <p>Verse 2 – Rapper Todfod:</p> <p>Hume na pasand ye khota vikas, na hai tum jaise choron pe vishwas Metro banane ukhado tum zhaad jab zhaad na bachenge kaise loge saans Ghar mera jungle khula aakash, tum aye traas dene karne iska nash Prakriti ka banao mazak yahi prakriti se bani manav jaat</p> <p>Tum aaj rahe ho hume bhaga, cheenke tum humse humari jagah Bas bacha hai ye jine ka tarika, tum wo bhi chinke karre hume tabah Saja pakshi prani ki hai kya, kyu inhe bedakhkar rahe aisa Udyogi sarkar hume rahe fasa, hume vata ke ye bana re paisa</p> <p>Aur basa rahe bhalti soch, bhavishya me inke bache denge inhe dosh Par afsos ye na dekh sakenge wo, sehte hue apne agle pidhi ko Khud tum jeeyo aur jeenedo, lagao paudhe jab tak jeevit ho Murkho utho apni soch badlo ya na kuch bachega fir khoneko Jeeneko ek hi hai praan uski bhi kagaz me tum mango pehchaan Adivasi hu garib insaan kaisa sabit karu mera hai ye sthaan</p> <p>Me kisaan ugavu anaaj aur har prani mere parivaar saman Khud pe karo tum bas ek ehsaan bachalo apni ye sone ki khaan</p> <p>Chorus 2:</p>	<p>Why should we step aside? How long should we watch you trample our pride?</p> <p>Day and night you tortured us, took us for a ride until our patience was forced out of us.</p> <p>Right now at this moment, I were to smear my forehead in the soil of the land.</p> <p>Grab my weapon and show you my wild side. A massive revolution before you will stand.</p> <p>I am not scared of you, I am Tilkha Manjhi. With a smile on my face, I'll lay down my life if need be.</p> <p>To live like human what should we do? To live like human what should we do? Death will come today or tomorrow, so why to be afraid and step back (for protecting the jungle) Death will come today or tomorrow, so why to be afraid and step back (for protecting the jungle)</p> <p>We don't like your 'fake development', nor do we trust your thieves. To build a metro you're killing the trees. When they are gone then how'll you breathe? The jungle and sky are my home, You come here, mess with us and destroy our home.</p> <p>Nature for man has lost its worth but she is the one who truly gave us birth. Today you are trying to throw us out snatching away our home and ground. All we have left is the way we live now, but you want to steal that too, somehow mess with our lives.</p> <p>What did our birds and animals do, why are you evicting them too? Your sell-out industrialist government is making us fools. Making your money by making us move.</p>
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<p>Gaav shejari padik raana. Pikavala adivashyana. Gaav gunda haramkhorana tyachi keli Aadul daana Jar ka guna kela punha. Tyala Titech gadaycha Aaj nahi udyala maraycha tar kashala maga Saraycha</p> <p>Verse 3 – Rapper Saurabh:</p> <p>Jungli jungli jungli Jungli zindagi pahije amhala jungli khavala jungli power. Matichi lekra maishi Julun dost aanewale hai Janawar</p> <p>Hukurukuku mhatlya barobar Eka awajawar saare angawar. Tumhala tar Lok mhante maalak pathi maga Kiti Gandhi haalat</p> <p>Mantri nandi sarkhe dolat gulam banun rajacha thaat. Aadesh dete ki jungle kaap Lavala tar nahi yet konacha baap Cement che majle, Takle, bhobale Tari bhi pahije chamiya naach Ya junglaat, Ekine naachto dharun saryache haatat Haat!</p> <p>Tarpa DHOL Warli Bol vajte nachte ya junglaat Bayko poraa hardcore bahin bhava sarakha samaaj Nisargachya rangana jagaat famous aamcha Warli art Swatahachya gharana Anna Banavto nahi ho amhi konache ghulam Gadya motar savayi tumchya indhanichi Tumhi kara tabahi. Karakhaane dete zehrila dhuaa Ani tarangte dhagachi Kaali malai Banduka marayla Paisa pan jantechya bhukecha ilaaj kela nahi Itihaas dete Sakshi Warli Kadhi bhi bhukena mela Nahi</p>	<p>Setting up an evil condition, for which their own kids will find them guilty. It's a regret that they won't be around to see the next generation suffer.</p> <p>So 'Be and let be' - As long as you live, plant tree after tree. Wake up and open your mind you fools before it's all gone and there is nothing left to lose.</p> <p>There's just one life to live, proof of my status you want me to give? I am an Adivasi, I am a poor man. How do I even 'prove' that this is my land? I am a farmer and I grow my own food. Every animal here is part of my brood.</p> <p>Now do yourself a favor, save your own treasure, it's yours too! Now we tribals created life from what was once a barren ground. But evil goons from villages nearby destroyed everything around. If anyone dare repeat this crime again, they will be buried right then and there!</p> <p>Death will come today or tomorrow, so why to be afraid and step back (for protecting the jungle). Jungle's life! Jungle's food! Jungle's power!</p> <p>Sons of the soil, sons of our mother. The forest animals are like my brothers. The minute I scream "hukurukuku", they will rip you asunder! Innocent people might call you their master, but you're just a sweet-talker, a destructive disaster.</p> <p>Your ministers are like puppets you pull, nodding their heads like nandi the bull. Sending out orders to cut down the trees, but who</p>
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<p>Chorus 3 :</p> <p>Deshbhakt Lok Tumhi na tyaag amha Kaay maagta? Arey Jungle ase aamchi Aai, Rakshanat jeev zai, rakhshanat jeev zai</p> <p>Jhada Tumhi todun taak ta tyaag amha Kaay maagta? Arey deshbhakta Lok Tumhi na tyaag amha Kaay maagta? Dolya dekhata ujed choritaa tyaag amha Kaay maagta? Tyaag amha Kaay maagta?</p>	<p>comes here to plant another? Not their fathers, in their fancy quarters! Balding, toothless swine, lusting after girls like they are objects.</p> <p>In our jungle, we give and take respect. Dancing together hand in hand. Tarpas and drums our Warli band, our words dance through the land. Our women and children are brave. We all live like brothers and sisters now, just like we did before. Our Warli Art has global fame. We grow our own food. We are nobody's slaves.</p> <p>So dependent to motor cars, just look at how much oil you are burning. Your factories spit out poisonous smoke, leaving behind a thick, black cloak.</p> <p>They have spent so much on guns and cavalry, not a rupee is spent on feeding the hungry. But history will show you the score, that no Warli ever died of starvation before.</p> <p>You call yourselves patriotic. Then why asking us to be the sacrifice? You call yourselves patriotic. Then why asking us to be the sacrifice? The jungle is our mother, to save her we will lay down our lives. To save her, we will lay down our lives. The jungle is our mother, to save her we will lay down our lives. To save her, we will lay down our lives. You chop our trees in front of our eyes, Then why asking us to be the sacrifice? You call yourselves patriotic. Then why asking us to be the sacrifice? You chop our trees in front of our eyes, Then why asking us to be the sacrifice?"</p>
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The Marathi rap song, titled *The Warli Revolt*, is something of a war cry. It begins by outlining the history of the Warli people, and then goes on to suggest that development projects are selling “fake progress” for profits. The song threatens a “massive revolution” against the cutting down of the forest. This rap is sung by the rapper MC Mawali, Mc TodFod, 100RbH and the ancestral chieftain of the Warli community in Aarey and Sanjay Gandhi National park is a man named Prakash Bhoir. This rap narrates the issues and problems faced by the Warli Community due to the foreign industrial interference in their land. Here, the land in this song is the jungle where the Warli Community resides. More than a plea to keep the Warlis' habitat safe, it is an ultimatum to the authorities that the community will protect what is rightfully theirs even if it means laying down their lives. The lyrics pull no punches. There are lines in the Marathi track that read, "Gor bole neta aate sungare/ Adivasan chhe ghar mane jhopare [Your politicians are sweet-talking scum/ Calling our adivasi homes slums]," and others that translate to, "Right now, at this moment, if I were to smear the soil of my land on my forehead, grab my weapon and show you my wild side, you will be faced with a massive revolution." Don't mess, in other words. This community have been the cultivators and protectors of the jungles. While this rap has been a protest against the industrial revolution in the jungles that is, cutting down of the forest for construction of the metro-rail bridges the lyrics narrate the story and the outcry of the Warli Community. The lyrics put an emphasis on the animals, which are worshiped by the people from the Warli community. These animals are now been caged and killed due to the construction taking place inside the jungles. Also, the rap states that the Warli Community grows, eats and cultivates their own shelter, food and living and does not wish any interference of the foreign companies into their jungles. Another aspect of this rap song is the betrayal of these foreign companies towards the Warli community in giving fake promises and making profits over it. Likewise, this rap also narrates the problems and conditions caused by the constructions in the jungle to the Warli community which has been suffering tremendously. It's a straight warning towards the foreign industry asking them not to enter the jungles and if they do so, they will have to face an extreme strong protest and revolt by the Warli community.

### **Observations and Conclusions:**

As the Swadeshi Movement started by Mahatama Gandhi has led with the characteristics like – Public meetings and gatherings, forming up of ‘Samitis’, Imaginitive move of popular festivals, emphasis given to self reliance or ‘Atma-Shakti’, Swadeshi enterprise, Impact in cultural sphere, mass participation (Aggarwal, 2016) likewise the Warli Revolt rap song has messages for public

gatherings, calling the whole Warli Community together to support the movement, spread of the protest through the Warli art-work, being self reliance against the foreign industries trying to cut down the forests, growing their own livelihood, influence the Warli community for major participation.

Thus we accept the Hypothesis: the frame-work of the rap and the lyrics align with the Swadeshi Movement on Social Media (Facebook).

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## INFORMATION TECHNOLOGY AND DOCTORS PERCEIVING INFORMATION

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### Abstract

*Information technology has brought significant advances to modern life. We, like many others, believe that IT properly utilized in the delivery of health care ultimately bodes well for the care of our patients. This study focuses on how the technology is used by doctors.*

Keywords: User Study, Doctors, Information Technology

### Introduction

Health Information Management (HIM) is the practice of acquiring, analyzing, and protecting digital and traditional medical information vital to providing quality patient care. It is a combination of business, science, and information technology. Having skilled Health Information Management professionals on staff ensures an organization has the right information on hand when and where it is needed while maintaining the highest standards of data integrity, confidentiality, and security. As technology advances the role of the HIM professional expands. The HIM professionals duty is to adopt to new method of capturing health care information, storing, that information, and easily accessing it electronically. Their role is important in order to maintain organized and accurate electronic data that allows daily health care routines to carry on smoothly with the new technological advancement.

Valrie Spezi (2016) studied the advent of the internet and networked communications in the last 15 years has arguably considerably changed the information behaviors of doctoral students, including the discovery process. Information seeking includes initiating a search, constructing search strategies, and locating and evaluating the identified sources. Current research on information-seeking behaviors is focusing on understanding how the Internet, social media, and other technological and communication-based changes, including mobile technologies, have changed the way students seek information in order to understand the information behaviors of the students of tomorrow. S.M.Shafi, etal (2011) surveyed the information needs of the physicians and surgeons vary with practice location, affiliation and specialization. Most of the physicians and surgeons need patient date/patient cart information, latest medical knowledge, information about new drugs and medical products/equipments.

### Objective and Research Method

The study aims to determine the use of technological gadgets and their perception in seeking information to treat patients. This research study is exploratory in scope and is confined to Gulbarga, Yadgiri, Raichur, Bidar, districts of Hyderabad Karnataka Region. The study takes into account only doctors covering five specializations in this region. However the study covers only four (4) districts out of six (6) districts and questionnaire tool of socially desired results are the limitations of the study.

**Results**

**Table -1: Technology Access to Devices and Technologies available with Doctors**

Devices and Technologies	Frequency	Percentage
Basic Mobile Phone	256	24.4%
iPhone	887	84.7%
Blackberry	367	35.5%
Android	522	49.8%
iPod	645	61.6%
Personal Digital Assistant (PDA)	421	40.2%
Laptop/Netbook	954	91.1%
Desktop Computer	589	56.2%
Internet Connectivity	1042	100%

The majority of respondents reported having Laptop/Notebook i.e. 954 (91.1%), followed by an i-phone 887(84.7%), an i-pod 645 (61.6%), Desktop computers 589 (56.2%), an android 522 (49.8%), personal digital 421 (40.2%), Blackberry 367 (35.5%), Basic mobile phone 256 (24.4%) and all 1047 (100%) respondents reported having Internet connectivity.

**Table 2: Type of Information required for Doctors in the medical practice**

Importance Information	Very high		High		To some extent		Low		Very Low	
	No.	%	No.	%	No.	%	No.	%	No.	%
About patient Data	318	30.4	373	35.6	176	16.8	162	15.5	18	1.7
About diagnosis	306	29.2	408	39.0	218	20.8	87	8.3	28	2.7

Physical symptoms	294	28.1	335	32.0	296	28.3	104	9.9	18	1.7
About disease conditions	299	28.6	458	43.7	168	16.0	104	9.9	18	1.7
Disease psycho. Aspects	157	15.0	241	23.0	373	35.6	111	10.6	165	15.8
About lab tests & results	161	15.4	490	46.8	230	22.0	148	14.1	18	1.7
About treatment	408	39.0	424	40.5	70	6.7	109	10.4	36	3.4
About Drugs	310	29.6	497	47.5	100	9.6	122	11.7	18	1.7
About medical knowledge	291	27.8	278	26.6	313	29.9	129	12.3	36	3.4
About population static	74	7.1	320	30.6	374	35.7	227	21.7	52	5.0
Referral information	125	11.9	184	17.6	510	48.7	166	15.9	62	5.9
About new Med. Equip.	225	21.5	234	22.3	442	42.2	129	12.3	17	1.6

It was found that 408 (39.0%) have given 'very high' important information is 'about treatment', 'High' 424 (40.5%), 70 (6.7%) 'To some extent', 109 (10.4%) 'Low' and 36 (3.4%) is 'very low'. While 'About patient data' 318 (30.4%) 'Very high', 373 (35.6%) 'High', 176 (16.8%) 'To some extent', 162 (15.5%) 'Low' and 18 (1.7%) is 'very low'. Followed by 'About drugs' 310 (29.6%) 'Very High' 497 (47.5%) 'High' 100 (9.6%) 'To some extent' 122 (11.7%) 'Low' and 18 (1.7%) is 'Very low', whereas 74 (7.1 %) of least respondents have given high importance to the information source i.e 'About population statistic'.

**Table 3: Specialization of doctors Vs Frequency of using Internet**

Doctors specialization		Frequency of using internet					Total
		Daily	Weekly	Monthly	More than a month	Never	
Gynaecologist	Count	19	50	11	110	108	298
	Percentage	6.4	16.8	3.7	36.9	36.2	100.0
General Medicine	Count	11	27	5	52	106	201
	Percentage	5.5	13.4	2.5	25.9	52.7	100.0
Paediatrician	Count	20	8	8	59	161	256
	Percentage	7.8	3.1	3.1	23.0	62.9	100.0
Orthopaedic	Count	39	17	2	48	56	162
	Percentage	24.1	10.5	1.2	29.6	34.6	100.0



Eye-Ophthalmology	Count	11	7	2	57	53	130
	Percentage	8.5	5.4	1.5	43.8	40.8	100.0
Total	Count	100	109	28	326	484	1047
	Percentage	9.6	104	2.7	31.1	46.2	100.0

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.227E2 <sup>a</sup>	16	.000
Likelihood Ratio	166.168	16	.000
N of Valid Cases	1047		

Table shows specialization of doctors Vs Frequency of using Internet. It is found that 46.2% of respondents never use Internet and 2.7% of respondents using Internet monthly. Among specialization of doctors, 36.9% of Gynecologist and 52.7% of General Medicine doctors never using Internet. And so also 62.9% of Pediatrician doctors and 34.6% of orthopedic doctors never use Internet. Only 43.8% of Ophthalmologist use Internet more than a month. The Pearson Chi-Square value obtained is 1.227E2<sup>a</sup>, degrees of freedom (16) and assumption significance is 0.000. As the assumption significance is less than 0.05, the null hypotheses “Specialization of doctors and frequency of using Internet are not associated to each other” is rejected.

**Conclusion**

Widespread adoption of information technology is now regarded as a pathway to improving health care and achieving the Institute of Medicine’s for redesigning care which includes continuous healing relationships between physicians and patients and provision of tools to help patients be more active participants in their own care. Personal health records (PHRs) might allow patients and providers to develop new ways of collaborating and provide the basis for broader transformation of the health care system, for which the role of libraries in the medical setup is significant.

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## Effects of Social Media on reading habits of the students at NSM Degree College

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### **Abstract:**

According to the report published in “Economics Times” dated on 26<sup>th</sup> September, 2019 India has second highest number of Internet users after China. The report revealed the fact that nearly 2/3rd of the Internet population in India were daily users. 9 out of 10 users’ in urban accessed the Internet at least once a week with young users, aged between 16-29 years being the most frequent users. The reading habit of the general public, especially the younger generation, is undergoing a decline due to increasing used of social media. Reading is considered as essential for overall development of human being.

This study tries to find out the influence of social media on reading habit of Undergraduate students. The entire study is conducted among a sample of 160 students of Nava Samaj Mandal Degree College. Data are collected through a questionnaire survey. The result shows that the social media has resulted in distraction in reading habits because of reduction in time spent for reading. Since technology is the main order of the day, the study therefore concluded that social networking could be used wisely, not only for keeping in touch with friends, but could be used wisely as source for vital information that would be of great benefit to the students and the society of large. One of the main functions of library system at college level is to inculcate the reading habits among the students. Today’s students are the future citizens and also the nation builders of tomorrow.

Keywords: reading habit, social media, Technology, young generation,.

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### **1. Introduction:**

#### **1.1. Importance of Reading habit:**

“One best book is equal to hundred good friends; one good friend is equal to a library”

-Dr. A.P.J. Abdul Kalam.

Reading is considered to be the passion of the greatest personalities of all times. It is a vital component for overall development of human being. Reading habit helps to develop the mind and personality of a person. Against the backdrop of rapidly changing nature of life as well as the society, reading is considered to be an important factor for people from all cross-sections of life for successfully dealing with the complexities and challenges of the 21st century.

According to Okeke (2000) the art of reading is an invaluable instrument for everyone through whom we enter into the life and experiences of others and extend our knowledge, scope of experience, and enjoyment.

After the introduction of online reading particularly mobile reading tools, physical printed books are facing lot of challenges. The new refined inclinations of the 21st century are online Reading Habits. E-Books, e-journals, e-mails and online databases became popular among the readers. Physical boundaries of the home, libraries and offices have been broken by digital content. The number of documents and information has significantly increased due to digital publishing. The most favorable reading device today in the world is mobile.

#### **1.2 Concept of Social Media:**

The term ‘social media’ has been defined as “a group of internet-based applications that build on the ideological and technological foundations of the World Wide Web (WWW) and that allows the creation and exchange of user-generated contents.” The growing accessibility of high-speed Internet advanced the popularity of the concept leading to the creation of social networking sites such as Face book & Whatsapp. Social media and social networking are used interchangeably in literature. Social media includes web-based and mobile based technologies that have revolutionized the processes of communications into interactive dialogue among individuals, organizations, and communities. Social media platforms like LinkedIn, Facebook, Twitter, YouTube, Whatsapp, Yahoo Messenger have a two-way interactive process and options that enable communicator interact lively. We are living in

knowledge society, where the world has become a global village because of information and communication technologies (ICT). The most important thing for society is education. Many educational Institutes have their own web sites to promote education, keep students up to date with assignments and also allow browsing online library catalogue.

### **1.3 Influence of Social Networking on Reading Habit:**

According to the report published in “Economics Times” dated on 26<sup>th</sup> September, 2019 India has second highest number of Internet users after China. The reading habit of the general public, especially the younger generation, is undergoing a decline due to increasing used of social media. Developing good reading habit is necessary for students’ educational outcome. Academic success and all round development without good reading habit is highly impossible. But today students show very much interest in using social media, which in turn affects education severely. In this fast-changing world, the lack of reading culture among the young generation nowadays is greatly affecting the quality of graduates produced by the nation’s highest institutions. It is essential that students develop good reading habit for a life-long learning experience. One of the main functions of library system at college level is to develop the reading habits among the students. Today’s students are the future citizens and also the nation builders of tomorrow.

### **1.4 NSM Degree College:**

Nava Samaj Mandal Degree College was established in the Year 1914 by Nava Samaj Mandal Trust. NSM Degree College is affiliated to the University of Mumbai. Bachelor of Art in Multimedia and Mass Communication (BAMMC) Programme (Previously known as BMM Course) & Bachelor of Management studies (B.M.S.) courses has started by college. Nearly 400 students are taking education in degree college in present academic year. The college is located in a Vile Parle (East) Mumbai.

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## **2. Review of Literature:**

Reading is an individual's ability to identify symbols and the connection of suitable meaning to them. It needs identification and comprehension. Comprehension abilities assist the student in comprehending the meaning of words in isolation and in context (Palani,2012). Palani views reading as a process of thinking, evaluating, judging, imagining, reasoning and problem solving. Reading is an essential tool for knowledge transfer, and the culture of reading is an academic activity that increases skills in reading strategies.

Bryer and Zavatarro (2001), define social media as ‘technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders’. These technologies include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms, and virtual worlds. The latest technological explosion in the information world is social media, focuses on building and reflecting on the social relation among people, who share common interest or activities. Mozee (2012) described social media as a collection of Internet based applications that build on the ideological and technological underpinnings of Web 2.0 and permits the formulation and exchange of user-generated content and depend mostly on mobile. Olutola, Adekeinle Thomas and others (2016) have carried out a study on the assessment of social media utilization and study habits of students of Tertiary Institutes in Katsmia state in Nigeria. The study recommended the regular orientation should be given to students on how to and when to use social media to enhance their study habits and achievement.

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## **3. OBJECTIVES OF THE STUDY:**

- To determine the effect of Social media on the reading habits among NSM Degree College students.
  - To examine how long students stay on using Social media.
  - Determine the amount of leisure time spent on reading and other activities
  - To found out the frequency and purpose of students read generally.
  - To analyze the reading culture of students with the usage of Social media.
-

**4. Scope:**

The study is focused on impact of a social media on the reading habit of the student of NSM Degree College, Vile Parle, Mumbai.

**5. Limitations of the study:**

The study is limited to NSM Degree College, Vile Parle (w), Mumbai. The sample population study is 160 students of NSM Degree College.

**6. Research Methodology:**

Quantitative research was found useful for the given research problem. The research was conducted using the survey research method using questionnaire and interview as a data collection tool.

**6.1 Tools and Technique:** Data was collected using data collection tools namely: Questionnaire and Interview. Questionnaire consisted of 9 close ended questions.

**6.2 Data analysis:** The data obtained by means of questionnaire was analyzed using frequencies, percentages, averages. The results were presented with the help of tables, bar charts, and pie charts.

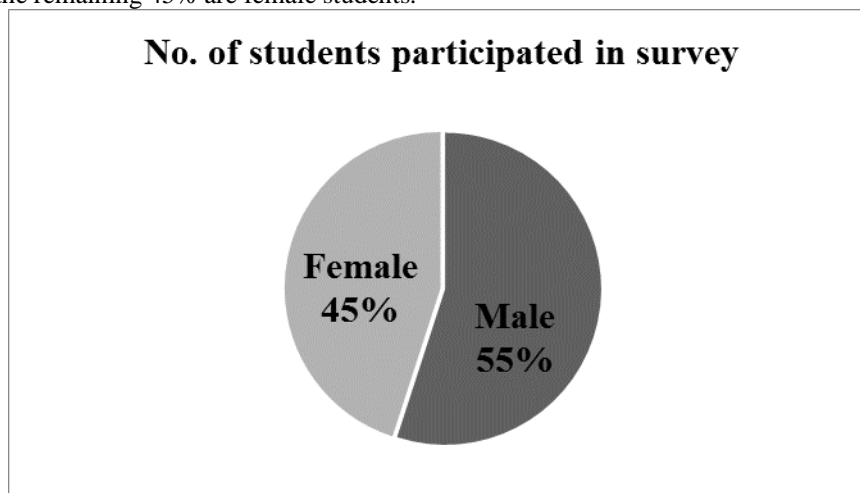
**7. Data Analysis:**

The data has been analyzed by using Table and charts.

**7.1. Gender-wise distribution of respondents**

Gender	No. of students	Percentage
Male	88	55
Female	72	45
Total	160	100

Table-7.1 indicates that majority of respondents (55%) participated in the survey are male students and the remaining 45% are female students.

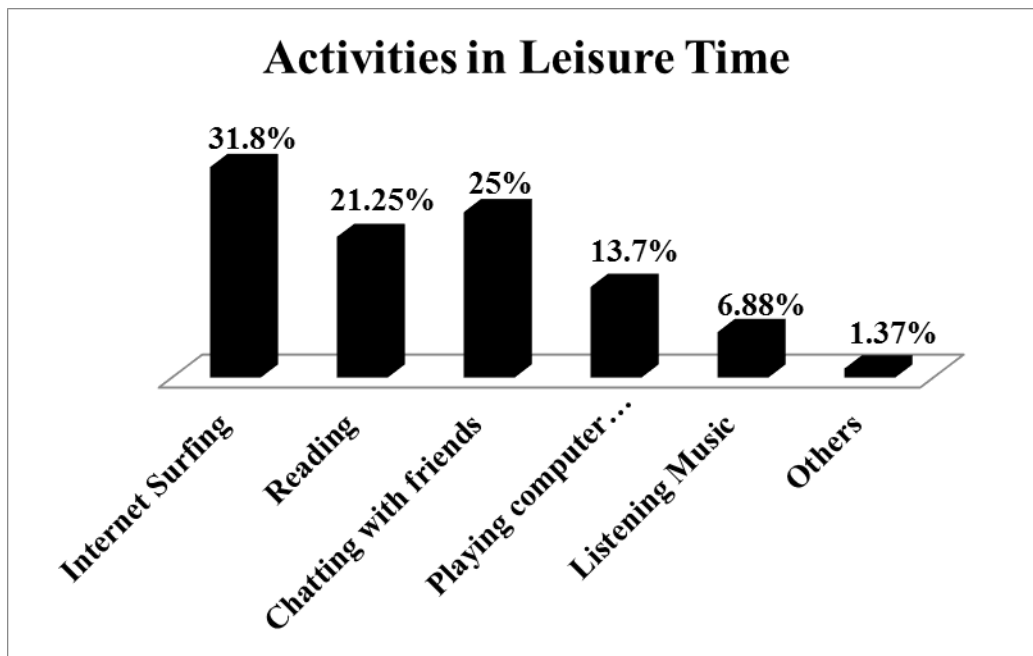


**7.2. Distribution of respondents according to activities in leisure time mostly.**

Activities in leisure time	No. Of Students	Percentage
Internet Surfing	51	31.8

Reading	34	21.25
Chatting with friends	40	25
Playing computer games	22	13.7
Listening Music	11	6.88
Others	2	1.37
Total	160	100

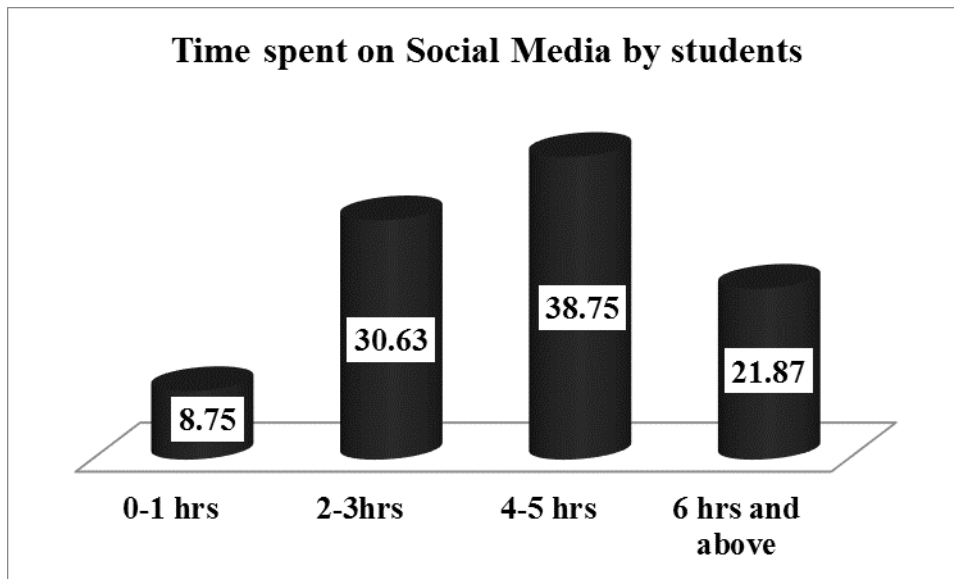
Table -7.2. illustrates that 31.8% of respondents preferred to surf internet during their leisure time followed by 25% go for chitchat with friends, 13.7 percent used to play games, and 21.25 percent prefer to read the books and the remaining 6.88 percent of students prefer listen music in their leisure time. 2% students preferred to do other things like relaxing them by Yoga or exercise etc.



**Table -7.3 Time Spent on social media**

Time	No. Of Students	Percentage
0-1 hrs	14	8.75
2-3hrs	49	30.63
4-5 hrs	62	38.75
6 hrs and above	35	21.87

Table 7.3 describes that 21.87% of students spend 6 hrs and above per day on social media followed by 38.75 percent used to spend 4-5 hour. 30.63 percent of students spend 2 to 3 hour hours on social media daily.

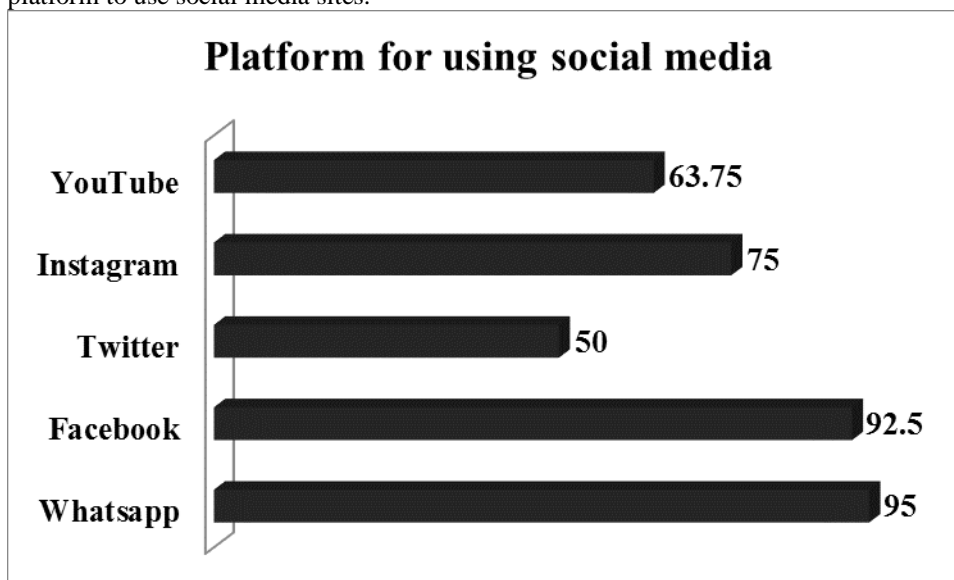


**7.4: Distribution of respondents according to platform for using the Social Media.**

Platform for using social media	No. Of Students (n=160)	Percentage
Whatsapp	152	95
Facebook	148	92.5
Twitter	80	50
Instagram	120	75
YouTube	102	63.75

\*Note: Total percentage is more than 100 because multiple options were selected by students.

Table 7.4 shows that most of the students (95%) preferred Whatsapp, followed by Facebook (92.5%), Instagram (75%), You Tube (63.75%) and 50 percent of the respondents used Twitter as the platform to use social media sites.

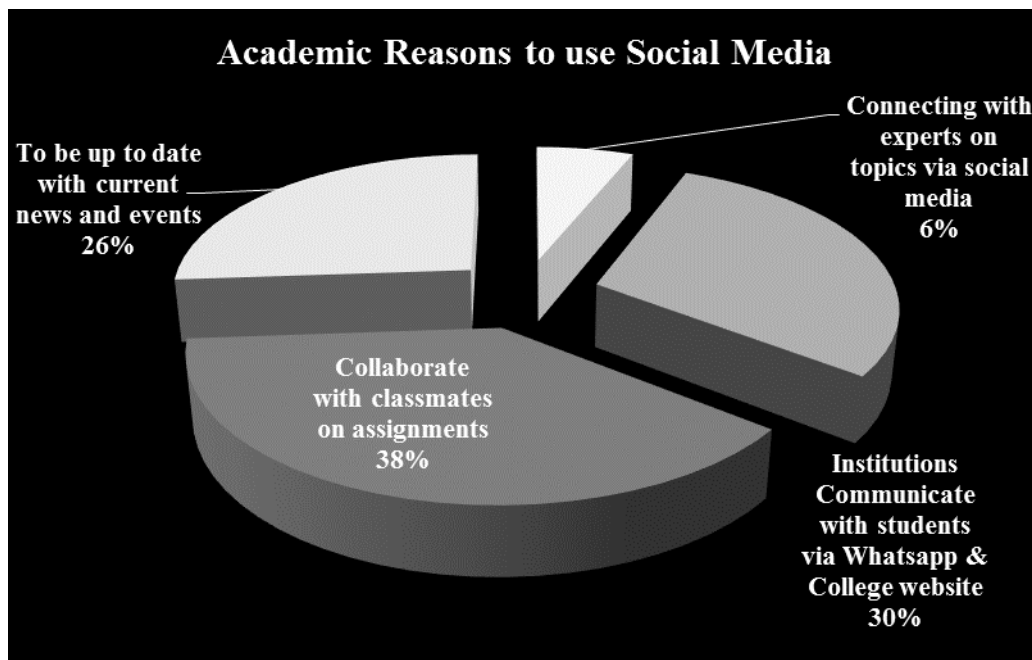




**7.5 Table 2: Academic Reasons to use social media**

<b>Academic Reasons to use social media</b>	<b>No. of students (n=160)</b>	<b>Percentage</b>
Connecting with experts on topics via social media	15	24
Institutions Communicate with students via Whatsapp & College website	72	82.5
Collaborate with classmates on assignments	94	94.2
To be up to date with current news and events	64	40

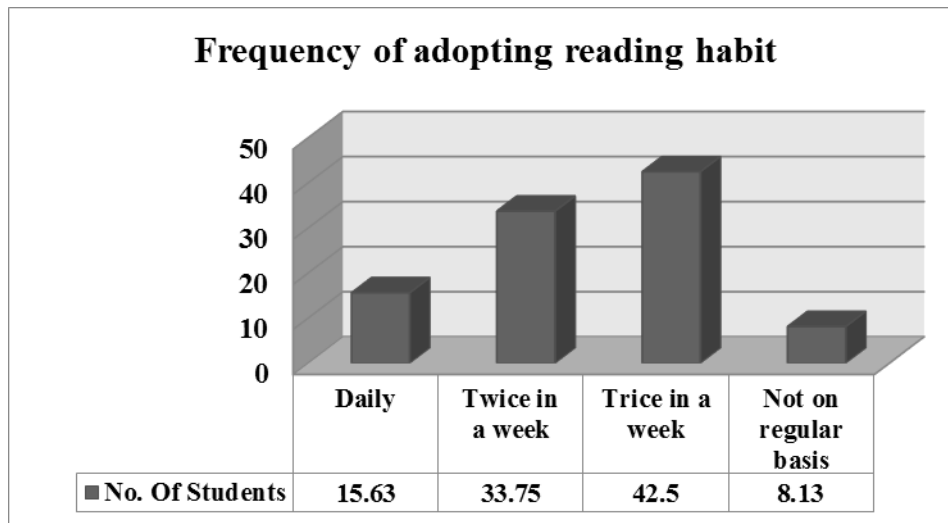
\*Note: Total percentage is more than 100 because multiple options were selected by students. Table 7.5 implies that majority of the students (94.2%) use social media to in order to complete assignment followed by 82.5 percent used to browse college website or class whatsapp group to get information about examination time table etc. 40 percent of students used social media to keep them updated with current news and events.



**7.6 Distribution of respondents according to frequency of adopting reading habits.**

<b>Frequency</b>	<b>No. of Students</b>	<b>Percentage</b>
Daily	25	15.63
Twice in a week	54	33.75
Trice in a week	68	42.5
Not on regular basis	13	8.13
Total	160	100

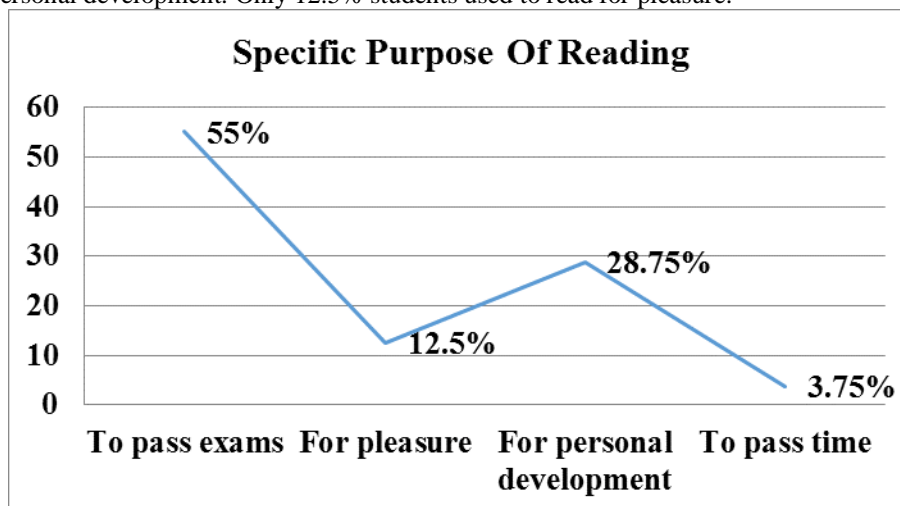
Table 7.6 shows that only 15.63% used to read daily which is really disappointed. 42.5% of students are used read thrice in a week followed by 33.75% students used to read twice in week.



**7.7 Table shows the specific purpose of the students' reading.**

Purpose of reading	No. of students	Percentage
To pass exams	88	55
For pleasure	20	12.5
For personal development	46	28.75
To pass time	6	3.75
Total	160	100

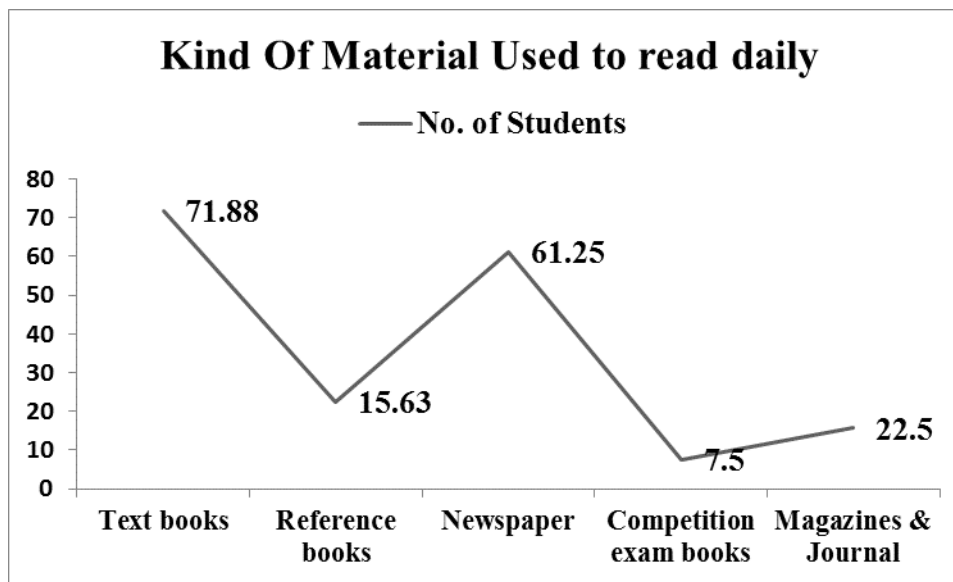
Table 7.7 illustrates that 55% of student used to read only to pass exams. 28.75% students used to read for personal development. Only 12.5% students used to read for pleasure.



**7.8 Table: Distribution of respondents according to kind of material used for reading daily.**

Kind of material	No. of Students	Percentage
Text books	115	71.88
Reference books	25	15.63
Newspaper	98	61.25
Competition exam books	12	7.5
Magazines & Journal	36	22.5

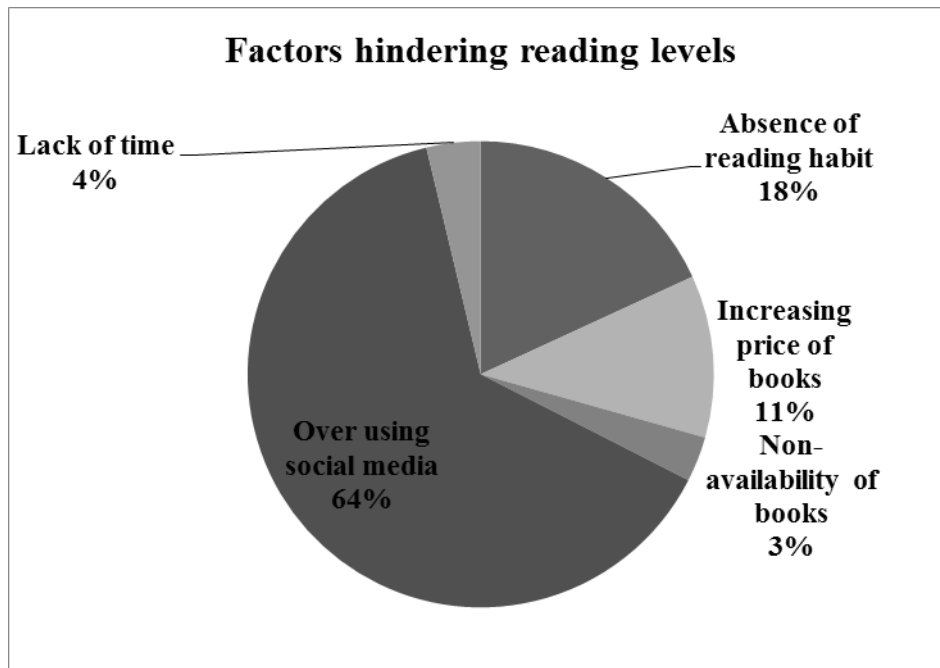
\*Note: Total percentage is more than 100 because multiple options were selected by students. Table 7.8 explains that most of the students (71.88%) used to read text books followed by 61.25 percent for reading newspapers. 22.5 percent used to read magazines & journals and only 15.63% used to read reference books.



**7.9: Factors Hindering Students from Reading**

Factors Hindering reading levels	No. of Students	Percentage
Absence of reading habit	29	18.13
Increasing price of books	18	11.25
Non-availability of books	5	3.13
Spending time on social media	102	63.75
Lack of time	6	3.75
Total	160	100

Here students asked to choose major factor hindering them from reading. A detailed exploration of the same would be helpful in creating better solutions. Table 7.9 shows that the social media has resulted in distraction in reading habits (63.75%). 18.13% students accept the fact that they don't have reading habit only.



**8. Findings:**

From the data analysis, the following important finding can be noted:

- Majority of students (55%) participated in the survey are male students and the remaining 45% are female students.
  - 38.75% students daily used to spend 4 to 5 hours on social media.
  - During their leisure time 31.8% students preferred to surf internet.
  - Only 15.63% students used to read daily.
  - Major purpose of students behind reading (55%) is to pass examination
  - Most of the respondents (81.33%) used to read text books.
  - Among the several factors indicated as hindrances to the students’ reading habit, social media was rated highest as 64%

**9. Conclusion:**

The reading habit of the general public, especially the students, is undergoing a decline due to increasing used of social media. The dependence of students on social media for the academic purpose has degraded the value of most academic works because they tend to resort to the easy “copy and paste” methods. Regular orientation should be given to students on how to and when to use social media to enhance their study habits and achievement. The culture of reading must be inculcated among the students from the school levels. The curriculum and syllabus must be framed in a way where there is enough opportunity to read books and other materials. Different reading materials and reference books should be incorporated in the college library in order to make a fruitful reading. All necessary

steps should be taken to ensure that students are made aware about the importance of reading habits and also the adverse effects of social media.

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## INFLUENCE OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE OF POSTGRADUATE SCIENCE STUDENTS OF PILLAI COLLEGE: A STUDY

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### Abstract

*This paper attempts to highlight the use and impact of Social Networking Sites (SNSs) among postgraduate science students' of Pillai College of Arts, Commerce and Science, New Panvel. The study consists of 60 participants and employed questionnaire method to gather data. The collected data tabulated and analysed using simple Microsoft-Excel. The study found that due to the user friendly nature of SNSs majority of the students' feel comfortable to use frequently Facebook, Youtube and WhatsApp social networking sites for their academic activities. The study also highlights the need of integration of SNSs in offering library services and Information Literacy Instruction Programmes (ILIP) to reach the unreached and for the optimum utilization of budgetary learning resource.*

**Keywords:** Social Networking Sites, Library, Services, LIS Professionals, Academic

### 1. Introduction

Social media network is an interactive computer or mobile mediated technology that facilitates the recreation and sharing of information, ideas, career interests and other form of expression via virtual communities and networks. Social media is an important platform to connect with library users. In this changing environment libraries need to integrate social media networks in increasing the usage of library and marketing of library services. Library and Information professionals train themselves in social media literacy for effective utilization of social networking sites and ensure that information is legal and authentic.

### 2. Review of Literature:

Literature review is a cohesive report of the earlier research published in the form of articles, conference proceedings, research reports, etc. According to Hart (1999) in social science research critical analysis of argument is useful for explaining theoretical foundation behind the proposed research. In this sense literature includes, all primary, secondary and tertiary sources of information. Review of literature reveals that a few studies/surveys have been conducted on the subject in India and abroad. However, some important studies are reviewed. The main emphasis of the search was on the literature that dealt with use and applications of social networking sites in academic libraries.

Steyer James (2009) conducted study on teenagers and adolescents and found that 22% of teenagers accessing more than 10 times/day their preferred social sites, whereas more than 50% adolescents accessing more than once a day. This study also focuses on quality of content available for teenager on SNSs and need of pediatricians guide to the families regarding the problems like face book depression and cyber bullying etc. arising due to the overuse of these sites. Gonzales & Hancock (2011) found out that selective presentation by self using social media sites like Facebook can have a positive influence on self-esteem, especially when the individual selectively self-presents by editing information about the self.

Dickson & Holley (2010) conducted a study to identify the use of popular social networking sites among academic libraries in United States. Authors found that social networking can be effective method of student outreach in academic libraries for those who don't use physical libraries and also highlighted that taking care of student privacy and coverage of all subject areas is essential. Ezeani & Igwesi (2012) carried out study on integration of social networking sites in providing Nigerian library services. They also highlighted the challenges faced by librarians in Nigeria and identified that lack of awareness, bandwidth problem, technophobia and copyright are major challenges. They also suggested that providing training for librarians and creating awareness among users can increase the usage of social networking sites in libraries of Nigeria. Large number of users using social networking sites like Facebook, Twitter and they spend nearly quarter of their time online (22.5%) in social networking.



Other popular social networking sites like LinkedIn for career networking and Instagram to connect users by uploading photos (Pring, 2012).

Henry (2012) reported that students those who are using technology to seek solution for their personal issues or problems reported higher scores on measures of loneliness, depression, shyness, and social anxiety and lower scores on perceived social skill, social self-confidence, and social self-efficacy. Author concluded that students who experience psychological stressors are using technology and social media to cope and find sources of support, as well as to procrastinate or to pass time. Alkindi and Al-Suqri (2013) conducted study on Facebook pages of twenty major public libraries situated in United States. Suggested teaching of social media literacy for library and information professionals will enhance the use of library services and improve marketing of library services.

Bryant (2016) found that an adolescent spends approximately on an average of four hours per week watching television and the computer. An adolescent does internet surfing for different purposes such as working on homework, playing computer games, exchanging email and instant messaging, Study also reveals that computer has become the all time favorite for adolescents after television. Pappukumari & Thilagavathy ( 2019) conducted study among the Sri Venkateshwara Engineering College students using questionnaire and random sampling method and found that 50 (90.03%) respondents having a account in Face book and the 08 (15.68%) having account in Twitter. Authors also suggested educating engineering students on advantages, usage and security associated with the social networking sites.

**3. Objectives:**

The main objectives of the study are as follows

1. To know the most preferred social networking sites.
2. To identify the purpose of using social networking sites.
3. To find out the advantages of using social networking sites.
4. To gather the opinion of respondents on integrating social networking sites in promoting library services

**4. Scope and Limitations of the Study:**

The scope of the present study is confined to identify the influence of social networking sites on academic performance among postgraduate science students of Pillai College of Arts, Commerce and Science, New Panvel (Autonomous) affiliated to University of Mumbai.

The limitation of this study is that it is restricted to only science discipline and hence excludes several other significant disciplines like commerce, arts, management and engineering.

**6. Methodology:**

The study was conducted through survey method using structured questionnaire. The population of the study consists of postgraduate science students of information technology and biotechnology courses conducted at Pillai College of Arts, Commerce and Science, New Panvel. The random sampling method was used for collecting the data, from those were available in the college library during the survey. The questionnaires circulated among 72 postgraduate science students, out of which 60 (83%) were received after being filled by the respondents. The data thus obtained, was tabulated, analyzed and interpreted in the succeeding sections.

**7. Data Analysis and Interpretation :**

The table 1 depicts the Gender of the respondents. About 32 (53%) are female and 28 (47%) are male students respectively. In this swiftly changing information world social networking sites are gaining popularity. Social networking sites are popularly used by students to share information quickly among peers related to academic activities.

**Table 1: Gender-wise distribution of respondents**

Sr. No.	Gender	No. of Respondents	Percentage
1	Male	28	47.00
2	Female	32	53.00
	<b>Total</b>	<b>60</b>	<b>100.00</b>

**Table 2: Age-wise distribution of respondents**

Sr. No.	Age Group	No.of Respondents	Percentage
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1	21-22	27	45.00
2	23-24	23	38.00
3	25-26	09	15.00
4	26 and above	01	02.00
	<b>Total</b>	<b>60</b>	<b>100.00</b>

The sample respondents were age-wise distributed into four different categories viz,21-22 years;23-24 years;25-26 years; and more than 26 years. The respondents were asked to indicate to which age group they belong. The views of the respondents to this question are depicted in table 2.

The table 2 reveals that, majority of the respondents i.e.27 (45%) belong to the age group of 21-22 followed by 23 (38%) in the range of 23-24. Interestingly, the least number of students i.e.09 (15%) represented 25-26 age group category.

The table 3 indicates the distribution of students based on their discipline of study. Highest number of students i.e.32 (53 %) belong to M.Sc. Information Technology and , followed by 28 (47%) respondents represented from M.Sc.Biotechnology.

**Table 3: Discipline of study wise distribution of respondents**

Sr. No.	Discipline of Study	No.of Respondents	Percentage
1	M.Sc.Information Technology	32	53.00
2	M.Sc.Biotechnology	28	47.00
	<b>Total</b>	<b>60</b>	<b>100.00</b>

It is evident from the table 4 that majority of the students are aware of various popular social networking sites. Face Book , You Tube and Twitter are known by almost all the students i.e.100% .About 47 (78%) indicated Twitter and least number of respondentsi.e.,13 (22%) students indicated Pinterest.

**Table 4: Awareness of social networking sites**

Sr.No	Social Networking Sites	No.of Respondents	Percentage
1	Face Book	60	100.00
2	You Tube	60	100.00
3	Whats App	60	100.00
4	Twitter	47	78.00
5	Linked In	38	63.00
6	Tumblr	29	48.00
7	Instagram	19	15.00
8	Wechat	22	37.00
9	Pintrest	13	22.00

Table 5 and Figure 1 shows that WhatsApp is most preferred social networking sites among the science students i.e. 60(100%). Whats App is one of the popular messaging app used in more than 100 countries to share messages, pictures, videos and even voice recordings over the internet. About 57 (95%) students indicated You Tube and 53 (88%) respondents preferred Face Book. A very less number of respondents i.e.43 (72%) indicated Linked In as their preferred SNS.

**Table 5: Preferred social networking sites**

Sr.No	Social Networking Sites	No.of Respondents	Percentage
1	Face Book	53	88.00
2	You Tube	57	95.00
3	Whats App	60	100.00
4	Twitter	49	82.00
5	Linked In	43	72.00

**Figure 1: Preferred social networking sites**

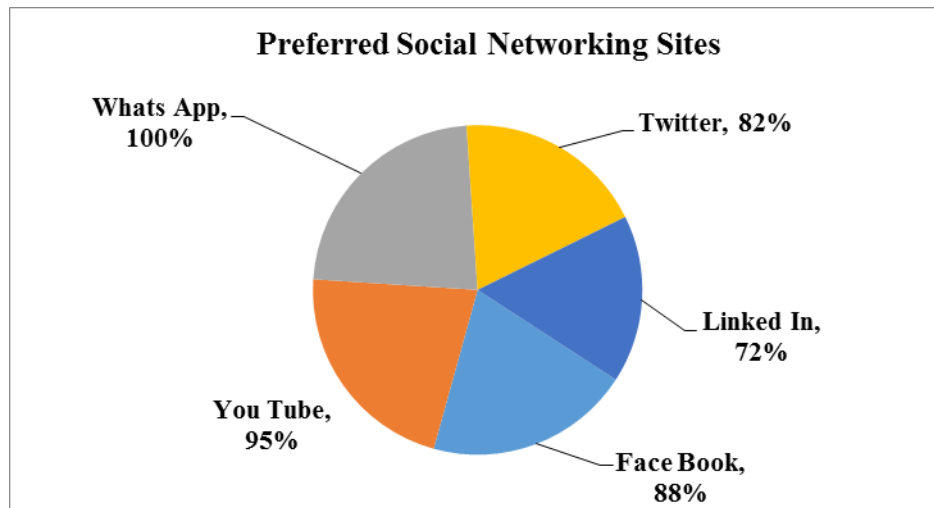


Table 6 reveals the frequency of accessing social networking sites by the postgraduate science students. It shows that majority of the students i.e.27 (45 %) indicated 3-4 Hrs/Day .About 15 (25%) students indicated 5-6 Hrs/Day. A least number of students i.e.2 (4%) indicated they access occasionally the social networking sites.

**Table 6: Frequency of accessing social networking sites**

Sr.No	Frequency In Hours/Day	No.of Respondents	Percentage
1	1-2	12	20.00
2	3-4	27	45.00
3	5-6	15	25.00
4	6-8	04	06.00
5	Occasionally	02	04.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

**Table 7: Purpose of using social networking sites**

Sr.No	Purpose(s)	No.of Respondents	Percentage
1	To prepare assignments	47	78.00
2	To prepare presentations	60	100.00
3	To update subject information	58	97.00
4	To prepare project work	53	88.00
5	To conduct research	36	60.00
6	To write research articles	24	40.00

It is evident from table 7 that the majority of the respondents i.e.60 (100%) use to prepare presentations and 58 (97%) indicated to update their subject information. About 36 (60%) respondents indicated they use social networking sites to conduct research, followed by 24 (40%) of the respondents indicated to write research articles.

To know the advantages of using social networking sites a question was asked to indicate their opinion. The table 8 shows that highest number of respondents i.e.60 (100%) responded user friendly and fosters convenience are advantages of social networking sites followed by, 59 (98%) indicated connectedness. About 58 (97%) responded SNSs saves time. A less number of respondents i.e. 49(82%) indicated they are less expensive followed by, 39 (65%) responded SNSs offer link to other resources are major advantages of using social networking sites.

**Table 8: Advantages of Social Networking Sites**

Advantages of Social Networking Sites	No.of Respondents	Percentage
Updated information	53	88.00
Saves time	58	97.00
User friendly	60	100.00
Easy to navigate	48	80.00
Improved academic performance	51	85.00
Continuing professional development	49	82.00
Connectedness	59	98.00
Easy to share information	54	90.00
Less boring	57	95.00
Link to other resources	39	65.00
Fosters Convenience	60	100.00
Less expensive	49	82.00

**Table 9: Integrating Social Networking Sites in Library Services**

Sr.No	Opinion of Respondents	No. of Respondents	Percentage
1	Strongly Agree	37	62.00
2	Agree	13	22.00
3	Somewhat Agree	06	10.00
4	Disagree	04	06.00
5	Strongly Disagree	00	00.00
	<b>Total</b>	<b>60</b>	<b>100.00</b>

Sample respondents were asked to express their opinion on integrating social networking sites in library services. The expressed opinions of the respondents are presented in the table 9. As per the respondents opinions reflected in the table 10, majority of the respondents i.e.37 (62%) have opined strongly agree and 13 (22%) responded as agree. About 06 (10%) respondents have indicated somewhat agree. The above results revealed that use of social networking sites in offering library services is need of the hour. It is essential to mention here that by integrating social networking sites library and information science professionals can market library services and maximize the utilization of budgetary learning resources.

**7. Findings :**

Major findings of the study are:

1. A majority of the students are aware and prefer to use most popular social networking sites like Facebook, You Tube and Whats App for sharing academic related information among peers.
2. A majority of the students' i.e.27 (45%) respondents access 3-4 hours/day social networking sites and 02 (4%) respondents use occasionally.
3. A majority of the students i.e.60 (100%) using social networking sites to prepare presentations and less number of students i.e.24 (40%) indicated to write research articles.
4. A majority of the respondents indicated user friendliness, foster convenience and connectedness are major advantages of using social networking sites.
5. A highest number of respondents i.e.37(62%) responded positively for the opinion on integrating social networking sites in library services and less number of respondents i.e.4 (6%) disagreed.

**8. Conclusion:**

In this swiftly changing information world libraries need to adopt emerging technologies like social networking sites to be more visible and vibrant to their user community. It is essential to conduct information literacy instruction programmes to create awareness about social media networking sites

among library users for the effective utilization of information sources and to improve their academic performance. It is the responsibility of Library and Information Professionals to teach social media literacy by conducting Information Literacy Instruction Programmes (ILIP) at regular intervals for their users to increase the usage of budgetary learning resources and share legal and authentic information to create new knowledge.

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**Impact of Social Media on Reading Habits**  
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## **ABSTRACT:-**

Recently, Social Media has played a very important role in helping people connect with each other. Majority of Social Media users are youth. Thus most of the positive and negative impacts of Social Media usage fall on the youth. The time spent by youngsters using internet has increased proportionately with the increase of latest Social Media networks and as a result the reading habit of the youth seems to be decreasing. This research intends to examine how the Social Media has influenced the reading habits of the youth. Questionnaire was administered on a sample of youngsters to gather data and analyse the information and find out the result. Reading is capable of increasing one's concentration, memory and other intellectual capabilities. Reading has a very strong impact on the brains of the reader and their attitudes towards society. Social media which is designed with an intention of promoting social connection seems to be not fulfilling its main objective by reducing the reading habit of the youth. Instead **Social Media has resulted into misuse of Information and increasing various fraudulent activities.** Over and above, today, Youngsters use various short forms and abbreviations to communicate and chat on social media which has badly affected their basic language skills such as speaking, writing and reading. Book reading is a very good habit which imparts knowledge and also opens up the mind of the individuals. One can acquire knowledge about recent developments and various fields. Reading also helps in improving our vocabulary. **Books are our true friends** who extend their helping hand and accompany us anywhere anytime.

## **INTRODUCTION**

Since a decade, there is a decline in people reading newspapers, articles, novels or any other books. There are various reasons for this decline. The biggest reason is that Reading and understanding an article takes too much time. People today are impatient and focus on efficiency and speediness. Social Media like Facebook, Twitter, Whatsapp, Yahoo messenger, Skype etc. has shortened the time required to read and process information.

***“Good books are true friends.”***

The above proverb is a famous saying and meaningful as well. Good Books fill our mind with good thoughts and knowledge just like a good friend. We cannot feel lonely in the company of books. We can learn many good things while reading a good book.

Life is not easy to live without friends. When it comes to Books, they can be our best friends ever. Books are our best friends because they inspire us to move ahead in life and overcome our failures. A book written by famous, inspiring personalities always help people to become a better human being and also teaches them how to serve the

society in the best possible way. When one is alone, he can always pick up a book and start reading to feel relax. Social media is leading to Extinction of Reading habit!! Social Media is a two sided coin. It has positive as well as negative impact. It depend upon the user of social media whether to gain benefit from it or to misuse it.

## NEGATIVE IMPACT OF SOCIAL MEDIA ON READING

*Social media has strongly NEGATIVELY affected people by following ways:-*

- 1. Social media is waste of time as it only entertains people and is in no way productive or does not provide any good thoughts.*
- 2. It provides very less knowledge and information, when compared to reading books.*
- 3. It disturbs creativity as majority of the time is spent on forwarding things and chatting with others.*
- 4. Most of the time is spent in searching what others are doing, which can be well spent in reading books providing knowledge and useful in life.*
- 5. Now, while chating on watsapp or Facebook, people use various, 'new' abbreviations to express oneself. This distracts the language vocabulary, which in turn affects both, writing and reading skills.*
- 6. The contents on Social Media websites changes very quickly, thus, the attention span of the readers has reduced. So an important habit of thinking over a thought, giving brain time to think on it, has reduced to a great extent. This is one of the benefits of the book. Books cultivate the ability to understand and think.*
- 7. Good reading habit makes way for a better understanding of one's experiences. However, social media mostly is entertainment for people.*
- 8. The role models who the teens follow too are more active on the social media. Teens try to follow them.*

## POSITIVE IMPACT OF SOCIAL MEDIA ON READING

*Every new Innovation has its pros and cons. It depends on the user of the technology. Similarly, social media also have positive effects, encouraging reading habit among the people.*

- 1. Social Media is the fastest mode of communication. Earlier, people had to read newspaper to know about current affairs. Now, any particular event or particular news, is over exaggerated on social media in **BOLD** Letters to attract the attention of the people. In a way, it can be said,*

*that Social Media is also encouraging people to read a famous particular book or arises a curiosity to know more about a particular situation.*

- 2. Earlier, people use to read only a part of newspaper or categories in which their interest lies. With the help of Social Media, a number of people can interact and share topic of their interest with each other, thus widening knowledge and attracting people to topics other than their interest.*
- 3. Through Social Media, people are becoming more interactive and socializing with each other. Still one can find time for reading, if he wishes. This is in no way affecting reading.*
- 4. Social Media also acts as a very important mode of recruitment. Now, the Recruiter Company posts its vacancy using Social Media platforms. The Candidate, who is interested in the job, applies for it. Among all the applicants, few best are selected and Interviews are held. Many times, few opportunities are unknown and people are unaware, but with the help of social media, people more aware. It also saves the time of the Interviewer as well as the Candidate.*
- 5. People have started giving priority to Socialization, but this does not mean that social media is affecting reading books.*
- 6. Also disinterest in reading is mostly seen due to no encouragement to reading. For this, more than social media, parents, peer groups, teachers, etc. should be blamed. They should guide the youngsters and make them understand the importance of reading newspapers, books, novels etc.*



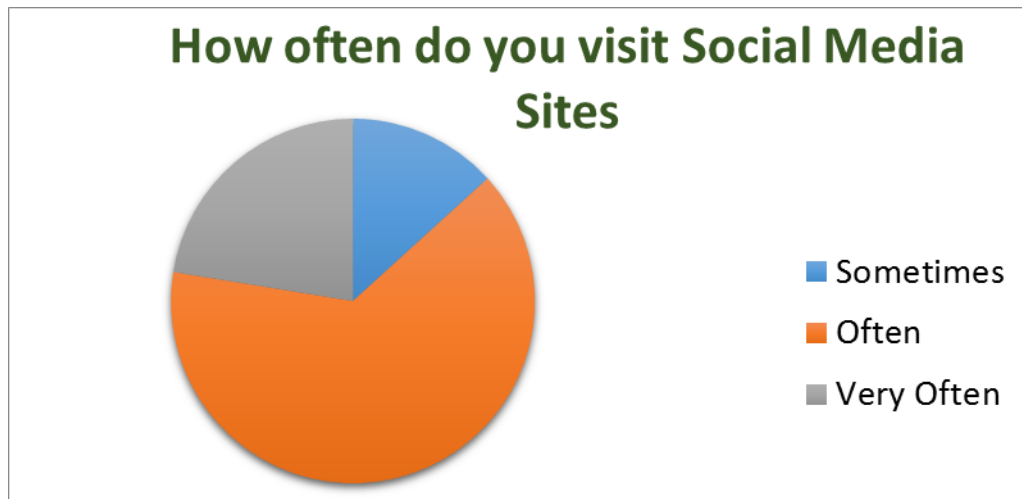
**SURVEY**

To further emphasize the effect of Social Media on Reading habits of the people, a questionnaire was prepared and a small survey was conducted. Survey was conducted among 100 youngsters in the age group 18 – 25 years, to practically understand the level of influence of social media. The below Questions were asked to such set of 100 people and their responses were as below:-

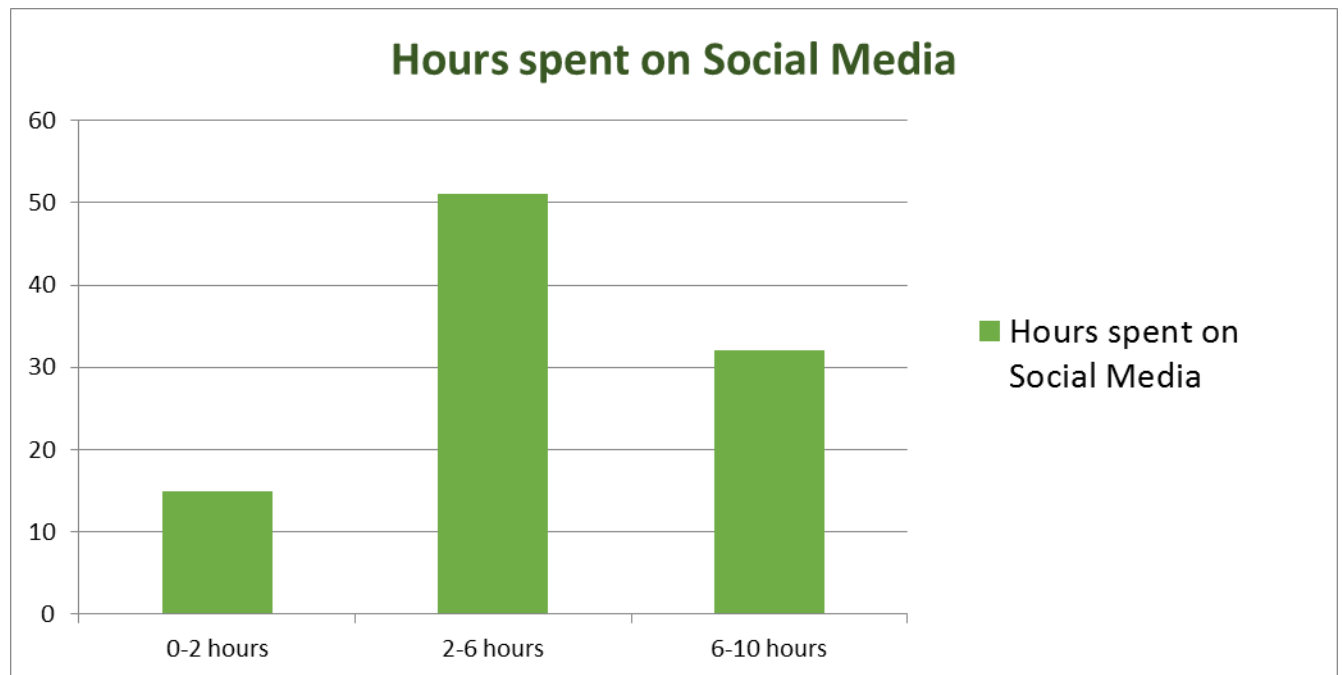
Sr. No.	QUESTIONS	RESPONSES (No. Of People)		
1.	Do you visit Social Media Sites?	YES - 98		NO - 2
2.	How often do you check Social Media sites?	Sometimes - 13	Often - 63	Very Often - 22
3.	How much time do you spend on Social Media in each week?	0-2 Hours - 15	2-6 Hours - 51	6-10 Hours - 32
4.	Have you read Newspaper / Novels / Fiction in the last week?	YES - 18		NO - 82
5.	Do you feel that Social Media has a positive / negative impact on reading habits?	Positive - 11	Negative - 68	Neutral - 21

**OBSERVATION**

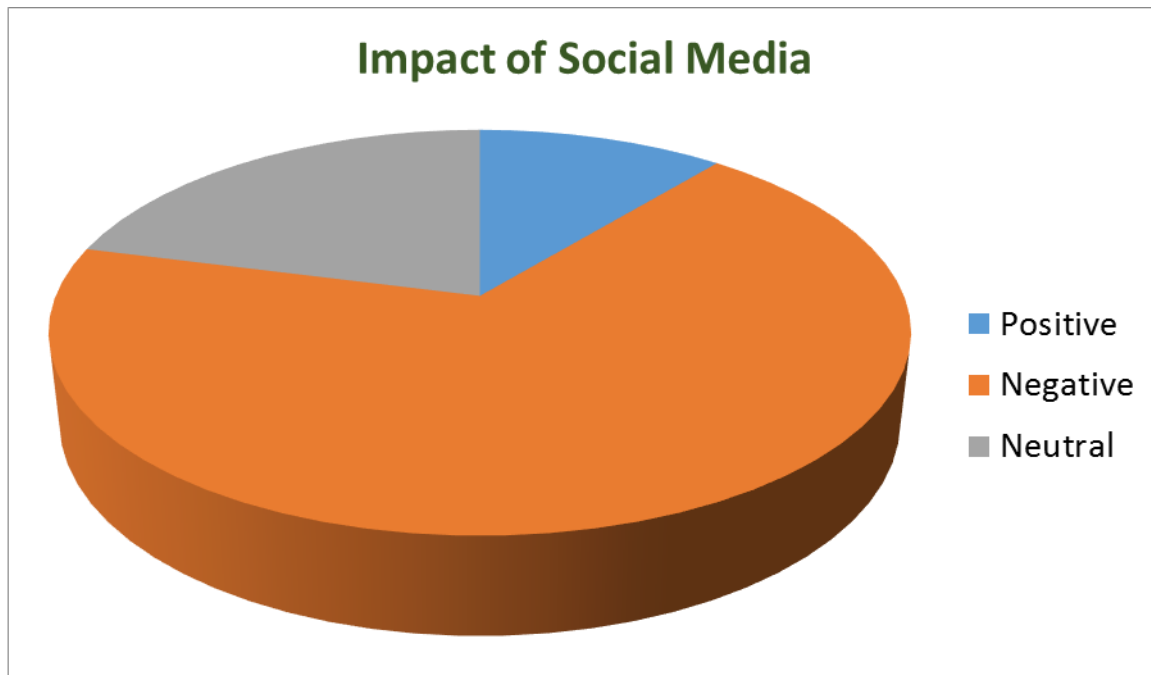
After conducting the above survey, it was observed that **98%** people visit Social Media Sites, which means that almost all people are well versed through various social media networks. **63%** of people are badly influenced by Social Media and **22%** people visit Social Media sites for long hours everyday.



*51% of people spend 2-6 hours per week on Social Media Apps whereas, 32% people spend 6-10 hours on Social Media per week. Eventually it has adversely affected the reading habits of the people. Only 18% people have read any newspaper/ Novels/ Fiction Books in the previous week.*



*68% of people agreed that since they are more inclined towards Social Media, they do not get time to read Newspapers or any other book.*



**CONCLUSION**

*On the basis of the above case study, it can be concluded, that today, life of majority of people is rotating around Social Media. It has most adversely affected on people’s reading habits.*

*Reading increases ones’ concentration, intellectual capabilities and brain power. Acquiring knowledge through reading helps to develop the mind and personality of a person. It helps people to understand various aspects of life, face and overcome various problems and hurdles in life. Reading also influences attitudes and behaviour. It is well known that books can act as a strong factor to the way a person accepts a situation and his attitude towards it.*

*In this fast developing world, not only social media, but there are number of other distraction. Books should be innovative and attractive to arise a curiosity among the readers. Book-reading should be encouraged through social media, eBooks, famous personalities, with whom the teens can connect, etc. Instead of blaming Social Media, it should be instead utilized to persuade people towards reading.*

*It is hereby concluded that Social Media can be used wisely, not only for keeping in touch with friends, but also for acquiring information and knowledge, which in turn would benefit the society.*

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## APPLICATION OF MOBILE TECHNOLOGY IN LIBRARY SERVICES

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### ABSTRACT:

Digital Technology has served more rapidly information also it is challenging the libraries to reorganize along with remodel their services by accepting the hi-tech changes. Now a days mobile phones are suitable for an important part of daily living along with changing the way one connects and interacts along with the world. In this changing circumstances, Mobile technology will be of enormous facilitate to libraries towards intensifications their relationship and providing enhanced user oriented services to accessible users. Libraries possibly will well reach out to the inaccessible users who were considered unlikely to connect because of absence of a medium. This paper discusses on the need, advantages, E-based services, mobile site tools etc.

**KEYWORDS** - Mobile Technology, SMS announcement services, Mobile text services, E-resources.

### 1. INTRODUCTION :

Mobile technology has made announcement and information access precise, appropriate, as well as save time of users. Reading comfort everywhere these people are although on travel along theirs cellular phone units or PDAs (personal digital assistants) worldwide

### 2. USING MOBILE TECHNOLOGY FOR DELIVERY OF LIBRARY SERVICES

#### 2.1 SMS Services:

Libraries can deliver the nascent news, events and announcements via SMS and MMS to users anywhere they might be go. The consumers are able to become informed immediately through announcement, alerts of information by taking books to the readers or recommendation, suggestion of influx of scooped documents through users. The accessibility of kept documents for assortment, appraising about overdue books, unpaid fines, notices to return library items, renew books, library circulars, e-journals subscribed, change in timings, information about significant proceedings etc.

Such aware announcements can be produced routinely by united library administration system/software. SMS messages can be sent to group of users instantaneously through numerous free applications also from intermediate website.

#### 2.2 Formal Education, Distance Learning and E-learning

Students are very resourceful in utilising their mobile phones and various mobile applications. Academic libraries can connect the improvement to lead application of library services through mobile devices to backing distance learning, formal education, and research accomplishments in e- learning surroundings by creating the information resources universal. Library services correspondingly combining through schooling and investigation practice of colleges/universities, scientific community or other patrons whom they serve.

#### 2.3 Database Browsing

Libraries deliver to a variability of its resources as well as databases. The users can just enter search terms and see results that are premeditated precisely for mobile viewing. This service includes OPAC (ONLINE PUBLIC ACCESS CATALOGUE), combined search and inventive document search. OCLC's World Cat Mobile application pilot permits users to

explore for find books and further materials obtainable in their native libraries over and done with a web request then be able to access as of a PDA or a smart mobile.

## **2.4 My library**

My library is a individual library space wherever users be able to find info and reserves of theirs selecting work. Users can read warnings, check registers, renew resources, request things, track interlibrary loans and document delivery requests, set up email announcements of new books as well as journal articles, set up preferences for catalogue searching, etc.

## **2.5 E-Sources through Mobile Articulation**

Several publishers are at present providing e-books (both text and audio) suchlike are reachable via mobile headsets. It deals access to a assortment of inventories as well as digital sources like as e-Books, e- Journals, Web databases, theses, audio books, streaming music, films, images and article databases whichever be used on mobile. Libraries can create s MMS on mobile devices to share photos, audio and videos.

## **2.6 Library guide**

Libraries can provide users the greatest of library guide info such as library use guide, question answering service, and library statistics delivering rich contented in a system that works finest for use. If consumers have questions and want to contact the librarian for help, they can get a fast reply from the library via the mobile device and find the suitable information required.

### **3. ESSENTIALS FOR APPLYING MOBILE-BASED LIBRARY SERVICES:**

Mobile technology is unlikely to be able to supply the necessary service on its own, but needs to be combined through digital technology. The following fundamentals were identified:

- i. Digitized info base,
- ii. Info products intended for an e-platform,
- iii. Electronic info facility delivery,
- iv. Design of electronic access methods.

### **4. MOBILE SITE DEVELOPMENT TOOLS :**

Though libraries can mark their own mobile sites, there are also different services that translate the website into a mobile friendly interface .via the use of CSS (Cascading Style Sheets) or ADR (Auto-Detect and Reformat Software) which permits a website to reorganize its control and navigation to suit the size of the screen it is being viewed on. That way websites resolve good on all sizes of screens together with the standard netbooks and libraries desire well positioned to run into forthcoming demand. The Library websites (with or without OPACS) whichever specially designed for watching on mobile devices.

### **5. ADVANTAGES OF MOBILE TECHNOLOGY IN LIBRARIES:**

#### **5.1 User-friendly Aid**

Familiarity with their own devices and technology helps the users in accessing information quickly as well as does not require coordination and exercise. Mobile consumers are consuming the services on mobile phones like SMS, immediate messaging, web surfing, e-mail effortlessly to communicate. Furthermost of these features are pre-installed on mobile devices or option for data plan packages.

## 5.2 Personalized Service

Personalized service helps consumers to relate with library staff to seek specific info or reference misplaced from library.

## 5.3 Ability to Access Information

Information admittance from anywhere at any time will be of great help for users who cannot visit library in person and provides a constant link to required information resources.

## 5.4 Time Saving

Consumers need not record info about resources although browsing and searching library resources or wait at library transaction counter to renew/reserve books and hence the time of the user is saved.

## 5.5 Limitless Access

All online resources accessible on their desktop too develop through mobiles.

## CONCLUSION:

There is a growing influence of mobile technology in Libraries, especially as network access becomes more affordable and reliable, and mobile applications have seen mainstream acceptance in teaching, learning, and research. This development resolve continue and one way libraries can reply to this developing tendency is to make the library's website simply available via web-enabled mobile devices. Libraries should make conscious choices about what they want to offer in this arena and act accordingly, and only time will tell if a completely mobile-accessible library, in terms of its services and collections, will become common place.

“By working with mobile, a library takes a large step toward turning into a nonstop service.”

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## **E-Learning Platforms in higher Education, India**

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### **1. Introduction**

The education sector in India is on the brink of ICT enabled transformation. Technology gives opportunities to the educators to extend the teaching material to students not only within four walls of their classroom, but also in the comforts of their home all over the globe. The Ministry of Human Resource Development (MHRD) is a vibrant and dynamic organisation which is engaged in the task of nation building through various initiatives and schemes aimed at improving equity, access and excellence in higher education. In order to make the Indian higher education system globally competitive and strong, NKC (National Knowledge Commission) was established on 13<sup>th</sup> June 2005.

Keeping in view the recommendations of the NKC, Planning Commission and objectives of the 12<sup>th</sup> Five Year Plan (2012-2017), government of India has launched NMEICT (National Mission on Education through Information and Communication Technology) on 2<sup>nd</sup> February 2009 at Tirupati to promote the use of ICT in education. NMEICT provides a momentous opportunity for all the experts in the country to explore, use, enhance and enrich their collective wisdom for the benefit of every learner and thereby, reducing the digital divides. MHRD, India launched various project to enhance and support e-learning at all levels i.e., primary, secondary and higher education viz. NROER (National Repository of Open Educational Resources), Swayam - an Massive Open Online Course (MOOC), Swayam Prabha, National Digital Library of India, National Academic Depository, e-PGPathshala, Sakshat, CEC (Consortium for Educational Communication), National Programme on Technology Enhanced Learning (NPTEL) etc.

### **2. Need and Purpose of the Study**

The study is being performed for partial fulfilment of project undertaken for completion of UGC sponsored Refresher course on Library and Information Science. The main purpose of the study is to highlight and discuss the e-learning platforms available for higher education in India. The study has been undertaken to spread the awareness and increase the utilization of these e-learning platforms.

### **3. Objective of the Study**

The present study is primarily intended to focus on the following objectives:

- 3.1 To study the different types of e-learning platforms the i.e. e- contents and moocs etc available in higher education in India.
- 3.2 To spread the awareness and increase the utilization of these e-learning platforms.
- 3.3 To highlights the benefits and usefulness of these platforms in higher education.
- 3.4 To discuss the role of library and information professionals in spreading awareness about these platforms.

### **4. Scope of the Study**

The scope of the project covers the E-Learning platforms in higher Education, India initiated by the MHRD for the benefit of Indian Academia.

### **5. Methodology**

The study is based on the analytical study of the available literature and websites related these platforms as well as other higher education governmental bodies initiating and establishing e-platforms with a view to facilitating online education in high education system of India. Information available on websites of various online initiatives imparting higher education in digitally enabled world with in India has been taken under evaluation for the project.



## 6. Review of Literature

Bhongade and Sarode (2018) focused on role the of e-Learning in Higher Education in India and discussed the concepts and aspects of e-Learning. They also highlights the trends and issues; types of e-Learning. Further they discussed the challenges and impact of MOOCs; benefits and advantages and future of e-Learning. They concluded that e-learning should be beneficial for educational as well as social sector in future.<sup>i</sup>

Gaikwadand Randhir (2016) said that e-learning activities are important for the growth and development of any country. They observed that E-learning was an effective tool for development of educational sector in India. E-learning is learning, utilizing electronic technologies to access educational curriculum outside of a traditional classroom. They found that classroom learning and e-learning in India as a main wheel of development of education.<sup>ii</sup>

Sharma, Wasim and Siddiqui (2014) discussed the Indian education scenario, presentation tools for e-Learning, challenges faced by E-learning in India, and future of eLearning in India. They found that use e-learning for informal and vocational training were very effective for a developing country like India where a majority of population has lived in rural/ remote areas and has received almost negligible formal education.<sup>iii</sup>

## 7. E- Learning

The ICT tools are influencing every sector of society and providing new opportunities for every organization. These changing ICT entails continuous modifications in contemporary working processes of every organization. The higher education system is not immune to this trend. The environment of higher education is also re-evolving and moving with latest ICT trends. In response to this changing environment, E-Learning (electronic learning) is being implemented at a very fast pace in higher education, creating new and exciting opportunities for both educational institutions and students.<sup>iv</sup>The increased usage of ICT for educational purposes is changing significantly the E-Learning practices in higher education. E-Learning has been defined in numerous ways in the literature. The following definitions focus on different elements of E-Learning:

Gonzalez-Videgaray (2007) considers E-Learning a tool for communication, interaction and collaboration. He described “*E-Learning is learning based on Information and Communication Technologies with pedagogical interaction between students and the content, students and the instructors or among students through the web*”<sup>v</sup>

According to Jereb and Smitek (2006) “*E-Learning refers to educational processes that utilise Information and Communications Technology to mediate synchronous as well as asynchronous learning and teaching activities*”<sup>vi</sup>

Guri-Rosenblit (2005) gave emphasis on the technological aspects of E-Learning and stated that “*E-Learning is the use of electronic media for a variety of learning purposes that range from add-on functions in conventional classrooms to full substitution for the face-to-face meetings by online encounters.*”<sup>vii</sup>

Ellis, Ginns, and Piggott (2009) defined E-Learning as “*information and communication technologies used to support students to improve their learning*”.<sup>viii</sup>

Li, Lau and Dharmendran (2009) highlighting E-Learning as a means of accessing knowledge described that E-Learning is the “*delivery of a learning, training or education program by electronic means.*”<sup>ix</sup>

The above definitions highlight the four major aspects of E-Learning process, i.e. use of Technology, Accessing Knowledge, Communication Tools and Education. Thus, E-Learning is a learning that utilizes ICT for accessing and delivering knowledge/ information and services easily, quickly, efficiently and inexpensively for educational curriculum outside a traditional classroom in real time, anywhere in the world.

## 8. E-Learning platforms in India

Higher education plays a significant role in the economic development, social progress and political democracy of any country. India has third largest Higher Education System in the world, in terms of total number of educational institutions and enrolment of students with over 799 Universities, 39071 Colleges, 11923 Stand-alone Institutions and an enrolment of 345 lakh Students.<sup>x</sup>

## 9. E-Learning Initiatives taken by MHRD, Govt of India

Last couple of years Govt. has given special attention on the expansion of E-Learning programmes and projects exponentially. Major E-Learning initiatives taken by MHRD, Govt. of India are given below:

### 9.1 Consortium for Educational Communication (CEC)

In 1984, UGC started the telecast of Country Wide Class Room programmes (CWCR) in English and Hindi via Doordarshan National Network. Audio Visual Research Centres (AVRCs) were set up in six different universities for the production of such programmes. Later these centres had been renamed as Educational Multimedia Research Centres (EMRCs).<sup>xi</sup> Subsequently, in 1993 CEC, an Inter University Centre on electronic media was set up by UGC (University Grants Commission) to coordinate, guide and facilitate the AVRCs and EMRCs for the production of such educational programmes at national level. It has been established to address the issues of accessibility, equity and quality in higher education in India through the use of electronic media. Educational Television programmes (ETV) of the CWCR provides quality educational material to a large number of students, teachers and general public.<sup>xii</sup> Presently, CEC in coordination with its 21EMRCs is producing and disseminating the Audio/Visual and Web based Educational Programmes. All produced Educational Programmes' quality is being regularly checked by the Preview Committee of CEC before its telecast. Information, broadcasting products and promotional activities of CEC covers the following:

- 9.1.1 **Educational Videos:** CECs Media Centres are producing the Curriculum based and Enrichment based (Supplementary Learning) educational video programmes for UG level covering four major streams: Language/ Literature/Art and Culture; Social Sciences; Management and other professional subjects; and Sciences & Technology. CEC has a knowledge repository of approx. 37,048 Educational video programmes which are available in English and Hindi languages.
- 9.1.2 **E-Content Creation:** CEC is also developing E-Contents in 87 Subjects according to curriculum of UG students. CEC E-Content s repository has 18, 332 Modules. E-Content Modules are arranged according to Stream, Subject, Paper and Topic. Each courseware topic video available is in easily downloadable format along with full Transcript, Text, FAQs, Quiz, Assignments and References etc.
- 9.1.3 **Learning Object Repository (LOR):** LOR contains short duration videos embedded with text and multimedia contents based on FAQs on various topics to enhance the learning experience. 9, 000 LORs are available at the CEC website. LOR can be searchable via Keyword, Subject and Learning Object.<sup>xiii</sup>
- 9.1.4 **Massive Open Online Courses (MOOCs):** CEC is working as a National Coordinator for Non-Technical UG Degree programmes since March 2016. CEC has developed 31 UG and 72 PG MOOCs and existing E-Content s were used for this purpose. In first (2016-17) trial version 5905 UG and 3434 PG students had enrolled for MOOC courses.

CEC broadcasts its own educational programmes and contents via different Medias as discussed below:

- 9.1.5 **Vyas Higher Education Channel:** This Channel is run 24x7 to broadcast educational programmes on various subjects. Webcast of this channel is available on [www.cec.nic.in](http://www.cec.nic.in),

[www.sakshat.ac.in](http://www.sakshat.ac.in) and [www.webcast.gov.in](http://www.webcast.gov.in) (Government of India Video Portal). 8-hour fresh programmes are repeated 3 times in a day at Vyas Channel.

- 9.1.6 Swayam Prabha (DTH Platform):** The Swayam Prabha, started on 15<sup>th</sup> August, 2016, is a group of 32 DTH channels, which are devoted to telecast high-quality educational programmes 24x7 for free. Daily there are new contents for at least 4 hours which are repeated 5 more times in a day. BISAG (Bhaskaracharya Institute for Space Applications and Geoinformatics), Gandhi nagar, is responsible to uplink and testing of these channels and INFLIBNET Centre maintains its web portal. The contents for these channels are provided by National Coordinators including NPTEL, IITs, CEC-UGC, IGNOU, NCERT and NIOS. However, CEC works as a National Coordinator for 10 CEC-UGC DTH Channels on Swayam Prabha Platform for Non-technical UG and PG Programmes.
- 9.1.7 Community Radio:** It was first time introduced by EMMRC Anna University, Chennai, where educational programmes are produced and broadcasted. Some other Media Centres also run the Community Radios e.g. EMMRC Ahmadabad, Chennai, Srinagar, Mysore and MCRC Jamia MilliaIslamia.
- 9.1.8 EDUSAT Live Lecture Transmission through Web Streaming:** CEC established nationwide EDUSAT network in 2005 for regular and live transmission of the lectures delivered by the various Subject Experts which takes place from the CEC/Media Centre Studios (Migratory Teaching End).
- 9.1.9 CEC-YouTube Channel:** YouTube Channel of CEC was started in 2012. Approximately 779 videos are available on YouTube at present. It is one of the most popular means to view educational videos among viewers.
- 9.1.10 Video on Demand:** CEC also makes available DVDs of the desired educational programmes produced by CEC and its Media Centres to the Students/ Organizations. This service is on demand, so CEC charges fee to create the DVDs of demanded programmes.
- To promote the E-Learning culture in India, CEC organizes some promotional and outreach activities mentioned below:
- 9.1.11 Video Competitions:** Educational Video Competitions are being organized by CEC since 1988 to encourage excellence in the field of educational video programme production. The award includes a Cash Prize, Trophy and Certificate given in ten major categories viz. Best Educational Programme of the Year, Best E-Content Programme of the Year, Best Formative Research, Best Script, Best Camera Work, Best Editing, Best Sound, Best Graphic/Animation/Special Effects, Best Programme for Animation and Best Video Production of the Year (by students studying in Mass Communication, Journalism, Film/TV and allied professional courses in an Indian Educational Institution).
- 9.1.12 Prakriti Documentary Festival:** It is an annual three-day Documentary Film Festival organized by CEC to provide a platform to congregate filmmakers, students, academicians, administrators, development workers and the media to come forth and present their explorations and revelations in different fields.
- 9.1.13 Training and Workshop:** CEC also organizes Training Programmes and Workshops to create awareness about CEC and its activities.

## 9.2 NPTEL (National Programme on Technology Enhanced Learning)

NPTEL project was initiated by 7 Indian Institutes of Technology (IIT Bombay, Delhi, Guwahati, Kanpur, Kharagpur, Madras and Roorkee) and Indian Institute of Science (IISc), Bangalore, in 2003 for creating course contents in Engineering and Science disciplines. NPTEL provides E-Learning through two types of courses i.e. Web Courses and Video Courses. In Phase I (2003-2007) 5 core disciplines were identified i.e. Civil Engineering, Computer Science and Engineering, Electrical Engineering, Electronics and Communication Engineering and Mechanical Engineering and 235 Web

and Videos courses were developed in this phase. In Phases II and III (2007-14) main aim of NPTEL was to enrich the courses previously launched under Phase I. For this purpose, additional 600 Web and Videos Courses were created in all major branches of Engineering and Physical Sciences at UG and PG level; and Management Courses at PG level. Indexing of all Web and Video Courses and keyword searching were implemented in these phases. NPTEL has 1300+ courses in 26 disciplines; Text Transcription for 27000+ videos and 1 million + YouTube subscriptions. Course contents for the above courses were based on the model curriculum suggested by All India Council for Technical Education (AICTE) and the syllabi of major affiliating Universities in India. NPTEL offers 3 types of Online Certification Courses i.e. 4, 8 and 12 weeks duration. Open Online Course enrolment is free and exam is optional, for a fee. NPTEL issued 4 types of Course Certification i.e. Participation, Successfully Completed, Elite and Elite+ Gold. NPTEL channel on YouTube is one of the most viewed education channel by approx. 280+ million and 400+ million website viewers.<sup>xiv</sup>

### 9.3 e-PGPathshala

The MHRD, under NMEICT, has assigned project to UGC, on 29<sup>th</sup> September 2011, for development/production of high quality, curriculum-based, interactive E-Content (courseware) in 77 PG subjects across all disciplines of Arts & Humanities, Languages, Engineering and Technology, Life Science, Medical and Health Sciences, Physical and Basic Sciences and Social Sciences. Developed E-Contents are available in Open Access through a dedicated Learning Management System (LMS) as well as through Sakshat Portal. Each subject consists of 16 Core Papers and each Paper comprises of 35-40 Modules covering 40 hours duration teaching. Each Module consists of following four quadrants:

- a) First quadrant is **E-text** which defines the course structure along with textual content;
- b) Second quadrant is **Self-Learning** that comprises of multimedia enrichment of contents which include Audio/ Video Clips, Animations, Simulations, Virtual Labs etc.;
- c) Third quadrant is **Self-Assessment** which provides links for external resources available on the web as well as supporting material; and
- d) Fourth quadrant is **Learn More** that includes the self-assessment material. Assessment and Evaluation questions are available in different formats like Multiple Choice Questions, True & False Statements etc.<sup>xv</sup>

### 9.4 Vidya-Mitra

Vidya-Mitra is an online learning portal/ web-based interface developed by INFLIBNET Centre for all the E-Content projects developed / funded under the NMEICT. The portal provides facility to search and browse all hosted contents wherein a learner can easily access the desired material including Audio/Video Learning Material, Textual Material, Multimedia-Enriched material etc. through a single interface. This portal has 6 types of documents i.e. 62203 E-Tutorial, 28143E-Text, 15789 Web-Resources, 10853 Web-References 6096 Self-Assessment and 587 E-PUB. This portal offers 2959 Courses in 578 subjects contributed by 80 Institutes.<sup>xvi</sup>

### 9.5 MOOCs

**IITBombayX**: This is an Online Open Source Hybrid MOOCs platform which was developed by IIT Bombay to offer Massive Open Online Courses (MOOCs). IITBombayX offers 4 different types of MOOCs for various learning needs i.e.

- a) **EduMOOC**: These MOOCs are mainly IIT Bombay extension courses for the learners who want to enhance their academic knowledge in different fields of study.
- b) **SkillMOOC**: The main aim of these MOOCs is professional development of learners and to train them effectively in their on-the-job skills.
- c) **TeachMOOC**: These MOOCs are designed for teachers across the country to enhance their teaching skills by introducing them to various pedagogical methodologies.

- d) **LifeMOOC**: These MOOCs are of short duration designed for working professionals and others desiring to pursue life-long learning.<sup>xvii</sup>

## 9.6 SWAYAM (Study Webs of Active –Learning for Young Aspiring Minds)

SWAYAM platform is indigenously developed by MHRD and AICTE with the help of Microsoft and hosting 2,000 courses and 80,000 hours of learning: covering School, Under-Graduate, and Post-Graduate, Engineering, Law and other professional courses. The courses hosted on SWAYAM are divided in four quadrants i.e. **Video Lectures**, **Reading Material** that can be downloaded/printed; **Self-Assessment** tests through tests and quizzes and last **Online Discussion Forum** for clearing the doubts. Seven National Coordinators have been appointed to produce, deliver and ensure the quality of contents named –NPTEL for Engineering, UGC for PG, CEC for UG, NCERT & NIOS for School Education and IGNOU for the Out-of-School Students and Management Studies.<sup>xviii</sup>

## 9.7 E-Content Generation for Post Graduate Program in Environmental Science

This project aims at development of E-Content for University education at the Post-Graduate level in Environmental Science courses such as Environmental Pollution and Control, Water and Wastewater Treatment, Air Quality Management, Integrated Impact Assessment, Environmental Economics.

## 9.8 IGNOU Online, Live Education Broadcast and Virtual Class

It is a one stop window provided by IGNOU to cater the needs of its distance learners. Education Broadcast is a webcasting facility which is linking the learners to educational channels - Gyandharshan, Gyanvani and EDUSAT. Virtual Class provides links to all the online programmes of the University.<sup>xix</sup>

## 9.9 Institute of Life Long Learning (ILLL) and School of Open Learning (SOL)

The Institute of Lifelong Learning is a nodal agency for creating and uploading of E-Content for the Undergraduate Students of DU. ILLL has initiated the process of preparing E-material in form of E-Lessons, E-Labs, E-Quizzes and E-Lectures for UG courses in various subjects. Virtual Learning Environment (VLE) also contains Multimedia Repository in the form of Audio, Video and Short Films to expose students to new technologies in pedagogy. School of Open Learning (SOL) E-Learning Gateway is another E-Learning initiative taken up by the DU for the distance learners.<sup>xx</sup>

## 10. Role of Library Professionals

Library professionals can play a vital role in providing information to the users and spreading awareness regarding e-learning platforms for this purpose LIS professionals need to acquire and absorb new professional skills. The library professional's can support e-learning in the following way:

- a) Develop infrastructure in libraries to create platform for e-learning environment;
- b) Upgrade library website regularly and upload a list of e-resources and open access resources;
- c) Conduct information literacy programmes to orient the teachers and students for the promotion and access of e-learning resources and digital contents;
- d) Conduct information literacy programmes for the teachers and the students to promote e-learning resources;
- e) Develop digital libraries and institutional repositories for enhancing e-learning;
- f) Provide remote login facilities to users for accessing e-resources;
- g) Reference Services and Alert Services through e-mails or SMS and
- h) To create awareness among the users about intellectual property right and copyright issues.

**11. Conclusion**

The changing technologies introduce new trends and opportunities in front of higher educational institutes to support the traditional teaching & learning environment. Though various E-Learning projects are introduced by the MHRD in India which cover a wide range of learners, yet due to the lack of awareness among learners, they are not able to get the benefits from it. There is a need to inculcate mass awareness among learners regarding these initiatives by organising orientation programs at various levels all over the country.

**LIST OF ABBREVIATIONS/ACRONYMS**

<b>ACRONYM</b>	<b>DESCRIPTION</b>
MHRD	Ministry of Human Resource Development
NKC	National Knowledge Commission
ICT	Information Communication Technology
NMEICT	National Mission on Educational Education trough Information and Communication Technology
IL	Information Literacy
IR	Information Repository
CEC	Consortium for Education Communication
NPTEL	National Programme on Technology Enhanced Learning
NDL	National Digital Library
MOOC	Massive Online Open Courses
UGC	University Grants Commission
LOR	Learning Object Repository
NPTEL	National Programme on Technology Enhanced Learning
IIT	Indian Institute of Technology
IISc	Indian Institute of Science
AICTE	All India Council of Technical Education
LMS	Learning Management System
IGNOU	Indira Gandhi National Open university
ILLL	Institute of Life Long Learning
SOL	School of open Learning

E- Learning	Electronic Learning
SWAYAM	Study Webs of Active –Learning for Young Aspiring Minds
NROER	National Repository of open Educational Resources

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## LIBRARIANS ROLE IN INFORMATION LITERACY

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### **Abstracts:**

The aim of the present paper is that the importance of the role of the library and the librarian in the information literacy. Now a days, the information is available through multiple media poses new challenges for individuals in understanding the landscape of information and to acquire knowledge of how to gather, evaluate and use information. Information literacy therefore, is increasingly important in the contemporary environment of rapid technological change and proliferating information resources. So the Librarian's have to face challenges for providing the right information to the right user at the right time.

Information literacy is the vital process in modern changing world. Information technology is taking a new shape day by day. Information is greatly generating. For that, people should be enabled to interpret and make informed choice as user of information sources. Information literacy makes the person capable to recognize when information is needed and how to locate, evaluate, and use effectively of the needed information.

### **Key words**

Information Literacy, Librarian, ICT , Orientation, Book Exhibition, Library Manual.

### **Introduction**

Information Literacy (IL) is the process of knowing what information is needed ,when and why information is required, where to find it, and how to evaluate, use and communicate it in an ethical way.

Information literacy (IL) is increasingly important in the present context of the information explosion and concomitant uncertainties about its authenticity, validity, and reliability. For the students, regardless of their discipline, information literacy skills enable them to master content and give them the confidence to proceed with investigation, be self-reliant and have a sense of being in control of their learning.

The term information literacy has been used as collective term covering several types of literacy's, i.e., computer literacy, digital literacy, hyper-literacy, information technology literacy, interactive literacy, Internet literacy, library literacy, media literacy, multiple literacy, network literacy, oral literacy, and visual literacy etc. These illiteracies need to be developed and maintained throughout life, not only by information users, but also by librarians and other information workers

Information literacy can play a vital role in educating the users of libraries on various information and documentary resources, where to start searching of information, what ,where and how to access them, how to assess and compare retrieved information, how to communicate their information or findings to the general masses and experts, and so on. To provide right information to the users, librarians should be trained to develop information literacy competency and should able to educate the user that will make user information.

### **Definition of Information Literacy**

In 1970 **Paul Zurkowski** first defined information literacy as “people trained in the application of information resources to their work can be called information literates. They have learned techniques and skills for using the wide range of information tools as well as primary sources in molding information solution to their problems”.

**The American Library Association** defines "information literacy" as a set of abilities requiring individuals to "recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.

**The United States National Forum on Information Literacy** defines information literacy as "... the ability to know when there is a need for information, to be able to identify, locate, evaluate, and effectively use that information for the issue or problem at hand."

**Chartered Institute of Library and Information Professionals**, defines "Information literacy is knowing when and why you need information, where to find it, and how to evaluate, use and communicate it in an ethical manner."

According to a presentation by Town at the first international conference on Information Technology and Information Literacy in Glasgow, in 2002, the SCONUL approach to information literacy can be described as follows: "

Information literacy is knowledge rather than simply skill, achieved by education rather than training, created through partnership between professionals and is a lifelong endeavour that is contextual in field and service access."

"Information literacy includes information technology skills, such as use of computers, software applications, and information retrieval tools, but it is a broader area of competence that encompasses the content, analysis and communication of information."

**Objectives of Information Literacy**

According to American Library Association the Information Literacy objectives are identified as follows

Information literacy forms the basis for lifelong learning. It is common to all disciplines, to all learning environments, and to all levels of education. It enables learners to master content and extend their investigations, become more self-directed, and assume greater control over their own learning. An information literate individual is able to

- To determine the extent of information needed
- To provide access the needed information effectively and efficiently
- To evaluate information and its sources critically
- To incorporate selected information into one’s knowledge base
- Use information effectively to accomplish a specific purpose
- Understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally

**Need for Information Literacy Teaching**

Information literacy is a natural extension of the concept of literacy in our information society, and information literacy education is the catalyst required to transform the information society of today into the learning society of tomorrow.

21<sup>st</sup> century is called as an era of information explosion. Today there is a rapid growth in information and communication technology (ICT) .computer networking and the use of computerized databases to access information in their libraries. In fact, today most academic libraries are "hybrid libraries", adding the new e-library features to their traditional library services.

Changes in the library services

	Traditional Library	Libraries in digital era
Catalogue	Access through card catalogue	On line catalogue OPAC
Collection	Print books, micro forms, audio visual material	Articles books and so on Library websites leading to selective online documents & resources

Circulation	In-person check out at library during library hours.	Online access to e-books. On line renewal of checked-out materials
Instruction	In-person instruction in classroom library.	Online instruction: in-person library instruction with online components
Inter library loan (ILL) and document delivery	In-person submission of ILL request; books and articles delivered through mail and fax.	On-line ILL request and article delivery via e-mail in addition to traditional delivery
Reference	In-Person contact at reference desk	Online reference including simple e –mail reference and real time virtual reference
Reserve	Materials housed in library reserve area	Online accessible electronic reserve

The need of information literacy is essential due to the following reasons

- Rapid increase in the stream of information due to information revolution
- Advent of information and communication technologies
- Vast variety of information sources
- Changing shape of libraries
- Wide dispersal of information
- Increase in number of users
- Research on complex and interdisciplinary topics.

The significance of information literacy education lies in its potential to encourage deep, rather than surface learning, and in its potential to transform dependent learners into independent, self-directed, lifelong learners. Without information literacy people are condemned to lack of information, dependence upon others for access to knowledge and information, and even to acute levels of information anxiety (Wurman, 2001).

Teaching students these skills is as important today as it has been in the past. However today, users not only need to know how to access large print and digital collections in varied formats but they also need to understand the rights associated with the content in order to use the information appropriately and disseminate their work in an ethical manner.

Without the training it is difficult to use electronic information sources effectively. It is necessary for users to have the requisite skills to obtain relevant information quickly and effectively from electronic sources and become what is often referred to as ‘Information literate’

**Role of Librarian in Information Literacy**

The introduction of technology into teaching, changes in scholarly communication patterns, the increasing variety of media, more demanding students requiring services to be available as, when and where they want them, all require that librarians ensure, even more than ever, that they are user-focused, user-friendly, and able to assist users to gain information literacy skills which will enable them to be to a greater degree self-sufficient.

The librarian’s role in managing information and knowledge resources and in constantly re-examining the appropriate balance of ownership and access, and which medium to hold or access is one of continuing challenge, stimulation and even delight

What is needed, of course, is for libraries to be appropriately resourced in staffing and other means to enable their participation to an appropriate level in information literacy programmes and the

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relationship of the library to the institution's learning and research outcomes must be constantly promoted

Librarians are well placed to have a key role in information literacy programs as tutors and teachers of both non-curricular and curricular papers as well as through the library) and to apply high level evaluative skills to these resources. In this way librarians can certainly enhance the relevance of our profession but the main purpose is to communicate skills which we have developed already, to perform well professionally, and to offer services of excellence to our users. These professional skills have now become highly desirable life skills for our users and essential to both flexible learning and lifelong learning programmes.

Here the focus is on the role of librarian towards the student and teachers for providing the following services for achieving information literacy.

### **Orientation**

In the beginning of the academic year orientation lectures are arranged for the first year students. First-Year Orientation is the best way to get started on the path to academic success. Librarian provides the information about the general techniques of library usage, services of facilities available in the library to the users. In the orientation Librarian delivers a lecture and demonstrates how to search in the OPAC and how to access the self-paced on-line tutorials.

### **Library Manuals**

Some librarians published a library manual every year. Library Manuals include the information about the timing of library, procedure process, Library Rules and regulation, library collection such as no. of text books, reference books, no. of periodicals/ journals available in the library and library facilities provided by the library. This information is updated yearly.

### **Book Exhibition**

Librarians organize book exhibition on the occasion of great leaders' birth and death anniversary. The users may get the inspiration from these eminent personalities and they take the interest in books in the library. In this way we have also completed the second and third law of library science i.e. Every reader has his/her book & every book has its/her reader.

### **Lecture and conference**

Librarians can organize events like lectures of eminent personalities in library and information science. So that the users and the library staff can be aware about the recent trends in library and information science. And this will be helpful for them to get the knowledge of how to use the library in a proper way.

### **Suggestion Box**

Suggestion box for the students should be kept in the library. Students can put any suggestion about library facilities. These suggestions are helpful to improve the library facilities.

### **Inter- Library Loan**

Inter library loan facility should be provided to the local libraries. Libraries should take the membership of some special libraries like TISS, British Council libraries etc. This is helpful for the users as well as faculty of the college.

### **Book Bank Facility**

Book bank facility should be provided to the student. University of Mumbai provided funds for this scheme.

### **Readers Club**

To increase the reading habits among the students, librarians organized readers club periodically sessions to present the review of the newly arrived books.

### **Reprography services**

The reprography facility is made available to the student and faculty for Xeroxing the required pages of restricted documents with minimum charges.

### **Services through web page / web site**

Academic librarian should be design a library web page in the web site of the college. Library website provides the comprehensive information about its resources and promotes its usages. With the help of this web site or web page librarian can provide many information services to their users.

Some of them are listed as follows.

- Provide the information about new arrivals in the library.
- Informed the users about the special occasion or event such as lectures on special subject by expert or any other national events. Detail information should be provided to the users
- Give the information about the scholarship and free ship etc. to the students.
- Question papers of previous year and syllabus made available for the students with the help of web page.
- To aware the student about the availability of different types of library resources.
- Prepared the bibliographic details on demand or in anticipation.
- Articles publish in the news papers or any other periodicals by the students get scanned and displayed on the web site.
  
- E-Books and E-Journals are available through web site.
- Web-OPACs provide the users online access to the library catalogue allowing them to search and retrieve records from the online catalogue. Library resources are made accessible remotely through a web-base OPAC.
- Indexing and abstracting services provide through the web page.
- Online services like N-List by INFLIBNET allow users to access e-resources and download required articles from the publisher's website.

## Conclusion

The ultimate goal of any library service is to ensure that the users are able to access the information for purposes for which they require it. This raises the need to teach information literacy to clients with the goal of assisting them to identify and select relevant information using appropriate search strategies and being able to evaluate, organise and synthesise that information into a meaningful presentation.

The library professionals should take initiative in conducting various information literacy programmes and update their skills by attending various seminars and workshops conducted by various organizations. Information literacy programs require inclusion not only of faculty and staff throughout the institution, but also the staff of the library department. It is certain that in higher education environment of developing countries sooner or later need to embrace the information literacy programmes and endeavour to create an information literate society.

Librarians, have an important role in helping their communities become information literate. The role of the librarian is to teach people how to get the most value from information. Libraries have always played a critical role in lifelong learning, but not all are aware of the services and resources that libraries provide. To thrive in the future, librarians need to promote themselves as information literacy experts, and must see this developing role for the success of libraries.

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## IMPACT OF SOCIAL MEDIA ON READING HABITS OF THE MILLENNIALS

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### Abstract:

*The study delves upon the impact of social media on reading habits of millennials. A self-administered questionnaire was circulated among sample of the students to collect data for the study. Out of a total of 150 questionnaires circulated, 120 responses was received giving a response rate of 80 percent. The study revealed that 90 percent of respondents' daily spent 2hrs surfing social media, nearly 52 percent said they spent less than one hour for reading on a daily basis, whereas 25 percent did not spend any time on reading at all. The study posits that there is a relationship between time spent on social media and reading habits and that constant use of social media often leads to low reading habits. The study recommended that faculty staff and parents should encourage students to spend less time on the social media sites and to channel more of their time and energies towards educational purposes. The person reaching young adulthood in the early 21st century enjoy, adopt, and rely on technology and social media very much. They are frequent visitors' to social media sites and spend excessive time on the same as well some share too much personal information about them. The results of the study provide value in terms of initiating future research studies on Millennials media usage and to educationists to manage media usage for richer academic experience in general.*

*Keywords: Social media, Reading habits, Knowledge*

### Introduction:

Millennials are also known as the Net Generation, the digital natives and are popularly discussed in the domain of education management. It is known that younger generation embraces media far more comprehensively than the older generations. It is stated in literature that the millennial generation has come to become dependent on technology at a much earlier age than other generations. Understanding and using technology is very much like learning a new language as people who learn to utilize technology at an earlier age become more proficient than people who learn later in their life (Deal et al., 2010). It is also a theme in studies that as more millennials begin taking over the workplace, the more integrated technology will be in work processes (Kaifi et al., 2012). Practitioners are in agreement that millennials indeed are technologically advanced and tend to include technology into their work and personal lives faster. For millennials, the use of technology and social media usage is normal, essential and an inseparable part of their lives. Unfortunately, the use of technology has also provided a negative edge in the millennial generation because they now expect to have everything instantaneously (Behrens, 2009; Cahill & Sedrak, 2012).

The next section elaborates related literature, followed by research methodology. Data analysis and findings is followed by conclusion towards the end of the paper.

### Literature Review:

Millennials are acquiring importance as after baby boomer generation retiring they have begun to dominate academic institutions and workforce. There are a variety of social media platforms available for them to remain connected and to assist their academic development. However it is observed that excessive usage of social media is impacting reading habits and therefore their academic performance. The review of related studies corroborates this phenomenon.

The study of Kojo, Agyekum, and Arthur (2018) explored the effects of social media on reading culture of students in Tamale Technical University in Ghana. The study found that social media has pervaded the daily life of students and is steadily taking over their consciousness thereby affecting their reading culture. The study conducted on a sample of 478 students demonstrated that excessive use of social media by students had a significant impact on their reading culture and subsequently academic

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performance. The study suggested that “authorities must establish rules and regulations that will limit students’ use of social networking sites during lecture and library sessions.”

It was revealed in the study of Crearie (2017) that students are spending a substantial amount of time online and dramatic increase in use of various technologies is observed. Social networking has contributed to changes in the way students use the same technologies for both academic works and personal use. Recent advances in mobile technology has made Web accessible to everyone. The smartphone is now a powerful personal computing device and the device of choice to the student community.

The review study done by Smith & Nichols (2015) on millennial generation and their effects on work place examined articles to define generational differences’, common belief and opinions held about the millennial generation. The study stated that since millennials are now taking control more research is needed to understand what motivated and lead the new generation. It was noted in the study that lower number of empirical studies in the domain proves the need for better understanding the multiple generations in the workforce.

The study Utz (2015) delved upon how social networking fostered relationships with majorly entertaining updates. This finding of the study was explained by building on the role of capitalization and humor in relationship formation. The study contributed to the development of a more differentiated model on the role of self-disclosure on social networking sites.

The study of Cao (2010) stated that usage of social media has permeated aspects of the lives of the millennial generation. Most colleges and universities do not make the efforts to examine the impact of such social media usage and design clear strategies to harness the power and overcome the problems of social media usage. The data analysis revealed that social media was a major source of information and communication. Also students had preferences in which social media tools to use for academic and social activities. It was posited that some common factors were associated with social media usage in school and college though the patterns could be different.

There are very few papers available in literature examining impact of social media on reading habits of millennials (Kilian et al., 2012) especially in the Indian context. The aim of the present study is to partially close this gap.

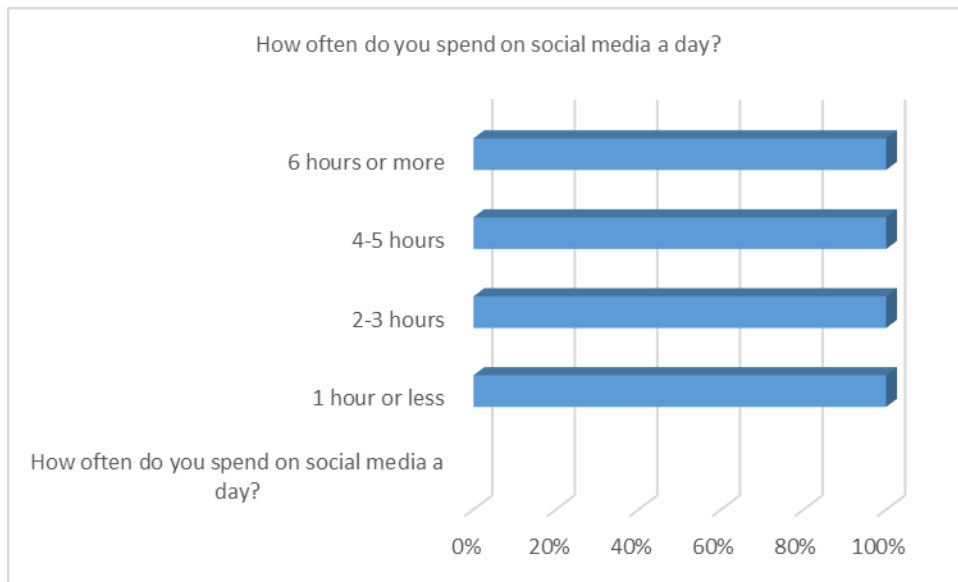
### **Research Methodology:**

The study is based on :

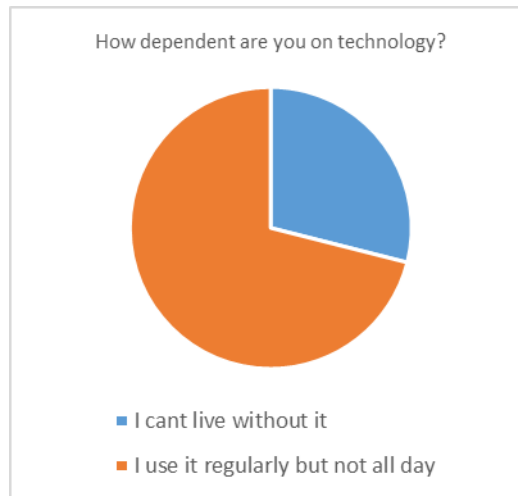
- Surveys
- Observation method

### **Data Analysis and Findings:**

1. Nearly 90 percent of the respondents spend 2 hours or more on social media in a day. Half of those surveyed said that they spend a minimum of 4 hours a day on the social media and nearly 12 percent spent upwards of 6 hour a day on the social media indicating the strong influence of the social media

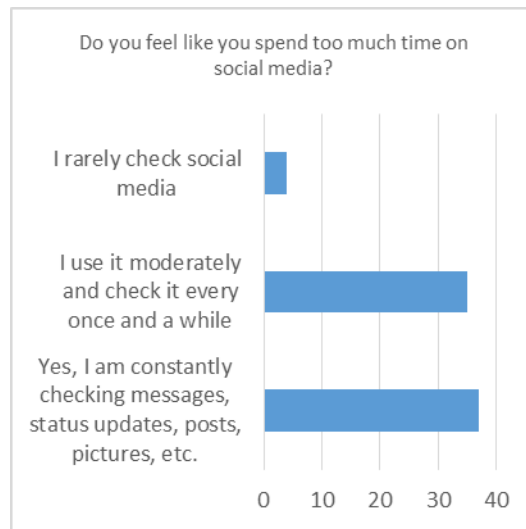


2. As many as 29 percent of the persons surveyed said they are so obsessed that they cannot live without the technology, on the other hand a large number said they use it regularly but not all day

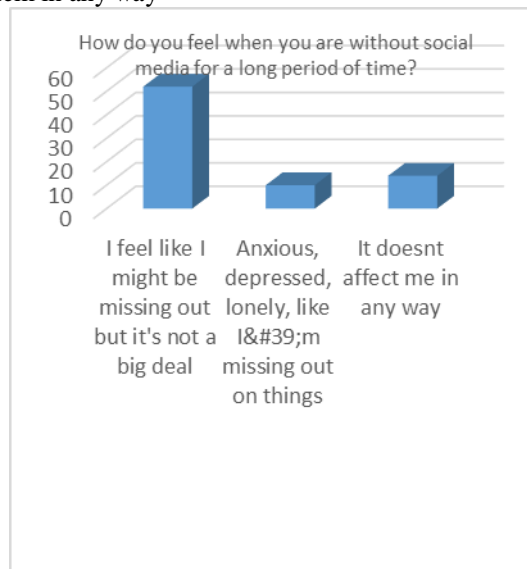


3. Nearly half of the respondents are constantly engaged on social media and only 5 percent rarely check social media

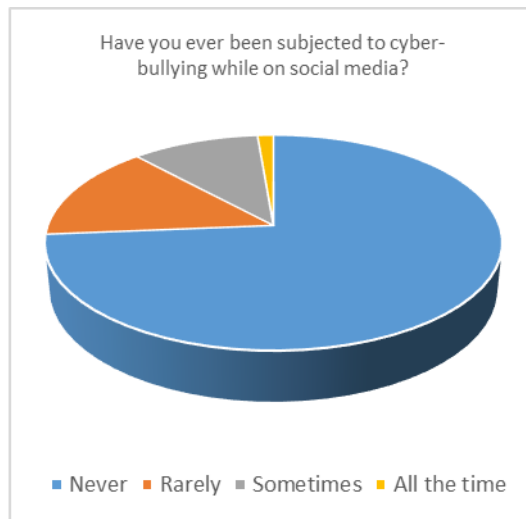




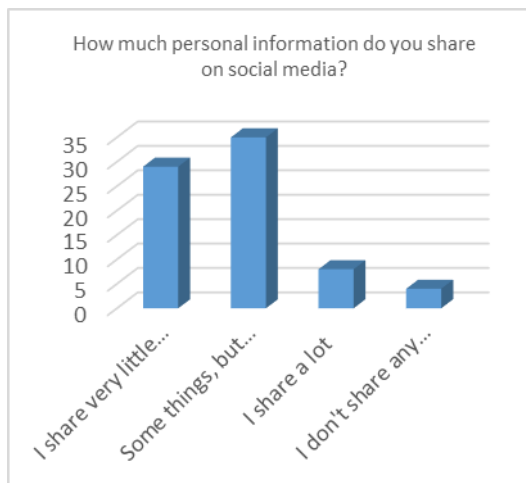
4. Nearly 65 percent of those surveyed felt they feel like missing out something if they were not having access to social media for a long period of time. Only seventeen percent felt that It does not affect them in any way



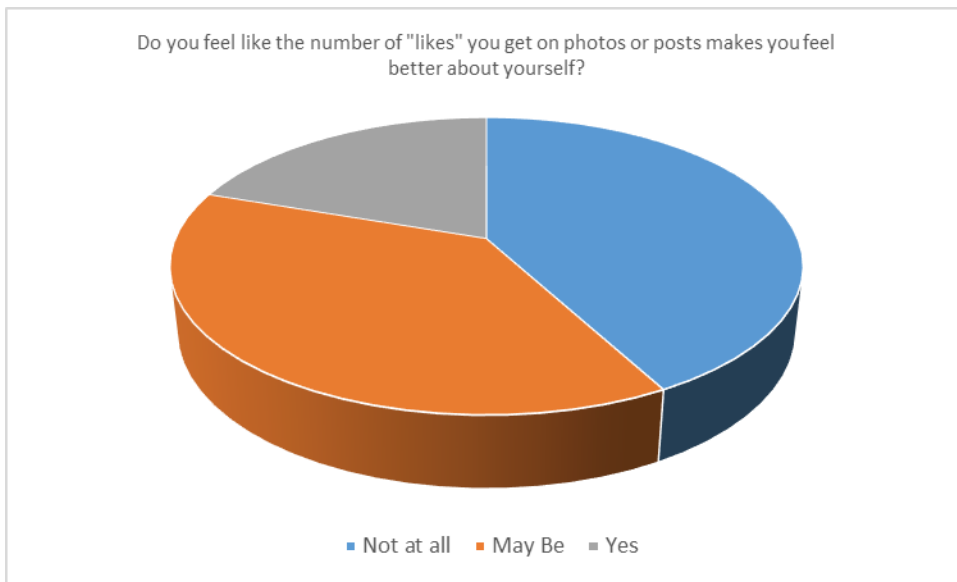
5. Nearly seventy one percent of the persons said they were never subjected to cyber-bullying on social media and 12 percent had sometime or the other subjected to social media bullying



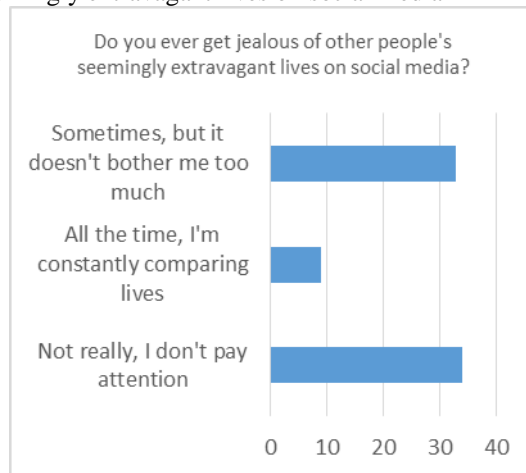
6. Nearly eighty one percent of the surveyed persons said they refrained from sharing personal information on social media, but eleven percent share lot of personal information on the social media?



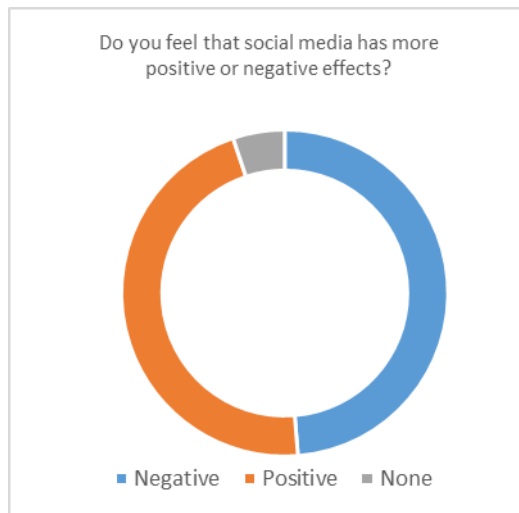
7. About 20 percent felt that the number of "likes" one gets on photos or posts makes the person feel better about himself



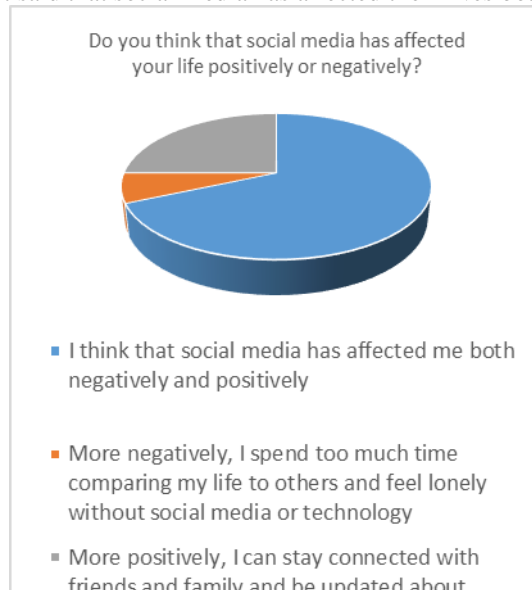
8. Nearly 12 percent said that all the time they are constantly comparing lives and get jealous of other people's seemingly extravagant lives on social media



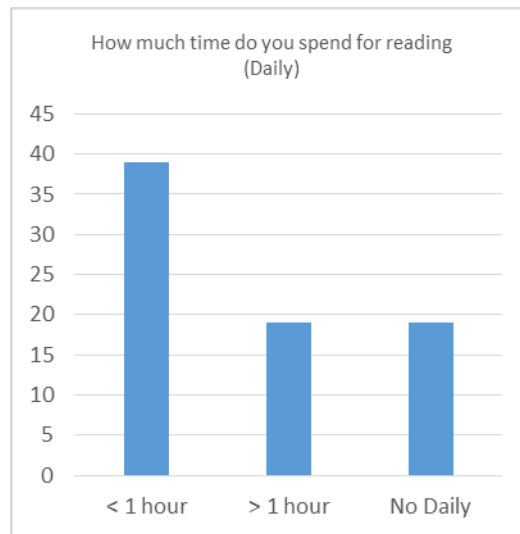
9. Nearly 47 percent of the respondents said that social media has more positives than negatives but 51 percent said there are more negatives than positives



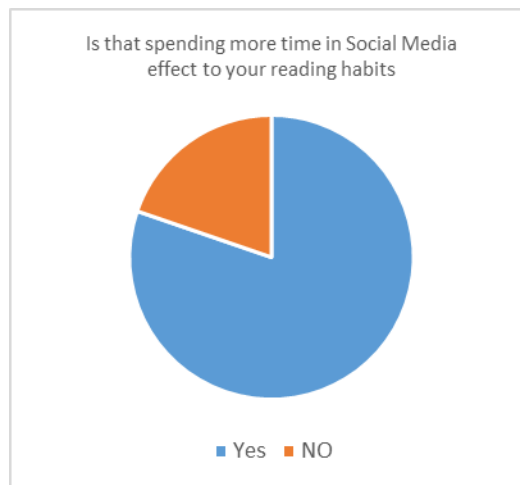
10. Nearly 66 percent said that social media has affected their lives both positively and negatively



11. Nearly 52 percent said they spend less than one hour for reading on a daily basis, whereas 25 percent did not spend any time on reading at all



12. Nearly seventy five percent said that spending more time on Social Media affects their reading habits



Validity of the various treatments needs to be established through quantitative techniques so as to give objective basis to the claims.

**Conclusion & Recommendation:**

Importance of reading is well known with respect to learning abilities. However, being on social media is unfavourably affecting reading practice. The person reaching young adulthood in the early 21st century are enjoy, adopt, and rely on technology and social media very much. They are quite frequent visit social media and spend excessive time on the same as well some disclose too much personal about them. Their moods go up/down depending on favourable/unfavourable responses they get on social media. At times, they become soft targets for social media bullying. If deprived from access to social media, they get feeling of missing out. However, rather than opposing this condition, the challenge is using the same in the educating the students. The social media can be used for constructing associations, communicating knowledge, enhancing perceptibility of important matters, learning, linking with others without any restriction of time and space. Therefore, the future scope of research can be how to realize benefits of social media in learning.

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## Role of Library Blog in Promoting of Library Services

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### Abstract

The present paper discusses on the role of library blog into the promotion of various library services to the patron. Library and information profession is one of the service based profession and the librarian is the promoter or also we can say the brand ambassador of various kind of library services. Due to the technological development in ICT domain from the 1<sup>st</sup> generation computer to still today therefore web 2.0 came into existence. Web 2.0 having the various features, blog is one of them. Through the library blog librarian can to promote the various kind of library services to the end patrons easily.

**Keywords:** Blog, Weblogs, Web 2.0.

### 1. Introduction

The availability of internet has drastically changed the very nature of libraries over the past few years. Libraries is the service proving organization towards the academicians, students, researchers and scholars etc.. Libraries personnel play the key role in providing the various types of library services to the user with the application of library blog. It is one the perfect platform regarding to make marketing of library services. In the previous day libraries have used old communication media for marketing as like newspapers, corporate newsletters, radio, and TV. Many libraries produce brochures, pathfinders, and their own newsletters. Due to the application of library blog marketing of library become as easy as convenience. A blog is a user-generated website where entries are made in journal style and displayed in a reverse chronological order. Blog can commentary and information on a particular subject or act as a more personal online diary. Blogs combine text, images, and links to other related or interesting sites. Readers can leave comments, making blogs interactive. Most blogs are text, although there are also photoblogs, sketchblogs, video blogs (vlog), or audio blogs (podcasting). These are all part of the wider network of social media<sup>1</sup>. The term "weblog" was coined by [Jorn Barger](#) on 17 December 1997. The short form, "blog," was coined by Peter Merholz<sup>2</sup>.

### 2. Blog Terminology

- Web + Log = Blog
- Blogger-Person who blogs and maintains his/her blog<sup>3</sup>.

### 3. Purpose of Library Blog

The main motives behind library blog are to provide information on the following aspects.

- Dissemination of news or current information for users.
- Links to recommended Internet resources.
- Book Reviews, Information about new books.
- News or Information for Librarians.
- Suggestions.
- Research Tips.

### 4. Role of Library Blog

Library blog play the key role in the following initiatives such as,

#### ➤ Fast Communication

Blog are one the fast two way communication mechanism between library personnel and library users. Real Simple Syndication (RSS) is the term used to refer the collection of web feed formats that provide updated or shared information in a standardized way. The information could be

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website or blog entries, news headlines, or audio or video files<sup>4</sup>. Similarly, blogs can be used for collecting inputs from different sites / sources without any additional repetitive efforts.

➤ **Promote Library Events**

Blog can play the key role in promotes library events and programs. Reach out beyond the visitors to your regular Web site. Set up an RSS feed for your blog and alert everyone in your community that they can include your headlines on their sites or can use an RSS newsreader to see what's up at the library.

➤ **Support Your Dedicated Users**

An obvious hit with most library visitors is finding out what new books, videos, CDs, or DVDs have been added to the collection. Think about setting up topics on blog for each genre: mysteries, horror, science fiction, romance, and so on. In an academic library, prepare special alerts about new resources and web sites for particular departments or colleges.

➤ **Engage Your Community**

Post new book reviews and book award lists. Invite comments and suggestions. Create an online book discussion area by asking readers to recommend books to others

➤ **Dissemination of Information**

Dissemination of information towards the user is the fundament of any type library. Useful in dissemination of information to the library users such as information about new websites, service notices, announcements, updates, event information etc. Current awareness service can be delivered very efficiently using blogs. For example new additions list can be posted on page with RSS enabled features; users will get only entries matching to their requests on their blogs and don't need to visit library pages for this purpose. All the users can subscribe to RSS feeds of specific section and library can keep posting information at one place thus avoiding mass mailing. Blogging enables instant delivery of information being published to all RSS feed subscribers in a respective area. Also, if any changes or corrections need to be done, it is possible to do at only one place.

➤ **Library Administrator**

Thoughts from library staff encourage openness, transparency, and add a voice to the library. Blogs provide platform to all staff members to express / share / contribute more on various professional issues. Information about training, conferences, tacit knowledge on tools, etc captured / measured easily using library blog.

➤ **Community Building**

Librarians benefit from sharing of best practices and experiences. Blogs are a timely way to offer advice and commentary on current library issues. Blogs also provide facility to reader to post his/her opinion or experience. Sharing of experience, views from different users (across globe) builds strong community of user base. Learning and sharing becomes very easy and effective using Blogs.

➤ **Library Resources**

Blogs can be used to highlight new and valuable resources added into the library. Blogs even work as web page and provide access to various free / subscribed electronic resources. Same area can be used for collecting feedback, providing training tips, sharing experience, rating information products etc which finally result in better utilization of library resources.

➤ **Marketing of Library**

There is increased awareness about return of investment in all types of libraries including corporate, special, and academic and public libraries. In few cases fund / budget is being allotted to libraries on the basis of inputs of library to organization for the development. Many libraries keep providing valuable services but reach of those services is limited to few users. If user base is increased, visibility of library services as well as inputs for organizational development too increases. For such things librarians need to market library services (Lending, Reference, CAS, SDI etc), resources (Collection of books reports, A/v Material, e journals, databases, etc), expertise (especially information searching and repackaging skills), database searching etc to the users.

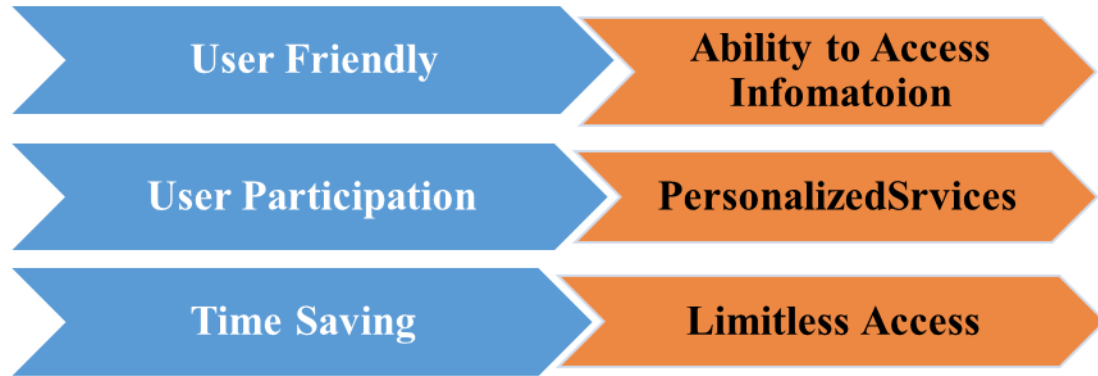
Effective marketing of all the above is possible from blogs, which removes time and geographical barrier. Promoting library services through blog is most economical and creative way.



Sharing of resources also becomes extremely easy as well as it promotes sharing of resources within users without coming to the library.

**5. Benefits of Library Blog Applications to Library Services**

Following are the benefits of Library blog



**6. Best Blog Sites for 2019**

Sr. No.	Site Name
01	WordPress.org
02	Wix.com
03	Joomla.com
04	WordPress.com
05	Medium.com
06	Ghost.org
07	Squarespace.com
08	Weebly.com
09	Blogger.com
10	Tumblr.com

Source-<https://websitesetup.org/best-blog-sites/>

**Conclusion**

Blog is a welcome and easy tool to be used in the libraries to provide various modern library services and marketing of library services toward the users. It help to bridge the library and library users for to sharing of thoughts, ideas and source of library. However, this tool can be best used only when library professionals try and apply it in their libraries. This kind of new tools being given as the gift of Internet need to be learnt and applied then only libraries can add value addition to their services and show their existence to the world.

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## “IMPACT OF E - READING HABIT ON TRADITIONAL READING HABIT”

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### ❖ ABSTRACT

In Old era there was a Famous Marathi saying “Vachal tar Vachal” . Means if you read then only you will survive. Reading books is an oldest form of establishing your knowledge, vocabulary, general knowledge & improve eye site. Reading is capable of enriching once intellectual capabilities and develops interest to human problem and has major impact on their attitude towards society. However, with development various means of communication have evolved. These means are very userfriendly at one hand and on the other they are easily available. Along with the improvement in the means of communication, the means have also proved to be one of the best mediums of seeking knowledge and information. However, their use is not restricted to knowledge and information but they have reached to the stage of addiction with regards to its ill uses. The students are getting carried away with the ill impact of the said technology. This means of communication or seeking knowledge has been termed as ‘Social Media’. Various applications like What’s app, Facebook, Instagram, You Tube, Google search etc. The easy availability of the information at finger tips and at cheapest rates has made masses addicted to it. Unfortunately, these applications are being used for inappropriate purposes specially by the younger generation. The time consumed by this social media is very high and hence it has been observed that the quality time required for reading of books is very less. It is very necessary that the ill effects of the social media be realized and understood by the people and avoid excessive use of the Social Media. Moreover, the advantages of reading have been forgotten and its impact is not being realized by the people. The Social media or Digital media has impacted the society so severely that it is imperative that it is necessary identify and study them to eliminate them from the society. It has been also observed that the enemy countries have uploaded material which would destroy entire young generation of our country and hence its alarming stage. The need of the hour is to identify this nuisance being caused to the Society and to get rid over it immediately. The purpose of this article is to study and explore the impact of Internet & Digital media on reading habit.

### ❖ KEY WORDS

Social Media, students, reading habits, awareness,

### ❖ INTRODUCTION

For thousands of years long before Gutenberg invented the printing press, access to return sources like scrolls, historical records or books in order to get information was considered a luxury. Books were copied by hand in painstaking most were lost to wars, natural disaster or neglected. However Gutenberg’s revelatory invention in 15<sup>th</sup> Century revolutionized the way books are reproduced along with paper reading habits change.

Traditional reading habits of library users have now changed with the changing environment and working culture. People are now looking for an opportunity to read contain electronic mode. We are experiencing such an innovation thanks to Digital Technology. It has reduced the burden over the person to keep staying inside the library and now a person can even read content while travelling or moving anywhere in the world.

We don’t have to own a physical book to access the content. The required content is available in very handy gadgets through Digital Media. However, there is a huge difference in reading books, articles and any other content through Digital media vis a vis either books or printed material. Young generation students at times prefers reading by using internet. It has been found out that they may follow up book reviews and such opportunities can be thought as effective means for fostering reading habits. Reading is influenced by many other factors like environment, edge, subject and background. The internet has changed the world in an incalculable number of ways. It has changed the way of

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communication between people. The internet is a wonderful resource for many things and it has allowed people to get connected to entire world.

Reading habits have shifted and publications such as newspapers & magazines have changed their formatting to compete with new digital media revolution. It has also been observed that people avoid reading long, informal articles and essay type material. Now the people have become more accustomed to reading only short pop ups, instant messages or one line emails. This means that even their attention span for novels and longer literary has reduced considerably. Reading habits have been changed drastically due to revolution in Digital Media. This has impacted the sale of News Papers, magazines, Novels or any other literature. The printing media has suffered drastically due to digital media.

## ❖ REVIEW OF LITERATURE

- ❖ The concept of reading
- ❖ As Dadzie (2008) puts it, reading is the technique of understanding words contained in a text. They make use of
- ❖ the knowledge for personal growth and development. This suggests making meaning out of recorded information
- ❖ either printed or non-printed. Individuals read for different reasons and purposes, some of which include for
- ❖ pleasure, leisure, relaxation, information and for knowledge.
- ❖ As Dadzie (2008) puts it, reading is the technique of understanding words contained in a text. They make use of
- ❖ the knowledge for personal growth and development. This suggests making meaning out of recorded information
- ❖ either printed or non-printed.

The Concept of reading As **Dadzie (2008)** puts it, reading is the technique of understanding words contained in a text. They make use of the knowledge for personal growth & development. This suggests making meaning out of recorded information either printed or non-printed.

**Gallo (2007)** : said “books yield their best to you” if you read them at the age at which each particular master piece can ideally which chewed & digested. There is a little knowledge about the everyday reading practices of tertiary education students and how these practices affect their academic achievement.

**Ogebodo (2010)** : Further identifies three main types of reading habits these are hobby, recreational & concentration.

**Copper Wiki (2008)** : Reports that reading habits among children are on the decline and the reasons for decline in reading habits among children are offshoots of technological advancements. Social networking is way that helps many people to feel as though they belong to a community.

## ❖ OBJECTIVE

- To know the impact of social media on reading habits
- To know the reasons of decline traditional reading habits
- To comparison of online reading & bookish reading

## ❖ SCOPE

- This study has restricted to the impact of social media on reading habits.
- The study has covered all age groups.
- This study restricted to Mumbai Suburb.

## ❖ LIMITATION TO THE STUDY

- The geographical area i.e., Mumbai suburbs only
- The data collection is biased

## ❖ METHODOLOGY

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For this study descriptive data analysis was used secondary data was collected from research journals, E-Books, Newspapers and magazines. The researcher also had fruitful interactions with specialists of related field.

## ❖ FINDINGS

1. Social/digital media has major impact on society and reading habits of individuals.
2. To overcome the problems in the society social media can play an important role
3. Internet & Digital media being friendly to young crowd can help in building strong society to reading habits.
4. To eliminate myths which can become hurdle for overall growth of society can be reduced by inculcating reading habits on social media.

## ❖ TRADITIONAL READING HABITS

Traditionally people have been reading through printed material only whether it was news papers, articles, Literature or anything for that matter. The reading material was available only in the form of print till the time digital media evolved.

The expressions through articles, stories, autobiographies, literature etc were available for reference through printed material only. The people inculcated reading habits and made use of the printed material for getting knowledge or information.

## ❖ EVOLUTION OF DIGITAL MEDIA

As known to all one of the most common means of communication for long distance was either letter, telegram or telephone. With the transformation in the communication means, the media underwent phenomenal changes. One of the major factors which we can consider for the revolution in the communication media is internet. Computer was just a means of storage of information and for doing certain type of calculations. However, the computers got connected and resulted in the new revolutionary era of internet wherein all the information world over was available at finger tips.

Firstly, computers started becoming smaller and smaller and secondly new evolutions started taking place on regular basis in the technology used by computers. The internet then was taken to another level by development in the media. At one side this development was taking place and on the other the communication means underwent major revamp. The technology of mobiles truly revolutionized the communication between individuals. The combination of Communication and internet completely altered the world and a new concept evolved that is Global Village.

Various Apps like What's App, Instagram, You Tube, Face Book etc truly changed the means and ways of either communication or knowledge. The spreading of information became extremely easy and in just a span of moments one can reach to entire world. The places where print media hasn't reached, the digital media has reached. This has drastically affected various aspects of entire world right from communication to spreading of information in every corner of the world.

## ❖ IMPACT OF SOCIAL MEDIA

- **Availability of time** : The persons are getting addicted to the Social Media and unable to manage their time effectively. In the end they end up in scarcity of time. This has resulted in non availability of time. This is one of the major reasons why reading books or any other material has reduced considerably amongst people.
- **Addiction** : People especially younger generation is getting addicted to the Social Media. Once they get addicted then they loose interest in additional reading. They find reading books etc non entertaining and also loose interest in news papers and other reading materials. People have started relying upon the social media for getting news or specific articles. Moreover, the Social Media could be viewed as per the convenience of the individual. This has further resulted in addiction and hence the need for reading books or other reading material is given lesser preference.
- **Impact on Individuals** : Individuals are often engrossed in Social Media through Mobile phones, tabs or lap tops while traveling or, during their idle times. Excessive use of mobile network has started causing various diseases like impotency, migraine, spectacles at very low age, loss of hearing etc. These impacts are severe and one needs to really not only understand them but identify that the data on social media is often fabricated and meant to get individuals

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addicted. The people who upload these videos or material get paid whereas viewers pay heavy fine in return of wasting of their precious time. This type of habit has resulted in the lower interest towards additional reading.

- **Virtual Connectivity** : In view of huge mass base of various apps like what's app, Facebook, Instagram etc one feels that he/she is in contact with so many people wherein this is mere virtual connectivity. The real connection between individuals has lost in the midst of social networking. The relationship maintained through social networking applications is merely virtual and not real. This fact is not realized by the people at large and in virtual world they are getting trapped.
- **Portability** : The gadgets of Social Media or networking are easy to carry like mobile phones. It surely is comfortable to carry these gadgets vis a vis books. Under the circumstances the time which earlier was utilized for reading in free times has also been now devoted for social networking. This has resulted in maximum use of mobiles, tabs etc and in turn causing physical hazards as mentioned above.
- **Economic Benefits** : The use of this media has increased many folds as the people specially uploaders use this medium to earn money. Just by uploading pages of your choice or making videos on something you like can get you lot of money. This results in uploading of more and more information and materials and in turn more and more people get attracted towards the Social media for their viewing them.

#### ❖ **WHY SOCIAL MEDIA**

Even though there are several disadvantages of the Social Media there are several advantages which one can use for self development and growth.

1. **Reach** : Being available on very handy gadgets as mentioned above, the reach of Social Media is far and for several people at a time. Hence, a simple information could be transmitted to thousands and lakhs of people in fraction of second. This reach makes it very popular. Moreover, ample reading material is available for masses just on figure tip.
2. **Variety** : At one go the Social media could be used to have access to variety of reading/entertainment materials at one place. Unlike books to have variety of books to search from, social media gives one single screen to get the material on one subject in variety. Comparing of material, feedback, other writing on the same subject etc are instantly available on the Social media. For example, a Google page on any topic would give collective information over most of the writings on the same subject and this allows the reader to have better variety and better spectrum of studying a particular subject.
3. **Economic benefits** : The person who uploads information on the social media like You Tube, Tik Tok, Google search etc could earn lot of money and hence the people take maximum efforts to upload various type of information on Digital Media. The more the information is uploaded, more it is available for the people who seek this information. This is a vary easy and simple way of earning money.
4. **User friendly** : The applications meant for seeking information etc are usually user friendly. Hence, good quality of information can be accessed easily by everyone who has a gadget. Moreover, the information could be assessed at the desired language. Hence the people at large get connected to the social media.

#### ❖ **ADVANTAGES OF READING :**

1. **Proper information** : The information in the books is reliable and authentic. However, mostly its found that the information on Digital Media is fabricated and manipulated. The information in books is printed after going through several rounds of
2. **No Health Hazards** : Reading pose none of the health hazards. Proper reading by keeping at proper distance does not pose any hazards to even eye site. Other health hazards which are likely to be caused by Social Media are completely eliminated through reading of books.

3. **Enhanced Intellectuals** : Due to reading of the intellectuals of the individual get enhanced. It also helps in enhancing overall understanding.
4. **Economical Benefit** : Through writing of books one can earn money out of sales of the books.

## ❖ DISADVANTAGES OF SOCIAL MEDIA

Wherein most of the disadvantages have been discussed so far certain disadvantages are discussed below:

1. **Time Consuming** : The Social Media is very addictive and hence people tend to get carried away with the viewership of the Social Media and to remain connected socially.
2. **Impact on thinking** : There is several content in the Social Media which directly affects the thinking of the individual. It is detrimental not only for the well being but also may cause various health hazards.
3. **Danger of spreading wrong information** : Social media has very wide reach. This can spread wrong or inappropriate information very fast and very wide. At times the impact could be irreversible and could have very detrimental impact on the well being of the society.

## ❖ SUGGESTIONS:

1. **Effective Use** : Social Media could be used strictly for seeking information and for enhancement of the knowledge. With time bound use, the Social Media could be used very effectively.
2. **Reasonable Care** : Reasonable care like using gadgets for lesser time, keeping them away while sleeping, strict vigilance on kind of content being surfed through net etc could be few aspects which could be followed to ensure better use of Social Media.
3. **Re-verification of the Information** : The information taken from the Social Media must be reverified. It must be tasted and then only used for the purpose of further study.
4. **Avoidance of Addiction** : Strictly getting addicted to the Social Media should be avoided. The Social Media must be used and surfed for the purpose of seeking knowledge or the information.

## ❖ CONCLUSION:

In my view Social Media is very useful if used in proper manner. The reading habits could be inculcated on the Social Media itself. There are several e-books available online which could be read and used as reference. The reading habit could be inculcated by using various material available on Digital Media. All the advantages of the reading along with all the advantages of the Social Media could be obtained and overall knowledge could be enhanced. Social Media is a very good tool not only to gain knowledge but also to reach to masses in very less time at extremely economical rates.

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## Online Preferences of Millennials and Young Adults of Hyderabad

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### Abstract

Millennials covers those born in the early 2000's. This research aims at understanding the use of social media by millennials which is a part and partial of ongoing studies on attitudes and behaviours of millennial generation. This is further compared to the online preferences of young adults ageing between 20 to 23 years of age. Which website do they use frequently when they surf or webroom. An attempt here is made to bring out some quantitative results. The study is a descriptive study and is based on survey and personal interview. The results drawn are a result of answers and opinions given by the respondents. The study involved a questionnaire circulated to 250 teenagers ageing between 13 to 19 years and 250 young adults of age group 20 to 23 years. The sampling technique used is convenient sampling among the students from combined primary and secondary private schools and under graduate colleges located in Hyderabad Only. A few of the samples randomly picked up from both the groups were also personally interviewed to get some qualitative information.

### Keywords

Millennials, young adults, surf, Internet, Social media

### Introduction

Internet has become an inevitable part of daily life of young adults and millennials and so is social media. A day without internet and networking for them has become a day without bread and butter. Millennials are born and growing up in socially networked and a tech savvy world, they are the most ethnically diverse generation therefore have received the most marketing attention. They are seen slightly optimistic about the future than other generations. Teenagers and adults use internet not only for surfing or webrooming but also for banking, shopping, social networking, gathering information, following celebrities etc. Therefore the use of internet is increasing day by day.

Social media is a term used for web based platforms, applications and technologies dedicated to community based input, interaction, content sharing, career interest and collaboration. These platforms include Instagram, facebook, Whatsapp, Twitter, Linked-in, Google+, Wikipedia, pintrest, blogs and many more.

Millennials also known as Generation Y or the net generation. Some researchers have also called them as C generation or the click generation. Millennials are people reaching young adulthood in the early 21<sup>st</sup> century. Neil Howe and William Strauss, authors of the 1991 book generations: The history of America's future, 1584 to 2069, are often credited with coining the term. They define the Millennial cohort as consisting of individuals born between 1982 to 2004.

The Deloitte global millennial survey 2019 has brought out following key points in their report after a wide survey of 13,416 millennials questioned across 42 countries and territories.

- Optimism and trust are becoming scarce
- Millennials remain sceptical of business's motive.
- Millennials value experience.
- They have a love/ hate relationship with the technology.

Further, the report says younger generation embrace technology and understand its benefits; 71% of millennials feel positive about their personal use of digital devices and social media. But more than half said, on balance, that social media do more harm than good. Nearly 64% said they would be physically healthier if they reduced the time spent on social media and 6 in 10 said it would make them happier people. Only 14% of millennials strongly agree that the benefits of technology outweigh the risks associated with sharing personal data, 79% are concerned they will be victims of online fraud, and ¼ of millennials have curtailed consumer relationships because of companies inability to protect data.

### Literature review



A lot of research has been done on millennials and social media and also on social media or internet usage by various generations, but a very little research is done in quantitative terms regarding millennials and their use of social media.

According to statistics mentioned by Yarrow and O'Donnell (2009) in Gen Buy, members of Generation Y shop 25 percent to 40 percent more than the average consumer. They also mention teens and twenty something's are twice as likely as their elders to use mobile devices for tasks other than talking. And they are far more likely to opt in for text promotions, mobile coupons and mobile search services.

According to Bolton et al.'s 2013 paper they stated that Generation Y actively contributes, shares, searches for and consumes content – plus works and plays – on social media platforms. Service managers and researchers are interested in Generation Y's social media usage because it may be an indication of how people will behave in the future. The paper concludes much more research is needed in order to comprehend the consequences of social media usage by the digital natives.

### Research Methodology

The questionnaire was administered using online data collection forms prepared by google forms. The millennial students were asked to fill in the forms, out of 250 students of age group 13 to 19 years 234 completed the questionnaire. The questionnaire included 37 questions of which 5 were demographic questions. The starting question of the survey was “ Do you use internet?” The students was not permitted to fill the rest of the questionnaire if the answer is “no” As a result 234 completed questionnaires from millennials were usable.

Same methodology was applied for Young adults of undergraduate colleges with the same questionnaire and 219 completed the questionnaire and were usable for further research.

For tabulation and analysis of data EXCEL is used.

### Cut Off date

The data collection lasted two months and took place in January and February 2019 from the primary and secondary private schools and under graduate colleges of Hyderabad, Telangana.

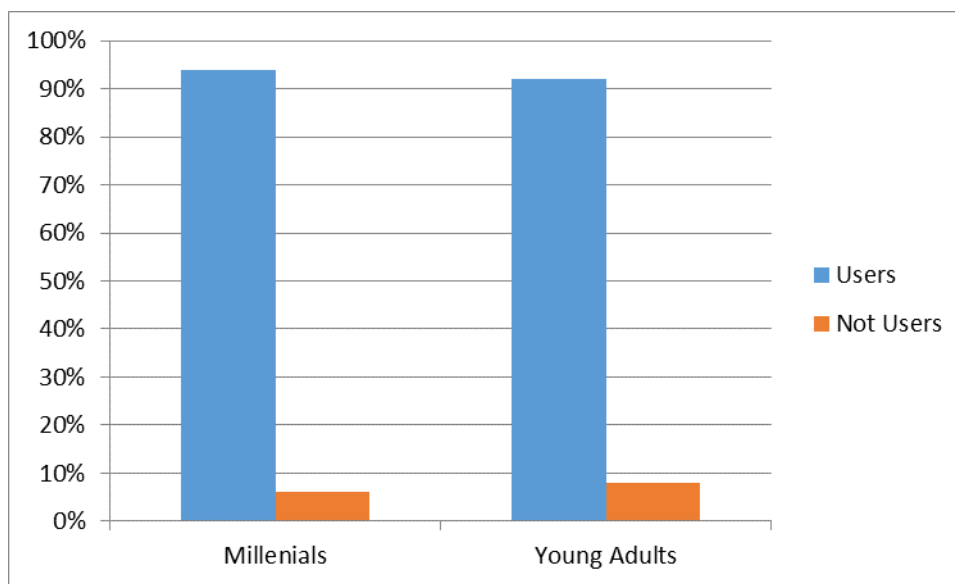
### Data Analysis and Interpretation

#### Who is on line?

Table : 1

	Millennials	Young Adults
Online Users	94%	92%
Not users	6%	8%

As per the collected data 94% of the millenials and 92% of young adults are using internet for various reasons. A very less percentage of youngsters are not using internet services which clearly shows the increasing inclination towards online services and facilities.

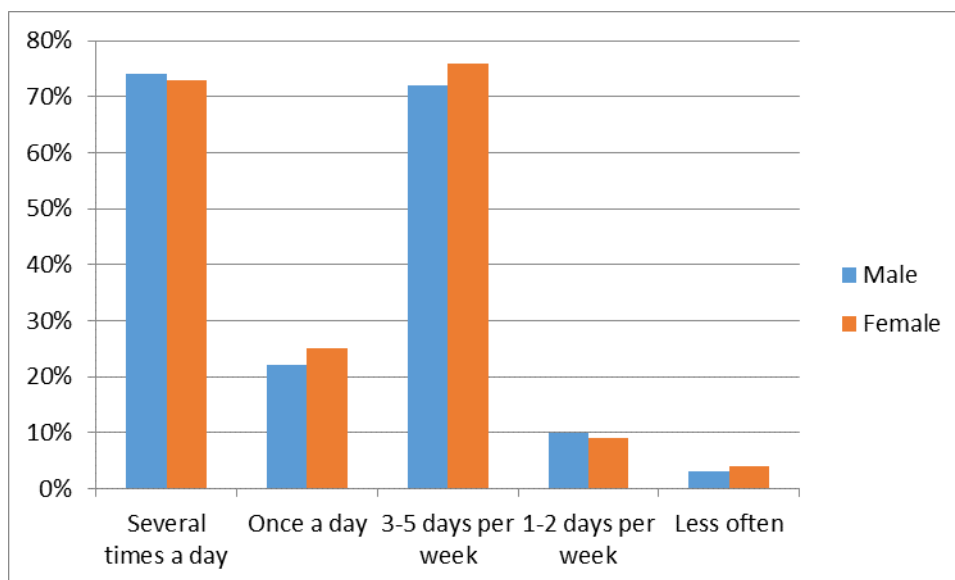


83% of sample millennials go online every day. Nearly 43% of millennials go online several times a day and 23% go online about once a day. More than one quarter (24%) of millennials go online weekly and 9% go online less often than that. There are few differences in frequency of use based on demographic categories. Older millennials ageing between 15 to17 are more likely to go online frequently than younger teens. Nearly five in ten (50%) older millennials say they go online several times a day, while a little more than a quarter (27%) of younger millennials go online as frequently.

**Frequency of millennials internet users by gender**

Table : 2 (A)

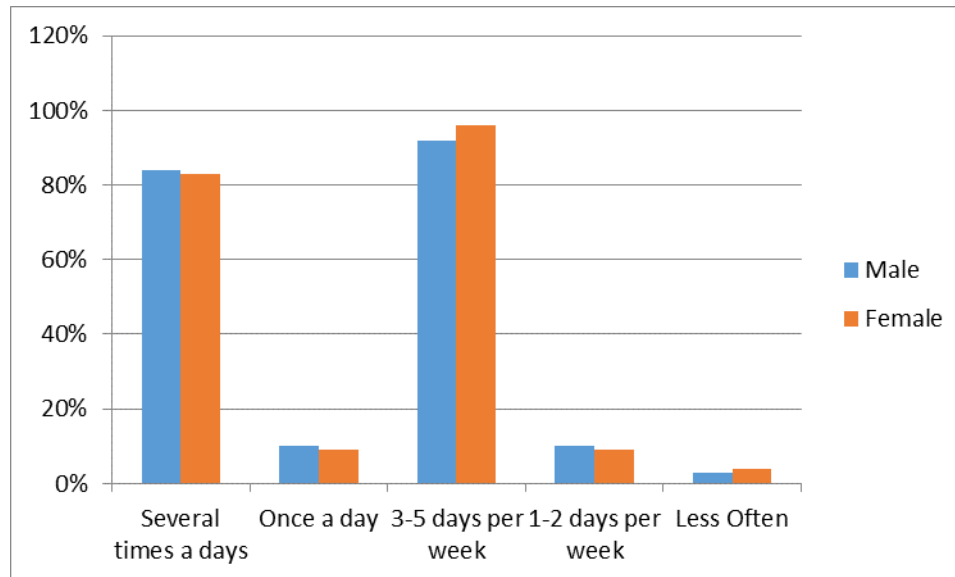
GENDER	Several times a days	Once a day	3-5 days per week	1-2 days per week	Less Often
Male	74%	22%	72%	10%	3%
Female	73%	25%	76%	9%	4%



**Frequency of young adult internet users by gender**

Table : 2 (B)

GENDER	Several times a days	Once a day	3-5 days per week	1-2 days per week	Less Often
Male	84%	10%	92%	10%	3%
Female	83%	9%	96%	9%	4%



When the frequency of internet visit was checked during the research work it was found that there is no major difference between the online visit by millennials and young adults. Further no difference was seen based on gender as well. Therefore, we may say that the internet is a must required service when it comes to these youngsters irrespective of gender and age group they are in.

**Percentage of millennials who own a cell phone with age**

Table : 3 (A)

13	14	15	16	17	18	19
68%	73%	76%	79%	80%	83%	85%

**Percentage of young adults who own a cell phone with age**

Table : 3 (B)

20	21	22	23
96%	95%	98%	100%

**Millennials, What do you do online?**

Social Networking (Instagram , Facebook , wats app e.t.c.)	Banking	Online shopping	Webrooming	Blogging	Others (including research & Home work)
72%	68%	86%	93%	18%	95%

The main focus of the research was on this question. The survey showed varying results with regards to various activities done by millennials online. When in particular they were asked to specify the website they use frequently, most of them answered facebook and instagram for social networking and google as search engine for research and homework. Few of them seemed to be really confused as started using internet and online services recently and were found webrooming most of the time. Majority of those using the internet services for online shopping were clear about the safety measures to be taken while shopping online.

**Young adults,What do you do online?**

Social Networking (Instagram , Facebook , wats app e.t.c.)	Banking	Online shopping	Blogging	Job / Internship search	Others
89%	93%	80%	38%	97%	95%

The survey showed varying results again with regards to various activities done by young adults online. When in particular they were asked to specify the website they use frequently, most of them answered facebook, instagram for social networking and Linkedin for professional networking. Most of them used internet services for search of job / internship based on the course they are pursuing. Few of them were found using internet to express their ideas using blogs. Some of them were also found regular twitters following celebrities and various personalities. A big chunk was using internet for the purpose of collecting and reading information through various news wires. Online shopping was seen as latest trend among them and the reason was mainly ease of transaction and latest fashion and variety. Online banking is used mainly for the purpose of online shopping and payments for various daily services.

**CONCLUSION**

Overall we may conclude that irrespective of gender and age group for these youngsters (both millennials and young adults) the use of internet is increasing drastically. The social networks are becoming stronger online. People are getting comfortable with online shopping due to availability of things on a click of button. People are comfortable sharing their views, ideas and opinions using blogging. Millennials are very happy getting information easily, fast and in one place with lesser efforts. In others both the groups were found reading news, getting physical fitness and dieting tips and reading topics which are not yet discussed openly in Indian society very frequently.

When interviewed personally it was also seen that mainly the millennials are still in the age of identifying what to with this huge sea of information and services so they were found most of the time web rooming and social networking whereas the young adults were more clearer in their vision and were seen more focussed. A very few millennials were also found using internet to look around for scholarships and government schemes for higher studies where as most of the time young adults were seen using it for purpose of searching jobs/ internships and new opportunities. A few of them were also seen working online and earning through that.

There fore, we may finally say that internet is available for many but the use differs with age and preferences. But it also seems like with age the maturity to channelize the information and services comes. The preferences of people change with change in time and age.

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## The Maintenance Policy and UN Documentation - A Theoretical Perspective

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“Everything you need better future and success has already been written.  
And guess what? All you have to do is go to the library.”

--- **Henri Frederic Amiel**

All together for a Library to keep up a sorted out assortment of reports and to make preparations for loss of material, a coupling program is suggested. Be that as it may, given spending limitation and the accessibility of records electronically, it is suggested that lone those reports that are viewed as fundamental to the Library assortment be bound. Here are suggestions on the most proficient method to continue to tie archives by kind of records. The Official Records ought to be bound in the accompanying request: meeting records masterminded by meeting number, attaches by plan thing number and enhancements by number. The uncommon enhancements might be bound independently, and if so wanted, additionally organized by number.

The archives of advisory groups ought to be bound by board of trustees, each in one volume. The enhancement containing the goals might be bound with different enhancements to the Official Records, or independently; assuming independently, a cross reference in the best possible spot in the bound volume of the enhancements ought to show where the volume containing the goals is found. The Official Records of the unique and phenomenal continued sessions can follow a similar example. Archives in dialects other than that of the primary language of the assortment might be bound in grouping with those of the principle language of the assortment. In the event that the assortments are being kept in more than one language, every language rendition might be bound in independent sets.

### **UN Documentation:**

When in doubt, the accompanying material can be disposed of:

- A) Masthead adaptations of reports that are replicated in the Official Records or in printed procedures;
- B) Once a correction is given, the fundamental record and its addenda, corrigenda, changes and selections;
- C) Duplicate duplicates of records bearing more than one image (just one duplicate should be kept if a cross reference is put under different images);
- D) Masthead archives of gatherings, gatherings, symposia, and so forth., accordingly reissued as deals distributions;
- E) Weekly, month to month, quarterly, and so forth., issues of productions for which a yearly cumulating has been given;
- F) Masthead archives that are hence imitated, for example, records of the International Law Commission (arrangement A/CN.4/ - and A/CN.4/SR.- ) later showing up in the Yearbook of the International Law Commission (A/CN.4/SER.A/ - ).

### **Libraries with ODS Access:-**

The primary need for arranging and maintenance of authentic documentation ought to go to distributions which are not on the ODS and second need to legitimate records, which are on the ODS yet are frequently long and contain added material which is progressively advantageous to counsel in print design. Something else, parliamentary records accessible on the ODS could be discarded, with the conceivable special case of long archives, especially those containing supplements in picture group, which might be tedious to print out.

### **Non-UN Serial Publications:-**

We incorporate here a short broad suggestion on the maintenance arrangement which ought to be applied to remotely distribute sequential productions:

- (A) Annual, semiannual productions – 1 year (2 exemptions: (a) factual yearbooks, which DHL keeps for a long time in the Statistical branch library and later exchanges to the Main Collection where

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they are kept for an extra time of 7 years; (b) juridical yearbooks are kept in DHL Legal branch for a long time);

(B) Semi-yearly and quarterly distributions - 2 years;

(C) Weekly and month to month distributed titles – 1 year, or until they are supplanted by yearly cumulating; if yearly cumulating are not accessible, the maintenance time frame ought to be 2 years.

Official periodicals are kept in DHL's assortments forever (in spite of the fact that it is at present investigating its whole assortment of authentic journals, and no doubt the new maintenance time frame will be only 2 years.)

### **Record Loans:-**

The Librarian figures out which materials in the assortment ought to be made accessible on advance. Certain distributions ought to involve the reference assortment, which ought not be allowed to leave the library whenever. When in doubt, the records, United Nations Yearbooks and other reference distributions ought not be lent. For those classifications of records which might be lent, it is recommended that the Library have at any rate two duplicates of each.

One of the duplicates is a vault duplicate, which is held in the library consistently; the second is the coursing duplicate. Every library must choose the length of the advance: 15 days, days, sustainable, three weeks, and so forth. A record of the advanced report containing data on the borrower must be kept in the library. For certain libraries it might be simpler to set up a method for advancing documentation through different libraries. This method, known as "Between library Loan" incredibly lessens the probability of lost material, as the obtaining library accepts the accountability for restoring the documentation.

### **Reference Service:-**

The specialist ought to be informed that the documentation of the UN is perplexing on the grounds that quite a bit of it, especially the Official Records and masthead archives, is given for the utilization of representatives going to gatherings and not principally for the utilization of understudies or researchers. Recognition with respect to the Library staff with the structure and elements of the United Nations and the zones of ability of its particular offices can extraordinarily encourage the recovery of data mentioned by general society.

A portion of the essential productions about the United Nations referenced in our preface, for example, Basic Facts about the United Nations, can help in picking up information on the Organization. Information on the procedure by which the deliberative assortments of the UN consider an inquiry is likewise of significance in noting questions. For instance, if the Librarian realizes every one of the means required from the time a thing is set on the temporary plan of the General Assembly until a goal is passed regarding the matter, it will be far simpler to coordinate research, and to find explicit reports. The significance of utilizing the Rules of Procedures of every one of the essential organs as advisers for understanding the matter of the Organization is directed ought not to be ignored.

In order to be better arranged to address inquiries on UN documentation, it is valuable for the curator to be as comfortable as conceivable with the Library's assortment. Albeit consistently it is preposterous to expect to peruse all the documentation got by the library, it is shrewd to quickly audit the title and image of each record and official statement as it is gotten. This training prompts a comprehension of the structure, capacity and procedures of the different organs of the United Nations, just as to information on the inquiries which are before each body. It additionally advances recognition with the record image framework, and typically makes the recovery of explicit archives mentioned by the open increasingly speedy.

On the off chance that a report ends up being of specific incentive in reacting to rehashed requests on a given subject, it ought to be kept nearby. For instance, records, for example, the Annotated Preliminary List of Items to be remembered for the temporary plan of the Regular Session of the General Assembly (A/ -/100), and catalogs, for example, changeless Missions to the United Nations (ST/SG/SER.A/ -) can extraordinarily encourage data recovery.

Some reference books distributed outside the UN are of help with noting inquiries got by the Library. Among these are:

(A) The United Nations Handbook gave by the Ministry of Foreign Affairs of New Zealand. This production remembers areas for the essential organs of the United Nations, the Secretariat, the International Court of Justice, and the Specialized Agencies. The Handbook records the goals setting up organs of the UN framework and portrays the reasons, structure and participation of each. The Handbook contains the names of the chief officials of the UN framework and gives data on budgetary inquiries.

(B) The Yearbook of International Organizations gives passages on an enormous number of administrative and non-legislative associations and incorporates such data as their addresses, foundation and reason. It can help library staff in deciding if a specific association is a piece of the UN framework. The Union of International Associations, which alters the Yearbook, has made its database accessible on the web.

(C) The United Nations Liaison Office in Geneva keeps up a database posting locations of non-administrative associations which have consultative status with the Economic and Social Council.

While helping scientists it is imperative to learn what data they as of now have and to pinpoint as absolutely as conceivable what data is missing or required. For instance, if the benefactor is searching for a particular archive, portion he/she know the title, the image, deals number, year of distribution or giving body? On the off chance that none of these components is known, the Librarian may offer a progression of conversation starters to progressively limit the sequential and subject extent of the question. The Librarian can recognize the archive by alluding to the United Nations site, to inventories of distributions, or official statements covering the region or to other narrative references.

Here is a portrayal of a portion of the electronic research instruments which are accessible on the UN site. UNBIS net, the essential device to get to UN records is currently accessible on the web. It offers three primary databases: Bibliographic Search, Voting Records, and Index to Speeches.

**Clients can look on:**

- Author
- Title
- Subject
- UN Numbers
- Or Conduct a Multi-file Search

Casting a ballot Records: - The democratic records for all goals which were received – either without a vote or by move call or recorded vote by the General Assembly starting with its 38th session (1993-) and the Security Council starting with its 1 year (1946-).

Record to Speeches: - Citations to talks made in the General Assembly starting with its 38th session (1983-), the Security Council starting with its 38th year (1983-), the Economic and Social Council starting in 1983 and the Trusteeship Council starting with its fifteenth exceptional session (1982).

UN-I-QUE (UN information Quest) is a prepared reference document made by the Dag Hammarskjold Library to react to regularly posed inquiries. It is a database intended to give fast access to archive images/deals numbers for UN material (1946 on words.) It doesn't give full bibliographic subtleties nor does it supplant existing bibliographic databases (UNBIS net, UNBIS on Plus on CD-ROM) created by the Library. UN-I-QUE centers upon archives and distributions of an intermittent sort: yearly/sessional reports of board of trustees/commissions; monographic arrangement; diaries; yearly productions; reports occasionally/unpredictably gave; reports of significant meetings; explanations in the General Debate; and so forth. Data inside each record is exhibited backward sequential request to encourage distinguishing proof of the latest information.

Joined Nations System Pathfinder: The reason for the Pathfinder is to recognize significant productions of the associations containing the United Nations framework. Materials were chosen with a view to money, significance and handiness. Worldwide examinations and reports, handbooks and aides, book references and files, universal factual distributions, accumulations of arrangements, goals and archives, just as yearly reports of UN bodies and concentrated offices, are incorporated. Some



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standard reference works distributed outside of the UN framework are additionally included in the area "The United Nations and International associations".

UNCAPS gives a Web interface to the electronic assets of the libraries of UN arrangement of associations, and offers amazing inquiry and recovery usefulness. UNCAPS gives a solitary purpose of access to library inventories, records and theoretical databases, library property, connections to full content assets, and files.

It is in light of a legitimate concern for little and field libraries to track people utilizing the library, including their occupations and zones of intrigue. This data can be examined occasionally to distinguish the library's clients, to realize what number of solicitations are being handled and to recognize the most noteworthy issues important to analysts. In numerous cases, it will be fundamental for the administrator to recognize images for late archives. This is one of the unpredictable research issues confronting any Library.

There are, notwithstanding, productions and other reference devices, for example, the Journal of the United Nations, the Daily List of Documents, and the Optical Disk System, which can be of help. UN Press Releases, for instance, contain various references to archives, and are the most important apparatuses accessible for finding as of late distributed documentation.

On the off chance that the Librarian experiences issues in finding more seasoned archives, the Yearbook of the United Nations can regularly be of help. The Yearbook is the chief reference book of the Organization and gives a complete, compact record, masterminded by subject, of the discourses, choices and exercises of United Nations bodies. Every section incorporates a bibliographic manual for essential source materials, meeting records and reports, just as the usable passages of goals of the main organs, and subtleties on casting a ballot. Additionally remembered for every volume is a point by point logical file. The file and the bibliographic references toward the finish of every section can frequently be utilized when the Librarian requires increasingly itemized data to start to answer a specific solicitation.

### **Recordings:**

Pretty much every part of crafted by the United Nations and its particular offices is secured by the around 100 movies and recordings presently in dynamic conveyance, additionally through the system of the UN provincial video libraries. These preparations reflect everything from the choices of the General Assembly and the Security Council to such issues as the earth, peacekeeping, advancement, medications and cataclysmic events, while different creations clarify the structure of the Organization and its targets. Joined Nations films bring to their crowds a worldwide viewpoint of the basic issues within recent memory.

The different subjects exhibited in an assortment of styles, from funny energized shorts to useful narrative reports recorded the world over. Joined Nations films are accessible in the six authority dialects of the Organization and a few non-official dialects also.

### **General Assembly and Security Council Meetings on Film and Video:-**

The Audio-Visual Production Libraries Unit holds broad media authentic materials of the General Assembly and Security Council gatherings from 1946 to the present. Albeit prior things are accessible in the first movies group (35 or 16 mm), some have been moved to video design. Starting in 1990 (Security Council) and 1994 (General Assembly), the sum total of what gatherings have been taped completely and are accessible on the NTSC standard. It is suggested that Libraries assemble an index in the neighborhood language of the movies in its loaning library.

The index can be utilized by the staff and people in general to distinguish which movies are accessible for advance, and can be dispersed to the general population as an enhancement to the UN Film Catalog.

### **Recording of Films:-**

Movies ought to be recorded in heat-safe metal cupboards. The title of each film ought to be set apart on the edge of the canister and the movies put upstanding in steel cupboards in sequential request by title.

### **Loaning of Films:-**

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The movies in a Library assortment might be credited for brief periods. The Library staff should keep cautious records of who obtains films from the assortment. An in sequential order posting of all movies ought to be made and each time a film is obtained, the borrower's name, address, association, phone number and the date on which the film is expected to be come back to the library ought to be recorded. An uncommon schedule ought to be kept on which due dates for films are utilized. In the event that the film isn't restored, the borrower ought to be called quickly and requested to return it.

This system will limit the plausibility of lost prints, which must be supplanted at extraordinary expense. Movies ought to be reviewed and, if essential, fixed after each screening. Borrowers ought to be informed that areas with respect to United Nations movies may not be cut and utilized on TV or in different movies. Among the explanations behind this restriction is that a few parts of UN films have been obtained from different movie producers and are copyrighted. So as to help different individuals from the staff in planning writes about crafted by the Library, every borrower could be approached to finish a structure giving data on how the film was utilized.

### **Radio Programs:-**

UN Radio was established in 1946 to advance the general beliefs of the United Nations, including harmony, regard for human right, sexual orientation balance, resilience, monetary and social improvement and the maintaining of worldwide law.

Other than to every day programs, UN Radio creates roughly 1,200 highlights and narratives a year, some of them grant champs at renowned celebrations around the globe. The projects are dispersed to 185 nations and in excess of 2,000 telecom stations in 15 dialects (Arabic, Bangla, Chinese, Dutch/Papiamento, English, French, French-Creole, Hindi, Indonesian, Kiswahili, Portuguese, Russian, Spanish, Turkish and Urdu).

All projects are accessible for nothing out of pocket to broadcasting stations the world over. As the UN enrollment developed during the previous five decades, so did the effort of UN Radio projects. At first news notices and highlight programs were communicated by means of shortwave.

UN Radio news is currently transmitted to numerous locales of the world by phone and Integrated Services Digital Network (ISDN) lines and through satellite. Highlight programs are appropriated by tape and tape. UN Radio additionally utilizes the Internet to communicate and transmit its projects.

### **Photos:-**

The United Nations Photo Library holds an assortment of roughly 200,000 photos going back to the mid-1940s and chronicling the historical backdrop of the Organization and its work. Subjects incorporate United Nations gatherings and occasions. Photos likewise delineate crafted by the UN and its particular organizations in the field, including peacekeeping, horticulture, wellbeing, regular assets, business, industry, decolonization, instruction, condition, science and innovation, lodging, network improvement and network life.

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## Abstract

This paper discusses the need and importance of E-Resources in Libraries. Nowadays, the primary function of a library is to assist the users by adequate their information requests. Resources form the important section of library. Electronic resources have currently become an important part of the library properties today. Electronic resources have now become an important part of the library resources today. Information contents and services are changing with the way of time. Microfilms, microfiche, micro card etc. were popular library resources a few years ago. These microforms are now becoming replaced gradually by electronic media namely electronic books (E-books), E-journals, Electronic thesis, etc. The e-resources on magnetic and optical media have a vast impact on the collections of University libraries. These are more useful due to characteristic proficiencies for manipulation and searching, providing information access is cheaper to obtaining information resources, savings in storage and keep etc. and sometimes the electronic form is the only alternative. The E - resource is distribution of information in any electronic form such as CD- ROM, Floppy Disk or Magnetic tape or across a computer network like e-journals, E-Books, ETD etc.

**Keywords:** E-Resources, Digital Library, E-Journals.

## 1. Introduction

The need for e-learning and electronic information resource and various development of e-learning and electronic resource. Resources are getting approval due to its easy and fast accessibility. This paper focuses on various forms of electronic resource and also creating awareness regarding the usefulness of resource. The term digital library and virtual library have initiated to be used to refer to the vast collection of information to which people gain access over the Internet. Electronic Resources are enabled by applied capability to create, search and use huge amount of information. Electronic Resources are e-book, e-journals, e-newspaper, database, bibliographic database etc. Electronic resources on the Internet patent themselves in numerous flavors and categories, although most of them follow the traditional publishing while others are revolutionary in their design and approach. While the present movement to imitate and emulate the traditional models of scholarly communication may continue for same time, eventually the capabilities added by the new media would be used in more pioneering ways. Some of the important types of e-resources are defined here.

## 2. E-Resources

**2.1 Definition & Meaning:** Gail Macmillan defines E-journals as "any serials formed, published and spread nationally and internationally via electronic networks such as Binet and Internet". According to Jones (W) "E-journals are available electronically via a computer or a computer network, that they may or may not be published in some other physical medium, but that are not CD-ROM's".

Bavekenty et.al (2003) is considering the concept viewed that e-resources are resources in which information is reserved electrically and are open through electronic systems and networks. 'E-Resource' is a board term that holds a variety of publishing models, including OPAC, online data base, e-journals, e-books, internet resources, print-on demand (POD), e-mail publishing, wireless issuing, electronic link and web publication etc. In this context, the term primarily denotes "any electronic product that distributes collection of data be it in text, numerical, graphical or time based as a commercially available resources".

## 2.2 E-Resources Concept

E-resources and regarded as the mines of data that are explored through modern ICT devices ,innovative and reformed and more often kept in the cyber universe in the most concrete and

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dense from and can be accessed instantaneously from infinite points by a great number of audience. The expression 'electronic resources', has broadly been defined as, "information accessed by a computer, may be useful as bibliographic guides to potential sources but, as of yet, they infrequently appear as cited reference in their own right".

The academic libraries spent an enormous amount of money, expertise and other valuable electronic resources to come up to a stage where they are at present in terms of service delivery. It is true that by using a variety of information Technology (IT) tools and techniques, library and information centers are now able to generate various to acting the routine tasks.

## 2.3 Types of E-Resources

The E-resources are basically:

- **E-journal (Full text & bibliographic)** - An e-journal is very important part of every library collection. E-Journals are one application of information technology.
- **E-books** - E-books is the many formats competing for prime time, as well as Adobe PDF, Microsoft Reader, eReader, Mobipocket Reader, EPUB, Kindle and iPad
- **E-Newspaper** - E- newspaper is also known as online newspaper or web newspaper that exists on the World Wide Web or internet.
- **E-Magazines** - E-Magazine is very important part of every library collection E-Magazines are one application of information Technology.
- **Online databases** - Today are either free or with charges. E-databases is an organized collection of information of a particular subject or multidisciplinary subject areas, information within e-databases can be searched and retrieved electronically. Reference database are many Dictionaries, Almanacs, and Encyclopedias, which are available on internet in electronic format. Statistical databases contain the numerical data useful for the mass unrestricted. Image collection due to adventure of e-images facility this type of databases is established.
- Image collection Due to adventure of e-images facility this type of databases is developed. Multimedia products etc.
- **E-Thesis** - These databases are controlled with Ph.D thesis and Dissertation published through e-format.
- **E-Clipping** - The main objective of e-clipping is retrospective search and comprehensive analysis of new items.
- **E-Patents** - E-patents is the exclusive right granted by the government to make use of an invention for a specific period of time.
- **E-Standards** - Written definition, limit rule, approved and monitored for complains by authoritative agency.
- **Individual Blogs/ Professional Discussion Forums:** These are the latest and new web options on the Internet to share one's views or opinions with other fellow professionals around the world. Day by day various forums, discussion groups and blogs are flourishing with explosive speed.

## 2.4 E-Resources in Libraries:

Libraries are the bright house for information in the field of education and research. The information is cumulative in volume every day at various levels and the various subjects. Hence IT is very much required in academic libraries exclusively for the following reasons.

- To provide efficient and accurate services
- To controller the rapid growth of information
- To help co-operation
- To be able to increased work load Information tools has provided new media, new modes of storing and communication of information. The requests of IT for methods and services in academic libraries have been increasing gradually. Information technology now used in academic libraries for housekeeping operations, collection growth, information processing, storage and retrieval of information, creation of data base, developing search patterns to retrieve information etc. Information

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technology brought in many services to libraries to speed up their activities. These include telecommunication technology, CDROM technology, online retrieval services, library networks and Internet etc.

### 3. Review of Literature

The review of relevant literature starts with a compilation of bibliography on the subject of study. According to Bruce, "The review forms an important chapter in a thesis where its purpose is to provide the background to and validation for the research undertaken". The review of literature is a serious look at the existing research that has relevance and significance to the work that is being carried out. A literature review is an account of what has been published on a topic by recognized scholars and researchers. It also allows a researcher to refine the research question based on the experiences of others.

Reviews cover existing and current literature that includes a variety of sources like, Journal publications, Conference publications, other library sources, The Internet and Reports literature from tertiary institutions

1. **Rao and Mutshewa (2000)**, have involved that the issue of devoted partly to the theme in African and Russian libraries. Libraries are varying their modes of information delivery at a very fast rate. The electronic publishing in the chemistry research detailed a promising alternative means for circulating scholarly research but also discovered a number of challenges that must have to be overcome before it offers a serious alternative to traditional print publishing. While many use electronic venues such as E-resources and Web sites to find scholarly research, few seek to publish their own work electronically.
2. **Arora (2001)**, has discussed that the proposal for strategic co-operation for consortia based access to electronic resources, which is called Indian National Digital Library in Engineering Science and Technology. The INDEST would function as a consortium of engineering and technological libraries for building up a core digital collection in engineering and technology. The INDEST is proposed by three major ministries i.e. HRD, IT and Dept. of Biotechnology to function as a consortium of engineering and technological libraries for nurturing core digital collection of engineering and technology.

### 4. Objectives of the Study

1. To promote the records of human knowledge and keep them upto date in accordance with the growing needs and requirements of today and tomorrow.
2. To remind faculty members of the various opportunities for using library resources in teaching.
3. To facilitate an individual and a group of readers in the use of library resources with practical demonstration on how to seek the information.
4. To provide necessary resources for staffs and students.
5. To assist teaching staff in organizing the synthetic methods of teachings.
6. To bring the documents to the notice of students and the academic together under environments which inspire reading for pleasure, self-realization, personal growth and development, and the cultivation of intellectual excellence for entertainment

### 5. Scope and Limitations of the Study

The following are some of the emerging scope of research resulting from the present research problem which can contribute to scientific and innovative study in the knowledge domain. Competency development among the library users and professionals on use of electronic resources. , Developing skills among the library professionals in organization of e-resources, Acquaintance with the functional elements of open source software in building digital repositories in the library. , Marketing the information products and services through e-resources for societal development. , Sustainable quality services among the Central Libraries through E-Resources., Facilitating organizational knowledge work through web based information systems.

The purpose and motive for retrieving information from electronic resources, the most used electronic sources, the regularly used electronic sources, the 50 regularly used search engine, the extent of user-friendliness, opinion about the accessibility of electronic resources, extent of support of the library and information centers in academic activity etc.

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In the present days, adoptions of information technology have compelled the library to be dependent upon digital materials which could be collected through Internet on a WWW platform. The significance of the study is that it happens to be one of the leading libraries to provide e-Resources services to its clientele. In this fluid environment as well as their capabilities in developing a process to integrate the changes in to a standard library practices to meet the current and update demands of the users' communities. Further, the technology has changed the expectations of faculty members, their patience and their willingness to accept services that are available on demand. Electronic resources are making a significant growth as part of library collection. But without conducting a study, there is no way of knowing whether the e-resources are reliable or useful. Keeping these in view, the present study has been taken up to ascertain the current use of e-resources by the faculty members and its impact on the academic and research work and the problem encountered while accessing these e-resources.

## 6. Research Methodology

The research study had been carried out with the literature search followed by data collection and analysis. Various sources of information i.e. 79 LISA database, JGate discovery tool, Google Scholar, E-Shodh Sindhu consortium e-resources, Emerald, printed books and journals were consulted for the purpose of the literature search. Data collection was done through personal observation, interview as well as systematically structured questionnaires for users and librarians.

## 7. Findings

- a) It reveals the need of the users and useful as such libraries are current and meet future need Of the students and researcher.
- b) It measures the level of image of information provide.
- c) It avoids the reputation of information provide.
- d) It Include Scholarly Contents.
- e) Information is generally current.
- f) Frequency of updating information.
- g) Access is easy.
- h) Reprocesses of Maximum Information of Priority basis.

Library provides access and facilitate in many ways library maintain collection on the looks like with books cataloguing records and index system. But it becomes outdated for permanent collection as e-resources keep updated information. There are two aspect of information i.e usability and accessibility which depend a change in technology and continuity hardware and software was updated the malfunction of software operational error security heckle and malicious change are availed.

## 8. Conclusion

Today the World Wide Web has emerged as most potent medium for information publishing and access. A Plethora of information sources for education and research are available on the web, including intellectual journals, technical reports, views, courseware, concern pages, data sets, rights and discussion forms. Tools for searching web-based information include search engines, subject directories and Meta search tools.

Library professionals should embolden the faculty members about the glaring impact of e-resources and their importance to the teaching and research programmers so that it would create a solid ground for a digital knowledge environment and fulfill the main goal of the library to provide maximum facilities to the readers and serve the clientele with right information at right time in right way without wasting much of their time. To get maximum benefit of these materials, one has to make conscious effort to keep pace with the changes taking place in the information communication scenario. The academic institutions and libraries should also facilitate the maximum use of these e-resources, hence the significance of information literacy programed.

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The influence of e-resources on teaching and research depends in large measure not on technology, but how users choose to use it. The availability and the ease of accessibility of information make the faculty members to use the e-resources more frequently. The future of research lies precisely here, at the nexus between the faculties and the optimum utilization of e-resources. This study also shows that sufficiency of increased availability of computer systems and speed of Internet may improve the use of e-resources more effectively and efficiently.

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## MODEL EMBEDDED LIBRARY: NATIONAL DIGITAL LIBRARY OF INDIA

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### ABSTRACT:

*The National Digital Library of India (NDLI) is a National Mission on Education through Information and Communication Technology (NMEICT) project developed by the Indian Institute of Technology, Kharagpur. In India, "Digital India" is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. This research paper focuses on changing and challenging role of librarianship in digital era. The fusion of information and technology has led to the concept of Information technology and further tremendous developments in communication networks resulted Information and Communication Technology. The current millennium has been the era of embedded technology, which has had greater impact on every aspects of life and attested to every organizational set up irrespective of its nature. Researcher traces the genesis and growth in implementation and scholarly use of this embedded Library and Information Services by faculty and researcher in India. Ministry of Human Resources Development (MHRD), Govt. Of India aegis NDLI Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India.*

**Keywords:** NDLI, Digital Library, IITs in India, Embedded Technology, Embedded Librarianship, Embedded Library and Information Services, Digital technology, ICT.

### 1. INTRODUCTION:

The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India is an initiative envisaged to educate, enable and empower young India from the very grassroots with quality knowledge and learning resources across geographies, using the power of digital. With the deep penetration of mobile handsets and telephone networks, a free knowledge portal could benefit students everywhere to learn, share and grow.

In 2019, The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India privileged to have serviced the lonely side of the classroom for about 30 years now. It has been a journey of learning, unlearning and re-learning every single year. If we were to talk about the paradigm shift in learning



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pedagogy, where teachers today now have to adjust their shirts and pitch their voice to face a camera hovering above curious faces, the driving force of this change has been the need to support scale. The primary driver for revisiting pedagogy in the digital era has been the shift in education from outlook to outcome. Today, instead of judging how much the student knows we are focusing on how much the student can apply. Back in the 80's, as a professor for one of the country's most premier institutes, we were teaching the cream of students hand-picked from all of India. Over the decades, due to shifts in technology, there was a shift in expectations as well as possibilities, which led to a major shift in the students. Attention has shifted from some to many - we are now catering to the core of the student population. This democratization has led to a complete overhaul in the way we look at pedagogy. Looking back, some of it was conscious; some of it was natural recourse due to the changing times. Speaking of personal experience, my 'COMPILER' course ranked popular among students and had been attracting a large number of them. A larger class meant greater student diversity, and variations of language perception to my teaching.

National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India still recall, after recording first videos, excited to embrace the technology of the day. I was determined to raise the class attendance further and was thrilled to have the tools to do it. Attendance, instead of increasing, actually took a drop that year! I asked my students where I had failed, and the response was that they loved the modules, but as they were already available online, they felt no need to come to class! Traditionally, pedagogy has been a function of how the teacher chose to deliver a lecture mapped to student performance at the end of the year. However, with the advances of e-learning and advent of MOOCs (Massive Open Online Courses) we now have real-time access to student feedback. The MOOCs analytics allows us, as knowledge-givers, to look at all kinds of statistics, judge efficacy of our questions, gain weekly feedback, course-level feedback, and constantly re-evaluate our teaching methods to ensure better delivery, and better teaching. "There is no such thing as a bad student, only bad teaching" In the digital age, with dropping attention spans, pedagogy has shifted greatly towards micro-learning elements. The definition of a 'good teacher' has changed from the teachers knows (Gurukul) to the teacher can teach (institutional classrooms) to the teacher can execute (online classrooms) thanks to statistics and data and student feedback for digitally run courses. However, this quantum leap has required education providers to reinvent themselves extensively over the years. Teachers today have to cope with addressing thousands of students instead of a few, take care of nuances of language and average cognition. E-learning platforms have also opened up a plethora of delivery mechanisms for teaching – such as voice, simulations, Augmented Reality (AR), and Virtual Reality (VR). We are in exciting times, where we can easily tackle languages and translation, and use digital libraries like National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India to assimilate any amount of data on any subject in a very short span of time. However, there is still a great need for the teacher to teach. Digitization has offered us multi-channel, multi-modal scale, but it is now also demanding an overhaul of the knowledge-giver, the human driver, the teacher. The modern day interactive, semi-automated mode of dispersing knowledge does not lead to less work, it in fact, requires us to be more involved throughout the entire process. Technology can give you access, but you still need a teacher to teach you the method. Pedagogy plays such an important role in shaping our future generations and equipping them properly for the century ahead. National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India hope all of you can find some use of it to learn, share and grow in your respective fields of work.

## **1. EMBEDDED REPOSITORIES IN ONE PLATFORM:**

The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library

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(ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India embedded various repositories in one platform –Repository integrates contents from different Indian Institutional Repositories.

## 1.1 Shodhganga- a reservoir of Indian theses @ INFLIBNET:

The Shodhganga@INFLIBNET Centre provides a platform for research students to deposit their Ph.D. theses and make it available to the entire scholarly community in open access. The Shodhganga is project of INFLIBNET Gandhinagar, India. Indian Universities 388+ contributing for this project. Full text Thesis 245532+ available on Shodhganga.

## 1.2 KRISHIKOSH:

*KrishiKosh*- An Institutional Repository of Indian National Agricultural Research ...

Krishikosh is a digital repository of accumulated knowledge in agriculture and allied sciences, having collection of old and valuable books, popular articles, old journals, thesis, research articles, monographs, catalogues, success stories, case studies, annual reports, conference proceedings, newsletters, pamphlets, bulletins, brochures and other grey literatures spread all over the country in different ICAR Research Institutions and State Agricultural Universities. Under the ICAR's Open Access policy, Krishikosh provides ready software platform to implement all aspects of the open access policy, similar to 'Cloud Service' for individual institution's self-managed repository with central integration. These two products of E-Grant (1) Krishikosh and (2) IDEAL are used by all SAUs/DUs/CUs & ICAR Institutes.

## 1.3 NPTEL:

The National Programme on Technology Enhanced Learning (NPTEL) was initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003. Five core disciplines were identified, namely, civil engineering, computer science and engineering, electrical engineering, electronics and communication engineering and mechanical engineering and 235 courses in web/video format were developed in this phase.

## 1.4 NCERT:

The **National Council of Educational Research and Training (NCERT)** was established with the agenda to design and support a common system of education which is national in character and also enables and encourages the diverse culture across the country.

## 1.5 LibriVox:

Objective of LibriVox is 'To make all books in the public domain available, for free, in audio format on the internet'. LibriVox only records material that is in the [public domain](#) in the US, and all LibriVox books are released with a public domain dedication. Because of copyright restrictions, LibriVox produces recordings of only a limited number of contemporary books. These have included, for example, the [9/11 Commission Report](#) which is a work of the United States Federal Govt. therefore in the Public Domain.

The LibriVox catalogue is varied. It contains much popular classic fiction, but also includes less predictable texts, such as [Immanuel Kant's Critique of Pure Reason](#) and a recording of the first 501 digits of [pi](#). The collection also features poetry, plays, religious texts and non-fiction of various kinds. In January 2009, the catalogue contained approximately 56 percent fiction and drama, 23 percent non-fiction and 23 percent poetry (calculated by numbers of recordings). By the end of November 2019, the most viewed item (9M) was Librivox M4b Collection Audiobooks Main.

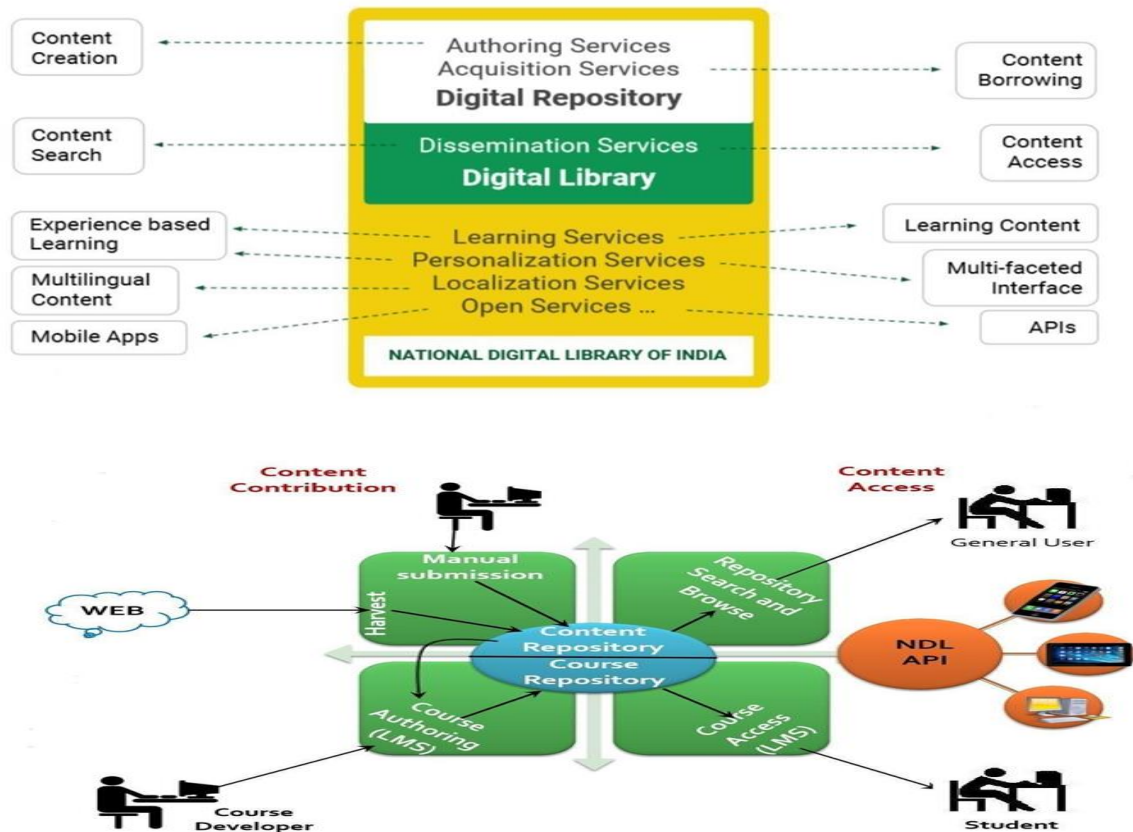
Upto 90 percent of the catalogue is recorded in English, but recordings exist in 32 languages altogether (as of February 2010). German, French and Chinese are the most popular languages other than English amongst volunteers, but recordings have also been made in languages including [Urdu](#) and [Tagalog](#).

## 1.6 The National Digital Library of India (NDL India) use cases:

As illustrated in fig 1, the repository has two major components: Content repository and course repository. Contents may be ingested in the Content repository through harvesting or through manual entry. In course repositories, courses are created and submitted by the

course developers as part of the learning management system. Consumers such as general users and student are the users who access these repositories (NDL Team, 2016).

### SERVICE ARCHITECTURE



#### 1.7 The National Digital Library of India (NDL India) Service Architecture:

Figure 2 depicts the 3-tier model of NDL India where services have been structured in three layers. The Digital Repository layer provides a basic Authoring and Acquisition Services. Authoring services deal with content creation whereas acquisition services deal with content borrowing. Digital Library or DL layer is the middle layer that caters to the two important Dissemination Services:

1. One is of content search which is a huge component towards the learning part.
2. The other one is of content access.

#### 2. EMBEDDED LIBRARY AND INFORMATION RESOURCES FETCHERS IN NDLI:

The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India embedded various resources in one platform – When we are goes to ‘Learning Resources Type’ on website <https://ndl.iitkgp.ac.in/available> –

Sr. No.	Type of Embedded Resources	Available Embedded Library and Information ResourcesFetchers
1	Books	3400000 + by 3 lakh Authors in 70 Languages.
2	Thesis	95000 +
3	Audio Lectures	262 + in English and Tamil
4	Article	10000000 + by more than 2 lakh Authors
5	Manuscript	Satyajit Ray Society and VidyaPrasarakMandal and other
6	Video Lectures	18000 + From 11 sources
7	Question Papers	33000 + From 23 sources
8	Web Courses	Agriculture, Physics and other
9	Annual Reports	From 12 sources
10	Solutions	Solutions of Question Papers from different Boards
11	Data Sets	OECD iLibrary, South Asia Archive and others
12	Reports	12000+ From 17 sources
13	Technical Reports	From 17 sources
14	Manuals	From 4 sources
15	Albums	From 6 sources
16	Monographs	From 8 sources
17	Technical Manuals	From 6 sources
18	Law Judgements	From 2 sources

**3. NATIONAL DIGITAL LIBRARY OF INDIA -EMBEDDED LIBRARY WITH SOCIAL AND PROFESSIONAL SITES:**

Ministry of Human Resource Development under its National Mission on Education through Information and Communication Technology has initiated the National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India pilot project to develop a framework of virtual repository of learning resources with a single-window search facility. Filtered and federated searching is employed to facilitate focused searching so that learners can find out the right resource with least effort and in minimum time.

National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India is designed to hold content of any language and provides interface support for leading vernacular languages. It is being arranged to provide support for all academic levels including researchers and life-long learners, all disciplines, all popular form of access devices and differently-abled learners. It is being developed to help students to prepare for entrance and competitive examination, to enable people to learn and prepare from best practices from all over the world and to facilitate researchers to perform inter-linked exploration from multiple sources.

**3.1 Key Features:**

- A single window search facility to ever-growing digital content repository
- Different ways to browse content repository: Browse by content type, Browse by source, Browse by subject and Browse by learning resource type
- Filtering result of search and browse with facet based refinement options
- Contents relevant for different levels of users

- Contents available for different subject domains: Technology, Arts and Humanities, Social Sciences, Natural Science etc.
- App and content may be accessed in three different languages: English, Hindi and Bengali

**3.2 Google Play:**

Google Play-National Digital Library of India (NDL India)through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 IndiaNote for users:Your phone state is required to uniquely generate an id (required) by encrypting your Phone state specific information and this id initiates the handshaking mechanism with the NDL API for connection establishment. This mechanism is there to ensure and enable security. Please allow all the permissions to enable the mandatory security features.

**3.3 App Store:**

TheNational Digital Library of India (NDL India)through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 Indiaapps has updated regularly in App Store.

**Version History of NDL India**

<b>SR. NO.</b>	<b>Version of NDL India APP</b>	<b>Version of NDL India APP Dated</b>	<b>Improvements</b>
1	1.0	8 Jul 2017	
2	2.0	24 Sep 2017	- Thumbnail for the items in search results based on network bandwidth - Performance improvements and bug fixes
3	2.1	10 Jan 2018	General improvements and bug fixes.
4	2.2	23 May 2018	General improvements and bug fixes.
5	2.3	26 Apr 2019	General improvements and bug fixes.

**3.4 Facebook Page:**

The National Digital Library of India (NDL India)through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 IndiaMission-NDLIndia shall strive to provide learners everywhere with a rich, relevant and reliable source of knowledge that is enduring, engaging and immersive to their field of interest. NDL also aims to support the movement towards digital literacy, to make vast repositories of knowledge open, attainable and accessible for all the citizens of India.

**3.5 Twitter-NDL India:**

TheNational Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 Indiahas 1512 Followers on Twitter.

### 3.6 YouTube- NDL India:

The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India has 5.66K subscribers on YouTube.

### 3.7 LinkedIn- company/NDL India:

The National Digital Library of India (NDL India) has 817 followers on LinkedIn. The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India is a National Mission Project commissioned by the Ministry of Human Resources to engage, enable and inspire all learners across the country irrespective of age, demographics and ability. The initiative is an open-source single-window search platform developed by the Indian Institute of Technology, Kharagpur that uses metadata to guide students and customize their search according to their individual needs. It holds a wide variety of lectures/courses/archives in various media forms curated, collated and created with the best institutions in the country. Be it schools, colleges, universities or beyond – across languages and abilities, the National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India is a melting pot of knowledge and information sorted by subject, degree of complexity, nature of media and much more. It is a platform designed to empower learners with a choice of languages, with specific resources for the differently abled and with technology that learns and grows with you. We invite all students, scholars, academics and learners to enrol and enable themselves with NDL India – we have a wide repository across subjects and are forever growing. We invite all academic institutions, teachers, professors, influencers, tutorials, other libraries and archives from India and the world to associate themselves and contribute to take this mission forward. At NDL India, we are open, inclusive, digital, knowledge-based and forever learning.

## 4. THE NATIONAL DIGITAL LIBRARY OF INDIA (NDLI) AT GLANCE:

- a) **Website:** <https://ndl.iitkgp.ac.in>
- b) **Industries:** Government Administration
- c) **Company size:** 1576 employees (January 2019)
- d) **Headquarters:** IIT Kharagpur, West Bengal
- e) **Type:** Government Agency
- f) **Founded:** 2015
- g) **Specialties:** digital library, digital education, library, metadata, library science, open source, Library Science
- h) **Users:** 5200000 + (January 2019)
- i) **Item Hosted in NDL India:** 42,970,243
- j) **Annual Budget:** Rs. 100,000,000/- (MHRD DEMAND NO 58, 2019-2020)
- k) **Regional Centre:** IIT Guwahati + (Across All over India)
- l) **Languages:** 200 +
- m) **Content Sources:** 160+
- n) **Institution:** 20000 + all over India and Abroad.
- o) **Events:** 25
- p) **E-Books:** 3400000+
- q) **E-Journals:** 100000+
- r) **Articles:** 10000000+

## 5. CONCLUSION:

In this research work Researcher looks at implementations and use of National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India in all types of Website, Apps, Social sites identifies the characteristics of successful embedded library and Information Services, and explains how information professionals in public, academic, medical, law, and other specialized library settings are using embedded librarianship principles to enhance their work and careers. In demonstrating the value of information professionals to a broad range of knowledge-intensive projects, The Embedded Librarianship is an important for managers and executives involved in team building. In addition, its wealth of practical coverage and analysis, case studies make an invaluable resource for higher education level students, practicing librarians who wonder if an embedded role is right for them and current embedded librarians who want to be ready for new opportunities in this exciting area of library work.

The **National Digital Library of India** conducted workshops on Institutional Digital Repositories (IDR) and Metadata Engineering. Objectives of the Programme is to provide an advanced level hands on training for the development of Institutional Digital Repository (IDR). Workshop also emphasizes to contextualize the role of these participating institutions through development and maintenance of IDRs for implementation of NDL and To upgrade skills of the participants so that the e-contents of individual institutions can be harvested and indexed by the NDL server.

The National Digital Library of India (NDL India) through its National Mission on Education through Information and Communication Technology (NMEICT) Project Co-ordinated by Central Library (ISO-9001:2015 Certified), IIT Kharagpur, West Bengal-721302 India 'Embedded librarianship' a strategic model for placing information professionals into partnerships with the individuals and working groups in academic environment that depend upon their knowledge and expertise facing the challenges in digital era.

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## Half-Life of the Journal 'Emerging Economy Studies'

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### Abstract:

This paper analysis the citations of the articles published in the journal 'Emerging Economy Studies' during 2016 to 2018 calculates Half-Life of literature published in the journal. The results indicate that half-life of the journal is 13 years.

**Keywords:** Citation Analysis, Bibliometrics, Half-life of the Journal

### Introduction:

Citation analysis is the important tool for Bibliometrics study. It deals with the analysis of the bibliographic references which generally appears at the end of the research paper. When an author cites a paper (X) in his paper (Y), paper X is called cited paper and Y is called citing paper. More the paper is cited, more significant the paper becomes. Citation analysis involves counting of the number of citations to a particular paper for a period of years after its publication. A journal may be cited hundreds or thousands of times per year but the articles cited will vary in age. Some will be only a few months old, having been published in the same calendar year as the citation; other articles may have been published decades before.

M.B. Line explains half life as "half the active life and this was interpreted as meaning time during which one half of the currently active literature was published" (Biradar & Kumar, 2003). Journal cited half-life, also known as aggregate cited half-life is sometimes used to evaluate the current interest of the researcher in publishing their paper in that journal. However, journal cited half-life is not a reliable measure for it.

### Significance of Journal Cited Half-life

Many factors impact journal cited half-life. Journals that have only recently started publishing articles will generally have shorter half-lives than older journals. Journals with a recent blockbuster article will be weighted towards a recent year. Finally, journals publishing rapid communications will generally have more recent half-lives than those that publish full articles.

### Use of Cited Half-life

Half-life is most useful for librarians in deciding which journals to subscribe. From researcher's point of you it is simply a quick check on an unfamiliar journal to confirm that its cited half-life is in the expected range for a journal of rapid communications, full papers, or scholarly reviews.

### Objectives:

Main objective of the present paper is to examine half life of the journal 'Emerging Economy Studies'.

### Source Data:

For present Half life study, 'Emerging Economy Studies', a bi-annual journal published by Sage publications was opted as the source.

### Methodology:

Present study is based on the analysis of the references given at the end of the articles published in the journal 'Emerging Economy Studies' covering three volumes (No.2 to 3) and published during 2016 to 2018. It is a recent journal in the subject of economics published by Sage Publications.

### Analysis and Interpretation of data:

Table 1 shows the summary of the data.

**Table 1: Average Citation Rate of the Journal**

<b>Emerging Economy Studies</b>			
<b>Year</b>	<b>Articles</b>	<b>References</b>	<b>Citation Rate</b>
2018	12	481	40.08
2017	10	494	49.40
2016	14	487	34.79
<b>Total</b>	<b>36</b>	<b>1462</b>	<b>40.61</b>

**Observation:**

Total 1462 citations are cited by 36 articles published in 4 issues in the journal 'Emerging Economy Studies'.

**Table 2: Citation Frequency Distribution**

<b>Year</b>	<b>Age</b>	<b>Citations</b>	<b>Cumulative Citations</b>	<b>Tail</b>	<b>% of Citations</b>	<b>% of Cumulative Citations</b>
2018	0	2	2	1462	0.14	0.14
2017	1	9	11	1460	0.62	0.75
2016	2	30	41	1451	2.05	2.80
2015	3	62	103	1421	4.24	7.05
2014	4	86	189	1359	5.88	12.93
2013	5	74	263	1273	5.06	17.99
2012	6	65	328	1199	4.45	22.44
2011	7	78	406	1134	5.34	27.77
2010	8	62	468	1056	4.24	32.01
2009	9	60	528	994	4.10	36.11
2008	10	49	577	934	3.35	39.47
2007	11	61	638	885	4.17	43.64
2006	12	56	694	824	3.83	47.47
2005	13	47	741	768	3.21	50.68
2004	14	43	784	721	2.94	53.63
2003	15	44	828	678	3.01	56.63
2002	16	42	870	634	2.87	59.51
2001	17	53	923	592	3.63	63.13
2000	18	45	968	539	3.08	66.21
1999	19	45	1013	494	3.08	69.29
1998	20	39	1052	449	2.67	71.96
1997	21	33	1085	410	2.26	74.21

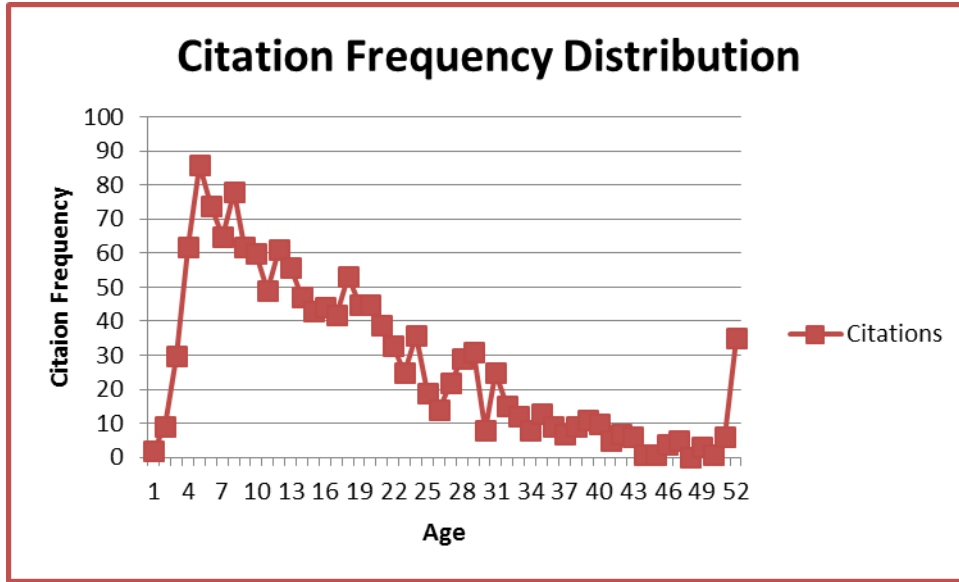
1996	22	25	1110	377	1.71	75.92
1995	23	36	1146	352	2.46	78.39
1994	24	19	1165	316	1.30	79.69
1993	25	14	1179	297	0.96	80.64
1992	26	22	1201	283	1.50	82.15
1991	27	29	1230	261	1.98	84.13
1990	28	31	1261	232	2.12	86.25
1989	29	8	1269	201	0.55	86.80
1988	30	25	1294	193	1.71	88.51
1987	31	15	1309	168	1.03	89.53
1986	32	12	1321	153	0.82	90.36
1985	33	8	1329	141	0.55	90.90
1984	34	13	1342	133	0.89	91.79
1983	35	9	1351	120	0.62	92.41
1982	36	7	1358	111	0.48	92.89
1981	37	9	1367	104	0.62	93.50
1980	38	11	1378	95	0.75	94.25
1979	39	10	1388	84	0.68	94.94
1978	40	5	1393	74	0.34	95.28
1977	41	7	1400	69	0.48	95.76
1976	42	6	1406	62	0.41	96.17
1975	43	1	1407	56	0.07	96.24
1974	44	1	1408	55	0.07	96.31
1973	45	4	1412	54	0.27	96.58
1972	46	5	1417	50	0.34	96.92
1971	47	0	1417	45	0.00	96.92
1970	48	3	1420	45	0.21	97.13
1969	49	1	1421	42	0.07	97.20
1968	50	6	1427	41	0.41	97.61
	51	35	1462	35	2.39	100.00

**Observations:**

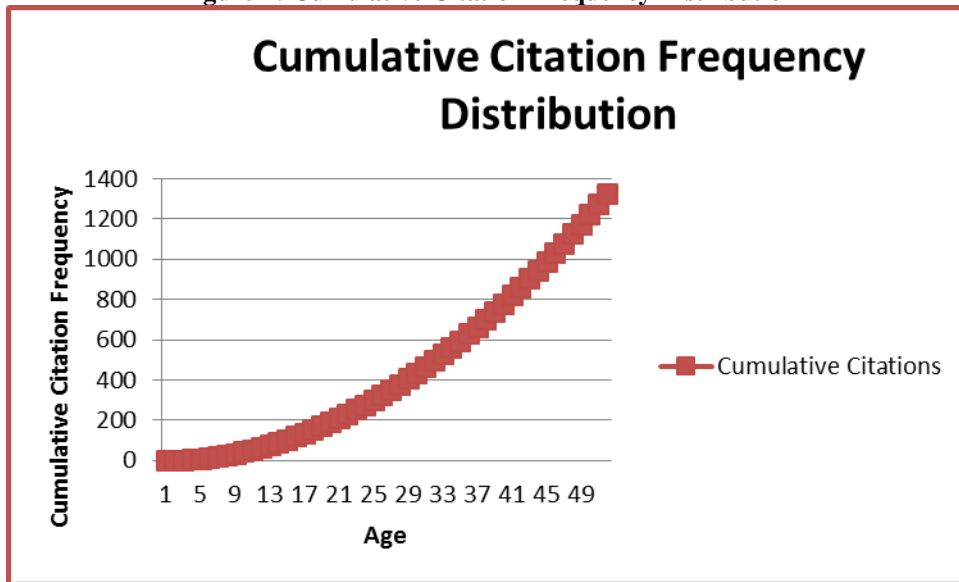
Table 2 gives age wise distribution of cited articles in the field of economics. It shows that more number of citations (56.63%) are distributed in the age of 0 to 15 years. Maximum number of citations are 4 years old (5.88%) followed by 7 and 5 years ( 5.34% and 5.06% respectively). This shows that researchers are using latest information for their research work. Only 30.71% citations are above 20

years old. Also number of citations decreased with increase in age, except for some years the citations increased with small margin.

**Figure 1: Citation Frequency Distribution**



**Figure 2: Cumulative Citation Frequency Distribution**



**Half-life:**

To calculate the half-life, 1462 citations analyzed for the study are divided by two, resulting in 731 which represents 50% of the literature cited. Then nearest number was located in the table in the column of cumulative citations which is represented by the value 741. The half-life in the graph where relation  $a^h = 0.5$  is observed is 13 years.

**Conclusion:**

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Result of this study will help the librarians and information scientists in organising frequently and less frequently used resources. It may also help in decision making while discarding less frequently used resources from the library collection. However, it is necessary to take care of observing the trend before actually withdrawing these resources from the collection.

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## **Total Quality Management in Digital Libraries**

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### **ABSTRACT**

The purpose of this paper is to present an overview of total quality management (TQM) in Digital Library and Information Sectors. Focusing on TQM implementation in Digital Library and Information Sectors, the experiences of libraries adopting this method are also reviewed. At last the authors explain the barriers to TQM implementation in Digital Libraries.

**Key-words:** - Library Management, Total quality management, Customer satisfaction, Components of TQM, Continuous Improvement Processes.

### **1. INTRODUCTION**

The concept of quality management originated in Japan and later moved into the USA and other countries industry. Since then, the theory of quality management has been growing fast. TQM was initially applied as a management philosophy in the manufacturing sector. This philosophy is increasingly being applied in the service sector, including libraries. Libraries can benefit from TQM in three ways: breaking down interdepartmental barriers; redefining the beneficiaries and library services as internal customers (staffs) and external customers (patrons) and reaching a state of continuous improvement. A library should always focus on providing the best services possible, and be willing to charge to service its customers. Libraries adopt management techniques to give their best in the form of services and products to its users.

### **2. DEFINITIONS**

International organization for standardization describes “TQM is a management approach for an organization, centered on quality, based on the participation of all its members and aiming at long term success through customer satisfaction, and benefits to all members of the organization and to the society.”

TQM basically aims to reduce variations from every process so that greater consistency of effort is maintained.

### **3. FEATURES OF TQM**

**3.1** TQM is customer- oriented.

**3.2** Everybody in the organization is involved in the process of quality improvement.

**3.3** Quality improvement is considered as a continuous process.

**3.4** There is good relationship with customers and suppliers.

**3.5** Staffs are properly trained and key performance indicators are identified to measure performance, assess improvements monitor customer satisfaction etc.

**3.6** Variations in the process are reduced and consistency in process is maintained.

**3.7** Quality problems are solved through teamwork.

**3.8** Internal barriers between sections and departments are removed.

**3.9** Standardization in processes and view that things should be done right the first time and that defects and waste is eliminated from operations.

### **4. TQM IN LIBRARIES**

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TQM in the context of digital libraries is to provide right information to the right user at the right place and time and also at the right cost. To maintain the quality in the service provision libraries has to develop new strategies to satisfy the needs of users in the changing environment

TQM is a planned organizational change based on mission, goals and objectives and requires total involvement of library staff. It promotes teamwork, focuses on users and considers quality as a strategic priority.

In order to improve the qualities of products and services libraries can use following principles of TQM.

## 5. PRINCIPLES OF TQM

- 5.1 Do things differently and record better processes to reduce variations and to have greater consistency of efforts.
- 5.2 Design and redesign systems and procedures of the library in innovative way.
- 5.3 Publish or create service and product brochures.
- 5.4 Conduct the user surveys at regular basis.
- 5.5 Maintain suggestion box at each section of the library.
- 5.6 Collect the feedback from users and analyze it and use it for policy making and improvements in existing library services and products.
- 5.7 Improvements are not one time effort. So library management should take the responsibility for continual improvement in quality and productivity.
- 5.8 Teamwork is important for continual quality improvement. So the barriers between staff and different departments should be removed to foster interrelationship among them for high quality decision-making and functioning.
- 5.9 To cope up with continuous changes and improvement in working environment of libraries, the library staff needs to be educated and retrain to learn new ways and means of doing things.
- 5.10 Motivating library staff, building confidence in them and driving out fear from their mind is important to get best out of them.
- 5.11 Provide letter avenues for career development and growth of library staff and better working environment.

The above principles will help to have TQM in libraries. TQM requires continuous improvement of all operations and activities in the library. In addition to that defect and waste has to be eliminated from operations.

## 6. CONTINUOUS IMPROVEMENT PROCESSES CONSIST OF FOLLOWING SIX STEPS

- 6.1 Identify the value of products and services offered by the library from user point of view.
- 6.2 Map the processes used to produce and deliver products and services.
- 6.3 Establishment how improvements in these processes can be made and setting up of standards to be achieved.
- 6.4 Measure the effectiveness of the improvements made with the standards set.
- 6.5 Communicate improved measure to the library staff, users and management of library.

## 7. COMPONENTS OF TQM

The major components of TQM in a service organization like libraries are.

### 7.1 Clear Purpose

Library should define adequately the fundamental values and purposes of the services and articulate it into practice. Purpose of library can be clearly defined by the mission statement, which can be treated point for the implementation of TQM in libraries.

### 7.2 Vision

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The library should develop a clear vision about what they should be the librarian through leadership, has to generate a good vision based on the hopes, aspirations and desires of employees and customers.

### **7.3 Team Work and Staff Involvement**

Team work and staff involvement in the process of TQM is very important as it enables librarian to use multiple skills and abilities of to solve a particular.

### **7.4 Customer oriented Design**

The service should have customer oriented design. It should be based on user's requirement. While designing service, it is necessary to consider what is to be delivered and how it is to be delivered.

### **7.5 Systematic Process**

The process carried out to turn the input into output should be systematic one. Each and every process should be identified and total performance of individual process should be measured with the basis of customer satisfaction.

### **7.6 Resources and Cost**

Resources input of the library have considerable effect on the ability of the library to deliver various kinds of services. Cost of resources should go beyond the level of quality.

### **7.7 Awareness about supplier**

Libraries and information services are largely based on the information sources supplied by the external suppliers. The quality of the information services (in terms of time) offered in the library is based on speed of supply, accuracy of transactions and added value of the supplier. Therefore libraries should be careful or awarded about the performance of supplier.

### **7.8 Benchmarking**

Benchmarking is the process of comparing the operations, products and services of one library with the library providing quality services in the same field. It can be used for measuring performance of library.

### **7.9 Monitoring performance**

Performance measurement and monitoring is one of the important activities of TQM. This is necessary to identify problems and find out new ways of improving service and product.

### **7.10 Training and Education**

Training and Education to the staff is an important component of TQM. Training and education helps library staff to learn new skills and improve it to provide quality service.

There are certain problems associated with the implementation of TQM in libraries and information centers. The problems are

## **8. PROBLEMS**

- 8.1** The library has less control over the factors affecting quality.
- 8.2** As the services cannot be stored for later use, there is higher uncertainty in services.
- 8.3** It is difficult to set quality standards as services are intangible.
- 8.4** The expectation of customer about a service varies from customer to customer.
- 8.5** A service quality is subjective, so its measurement is difficult.
- 8.6** Difficulty to measure administrative and managerial performance.
- 8.7** Difficult to change old practices.
- 8.8** Resistance of staff against change.

Thus TQM philosophy of management is customer-centric which aims at continuous improvement to better satisfy the needs of customer in most economical way. It also involves all the members of an organization which increases the morale of library staff.

## **9. CONCLUSIONS**



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The success of TQM is very from Library to Library as each library is different from the others. It is a process which focuses on understanding customer needs and improving customer's service and satisfaction. Libraries to set manageable goals based on quantitative performance indication, and to monitor progress towards those goals the realities of the current library situation indicates that quality improvement is essential not only for today but for facing major changes and growth required for the digital libraries of today and tomorrow.

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## University Libraries in Kalyan Karnataka Region: Trends in ICT Facilities and services

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### ABSTRACT

*Research has shown that information technology has a tremendous effect on higher educational institutions particularly universities and in this direction efforts are made to determine the extent of impact of technology on universities in Kalyan Karnataka region and results are discussed.*

**Keywords:** Information Technology, Electronic Resources, Universities in Kalyan Karnataka (Hyderabad Karnataka), User Research

### INTRODUCTION

In recent years the technology has made pervasive change in teaching and learning methodologies. Information technology now plays an important role in improving the library facilities. On the other side, due to declining budget (Mahajan, 2005) and the rising costs of journals, many Indian universities and college libraries cannot afford to subscribe to all the required journals and online databases which have led to the significance of National Consortia like e-shodhsindhu consortia resources. This has provided a great source to access electronic information resources on the net and this call for effective ICT infrastructure, awareness and optimization of electronic resources to serve the very purpose. Such switch from print collections to digital collections has an impact on library users and user's perception of the library. Therefore it is worth to study to assess the impact of information technology on university library services and its users in Kalyan Karnataka region.

### OBJECTIVES

The objectives of the study are to determine

- Availability of ICT infrastructure and use of technological devices in academic and research activities
- Use of ICT facilities and e-resources in libraries
- Impact of ICT resources on research and academic activities
- Results of association between different variables with respect to Use and impact of ICT services in the University Libraries of Kalyan Karnataka Region:

### METHODOLOGY

For the present study the Karnataka Hyderabad region is considered as a geographical region of the study. The four universities have selected on the basis of lottery method. The details are shown as under:

Table 1: Universities of the respondents

University	Frequency	Percentage
Central University of Karnataka, Kadaganchi	390	46.5
Gulbarga University, Kalaburgi	226	27.0

University of Agricultural Sciences, Raichur	66	7.90
Karnataka Veterinary Animal & Fisheries Sciences University, Bidar	156	18.6
Total	838	100.0

It is found from the table that out of 838 respondents, a majority proportion of the respondents, less than two-fourth (390, 46.5%), is from Central University of Karnataka. A significant proportion of the respondents, more than one-fourth, (226, 27%), is from Gulbarga University. A small proportion of the respondents, less than one-fifth, (156, 18.6%) is from University of Agricultural Sciences; and a very small proportion of the respondents, less than one-tenth, (66, 7.9%) is from Karnataka Veterinary Animal & Fisheries University.

**RESULTS AND DISCUSSION**

Table 2: Discipline of the respondents

Discipline	Frequency	Percentage
Social Science	240	28.6
Humanities	78	09.3
Pure Sciences	376	44.9
Management	72	08.6
Engineering & allied	72	08.6
Total	838	100.0

The table 2 shows that the disciplines of the respondents which they belong. It may be seen from the above table that out of 838 respondents, a majority proportion of the respondents, more than two-fifth (376, 44.9%), is from pure science discipline. A significant proportion of the respondents, more than one-fourth, (240, 28.6%), is from social science. A small proportions of the respondents, less than one-tenth, (78, 9.3%), (72, 8.6%) and (72, 8.6%) is from humanities, management and engineering and allied disciplines respectively.

- **ICT infrastructure and use of technological devises in academic and research activities**

Use of ICT infrastructure and devises by the research participants for their academic and research activities are explored. It is found that majority of the research participants (760, 90.7%) always used personal computers. It is found that majority of them never used interactive whiteboards (287, 34.2%) and learning management systems (223, 26.6%). It is also found that majority of them never used video conferencing systems (352, 42%) but majority of them (387, 46.2%) always used mobile/ smart phones. They often used projection system (338, 40.3%).

As far as the access to the technological equipments in their respective libraries is concerned; it is found that majority of the research participants always (460, 54.39%) had access to personal computers/ laptops. It is found that majority of them never (302, 36%) had access to interactive whiteboards, learning management systems/ VLE (WebCT, Moodle etc.) (376, 44.9%), and video conferencing systems (321, 38.3%) but it is found that majority of them always (388,46.3%) had used mobile/ smart phones and LCD projector system (389, 46.4%) in their respective libraries.

- **Use of ICT facilities and e-resources in libraries**

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Majority of the research participants have opined that they use their libraries weekly (486, 58%) and majority of them (686, 81.9%) have access to Internet facility in their respective libraries.

As far as the access to the e-resources availability in their library is concerned; it is found that majority of them have no (675, 80.5%), (712, 85%), (678, 80.9%), (513, 61.2%), (609, 72.7%), (445, 53.1%), (464, 55.4%), (683, 81.5%), (685, 81.7%), (732, 87.4%), (447, 53.3%), (572, 68.3%), (435, 51.9%), (706, 84.2%), (688, 82.1%) and (601, 71.7%) access to e-resource of American Chemical Society, American Institute of Physics, American Physical Society, Annual Reviews, Blackwell Publishing, Emerald (LIS collection), Encyclopaedia Britannica, Institute of Physics Publishing, Institute for studies in industrial development, JCCC, JSTOR, Nature, Oxford University Press, Portland Press, Project Muse and Royal Society of Chemistry respectively.

According to the research participants, the access to the e-resources in their respective libraries; the majority of them opined they have (431, 51.4%), (473, 56.4%), (502, 59.9%), (559, 66.7%) and (588, 70.2%) access to e-resources of Cambridge University Press, Elsevier, Science Direct, Taylor & Francis and Springer link respectively.

- **Impact of ICT resources on research and academic activities**

This section has explored the extent of impact of ICT resources has made on the research participant's research and academic activities. It is found that the ICT resource – library websites had greater impact (376, 44.9%) on them. Full text databases had medium impact (360, 43%) on them. E-journals and e-books had greater impact (477, 56.9%) and (462, 55.1%) on the participants respectively these results are at par with the studies conducted by Dhukate and Bhoite (2015), Saravanan and Nagadeepa (2016) and Singh (2017). Online catalogue had also greater impact (323, 38.5%) on them. It is found that online reference works had greater impact (409, 48.8%) on them. Internet/ email and Websites/ homepages also had greater impact (587, 70%) and (460, 54.9%) on them respectively, a review study of Bindu (2016) also emphasized this.

As far as the extent of impact that ICT resource- blogs/ portals is concerned; it had medium impact (391, 46.7%) on the research participants. It has found that the CD-ROM databases had not much impact (440, 52.5%) on research participants.

However, to increase the use of ICT technologies universities have organizing training programs and majority of the research participants opined positively (652, 77.8%) that their respective universities are conducting training programmes to promote e-resources/ICT technologies.

To integrate ICT technologies into research, teaching and learning activities, the perceptions about the extent of importance for given suggestions have explored. It is found that the suggestion – better access to technological equipments, technological hands-on training/ courses, training/ courses in pedagogical use of ICT, reliability of equipment, time to prepare, explore and develop and availability of high quality equipment has perceived very important (554, 66.1%), (488, 58.2%), (368, 43.9%), (454, 54.2%), (495, 59.1%) and (538, 64.2%) by research participants respectively.

It is found that the suggestion related to the developing policies on using ICT across curriculum, majority of the research participants opined that it is important to some extent (484, 57.8%) to integrate ICT technology into teaching, research and learning activities.

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- **Results of association**

To explore the associations between different variables the chi-square test has applied. Here the designation has considered as independent variable and other responses related to the use of technological devices as dependent variable. It is found that almost all the responses to use of technological devices i.e. personal computers, interactive whiteboards, learning management systems, mobile phones and projection systems have found significant association with designation of the respondents with 0.05 level of significance. Only response to video conferencing systems have not found associated with the designation of the respondents.

As far as the perceptions of the respondents about extent quality support of ICT in their learning, teaching and research activities are concerned; the significant associations are found between communicating and or networking and organizing work and keeping records with 0.05 level of significance but it has not found between own development and learning and help for preparing lessons/ accessing and learning e-resources with designation of the respondents.

While exploring level of acquaintance in using ICT software's among respondents, almost all the variables i.e. familiarity in using Windows, Windows NT, MS-Word, MS-Excel, MS-Power point, MS-Front Page, MS-Access, C/C++, Java scripts, HTML/DHTML and SPSS found associated with the designation of the respondents with 0.05 level of significance. Only use of Linux software not found association with the designation of the respondents.

Frequency of visiting library has also found associated with respondents designation with 0.05 level of significance.

While exploring access of e-resources available in respondent's respective libraries; it is found that access to various e-resources by vivid sources i.e. American Chemical Society, American Institute of Physics, Annual Reviews, Emerald (LIS collection), Institute of Physics Publishing, Institute of studies in industrial development, JCCC, Nature, Oxford University Press, Portland Press, Royal Society of Chemistry, Science Direct, Springer link and Taylor & Francis and respondents designation with 0.05 level of significance. While it has not found with the e-resources by Blackwell Publishing, Cambridge University Press, Elsevier, Encyclopaedia Britannica, JSTOR and Project Muse.

Use of e-resources and services over last five years found association with designation of the respondents with 0.05 level of significance.

However, extent of impact of ICT on respondents research and academic activities is concerned; it is found that e-resource i.e. full text databases, e-books, Websites/ homepages, blogs/ portals and CD-ROM databases found associated with designation of the respondents with 0.05 level of significance, while other e-resources i.e. library websites, e-journals, online catalogue, online reference works, Internet/ email are found not associated with designation of the respondents.

As far as the perceived importance of suggestions made to integrate technology into teaching, research and learning activities are concerned; it is found that all suggestions i.e. better access to technological equipments, technological hands-on training/ course, training course in pedagogical use of ICT, policies on using ICT across curriculum, reliability of equipment, time to prepare, explore and develop and availability of high quality equipment found associated with the designation of the respondents with 0.05 level of significance.

## CONCLUSION

It can also be concluded that people have access to IT facilities in their respective libraries but many important journals and e-resources are out of their reach. E-resources i.e. e-journals, e-books, database, reference work had greater impact on research and academic activities of universities but though universities conducting ICT programs for users but the scale is found limited. To integrate ICT in teaching, research and learning activities the access to better equipments, hands-on training, and courses in pedagogical use of ICT are felt more important.

Based on the study findings and discussion, it is recommended that Advanced computer laboratories and other adequate infrastructure should be developed by universities. Interdisciplinary research studies should be taken to explore the interconnections between behavioural and other factors with their dynamic mobility. Training programmes, hands on experiences, training courses on ICT should be ongoing part of university library functioning and should be included into the curriculum of each stream. Innovative computer software's and programs and other ICT tools must be developed or devised for students to develop their interest in their creative, critical and research thinking and there is a need to promote policies which will make universities to advance and upgrade their existing infrastructure.

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## **Smart Libraries Internet of Themes**

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### **Introduction:**

For nearly a century libraries had been creating and setting themselves into a highly complex but essentially stable Professional world. By the late 1950s everything began to change. This was the period of Cold War rivalries, post-Sputnik scientific and technical excitements, and economic growth. Moreover, computer technology had begun to come into widespread use. It was a heady period of optimistic technological expansionism that captured the imagination of the general public. Libraries, however, now began to experience new kinds of pressures. The higher education system and the research establishment, expanding rapidly, created new demands on old libraries and, indeed, demands for new libraries. Libraries had huge collection gaps created by World War II. Cooperative acquisitions projects coordinated by the Library of Congress, ALA, and Association of Research Libraries were designed to fill these gaps and to ensure that copies of anything published anywhere in the world would be available in the US research library system.

The idea of computer-based solutions to the range of increasingly difficult problems that libraries were experiencing became potentially attractive to them. Many libraries were beginning to face the breakdown of the systems that had served them so well in the past and which incorporated so much of the librarian's professional knowledge. Reynolds describes some of the operational crises that encouraged librarians to turn to automation: "An increasingly large backlog in cataloguing, the lack of accurate fund accounts in acquisitions, hopelessly disorganised circulation files, or a large measure of internal inconsistency in a public catalogue."

However, library automation began essentially in an environment of complex misunderstandings that took some time and effort to dispel. The nature of some of these misunderstandings is revealed in Burke's account of Project Intrex and Bregman and Burger, "Implementation of library Automation at the University of Illinois Library at Urbana-Champaign, 1965-2000: A Case Study of Technological and Organisational Validity," elsewhere in this issue. If these misunderstandings were to be dispelled, techniques and practices representing nearly a hundred years of codified professional knowledge could not simply be swept away although computerisation might have made this seem possible. It was to become clear that this tradition had not led to the stultifying accretions of now-irrelevant dogma. Libraries were in effect constituted within and by this tradition to an extent that neither librarians nor technologists fully appreciated at the time. What was needed was not the replacement of the librarian's hard-won professional knowledge but its further development to deal with the opportunities presented by the new technology. This is a simple point but one that requires an emphatic statement. Library automation was not to be implemented successfully until this development had occurred, essentially signalled by the creation and widespread adoption of the MARC and ISBD standards.

### **Library Networks:**

The National Commission on Libraries & Information Science in its National Programme Document defines a network as two or more libraries engaged in a common pattern of information exchange, through communications for some functional purpose.

Library Met works aims:

- To promote and support adoption of standards in library operations.
- To create databases for projects, specialists and institutions to provide online information services.
- To improve the efficiency of housekeeping operations.

- 
- To coordinate with other regional, national & international network for exchange of information and documents.
  - To generate new services and to improve the efficiency of existing ones.

**Internet:**

The Internet is a global system of interconnected governmental, academic, corporate, public, and private computer networks. It is based on the networking technologies of the Internet Protocol Suite. It is the Successor of the Advanced Research Projects Agency Network (ARPANET) developed by DARPA of the United States Department of Defence. The Internet is also the communications backbone underlying the World Wide Web (WWW).

Recent years have witnessed considerable progress in the area of universalization of primary education in India. The nation has crossed the 50 percent mark with regards to literacy. Nevertheless, it still has the dubious distinction of having the largest number of illiterates in the world. Although there has been a considerable increase in the infrastructure of the education sector, the goal of providing basic education to all still remains a distant dream. In the changing scenario, there is a growing need to realise the importance of libraries in fulfilling the mission of "Education For All by A.D. 2000." Hence, our policy planners need to deliberate on this issue of utmost importance.

**Impact of Information Technology:**

Two major leaps of man were the invention of printing by Gutenberg in the fifteenth century, and the introduction of computers. Technology has advanced quickly since the Second World War. The two main ingredients of technology are computers and communication. When combined, they generate information technology, and this has applications in all walks of life- business, travel, industry, education, shopping, banking, defence, medicine, and leisure.

**Automation in Indian Libraries:**

- Academic libraries in India function in a relatively less autonomous environment.
- The academic libraries are a comparatively smaller unit within a larger setup.
- Libraries have to compete for scarce resources.
- Undergraduates outnumber postgraduates, faculty, and research staff.
- Academic libraries are not under as much pressure to improve their services as are scientific and technical libraries.

**Networking in Libraries:**

- ❖ Possession of shareable resources by the participating libraries.
- ❖ Willingness to share the resources.
- ❖ A planned mechanism of sharing.
- ❖ Precise understanding of the use and information potential of their respective collections.
- ❖ Common bibliographic access to the collections of the participating libraries.

**INFLIBNET:**

- It shall contribute to pooling, sharing, and optimising resources.
- It shall modernise libraries and information centres.
- It shall have multiple function / service networks.
- It is estimated that in India, Rs. 150 crores per annum are being spent towards books and journals by libraries concerned with higher education, and yet the needs of the users cannot be met fully.
- It shall help the libraries to develop unique collections.
- It shall help to establish instant contact with other libraries in the country.
- It shall help libraries to improve their efficiency.
- It shall operate at different levels national, regional, sectoral and local.
- It will help libraries to update their catalogues, and all catalogues will be aggregated from the bottom up i.e., from college and department to university library and regional centre.
- Users will be served mainly at local levels such as college, department, university, and R&D institutions.



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- There will be a national centre for managing, overseeing, and coordinating affairs of the networks, and four regional centres (North, South, West & East) to maintain union catalogues of library holdings.
  - At the sectoral levels, UGC information centres are included, and these centres will acquire, create, and access retrospective and current bibliographical databases.

## **DELNET:**

The limitation of financial resources and space for housing library collections in the libraries in Delhi led to the promotion of sharing of resources by automation and networking and establishment of the DELNET in 1988. NISSAT took the initiative in setting up DELNET. It has emerged as an important resource centre for the libraries in Delhi.

## **CALIBNET:**

The Calcutta Library Network (CALIBNET) was inaugurated on 21<sup>st</sup> December 1993. NISSAT, Department of Scientific and Industrial Research (DSIR), Govt. of India, took the initiative in setting up CALIBNET, which has adopted a two way system for networking:

- The networking route with a library automation and networking through its own application software "Maitrayee"
- The e-mail route connecting member libraries with online access to various databases within network and Internet access.

CALIBNET established a high – tech resource base and provides the following services:

- Online / CDROM based global information search and retrieval services.
- Full-text document delivery.

## **BONET:**

The network has the following objectives:

- To build a low cost library information system this can possibly be used as a model for future expansion of this service even outside Bombay.
- To promote cooperation among libraries in Bombay with emphasis on interlibrary activities rather than computerising individual libraries.
- To impart training related to library computerisation and the networking of Bombay libraries.

## **MALIBNET:**

MALIBNET presently offers the following information services:

1. Current serials acquired in about 60 libraries.
2. Full journal holdings of about 60 libraries.
3. Contents information of about 500 important journals.
4. Electronic mail including internet connectivity.
5. Door delivery system for document photocopies.
6. It also offers access to about 1000 international databases.

## **PUNENET:**

Presently 30 libraries and 15 professionals from Pune city are accessing the PUNENET through modem. The users not only access PUNENET data, but also use the e-mail and internet facilities.

Following databases are available on PUNENET for its members:

- 1) Catalogues of holding of all member libraries.
- 2) Union catalogue of current periodicals in Pune libraries and information centres.
- 3) Publishers and book seller's database.
- 4) Database on international grants and fellowships in the health sciences.
- 5) Hard databanks in biotechnology.
- 6) Access to NICNET and databases available on NICNET e.g. MEDLANS, AIDS database, US patent database.

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- 7) Access to internet and various databases available on internet.
  - 8) Patent information.
  - 9) Union catalogue of books available in British libraries in India.

## **Conclusion:**

The ultimate goal of information / library networks is to interlink information resources in a metropolitan area, so that users could access information irrespective of its location, format, medium, language, script etc. Further, the development of such networks requires actions in several areas such as training, rationalisation of information resource acquisition, diffusion of standards, preparation of union lists, generation of database services apart from setting up hardware, software and communication facilities.

The concept of library networking to aid information resource sharing and support activities in libraries has become a real necessity. The shortcomings observed are mainly related to two aspects:

- Non-availability of materials and services,
- Efficient administrative control.

In India, the need for resource sharing has been well recognised but the technology options available until now were limited. NISSAT has taken up networking of libraries in Calcutta (CALIBNET), Delhi (DELNET), Madras (MALIBNET), Mysore (MYLIBNET), Hyderabad (HYLIBNET), Ahmedabad (ADNET), Pune (PUNENET), and Bombay (BONET). The present study highlights only some of the major library networks in India.

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**Utilization Social Media and Web-Tools for Marketing of Library products & Services in Digital era**

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**Abstract:**

This paper deals with marketing of Library products & Services of the Academic Libraries. Marketing of Library products & services is very vital in the present information society. Marketing of information resources through web based services helps the libraries to reach a vast audience and serve more people in an interactive mode. Marketing of library and information products and services approach aims at determining the needs, wants and demands of the target users through designing and delivering appropriate products and services more effectively for the purpose of achieving organizational goals and objectives. Marketing of services has emerged as an indispensable tool in the library.

**Keywords:** Library products & services, Marketing, Digital era, Social Media, Web-Tools.

**Introduction:**

Today information environment face rapid change in technologies which compel the libraries to provide various electronic information resources and developing user friendly services. Information Technology (IT) and Information Communication Technology (ICT) have given limitless opportunities for new information resources like e-journals, e-books, online databases and other portable electronic information resources. For maximum use of electronic information resources and services, library has to take initiative in advertising the activities of the library through interactive web tools or technologies. Before the advent of Information and Computer Technology, librarians had used traditional media like newspapers. With the advent of information technology and changing communication technologies, the librarians are stepping into the world of online services and its tools and technologies for marketing library resources. Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing is useful to libraries to improve their image and to attract more users. It is essential to improve user satisfaction and promote the use of services by current and potential users

**Marketing of Library Products and Services:**

The concept of marketing information products and services of the library is not new. The ultimate aim of marketing is to satisfy the users. Marketing is very important in libraries to get the visibility and achieve its objectives. Of late, marketing of information services has emerged as an indispensable tool in the library and information service. This is so because library and information professionals in this 21st century have realized the benefits offered by the marketing of their services to their users. One of the goals of library is to satisfy their users. In order to achieve this aim, library need to know what the needs of their users are, and how best to meet those needs.. Thus, it is important for the 21st century library and information professionals to find out the information needs and/or behavior of users of library in different contexts. Marketing of information products and services, among other things helps information professionals to ascertain the needs of their users. It also goes without saying that marketing of information products and services plays a significant role in satisfying the needs of the users in that it creates awareness of the availability of resources. Hence, this important area in the field of library and information studies should be taken seriously.

**Marketing of library products and services with help of Social Media & Web tools:**

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**E-Newsletters:** Newsletters is a means of delivering information. A newsletter can be used to list interesting new web sites, new journals and online services, and perhaps more general science news of interest. It does not have to be long but should be produced on a regular basis. In fact, they are an excellent marketing tool because they list all the activities of a library. With ICT facilities in the library, an e-newsletter can be produced. The text of the newsletter can also be included on the library website.

**Video Library Service:** Library instructional video can be used in promotion and marketing the library resources to save the time of users and library personnel. Videos of library resources and services were posted on the library website. The videos were shared using YouTube. The campaign received positive feedback from faculty members. Using the video the library increased the users' awareness about resources and services, and communicated well.

**e- Brochure:** The library should provide printed as well as downloadable copy of its brochure comprising of different services, rules, subscribed e-resources and collections. It is downloadable from library the link.

**Library webpage:** Library webpage can play a crucial role in promoting reading in the digital era. It should be designed such a way that it would act as "One stop Info" for any user. It should be such that for any kind of information user should look into the web page of the library without checking anywhere else. Now the challenge is to design such page and taking the decision as to what to include in the page and what should be excluded and how to make it attractive as well as informative.

**Web OPAC:** Web OPAC (on line public access catalogue) is also important to promoting library product. This should be a real time catalogue and should be accessible from web/mobile/tab etc. The page may include the new books on display (images of the books should be there). Users can easily search and get to know if any particular book is available in the library or not. If the book is out in that case one should be able to reserve the same online. When the book is back to the library a sms/email alert may be sent from the system itself. An online demo may be placed on the site to help the users to search the catalogue of the library. Online Search Techniques may be added in the demo.

**Mobile Phone:** Mobile-based services have been adopted by many libraries to its users. These services have become extremely popular among the users. The technology has been used to start a library alerts service. A need was identified to create a prototype model for SMS-based service to do marketing of the library resources. The SMS service is found effective for timely delivery of information resources to the users in an economic way. Use of mobile phone in marketing library services and resources as economic. Further, it also provides instant response and contacts with users. Modern tools and technology are versatile and SMS-based

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services are cost effective. These SMS-based services can be used as a tool to cater to the information desire of users.

**Instant Messaging:** Instant or text messaging as well as chat services can help to communicate with the users in a live mode. 1) Providing current awareness 2) Status of inter-library loan 3) Advice about using library 4) Convey helpful links and URLs.

**E-Mail:** There are many benefits to using email as a promotional tool. Mail shots are an effective medium that create personalized services, with information about library activities and events, membership renewal. Where a large proportion of the users are on e-mail, it is an easy way of reaching them, quickly and cheaply. It can be targeted more precisely than most other methods and so are effective at reaching specific users. The staff responds quicker to e-mails than any other medium. By maintaining up-to-date address lists different user groups can be targeted with different versions of the advertising 'message'.

**Blogs:** Weblogs or Blogs as they are popularly known are spaces for sharing ideas, views and thoughts. It also provides facility for discussion and feedback (also known as comments) on matters presented. It also facilitates linking to other blogs and websites. Blogs are continuously-updated websites, created by individuals or organizations. They are generally free. A library can use blogs to promote its products and services by making it appealing and informative. Special alerts about new resources special services can be included in the blog entries. To get feedback, comments and suggestions can be invited from visitors.

**Facebook:** The massively popular and most widely used social networking site, It allows building online communities for sharing information. Libraries can create pages and groups of interested community members and use it as an effective channel for sharing information. The libraries participation in Facebook groups and discussion will help to build powerful communication between the users and library. The likes, shares and comments from the facebook users will automatically publicise the library page among their friends thereby giving more visibility to the library. It is also a best and effective platform for providing ready reference service.

**Twitter:** Twitter is an online social networking service. Registered users can send and read short 140-character messages called "tweets". Libraries can create accounts in Twitter and use it for tweeting excerpts about posts in blogs and web-sites. It is also a very useful medium for quick and brief information sharing.

**LinkedIn:** Registered users in LinkedIn can create and manage their profile which will help to engage with their professional network. Libraries can use this medium to share knowledge, insights and opportunities and effectively network with the library users for their benefit.

**Wikipedia:** Wikis are open webpages available online. Information can be created in text, audio, video and animation formats in wiki. This media can be used to create and maintain description about the library and the parent institution, for historical purposes. Short biography of leading and prominent persons who established the institution can also be created for public awareness. Libraries can use Wikis for following purposes: 1)Sharing of knowledge, 2)Providing lists of resources helping in group learning 3) Collecting users feedback, 4)Distribution of documents, 5)Transferring details of special projects.

**WhatsApp:** For smartphone users WhatsApp is a very useful application that helps in sending messages instantly. This tool uses the Internet to send text messages, images, video, user location and audio media messages. For faster and easier networking; it allows creation of groups. The librarian can

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create various groups based on different criteria, and share with the users the important information, new additions, photos of events and so on.

**You Tube:** You Tube is the most popular place to host, share and watch original videos. You Tube can be used to host the important events conducted by the institutions. Moreover, library can use You Tube to gather and host videos about resources and instructions to use them. Video of 'Know your Library' can also be hosted in You Tube for greater visibility and convenience.

**Conclusion:** The Information Communication Technology (ICT) is changing influenced all activities of library. Marketing of library Products and services play important role in creating awareness among the library users, librarians must ensure that they put in more efforts in the aspect of marketing and promotion of their library products and services through advertisement, exhibitions and displays, publicity, public relations. It is true that technologies are important and librarians need to make effective use of technology in order to improve the services to users. Marketing of information resources through web based services help the libraries to reach a vast audience and serve more people in an interactive mode with the disbursement of information resources, promotion of products and services leading to realization of the objectives of the library.

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## **E-resources and their Management in the library**

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### **Abstract:**

*In this present article, e-resources have been considered. The necessity of e-resources has been growing day by day and their availability in a library has been the need of the time. Following information regarding the e-resources, their selection method, their processes, their types, how their prices are fixed etc. is given besides this the advantages and disadvantages of e-sources have been given.*

**Keynote:** E-Learning, E-Resource, E-Database, Digital Library, Library Management.

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### **Introduction -**

In the 20<sup>th</sup> century the significance of computers. Started increasing. Library did not remain option to it. Today in Libraries, along with the Printed stuff, we also have e-sources. Their significance is growing very much. In 1970-71, Michel Hart (University of Illinois, USA) first of all, put for the concept of e-text. In the decade of 1990s after growing the popularity of the Internet e-resources sprouted. F. w. Lancaster's definition" E-publication is a process where the manuscripts are submitted in e-format edited printed & even distributed to uses in e-form by computer and communication technology such literature which gets available on computers in various types. The chief aim behind emerging e-sources is to transmit modern advanced information to save time e-resources are locality set on computers or they can connect to the external sources by using server and the internal. The usability of e-resources is more in engineering and technological faculties. Special appendix has been given regarding this That's why the demand for e-resources is growing day by day.

### **Kinds of resources-**

1. (Indexing and Abstracting Journals)
2. (E-Journal fall text)
3. (E-Book)
4. Subject Ref database Abstract

### **Selection of E- resources-**

While selecting e- resources in a library one thing should be remembered , that means, it should come in useful for the educational and research works of the institute In the same manner, the statins of library devices should increase it should be cared. The readers and subject experts should be satisfied. The information getting published in e-resources should be advanced.

### **Availability of e-sources -**

e-sources are made available in two ways from the point of view of their prices-

1. Confined the building of the library only
2. They can be made available throughout the premises of the institute. It is called site license or (Remote Access) e-sources are made available either through local Land in all the premises or by establishing the clients, they can be directly connected to e-sever.

### **e- resource-**

Only to see- some e sources are getting available only to see. It is called Browsing Access. There is no permission to download the article.

### **Unlimited Availability-**

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The opposite of seeing is unlimited Access e-resources Readers can get unlimited access. While making the e-resources available for the readers, they are issued in various ways. This is chiefly divided into two types.

**1) Through I.P. filtering** - After purchasing the e-resources in the institute, they are given to use after giving particular rights to the readers. E-Resources cant's be used at local network like public Domain. E-resources can be made available only in some computers. Its IP are informed to the publishers. They can's be available on other computers of LAN.

**2) Special Rights-** To use e-resources, special permission is given. For this purpose, they can be read by the readers. With the help of the login id and pass word given to them.

### **Value (Price) systems of e-resources -**

The Prices of e-resources are fixed due to different matters. For example we buy e-resources either online or offline . only one person can use it if it is taken on only one computer (Standalone) or by network system, two or more than two persons can read at the same time (Simultaneous use) That's why the prices of simultaneous use will be more Then second thing after that is browsing Access whose limitation is unlimited Access. While taking e-journals, one thing is to be fixed by the publisher. The Archrivals will be made available in the library in the form of e-resources with the help of the form of e-resources with the help of the subscription paid initially Its prices should not be more than the printed prices.

### **Management of e-resources in the Library-**

The Library staff has to perform various types of takes right from the purchase of the e-resources up to supplying them to the retarders. That's why it is very essential to manage the e-resources in the library. Before taking e-resources to the library, following things are given to be done by the Management of the library; Information is given regarding from whom the e-resources should be bought.

### **Selection of e-resources / Decision -**

The process of selecting the e-resources is very complicated. The price of e-resources is very high. After buying these resources for the library, it is very essential to use them suitably. With this purpose following things should be taken into consideration.

- 1) Get known the needs of the readers-** The needs of the readers of the library should be known from time to time regarding e-resources. What subject matter is more useful to them or what type of e-resources they want more such as E-book, E-JNL etc. List of their needs should be made.
- 2) Get known the opinion of subject expects-**After getting known about the needs of e-resources from the readers, in order to know which of them are essential, the opinions regarding them should be known from the subject experts about those e-resources.
- 3) Counselling Board should be established-** Many matters are considered while buying e-resources such as-provision of funds, co-operation of vendors, the rights of using them all these tasks are not only of the librarian . If a separate counseling committee will be formed its responsibility can be divided. There should be the following experts in this committee will be Such as the librarian, reference librarian, computer hardware, software & networking expert the person of the institute taking decision regarding financial matters. This committee will think of the suggestions occurring throughout the year. And the resource which will have great demand its separate list will be prepared and suitable decision will be taken.

### **Consortia -**

The concept that emerged out of the high prices of e-resources, the lack of funds etc. That's why in order to buy e-resources. A concept came into existence. That is called consortium. Consortia counts in four or more than four libraries, and the subscribe jointly. After the copy , for more copies the facility like 10 % ,20%, 30% can be achieved. That's why it saves money. The concession of consortia is confined not only for e-journals but also for online e-ate bases, e-books the electronic online e-data bases, e-books the electronic group subscription etc. types of material can be made available. In order country the consortium named Incest' has come into existence that involves IIT, IFC and NIT and including other engineering institutes. Other engineering institutes.



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## **Licensing for using e-resources**

All the professors, students, researchers, other staff of the institute should have the permission of using e-resources' -resources should be available for the readers in the entire campus of the institute. It is called Remote Access. The readers should have permission to use it as per the fair use clause of the copy right All the persons of that institute should have the rights to take copy of that information, printing or downloading it etc.

## **Stages of using e-resources:-**

- 1) Making list of suggestions regarding purchasing e-resources.
- 2) Knowing the thoughts of experts regarding the subjects. Separate list should be made.
- 3) That of the e-resources which will be in great demand.
- 4) Showing actual demonstrations to the readers.
- 5) By revering the prices of e-resources making the approximate budget of them and it should be demanded from the guardian institute.
- 6) Stable decision should be taken by the consortium regarding the e-resources available Or concession in the prices.

## **Cancelling the old e-resources-**

The committee that advises for buying new. E-resources can also cancel the old e-resources. If the readers might not be using old e-resources. If it might be using Dos Based, if the information of two resources might be getting in one resource the one resource should be cancelled (abolished) That will save the funds.

## **Selecting free- of - cost e-resources-**

Many e-resources can be accessed on the Internet free- of-Charge. This includes websites list or the sources like user groups, open source, published e-resources in published forms online Journal, E-books, E-dictionary, free of charge government reports, etc. are included. If e-resources are accessed in the library, it causes qualitative growth selecting such e-resources, some things should be taken into consideration-such as-whether it is useful for educational cause ? whether there will be violation of copy right while accessing it in the institute ?

## **Involvement of Vendors -**

It is very essential to have the co-operation of vendors while bringing in e-resources in a library. The vendors making the e-resources available should be trust-worthy. They should arrange training for the readers. If there will be any technical error, it should be corrected from time to time. It should be made precise.

## **Advantage of e-resources -**

It is easily possible to make improvements in content, it takes very less time to reach the content to the readers, there is no limitation of place and time, e-publications can be read from any place through the Internet there is no possibility of missing them or getting ravished there is no need of binding, it does not occupy space from the library cupboards, it saves space, due to hyperlinks, it can be connected to other references, multimedia facility is also possible along with readable content.

## **Conclusion-**

It comes to our notice from the present article that it is very essential to do suitable management of e-resources. For the Management of these e-resources. An extra branch of e-resources Management branch is e-merging. Before purchasing e-resources, the selection of the above e-resources, decision process, etc. decisions are taken only them the useful e-resources can be bought for the institute. There are more advantage of e- resources.

## **Disadvantages of e-resources-**

Old issues cannot be stored like printed journals, that's why no information can be accessed from the old ones. The information from e-resources cannot be imparted to other libraries for use. There will not be source sharing. Information can's be sent out of the institution by searching it. The Internet connection is essential.

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## **Social media and reading among undergraduates**

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### **Abstract**

Reading is the foundation of personal growth knowledge and the development of human civilization. Reading is a generic habit and can be successfully and sufficiently extended and nurtured. The phenomenal growth of information and communication technologies, and ever rising social media platforms has revolutionised the ways of communication and sharing of information. The present study presents the results of a survey conducted on social media usage and reading of undergraduate students in a women's college situated in suburban Mumbai. The objective of the study was to determine awareness of social media and the use of social media among students for reading with the proliferation of social media, devices and internet technology. An online questionnaire was distributed among one hundred and fifty final year undergraduate students and a hundred and twenty-five responded. The data received was analysed on awareness of different social media, time spent, purpose of usage, relevance, kinds of materials read, frequency of reading and the reasons for using social media for reading.

### **Keywords**

Reading; Undergraduate Women students; Social media usage

### **Introduction**

Reading is the foundation of personal growth, knowledge and the development of human civilization. Reading is a generic habit and can be successfully and sufficiently extended and nurtured both through educational institutions and the library. Reading is essential to academic success and for intellectual growth. Reading is regarded as an activity that the students chose to do on their own. Reading habits reflect the personal choice of material to be read as well as the time and place to read it. Interest in reading provides motivation for more reading. Reading is essential to academic success and for intellectual growth. The art of reading is a priceless instrument for

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everyone. It is one of the most important activities of life through which we enter the life and experiences of others and extend our knowledge, scope of experience and enjoyment. Reading adds new sight to the eyes and new wisdom to the mind.

Reading habits suggest the sociological aspect of the reading process, the group of readers and patterns and types of behaviour. Books and libraries are both part of whole fabric of communication. The activity of reading is regarded as a habit when it is repeatedly carried out. Reading habits are measured in terms of amount of materials read, frequency of reading as well as average time spent on reading. (Abeyrathna, PHAS.; Znaniecki, A.N. 2004): The success and failure of a students' academic life depends to large extent on his reading ability. A good reading habit is necessary for healthy intellectual growth and paves a way for better academic performance.

Social Media, derived from the social software movement, are a collection of internet websites, services and practices that support collaboration, community building, participation and sharing. Every new media of ICT [Information communication technology] has been a man's threat to reading. The new media has captured a big slice of time and conventional reading has taken a back seat. According to Loan, Fayaz Ahmad (2009) The new gadgets of technology have become "Time Eating machines" and reading has become a closed book.

With the advent of internet and communication and digital devices like the smartphones, there has been a rise in the social media platforms which are being used to communicate and share information. Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at an enormous rate. Because of its ease of use, speed and reach, social media is rapidly changing the public discourse and setting trends and agendas in topics ranging from politics to environment to entertainment and technology. Social media has become a form of collective wisdom. Hence the youth consider it as relevant source of obtaining information. Social network provides communication among people regardless of distance, making it open for people to easily share information, files and

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pictures and videos, create blogs, send messages and create real time conversation both audio and visual.

The reason for the proliferation of social media is all-over access, convenience, functionality and flexibility. It also requires minimal investment and is frequently free. The major advantages of social media's use in higher education are

- Enhances relationship
- Improves learning motivation
- Offers personalised course materials
- Develops collaborative abilities

Social networking activities thus possibly enhance student contact and improve their participation in class, with less or no anxiety of needing to raise questions before peers at their place of study. College students form a large proportion users of the social media networks. Many of these young adults have taken advantage of this technological trend and use social media to communicate with family, friends and even strangers.

In this study social media is defined as the use of Facebook, WhatsApp, Twitter, YouTube, Blogs and similar social media platforms.

## **Review of Literature**

Reading is a very important factor in enriching one's knowledge and widening one's perspective. It is an intellectual action which is possible only if an individual formed a habit of reading and practiced it since childhood. The reading habit plays an important role in enabling a person to achieve practical efficiency. Printed materials, especially books have been the most suitable medium for transmission of information and knowledge from one generation to another.

Social media has become a vital component of the daily life of young adults and is steadily taking over the consciousness of the youth, thus affecting their reading culture. Though social media usage cuts across all age groups, studies have shown that it is predominantly among young adults and students of higher education.

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The study by Bicen, Huseyin and Cavus, Nadire (2011) investigates the usage of Facebook and its tools by undergraduate students in Cyprus. Eighty-six undergraduate students participated and the data obtained was analysed and it revealed that they use significant time using Facebook and its tool which helps them to maintain and strengthen social ties which can be useful in social and academic settings. It suggests integration of Facebook in education and teaching. In their study Adu-Sarkodee, Rosemary et al (2015), Maxwell investigate the relationship between the use of social media and its impact on reading habits on senior high students in Ghana. The study is based on responses received through a questionnaire administered to a thousand senior high students. The study has found a positive interrelationship between all the constructs of Social media platforms [WhatsApp, Facebook, Yahoo messenger, Skype and Tango] and reading habits. The study recommends the use of social media platforms for educational purposes and to supplement the library usage.

Appiah, Michael Karikari (2016) in his study assess the influence of WhatsApp on the study habits of first year university students in Kumasi, Ghana. Using descriptive research design and quota sampling 200 students from 4 universities were selected. The study concludes that undergraduate students frequently use WhatsApp on campus and during lectures and use them for studying, group for discussion, reading contents, networking, etc. The study also reveals changed social life, development of health related issues, experience financial restrictions and effects in academic. The study proposes policy to regulate student usage of social media platforms.

Qwusu-Acheaw, Micheal (2016) in his study investigates the use of social media by students of Koforidua polytechnic and its impact on reading habits. Questionnaire was administered to 1050 students and 852 students responded. The study revealed that 92.72% students visit and spent between 30 mins to 3 hours on social media, and 66.7% respondents revealed that their reading habits were affected by the use of social media. The study revealed that there is a relationship between reading habits time spent on social media and constant use of social media leads to decrease in reading habits. The study recommends that the faculty should encourage students to

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spend less time on social media and concentrate and channel their time towards educational purposes.

Olutola, A D et al (2016) in their study assessed the utilization of social media and study habits of students of tertiary institutions in Katsina State, Nigeria by rendering two questionnaires to 381 students selected at random. Findings revealed significant positive influence on the use of social media and study habit. Based on this it was recommended to provide regular orientation on how and when to use social media to enhance study habit and achievement, and encourage improvement in study habits for improved performance.

MuthyalaiiahChetty, M.C and Arvind Kishore (2017) examined the effect of social media and electronic media on reading habits of engineering students in Sri Kalahastiswara Institute of Technology, Srikalahasti obtaining answers to a questionnaire rendered to 150 students. The results show distraction resulted from reading habits due to reduction in time spent on reading. The study suggests that social networking could be wisely used as a source for vital information which would be of great benefit for them and society and the same could be done through sustained efforts and campaigns.

Akande, Samson Oyeniyi and Oyedapo, Rachael Oyeranti (2018) investigate the effects of social media use on the reading habits of high school students in Nigeria. 98% respondents to a questionnaire administered between the age of 13 and 18 spent more time on the use of social media with the affordability of smart phones, thus causing an uncultured lifestyle of reading. Using their leisure time to visit social media sites without self-discipline and without concentrating on reading for enhancement of their personality. The study makes recommendations to stakeholders like teachers, parents, educationists and policy makers to sensitize students on the profitability of reading and organise programs and workshops on usage of social media to promote and enhance good reading habits.

In their study, Ajayi, Samuel Oyedokun and Akole, Olatubosun Busuyi (2018) find out the effects of social networking of N.C.E. Students of College of Education,

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Nigeria, on their reading habits. 282 students were administered with a questionnaire and 266 students responded. Findings revealed that 98.85 of the students were involved in social networking to connect with friends, relatives. 73.7% respondents stipulated that social networking distract their reading habits. The study recommends that the college management should have a campaign on the negative effects of social networking and appropriate orientation on the use of social media.

The study of Kojo, Dukper Bawa. Et al (2018) explores the effects of social media on the reading culture of students of a technical University in Ghana. Questionnaires were distributed to 478 students. The study demonstrates that the students are negatively affected with the constant access to social media platforms. The results of the findings reveal that excessive use of social media has a significant impact on the reading culture and to an extent on the academic performance of the students. The study recommends orientation to students of tertiary institutions on when and how to manage social media. As students use social media through wireless network, institute authorities should establish rules and regulations which will curtail social media usage in class and libraries. A campaign to inform students about the adverse effects of social media like health threat should also be conducted.

Farhan, A. A. Naef and Varghese P.F (2018) in their survey based study of postgraduate and doctoral students showed that the students' dependence on social media dependence is on the rise. The perceived benefits were maintaining friendship and keep in touch with friends and academic and career related purpose was lagging.

The study by Minn, Wong Pei et al (2019) explore the influence of social media on reading habits of year 5 pupils in an urban school in Singapore. A survey questionnaire comprising of 50 close-ended questions were distributed among 50 year 5 students. Also unstructured interviews were conducted with 10 respondents to examine the influence of social media on reading. The finding showed positive influence in cultivating increased reading habits among the students. Thus this study may be beneficial to educators in adapting social media in teaching reading and also suggests further research in this regard.



## **Objectives**

1. To study the different social media platforms used by undergraduate students of a college
2. To study the use of social media platforms for reading
3. To determine the reasons for using social media platforms for reading
4. To determine the materials read on social media platform
5. To study the time spent, relevance of reading, frequency of reading on social media.

## **Scope**

To determine reading and social media usage among undergraduates with respect to awareness, frequency of usage, materials read, reasons for reading on social media,

## **Limitation of the study**

The study includes data received from final year women undergraduates of a suburban Mumbai college.

## **Methodology**

Survey method was used to gather data. A questionnaire (google form) was administered to 150 final year undergraduate women students of Dr Bhanuben Mahendra Nanavati College of Home Science, Matunga. A total of 125 completed responses (83.33% Response rate) were received which were analysed using simple statistical techniques.

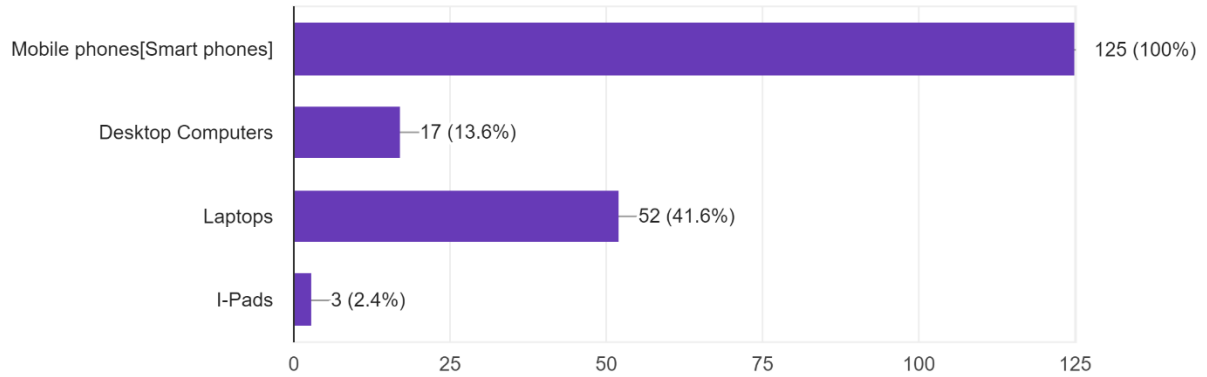
## **Findings**

The data collected from the questionnaire was analysed and the results are discussed. The data revealed that all the respondents (100%) used one or many of the social media platforms. Other results are as follows:

### **1. Gadgets used to access social media platforms**

What instrument do you use to access social media

125 responses



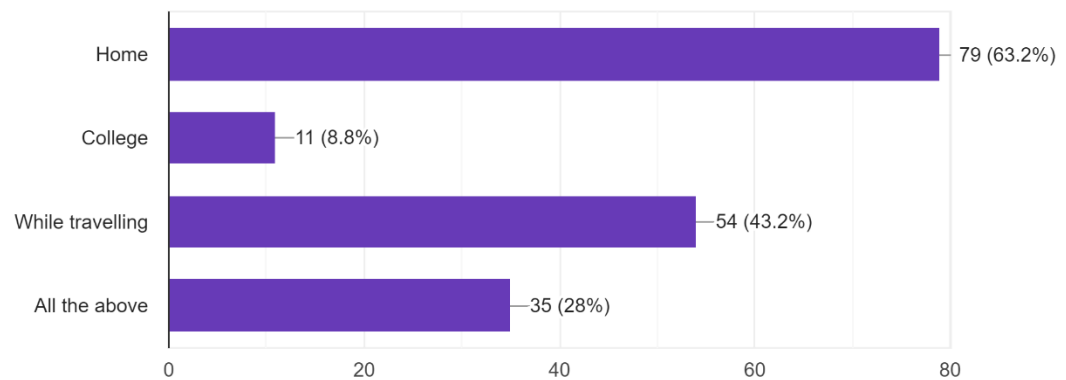
**Fig. 1:** Instruments or gadgets used to access social media

Figure 1 indicates the gadgets used by the students for accessing social media. All students (125 – 100%) use the smart phones to access social media platform. While 52 (41.6%) use laptops also for accessing.

**2. Place of usage of social media**

Where do you use social media the most

125 responses

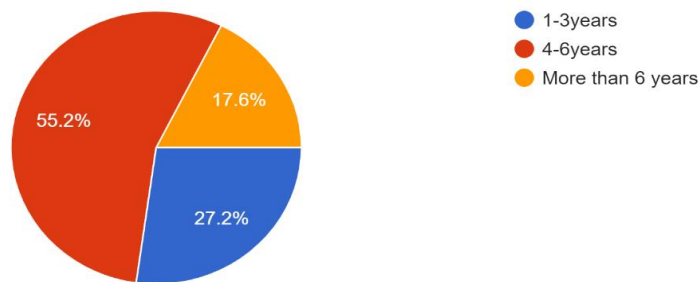


**Fig. 2:** Place of usage of social media platforms

From Table 2 it is evident that while 63.2% (79) students use it at home, 43.2% (54) students use while travelling and 8.8% (11) students use it in college, 28% (35) students use it always.

### 3. Duration of usage of social media

Since how long have you been using social media  
125 responses

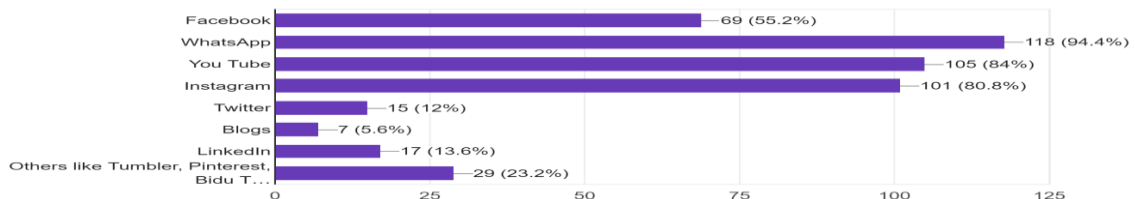


**Fig.3:** Duration of usage of social media

The above figure explains the duration of use of social media by the students. 55.2% of students have been using social media for the last 4-6 years. While others since 1-3 years. 17.6% students have been using social media for more than 6 years which means that there has been an awareness about social media platforms and their usage.

### 4. Different social media platforms used by students

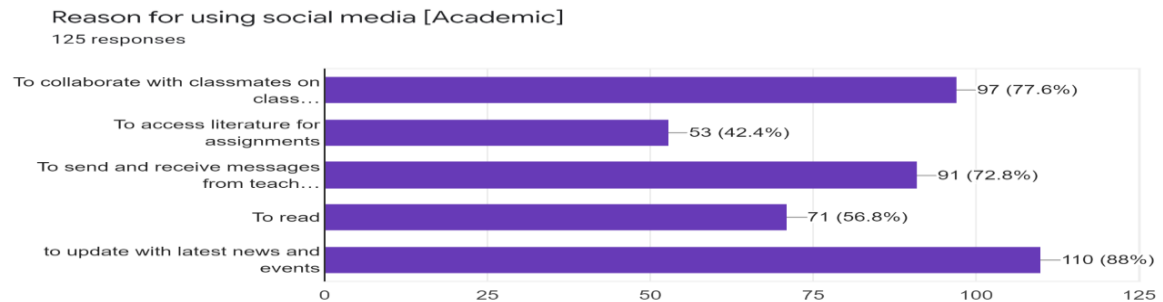
Which social media media platform do you use  
125 responses



**Fig. 4:** Social media platforms used

Figure 4 illustrates that a majority of the students (118 – 94.4%) of the students use WhatsApp. More than 80% of students use Instagram and YouTube and 55.2% (69) students use Facebook. Least used are blogs.

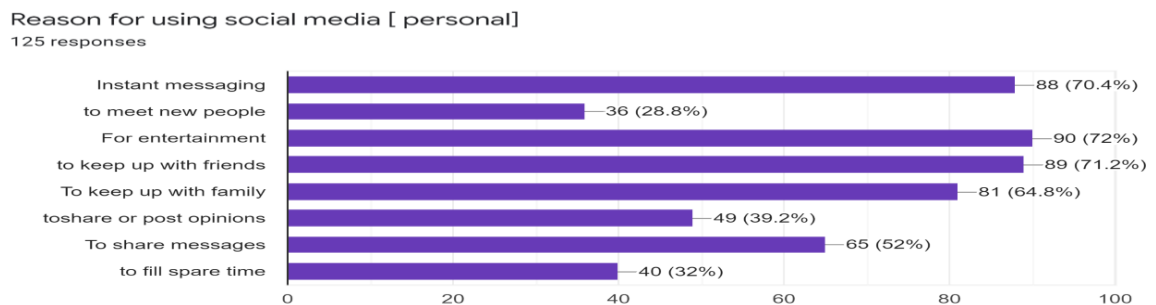
**5. The academic usage of Social media Platforms**



**Fig. 5:** Academic usage of social media

According to the Figure 5, 110 (88%) of respondents use social media to update with latest news and events. More than 72% of respondents use social media to correspond with teachers, collaborate with classmates on academics. 71 (56.8%) use for reading and 53 (42.4%) use for reading.

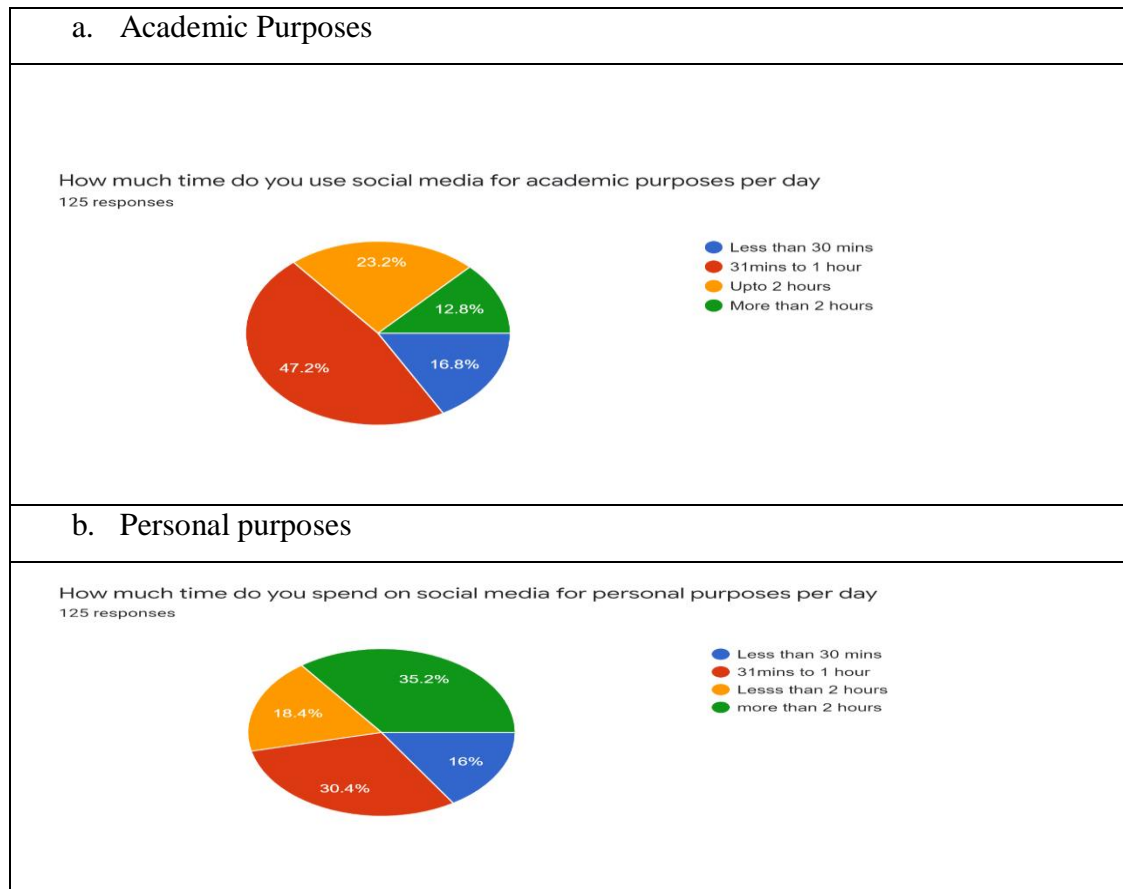
**6. The personal or social usage of Social media Platforms**



**Fig. 6:** Personal usage of social media

The above figure reveals that more than 80% of respondents use social media to keep up with family & friends, for entertainment, for instant messaging and for entertainment. 52% (65) respondents use for sharing messages, 39.2% (49) use it to share or post opinions and 32% (40) for fill boredom.

**7. Time spent on social media per day for academic and personal purposes**

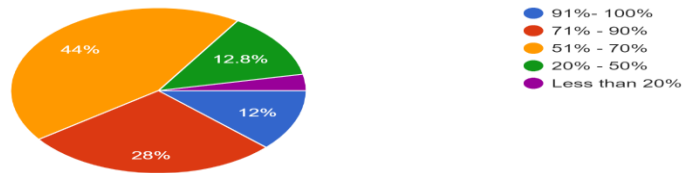


**Fig. 7a & 7b: Time spent on social media**

For academic purposes 47.2% of respondents use social media from half an hour to one hour and 23.2% up to 2 hours, While 35.5% respondents use social media for more than 2 hours for personal purposes.

**8. Social media reliance for academic purposes.**

How much do you rely on social media for academic purposes?  
125 responses



**Fig. 8:** Reliance on social media for academic purposes

According to Figure 8, 44% of respondents rely up to 70%, 28% up to 90% and 12% above 90%.

**9. Kinds of materials read on social media**

Item/Frequency	Daily	Twice a week	Thrice a week	During leisure time	During exams	Do not read at all
Newspapers	23	24	20	26	1	31
E books	13	19	14	36	18	25
Magazines	7	14	19	45	8	32
Picture of notes and texts	57	25	12	9	19	3
Online text materials, ppts, pdfs	52	21	17	18	13	4
Fiction	23	15	18	41	7	21
Blogs	21	21	16	33	8	26

**Table 1:** Kind of materials read on social media and their frequency

Table 1 describes the kind of materials read and frequency of reading on social media. Picture of notes and texts received and online texts, power point presentations and Pdfs are the maximum read material on social media than E books, fiction and newspapers.

### 10. Reasons for using social media platforms for reading

Reading habits on social media

S.No	Activity	Agree	Disagree	Don't know
1	Prefer reading online to printed or written materials	78	28	23
2	Am able to understand the context better online	87	24	14
3	I can read and reread better through social media	85	21	19
4	I read only specific materials through social media	72	38	15
5	I read to get only relevant information through social material	70	38	17
6	It is convenient	97	17	11
7	I can share what I am reading instantly	114	6	5
8	I can look up online dictionaries to check the relevant meanings	116	6	3
9.	My communication skills have improved by reading on social media	95	12	18

**Table 2:** Reading using social media

78 students prefer reading online, 87 are able to understand the context better, 72 can read and reread better. 70 opine that they get relevant information and 72 read only

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specific materials. 116 feel that it is easy to find definition and relevant meanings by using social media and 114 agree that they can share information instantly. 92 feel that social media is convenient and for 95 it has improved their communication skills.

**Conclusions**

Smart phones are the most used gadget for social media. There are varied reasons for using social media for personal and academic purposes. They spend half an hour to two hours per day over the social media and over 70% use for academic purposes and rely on them majorly. WhatsApp, YouTube & Instagram are the most frequently used platforms. Picture of texts & notes received, ppts, pdfs are maximum read materials followed by e-books, fiction and newspapers. Instant sharing, simultaneous referencing, convenience of use, understanding contexts better revision and improvement in communication skills are the major reasons for using social media platforms for reading.

Further research is required to experiment the usage and effect of different social media platform on academic reading, academic performance, research and personality development.

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## **Impact of Social Media on Reading Books and News Papers**

**Dr. Sunil Gosavi<sup>xx</sup>**

### **Abstract**

*Social media has been playing crucial role in society. It has many positive and negative effects on our daily life or routine. Human being enjoys many gains from social media at the same time he faces many problems due to social media. Researcher discusses nature of impact of social media on reading books and news papers by students and teachers. It is observed from the data that respondents have negative impact of internet and social media on reading habits of books and news papers. Schools, Colleges and parents are the major social agent and they should play firm role to motivate reading habits of books and news papers among students.*

Social media refers the websites and applications that allow people to communicate and share information. It includes Twitter, Instagram, Whatsapp, Facebook, LinkedIn, Snapchat, YouTube, Orcut and E-blogs etc. It has been playing crucial role in society. It has many positive and negative effects on our daily life or routine. Human being enjoys many gains from social media like instant and effective communication, advertisement, employment, network, information and globalization etc. On the other hand human being faces many problems due to social media like lack of privacy, hacking account and information, addiction, expensive, wastage of time, creates issues and crimes, reduces habit of study and reduces habit of reading books and news papers etc. Researcher discusses nature of impact of social media on reading books and news papers by students and teachers.

### **1. Objectives of the Study**

1. To study readers' perspective on spending time to use social media and to read books and news papers daily.
2. To study readers' perspective on spending money on internet and social media and for reading books.
3. To study readers' perspective on pleasure in social media and reading books.
4. To suggest suggestions to improve reading habits among the readers.

### **2. Hypothesis of the Study**

1. Readers spend more time and money on social media than reading books and news papers.
2. Readers take more pleasure in Social media than reading books and news papers.

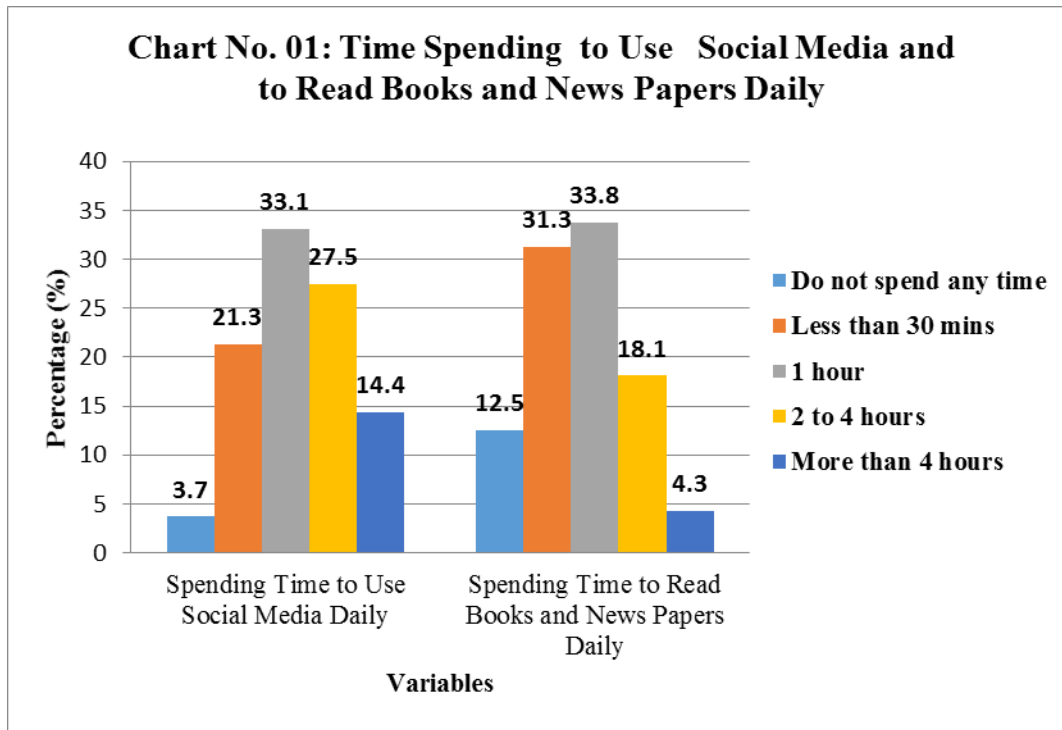
### **3. Research Methodology**

The present study depends upon primary data. It is micro study of students and teachers of a senior college. To collect primary data, researcher had prepared a separate questionnaire in Google form and collected responses of respondents by use of Whatsapp and email techniques. Purposive Random Sampling Method was used to collect primary data. Researcher has selected Smt. K. G. Mittal College of Arts and Commerce, Malad (W), Mumbai as a study area. Data was collected from students and teachers from the above mentioned college. Out of total responded (1200), 261 respondents were selected for present study from above mentioned college.

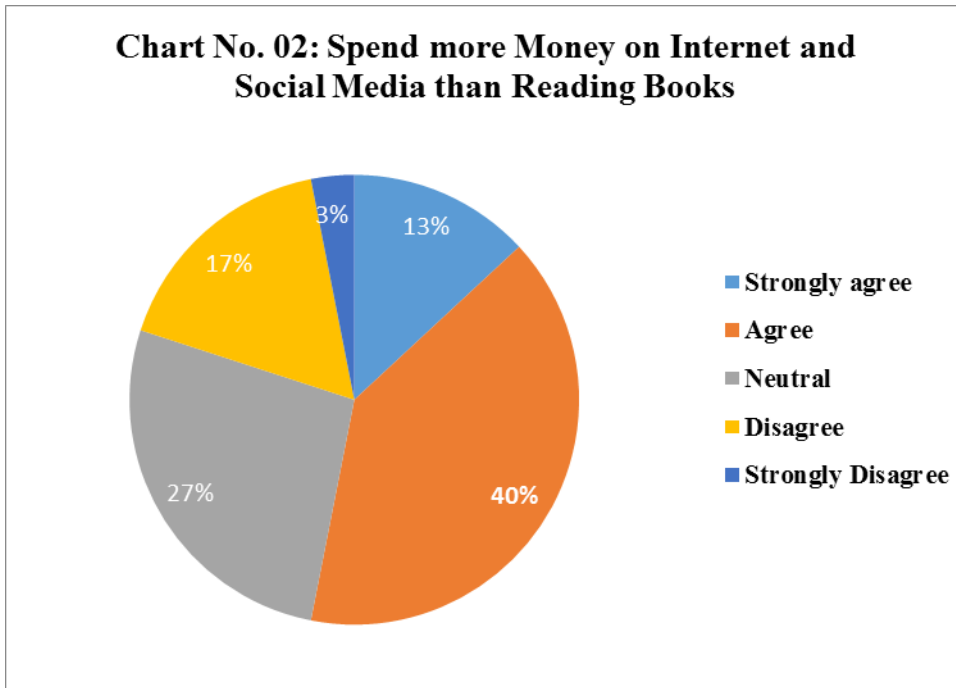
### **4. Spending Time to Use Social Media and to Read Books and News Papers**

Different channels of media are much interesting. Therefore, maximum respondents spend some time on social media, but there is variation in spending time to social media by respondents. Chart no 01 shows the spending time to use social media and to read books and news papers daily. It is observed that respondents spend more time to use media than to read books and news papers daily, because out of total respondents, 41.9 % respondents were spending more than 2 hours time to use

social media daily. Whereas only 22.4 % respondents were spending more than 2 hours time to read books and news papers daily.

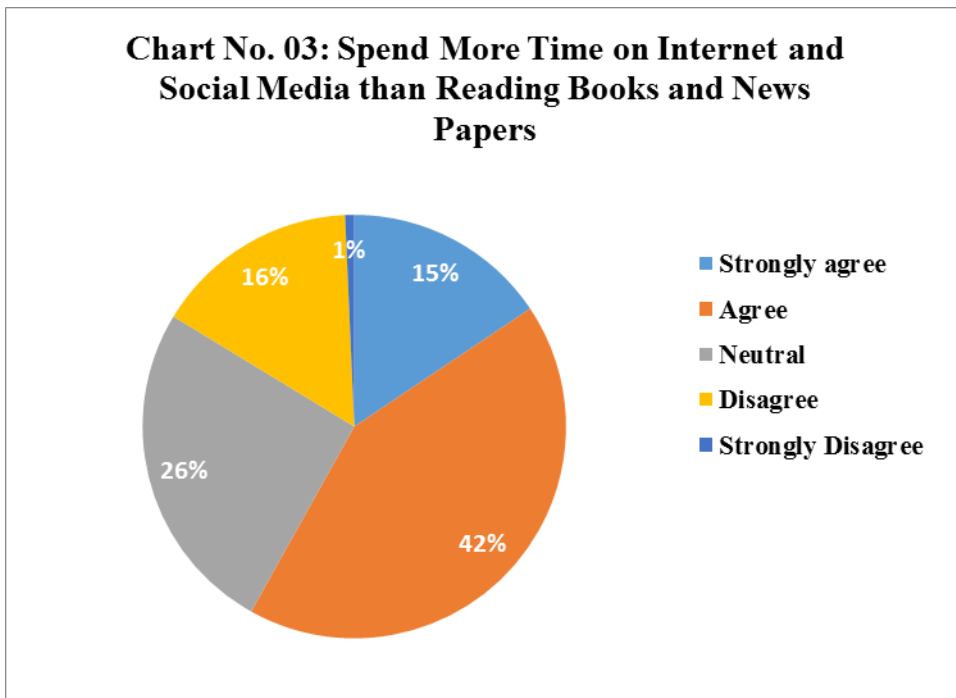


**5. Spending Money on Internet and Social Media than Reading Books and News Papers**  
 Chart no. 02 shows the level of response of sample respondents on spending money on social media and books and news papers. It is observed that respondents spend more money on internet and social media than books and news papers daily, because out of total respondents, 53 % respondents were agree and strongly agree and only 20 % respondents were disagree and strongly disagree with spending more money on social media than books and news papers daily.



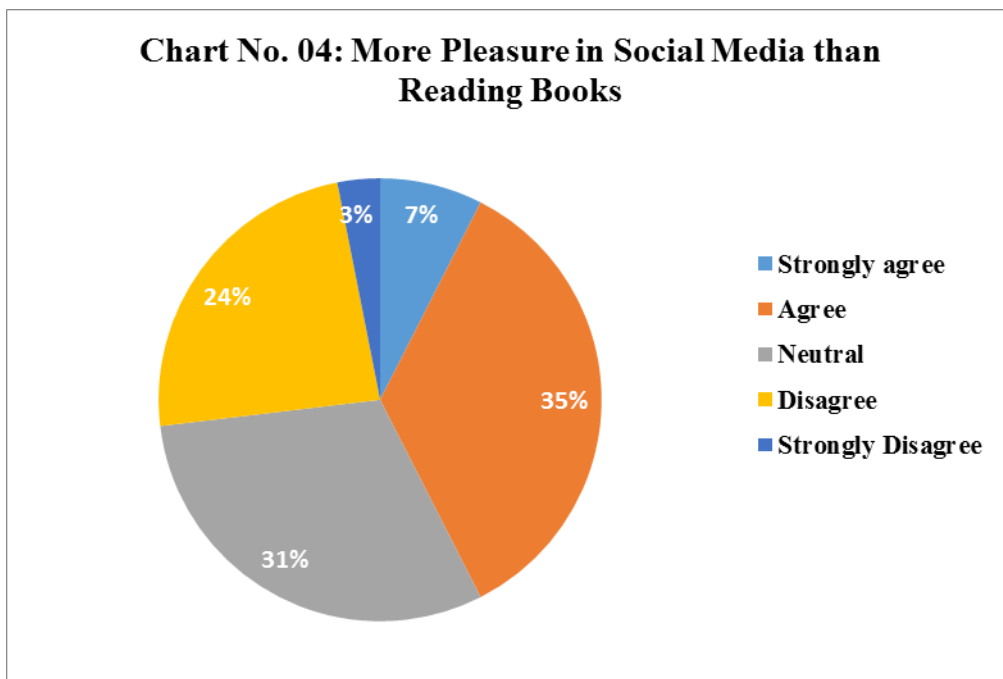
**6. Spending Time on Internet and Social Media than Reading Books and News Papers**

Chart no. 03 shows the level of response of sample respondents on spending time on use of social media and to read books and news papers. It is observed that respondents spend more time on internet and social media than to read books and news papers daily, because out of total respondents, 57 % respondents were agree and strongly agree and only 16 % respondents were disagree and strongly disagree with spending more time on social media than to read books and news papers daily.



**7. Pleasure in Social Media and Reading Books**

Chart no. 04 shows the level of response of sample respondents on enjoyment and pleasure in social media and reading books and news papers.



It is observed that respondents get more pleasure and enjoyment in social media than reading

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books and news papers daily, because out of total respondents, 42 % respondents were agree and strongly agree and only 27 % respondents were disagree and strongly disagree with more pleasure and enjoyment in social media than reading books and news papers daily. Whereas, 31 % respondents were not have any response on pleasure and enjoyment in social media than reading books and news papers daily.

## 8. Major Findings

1. It is observed that respondents spend more money on internet and social media than books and news papers daily.
2. It is found that respondents spend more time to use media than to read books and news papers daily.
3. It is observed that respondents spend more time on internet and social media than to read books and news papers daily.
4. It is observed that respondents get more pleasure and enjoyment in social media than reading books and news papers daily.

## 9. Suggestions to Develop Reading Books and News Papers

1. To develop reading habits readers should cut the TV, Internet and social media consumption time and spend more time to read books and news papers.
2. To develop reading habits readers should find best motivational and interesting books (Novels) and start to read it.
3. Schools, colleges and families should have library day or reading hour, during this time students should be motivated for reading books and news papers.
4. Always carry good book and news papers and start to read it, whenever get time.
5. Schools and Colleges should organize games and competitions, which are related with books and news papers.
6. Schools and Colleges should organize book and news paper review competitions for students.
7. Parents should reduce the use of internet and social media and develop book and news paper reading habit, so that children will copy it.

## 10. Conclusion

On the basis above study researcher comes to conclude that social media has plays crucial role in society respondents have negative impact of internet and social media on reading habits of books and news papers. Schools, Colleges and parents are the major social agent and they should play firm role to motivate reading habits of books and news papers among students.

They should organize library games and competitions, organize book and news paper review competitions for students, should have library day or hour. Reading of motivational, spiritual, knowledgeable and autobiographies etc., books and news papers will develop knowledge and personality of the student, which will help to develop the nation.

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**Effect of Mental Imagery Training Program on Agility Dribble skill performance of Handball players**

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**Abstract:**

The purpose of the study was to investigate the effectiveness of imagery intervention on a team sport like Handball, with emphasis on skill performance. To find out the effectiveness of mental imagery intervention program for the total duration of twelve weeks on agility dribble skill performance of handball players. For this study Agility Dribble skill performance is dependent variable. The population for the present study will be Nashik District Senior Handball Male player's age group between 18 to 25 years were selected as subject. The convenience sample method was used for this study. To achieve the purpose of this present study 60 number of Handball players of Nashik district were selected. For this study, there were four groups such as Experimental Elite, Control Elite, Experimental Novice, and Control Novice within 15 subjects each group. The imagery training considered of researcher giving orally instruction of imagery script to the players. Each participant of experimental groups should listen the imagery script and instruction carefully for 15 minutes prior to accuracy throw skill performance in handball. The control groups were not given any treatment. The pre and post-test data were collected before and after training period of both experimental and control groups. The Analysis of Paired sample 't' test was used to investigate the effect of mental imagery training programme on agility dribble skill performance of handball players. Imagery training programme has significant impact on agility dribble skill performance among the players of imagery training compared to players of control groups.

**Keywords: Mental Imagery, Skill, Agility Dribble, MIQR Questioner, Handball.**

**Introduction:**

In sports imagery can be explained as a state of vision developed by the sub-conscious mind, it involves the sensory organs, intuition and emotions to a certain extent, these actions are usually carried by the sub-conscious mind based on previous physical and psychological experiences and it need not practically occur at the time of imagery by the imager. These visuals can be willingly or unwillingly and it can even be about a professional game or leisurely game, modified version of Morris, Spittle, and Watt's (2005). Furthermore, Watt et al as quoted in Omar Fauzee (2009) 'defined imagery use as the manner in which people imagine themselves in ways that can lead to learning and developing skills and can facilitate performance of those skills. It is usually evaluated in terms of its cognitive and motivational attributes' (98). Imagery is an important element in sports psychology, the outcome of this is that athletes taste achievement in their tournament game. In today's sports world many coaches and athletes have understood the importance of imagery in betterment of their performance. Not only this, many athletes give a part of a credit of their achievements to imagery. This report was supported Murphy and Martin (2002), Both athletes and exercisers according to Hausenblas et al as quoted in Fauzee et al (2009) use imagery to aid in their performances (98). Some athletes can explain imagery clearly, while some of them can not. Imagery has been a clear cut success tip for some great athletes. Fauzee et al further remark that this fact was supported by Anderson (98), the imagery system can be used to help person meet some personal or performance goal, but it most effective when it is used for a specific purpose.

The concept of imagery is used in many different contexts. Khaled, (2004) could be referred to for further details. According to some scholars sport imagery, can be defined as training your mind to construct or re-construct a previous occurrence in sports in the mind with an objective to of enhancing sports performance during training and competition. (Fauzee et al 98). It basically means that your

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brain recreates the whole game that was played previously to form a meaningful picture. It is an advantage to most athletes who remember earlier games in detailed and create an image because according to Hall, (2001) most researches show an inter relation between cognitive rehearsal and sports performances. Fauzee et al explain this phenomenon by an example; “a softball player may recall what it feels like hit or contact the pitched ball. Athletes can also form images of event yet to take place by piercing together bits of information already stored in their memories”(98).

Imagery can be even used as means of highlights of a match or tournament running in your mind to create a new experience, in other words imagery produces visions of images stored in your memory. According to Fauzee et al it means that “athletes need to be able to manipulate the content of their imagery to create images that do what they want to do. An athlete needs to have a strong control on his imagery, if he/she is a person who lacks confidence, and then they will usually visualize themselves repeating the same mistakes in their imagery. Some scholars as observed in Fauzee et al suggest that such negative images will in turn bring down the level of their performance (98). Sport related imagery is called as sport imagery; this comes close to the definition of mental imagery proposed by Taylor & Wilson (2005). The studies by many scholars as quoted in Fauzee et al (2009) suggest that “numerous other terminologies including mental practice, mental rehearsal and visualization have also been used to refer to various components of mental imagery in sport” (98).

Imagery allows you to experience imaginary victory which, if vividly imagined, can enhance self-confidence, anxiety control, and skill performance of the athlete. Among sports performance and coaches, imagery is a popular and well accepted strategy for enhancing various aspects of skill performance. The focus on imagery uses so far has been on skill performance related aspects of sport. Therefore it was the purpose of the study to investigate upon the effectiveness of imagery intervention on a team sport like Handball, with emphasis on agility dribble skill performance.

**Review of Literature:**

This chapter offers a brief account of literature related to the present study. The chapter is dedicated to the review done by the researcher of the available literature related to the present study. Reviewing the related literature is vital from the point of view of research. It helps the researcher to be conscious of the most recent growth in the selected field of study. The researcher has gone through the related literature, which gave him direction for the research.

**Nelson et al (2008)** had taken baseball pictures for his study and studied the effects of imagery as well as video understanding on throwing performance of baseball pictures. This study was aimed at only examining the effects of imagery as well as video imagery intervention program on the accuracy of individual's baseball pictures. Another purpose behind this study was to check out whether the difference in accuracy response characterize high as well as liability imagers. The participants were studied a randomly with higher as well as lower potential. The participants were from some schools and colleges. There was election of some participants with ability as well as baseline measurement in the first week along with low ability images and having a 3 week video imagery and imagery intervention program. There was the leader for each one of the groups. Who is supposed to measure the results shown by participants is demonstrated by participants while all the participants expressed the desire to continue using imagery for various effects it could have.

**Yogesh Bodake (2014)** Conducted present study to measure fundamental skills in handball, establish validity and reliability of skill test, to establish objectivity of skill test and develop standardized norms for junior handball players. For this skill test 60 players were tested and for norms development 258 subjected were tested. The descriptive, normative and survey method was used for this study. To construct skill test Questionnaire was develop and development of norms Handball skill test was used. The comparison was done using the Pearson Correlation on collected data. Three skill tests are develop and standardized by the researcher. The skill test evaluates the skills of junior handball players. The test jump shoot is constructed to measure the accuracy of shooting of the handball players, the test has high correlation coefficient of reliability (0.96), validity (0.81) and objectivity (1.00), accuracy throw test to measure the accuracy of the pass of handball players the test has high correlation coefficient of reliability (0.99), validity (0.89) and objectivity (1.00), Obstacle Dribbling test measure dribbling ability straight direction , dodge the players in game situation the test has high correlation coefficient of



reliability (0.89), validity (0.81) and objectivity (0.97). The researcher concludes that skill test norms can use as criteria for selection of junior handball players to select state level handball team for the Maharashtra state.

**Objective of the study**

To find out the effectiveness of mental imagery intervention program on Agility Dribble skill performance of handball players

**Hypothesis**

The present study was undertaken with the following hypotheses:

H<sub>1</sub>: There would be significant effect of mental imagery intervention program on Agility Dribble skill performance of handball players.

**Methodology**

**Research Method**

The present research is an experimental study. For this study pre and post test was taken to collect the data. This data assessed by using the Movement Imagery Questionnaire Revised (MIQR), for the experimental part of the research two groups Pre test and Post test design was used by one is an experiment and another is control group.

**Variables of the Study:**

For this research Agility Dribble skill is dependent variable.

**Population**

The population for the present study will be Nashik District Senior Handball player’s age between 18 to 25 years.

**Sample**

The convenience sample method was used to select the sample for this study. This study is restricted to the various handball clubs as well as senior colleges of Nashik District. For this study 60 number of Handball players of Nashik district were selected. Handball players of age group between 18 to 25 years were selected as subjects. For this study, there were four groups such as Experimental Elite, Control Elite, Experimental Novice, and Control Novice within 15 subjects each group.

**Data Analysis:**

Paired Sample Pre and Post-Test Scores of the Experimental and Control Groups on Agility Dribble skill of handball players.

Groups	N	Pre test		Post test	
		Mean	SD	Mean	SD
Elite Experimental	15	3.6033	0.37057	5.4907	0.78444
Elite Control	15	3.5887	0.27068	3.5873	0.25977
Novice Experimental	15	3.5020	0.37266	3.6400	0.35837
Novice Control	15	3.4020	0.23529	3.3973	0.23295

The above table of the pre-test and post-test means of the experimental and control groups on agility dribble skill indicates that in case of elite experimental group, the pre and post-test mean and SD were 3.60 (0.37) and 5.49 (0.78) respectively. In case of elite control group, the pre and post-test mean and SD were 3.58 (0.27) and 3.58 (0.25) respectively.

In case of novice experimental group, the pre and post-test mean and SD were 3.50 (0.37) and 3.64 (0.35) respectively, and for the novice control group, the corresponding pre and post-test mean and SD were 3.40 (0.23) and 3.39 (0.23) respectively.

**Paired Sample 't' Test of Pre and Post test of Agility Dribble skill**

Group	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Elite Experimental	1.88733	.57744	.14909	2.20711	1.56756	12.659	14	.000
Novice Experimental	0.13800	.04411	.01139	0.16243	.11357	12.117	14	.000
Elite Control	.00133	.02722	.00703	.01374	.01641	.190	14	.852
Novice Control	.00467	.01807	.00467	.00534	.01468	1.000	14	.334

**Result and Discussion:** The results of the study with respect to the hypothesis that there would be significant effect for the mental imagery intervention programme on skill performance of agility dribble skill of Handball players indicated the following results.

**Elite Experimental (EE)** – the Mean difference between the Pre and Post Test of Agility Dribble skill on Elite Experimental Group was 1.88 with SD equal to 0.57. This difference was tested with pair sample 't' test and it shows that this was statistically significant at 0.05 level of significance ( $t = 12.65$ ,  $df = 14$ ,  $p = 0.000$ ).

**Novice Experimental (NE)** – the Mean difference between the Pre and Post Test of Agility Dribble skill on Novice Experimental Group was 0.13 with SD equal to 0.44. This difference was tested with pair sample 't' test and it shows that this was statistically significant at 0.05 level of significance ( $t = 12.11$ ,  $df = 14$ ,  $p = 0.000$ ).

**Elite Control (EC)** – the Mean difference between the Pre and Post Test of Accuracy Throw skill on Elite Control Group was 0.00 with SD equal to 0.27. This difference was tested with pair sample 't' test and it shows that this was not statistically significant at 0.05 level of significance ( $t = 0.19$ ,  $df = 14$ ,  $p = 0.852$ ).

**Control Novice (CN)** – the Mean difference between the Pre and Post Test of Accuracy Throw skill on Novice Control Group was 0.00 with SD equal to 0.01. This difference was tested with pair sample 't' test and it shows that this was not statistically significant at 0.05 level of significance ( $t = 1.00$ ,  $df = 14$ ,  $p = 0.334$ ).

**Conclusion:**

In the present study, the obtained result was preferred to the effectiveness of mental imagery training on skill performance of agility dribble skill of handball players. In such a way, mental imagery interventions were found to be an effective in improving skill performance of agility dribble skill of Handball players.

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**SOCIAL MEDIA AND READING HABITS: AN ANALYSIS**

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**ABSTRACT**

Reading is influenced by a plethora of factors like content, topic, age, environment etc. One of the boons of the advent of internet is the widespread use of social media, which has technologically changed the ways of human life in diverse fields, the most prominent being the reading habits. This along with the changes in the working environment has affected the traditional reading habits. Preference is being made to read materials in electronic form, which decreases the effort to stay back in the library. This also facilitates reading while moving around or travelling. Nowadays, digital libraries supplement the traditional libraries only for the above mentioned reasons. This caters to the varied needs of different categories of readers. Readers in the younger generations prefer reading online as effective, owing to various conveniences, which is not the same with readers in other categories.

Keywords: Reading habits, Internet, Social media

**INTRODUCTION**

**“The journey of a life time starts with the turning of a page” – Rachel Anders**

A tool inevitable for lifelong learning is reading. Reading is considered essential for the overall development of a person. Reading habits have a significant role in enhancing the practical efficiency of a person. With the invention of printing technology and paper, mankind marched towards a literate world reaping the benefits of reading printed material. Printed publications including newspaper, books, magazines, journals etc. raised the literate level of people from time to time. Books are considered as the most effective means to transmit knowledge from one generation to another. People read for various reasons, may be for pleasure, relaxation, information, knowledge or leisure. Library used to be the place where one can have the reading experience with lots of books and other resources which moulds the thoughts and influences the actions.

The digital technology and the social media platforms have revolutionized the way in which people communicate and share information. These technologies have affected the political, economic, socio-cultural systems of the world. The reading habits have witnessed a dramatic change with the advent of internet and digital publications like online magazines, books, newspapers etc. Internet is applauded as a field where people creates and shares reading material and networks it in an enormous pace. Social media generally includes all online content creation platforms like social networks, search engines, blogs, feeds, online videos, online games, e-communities etc. The ease in using and sharing has made this medium the favourable one, with reference to reading. Considered to be a pool of collective wisdom, this is the most opted one by the young generations which had proved to be assisted them in acquiring interest in the subject.

**LITERATURE REVIEW**

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Reading plays a crucial role in the all-round development of a person throughout his life. It provides meaning to life and adds a sight of knowledge to eyes and sharp wisdom to mind

Reading is the ability to understand words contained in a document and make use of the knowledge for personal growth and development (Dadzie, 2008).

According to Palani (2012), reading habit is an essential and important aspect for creating the literate society in this world. It shapes the personality of an individual and it helps an individual to develop the proper thinking methods and creating new ideas.

Reading habit is a pattern with which an individual organizes his or her reading. Similarly, Shen (2006) identifies reading habits, as how often, how much, and what students read. Reading habit refers to the behaviour which expresses the likeness of individual types of reading and tastes of reading (Sangkaeo, 1999).

Okeke (2000) reaffirms that the art of reading is a priceless instrument for everyone. It is one of the most important activities of life through which we enter the life and experiences of others and extend our knowledge, scope of experience and enjoyment. Gallo (2007) said “books yield their best to you, if you read them at the age at which each particular masterpiece can ideally be chewed and digested”.

In our society today, while technology is slowly taking a steady control over individual lives, the reading habit is fast vanishing into thin air (Hinda, 2004). Reading on the Internet was found to change readers’ behaviour through an increase in browsing and scanning and a surge in-time reading (Liu, 2005).

Lusk (2010) defines social media as “an aspect of the Internet which allows individuals and groups to create and publish online content, share the content, and interact about it”.

Shabi and Udofia (2009) notes that active learning from books is better than passive learning such as watching films online and chatting playing games. According to Junco and Loken (2010), social media are a “collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing”.

Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships (Asur and Huberman, 2010).

CopperWiki (2008) reports that reading habits among children are on the decline and the reasons for decline in reading habits among children are offshoots of technological advancements.

## **OBJECTIVES**

The objectives of this study is to examine

- i. The pros and cons of traditional reading and digital reading
- ii. The linkage of social media with reading habits and to analyse its effects

## **SCOPE**

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The scope of this paper lies in the way in which social media conquers the reading habits of the coming generations. The advent of internet in the 1990s coupled with the development of social networking sites has dramatically universalised the social relations.

Mass communication is absolutely under the domain of the social media. Social media, being one of the significant inventions in the information arena is holding grips on social relation of the people. It is an online platform for the people to build and share their interests and activities. The huge amount of time devoted for the social media adversely affects the reading habits of the youth. In depth reading habits are in decline to the dismay.

### **LIMITATIONS OF THE STUDY**

Based on secondary sources of information, the researcher is of the opinion that it is not completely flawless and may not include all possible aspects. However, maximum effort has been invested to make it comprehensive.

### **METHODOLOGY**

This paper is descriptive in nature, which is based on secondary data collected in the light of the objectives of the paper, from various secondary sources like websites, reports, books, magazines, newspapers, research articles etc.

### **FINDINGS**

Being capable to enrich the intellectual faculties, reading develops a curiosity to solve human problems. Reading habit is a deliberate effort to understand and acquire knowledge. The increased use of social networking sites has undoubtedly adversely affected the reading habits.

No doubt, internet is a wonderful invention which has allowed the people over the world to stay connected. But its different form, enormous speed, wide accessibility and ability to provide immediate satiation has a tremendous effect on people.

Internet has caused major changes on the ways of communication, on the conduct of a business, on the sharing of information, and other varied aspects in an immense measure. Being a very quick medium, people look forward to internet for infotainment, rather than only for information and that too, in a brief, easy and effortless form. Social media, being a vital aspect in one's life, the time spent on reading has drastically reduced.

Long informational reading materials are no longer preferred due to various constraints thus missing out relevant information. Short write-ups are looked into, like in instant messages and emails. Overall attention span for words is also incalculably decreasing causing a major alarm. The subscription of newspapers and magazines are on an alarmingly decreasing side, affecting its readership. Even authors outlook have changed, adapting them to this concise and easy form of writing, that too of interesting information.

The manners in which information and news are obtained in social networking sites are also different. Many portals open up which provide varied information creating more diverse outlets. This has changed the outlook, and updates on the internet are more relied on, rather than reading a newspaper.

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The conventional reading, becoming more time consuming and expensive has taken a backstage as a medium to collect and comprehend information. However, the truth lies in the fact that many are not psychologically prepared to give up the traditional reading mode and to move towards the digital reading form. The engagement and interaction with the reading material in hand will surely develop the deep thinking and analytical skill owing to the connection with the reading material.

## CONCLUSION

Considering the reality that the people accessing internet is alarming increasing, the use of digital reading is also on the increase. Social media, designed with the objective of promoting social relations is taking a toll on the reading habits of the youth. The language pattern based on abbreviations used in social media negatively affects the acquisition and development of language skills like reading, writing and speaking. The quick updating and speedy changes in the content on social media curtails the reader from developing a clear analytical thinking which adversely affects his mastery skills, which is an essential attribute of traditional reading. The young generation, who have grown up with computers finds digital reading easy and comfortable whereas those who are unfamiliar with computers finds it difficult to comprehend.

Social media can be utilised to its most advantage and prudently, to connect with the world and also a source of information. However the time spent on social media should be decreased so that reading culture can be enhanced. Here comes the role of teachers and parents to strike a balance between availing the digital reading facility along with traditional reading to have a deeper outlook of the reading material.

**“A book is a gift you can open again and again” – Garrison Keillor**

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## Impact of Social media on Academics

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### Abstract

Social media has changed communication drastically. We have come a long way from the traditional modes of communication to user generated content being shared in a matter of seconds on Instagram, Facebook, WhatsApp and several other social media tools. A highly engaging world sans boundaries, the virtual world is where most youngsters are today for hours at a stretch sharing information, ideas, stories, videos, photos among others in real time. While social networking sites offer several advantages in terms of sharing of content seamlessly, there are causes for concern too. Extended hours on social media can lead to a major disconnect with the real world.

This research aims at ascertaining the impact of social media usage on academics. Around 100 college students between the age group of 17 to 22 years were sent a questionnaire on the number of hours they spent on social media, the social media tools they used and information on their grades was taken.

The findings demonstrated that students used a range of social media tools including Instagram, Facebook, WhatsApp, Twitter, Snapchat, Hike, LinkedIn for an average 3.5 hours a day. Most used multiple applications to communicate. It was observed that there was no correlation between social media usage and academics.

**Keywords:** social media, academics, social networking sites, communication, knowledge, younger generation, collaboration, global village

### Introduction

The exponential increase in social media usage has eased communication and networking. Being social animals, we have an innate desire to interact and connect with one another. With physical boundaries being a thing of the past, the internet as a medium has enabled us all to be part of a global village. Such transformation has been possible largely due to the increase in internet penetration that has increased over the years. According to Nielsen reports, India has the second highest number of internet users as of June 2019 at 560 million. Not without reason – smart phone usage has increased rapidly.

Socialising in the virtual world has almost become a necessity and more so for the younger generation with each and every individual wanting to share information about various aspects of his life. The shift to digital from the conventional mode has ushered in a dynamic approach with regard to communication – interacting in real time, wherever, whenever through Instagram, Facebook, WhatsApp, Twitter, Snapchat and many other social media networking applications for personal, professional, business as also pedagogical reasons. These digital tools enable users to converse, create web content, blog, juggle between tasks, as required and interact on multiple platforms satisfying the keen urge to ‘be active’, experience the burst of excitement with increase in ‘likes’ on Facebook and seek validation.

On the business front, these tools enable reaching out to larger audiences easily providing valuable insight about customers. There are ‘followers’ ‘influencers’, ‘likes’ on social media tools that help engage with target audiences easily ensuring more visibility for products and services. Connecting directly with customers, tracking campaigns, determining social listening and getting answers to where the gaps lie, are some of the advantages.

From an individual perspective, interacting with near and dear ones, relatives, friends, sharing photos, messages, video clippings heighten the feel-good factor. Besides, convenience and ease of interaction – just a key press away, anywhere, anytime are the other factors that drive social media usage.

The shift in the mode of communication and sharing has also changed the way students learn. Social media tools enable collaboration, interaction important to connect with the large majority 24/7 that otherwise may not have been a possibility in the physical world. The ease of sharing content with a large audience with the mere punching of a few keys is what makes social media applications a favourite of the millennials as also GenX.



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According to reports globally people spend around 2.5 hours on an average on social networking sites. These highly engaging tools of social media have attracted millions of users across the globe. Facebook is known to have 2414 million active users worldwide as of October 2019.

### **Advantages of social media usage**

On the educational side, social media helps sharing and collaboration. From communicating about homework, assignments to informing students about the latest developments in a certain field, sharing opinion, mobilising support through links, forums, message boards, videos, blogs conducting analysis – we have come a long way.

Sharing expertise: Be it sharing expertise on a certain topic or garnering information, social media tools are a powerful media today. Communicating to a large audience is possible at a low cost. Connecting to students from across the globe through Facebook live enables learning.

Showing off your creative side: Social media tools have made it possible for individuals to unleash their creativity in any field of their choice. Creating videos, sharing the same has become more of a hobby that also helps rake in the moolah through engagement – posting, reposting content, using influencers to share content, generating a discussion, utilising hashtags to reach out to a wider audience.

Keeping parents in the loop: Creating groups on WhatsApp for instance can help parents keep themselves better informed about the academic progress of their children from time to time.

However, social media has its disadvantages too.

### **Disadvantages of social media:**

Cyberbullying: According to the Oxford dictionary, cyberbullying is the activity of using messages on social media, emails, text messages etc to frighten or upset somebody. Threat of cyberbullying looms large – an issue that has been affecting the mental health of many; one of the disadvantages of sharing too much information online.

Low self-esteem: Social media tools can affect individuals psychologically. There's much pressure among youngsters to conform to a certain type and a failure on this front can wreak havoc even leading to depression. Most of those who put up photos of themselves experience a feeling of denial deep within.

Sedentary lifestyle: Sitting in one place and peering into the screen for extended hours can affect the overall health leading to increase in non-communicable diseases.

Besides, it is observed that the younger generation is a victim of a compulsive urge of constantly checking their mobiles for alerts or notifications resulting in increased stress and anxiety.

### **Literature Review**

Trisha Dowerah Baruah in *Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study* opines that Social media is an effective time management medium of communication both for business as well as for academic purposes. The paper further emphasises upon the interactivity of the medium, the inexpensive way to spread information, participation in collective action and the various forums that enable online communication. It stresses on how social media applications help enhance communication skills among learners while also raising concerns upon the negative aspect of too much exposure to social media.

However, Aida Abdulahi and Behrang Samadi in *A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia* states that academic performance gets affected negatively with increase in use of social media. (International Journal of Business and Social Science; Vol. 5, No. 10; September 2014)

Dr. Hamiyet Sayan in '*Affecting Higher Students Learning Activity by Using WhatsApp*' observes that social media tools such as WhatsApp enhanced learning thereby enabling a positive effect on knowledge gain with support from teachers too. The report emphasised upon the reinforcement factor that the application enabled a student-centred approach to learning rather than an instruction led approach.

On the contrary, Shabnoor Siddique and Tajinder Singh in *Social Media its Impact with Positive and Negative Aspects* explains the overall impact of social media on society, education, business as also on

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youngsters but also expresses concern about privacy and the misuse of social media tools considering the ethical aspects.

Mohan Kumar M.S, Ananda Kumar S and Suraj M in *the study titled Effect of Social Networking sites on the academic performance of College Students with special reference to GFGC, Soraba* highlighted the role of social media tools among college students and the increase in communication with friends and family. While several use social media for educational reasons many others use it for entertainment, still others use it for downloading music, videos etc. The study also emphasised upon social media tools encouraging e-learning.

**Objective:**

- To understand the use of social media
- To determine the impact of social media usage on academics

**Limitations:**

The limitation that the sample size is small needs to be considered. Also, information has been taken from self reports and hence uncertainty remains with regard to data accuracy. More information is needed on the percentage scored by students in consecutive semesters vis a vis time spent on social media and studies. Further research needed to ascertain usage patterns of students on social media networking tools

**Methodology:**

The research was conducted on a sample of 100 students of various colleges in Mumbai and Hyderabad in the age group ranging from 16 to 22 years.

Tool used: A questionnaire was used to ascertain students' behaviour towards social media usage

Procedure:

Students were sent the questions given in the questionnaire about the number of hours they spent on social media on a daily basis, their choice of social media tool and information about their grades. There was no time limit set for answering the questions.

The respondents were asked whether usage of social media impacted their academic performance.

**Hypothesis:** whether there is an impact of social media on academics

**Alternative hypothesis:** There is no impact

**Findings:**

It was observed that most of the respondents used multiple social media applications. Those in the age group of 17 to 18 years used Instagram, WhatsApp, Snapchat followed by Facebook, Twitter and Hike. Those in the age group of 19 and 22 years, used WhatsApp the most used followed closely by Instagram, Facebook and Snapchat. Students used the applications for more or less the same amount of time each day. It was also observed that whether students spend one or two hours or more, it had no impact on their grades. Students are capable of multi-tasking well between time spent on social media and academics. There's much sharing of information, knowledge, documents, pdfs, case studies, videos etc online that enhance learning.

**Empirical analysis:**

Co-relation: It was observed that there was no correlation between amount of time spent on social media and academics. Hence hypothesis proved.

**Conclusion:**

The results proved that while the mode of communication has gone through a major transformation, the mode of learning has also changed. More and more students spend an increasing amount of time on social media to share knowledge, educational material be it pdfs, documents etc or even engage and entertain. Learning has moved online.

Social media is all pervasive and youngsters are digital natives. Through social media they are able to exchange valuable information and keep themselves abreast of the latest developments around them. The youth of today is capable of multi-tasking and adapts easily to sweeping technological changes that enable instant decision making. And social media contributes greatly towards that. They feel empowered when it comes to interacting with a large community to mobilise opinion and ideas.

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However, social media can be distracting too. If not used wisely, social media addiction can affect cognitive development. Judicious use of social media applications can help enormously and that is the need of the hour for a bright future.

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## Exploitation of Social Media and Social Networking in Library

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**Abstract:** - Social media comes in many forms like blogs, forums, and chat apps, business networks sharing them feeling and education information, social problems in the platform. Social media network is a powerful tool for sharing information with others. Present day the most population is communicating those needs and ideas through such amazing social media.

**Key words:** Social Media, Library services, Social Media Networks,

1. **Introduction:** - With the helps internet the library users to access their necessary resources without physically visit the library. So it is the sky-scraping time for the library professionals to think the interchange ways to attract the users and to meet their need and demand. As the popularity of social media is growing exponentially, library professionals cannot keep themselves aside without exploiting the social media. Any information accessible through these tools will reach more people in the shortest possible time. The Librarians and other institutions can continue to have good relationship with their users or embers. Similarly, libraries also need to use such social media tools to reach the top to integrated them users communities within the library. By using social media libraries can attract their users and enable them to participate in the production of library products and services. Social media provides more opportunity to reach your community, target specific audiences, and give them a chance to interact with your library. The extraordinary technological advancement of the 21st century, no doubt has impacted on library services. The Social Media propaganda has slowly but surely crept into the library profession with social sites such as Facebook, MySpace, Flickr, YouTube, Library Thing, it has become evident that our services will need to change to meet the growing needs of our end users. Libraries in India have been challenged like never before to render more down to business and more value added services to meet the ever changing needs of our patrons.
2. **Social Media:** - Social media refers to websites and applications that are designed to allow people to, efficiently, and in real-time. Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The people using the social media in India will increase day by day. In the current social media tools have become important communication tools for attract everyone with its unique features of update information. The social media users can share their ideas, feelings, images, documents, videos, with others through social media tools like as WhatsApp , facebook, twitter and etc. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:
  1. Social media are interactive Web 2.0 Internet-based applications.
  2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
  3. Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.
  4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.
3. **Characteristics of Social Media:** -
  - Users directly communicate with the content and its creators by exchanging information in a twinkle of an eye.
  - Web users can perform any applications directly from browsers and can control data as he or she wishes on the social media platform.

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- Web users can do more than just to access information. It is simple and easy to use for web user. So web users do not need to acquire any knowledge for using this media.
  - Social media are not centralized due to lack of any control under conventional media systems.
  - 4. **Use of Social Media in Library:** - Most of the libraries use social media for marketing library product and services, for sharing library news and events, video conferencing, advertisement and research work. Social media applications help the library professionals to possess interconnections among the library members and remix the library services and resources to market them visible in a broader way. In the recent time, Web 2.0 applications in libraries have acquired growing reputation worldwide; it appears that the library must think about marketing its services more regularly through the internet, taking advantage of Web 2.0 applications to get better access to its users and to promote information services. Social media is a powerful new form of communication. These applications have been widely used for information dissemination and gathering, collaborative learning and online social and professional connections. Use of social media is increasing rapidly. The growing population of patrons and librarians that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries to patrons.
  - 5. **Most extensively used Social Media in Library:-**
    - Facebook: - Using Facebook can be an effective way for academic libraries to connect with their user community. By posting updates on Facebook, libraries can inform their users about the library's programmes and services. Followers can engage with the library by commenting on posts and sharing them with their friends
    - Twitter: - In the professional literature, libraries are encouraged to use Twitter for two primary reasons: to engage their communities and to disseminate information. Social media applications like Twitter provide libraries with a new place to engage directly with clients and communities
    - Blogs: - News gathering and dissemination: Blogs provide a useful way for librarians to disseminate small snippets of information to their library users. A subject librarian in an academic library might find it useful to gather database updates, new site and service notices and event information in the one place on a blog.
    - Flickr: - Flickr is being used by an increasing number of public libraries to provide access to collections and services for their communities. Public libraries are also using Flickr to build community engagement by adding context and their own stories to images. Flickr is an excellent marketing tool which could be used by librarians to sensitize the users on general library services.
    - YouTube:- One of the possible uses for YouTube is a storehouse for instructional videos with a link that could take the viewer to the library's Web site for more information
    - Wiki: - A wiki is the perfect platform to share a department's documentation, and can be a huge timesaver for a library. It's a communication tool that adds value to the library by allowing those with expertise in a given area to share their knowledge
    - Instant Messaging: - Instant messaging (IM) has become a popular communication method, especially among younger people who form a large segment of the libraries' patron population. Simply stated, IM is real-time online communication between two or more people.
    - Really Simple Syndication (RSS) Feeds: - RSS is a convenient way to keep the library users up-to-date with new content on the library website. Instead of having to click through the various sections of the library's site to see what's new, users can have that information pushed directly to their computer.
      - ◆ RSS can be applied to some of the following Library & Information Services: ◆
        - ◆ Selective Dissemination of Information
        - ◆ Current Awareness Service
        - ◆ Bibliographic Service

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◆ Bulletin Board Service

- Podcast: - Podcasting serves as conduit for providing online resources such as tutorials, lectures, and presentations to the remote students.
- Skype: - Skype is a program that allows audio and video calls to computers and other devices. It can also be used for file transfer, screen sharing, chat and calling phone.
- Pinterest: Pinterest is a free; graphical and an emerging Social Media tool. It is an online pin board that allows you to organize and share things. Pinterest provides great venues to market library resources. A library can make its own profile and create boards, pinning photos and video showcasing the library.

**6. Advantage of use of Social Media:**

- Social media is integral to market library
- Social media capture potential users of the library
- Social media offers more than just traditional ways of marketing library services
- Social media helps students to use library
- Social media allows user to create, connect, converse, to contribute, vote and share information
- It helps libraries to get closer to the users
- It helps libraries in building collaborative network with the users
- It is great way to grab the attention of new users
- Social media helps students in locating library resources

**7. Disadvantage or Problems use of Social Media:-**

1. Too many social media tools to learn
2. Lack of time to use social media
3. Lack of privacy and identity theft
4. Confidentiality of information
5. Lack of knowledge how to use it
6. Inadequate funding for libraries
7. Inadequate library staff
8. Low interest of librarians in learning and utilizing social media
9. Inadequate training opportunities for library staff
10. Electricity failure
11. Slow speed of Internet

8. **Conclusion:** - Digital library along with the internet helps the library users to access their necessary resources without physically visiting the library. So it is the high time for the library professionals to think the alternate ways to attract the users and to meet their need and demand. As the popularity of social media is growing exponentially, library professionals cannot keep themselves aside without exploiting the social media. By using social media libraries can attract their users and enable them to participate in the production of library products and services.

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**Web Credibility and Evaluation: A Study with Special Reference to  
Academic Staff College Libraries in India**

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**Abstract:**

In the early days of the revolution most of academics traces their net presence through educational websites to show their services with significant information contents. This phase is marked by the transformation of search engines/ directories in to websites. In this dot com era, to fulfill the over increasing requirement of users in a most efficient manner, there is a need for every library to provide its services and collection through an easy interface by developing a library website. The main objective of this paper is to study information about the Academic Staff College Libraries website in India. The analysis of the data represents the level of credibility possessed by the Academic Staff College Libraries website in India.

**Introduction:**

Today we are living in digital world. The World Wide Web has become an important channel for providing information and services as the Web has a part of people's everyday lives. If people are unable to judge the credibility of the sites which they visit, people will end up embracing bad information and unreliable services. This could have devastating effects. We could not imagine a world in which people do not reliably assess the credibility of what they find online. What would be the ultimate outcome? In our view, people would eventually stop using the Web for anything that really matters. In an extreme situation, the Web would become a channel for trivialities for content and services that have little impact on people's lives. This would be a significant loss for institutions that benefit from being online. But we believe the loss would prove to be even greater for individuals. So far in its short lifetime, the Web has provided people with increased options for living rewarding and productive lives. One of our goals is to help see that the viability of the Web continues. An even more ambitious goal in fact, the essential mission of Consumer Web Watch is to help make the Web a safe and reliable channel for people who seek information and services.

**Review of literature:**

**Jeysankar, Ramesh Babu and Nageswara Rao (2010).** The authors analysed the various aspects of the credibility of Engineering Colleges' web sites in Tamil Nadu. A total of 52 Engineering Colleges in Tamil Nadu. The analysis of the data represents the extent and the level of credibility possessed by the university web sites in Tamil Nadu.

**Kannappanavar and Biradar (2011)** analysed the various aspects of the credibility of Dental College websites in Karnataka. It is found that results from previous study were correlated in this study. The result represents the extent and the level of credibility possessed by the Dental College websites in Karnataka. **Mangala Hirwade (2006)** evaluated the websites of Indian Universities with special reference to Library Web Pages on her research work carried for doctoral studies in Library and



Information Science. It has been found that out of 273 Universities selected for the study only 152 have posted their websites on internet and out these websites only 91 universities have been mentioned about their libraries. Major findings and suggestions were presented and directory of Indian University websites were created as a by product of the study.

### **Reason for selecting the problem**

In the modern digital information environment, the websites technology has enabled libraries to shift a more proactive, user-centered, and service oriented model of library. The library website should provide details mainly a three over's viz. about library, its collection and services and its Website which solves the problem by providing access to relevant e-resources at one point.

The present study is the detailed study of Academic Staff College Libraries website in India. It will provide a new picture of research in the field of library Science.

### **Objectives of the study**

The present study is carried out with the following aims and objectives

1. To find out Academic Staff College Library websites in India on internet.
2. To study information about the Academic Staff College Library websites in India.
3. To collect the data regarding the content and structure of Academic Staff College Library websites in India.
4. To analyze the contents of Academic Staff College Library websites in India.
5. To analyze the data and generalized the result and present them.

### **Scope and Limitations**

- Geographical limitations the Academic Staff College Library websites in India only are studied in this paper
- The evaluation study has been carried out with special reference to Home pages and Library Web Pages of Academic Staff College only
- Total 66 Academic Staff College as available in Website have been included in the study.

The details included regarding the websites under study are effective as on the date of accessing the web site.

### **Research methodology for the study**

- Review of web base Academic Staff College website.
- The study will be based on literature search.
- Collection of online information through internet by making use of their websites.
- Browsing the library website on internet.
- Organizing and categorizing the collected information.
- Interpretation of the data and current status of the library website.

### **Evaluation of Library Websites of Academic Staff Colleges in India**

Evaluation of the websites of these Academic Staff Colleges library was carried out during the research. The home pages of the Academic Staff Colleges library in India web sites and their library web pages were evaluated by applying different evaluation criteria. The list of 66 Academic Staff Colleges library is shown in Table 1.1(Yes-√,No- ×)

**Table 1 Details of State wise distribution Academic Staff Colleges in India**

Sr.No.	Academic Staff Colleges in India	State
1	Andhra University, Vishakhapatnam	Andhra Pradesh
2	University of Hyderabad, Hyderabad	Andhra Pradesh
3	Osmania University, Hyderabad	Andhra Pradesh
4	Sri Venkateshwara University, Tirupati	Andhra Pradesh

5	Jawaharlal Nehru Technological University, Hyderabad	Andhra Pradesh
6	Maulana Azad National Urdu University, Hyderabad	Andhra Pradesh
7	Gauhati University, Gopinath Bardoloi Nagar Guwahati	Assam
8	B.R.A. Bihar University, Muzaffarpur, Bihar	Bihar
9	Patna University, Bari Path, Dariyapur, Patna	Bihar
10	Pt. Ravishankar Shukla University, Raipur	Chattisgarh
11	Guru Ghasidas University GGU Campus, Bilaspur	Chattisgarh
12	University of Delhi, Delhi	Delhi
13	Jamia Millia Islamia, New Delhi	Delhi
14	Jawaharlal Nehru University, New Delhi	Delhi
15	Goa University, Teleigao Plateau, P.O. Bambolim, Goa	Goa
16	Gujarat University, Nairangpura, Ahmedabad	Gujrat
17	Saurashtra University, University Road, Rajkot	Gujrat
18	Sardal Patel University Vallabh Vidyanagar	Gujrat
19	Kurukshetra University, Kurukshetra	Haryana
20	BPS Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat	Haryana
21	Guru Jambheshwar University of Science & Technology Hisar	Haryana
22	Himachal Pradesh University, Shimla	Himachal Pradesh
23	Ranchi University, Morabadi Campus, Ranchi	Jharkhand
24	University of Jammu, Jammu	Jammu and Kashmir
25	University of Kashmir, Hazarat Bal, Srinagar	Jammu and Kashmir
26	Bangalore University, Jnana Bharathi, Bangalore	Karnataka
27	Karnatak University, Pavati Nagar, Dharwad	Karnataka
28	University of Mysore, Mysore	Karnataka
29	University of Calicut, Calicut	Kerla
30	University of Kerala, Guest House Building, Kariavattom	Kerla
31	Kannur University, Mangattuparamba Kannur	Kerla
32	Devi Ahilya Vishwavidyalaya, Takshila Parisar, Indore	Madhya Pradesh
33	Dr. H.S. Gour Vishwavidyalaya, Sagar	Madhya Pradesh
34	Rani Durgawati Vishwavidyalaya, Jabalpur	Madhya Pradesh
35	Laxmibai National Institute of Physical Education, Gwalior	Madhya Pradesh
36	Dr. B.A. Marathwada University, Aurangabad	Maharashtra
37	University of Mumbai, Vidya Nagari, Mumbai	Maharashtra
38	Nagpur University, Amba Vihar, Nagpur	Maharashtra
39	University of Pune, Ganesh Khind, Pune	Maharashtra
40	Sant Gadge Baba Amravati University, Amravati	Maharashtra
41	Manipur University, Canchipur, Imphal	Manipur
42	North-Eastern Hill University, NEHU Campus, Shillong	Meghalaya
43	Mizom University,	Mizoram
44	Utkal University, Vani Vihar, Bhubaneswar	Orissa
45	Sambalpur University, Jyoti Vihar, Sambalpur	Orissa
46	Pondicherry University, Lawspet, Pondicherry	Pondicherry
47	Guru Nanak Dev University, Amritsar	Punjab

48	Panjab University, Chandigarh	Punjab
49	Punjabi University Patiala	Punjab
50	Jai Narayan Vyas University, Jodhpur	Rajasthan
51	University of Rajasthan, Jaipur	Rajasthan
52	Maharshi Dayanand Saraswati University, Ajmer	Rajasthan
53	Bharathiar University, Coimbatore	Tamilnadu
54	Bharathidasan University, Tiruchirapalli	Tamilnadu
55	University of Madras, Centenary Building, Chepauk, Chennai	Tamilnadu
56	Madurai Kamaraj University, Palkalai Nagar, Madurai	Tamilnadu
57	Aligarh Muslim University, Aligarh	Uttar Pradesh
58	University of Allahabad, Allahabad	Uttar Pradesh
59	Banaras Hindu University, Varanasi	Uttar Pradesh
60	D.D.U. Gorakhpur University, Gorakhpur	Uttar Pradesh
61	University of Lucknow, Lucknow	Uttar Pradesh
62	Kumaun University, Nainital	Uttaranchal
63	University of Burdwan, Burdwan	Uttaranchal
64	University of Calcutta, 92, A.P. Chandra Road, Calcutta	Uttaranchal
65	Jadavpur University, Calcutta	Uttaranchal
66	North Bengal University Siliguri, Darjeeling	Uttaranchal

**Table 2: Analysis of State wise distribution Academic Staff Colleges in India**

Sr.No.	State Wise distribution	Number
1	Andhra Pradesh	06
2	Assam	01
3	Bihar	02
4	Chattisgarh	02
5	Delhi	03
6	Goa	01
7	Gujrat	03
8	Haryana	03
9	Himachal Pradesh	01
10	Jharkhand	01
11	Jammu and Kashmir	02
12	Karnataka	03
13	Kerla	03
14	Madhya Pradesh	04
15	Maharashtra	05
16	Manipur	01
17	Meghalaya	01
18	Mizoram	01
19	Orissa	02
20	Pondicherry	01
21	Punjab	03
22	Rajasthan	03
23	Tamilnadu	04
24	Uttar Pradesh	05

25	Uttaranchal	05
	<b>Total</b>	<b>66</b>

**Table 3: Details of library web pages of Academic Staff College in India**

Sr. No.	Academic Staff Colleges in India	Academic Staff Colleges URL	Library Information included
1	Andhra University, Vishakhapatnam	<a href="http://auasc.org/">http://auasc.org/</a>	<a href="http://auasc.org/index.php?option=com_content&amp;view=article&amp;id=61&amp;Itemid=58">http://auasc.org/index.php?option=com_content&amp;view=article&amp;id=61&amp;Itemid=58</a>
2	University of Hyderabad, Hyderabad	<a href="https://www.uohyd.ac.in/">https://www.uohyd.ac.in/</a>	<a href="https://www.uohyd.ac.in/index.php/administration/university-library">https://www.uohyd.ac.in/index.php/administration/university-library</a>
3	Osmania University, Hyderabad	<a href="https://www.osmania.ac.in/hrdc/">https://www.osmania.ac.in/hrdc/</a>	No
4	Sri Venkateshwara University, Tirupati	<a href="https://www.svuniversity.edu.in/centres/hrdc">https://www.svuniversity.edu.in/centres/hrdc</a>	<a href="https://www.svuniversity.edu.in/facilities/library">https://www.svuniversity.edu.in/facilities/library</a>
5	Jawaharlal Nehru Technological University, Hyderabad	<a href="https://jntuh.ac.in/ugc-hrdc">https://jntuh.ac.in/ugc-hrdc</a>	<a href="https://jntuh.ac.in/content/university-library/10/b0542d3dac8314a38454907274883ef2">https://jntuh.ac.in/content/university-library/10/b0542d3dac8314a38454907274883ef2</a>
6	Maulana Azad National Urdu University, Hyderabad	<a href="http://manuu.ac.in/hrdc/">http://manuu.ac.in/hrdc/</a>	<a href="http://manuu.ac.in/hrdc/index.php/ugc/library">http://manuu.ac.in/hrdc/index.php/ugc/library</a>
7	Gauhati University, Gopinath Bardoloi Nagar Guwahati	<a href="http://hrdcgu.blogspot.com/">http://hrdcgu.blogspot.com/</a>	No
8	B.R.A. Bihar University, Bihar	<a href="https://www.brabu.net/asc.php">https://www.brabu.net/asc.php</a>	No
9	Patna University, Bari Path, Patna	<a href="http://ugchrhdcpatna.com/">http://ugchrhdcpatna.com/</a>	No
10	Pt. Ravishankar Shukla University, Raipur	<a href="http://www.prsu.ac.in/ASC_VC.aspx">http://www.prsu.ac.in/ASC_VC.aspx</a>	No
11	Guru Ghasidas University GGU Campus, Bilaspur	<a href="http://ggu.ac.in/HRDC/">http://ggu.ac.in/HRDC/</a>	<a href="http://ggu.ac.in/HRDC/lib-resource.html">http://ggu.ac.in/HRDC/lib-resource.html</a>
12	University of Delhi, Delhi	<a href="https://www.jnu.ac.in/hrdc">https://www.jnu.ac.in/hrdc</a>	<a href="https://www.jnu.ac.in/hrdc-Lib-About">https://www.jnu.ac.in/hrdc-Lib-About</a>
13	Jamia Millia Islamia, New Delhi	<a href="https://www.jmi.ac.in/hrdc">https://www.jmi.ac.in/hrdc</a>	No
14	Jawaharlal Nehru University, New Delhi	<a href="https://www.jnu.ac.in/hrdc">https://www.jnu.ac.in/hrdc</a>	<a href="http://lib.jnu.ac.in/">http://lib.jnu.ac.in/</a>
15	Goa University, Teleigao Plateau, P.O. Bambolim, Goa	<a href="https://www.unigoa.ac.in/facilities/hrdc.html">https://www.unigoa.ac.in/facilities/hrdc.html</a>	<a href="https://www.unigoa.ac.in/facilities/library.html">https://www.unigoa.ac.in/facilities/library.html</a>
16	Gujarat University, Nairangpura, Ahmedabad	<a href="http://www.ascgujarat.org/">http://www.ascgujarat.org/</a>	No
17	Saurashtra University, University Road, Rajkot	<a href="http://www.ascrajkot.org/index1.php">http://www.ascrajkot.org/index1.php</a>	No
18	Sardal Patel University Vallabh Vidyanagar	<a href="http://hrdcspu.ac.in/">http://hrdcspu.ac.in/</a>	<a href="http://hrdcspu.ac.in/library.aspx">http://hrdcspu.ac.in/library.aspx</a>
19	Kurukshetra University, Kurukshetra	<a href="http://www.kuk.ac.in/information.php?m=Yg==&amp;L01_id=MTE=&amp;L01_direction=H&amp;L02_id=MTMx">http://www.kuk.ac.in/information.php?m=Yg==&amp;L01_id=MTE=&amp;L01_direction=H&amp;L02_id=MTMx</a>	<a href="http://www.kuk.ac.in/information.php?m=dg==&amp;L01_id=NjE=&amp;L01_direction=H">http://www.kuk.ac.in/information.php?m=dg==&amp;L01_id=NjE=&amp;L01_direction=H</a>
20	BPS Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat	<a href="http://bpsasc.ac.in/">http://bpsasc.ac.in/</a>	No
21	Guru Jambheshwar University of Science & Technology Hisar	<a href="http://www.gjust.ac.in/hrdc/">http://www.gjust.ac.in/hrdc/</a>	<a href="http://www.gjust.ac.in/hrdc/images/gallery/Photo%20Gallery/Facilities/Library.jpg">http://www.gjust.ac.in/hrdc/images/gallery/Photo%20Gallery/Facilities/Library.jpg</a>

22	Himachal Pradesh University, Shimla	<a href="http://hrdcshimla.org/">http://hrdcshimla.org/</a>	No
23	Ranchi University, Morabadi Campus, Ranchi	<a href="http://www.ugcascru.org/">http://www.ugcascru.org/</a>	No
24	University of Jammu, Jammu	<a href="http://jammuuniversity.in/asc_schedule.asp">http://jammuuniversity.in/asc_schedule.asp</a>	<a href="http://jammuuniversity.in/library_main.asp">http://jammuuniversity.in/library_main.asp</a>
25	University of Kashmir, Hazarat Bal, Srinagar	<a href="http://hrdc.uok.edu.in/Main/Default.aspx">http://hrdc.uok.edu.in/Main/Default.aspx</a>	No
26	Bangalore University, Jnana Bharathi, Bangalore	<a href="http://bangaloreuniversity.ac.in/ugc-hrdc/">http://bangaloreuniversity.ac.in/ugc-hrdc/</a>	No
27	Karnatak University, Pavati Nagar, Dharwad	<a href="http://hrdckud.net/">http://hrdckud.net/</a>	<a href="http://hrdckud.net/library.php">http://hrdckud.net/library.php</a>
28	University of Mysore, Mysore	<a href="http://hrdcmysore.ac.in/">http://hrdcmysore.ac.in/</a>	No
29	University of Calicut, Calicut	<a href="http://ugchrhc.uoc.ac.in/">http://ugchrhc.uoc.ac.in/</a>	No
30	University of Kerala, Guest House Building, Kariavattom	<a href="https://sites.google.com/site/ugcasckeralauniversity/">https://sites.google.com/site/ugcasckeralauniversity/</a>	No
31	Kannur University, Mangattuparamba Kannur	<a href="http://www.kannuruniversity.ac.in/index.php?option=com_content&amp;view=article&amp;id=78&amp;Itemid=6">http://www.kannuruniversity.ac.in/index.php?option=com_content&amp;view=article&amp;id=78&amp;Itemid=6</a>	No
32	Devi Ahilya Vishwavidyalaya, Takshila Parisar, Indore	<a href="https://hrdcindoredauniv.in/">https://hrdcindoredauniv.in/</a>	<a href="https://www.dauniv.ac.in/digital-lib">https://www.dauniv.ac.in/digital-lib</a>
33	Dr. H.S. Gour Vishwavidyalaya, Sagar	<a href="http://www.dhsgsu.ac.in/noticedetails/3877">http://www.dhsgsu.ac.in/noticedetails/3877</a>	No
34	Rani Durgawati vishwavidyalaya, Jabalpur	<a href="http://www.ascrdvv.in/">http://www.ascrdvv.in/</a>	<a href="http://www.ascrdvv.in/index.php?option=com_content&amp;view=article&amp;id=71&amp;Itemid=70">http://www.ascrdvv.in/index.php?option=com_content&amp;view=article&amp;id=71&amp;Itemid=70</a>
35	Laxmibai National Institute of Physical Education, Gwalior	<a href="http://www.hrdcgwalior.com/">http://www.hrdcgwalior.com/</a>	<a href="http://www.hrdcgwalior.com/Facilities.html">http://www.hrdcgwalior.com/Facilities.html</a>
36	Dr. B.A. Marathwada University, Aurangabad	<a href="http://www.hrdcbamu.edu.in/">http://www.hrdcbamu.edu.in/</a>	<a href="http://www.hrdcbamu.edu.in/#three">http://www.hrdcbamu.edu.in/#three</a>
37	University of Mumbai, Vidya Nagari, Mumbai	<a href="http://hrdc.mu.ac.in/">http://hrdc.mu.ac.in/</a>	<a href="http://hrdc.mu.ac.in/Fac.html">http://hrdc.mu.ac.in/Fac.html</a>
38	Nagpur University, Amba Vihar, Nagpur	<a href="http://hrdcnagpur.org/">http://hrdcnagpur.org/</a>	No
39	University of Pune, Ganesh Khind, Pune	<a href="https://hrdc.unipune.ac.in/">https://hrdc.unipune.ac.in/</a>	<a href="https://hrdc.unipune.ac.in/library.html">https://hrdc.unipune.ac.in/library.html</a>
40	Sant Gadge Baba Amravati University, Amravati	<a href="https://www.ascsgbau.ac.in/">https://www.ascsgbau.ac.in/</a>	<a href="https://www.ascsgbau.ac.in/infrastructure/">https://www.ascsgbau.ac.in/infrastructure/</a>
41	Manipur University, Canchipur, Imphal	<a href="http://www.manipuruniv.ac.in/p/ugc-hrhc">http://www.manipuruniv.ac.in/p/ugc-hrhc</a>	<a href="http://www.manipuruniv.ac.in/p/library-2">http://www.manipuruniv.ac.in/p/library-2</a>
42	North-Eastern Hill University, NEHU Campus, Shillong	<a href="http://www.hrdcnehu.com/">http://www.hrdcnehu.com/</a>	No
43	Mizom University,	<a href="http://www.hrdcmzu.in/">http://www.hrdcmzu.in/</a>	<a href="http://www.hrdcmzu.in/index.php/other-hrhc-programmes/library">http://www.hrdcmzu.in/index.php/other-hrhc-programmes/library</a>
44	Utkal University, Vani Vihar, Bhubaneswar	<a href="https://sites.google.com/site/ascutkal/home">https://sites.google.com/site/ascutkal/home</a>	No

45	Sambalpur University, Jyoti Vihar, Sambalpur	<a href="https://www.suniv.ac.in/human-resource-development-centre-ascsu.php">https://www.suniv.ac.in/human-resource-development-centre-ascsu.php</a>	<a href="https://www.suniv.ac.in/upload/HRDC Facility.pdf">https://www.suniv.ac.in/upload/HRDC Facility.pdf</a>
46	Pondicherry University, Lawspet, Pondicherry	<a href="http://www.pondiuni.edu.in/hrdc/ugc-human-resource-development-centre">http://www.pondiuni.edu.in/hrdc/ugc-human-resource-development-centre</a>	<a href="http://lib.pondiuni.edu.in/">http://lib.pondiuni.edu.in/</a>
47	Guru Nanak Dev University, Amritsar	<a href="http://www.hrdcgndu.org/">http://www.hrdcgndu.org/</a>	No
48	Panjab University, Chandigarh	<a href="http://puasc.ac.in/">http://puasc.ac.in/</a>	<a href="http://puasc.ac.in/facilities.htm">http://puasc.ac.in/facilities.htm</a>
49	Punjabi University Patiala	<a href="http://hrdcgup.ac.in/">http://hrdcgup.ac.in/</a>	<a href="http://hrdcgup.ac.in/">http://hrdcgup.ac.in/</a>
50	Jai Narayan Vyas University, Jodhpur	<a href="http://www.jnvu.co.in/ugc-hrhc/">http://www.jnvu.co.in/ugc-hrhc/</a>	No
51	University of Rajasthan, Jaipur	<a href="https://www.uniraj.ac.in/asc/">https://www.uniraj.ac.in/asc/</a>	<a href="https://www.uniraj.ac.in/asc/index.php?pid=39">https://www.uniraj.ac.in/asc/index.php?pid=39</a>
52	Maharshi Dayanand Saraswati University, Ajmer	<a href="https://www.mdsuajmer.ac.in/category.php?catid=12&amp;pageid=82&amp;page=Human%20Resource%20Development%20Centre">https://www.mdsuajmer.ac.in/category.php?catid=12&amp;pageid=82&amp;page=Human%20Resource%20Development%20Centre</a>	<a href="https://www.mdsuajmer.ac.in/category.php?catid=10&amp;pageid=16&amp;page=Library">https://www.mdsuajmer.ac.in/category.php?catid=10&amp;pageid=16&amp;page=Library</a>
53	Bharathiar University, Coimbatore	<a href="http://www.buhrdc.com/">http://www.buhrdc.com/</a>	No
54	Bharathidasan University, Tiruchirapalli	<a href="http://www.ugchrdcbdu.org/">http://www.ugchrdcbdu.org/</a>	No
55	University of Madras, Centenary Building, Chepauk, Chennai	<a href="https://www.unom.ac.in/asc/">https://www.unom.ac.in/asc/</a>	<a href="https://www.unom.ac.in/asc/uploads/Library.pdf">https://www.unom.ac.in/asc/uploads/Library.pdf</a>
56	Madurai Kamaraj University, Palkalai Nagar, Madurai	<a href="https://mkuniversity.ac.in/new/centre/hrdc/index">https://mkuniversity.ac.in/new/centre/hrdc/index</a>	No
57	Aligarh Muslim University, Aligarh	<a href="https://www.amu.ac.in/academic.jsp?did=10016&amp;lid=ASC%20Course%20Schedule">https://www.amu.ac.in/academic.jsp?did=10016&amp;lid=ASC%20Course%20Schedule</a>	<a href="https://www.amu.ac.in/malibrary/">https://www.amu.ac.in/malibrary/</a>
58	University of Allahabad, Allahabad	<a href="http://allduniv.ac.in/home/pages/459">http://allduniv.ac.in/home/pages/459</a>	<a href="http://allduniv.ac.in/home/pages/638">http://allduniv.ac.in/home/pages/638</a>
59	Banaras Hindu University, Varanasi	<a href="http://www.bhu.ac.in/hrdc/">http://www.bhu.ac.in/hrdc/</a>	<a href="http://www.bhu.ac.in/hrdc/index.php?pagenm=faci">http://www.bhu.ac.in/hrdc/index.php?pagenm=faci</a>
60	D.D.U. Gorakhpur University, Gorakhpur	<a href="http://ugcascgkp.edu.in/index.html">http://ugcascgkp.edu.in/index.html</a>	No
61	University of Lucknow, Lucknow	<a href="https://www.aslko.ac.in/">https://www.aslko.ac.in/</a>	No
62	Kumaun University, Nainital	<a href="http://www.hrdcnainital.ac.in/">http://www.hrdcnainital.ac.in/</a>	<a href="http://www.hrdcnainital.ac.in/infrastructure.php?pid=29">http://www.hrdcnainital.ac.in/infrastructure.php?pid=29</a>
63	University of Burdwan, Burdwan	<a href="http://www.buruniv.ac.in/OtherDeptASC.php">http://www.buruniv.ac.in/OtherDeptASC.php</a>	No
64	University of Calcutta, 92, A.P. Chandra Road, Calcutta	<a href="http://hrdccu.in/">http://hrdccu.in/</a>	No
65	Jadavpur University, Calcutta	<a href="http://www.hrdcju.in/">http://www.hrdcju.in/</a>	No
66	North Bengal University Siliguri, Darjeeling	<a href="http://www.nbu.ac.in/Academics/Academics%20UGC%20HRDC/AcademicsUGC RDC.html">http://www.nbu.ac.in/Academics/Academics%20UGC%20HRDC/AcademicsUGC RDC.html</a>	No

**Table 4 : Analysis of library web pages of Academic Staff College libraries in India**

Sr.No.	Particulars	Number
1	Total Academic Staff Colleges having Own Websites	66
2	Total Academic Staff Colleges having Library Web Sites / Library Webpages	33

Table 1.1 highlights the classification of Academic Staff Colleges in India websites by their URL. It shows that 66 of the Academic Staff Colleges in India. All Academic Staff Colleges their own website and only 33 Academic Staff Colleges having Library Web Sites / Library Webpages.

**Table 5: Analysis of Details of library web pages of Academic Staff College libraries in India**

Sr. No.	Criteria	Academic Staff College libraries in India having facilities
1	Separate library link on 'Homepage'	07
2	Library information under 'Infrastructure' link	10
3	Library information under 'Campus' link	00
4	Library information under 'Facilities' link	09
5	Library information under 'Services' link	00
6	Library information under 'Introduction' link	00
7	Separate Homepage for library	05

The home page is the first or top page in a site. The homepage itself of any organization should include the information about its Details of library web pages of Academic Staff Colleges in India. The analysis shows in table 1.2 Separate library link on 'Homepage' 07 Academic Staff College, Library information under 'Infrastructure' link 10 Academic Staff College, Library information under 'Facilities' link 09 Academic Staff College, Separate Homepage for library 05 Academic Staff College.

**Table 6: Analysis Contact details on library web pages of Academic Staff College libraries in India**

Sr. No.	Criteria	Academic Staff College libraries in India having facilities
1	Address on Library page	10
2	Phone	10
3	Fax	04
4	Email	08
5	How to Reach	02

6	Separate contact link on HP	06
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Based on the detailed analysis it is observed from the table 6 that 42.10 % Academic Staff College website have separate link for contact on HP 10% postal address and phone number; Fax link 04%, email link 08 % ; How to Reach 02%; Separate contact link on HP 06

**Table 7: Analysis of authority of details of University libraries in Maharashtra home page**

Sr. No	Criteria	No of Academic Staff College libraries in India having facilities
1	Copyright Statement	15
2	Author / Designer’s Name	15
3	Credentials	08
4	Maintenance Details	08

The home page is the first or top page in a site. The homepage itself of any organization should include the information about its authority. The analysis shows in table 7 that In majority 15% of Academic Staff Colleges libraries in India website have copy right link and Designer’s Name; minimum 08 % of i Academic Staff Colleges have provided credential and maintenance details in their website respectively.

**Table 8: Analysis for Currency details of State University libraries in Maharashtra**

Sr. No.	Criteria	No of Academic Staff College libraries in India having facilities
1	Date of Last Update	03
2	Update Frequency	03

Currency means the age of the text. Table 8 reveals that of the Academic Staff Colleges libraries in India have provided the Information about currency statement such as last update 03% and Update Frequency 03% in their websites.

**Table 9: Analysis of links supporting navigation on library pages of Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	No of clicks required to reach library page- One click	14
	Two click	03
2	use of Back button	09
3	Use of images: Support downloading	05
	Slows downloading	02
4	Links clearly labeled	05
5	Pages / Portions be printed separately	03
6	Home link on library page	10



7	particular page be located from any other page	06
8	Back and Forward links	06
9	Concise pages © Scrolling(S)	03 10
10	Effective Search facility	07
11	Keyword searching	03
12	Index / Site map	01

It has been observed that in 10 library pages show home link. No of clicks required to reach library page - One click 14%; Two click 03 %; use of Back button 09%; support downloading in 05% cases; Slows downloading 02 % cases; Links clearly labeled 05 % cases; Pages / Portions be printed separately 03% cases; particular page be located from any other page 06 cases; Back and Forward links 06 cases; Scrolling(S) pages 10 cases; Concise pages © 03 cases Effective Search facility 07 cases; Keyword searching and Index / Site map 01cases.

**Table 10 : Analysis of links supporting navigation on library pages of Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Consistency of page layout colour & font	06
2	Use of frames	05
3	Design is simple (s) Attractive (A) over colorful (oc)	07 03
4	Text clarity legible	05
5	Graphics	02
6	Animations	00
7	Sound	00
8	“Pop Up” Links	02
9	Scrolling text	03

10	Marques	02
11	Consultancy running animations	02

It has been observed that in 06 cases the Consistency of page layout colour & font; Use of frames 05 cases; Design is simple (s) 07% cases Attractive (A) 03 cases; Text clarity legible 05 cases; 02 cases Graphics, Animations, and Sound no have cases “Pop Up” Links 02 cases, Scrolling text Scrolling text 02 cases, Marques and Consultancy running animations both 02% cases.

**Table 11: Analysis of Content coverage in library pages of Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Library page properly linked	12
2	Library Photographs	07
3	Library Timings	09
4	Library Rules	06
5	Library Staff	04
6	Library Sections	06
7	Library Services	08
8	Library Collection	16
9	Library automation	07
10	Frequently ask questions	01

From table No.11 it is clear that all Content Coverage to library have been provided only less when compared to the requirement. The library web pages properly linked 12 cases have provided General information about the library. Library Photographs 07 cases, library sections 06 cases, library automation have been provided in 07 cases; Library Timings have been provided in 09 cases; 06 cases Library Rules; 04 cases Library Staff; 08 cases Library Services; 16 cases Library Collection; 01 cases FAQ provided in of library web pages.

**Table No.12: Analysis of Information about library services included in library web pages of Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Separate link for library services	06
2	Only list of services	02
3	Each service is explained briefly	06

4	Each service is explained in details with further links	05
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It is observed Information about library services from table 12 that all the Academic Staff College libraries in India websites which have Separate link for library services 06 cases; 02 cases have provided Only list of services; 06 cases have provided Each service is explained briefly ; 05 cases have provided Each service is explained in details with further links in their home pages.

**Table No.13 :Analysis of Information about library staff included in library web pages of Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Separate link for library contact	04
2	Designation & No. of posts	05
3	Name of staff with designation	04
4	Name designation & contact details	06
5	Bio-data of top authority	05

It is observed Information about library staff from table 13 that all the Academic Staff College libraries in India websites which have Separate link for library contact 04 cases; 05 cases have provided Designation & No. of posts; 04 cases have provided Name of staff with designation; 06 cases have provided Name designation & contact details in their home pages; 05 cases have provided Bio-data of top authority in their home pages.

**Table No.14: Analysis of information about library sections included in library webpages Academic Staff College libraries in India**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Separate link for library collection	06
2	Total collection	20
3	Only list of document kinds available	01
4	Kind of document along with number	03
5	Detailed Information	04
6	Access to some of the documents	04

It is observed Information about library staff from table 14 that all the Academic Staff College libraries in India websites which have Separate link for library collection 06 cases; 20 cases have provided Total collection; 01 cases Only list of document kinds available 03 cases have provided Kind of document along with number; 04 cases have provided

Detailed Information in their home pages; 04 cases have provided Access to some of the documents in their home pages.

**Table No.15: Analysis of information about library sections included in library webpages State University libraries in Maharashtra**

Sr.No.	Criteria	No. of Academic Staff College libraries in India having facilities
1	Separate Link for library OPAC	06
2	General Information of OPAC is included	03
3	OPAC search is possible	05
4	Search Parameters	05

It is observed Information about library staff from table 15 that all the Academic Staff College libraries in India websites which have Separate link for library OPAC 06 cases; 03 cases have provided General Information of OPAC is included ; 05 cases have provided OPAC search is possible; 05cases have provided Search Parameters in their home pages.

**Table 16 : information of library web sites/ webpages of Academic Staff College libraries in India having facilities**

Sr. No.	Academic Staff Colleges in India	Separate lib link	Separate lib Page	Contact Information	Authority	Copyright	Last update	link on HP	Supporting images	Home link on HP	Search facility	Index/Site Map	Hyperlinked HP	Lib Photographs	Lib Timings	Lib Rules	lib Staff	lib Sections	Lib Services	Lib Collection	Lib automation	FAQ	OPAC information	Searchable OPAC	Online access	Link to other web sites	Total for-Y	Total for-N
1	Andhra University, Vishakhapatnam	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2	
2	University of Hyderabad, Hyderabad	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2	
3	Osmania University, Hyderabad	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2	
4	Sri Venkateshwara University, Tirupati	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	Y	N	Y	Y	N	Y	Y	Y	Y	N	Y	N	N	1	1	
5	Jawaharlal Nehru Technological University, Hyderabad	N	Y	Y	Y	Y	N	Y	N	Y	N	N	Y	N	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	1	7
6	Maulana Azad National Urdu University, Hyderabad	N	N	N	N	N	N	N	N	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2
7	Gauhati University, Gopinath Bardoloi Nagar Guwahati	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2
8	B.R.A. Bihar University, Muzaffarpur, Bihar	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	2







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It is observed all Information about all the Academic Staff College libraries in India websites which have Excellent 3 cases; Very Good 04 cases; Good 02 cases; Average and poor 57 cases.

## CONCLUSION

The World Wide Web is a navigational tool on the internet that enables browsing of information linked to other related information. Web helps in accessing universe of knowledge irrespective of their location. 66 Academic Staff College have their websites. In that 33 Academic Staff College have included information about their library in their library web pages. The home pages of Academic Staff College website should be logically constructed, and their library Web pages need to be evaluated periodically by using criteria such as access, contact details, authority, currency, ease of navigation, etc., It is observed that links like contact link, mandatory disclosure, statement, home page link in each pages have been provided by all the libraries. Table no.17 Libraries all menu explain categorized State University libraries in Maharashtra websites Excellent 03 cases; Very Good 04 cases ;Good 02 cases; Average 01cases; Poor 56 cases. It is also observed that currency statement like last update details last update 03 cases provided and update frequency have not been provided in any of the Academic Staff College libraries in India website. When all these criteria fulfilled according to the design we can bring out a well-designed website which will serve as an excellent media for publicizing the library functions, resources and services. The academic institutions should always support their library's mission to strengthen and enhance the academics research, teaching and public programs by felicitating easy access to information and resources.

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## CONVENTIONAL MAP IN DIGITAL ERA

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**Abstract:** A map is a representative depiction highlighting relationships between elements of some space, such as objects, areas, or themes. Mapping is a timeless science as well as an art that has been around since time immemorial. It has been used by several people to identify places and find directions to destinations especially by early travellers and explorers. Now a days, a computer-based tool GIS is widely used for mapping and analysing events and places on the Earth's surface. It gives accurate representations of a particular area, detailing major road arteries and other points of interest. The technology also allows the calculation of distances from one place to another. Despite their popularity electronic maps on mobile devices have not eliminated the use of paper maps. Conventional paper maps can offer a quick overview due to their large format while the map content on mobile devices is adjusted to the limited display size. However the electronic map applications provide many additional functions that paper cannot offer. Hence, in this paper an attempt is made to emphasize the importance of conventional maps in digital era.

**Introduction:** Cartography is the art, science and technology of making maps. Combining science, aesthetics, and technique, cartography builds on the premise that actuality can be modeled in ways that converse spatial information effectively. Maps are instructional and communication tools often used by social scientists. Use of computer mapping and GIS software appear to take the preparation of instructional maps out of the domain of formally trained cartographers. Hence, based on its preparation map can be classified as:

- (1) Analog maps and
- (2) Digital maps.

Printed (paper) maps and analogue photos (images) are yet important but nowadays there is prevailing use and rising challenge of growing use of mobile (digital) ones. Technology influenced also into traditional understanding of map in geography and cartography.

### Digital Map and Its Usefulness in Digital Society

Maps, as spatial notations of the reality surrounded us, are linked to the process of civilization since the earliest times. Map is oriented information entity based on unity of three concepts: system (target), model (information) and image (transmission). All maps recently are instances derived from geospatial databases (Figure 1).



Fig. 1

Almost all map instances characterize interaction and feedbacks to geospatial database. They make possible update of the digital maps, but only hardcopy i.e., printout of map is finished product and seems completely separated from mother, geospatial database. Update of hardcopy needs restart of the whole production process, and the feedback with geospatial database is limited or does not exist. Interaction of hardcopy with digital devices is minimal. Classic processing of spatial data in Geographic Information Systems (GIS) involves several stages: fieldwork and acquisition of spatial data, archiving (management and editing), spatial analysis procedures (e.g., generalization), geo visualization (display on demand) and (in case of need, final) printout. People still buy and use printed (paper) maps, despite of the digital technologies expansion, like they still buy and read newspapers, books or display their scanned images on digital devices. The popular online advices from experienced travellers are e.g.,: “The separate problem is fact, that during the travel with support GPS device, the large number of users come to conclusion, that paper map may (and absolutely should in any case), calmly lie in a backpack. The GPS information completely support orientation in the hardest terrain. Even if the digital map is not very detailed in the device or presents only the waypoints.” If cartographical paper map yet is not the niche product, one should at least attempt to diagnose the several reasons of this situation:

- First, habits, shaped during formal education i.e., use of printed maps, atlases and guidebooks.
- Second, lack of internet or GPS signal (regardless of reason).
- Third, absence of knowledge and skills
- Fourth, psychological human mechanism, i.e., belief in “durability” of printed image, which is available any time without additional equipment.
- Fifth, hardcopy, i.e., printed map documents the state of real world in defined point of time and may be the proof (according to law) to any public or individual decisions, actions, projects and claims.

It can be counted the several other reasons, e.g., maps become historical documentation and present also aesthetical values as the works of art.

**Geographic Information System versus Paper Map**

The progress in Information, Communications and Technology (ICT) sector has brought rapid development of paper map coexisting with GIS technology on portable devices. GIS and paper map processing chain involves gathering of: specific user request, display parameters concerning scale, symbols and users position (location) and orientation. Combination of GIS and paper map supports

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both indoor as well as outdoor exploration of spatial data. These types are designed and implemented into mobile applications (e.g., GPS navigation)

## Conclusion

The idea concerning intelligent supplemented analogue map (or analogue image) is based on opinion, that classic map (or image/photo) would have advantages not only in critical situations (blackout, no mobile or internet coverage or no GPS signal for any reason). Mobile device application could reveal and interpret especially prepared markers hidden in the analogue map. This set of hidden tags included into symbols and legend of map allows using the map (or image) in classic, traditional way and not disturbing human observation. Simultaneously, these tags expand volume of information contained on the printed, paper map. From the point of view cartographer/geographer, it needs to prepare additional, steganography information layer of map, overlaid on basic, printed content, thematic layers and calibrated with markers, which make possible it's augmenting. The mix of known technologies can be used, to include the intelligent, improved paper map into digital world:

- ✓ digital and classic steganography,
- ✓ augmented reality, software applications,
- ✓ fiducial markers,
- ✓ mobile devices with different sensors, GPS, etc.
- ✓ access to GPS and WiFi signal,
- ✓ analogue (printed) paper map (or image/photo).

This way augmented paper (printed) map (or photo) would become (more) intelligent thing included into the chain of digital devices use, and does not losing it's primarily function.

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## **Knowledge Management in Academic Libraries: A Study**

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In the knowledge economy era, the library will play a very crucial role in the further extension and modification of knowledge. The growing need for knowledge management has influenced every component and operation of a library. Knowledge management requires more methods of information handling, speedy transfer of information and linking of information with individuals and their activities. It demands library patron centered development of information systems and services and customization of information at the individual level. Knowledge and libraries - this conceptual symbiosis is as old as the idea of libraries itself: libraries collect artifacts of explicated knowledge and make them available for building up new knowledge in all areas of everyday life. Learning and qualification management support are farther essential links in the knowledge supply chain, which starts at the expert knowledge of an author and ends at the targeted enhancement of another person's individual knowledge. This paper suggests a pragmatic approach to the implementation of Knowledge Management.

**Keywords:** - Academic libraries. Business sector. Human resource, Strategies, Technology

### **Introduction**

Knowledge Management has burst upon the information scene with suddenness and great intensity within the past seven years. Knowledge Management is based on both academic and the business sector have shown unprecedented interest in Knowledge Management and conducted much research in its theories and ventured in its implementation. In the knowledge economy era, the management refers to effectively identify, acquire, develop, resolve, use, store and share knowledge, to create an approach to transforming and sharing of tacit and explicit knowledge, and to raise the emergency and innovation capability by utilizing the wisdom of the team. Since knowledge has become the driving force for social development, the attention of the society to information and knowledge is rising and people's demands for information and knowledge are increasing step by step.. This has provided a good environment for library development. Moreover, as information and knowledge has become an important productive factor for the modern economic system, the society will inevitably require intensified management of information and knowledge.

### **Knowledge Management in Academic Libraries**

Knowledge Management has been tooted and hyped since late 1990s, first in the business sector, and then in higher education and now in library management. The impetus for embracing Knowledge Management in academic libraries is mainly from a combination of library budget shortfall and higher user expectations.

Rather than adopting an often-trumpeted high-tech approach, it is more practical to utilize the existing staffing, technology and management structure for academic libraries.

#### **1 Purpose of implementing Knowledge Management in academic libraries :-**

Academic Libraries are pinched on both sides: reduced budget and increased demand from faculty and students. To implement Knowledge Management in academic libraries is mainly driven by its mission rather than by the competition from Internet-based reference services or electronic books...

## 1.1 Impetus :-

Where there is a new phenomenon emerged, there must be an impetus. In Knowledge Management, the driving force is the necessity to survive in the business sector in face of fierce competition with rival firms or other competitors. The goal of Knowledge Management is to make full use of the knowledge existed in a corporation to increase the productivity and operational efficiency so as to build an edge in the competition. What's the driving force for academic libraries? Budget shortfall is a primary driving force for the implementation of Knowledge Management in academic libraries. In recent years, budgets in academic libraries are stagnant at best and declining in general. **1.2**

## Mission :-

Libraries depend more on the support from their parent institution and immediate user constituents. To survive or thrive, libraries should constantly gauge and cater to users' needs.

Moreover, libraries should be more proactive in marketing their services and values to their user constituents. We should change our mindset and tradition of just waiting for users to come to the library. We need to reach out to our users and advertise/market our services. If they see the value of our services, they will support us more, and won't allow such a valuable institution as libraries to be closed or scale down.

Most Knowledge Management **advocators** stress on the systematic and centralized management of knowledge. That may be advisable in the business sector. In the library world, the survival is not hinged, so much on competitions from other libraries. There is a concern in the library world in recent years about some Internet-based companies that provide reference services or electronic books, journals and audio-visual materials. However, they are not an imminent threat yet as their services are fee-based while libraries offer free services. In that sense, libraries have an edge in the competition.

## 2 Procedures for implementing Knowledge Management in academic libraries

Most researchers consent that Knowledge Management consists of two components: human factor and technology. And most proponents of Knowledge Management advocate a top-down approach under a Chief Knowledge Officer (CKO). While a top-down approach is preferable, a bottom-up approach might be more practical in many instances.

### 2.1 Human Factor

Knowledge Management is a new paradigm in academic libraries in the sense that concerted efforts need to be exerted to manage knowledge systematically. Instead of establishing a new network of Knowledge Management managers under a Knowledge Management CKO (Chief Knowledge Officer), it is more practical to utilize the current management structure. Managers at all levels shall be charged to implement Knowledge Management in their respective units so that a network of Knowledge Management managers is in place. In addition to managing staff and **workflow** in their units, each manager is responsible for managing knowledge pertaining to their unit's goals and operations. This calls for not only gathering knowledge existing currently in their units but also knowledge relevant to their operations from other units/departments and even other libraries or professions.

### 2.2 Technology :-

Now how to record knowledge pertaining to library operations? What is **more**: How to retrieve such knowledge when needed?

Many **advocators** of Knowledge Management stress the importance of using advanced technology to store and retrieve knowledge. And many advocate for a centralized turnkey Knowledge Management software product or system. Theoretically, a Knowledge Management system could encompass anything. In reality, no such systems exist. A centralized Knowledge Management product entails a **pricy** initial capital investment whether purchased from the market or developed **in-house**. Besides, subsequent and on-going maintenance and upgrades of hardware and software may not be affordable with the ever-shrinking library budget. More importantly, such an approach overlooks the technology competence and preference of individual Knowledge Management managers. It would be costly and unrealistic to train all staff to use such a Knowledge Management system. On the other hand, the value of an investment in knowledge management is often difficult to estimate or quantify. At a time when



libraries face tight budget or budget reduction, it is only too natural for the library administration to hesitate to invest in such a Knowledge Management system.

**2.3 Top-down or Bottom-up Management :-**

Depending on the priority of the library administration or the library structure, Knowledge Management can be started from either bottom-up or top-down or in the middle. A top-down strategy has the advantage of the support and direction from the library administration. In places where such an option is not available, Knowledge Management can be implemented first in the front-line units. Operational knowledge can be collected and shared within the unit or beyond. A concerted effort will surely yield more efficiency. If Knowledge Management starts by middle managers, they can coordinate units to reduce the redundant or overlapping workflows and thus ensure a better efficiency. No matter where it starts, Knowledge Management will definitely increase the operational efficiency and thus enhance our services and benefit library users.

Implementing Knowledge Management from bottom-up with existing staffing and technology is "a valuable low-cost and low risk way of proving the viability of a Knowledge Management approach". Experience gained and benefit reaped shall encourage the library administration to implement Knowledge Management in the whole library. 3 Cultivating Knowledge Management implementation Library human resources and staff development should be charged to work so friendly with managers at all levels to identify staff with valuable tacit knowledge and take every measure to retain such staff. How to motivate staff to contribute and share their knowledge is not an easy task. Some staff may not want to share their knowledge for fear that once their knowledge is shared, they might no longer be valued or deemed indispensable. Some staff may not share their knowledge for free, as there are free riders who only take for granted others' knowledge but never share their own. To encourage staff to contribute their knowledge, we need to have an incentive or reward system in place.

**4 Conclusion**

Knowledge Management is an emerging field, much tooted or hyped since late 1990s. However, due to the complicated nature of knowledge per se and its management, it is often difficult to estimate or demonstrate the value of knowledge management. In spite of the fact that there are many knowledge base products on the market none of them is well suited for libraries or flexible enough to cope with the dynamically changing environment in the, digital age, not to speak of the initial capital investment and future upgrade and maintenance costs. Libraries, with limited budget and human resources, should utilize the current management structure and technology to implement Knowledge Management, either bottom-up or top-down. With a concerted effort. Knowledge Management will help to increase libraries' operational efficiency and cater to the ever-increasing needs of our clientele.

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## **Management System in E- Resources**

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### **Abstract :-**

.Today availability of e resources are very common. But their proper and maximum use is a matter for discussion. The present paper deals with some aspect of e -resources management. The paper also highlights the preferences and important of online resources among users.

**Keywords:** E-Resources, E-book, E-journal, Digital library, e-resources management

### **Introduction :-**

The library and information services of the 21<sup>st</sup> century are fast changing. With the rapid development of electronic publishing, libraries are not only acquiring reading material such as printed books and journals but also arranging for providing access to various learning resources in electronic form. In the few situations, the role of library professionals in collection development and management has become restricted. In fact, they are now of playing the role of access manager of e-resources rather than acquisition manager and custodian of scholarly resources in print form. In academic libraries, the main attraction of the researcher is articles of learned journals and chapters of advanced treatises. Most of the scholarly resources are now available only in electronic form. Most of these electronic journals are now providing a lot of useful linking facilities where in citation are linked to their full text or at least abstract of cited documents. .

### **Need and purpose of E Resource Management.**

The main purpose of e resource management is to improve the efficiency of library, to render services to end users, and to provide effective information services' to faculty, research scholars and achieving their goals, the transition of research articles, book and journals has compelled to use latest technologies in libraries.

The library and information resources centre are fast changing with the rapid development of electronic publishing; libraries are not only acquiring reading materials such as printed books and journals but also arranging for providing access to various learning resources in electronic form. In the new situation, the role of library professionals in collection development and management has become restricted In fact they are now playing the new role of access manager of e resources rather than acquisition manager and custodian of scholarly resources in print form. Therefore libraries need to manage e resources effectively to the optimum utilization by the users. Availability of E Resources on Web

The material which is available on the net or the information may be available in digital/ electronic form via internet is called e-resources.

### **E-Resources :-**

Changing needs of information users. E- Resources offer enormous benefit. They provide users faster, more convenient, 24 hours desktop access from anywhere. E Resources produce in various electronic formats such as E Book, E Journals, Bibliographic Databases', Online Databases, and other web based resources. .

The following e resources are available on INTERNET for providing for users.

- E-book
- E-article

- 
- E- journals
  - Online Journals
  - Off-line Journals
  - Networked Journals
  - E Magazine
  - E Newspaper
  - E Databases
  - Patent
  - Technical report
  - E mail based information services
  - Online educational material
  - E Print

## **Selection Of E-Resources**

- To identify library needs. :
- To identify content and scope of the e resources.
- To evaluate quality of that particular resource and search capabilities
- To estimate the cost.
- To check either subscription based or web based when acquiring.
- To review licensing agreements.
- To check the facilities for educational support and training

## **Advantage of E Resources**

- 1 It provides multiple accesses
- 2 Animations and graphics can also be accessed.
- 3 It is cost saving
- 4 Wide ranges of journals article are searchable.
- 5 Information access can be made without wasting any time.
- 6 Desired information can be retrieved within few minutes at learning desk
- 7 Economy in maintenance.
- 8 Its not cover space in library.
- 9 E-Resources can be downloaded instantly.
- 10 Space saving in library

## **Demerits of E-Resources**

- 1 High speed of communication is required.

2. Causes more concern about copyright
3. Need special equipment to access
4. Efficient manpower is required
5. Computer knowledge is must to access
6. User cannot read it continuously on computerscreen
7. Electricity is always required for E-resources.

### **Conclusion :-**

There is no doubt that libraries need a system to manage their electronic resources throughout the resources lifecycle. Such a system should not only deal with the daily tasks related to e resources but also provide comprehensive analysis related to a library's expenditure on electronic material. Furthermore, ERM system can open up new horizons related to collection and expenditures can serve as decision making tools for library staff.

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## The Performance of E-commerce in employment generation in India: with special reference to Maharashtra State employment Exchange office

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### Abstract:

*This research paper is purely considered the performance of e-commerce in employment generation in India so this paper discusses the concerns on the opportunities created by e-commerce. There are clear opportunities from digital jobs and the wider use of digital tools. Realizing the gains to be had from the use of new technologies, as in the past, will need investments and appropriate policies to create more digital jobs and increase access to digital tools. Governments will need to consider specific actions to expand the opportunities that technologies bring. It also addresses the phenomenon of E-Commerce and identifies the efforts made by different industry groups, international organizations and ministries in addressing the concerns related to E-Commerce and employment opportunities.*

**Keywords:** E-Commerce, employment opportunities, digital jobs, technology.

### Introduction:

*Electronic commerce offers unprecedented opportunities to both developing and developed countries. In the short run, the gains are likely to be concentrated in developed countries but, in the long run, developing countries have more to benefit. In the short run, developing countries lack the infrastructure necessary to take full advantage of Internet. But in the long run, they can leap frog, skipping some of the stages in the development of information technology through which developed countries have had to pass.*

*The advancement of technology has aided international business. Millions of people worldwide use the Internet to do everything from research to purchasing products online. The Internet is profoundly affecting almost all businesses. The various uses of the Internet by business entities include the ability to advertise, generate, or otherwise perform regular business functions. Therefore, many firms are embracing the Internet for many of their activities. One impact for e-commerce is to intensify competition and producing benefits to consumers in lower prices and more choices.*

*Here are some fruitful and worthy job opportunities e-commerce has created in India:*

- **UI/UX Developer and other sources**

*In a time where there are so many players in the e-commerce market and the competition is getting as tough as it can get, even a little technical glitch can ruin things. This is what has created the need for consistent and expert UI/UX Developers. So if you are a developer with globally competitive skills in development, design, and testing, you are the king of this area as there is a dearth of such developers in the industry.*

- **Interactive Designer**

*An interactive designer basically does all it takes to get the user to like your website. Their main job is to make the website user friendly as well as attractive so that they become facilitators in achieving specific goals. To get this job you need to be really good at the likes of design process, technology, and user psychology. If you have all this, you've got all it needs.*

- **Content Management for e employment in India**

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*One of the most important aspects of ecommerce is content management, because out of everything that is there on your website, the consumer can understand only two things, the look, and the words. So if you're someone who manages content well, and has experience in handling content management system, the ecommerce industry will respect your talent.*

*If you want to be an Ecommerce Merchandising Specialist, you need to be an expert at managing the sales and promotion in line with the merchandising and marketing. It is a very lucrative and interesting field of work.*

- **Logistics Management**

*An ecommerce logistics manager looks after the logistics and physical distribution network of the business. So if you can add value to the distribution network infrastructure of an ecommerce business, go grab that job!*

*So if you're someone who likes to keep changing their work definition, gain new knowledge every single day, and gain knowledge through their job, ecommerce is the best option for you. All you need to do is keep yourself updated and never stop learning.*

## **Average Salaries in Ecommerce Industry:**

- **UI/UX Developer**

*The average pay for a User Experience Developer is Rs 689,519 per year. The highest paying skills associated with this job are User Interface, Information Architecture, and User Research. Experience has a moderate effect on income for this job.*

- **Interactive Designer**

*An Interaction Designer earns an average salary of Rs 605,048 per year. Most people with this job move on to other positions after 20 years in this career. Experience has a moderate effect on income for this job.*

- **Content Management**

*The average pay for a Content Writer is Rs 230,711 per year. People in this job generally don't have more than 10 years' experience. Experience has a moderate effect on income for this job. Skills that are associated with high pay for this job are Content writing, Content Management, and Creative Writing.*

- **Search Engine Optimization**

*Experience strongly influences income for this job. The highest paying skills associated with this job are Online Marketing and Google Ad Words.*

- **E commerce Merchandising**

*A Merchandising Manager earns an average salary of Rs 696,343 per year. People in this job generally don't have more than 20 years' experience.*

- **Logistic management**

*A Logistics Manager earns an average salary of Rs 578,307 per year. The highest paying skills associated with this job are Supply Chain and Inventory Management. Most people move on to other jobs if they have more than 20 years' experience in this career.*

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*This is all about various opportunities and career growth in eCommerce. If you need any help in opting a good career option for eCommerce business, you may contact to Problab Technologies. We will provide you a complete assistance in choosing a right profile for your career growth.*

**Here are five reasons why start-up career on eCommerce:**

- 1. E Commerce has a fantastic long-term global growth outlook.**
- 2. The total market today is huge – over \$1Trillion and predicted to grow at 17% per year. And we are just at the beginning of the beginning. Online selling is well established in the US, but there are immense growth opportunities left in emerging markets. The burgeoning e Commerce market in China now delivers sales of \$1 billion – per day. Imagine how e Commerce will continue to boom as India, Brazil, Russia, Southeast Asia and other emerging markets catch e Commerce fever?*
- 3.*
- 4. Mobile commerce is just a few years old and is already capturing 20% of e Commerce sales. Guess what happens to e Commerce as tablets and smart phones sweep the world in the next 10 years? So, whether e Commerce becomes your long-term love affair or not, spending three years there can give you skills and experience that will be in red-hot demand for at least the next 15 years.*

*Customer Experience. It makes you a better storyteller. It forces you to take a customer- centered view of the world. It exposes you to not only what customers say they'll do, but to what they actually do. Increasingly, it will illuminate the connection between consumers' shopping behavior and their social behavior. These are outstanding skills in the art of Marketing to build early in a career.*

- 1. E Commerce accelerates your learning curve by giving you access to real-time results data.**

*Many companies have lost the art of testing. They are not great places to learn. Some businesses do lots of disciplined testing and learning but it takes a really long time to accumulate actionable results e Commerce gives you the chance to do lots of testing, and you get a report card back from the customer every day if not every minute. This real-time feedback loop accelerates your Marketing learning curve exponentially.*

- 5. E Commerce might make a difference in your life, not just your day job.**

*Some day in some way it's going to be pretty damn handy that you paid your dues in e Commerce. Maybe you want to promote your band. Or help raise money for your favorite charity. Or start up your own company. Or turn your favorite hobby into an extra source of income. Being smart at e Commerce is something practical and relevant that can last a lifetime.*

**Challenges:**

*These challenges are ultimately impacting the employment landscape of the industry. Some of the key employment challenges faced by the industry are:*

**Skill-fit:**

*As the industry matures, the requirement of skilled manpower is increasing. E-Commerce players, sellers, SMEs etc. need high-skilled staff for managing operations and managing them efficiently. Lack of training on the industry centric operations and technologies is further hindering skill advancement.*

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**Employee retention:**

*With all e-commerce players fighting for the limited pool of experienced resources, it is becoming increasingly difficult for companies to retain talent. Employees are also leaving, as they struggle with culture misfit, and highly demanding nature of the industry*

**Rationalization of hiring:**

*As the e-commerce industry matures, it has started optimizing its workforce, and is moving away from exponential growth in hiring towards a more sustained one. E-commerce companies' realigned business requirements and revised focus on managing costs is affecting the earlier frenzy around hiring. This may continue to happen till the industry gains stability.*

**Process automation:**

*The maturity and automation of some of the processes will eventually lead to requirement of lesser workforce to do the same job, hence making some roles redundant. In order to leverage the e-commerce growth for economic and employment development, it is important that the government, business ecosystem, and education system realize the requirement of change called out by the industry.*

**Conclusion:**

*As per understanding of researcher by study of e employment in India indicates that, Rapid developments in ICT have opened up new global business opportunities in the form of E Commerce, which may exploited by the developing countries as well. It is feared that these developments may widen the digital divide and under developed countries may lag behind and lose in the race. But E-commerce industry is expected to create direct employment for around 1.45 million workforces by 2021, reveals a report titled Impact of Ecommerce on Employment in India. The study was released by online marketplace in partnership with KPMG. As per the report, logistics and warehousing sector is expected to contribute almost 55 per cent to direct employment opportunities in e-retail. Also e-retail is expected to add 0.4 million high- skilled jobs by 2021.*

**Reference:**

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*Career Opportunities in e Commerce in India*  
*<http://www.problab.com/career-opportunities-in-e-commerce-in-india>*  
*Impact of e-commerce on employment in India*  
*<https://assets.kpmg.com/content/dam/kpmg/in/pdf/2016/12/impact-of-e-commerce-on-employment-in-india.pdf>*

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(Published on February 19, 2014)

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## EFFECTIVE LEGAL READING: NEED OF HOUR

Suresh G. Santani<sup>xx</sup>

‘Legal education makes lawyer an expert who pleads for all like the doctor who prescribes for all, like the priest who preach for all and like the economist who plan for all.’<sup>xx</sup>

Legal texts and legal terminologies are unique in both their form and structure and they are of their own special genre. Legal reading is a skill that all law students need to master in order to become successful students and future lawyers. Legal reading is very important to a law student’s academic career. Reading of statutory provisions and judicial opinions is central to both law students and the law practitioners. Legal reading is a challenging task for many people including the law students. In order to understand legal text, a reader needs knowledge of legal terminology and an understanding of case structure and legal theory. Since, reading is essentially a constructive process, but interpretation is built from the knowledge of reader. If a reader lacks knowledge, then he/she will be unable to gate effective interpretation. Reading legal opinions to maximize time efficiency and comprehension is one of the most critical skills for any law readers.

➤ **Nature of Legal Reading:** *There is far more to legal reading than simply reading a judicial opinion quickly or re-reading the text frequently. But the real issue became one of reading effectively, not just reading quickly. Effective legal readers should know what to pay attention to and what to let go of; in other words, readers should know what details are relevant to the decision and what details are irrelevant. At the same time effective legal readers should use reading strategies that allow them to go beyond the mere words in any opinion into the analysis and reasoning of the court. To maximize the effectiveness of legal reading various deferent reading strategies needs to be adopted. Poor readers make more oral reading errors that can affect the meaning of text. This may happen due to misreading or skipping words while reading, the reader is at risk of miscomprehending whatever is being read.*

➤ **An Expert legal readers vs. novice/learner reader:** *A successful law advocate/student must also be efficient readers so that one can devote their mental energies toward comprehending what they are reading. Good readers store words and word parts in their memories as visual orthographic images. Such storage allows readers to bypass the decoding stage to quickly retrieve words from memory. Expert legal readers read less linearly than novice/learner readers. Novice readers did not look at details such as dates, judges’ names, or courts etc. Further a difference in time allocation to parts of the text between experts and novices is that novices tend to read at the same speed, no matter which part of the case they are reading, whereas expert legal readers slow down for important parts of the text, while speeding through judicial ramblings. Expert readers are more likely to understand their own cognitive processes than are novices. The ability to recognize nonessential dicta allows more advanced readers to speed through less important parts of a case while slowing down to focus on the points of law.*

➤ **Reading Strategies:** *Effective legal reading can be ensured by applying various reading strategies together, because along conventional method of reading is not effective nowadays. Various reading strategies are -*

- 1. Problematizing Reading Strategies:** **These strategies help readers to solve problems within the text. Readers use problem formation strategies to set expectations for a text. They ask themselves questions, make predictions, and hypothesize about developing meaning. Various studies have associated the use of problematizing strategies with student readers and expert/lawyer readers. These readers ask questions, they talk back to the text, make predictions, hypothesize about meaning, and connect with the overall purpose of their reading.**



2. **Rhetorical Reading Strategies:** Rhetorical reading strategies allow the reader to move through the text in an evaluative manner or in a way that synthesizes what is being read with the reader's own experiences. Rhetorical strategies represent points where the reader took a step beyond the text itself, and is concerned with constructing a rhetorical situation for the text, trying to account for the author's purpose, context, and effect on the audience.
3. **Default Reading Strategies:** Readers use default reading strategies when they "moved through the text in a linear progression," which includes "paraphrasing" or "underlining" text. It also includes making "margin notes," "noting aspects of structure," and "highlighting" text. Default strategies are different from problematizing strategies because of the unproblematic nature of the process. Readers employing default strategies usually note something about the structure of the case and/or paraphrased or recited the text.

*All of this does not mean that we should abandon default reading strategies. But at the same time we should realize that those default strategies will not be sufficient by themselves. Hence, we should be well assisted by incorporating an effective involvement of problematizing and rhetorical reading strategies to gain the ultimate object of legal reading.*

➤ **Importance of Legal Reading:** *The importance of 'Legal Reading' truly depends upon the importance and role of 'Legal Education'. From the following facts about the legal education, the importance and role of legal education would be clear -*

1. The legal education should be able to meet ever-growing demands of the society and should be thoroughly equipped to cater to the complexities of the different situations.
2. Legal education has an important role in directing and moderating social change.
3. Legal communication manifest higher moral values hence should maintain high degree of competence discipline and ensure that no section of society is denied of access to its services because of poverty or social status.
4. Legal education seeks to impart appropriate training, which should be made available through professionals' experts.
5. Legal education is expected to inculcate law students with the operative legal rules both substantive and procedural.
6. The prime object of the legal education is to produce efficient lawyers.
7. Legal education must equip the student with the necessary theoretical and practical knowledge.

➤ **Some reading tips for law students / law readers:**

**1. Read Like an Advocate or a Judge:** *Usually, a lawyer reads laws/cases to solve a legal problem faced by his client. As the lawyer reads the law/case, he is trying to identify the applicable legal rules and determine how those rules will affect his clients. Whereas a judge, naturally, reads cases in connection with a case pending before the court. Much like the advocate, a Judge is reading to identify the applicable rules and determine whether and how the case affects the decision he/she will render in the case.*

*Both the lawyer and the judge realize that in reading the case their role is not simply to gather the information set forth by the other. Rather, they are developing their own understanding about what the case means, not only for the parties to the case, but also for the judges, lawyers and parties who come after. They are figuring out how the case can be stretched to fit their own facts or compressed to avoid their own fact.*

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*By following same perspective, one should lay the foundation for using problematizing and rhetorical strategies while reading legal provisions/matters. It requires a mindset to look for strengths and weaknesses in the court's analysis, bias of the court, and seeks to construct meaning instead of merely gather information.*

**2. Connect to a Purpose:** *When law students internalize a purpose for reading other than simply reading the law/case in preparation for class, they read differently. One should read the facts of the opinion more closely e.g. in context of a client, to determine whether their client's case might be analogous to the facts of the opinion. They should note the case details and procedural posture of the case more accurately and consistently. By connecting with the purpose of the law/case reading one can be more engaged and active in their case reading or overall law reading. Short focused reading is more beneficial than hours spent in the library staring at legal text. Students should assign themselves a purpose on their own for instance, pretend they are the defendant's lawyer or the appellant or the judge. The point is that active, focused reading improves a law student's overall comprehension and retention of important details.*

**3. Establish the Context of the law/case:** *All law students need to establish the context of the law/case before they read. Students need to know why they are reading? Why is the legal provision/case in the casebook at that particular place? For what legal proposition does the law/case stand? Knowing the context of the matter means understanding the specifics of the particular case and why the legal provision is important within the larger context of the course. Knowing the context of the provisions before beginning to read would be a very useful strategy to read more efficiently.*

**4. Resolve any Confusion before reading on:** *Usually law learners become confuse as they read the law, they should page back and figure out the answer to their questions before moving on to the next paragraph. In contrast, struggling law students tends to leave their questions unanswered. Instead of figuring out the answers, the less successful students simply moved on through the text, hoping that the opinion would eventually make sense in the end.*

**5. Don't Get Stuck Using Only Default Reading Strategies:**

*While reading, most of the students spent the bulk of their reading time for high-lighting text, paraphrasing, or writing notes in the margin. Whereas they should use a variety of reading strategies throughout their reading protocols. Although law students certainly need to be able to articulate the facts, issues, and holdings of any legal provision/case, they also need to understand how the legal provisions/case relates to the other legal provisions/cases they have read in the class. Was the interpretation of legal provisions/decision correctly decided? How does the case change the law? Using problematizing and rhetorical strategies in addition to default reading strategies allows law students to go deeper into the court's analysis.*

➤ **Role of Law Teaching towards effective Law Reading:** *The law teaching methods also play important role in creating effective legal/law reading methods. In this context, law teaching methods should focus on essential elements like -*

1. Giving students a strong grasp of the black-letter rules;
2. Teaching students how to apply those rules to new fact patterns;
3. Teaching students case analysis i.e. how to dissect a case, breaking it down into discrete components in order to discern what the court is actually doing;
4. Improving students' ability to distinguish between facts that are pivotal to the outcome of a case and facts that are irrelevant;

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5. Teaching students to focus on procedural issues;
  6. Exposing students to ethical and professional responsibility issues that lurk beneath the surface of the cases;
  7. Giving students transaction-oriented skills training through contract drafting exercises and mock negotiations;
  8. Teaching students the methods of statutory construction and giving them statutory drafting exercises;
  9. Giving students an appreciation of the policies upon which the rules are grounded;
  10. Covering the larger jurisprudential or philosophical framework of the subject;
  11. Developing a rational theory to explain and justify the rules;
  12. helping students to see the race or gender implications in the rules and cases; and alike.

### ***Conclusion:***

The laws and legal fields has to deal with problems of diverse magnitudes and the law students and advocates have to be trained in professional skills to meet the challenges of globalization and universalization of law. Effective legal/law reading is an important and crucial skill required to be possessed by law reader's/law student's as well as all advocates. In the beginning, we may feel overwhelmed by all these strategies and wonder where we will find the time and how to make combination of such strategies. But ultimately these strategies result in more efficient reading by increasing comprehension and it ensures that we are getting maximum value from our reading time because we are not only gathering information but also strengthening our ability to recall and apply that information. The more we practice these strategies, the more efficient we will become at using them. Consequently, the decisive purpose of reading law would be served only through effective and resulting reading.

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## Digital Humanities and Social Media

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### Abstract

Reading habits are affected mostly because of these social media. People are reluctant to go into libraries for reading books. Even they avoid purchasing books for reading purposes. Obviously people try to find the easy way of getting knowledge. The books in hard copies are rarely used by the readers. There is one reason behind this practice is burden of carrying printed books. They don't want to carry weight of books in hard copy. But these readers are not that much interested to read e-books too. They just indulge in short social media messages.

Absolutely, social media has negative impact on reading practice. The development in technical tools have made easy to receive and extent the information. The facility of Information and Communication Technology (ICT) has great influence on the readers. Internet has provided a lot of information in a single click. And, social media has become platform for one and all. It includes even Google books, online video such as You Tube, online games, online communication for trading and so on. These are the great sources of communication tools. The organizations have changed their policies by including social media as official means of communication. Therefore, it has been tuned and essential part of the individual as well as professional life.

Digital Humanities is one more aspect which is closely related to reading habits. Traditionally, readers were habitual to seat in the libraries and read hard copies of the books of their interest. It was the great source of acquiring knowledge. This habit reading was in practice up to last a few decades. But the liberalization policies affected towards the end of century. It affected not only economy of the world but also boosted technical market. And, this technological development enhanced the different portable, easily accessible, approachable and affordable electronic tools of ICT. This progress enabled software researchers to work upon different media of communication. It generated electronic media of communication. Even today, there are number of peoples who are using newspapers as hard copies. But there is no less number of readers who prefer to read news using electronic devices. This is part and parcel of social media. It has become easy to post latest and striking news cutting immediately on social media. If anything happens in the corner of the world, the news first comes on social media and then in newspapers. In fact, it has become need of the modern world. Digital Humanities is a platform which can turn readers from social media to traditional reading habits by providing e-books. Social media is departing readers from knowledge based reading material. Digital humanities can turn readers back to develop good habit of reading and acquiring different types of sustainable knowledge.

**Keywords:** Digital Humanities, Social Media, ICT, reading habits, information, knowledge

### Introduction

Social media is the means of communicating virtually. It helps to create and share information at various remote places. Internet networks and virtual communities play an important role in this regard. Ideas can be dispersed with the help of electronic devices like Android/Smart Phones. There are several types of social media. The major types are Facebook, Twitter, and Instagram, Telegram, Whatesapp, Linkden and Blogs. These types of social media are used to share thoughts, ideas with friends and direct-indirectly, know-unknown persons in the society. It provides facility to upload photos, videos, and different types of files such as MS-word, excel and Pdf. formats.

According to Kent, 'Social Media' (2010, p.645) is a concept inclusive of many more idea as, 'interactive media channels that allow two-way interaction and feedback'. Actually, social media is the term associated with electronic and technology mediated facilities for sharing ideas by using virtual interaction through internet networks.

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## Review of Literature

The researcher has taken review of literature regarding impact of social media on reading habits. The literature is available in print form as well as on internet as online resource. There is research on this topic at ResearchGate carried out by two authors jointly which is entitled as, 'EFFECT OF SOCIAL MEDIA ON THE ACADEMIC EFFICACY OF NIGERIAN STUDENTS'. In this research the authors have touched upon different angles of the study. There is scope to do research on this topic by taking into account the literature available about Digital Humanities. In an educational field the disciplines such as literature, sociology and history are replacing traditional humanities with modern methods like computer tools. Computers have taken important place in our individual as well as in professional life. Now a day, digital humanities have acquired distinct place in English Department in comparison to other departments. In this sense, John Unsworth has advised us rightly, "what is humanities computing and what is not." The term is discussed worldwide and defined as:

*The digital humanities, also known as humanities computing, is a field of study, research, teaching, and invention concerned with the intersection of computing and the disciplines of the humanities. It is methodological by nature and interdisciplinary in scope. It involves investigation, analysis, synthesis and presentation of information in electronic form. It studies how these media affect the disciplines in which they are used, and what these disciplines have to contribute to our knowledge of computing.*

If we look at the history of digital humanities and its close association with development of humanities, it is not surprising. Hence, digital humanities prove a type of common but very useful technological as well as methodological tool. In the world and in that mostly in the western countries there are various workshops, seminars and conferences on this subject. Every year, The University of Victoria arranges the annual Digital humanities summer programs to train new scholars. A well known organization called the 'Alliance of Digital Humanities Organization' organizes a well-known international conference called Digital humanities. It has good response too.

## Objectives

Objectives of the research are to focus upon usefulness of Digital Humanities. It is also measured to increase awareness of developing reading habits. The study is organized to find out positive and negative effects of social media on readers

## Scope

The research is done previously in this area but still there is scope for doing research by undertaking different perspective. Digital Humanities is new branch of knowledge which has great importance in the world of technology. As Digital Humanities is all about technological tools, it can prove a counterfeit for social media. It has great scope for research. We have to change our point of view. We have to adopt advanced tools and techniques. These are made available to us by digital humanities. It makes possible to keep number of copies of *Hamlet* accessible. It is very helpful for keeping records. It also ensures future access to interactive fiction and virtual communities. Professionals in the educational field, Higher Educational Institutes and distance educations are meaningfully supported by it.

## Limitation of the study

The study is limited to Digital Humanities and Social Media. It will not focus upon other dimensions. Digital Humanities is concerned about creating e-books and preserving old printed books in computerized forms by scanning. It assists readers to acquire knowledge by reading digitalized copy of old books.

Now-a-days, it is enlarged including several fields. The educational institutes themselves are facing huge and often struggling changes linking new technologies. While, digital humanities serve to focus on the concern of individual scholars. It seeks the confusion in their profession. In future, it will certainly give proper direction to Comparative Literature Studies.

## Methodology

Initially, in 1974, Elihu Katz, Jay Blumler and Michael Gurevitch proposed gratifications theory. Daramola (2012, p. 87) clarified the use theory of gratifications is related to the use of people for media. It is to fulfill their wish or content their necessities.

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The library method has been applied to carry out the present research. The literature related to the research is collected in print form and online. The literature is scrutinized to find out answers of the possible solutions.

In 1962, Marshall McLuhan produced theory of 'Technological Determination'. The theory describes the impact of technology on the thinking and feeling of the individual. The theory also focuses on the technical progress which determines media and technology as prominent and controlling aspect for society. The theory is applied for the analyzing the literature.

### **Findings**

Social media is affecting reading habits adversely. The readers are not interested to get knowledge but just information. Digital humanities are the best possible solution for cultivating reading habits in the readers. The readers have to read books to get knowledge of real worth. Social media provides information which is useful but it has limitations. It cannot be useful for long term gain. Knowledge in books is helpful for generations.

### **Conclusion**

A view is prevalent that there is no connection between social media and issues, incidents in the society. The fact is that social media affects greatly on society. Social media gives temporary information. But, using digital humanities reforms can be made by making collaboration at different level of cultures. In technical field, numeric data is easily traceable through computers. In Digital Humanities, the research fields like literature, linguistics and stylistics has a long tradition of text-based data processing which can be turned into images, audio, video and so on to match the contents of social media. Presently, the term Digital humanities began as activity among group of new researchers. It has proved a good alternative to traditional printed books. It has enough competency to turn readers from social media to e-books.

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## IMPACT OF SOCIAL MEDIA ON STUDENT'S READING HABITS

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### ABSTRACT:

*Social networking has become a common international trend which has spread its reach to almost every corner of the world. The use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. A vast majority of Social Media users are youth. Thus most of the positive and negative impacts of Social Media usage fall on the youth. The amount of time allocated for internet usage of the youth has increased dramatically with the increase of latest Social Media networks and as a result the reading habit of the youth seems to be dramatically decreasing. This research intends to examine how the Social Media has influenced the reading habits of the youth. This Study sought to find out the effects of social networking on reading habit of undergraduate commerce college students of Mumbai region. It is conducted through questionnaires and thereafter the collected information is analyzed systematically to find the final result. It further investigates the negative impact of the youth by the social media on their reading habit. Reading is capable of enriching one's intellectual capabilities and it develops insights into human problems and has a major impact on their attitudes towards society. Social media which is designed with the intention of promoting social connection seems to be not fulfilling its main objective by reducing the reading habit of the youth. Owing to the rapid change or the update of content on social media sites the youth is not given a reasonable time to cultivate one particular thought and think about it analytically which again makes a negative impact on their intellectual and profound thinking habit which is an essential quality for a good personality which is mastered by reading books.*

**Key Words:** Reading Habits, Social Networking, undergraduate students, Social Media

### 1. INTRODUCTION:

*Reading is essential for international understanding and world brotherhood. It helps to understand and appreciate the common achievements of the global family. Reading is an essential tool for lifelong learning. It is important for everyone to develop the rudiments of reading and the culture of reading always so as survive in life. Reading is the ability to understand words contained in a document and make use of the knowledge for personal growth and development. This implies making meaning out of recorded information either printed or non-printed in the life of an individual. People read for different reasons and purposes, some of which include for pleasure, leisure, relaxation, information and for knowledge.*

*The art of reading is a priceless instrument for everyone. It is one of the most important activities of life through which we enter the life and experiences of others and extend our knowledge, scope of experience and enjoyment.*

*Social networking has become a common international trend which has spread across almost every corner of the world. The Use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting*

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trends and agenda in topics that range from the environment and politics to technology and the entertainment industry.

*The proliferation of mobile phones and advancement of media technology has had a great influence on the way people now communicate on a daily basis. The use of the social media among the youths of today is growing exponentially and gaining more and more popularity among students. Many students get addicted to the use of social media site as they continue to engage in one activity or another on the social media sites very often. Due to this increased popularity, there is growing concern over the possible influences the use of social media could have on students' academic performances.*

*With these developments in technology social networking sites have become more and more popular among students and a major concern have arose over how the use of social media sites among undergraduate students affects their reading habits & academic performances.*

## **2. LITERATURE REVIEW :**

**2.a) Concept of Social Media :** Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Examples include Facebook, Tango, Twitter, Yahoo Messenger, MySpace, Digg, and others. Lusk (2010) further defines social media as “an aspect of the Internet which allows individuals and groups to create and publish online content, share the content, and interact about it”. Social Media Sites include social networking sites (SNSs) such as Facebook and MySpace, blogs, microblogs such as Twitter, wikis, tools for sharing photos and videos such as Flickr and YouTube, online gaming, and virtual worlds such as Second Life. According to Junco and Loken (2010), social media are a “collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing”. Social networking is a way that helps many people to feel as though they belong to a community. Due to the increased popularity of social networking sites, economists and professors are questioning whether grades of students are being affected by how much time is being spent on these sites (Choney, 2010).

### **2.b) Reading Habits among Students:**

Reading helps in all-round development of a person from his birth to death. It adds new sight to eyes and new wisdom to mind. A dumb person becomes a communicator and a lame climbs mountains of knowledge through reading. Reading loads the mind with new software (Satija, 2002). Reading makes way for a better understanding of one's own experiences and it can be an exciting voyage to self-discovery. “Reading habit is best formed at a young impressionable age in school, but once formed it can last one's life time Green, (2001). Many authors such as Palani (2012), Grosseck (2009) and Gaona (2012) agrees that reading is an essential tool for knowledge transfer. In this sense, the habit of reading is an academic activity that increases skills in reading strategies. Reading habits, therefore, play a very crucial role in enabling a person to achieve practical efficiency. “Laws die but books never.” Indeed, books are the most suitable medium through which knowledge is transmitted from generation to generation ( Issa et al, 2012).

Every new media of information and communication technology (ICT) has been a threat to man's interest in reading. The radio, television, cell phone, computer and the Internet have captured a big slice of time and reading has taken a back seat. It is visible that people have reduced their contacts with the world of books and other reading materials.

## **3. OBJECTIVE OF THE STUDY:**

*The Objective of this study is to investigate the impact of social media on the Reading Habit of under- graduate commerce college students of Mumbai Region.*

## **4. JUSTIFICATION AND SIGNIFICANCE OF THE STUDY:**



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*Reading plays a crucial role in the overall development of an individual and the nation at large. Without reading, one's thinking ability, personality and intellectuality cannot be expanded and a good nation cannot be built. This study is significant in the sense that it brings out the impact of the internet and social media on the reading habit of under- graduate commerce college students of Mumbai Region. Further, the findings of the study might play a great role in showing the state of today's Youth Mind.*

## 5. **METHODOLOGY:**

*This study used a survey method to collect primary data using a questionnaire as the data collection tool. The questionnaire was designed using the researchers' personal experience. A pilot study was conducted on the questionnaire to ensure the reliability and validity of the survey on under- graduate college students of Mumbai Region. The Questionnaire was personally administered by the researcher.*

## 6 .LIMITATIONS:

- a) The Study is limited to under- graduate commerce college students of Mumbai Region only.
- b) The sample size does not give clear representation of total universe.
- c) The Sample Size is very small.

## 7. TOOLS FOR THE ANALYSIS:

For Data Analysis , percentage analysis, simple charting and tabulation tools are used to under stand the impact of social media on reading habit of youth.

## 8. DATA ANALYSIS AND FINDINGS:

*The following table shows the demographic profile of respondent .*

### **Demographic Profile of the Respondents:-**

<b>Basic Factors</b>	<b>Categorization</b>	<b>No. of Respondents</b>	<b>% of Respondents</b>
Gender	• Male	30	30
	• Female	70	70
	TOTAL	100	100
Age Group	18-20 Years	100	100
Education Background	Under- Graduate College Students of Mumbai Region	100	100

### **8.1. How do you spend your free period? ‘:**

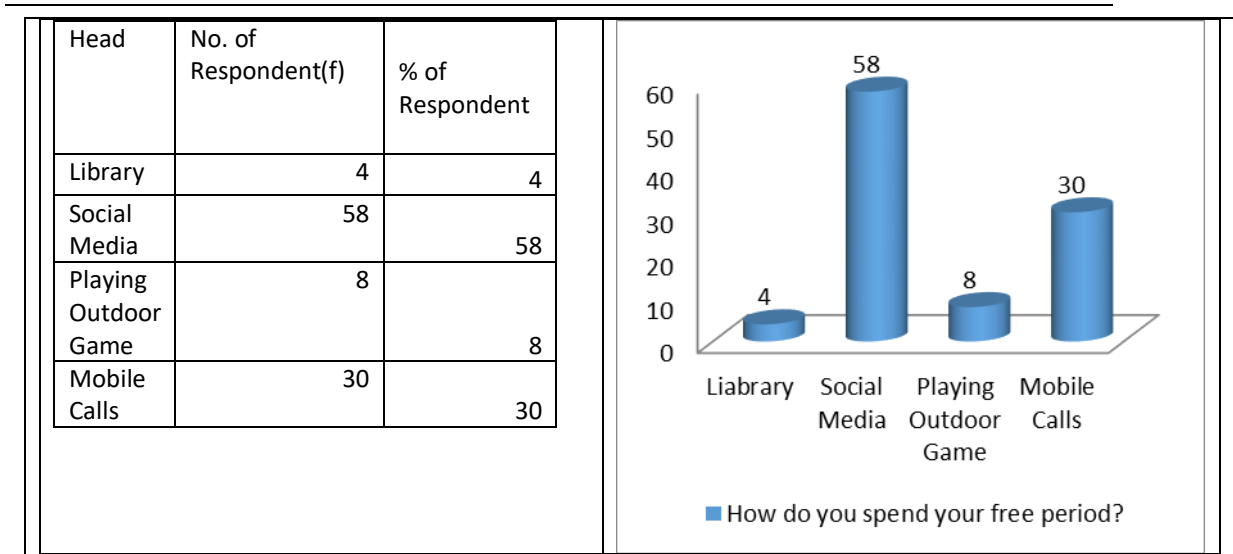


Figure 1. Shows that 30 participants among 100 students spend their free period time by talking over cell-phones, & 58 Students by using other Social Media instruments. On the other hand, only 4 participants usually go to Library and 8 participants playing outdoor games to spend their Free Time.

**8.2. Types of Social Media Sites Mostly Used by Students:**

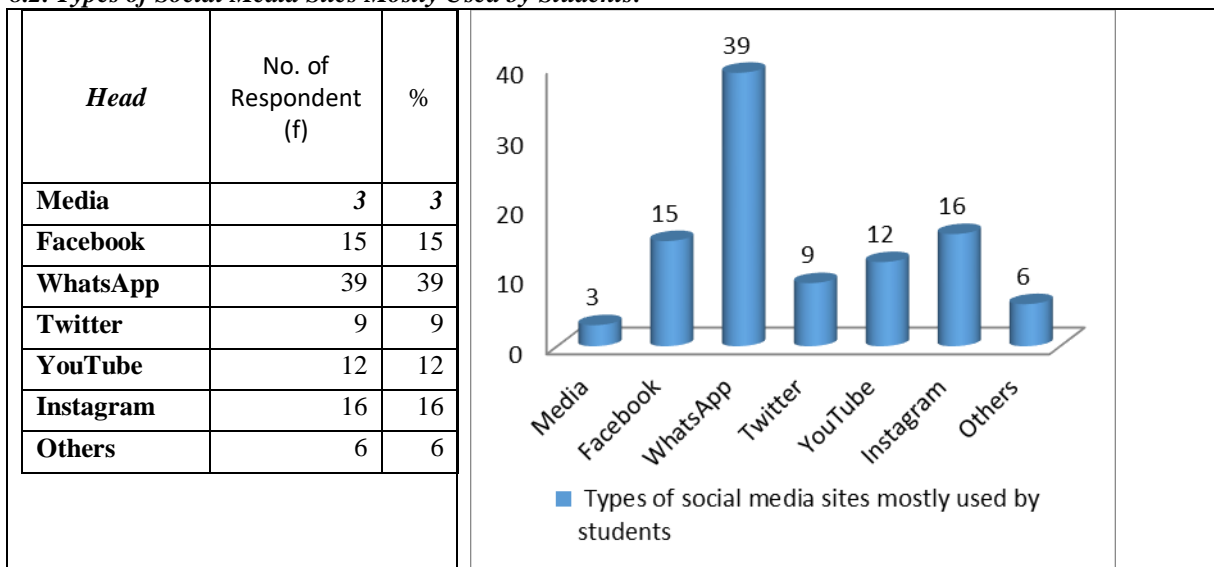
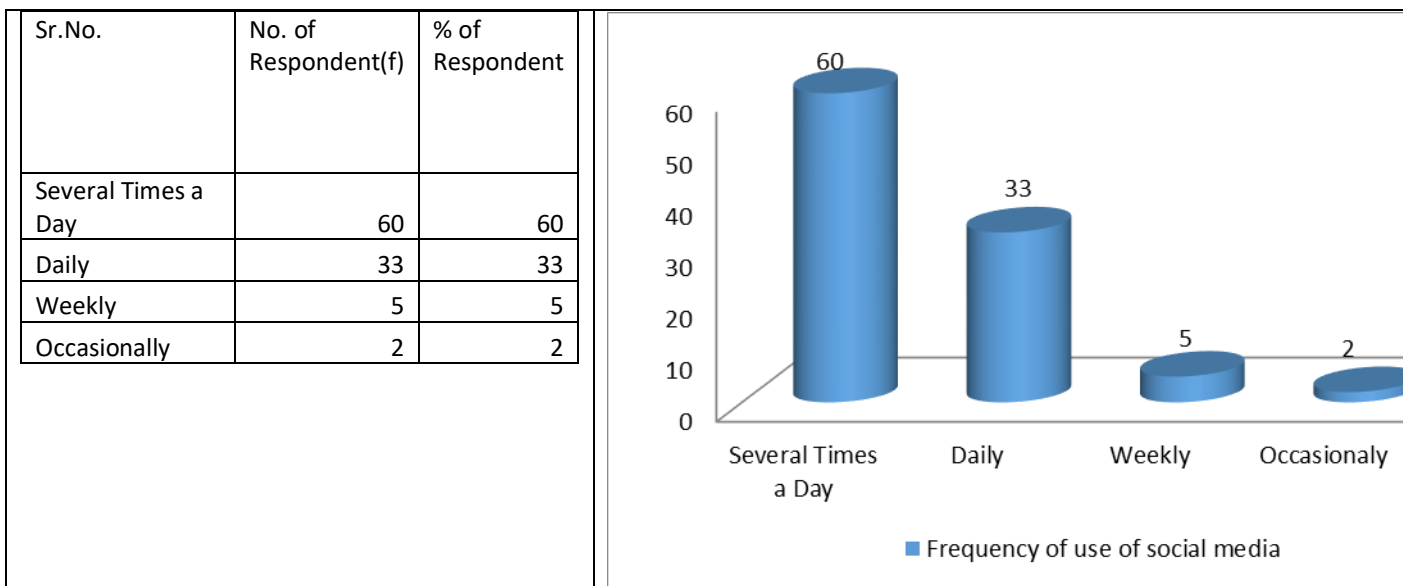


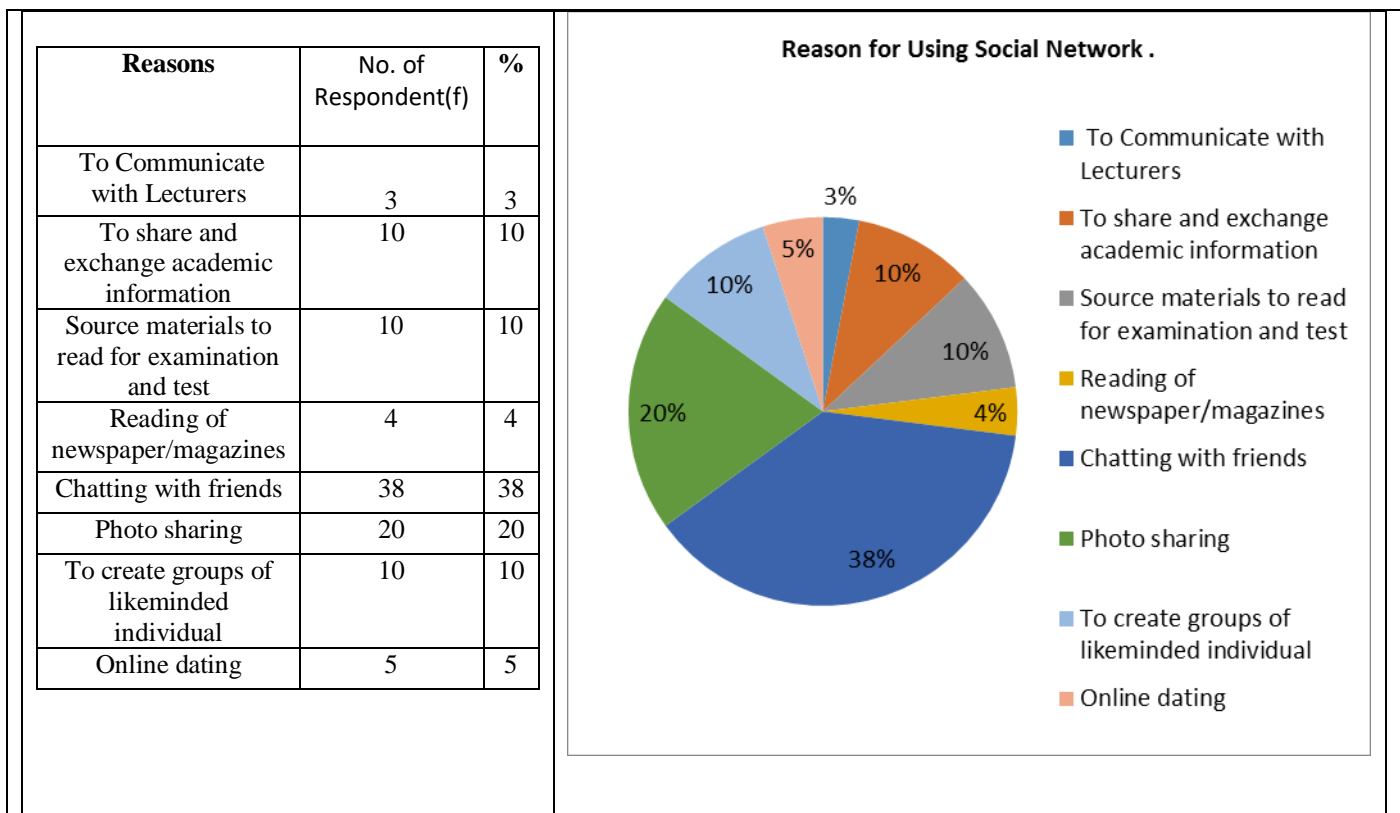
Figure 2. Shows that Social Media Sites Famous Among Students .

**8.3. Frequency of use of Social Media :**



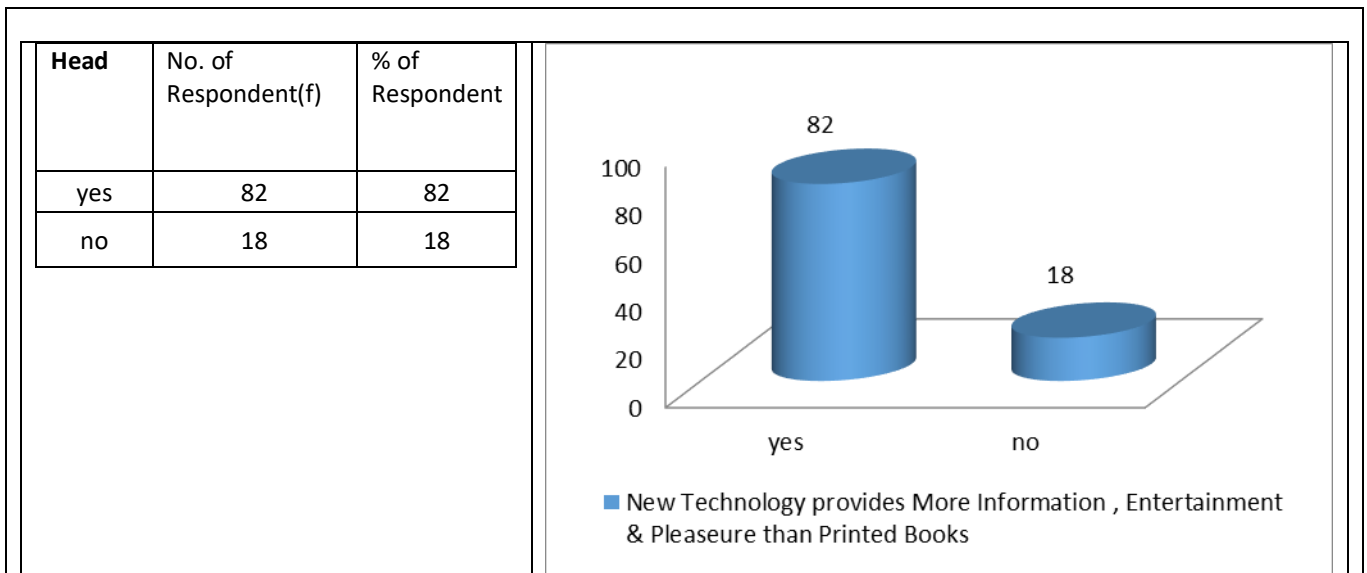
*Table 3 above revealed the majority of the students total 60 of the respondents use social network site several times a day, others 33 of the respondents indicated that they use it once a day. This showed that the interest to get connected to their friends makes them use it frequently.*

**8.4. Reason for using Social Network:**



The table 4 shows that students use social network for various reasons. The table indicates that majority of them use social network for non-academic purposes than for academic purposes. This is well exposed when the highest number of 38 of the respondents indicated their reasons to be for chatting with friend, others 35 (20+10+5) respondents stated photo sharing and creating groups of like-minded individual & dating ,respectively while 27 (3+10+10+4) respondents use social network for academic Purposes.

**8.5. New Technology provides More Information , Entertainment & Pleasure than Printed Books .**



*In Figure 5, it is apparent that a significant portion of participants 82 hold the opinion that new technology provides more information, entertainment and pleasure than printed books, and a very small portion of the students 18 Demonstrates a contrary view.*

**8.6. Student Spend More Money for Internet Accessibility than Buying Books .**

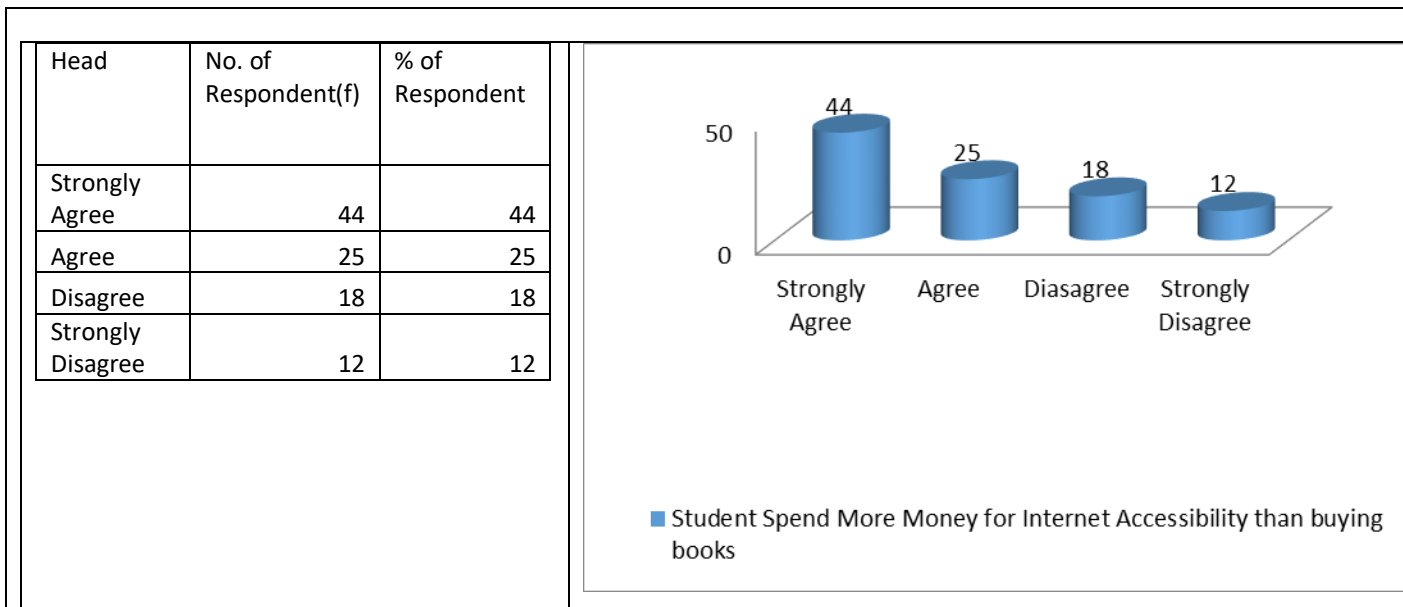
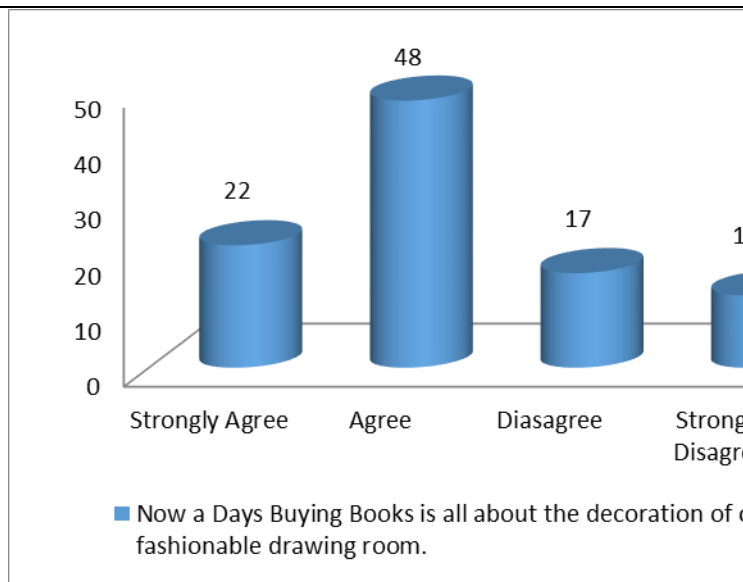


Figure 6. demonstrates that 69 participants admit that they spend more money for Internet accessibility than buying books. A the remaining 30 students, go opposite to this statement.

**8.7. Now a Days Buying Books is all about the decoration of our modern fashionable Drawing Room.**

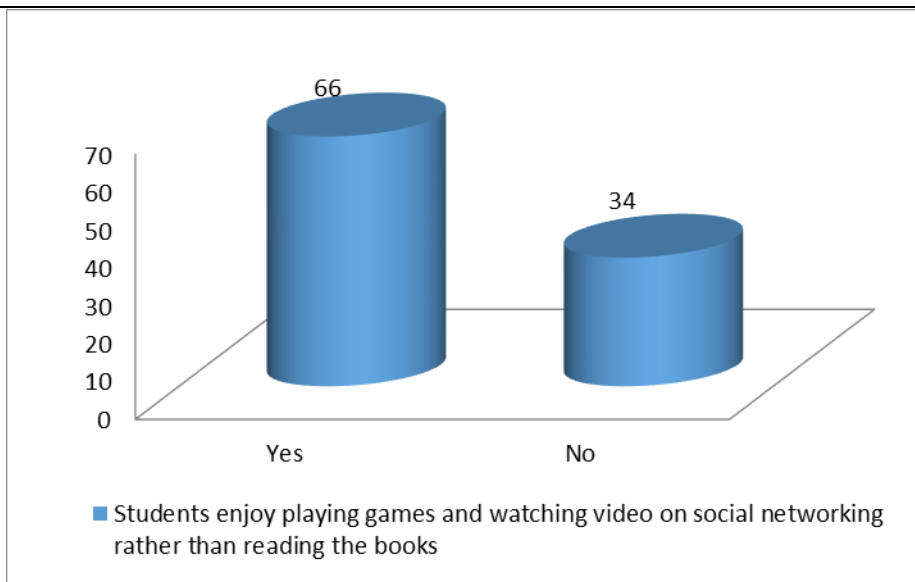
Head	No. of Respondent(f)	% of Respondent
Strongly Agree	22	22
Agree	48	48
Disagree	17	17
Strongly Disagree	13	13



From Figure 7 , it is clear that 70% participants are in favor of the statement that they believe, these days, buying books is all about the decoration of modern, fashionable drawing room. And the remaining 30% participants say that they do not consider books as house decoration.

**8.8. Students enjoy playing games and watching video on social networking rather than Reading the Books.**

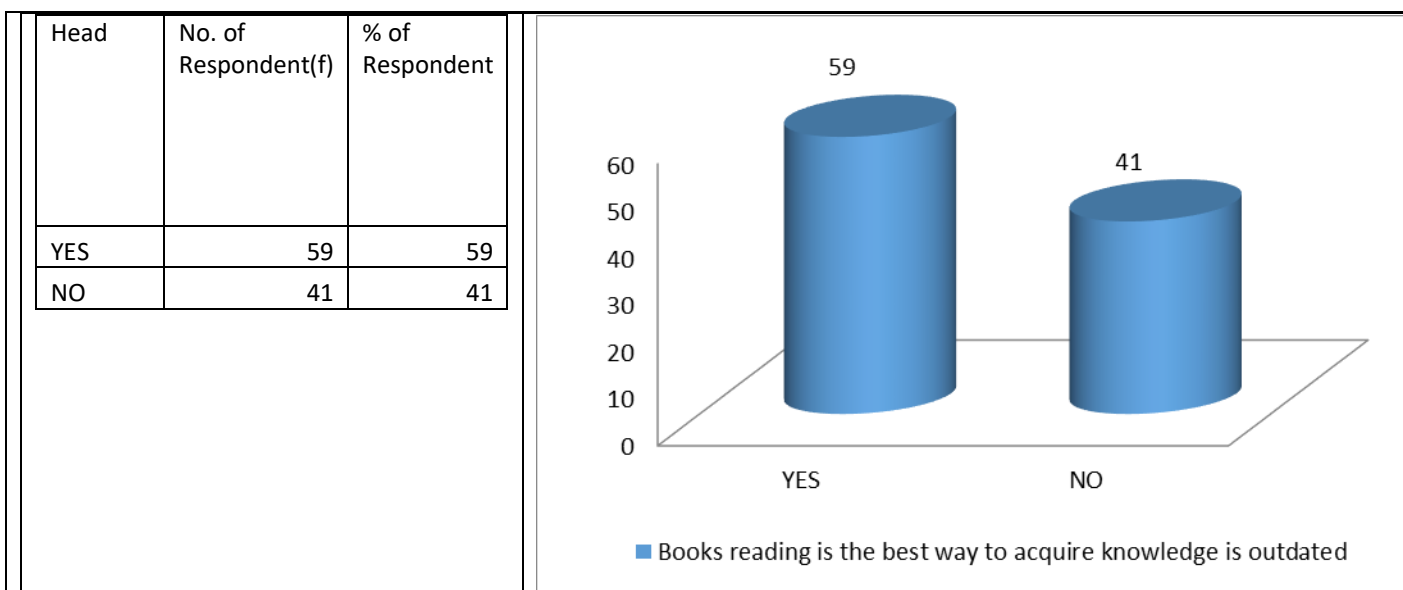
Head	No. of Respondent(f)	% of Respondent
Yes	66	66
No	34	34



*Figure 8 illustrates that 66 participants like to spend more time in playing games and watching video and 34 disagree on this statement.*

**8.9. Books reading is the best way to acquire knowledge is outdated :**





The finding shown in Figure 9 is quite astonishing that 59 students opine that book reading for acquiring knowledge is a outdated idea where 41 believe that this statement is not true.

**8.10. The Social Networking Expose Students to illicit act.**

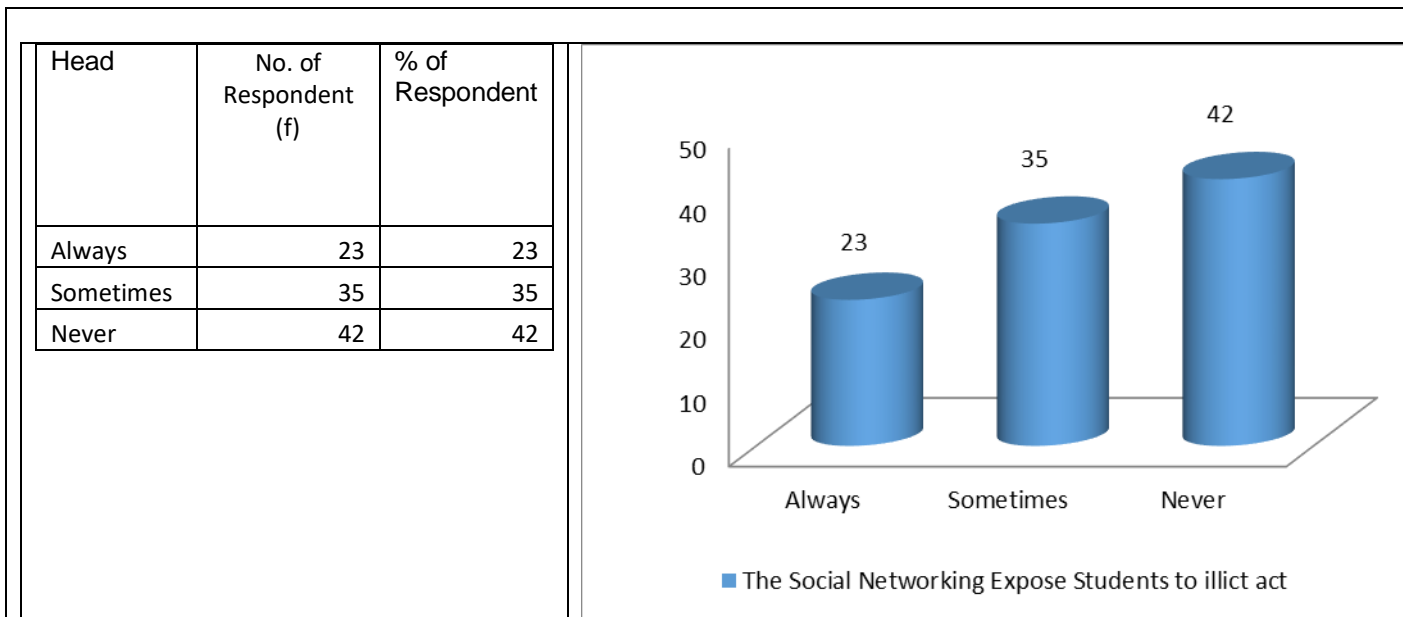
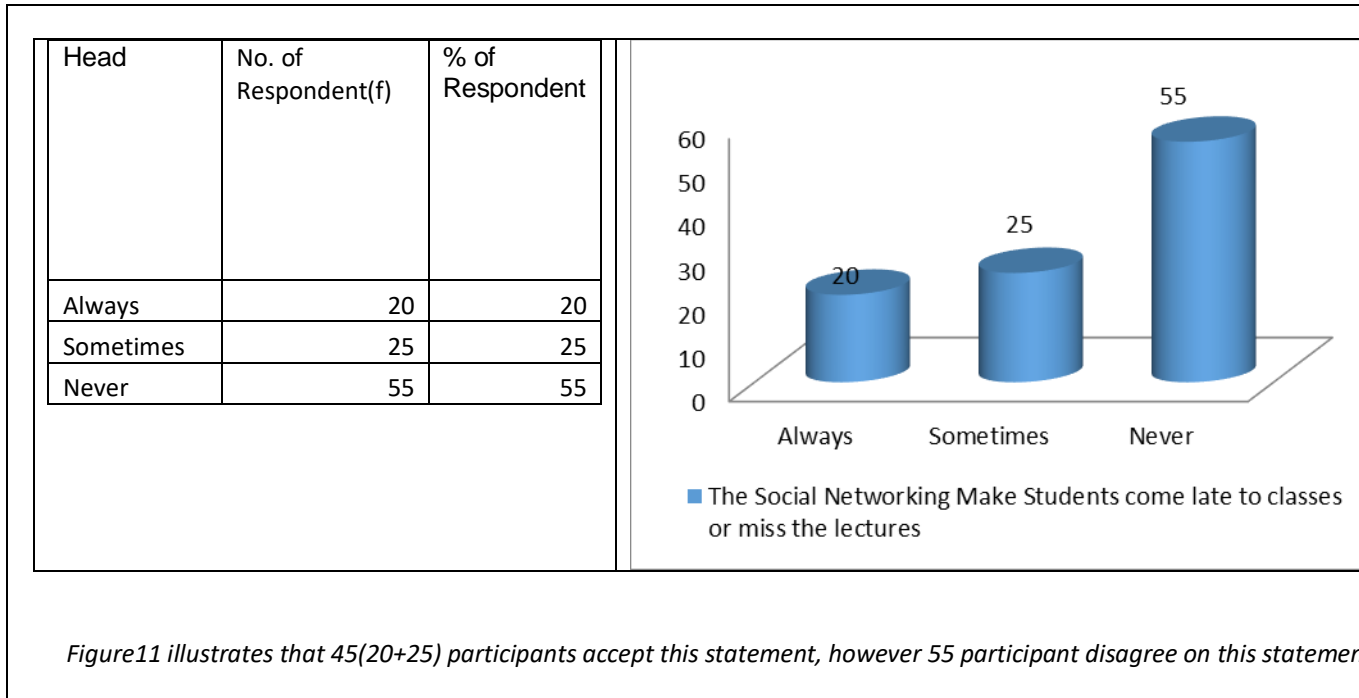


Figure 10 illustrates that 58(23+35) participants like accept this statement, however 42 participant disagree on the statement.

**8.11. The Social Networking Make Students Come Late to Classes or Miss the Lectures.**



**8.12. Does Social Networking reduce the timing of reading?.**

Head	No. of Respondent(f)	% of Respondent
Strongly Agree	37	37
Agree	50	50
Disagree	8	8
Strongly Disagree	5	5

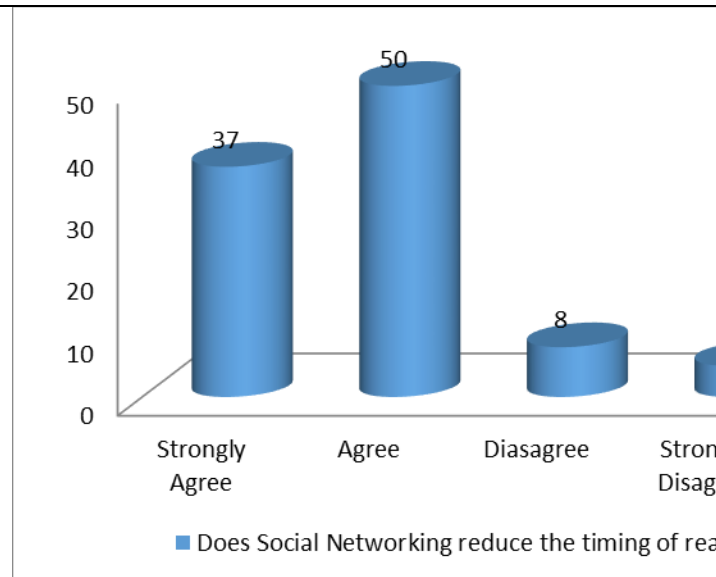


Figure12 illustrates that 87(37+50) participants accept this statement, however 13 participant disagree on this statement.

**8.13. Does Social Networking Increases Socialisation contact with friends :**

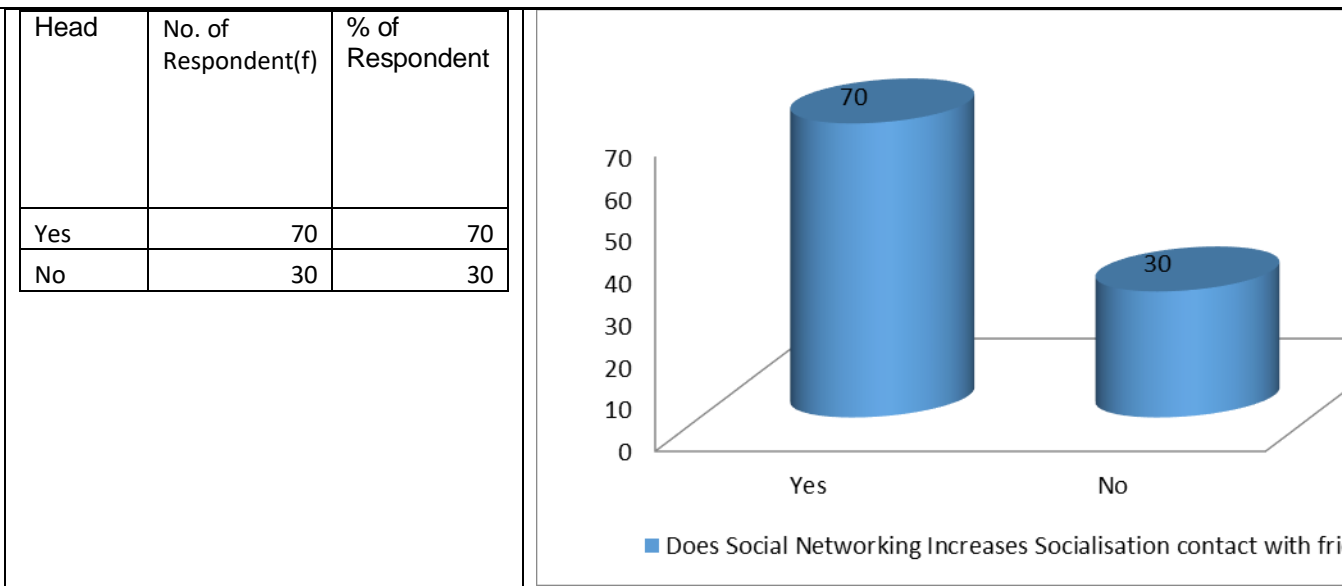


Figure13 illustrates that 70 participants accept this statement, however 30 participant disagree on this statement .

**8.14. Does Social Networking Distracts Students while reading in Classes ?**

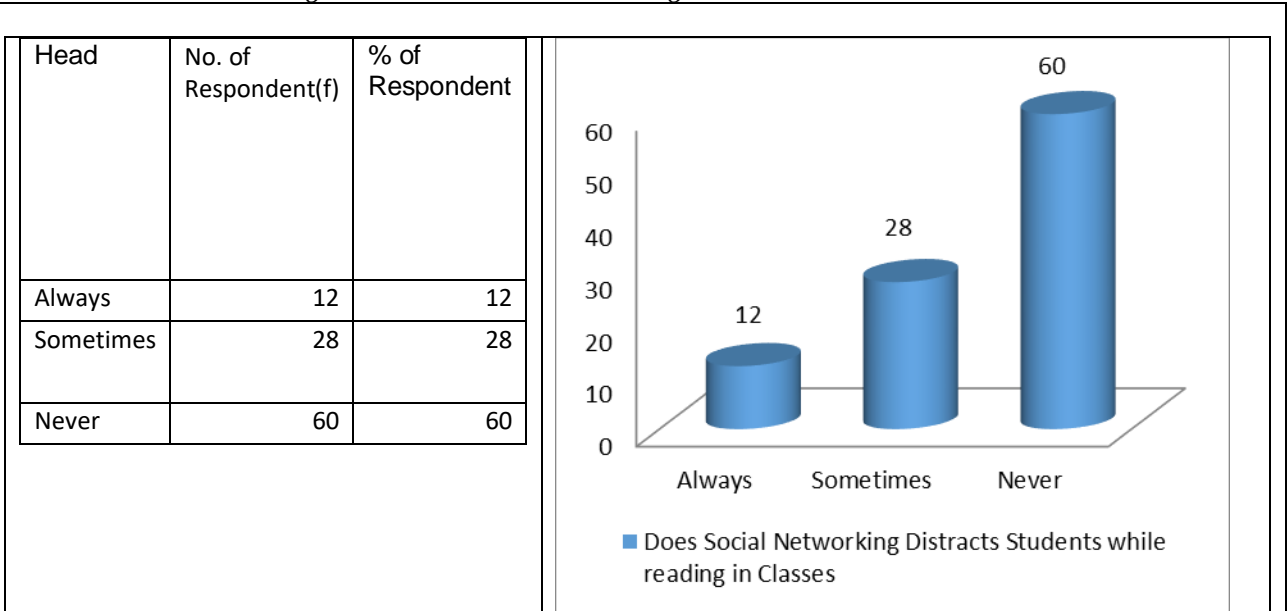


Figure14 illustrates that only 40(12+28) participants accept this statement, however 60 participant disagree on this statement.

## 9. DISCUSSION ON FINDINGS:

*The findings of this study show that a maximum number of students take more pleasure in social media than reading books. It is astonishing that when more than three quarters of the participants browse the Internet daily, only very few of them read non-academic books in their daily free time. A majority of the students do not read non-academic books during their leisure. Most of the participants browse the Internet, pass time on social-media (e.g. Facebook), talk over cell-phone, listen to music or play games regularly during their free time. It is clear that modern people think that they enjoy reading but they take other options and substitute book reading. To them, watching movie provides more enjoyment in a quick manner than reading books. They are very spontaneous to share that they are very fond of using technological instruments.*

*Another finding of the study shows that, because of the growing influence of the Internet and social media, it becomes difficult to find people who have regular habit of reading. The findings also reveal that students buy books every year but few of them pass time with books and it is the reason for which almost 70% students agree with the statement that "Nowadays, buying books is all about for the decoration of our modern fashionable drawing room." The days are moving forward, and book reading habit fails to maintain the rhythm in a similar speed. The modern people are substituting their library with digital resources. This very finding correlates with the statement of Yong (2009) that "modern means of dissemination of entertainment and information such as TV, computers, VCDs, game machines and the Internet are fully occupying young people's living and studying space".*

*Since today's modern individuals use the Internet daily, they spend more money for the accessibility of Internet than buying books, because, to them, the Internet is the best way to imparting the knowledge.*

*It also comes to light that, in spite of their technological addiction, a majority of the*

*Participants (87%) state that the use of technology in a wide range reduces their time to read printed books. Lastly it also comes to light that in spite of addiction of social media, 60% of the respondent state that social media never distract them while reading in class.*

*So, the findings of the study clearly show that students' gradual addiction to technology and its different time killing forms exert an alarming effect on their book reading habits.*

## 10. CONCLUSION:

*In this fast-changing world, the lack of reading culture among the young generation is greatly affecting the quality of graduates produced by the nation's highest institutions. From this study, it becomes apparent that gradual technological advancement creates unavoidable barriers in the path of intellectual development. Modern people are forgetting/ignoring the fact that book reading is the best way by which one's intellectuality can develop. It is true that technology helps a lot to make our daily activities easy; but if technology completely substitutes students' reading habit, one can never be a knowledgeable person as one loses the chance of being an extensive reader.*

*Consequently, the findings of the study indicate that the growing dependence on technology and its surrogates is the reason why students are less interested in reading books. It is also found that most of the participants enjoy chatting with friends, playing games, watching TV, talking over cell-phones or browsing the Internet, while very few of them read printed books. Even those who read books reveal that book reading is only a way to pass examinations. They depend largely on technology for information, pleasure, and entertainment than books, and that is the reason for which students these days are not willing to go to the library. This study concludes that social network has strongly affected the reading habits of students and now-a-days we have broken up our relationship with our best and*

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*unique companion — book. But also social network could be used wisely not only for keeping in touch with friends but also to provide vital academic informations that would be great benefit to the students and the society at large.*

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**Exploring the Importance of Reading Culture and Impact of Social Media on**

**Reading Culture: Insights from Vedanta**

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***Abstract***

‘The teacher inculcates in the students who have concluded their study of the Vedas:

**‘सत्यं वद। धर्मं चर। स्वाध्यायान् मा प्रमदः।’**

‘Speak the truth. Abide by your dharma. Never be idle in your studies’

-(Taittiriya Upanishad: 1.11.1)

Reading (studying) in general enhances an individual's intellectual capabilities. Reading gives endless knowledge and lessons and also helps in controlling the mind. Reading has inevitable role to play as knowledge is the food for the intellect, reading provides that nourishment to the intellect.

However, with the advent of social media, reading habit is becoming history gradually. Social media has become a spirited component of the daily life and is steadily taking over the consciousness of the youth subsequently affecting their reading culture. Advances that have come out in the last few years, such as Twitter, Facebook, WhatsApp, have abbreviated the amount of time needed to read and gain knowledge. Moreover, social media to the maximum can provide information; whereas reading scriptures, books, articles, etc. can provide knowledge.

The study investigates the difference between information and knowledge. Through the insights from Vedanta the current study sought to explore the importance of reading culture and impact of social media on reading culture.

**Keywords:** Reading Culture, Social Media, Knowledge, Information, Intellect, Mind, Vedanta.

## **INTRODUCTION**

“There is nothing mind can do that cannot be better done in the mind's immobility and thought-free stillness.

When mind is still, then truth gets her chance to be heard in the purity of the silence.”

— Sri Aurobindo

With the growing influence and fondness towards social media, it is taking a big toll on many valuable activities of life. It has taken a shape of chronic illness and an addiction. Social media is not allowing the mind to become still and focus on acquiring true knowledge through reading of books. Social media leads to wandering of mind and maximum good that social media can do is acquiring of information. Reading right books leads to concentration and acquiring of knowledge. But, unfortunately social media is killing the practice of reading books.

"The only thing that you absolutely have to know is the location of the library."

-Albert Einstein

## **LITERATURE REVIEW**

Several books and websites were identified and selected for the study. The overview of the related literature is enunciated as under:

### **Bhagavad Gita on Reading Culture**

THE BHAGAVAD GITA or THE SONG DIVINE, Gita Press, Gorakhpur, India (2002), Page no. 257, Lord Shree Krishna says in Bhagavad Gita: Chapter 17, Verse 15

अनुद्वेगकरं वाक्यं सत्यं प्रियहितं च यत् ।  
स्वाध्यायाभ्यसनं चैव वाङ्मयं तप उच्यते ॥ 15॥



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Words that do not cause suffering, are honest, unoffending, and of assistance, as well as the regular reading of the Vedic scriptures—these are acknowledged as the austerity of speech.

Reading is considered imperative from times immemorial as reading enriches ones' intellectual abilities. Lord Shree Krishna himself highlighted the significance of 'Reading' in Bhagavad Gita: Chapter 17, Verse 15.

THE BHAGAVAD GITA or THE SONG DIVINE, Gita Press, Gorakhpur, India (2002),

Page no. 32, Lord Shri Krishna has said in Bhagavad Gita: Chapter 2, Verse 41

**व्यवसायात्मिका बुद्धिरेकेह कुरुनन्दन |  
बहुशाखा ह्यनन्ताश्च बुद्धयोऽव्यवसायिनाम् || 41||**

Lord Shri Krishna explains that the intellect of those who are on Divine path is unwavering, and their aim is one-pointed. But the intellect of those who are undetermined is many-branched.

Commentary by Swami Mukundananda

Attachment is a task of the mind. Its expression is that the mind repeatedly runs toward the object of its attachment. So if thoughts of some person or object repeatedly come to the mind, it is a possible symptom of the mind being attached to it. Within our body is the subtle antah karan, which we also informally refer to as the heart. It comprises of the mind, the intellect, and the ego. In this subtle machine, the intellect is grander to the mind. It makes decisions while the mind creates cravings and gets attached to the object of fondness as determined by the intellect. For instance, if the intellect decides that money is the source of pleasure, the mind longs for wealth. If the intellect decides that prestige is the most important thing in life, the mind desires for reputation and fame. In other words, the mind cultivates desires in accordance with the knowledge of the intellect. Throughout the day, human beings control their minds with the intellect. As human beings our intellect holds the ability to control the mind. Thus, we must nurture the intellect with proper knowledge and use it to guide the mind in the proper direction. Buddhi yog is the art of detaching the mind from the

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fruits of actions, by developing an unbendable decision of the intellect that all work is meant for the pleasure of God. Such a person of firm intellect cultivates single-minded focus on the goal, and navigates the path like an arrow released from the bow. This determination becomes so strong in higher stages of sadhana that nothing can discourage the sadhak from treading the path. But those whose intellect is many-branched find their mind running in numerous directions. They are unable to cultivate the focus of mind that is required to tread the path to God.

THE BHAGAVAD GITA or THE SONG DIVINE, Gita Press, Gorakhpur, India (2002), Page no. 212, Lord Shri Krishna has said in Bhagavad Gita: Chapter 13, Verse 17

**ज्योतिषामपि तज्ज्योतिस्तमसः परमुच्यते |  
ज्ञानं ज्ञेयं ज्ञानगम्यं हृदि सर्वस्य विष्ठितम् || 17||**

Supreme Brahma is said to be the light of all lights and entirely beyond Maya. That Godhead is knowledge itself, worth knowing, and worth attaining through Real Wisdom, and is particularly seated in the heart of all.

Commentary by Swami Mukundananda

Here, Lord Shree Krishna establishes the supremacy of God in diverse ways. There are several illuminating objects, such as the sun, moon, stars, fire, jewels, etc. Without God, none of these have any supremacy to illuminate. When Almighty imparts the power to them, only then can they illumine anything. The Kathopanishad says:

**tameva bhantamanubhati sarvam**

**tasya bhasa saravamidam vibhati (2.2.15)**

“The Supreme Authority makes all things luminous. It is by His luminosity that all luminous objects offer light.”

**suryastapati tejasendrah (Vedas)**

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“By His sparkle, the sun and moon become luminous.” In other words, the luminosity of the sun and the moon is borrowed from the Almighty. They may lose their luminosity sometime, but God can never lose His.

God has three exclusive names: Ved-krit, Ved-vit, and Ved-vedya. He is Ved-krit, which means, God is the One who established the Vedas. He is Ved-vit, which in reality means, God is the One who knows the Vedas. Almighty is also Ved-vedya which means, He is the One who is to be known through the Vedas. In the same manner, Lord Shree Krishna pronounces the Supreme Entity as the jneya: the object worthy of knowing, jnana-gamya: the goal of all knowledge and the One who can be attained through knowledge, and jnana, true knowledge.

## **RESEARCH OBJECTIVES**

- To explore the importance of reading culture as stated by Lord Shri Krishna in the Holy Gita and other scriptures.
- To understand the impact of social media on reading culture.
- To study the difference between information and knowledge.
- To present conclusions of the study with a view to present the importance of reading books from the spiritual angle.

## **Limitations**

- The study is restricted to the area of Management.
- The study is based on secondary data. However, data being collected from Spiritual Books like Bhagavad Gita and Upanishads solves the purpose of research.

## **Research Methodology**

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The study depends on the secondary data. The required data has been obtained from Spiritual books like **Bhagavad Gita, Upanishads, Universal Message of the Bhagavad Gita**, websites and lectures heard during *JNANAYAJNA* of **Shri Ajitbhai D. Sodha**.

## **Findings:**

### **1. Social Media can maximum give information but not Knowledge**

It is a common observation that books are moreover losing their sheen for the reason that they take a lot of efforts to go through as compared to mobile phones while using social media offers numerous things in easier and convenient ways. Reading few posts here and there without any depth in it cannot for sure provide insight about any subject. Because of social media, the mental energy of man gets dispersed and dissipated.

Lord Shree Krishna says in Bhagavad Gita: Chapter 2, Verse 53

**श्रुतिविप्रतिपन्ना ते यदा स्थास्यति निश्चला |**

**समाधावचला बुद्धिस्तदा योगमवाप्स्यसि || 53||**

When your intellect, which has got confused by hearing conflicting statements, will rest, steady and undistracted on God, you will then attain Yoga: forever lasting union with God.

Most of the people log into social media for unwanted and unnecessary chats and gossips. It has in real become very difficult for people to come out of the venomous circle of checking others' status updates of time-to-time activities which has made people addicted to social media to a great extent. With the hours of usage of social media passing by, yet one can hardly count couple of minutes spent in acquiring information or anything fruitful done with the social media.

## **2. Reading culture helps acquiring knowledge:**

Lord Shree Krishna says in Bhagavad Gita: Chapter 16, Verse 23

यः शास्त्रविधिमुत्सृज्य वर्तते कामकारतः ।  
न स सिद्धिमवाप्नोति न सुखं न परां गतिम् ॥ 23॥

Those who act under the impulse of desire, neglecting the commands of the scriptures, attain neither perfection, nor cheerfulness, nor the supreme goal in life.

Bhagavad Gita: Chapter 16, Verse 24

तस्माच्छास्त्रं प्रमाणं ते कार्याकार्यव्यवस्थितौ ।  
ज्ञात्वा शास्त्रविधानोक्तं कर्म कर्तुमिहार्हसि ॥ 24॥

Therefore, let the scriptures be your authority in defining what should be done and what should not be done. Understand the scriptural injunctions and knowledge, and then execute your actions in this world accordingly.

## **YOGA-SHASTRAS of RISHI PATANJALI on Reading Culture**

According to the teaching of Rishi Patanjali, the dispassion of the Soul from nature (which is necessary in order to allow freedom from suffering), is possible. It is promising to reach this goal through the practise of Yoga techniques such as concentration and meditation.

Rishi describes techniques to achieve one pointed focus and peace of mind. He teaches that it is impossible to quieten the mind until the mind and its activities are methodically brought under control. He speaks about barricades on the path. To reach this control of mind there are many obstacles like illness, egotism, loss of zeal, etc.

Rishi Patanjali names two very effective “weapons” to overcome hurdles on the path:

- ✚ **ABHYAS (Through Reading and Studying)** or constant practise of concentration without paying attention to difficulties
- ✚ **VAIRAGYA**, the unending practise of equanimity towards the fruits of actions and unceasing effort despite repeated misfortune.

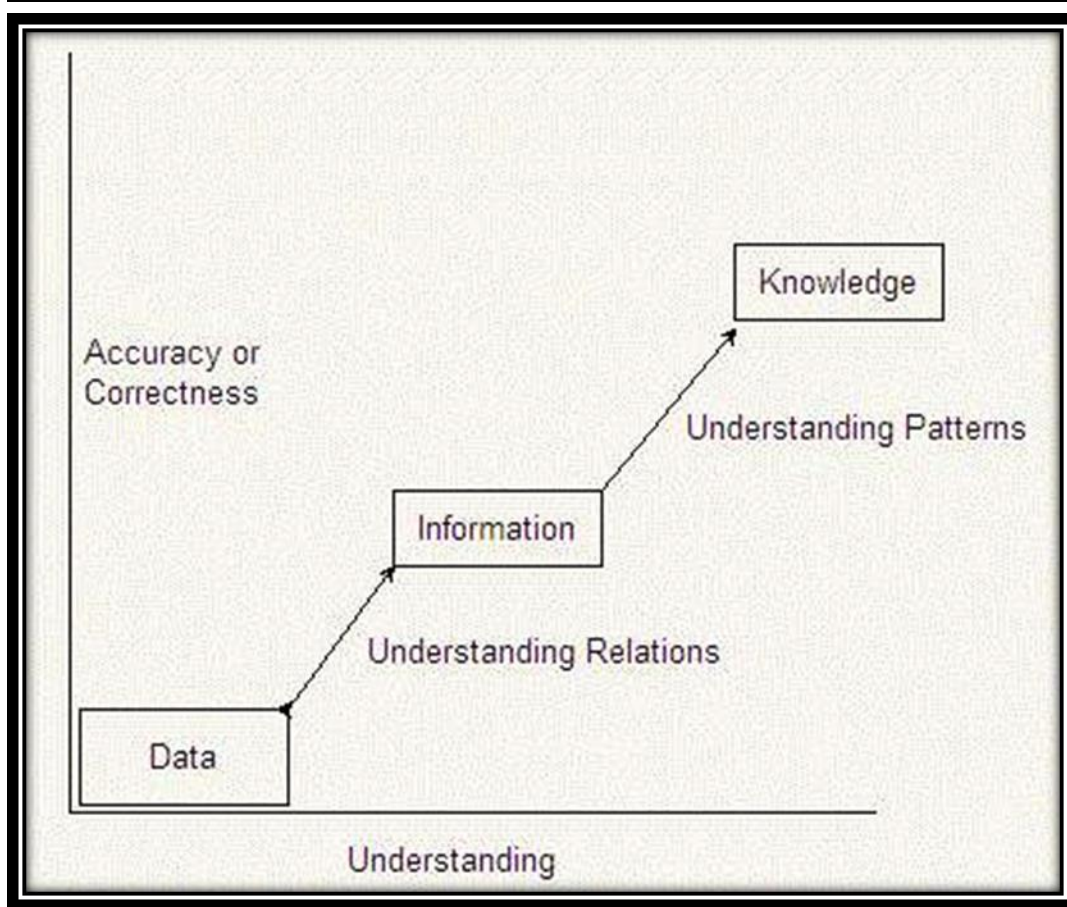
## **Adi Shankaracharya on Reading Culture**

Adi Shankar had four main followers called Padampad, Hastamalak, Sureshwar and Trotak. It is eminent that Jagadguru Sri Adi Shankaracharya established four Maths in all four corners of India for the provision and propagation of Advaita Vedanta; **through the reading and teaching of Vedas**. The four devotees of Sri Adi Shankaracharya were later on installed as Acharyas of the four Maths by Sri Adi Shankaracharya himself as follows:

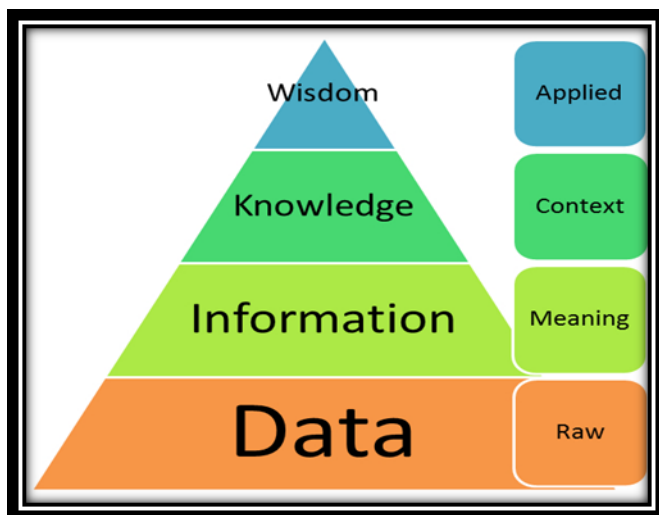
<b>The Amnaya Peethams</b>				
	<b>East</b>	<b>South</b>	<b>West</b>	<b>North</b>
<b>Name of the Peetham</b>	Govardhana Math	Sringeri Math	Kalika Math	Jyotir Math
<b>Place of Location</b>	Puri (Orissa)	Sringeri (Karnataka)	Dwaraka (Gujarat)	Badrikashrama (Uttaranchal)
<b>Divinities</b>	Jagannatha (Purushottama, Shakti-Vrsala Vimala)	Malahanikara Linga, Varaha, Shakti-Sharada	Siddheshwara Shakti-Bhadra Kali	Narayana Shakti-Purnagiri
<b>Tirtha</b>	Mahodadhi (Bay of Bengal)	River Tungabhadra	River Gomati	River Alakananda
<b>Veda</b>	Rig Veda	Yajur Veda	Sama Veda	Atharva Veda
<b>Sampradaya</b>	Bhogavala	Bhurivala	Kitavala	Nandavala
<b>Mahavakya</b>	प्रज्ञानं ब्रह्म (Prajnanam Brahma)	अहं ब्रह्मास्मि (Aham Brahmasmi)	तत्त्वमसि (Tattvamasi)	अयमात्मा ब्रह्म (Ayamatma Brahma)
<b>Titles to the Pontifical Seat</b>	Aranya, Vana	All the titles, particularly, Saraswati, Puri, Bharati, Aranya, Tirtha, Giri, Ashrama	Tirtha, Ashrama	Giri, Parvata, Sagara
<b>First Acharya of the Peetham</b>	Sri Hastamalakacharya	Sri Sureshwaracharya	Sri Padmapadacharya	Sri Totakacharya

Source: <https://www.sringeri.net/history/amnaya-peethams>

**Difference between Information and Knowledge:**



Source: <http://ecomputernotes.com/mis/what-is-mis/datainformationandknowledge>



Source: <http://www.cvev.org/difference-between-data-information-and-knowledge.html>

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## **Conclusion:**

Social media have many benefits and if used thoughtfully, it can assist in many ways. Though social media has its own advantages, it is important to use it judiciously to keep its ills at bay. Investing precious time on social media just for gossip wouldn't help anyone in attaining the highest good and highest goal of human life: God. The word 'media' is the plural form of the word 'medium' which means 'instrument'. Only that thing can be termed 'instrument' for human beings, which acts as real medium in leading human beings from falsehood to truth, from darkness to the light, from death to immortality.

**असतो मा सद्गमय ।**

**तमसो मा ज्योतिर्गमय ।**

**मृत्योर् मामृतं गमय ।**

-Bṛhadaranyaka Upaniṣad (1.3.28.)

If we encounter a man of rare intellect, we should ask him what books he reads.

–Ralph Waldo Emerson

Reading deepens ones' intellectual capabilities. Depth in reading and right reading helps to develop the intellect and make it Divine which is surrendered to the Supreme Authority; it also provides insights into human problems and best solution to the problem, and influences attitudes and behavior. It is a known fact that scriptures/books can be an encouraging agent for building oneself. There are lot of diversions and distractions in this fast changing world. One must revolutionize to make book-reading relevant again as it is said in Bhagavad Gita by Lord Shree Krishna: Chapter 6, Verse 5.

**उद्धरेदात्मनात्मानं नात्मानमवसादयेत् ।**

**आत्मैव ह्यात्मनो बन्धुरात्मैव रिपुरात्मनः ॥ 5॥**

One should lift oneself by one's own efforts and should not degrade oneself; for one's own self is one's friend, and one's own self is one's enemy.



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## Digital Preservation and Archiving

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**Abstract:** In the changing scenario of information technology it a challenge to transfer the information and to save the information in digital format. Paper deals with digitization and preservation. Various file formats is also discussed. Various recommendations are also given to save the information in digital format.

*Key words:* digital library, digitization, information etc..

### 1. INTRODUCTION

Information Technology is moving so fast that is making difficult to cope with new changes & upcoming challenges. Information activities have undergone speedy transformation from conventional work, consequent upon introduction of new technologies. To meet the tremendous information explosion and high demand of information, libraries are now taking the advantage of digital technology available at the cheaper rate. Now every library in India is talking about digitization and digital library. 15 years back LIS professional only spoke of automating the library activities. Recent advances in computer' storage & processing, communication technologies, e-products, networking, internet use have brought a revolutionary changes in functioning of the libraries.

Digitization started with the introduction of computers in library activities in 1980s in India but it was limited to creation of bibliographic database and housekeeping operations. This conversion of bibliographic catalogue record into digital format was the initial stage, but now it has been broadened by implementing it to conversion of full text, graphics, audio, video records etc.

A lot of confusion is still prevailing among many library and information professionals about different types of libraries emerging out of the development and convergence of computer and communication techniques. Traditional library is a library where the access points such as, library catalogues as well as the library collections are print-based and management is by and large manual. In an automated library, access points and housekeeping operations are computerized. Electronic library and digital library mean one and the same thing. The British people call it electronic library and the U.S. people call it a digital library. In this type of library both the access points as well as the graphic records are in electronic/digital form, whereas in an automated library the graphic records are still print on paper publications. When the electronic libraries/digital libraries are connected via various networks particularly the Internet, this is called a virtual library. In such a library traditional constraints of time and space are big issues.

### 2. DIGITIZATION

Digitization is the conversion of materials or analog media into electronic form for creating digital collection. Books, journal articles, micro form, photos, audio, video, etc. Simply it is high speed data transmission technique. In the case of digitization of text matter the images should be in bi-tonal i.e. black and white.

Digitization is necessitated for both accessibility and preservation. By creating the digital Information we will be leading towards digital library. Digital collection is a most important component of the digital library. A digital library is not a single entity although it may have

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*digital contents created in-house or acquired from outside in digital format and loaded on network.*

*According to Russell (1998), Digital Preservation is a process by which digital data is perceived in digital form in order to ensure the usability, durability and intellectual integrity of the information contained therein.*

### **3. CONCEPT OF DIGITAL PRESERVATION**

*The most precise concept of Digital Preservation is the storage, maintenance and accessibility of a digital material over a long term, usually as a consequence of applying one or more digital preservation strategies. These strategies may include technology preservation, technology emulation or data migration.*

### **4. OBJECTIVES OF DIGITAL PRESERVATION**

*The main ground of digital preservation is to achieve the following objectives:*

- ✓ Providing continued access to digital material for both born digital and digitized material. Ensuring authenticity of preserved digital material.
- ✓ Preserve physical media to avoid damage/ deterioration by ensuring an environmental control.
- ✓ Changing the digital information in to newer and fresher format, if it is necessary.
- ✓ Achieving co-ordination of all efforts that are undertaken for preservation globally in order to achieve more synergy, to avoid redundancy and reduce cost.
- ✓ Focus the stakeholders on issues that desperately need attention in this area. The basic assumption being that action has to be taken at outset rather than at secondary stages.

### **5. WHAT IS FILE FORMATE?**

A file format includes the data encoding process, which ideally minimizes the required storage space. For example, picture and video encoding contain embedded processes like compression, where a picture is divided into pixels. A correlation is then derived to express pixel relationships. In this case, the difference between neighboring pixels is minimal, resulting in the addition of few differential data.

### **6. TYPES OF FILE FORMATS**

*There are different categories of file formats available today for different applications. The official categorization of file formats is the MIME type, provided by IANA. They define the following main categories of formats:*

- ✓ application
- ✓ audio
- ✓ image
- ✓ message

- ✓ model
- ✓ multipart
- ✓ text
- ✓ video

The most common document file formats are:

- TXT: Files saved as plain text (non-formatted) typically have the filename extension *\*.txt*. Plain text files are also sometimes referred to as ASCII (American Standard code for Information Exchange) text files after the character encoding standard is used.
- ODT: Open Document Text (\*.odt, \*.fodt) is an ISO standardized, XML-based open file format. It is based on the ODF file format of the open-source office suite Open Office.
- DOC/DOCX: DOC files (\*.doc, \*.docx) may contain complex formatting (styles, columns, emphases, colors) as well as tables, graphs and images alongside text. Microsoft Word is the surest option to open and display DOC/DOCX files correctly, but in recent years other text processing tools have increasingly begun supporting the XML-based DOCX. Because it is dependent on software, the format is not recommended for long-term preservation.

## 7. VISUAL DATA

*Research data may consist fully or partly of visual image files. For instance, research subjects may be shown pictures to stimulate conversation or researchers may study pictures on magazine covers or on front pages of newspapers. The most common image formats are:*

- JPEG (Joint Photographic Experts Group) is suited for storing images and photographs that are published online, because they retain their color information.
- TIFF (Tagged Image File Format) retains all information on the image and its colors and is not dependent on operating system. Both of these features make TIFF a good choice for long-term preservation when it is important that the digitized images correspond to the originals as closely as possible. TIFF images take up a great deal of space, but there are various ways to compress them.
- GIF (Graphics Interchange Format) is suitable for images published on websites, as all browsers support it. The format compresses files and only allows up to 256 colors. The format is not designed for long-term preservation.
- BMP (Bitmap) is a format similar to TIFF and developed for Windows environments.

## 8. AUDIO AND VIDEO RECORDINGS

*When doing research, the file formats used by recording devices are often sufficient, but for long-term preservation the files are usually converted. The most common formats are:*

WAV (Waveform Audio File Format) is an uncompressed audio file format, which takes up a great deal of space, but retains a good audio quality when high bitrates used. WAV is a recommended format for long-term preservation when a very high quality of audio is important. However, using WAV requires a large amount of storage space and transferring the data may be slow.

- MPEG-1/2 (MP3) heavily compresses audio and files are significantly smaller than WAV files. Compression used in MPEG-1/2 mostly reduces or discards information in frequencies that the human ear cannot perceive. MP3 is suitable for preserving research data containing audio, while MPEG-2 is suited for storing both audio and high definition

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video.

- MPEG-4 (H.264, mp4) is a standard for a group of audio and video coding formats that can be used for digital video and interactive multimedia, among others. MPEG-4 is often used in video cameras today.

## 9. Recommendation of Using File Formats in Digital Libraries

*It is necessary to consider the following principles while creating any digital document in any format to make the format available for the long term such as (Christensen, 2004):*

- The format should be simple to describe, understand and implement
- MPEG-1/2 (MP3) heavily compresses audio and files are significantly smaller than WAV files. Compression used in MPEG-1/2 mostly reduces or discards information in frequencies that the human ear cannot perceive. MP3 is suitable for preserving research data containing audio, while MPEG-2 is suited for storing both audio and high definition video.
- MPEG-4 (H.264, mp4) is a standard for a group of audio and video coding formats that can be used for digital video and interactive multimedia, among others. MPEG-4 is often used in video cameras today.

## 9. OPEN FORMATS IN DIGITAL PRESEVATION

*Digital preservation has to guarantee the integrity, understandability, originality, authenticity, and accessibility of digital records and data over long term. To enable this, preservation file formats have to fulfill a number of requirements. Their syntactical and semantically specifications must be in public, they must be free of patent and license fees, and ideally they are standardized by a recognized standardization body. Wide use and acceptance improve long term perspective of file formats. Preservation formats must be free of any crypto graphical and compression techniques, their specification should be self- contained, and they should be storage media-independent. It becomes clear from the above that, generally speaking, open formats are to be preferred over proprietary ones, for digital preservation since they allow for unlimited use without license fees or patent issues, and the fully available documentation eases their future handling.*

*It is easy to migrate open formats to a newer version as their specifications are available openly hence it is easier to maintain these formats. Thus for preserving digital documents on a long term it is recommended that each digital document should be translated into standard form that is independent of any computer system.*

## 10. Recommendation of Using File Formats in Digital Libraries

*It is necessary to consider the following principles while creating any digital document in any format to make the format available for the long term such as (Christensen, 2004):*

- The format should be simple to describe, understand and implement
- The format should not depend on specific hardware
- The format should not depend on specific operating systems
- The format should not depend on proprietary software
- The format should be robust against single points of failure

In the digital library literature that are many contributions that suggest which are the file formats more appropriate for preservation issue. The preferred formats should be those that remain usable for a significant amount of time. Four types of basic file formats are considered within the digital library communities: text, image, sound and video and for each categories specific standard format are suggested as described in the table below. These formats can be referred to as preferred formats as they will remain usable over a significant amount of time (Guercio, 2004).

<b>Type of file</b>	<b>Format suggested</b>
Text	Unicode (ASCII), XML and PDF/A, ODF (Open Document Format)
Image	Raster: standard TIFF for master copies(no- compression, high resolution), JPEG for safety copies or distribution, PNG (Portable Network Graphics) Vector: CGM, EPS, DXF, SVG
Sound	Compression less WAV (PCM-coding)
Video	MPEG, OMF (Open Media Framework)

**12. CONCLUSION:**

Choosing a suitable file format for data preservation and sharing is vital for the sustainability of future access and reuse of data. File format types should be considered and decided upon before the commencement of data collection. E.g. Information lost by storing data using a lousy image, sound or video format cannot be recovered. Migrating data from an unsuitable format to a more sustainable option is always difficult and expensive, and may in some cases be impossible. Uncompressed non-lousy file formats take up a lot more storage space that needs to be taken into account when budgeting for storage

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**NEW TREND IN LIBRARIES: OPEN SOURCE SOFTWARE**

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**Abstract:** Open Source software (OSS) came into existence with the development of ICTs. The libraries have been investigating open source integrated library system software. The percentage of libraries seriously implementing an open sources ILS is still small. It is difficult to determine how many libraries are actually using open source integrated library systems because many of the libraries that have downloaded software decided not to use it.

The paper, while giving introduction of the concept, describes the Open Source Software and explains the meaning of the term OSS with definition. It discusses the important characteristics of the OSS. It describes important OSS presently used worldwide with special reference to the popular OSS used in Indian library environment, highlighting important characteristics/feature, merits, etc.of software's.

**Keywords:** open source software, OSS, free software, digital library software.

**Introduction:**

The information age we are in now is in the process of rapid replacing the industrial era. Alvin Toffler in his famous book “Third Wave” rightly observed that the civilization has witnessed three great revolutions “Agricultural Revolution” “Industrial Revolution” and Information Revolution” .The digital age has provided new opportunities for higher education , research and the libraries in institution are to face new challenges.

Open Source Software (OSS) came into existence with the developments of ICTs. Open source software is computer software whose source code is available under a license that permits user to study, change, and improve the software and to redistribute it in modified or unmodified firm. It is often developed in a public, collaborative manner. It is the most prominent example of open source development and often compared to user generated content.

For many libraries, organizing their book and other media can be daunting task, especially as the library with more material. Years ago we had crude card catalogue that kept things organized, but were difficult to maintain. With today computing technology, organizing our libraries has never been easier or more efficient. Gone is the card catalogue and in some libraries, it's much easier to locate a book through an internet connection and picking it up upon your arrival, rather than wasting time scouring the aimless looking for your next read. Now just because the world has been blessed with wonderful software solutions that make everything easier to do, doesn't mean that every library in the universe is using these solutions. Many libraries do not have huge amounts of money to burn, and that they do get usually goes to purchasing additional resources.

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Because of this need for software and lack of money available to spend on it, many libraries are left to fend for themselves when it comes to staying up to date with the latest technology. Unless, of course, they embrace the open sources movement and use some of the countless software solutions available to help out.

***Definition:***

Open Source Software (OSS) came into existence with the development of ICTs. The term “Open Source” to software that includes the original source code, used to create it so that users can modify it to make it work according to their needs. It does also include the right of redistribution; therefore, there may be products that are based on other open source products. While the software may be free, a developer or distributor may charge for services including special programming, installation, training, and technical support, etc. In general, the source code of OSS is widely accessible, freely available and reusable. The most popular source license is the General Public License (GPL), allows almost full use and reuse of source code.

“OSS is computer programs in which the source code is made available to the general public for use and /or modification from the original design free of charge, i.e. open. Open source programs are typically created as a collaborative effort in which programmers offer the user a flexibility of use and share the changes within the community.”

A certification standard is issued by the Open Source Initiative that indicates that the source code of a computer program is made available free of charge to the general public. Programmers on internet read redistribute and modify the source code, forcing and expedient evolution of the product. The process of eliminating bugs and improving the software happens at a much quicker rate as the information is shared through the open source community.

The term ‘Software’ refers to two different but related things, Source Code; a set of human readable and understandable instruction that comprises the ‘recipe’ from which an executable program can be made and Object code; the actual executable program which is compiled of machine readable source code. It is fed into computers microprocessor to perform various operations. The advocates of what we think of as the open source movement adds further conditions before they regard software as open source.

***Characteristics of OSS***

- ✓ It is generally acquired freely.
- ✓ Manufacturer or developer has no right to claim royalties on the distribution or use.
- ✓ Source code is accessible to the user and distributed with the software.
- ✓ No denial to an individual or to a group to access source code to the software.
- ✓ It has provision of modifications and derivations under the programmes original name.
- ✓ Rights of facilities attached to the programme must not depend on the program’s being part of a particular software distribution.



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- ✓ Licensed software cannot place restriction on other software that is distributed with it.
  - ✓ Distribution of license should not be specific to a product and license should be technology neutral etc.

### ***Selection of Library Management Software***

Selection of library management software (LMS) is not a simple task. Sometimes librarians go with either renowned software or maximum number of usage of the library. Selection of LMS may consists the following points

- ✓ How it matches the library's requirements
- ✓ Product quality
- ✓ Features and functions
- ✓ Staff training and support service
- ✓ Operating system
- ✓ Hardware and Software requirement
- ✓ Functionality: What module are available, value additions to existing functions.
- ✓ User interface: Navigation, error alert, intuitive, customization
- ✓ Design: flexibility, switching from one module to another, multifunction modules, does it enhances the productivity.
- ✓ Security levels
- ✓ User controlled customization
- ✓ Migration of data or data transfer.

### ***Open Source Library Management Software***

#### ✓ **Koha : Integrated library system**

Koha is a promising full featured open source ILS (integrated library system) currently being used by libraries all over the world. For those of you out there unfamiliar of what an ILS is, well, it is a system of keeping track of the operation of a library- payroll, expenses, purchases, and most importantly keeping track of the various media being checked out by the librarian's patron. Many smaller libraries cannot afford to purchase, install, and maintain an ILS and Koha is perfect alternative.

#### ✓ **NewGenLib**

NewGenLib (New Generation Library) is an Integrated Library Automation and Networking Solution Developed by Verse Solutions Pvt Ltd and The Kesavan Institute of Information and knowledge Management, India. In March 2005, NewGenLib version 1.0 was released and versions 2.0 and 2.1 have come up later. On 9<sup>th</sup> January 2008, NewGenLib has been declared Open

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Source Software under GNU GPL License by the Verus solutions Pvt Ltd  
Hyderabad, India.

✓ **Evergreen**

Evergreen ILS is the other option when researching open source ILS options. Developed by Equinox Software, Evergreen is a robust, enterprise level ILS solution developed to be capable of supporting the work load of large libraries in a fault-tolerant system. It too is standard complaint and uses the OPAC interface and offers many features including flexible administration, work - flow customization, adaptable programming interfaces, and because its open sources, cannot be locked away and can benefit from community contributions.

✓ **PhpMyLibrary**

PhpMyLibrary is a Php/MySQL web- based library automation application meant for similar libraries. The software has the facilities cataloguing, circulation and OPAC module. The software also has a import export feature. It strictly follows the USMARC standard for adding materials. The software is compatible with the content management system and has as facility of online reservation for library.

✓ **OpenBiblio**

OpenBiblio is an easy to use, open source, automated library software written in PHP. This software has facilities of OPAC, circulation, cataloguing and administrative work. OpenBiblio is well documented, easy to install with minimal expertise and designed with common library feature.

✓ **Avanti**

Avanti MicroLCS Software is developed by Avanti Library System in Java language. This is a small, simple, and easy to install and use open source software. It is platform independent, and can run on any system that supports Java runtime environment. This software is useful for small libraries; it has a powerful and very flexible architecture that allows to be adopted for use in libraries of any types.

✓ **DSpace**

DSapec was developed by Massachusetts Institute of Technology (MIT) libraries and Hewlett-Packard (HP), as an open source application that institute and organizations could run with relatively few resources. It is to support the long- term preservation of the digital material stored in the repository. DSpace accepts all manner of digital formats, such as articles,

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preprints, working papers, technical reports, conference paper, theses, book, reformatted digital library collection, learning object, web pages, etc.

✓ **E-prints**

E-prints has been developed at the University of Southampton School of Electronics and Computer Science in 2000 and released under a GPL license for building open access repositories that are compliant with the open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH). It shares many of the features commonly seen in document management system, but is primarily used for institutional scientific repositories and journals.

✓ **Fedora**

Fedora software gives organizations a flexible service-oriented architecture for managing and delivering their digital content. Digital object exists within a repository architecture that supports a variety of management functions. All functions of Fedora both at the object and repository level are exposed as web services. These functions can be protected with fine-grained access control policies. This unique combination of features makes Fedora an attractive solution in variety of domain.

*Advantages of Open Source Software*

- ✓ **Lower software costs:** An open source solution generally requires no licensing fees. The logical extension is no maintenance fees. The only expenditure are for media, documentation and support, if required.
- ✓ **Simplified license management:** Obtain the software once and install it as many locations as you need. There's no need to count, track, or monitor for license compliance.
- ✓ **Lower hardware costs:** In general, Linux and open source solutions are elegantly compact and portable and as a result require less hardware power to accomplish the same tasks as on conventional servers or workstations. The results are you can get by with less expensive or older hardware.
- ✓ **Scaling/ Consolidation potential:** Again Linux and open source applications and services can often scale considerably. multiple options for load balancing, clustering and open source application, such as database and email, give organizations the ability to scale up for new growth or consolidation to do more with less.
- ✓ **Support:** Support is available for open source often superior to proprietary solutions. First, open source support is freely available and accessible through online community via the Internet. And second, many tech companies are now supporting open source with free online and multiple levels of paid support. For example Liblime
- ✓ **Escape vendor lock-in:** Frustration with vendor lock-in is a reality for all IT managers. In additions to ongoing license fees, there is lack of portability and

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the inability to customize software to meet specific needs. Open source exists as a declaration of freedom choice.

- ✓ **Unified management:** Specific open source technologies such as CIM (Common Information Model) and WBEM ( Web Based Enterprise Management) provide the capability to integrate or consolidate server, service, application and workstation management for powerful administration.
- ✓ **Quality Software:** Evidence and research indicates that open source software is good stuff. The peer review process and community standards, plus the facts that source code is out there for the world to see, tend to drive excellence in design and efficiency in coding.

### **Conclusion**

Open source in libraries has its challenges as well. Till now, library software vendors have built their businesses around a proprietary software development model, and, as a result, libraries have been slow to adopt open source. Many libraries simply do not have the in-house expertise to support open source software development, and also don't have the ability to train their staff on the use of new technologies. Open source is here. It's growing. Anyone can be a part of it. In addition, this free software is constantly being updated, changed, and customized to meet the library's needs. While all of this is fine and sounds like the win- win solution for your library, there are still pitfalls and hurdles we will need to overcome.

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## USE OF MOBILE APPLICATION IN ACADEMIC LIBRARIES

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### Abstract: -

In the age of digital era the academic libraries have adapted new technologies to assist in satisfying user. Now a day's mobile phones are becoming an essential part of everyday life. The development of mobile technology has resulted in shifting the academic environment from traditional to mobile learning settings. This paper describes mobile technology applications in library & Information services and also includes services for visually challenged user.

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**Key Word: - Mobile library services, Mobile library websites,**

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### Introduction:

In the age of ICT mobile technology has made communication and information access very convenient and timely to users from the comfort of their own homes and offices as well as any place where internet access. Now most of the peoples are using mobiles and surfing the web, reading books, searching books, finding articles, and share information.

So mobile phones have become one of the major interfaces people use to access and share information. hence use of Mobile application in Academic library services are more beneficial to user and library also.

### MOBILE BASED LIBRARY SERVICES:

Academic library services are provided through mobile technology are as follows:

1. Mobile OPAC
2. Circulation services
3. Library Map
4. Library site
5. E- Resources
- 6.. Library News Events, Blogs
7. Mobile Database
8. CAS/SDI
9. Reference Enquiry service
10. New Arrival
11. Interlibrary loan
12. Library mobile website
13. SMS notification etc.

### MOBILE SERVICE BY USING QR CODE:

QR code for "Quick Response" and basically two-dimensional bar codes that can contain any alphanumeric text and often used to store URL, text, image, etc.

Academic library services can be provided via mobile by using QR Code

Following services are provided thorough QR code by using mobile

1. E-mail address
  2. Telephone number
  3. Legal database
  4. database
  5. Webspaces
  6. Website URL
  7. Image File
  8. Youtube Video
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9. Google Map location

10. Wifi Login

11. Skype Call

12. Library Rules

13. Library Profile

14. PDF file

15. Face book/ link den etc

## **USE MOBILE SERVICES FOR VISUAL AND HEARING INSPIRED USER:**

### **Mobile services for visual and Hearing Inspired user:**

1. Use of mobile technology to assist the person with special disabilities – visual and hearing.
2. Mobile services such as smart phone which have screen reader that can help the disabled to access library information and any information which are, they want.
3. Visuals are vibrating alerts services and hearing aid compatibility devices make mobile phone access for the deaf and voice recognition.

## **BENEFITS OF MOBILE SERVICES IN ACADAMIC LIBRARIES:**

### **Following are benefits mobile application**

1. **Mobiles services are user friendly:** Mobile users are using the facilities on mobile phones like SMS, web browsing, e-mail etc.
2. **Mobile services are time saving:** Users need information within a time while browsing and searching information or resources wait at library transection counter to renew / reserved book or return book hence time to user is saved.
3. **Location awareness.** Mobile communication enables libraries to offer location-based services/content through global positioning system (GPS) capabilities. Libraries can guide the user to the location of specific documents or services through map and navigational tools.
4. **Access to disable person also.:** Mobile services are provided to disabled person with the help various apps and devices.
5. **Personalized services:** - Personalized services helps user to interact with library staff to seek information.
6. **Ability to access information:** Information access form anytime anywhere will be grate help for user who cannot visit library I person and provides a constant link to required information resources.

### **Conclusion:**

In the present world, libraries are not solo information providers. Internet facilities provide broad range of information; the content may not always be free or with value addition. To target its place as an information provider, libraries must not hesitate to adopt all possible new technologies like ICT, Wi-Fi, mobile communications, etc

The main purpose of the library is to provide quality services to satisfy users with the right information at the right time. It's a necessity of time for the library to upgrade with new technologies. New technology like mobile app provides easy, fast and suitable information related library to users.

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## **PHYSICO-CHEMICAL PARAMETER AND ICHTHYOFAUNAL DIVERSITY OF FRESH WATER RESERVOIR MAJALGAON DAM IN MAHARASHTRA STATE, INDIA.**

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## ABSTRACT

Majalgaon Dam was constructed on the River Sindphana which is tributary of River Godavari, in Beed District (Maharashtra, India) in 1987. Which falls 16° 16 N latitude and longitude 73° 26 E. The River Sindphana has been under constant threat of pollution by sewage and industrial wastes, disposal of dead bodies, deforestation, excessive use of fertilizers and pesticides, bathing and water development programs. The dam has a catchment area is 3840 sq. km. It is of great Importance for the region because its water is used for human and cattle consumption, It is multipurpose type like irrigation and power production (Hydro Electric Project). As a representative of these 'Majalgaon Dam' was selected for the limnology studies. As a representative of these 'Majalgaon Dam' was selected for the limnology studies.

The present study is aimed to investigate some of the important physical and chemical parameters along with the flora and fauna of the reservoir. A total of 33 species of *phytoplanktons*, 29 species of *zooplanktons* and . The reservoir is very productive. There are several types of fresh water fishes present in the dam. *Labeorohita*, *Cirrhinamrigal*, *Catlacatla*, *Cyprinus carpio*, *Silver carp*, *Wallagoattu*, *Mystancenbelusarmatus*, *Notopterus chital*, *Barbusticto*, *Channastaitus*, *Mystusseenghala*, *Mystuscavassius*, *Eutroplussuratensis*, *Belonconcala*, *Chela*, *Tilapia mosambica*, *Rohtealfrediana*, *Gobiusgiuris* etc. 17 species of fishes were identified during June2014-May2015. Hence the present work is an attempt to accumulate information pertaining to various aspect of hydrobiology of standing water bodies from this part of peninsular India.

## Introduction

Water is the basic element in fish culture and its specific properties as a cultural medium of great significance in the productivity of a pond or reservoir. Pure water is unable to support living organism but it contains nitrogen, phosphorus, potassium and calcium salts, dissolved organic matter and gases like oxygen, nitrogen and carbon dioxide determine to a large extent the productivity. In water of lakes and reservoir fishes are reared more as a part of a general fishery improvement programme than as pure fish culture. Only 61.3 % of the readily cultivatable water area in the country is presently utilized for culture with regard to inland fish culture. The culture of Indian major carps and exotic species have been very popular in recent time. The study of fishes-technically known as 'Ichthyology' is one of the least popular branches of natural History.

Fish is economically a very important group of animals, beside being used as food. Fish liver is an important source of oil containing vitamins A and D. Several minerals especially if the bones can be eaten. Fish is also a source of Vitamin B. It is rich in protein, specially preferred for containing essentially amino acid such as Lysine and Methiomine abundantly required for formation of phospholecithine in gray matter of the brain. Unsaturated fat in fish also reduce the risk of formation of high blood cholesterol. Body oil from fish is extensively used in soap industries and tanning. Fish also yield fish meal. Fish manure and several other product of commerce. For successful fish forming in dams and reservoirs, it is essential to make a detailed hydrological study of the water body. Suitable species that are stocked in dams are the major carps. These are capable of adjusting successfully to ecological condition of the reservoir. The exotic carps also Thrives in man made lakes and is suitable species for culture.

Majalgaon dam in located at Majalgaon Dist. Beed (M.S.) on river Sindphana. River Sindphana is the main tributary of Godavari river on the right bank its origin in the Balaghat range 40-50 km away from Majalgaon Dist. Beed (M.S.). On the river Sindphana the well-known Majalgaon Dam has been built near 2 km. U/S from Majalgaon city, Beed District in Maharashtra state. Which fall under 16°16<sup>8</sup> N latitude and longitude 73° 26 E. It is a multipurpose type of project like irrigation and power production (Hydro Electric Project). In 1977, dam construction started and the completed in the year



1987. The catchment area is 3840 sq. km. Majalgaon dam is a second stage of 'NathSagar' at river Godavari valley at Paithan District, Aurangabad, Maharashtra. Majalgaon dam has a submerged area 7813 hectare and the length of Dam is 6488 meter. The reservoir is very productive. There are several types of fresh water fishes present in the dam.

Fresh water fishes of Maharashtra

The Fresh water fish resource of Maharashtra constitutes 6 orders 25 families and 160 species. There are many species like *Oriochromis*, Grass carp, common carp, silver carp, etc. that have been introduced in the inland water of Maharashtra. The entire region comes under 4 basins viz. Narmada, Tapi, Godavari and Krishna.

#### **Result and Discussion:**

Fish as constitute economically a very important group of animals. A large number of dams and reservoir has been constructing during the recent year to provide water for irrigation and power production. These bodies of water offer immense scope for fish culture for successful fish farming in dam and reservoir.

Majalgaon dam reservoir is very productive more work has been carried out of fish fauna. The distribution of fish species is quite variable because of geographical and geological condition.

The Eleven species of the fish fauna in this study belonging to four order and six families are given in the table No. 2 among them order Cypriniformes was dominant with eight species to be followed by the Mastalimbeliformes, Osteoglossiformes, and Ophiocephaliformes each with one species. Valsangkar (1993) recorded 17 indigenous and 5 introduced fish species from ShivajiSagar reservoir. Sakhare (2001) recorded 23 fish species belonging to 7 orders in Jawalgaon reservoir in Solapur district. Pawar and Madlapure (2002) recorded 11 fish species belonging to 5order in sivur dam. Ingole (2005) recorded 11 fish species occurrence in the during research work at Majalgaon dam reservoir.

#### **Godavari River basin**

The Godavari River is a major waterway in central India, originating in the Western Ghats and flowing eastwardly across the Deccan Plateau between the states of Maharashtra and Andhra Pradesh, then crossing the latter state and turning to flow in a southeast direction until it empties into the Bay of Bengal through two mouths. Its tributaries include Indravati River, Manjira River, Sindphana, Bindusara River, Sabari River etc. Although the river arises only 80 kilometres from the Arabian Sea, it flows 1,465 km to empty into the Bay of Bengal. Just above Rajahmundry there is a dam that provides water for irrigation.

Below Rajahmundry, the river divides into two streams that widen into a large river delta which has an extensive navigable irrigation-canal system, Dowleswaram Barrage that links the region to the Krishna River delta to the southwest. The Indrawati, the Wainganga, the Wardha, the Pench, the Kanhan and Penganga rivers, discharge an enormous volume of water into the Godavari system. The Godavari River has a drainage area of 313,000 km<sup>2</sup> in seven states- Maharashtra, Andhra Pradesh, Karnataka, Madhya Pradesh, Chattisgarh and Orissa.

#### **Study area of Majalgaon Dam reservoir**

Hence the present work is an attempt to accumulate information pertaining to various aspect of hydrobiology of standing water bodies from this part of peninsular India. The present investigation has been carried out on 'Majalgaon Dam' located on river Sindphana (Godavari Basin) near 2 Km. U/s from Majalgaon city (Taluka place) of Beed districts in Maharashtra State. Which falls 16° 16 N latitude and longitude 73° 26 E.

It is multipurpose type like irrigation and power production (Hydro Electric Project). As a representative of these 'Majalgaon Dam' was selected for the limnology studies. The present study is aimed to investigate some of the important physical and chemical parameters along with the flora and fauna of the reservoir. Similarly by studying the phytoplankton and zooplankton quantitatively to find out what type of exotic fishes can be introduced in the reservoir in future so as to utilize the water body successfully for fish production.

#### **Sampling of Fishes**

Different kind of fishes were collected from the selected sites with the help of fisherman of the work on the dam by using different types of craft, gears and nets and after noting down color and other external feature were preserved in 4 % formalin, seasonal collection were made from June 2001- May 2003 for two years, the period of research work.

Standard identification key where used for identification of specimen up to species level, using standard key and literature of Day (1971), Agarwal (1994), Jhingran (1982). The classification of fishes on economic importance were done by following the proforma given by Lagler (1956) and Jhingran (1982).

**RESULT & DISCUSSION**

**Physico-Chemical parameters and Biological Characteristics and Biodiversity of Fish Fauna**

Lake ,reservoirs and pond constitute a great source of Inland fisheries in India.Productivity of pond and reservoirs depends upon the quality of water and soil.Incidences of light is responsible for the production and distribution of planktons. Variation of Temperature has an important influence an all the organisms including fishes. The oxygen content of water is reduced with the rise in Temperature. pH of reservoir water may be alkaline ,acidic or neutral and is an important environmental factor influencing the species and metabolism of all animals and plants inhabiting it.pH of reservoir water having 6.5to 9.0 is most suitable for culture.Dissolved oxygen is most for the animals and plants life in a pond, on cloudy day photosynthesis is reduced and causes oxygen deficiency at night is fatal to the fish. A balance of oxygen content is maintained is the reservoir water through plants and all animals consume oxygen during respiration. Oxygen deficiency of reservoir causes migration, attack of parasites ,fungal diseases and death due to suffocation

**No.1. Fluctuation range of Physico-chemical Parameters on Majalgaon dam reservoir during 2014-2015 Table**

	Parameters	Min.				
		Max.	Site- S1	Site- S2	Site- S3	Site- S4
1	Water ( <sup>0</sup> C ) Temperature	Min.	23.1	24.0	23.5	24.1
		Max	30.0	29.9	29.2	31.0
2	pH	Min.	7.4	7.3	7.4	7.5
		Max	8.5	8.5	8.4	8.9
3	Total Solid mg/lit.	Min.	220	222	237	221
		Max	311	399	381	402
4	Dissolved oxygen mg/lit.	Min.	4.2	3.0	4.0	4.9
		Max	10.1	10.2	10.3	10.3
5	TotalHardness mg/lit.	Min.	95	98	95	94
		Max	147	191	155	141
6	Calcium mg/lit.	Min.	59	50	51	55
		Max	90	77	89	79
7	Magnesium mg/lit.	Min.	4.86	6.56	8.01	8.74
		Max	18.2	19.1	17.9	17.4

**Fish fauna on Majalgaon dam reservoir**

The local fish fauna are abundance and distribution of Majalgaon Dam reservoir are as 1. *Labeorohita* 2.*Cirrhinamrigal* 3.*Catlacatla* 4.*Cyprinuscarpio* 5.*Silver carp* 6.*Wallagoattu* 7. *Mystacenbelusarmatus*8.*Notopteruschital* 9.*Barbusticto* 10. *Channa* 11. *Mystusseenghala*12.*Eutroplus suratensi* 13.*Belon concila* 14.*Chela*15.*Tilapia mosambica* 16.*Rohtee alfrediana* 17.*Gobius giuris*

Hydrobiological study and features of the fisheries of Majalgaon Dam reservoir of its self sustained ecosystem is described. Alikhuni (1957) stated that the water alkalinity over 100 ppm are called as productive water body

**Table No. 2: Majalgaon dam reservoir fish fauna.**

Class – Pisces	<i>Family -3 – Siluridae</i>
Sub-class – Teleostomi	<i>Spcies – 8 – Wallagoaltu</i>
Order 1 – Cypriniformes	<i>Order – 2 – Mastaembeliformes</i>
Family 1 – Cyprinidae	<i>Family 4 – Mastamecembelidae</i>
Speices – 1 – <i>CatlaCatla</i>	<i>Species 9 – M. armatus</i>
Species 2 – <i>Labeorohita</i>	<i>Order 3 – Osteoglossiformes</i>
Species 3 – <i>Cirrhinamrigal</i>	<i>Family 5 – Notopteridae</i>
Species 4 – <i>Cyprinuscarpio</i>	<i>Species – 10 – N. chital</i>
Speices 5 – Silver carp	<i>Order 4 – Ophiocephaliformes</i>
Species 6 – <i>Barbusticto</i>	<i>Family 6 – Channidae</i>
Family 2 – Bagridae	<i>Speices – 11 – ChannaStaitus</i>
Species 7 – <i>Mystusseenghala</i>	

**FISHING ON MAJALGAON DAM RESERVOIR**

Commercial fishing was done by the fisherman of the society. Fishing started after monsoon and it was done day as well as night. Hooks and line gear used for fishing of Carnivorous fishes. Drag net, gill net cast net are used for fishing. The size of the net depends upon the area of fishing and size of the mesh depends upon the size of fish.

Fishing was done with the help of wooden plates, thermocole sheets, tubes and coracle etc. as well as transportation the coracle was made from bamboo splits and covered with polythene sheet. It was light in weight and used in single fisherman. The size of thermocole, wooden sheet varies from 5 to 6 feet in the length and 3 to 4 in breadth.

**FISH PRODUCTION ON MAJALGAON DAM**

It was very difficult to find out the exact fish production of the Majalgaon Dam reservoir because fisherman never maintains the record noted of their catches. It was very difficult to find out the growth rate of fish from the reservoir because of non availability of scientific data.

**Table No. 3. Total Fish Capturing on Majalgaon Dam Reservoir.**

Sr No	Months	Total Fish Catches Kg/Year		
		2009-2010	2010-2011	2011-2012
1.	August	8104.40	3471.50	6742.00
2.	September	9300.00	2895.00	3661.00
3.	October	4825.00	2014.00	3781.00
4.	November	3848.00	1420.50	4493.50
5.	December	2888.50	2761.00	4127.75
6.	January	1903.00	2405.00	5223.00
7.	February	2173.00	2021.50	7099.00
8.	March	1862.75	3557.00	7220.25
9.	April	6334.00	2527.50	2080.75
10	May	2722.50	8750.00	5736.25
11	June	6462.50	14754.00	10621.50
12	July	6260.50	12489.50	10498.00
<b>Total</b>		<b>51983.5</b>	<b>59066.75</b>	<b>71285.75</b>

**MARKETING OF FISH**

Fisherman themselves catch the fishes and sold them at distance market at Aurangabad, Hyderabad, Mumbai, Gulbarga, Nizamabad. They also sold fishes at local market Majalgaon. Nitrud, Talkhed, Patrud, Takarwan, Rajegaon, Dharur, Wadwani, Telgaon, Georai, Parli, Beed and Pathri. Fishes, after assembling, were sold to the merchant and send them to distance market. While transporting fishes, fishes are packed with ice in bamboo boxes.

**CO-OPERATIVE SOCIETY:**

Manik Shah Fish Business Co-operative Society BhatwadgaonTq. Majalgaon Dist. Beed.State Maharashtra.

1 Date of Registration - 15 Dec. 1987. 2. Registration No. - BHR / MGN / RSR / CN / 1053. 3 Total no. of member - 41.

**Socio-Economic Condition of Fisherman**

The most important factor that influence the utilization and development of the fishery resources in the socio-economic condition of the fisherman.. This caused them to depend upon middle man for the marketing of their producer and naturally the major portion of the profit goes in the pocket of middleman. The fisherman of this society are belong to the casts such as, Bhoai – 90 % Fisherman & Muslims – 10 % fisherman of the fisherman do not have their own net, for it they depend upon the other fisherman and in return they give a good portion of their income as hire of the net. The net income of the fisherman is insufficient for his maintenance and of his family.

**Future Scope For Development of Fisheries of Majalgaon Dam Reservoir**

Adequate stocking of fish seed is necessary. They were stocked C. mrigal, Cyprinus carpio. If fish seed of Ciprous, Rohu, Mrigal and Catlacatla is stocked then it will increase the production. Marketing should be done through the co-operative society only instead marketing through agents. Illegal fishing should be prevented. Mixed fish culture should be adopted such as culture of Indian major carps and exotic carps to increase production. Removal of predatory fishes is necessary. Fisherman should be educated for the development of reservoir fishery.

**Conclusion**

Productivity of reservoir is depending on physico chemical parameters & biological aspect. Maintain socio-economic condition and Management of reservoir etc.

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## INFORMATION SEEKING BEHAVIOR AND GENDER: A STUDY OF M.COM STUDENTS OF GOA UNIVERSITY

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### Abstract

*Information Seeking behavior can broadly be defined as that which is concerned with determining user's information needs, searching behavior and subsequent use of information. It is concerned with understanding how people seek and make use of information, the channels they use to gather information, and the factors that influence Information Seeking behavior. According to Wilson (1999) study of Information seeking behavior depends on different variables like Psychological, Demographic, Interpersonal, and Environmental and source characteristics. Gender is one of the variables that has influence on Information seeking behavior process.*

### 1. INTRODUCTION:

Information is power. It is one of the important needs like other needs of human being such as Food, Clothing and shelter. Information is also treated as fact, idea or data.

Information means the transmission of knowledge about an occasion or happening of a particular situation or the spread of knowledge derived from observations, study or experience (Balasubramanian, 2011). Every person needs Information for his day today's activities.

The information produced due to human activities is documented and made available to the Information users either in print form or non-print form. Periodicals, books, conference proceeding, research reports, articles encyclopedia, thesis and handbooks are some print form of Information. Print forms. Again technology has made the production of Information recorded and stored in devices which comprises of the non-print form. These documented forms of Information are referred as Information sources. An individual who needs information is expected to use these Information sources to get information. An individual tries to acquire needed information from a variety of sources that are available in different forms and formats.

Information communicated with others formally or informally in different ways like speech and writing. Information may be obtained by discussing with friends, experts, printed books, and serials, audio visual methods Information is acquired by people according to their purpose; experience and environment. The awareness of a person that he needs information or awareness about something is missing in his state of knowledge and tries to fill that information gap is Information Need. Taylor (2008) viewed that information need is a personal. Information need leads to Information seeking.

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Information seeking is a basic action where in an individual interacts with manual information systems. Due to technology there is boom in information formation which has resulted in Information Explosion. Scattering of information has caused the problem for the user in identifying their Information needs. There is no single system which will help the Information user to find the needed information. The condition has given rise to the concept of information searching and the manner of determining the pattern of searching is said to be Information Seeking Behaviour. The concept of Information Behaviour was coined in the late 1990s. Individual who need information, search for information through a process of awareness, comprehension, evaluation and assimilation according to their personal interest. The search for the Information varies from an individual to individual.

Information seeking Behaviour is a set of actions that an individual takes to express information needs, seek information, evaluate and select information and finally uses the this information to satisfy his/her information needs. (Sinha, 2016) (Bhatia, 2011)

Information seeking behaviour is an important aspect which helps library professionals to build library collections, to introduce new services and infrastructure that helps in Information seeking. Information seeking behavior is an individual's way of collecting and using information for personal use, to update the existing knowledge.

Gender is the range of characteristics of pertaining to and differentiating between the masculine and feminine. According to FAO "the relations between men and women, both perpetual and material. Gender is one of the variables that influence the Information seeking behavior. According to Haider, S and others (2010) Gender is a possible variable that influences the Information seeking. It may be useful for better understanding of the cognitive and social background of human information processing and may have important implications for related information services.

There is a paradigm shift in Education. Today's education is more students oriented. There is shift from teacher centric to learner centric. the teaching has been more interactive session where in students are expected to participate actively in learning process, which has created situation where in students are given reading material along with the topic that will be taught in the classroom so that they can prepare themselves before attending the lecture. This situation has made the students depend more on the libraries to get relevant information. In an academic library set like University library Students, Researchers and Teachers are major users of the library. Though they belong to same organization the information needs vary from category to category. Students need Information for study purpose, to prepare for their exams, to prepare for the competitive exams etc. they mainly require books, textbooks and general books. They also need periodicals, conference proceedings etc. to some extent to prepare the assignments.

## **2. REVIEW OF LITERATURE:**

Pathak, P and Maly, G (2017) attempted a study of validity of the construct regarding Gendered Information Seeking Behavior through survey of Teacher, Student, Skilled and Unskilled Labours from both urban and rural areas.

Haider, S, and others (2010) opine that study of gender as a factor influencing human behavior may be helpful to have better understanding about the cognitive and social bases of human information seeking and may help Librarians to design Information services and systems.

Padma, P Ramasamy, K and Sakthi Renugadevi conducted a study on a sampling population of 50 post graduate students of School of Economics, Madurai Kamaraj University with a specific purpose to trace out their information needs and information seeking behavior.

## **3. OBJECTIVE OF THE STUDY:**

Information seeking behavior is a cognitive process. It is a known factor that thinking process varies among the genders. This is an attempt to study whether there are any differences in Information seeking behavior of Post Graduate students based on gender.

**4. SCOPE:** The study is focused on influence of gender on Information seeking behaviour of Post Graduate students studying in Goa University

**5. LIMITATIONS:** Since this study is based on the survey and the student population studying in Goa University being large, it is not possible to cover whole student community. So the study is made on

sample survey of Choosing Students belonging to Department of Commerce by choosing 100 respondents.

**6. METHODOLOGY:**

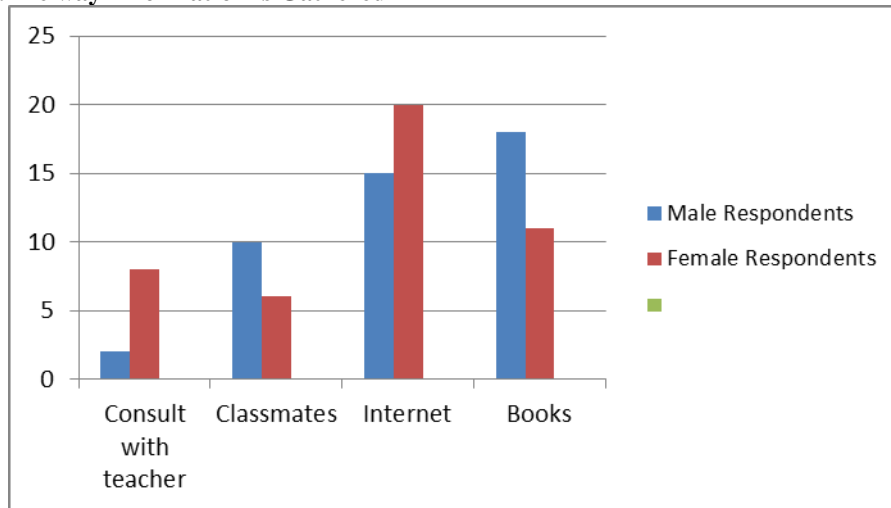
Giving equal importance to each gender 100 questionnaires were distributed among M.Com Students studying in Goa University. 90 questionnaires were selected. From each gender 45 questionnaires were selected.

**7. DATA ANALYSIS**

- 1) **Information Gathering:** Information is required by each and every person. It can be gathered by discussing with classmates, teachers, reading books, searching over the Internet

Sources of information	Male Respondents		Female Respondents	
	Frequency	Percent	Frequency	Percent
Consult with teacher	02	4.44	08	17.7
Classmates	10	22.2	06	13.3
Internet	15	33.3	20	44.4
Books	18	40	11	24.4
<b>Total</b>	<b>45</b>		<b>45</b>	

**Table 1. The way Information is Gathered**



**Fig 1: The way Information is Gathered**

Above table indicates that most preferred source of gathering information by Male respondents is books while that of Female respondents is Internet.

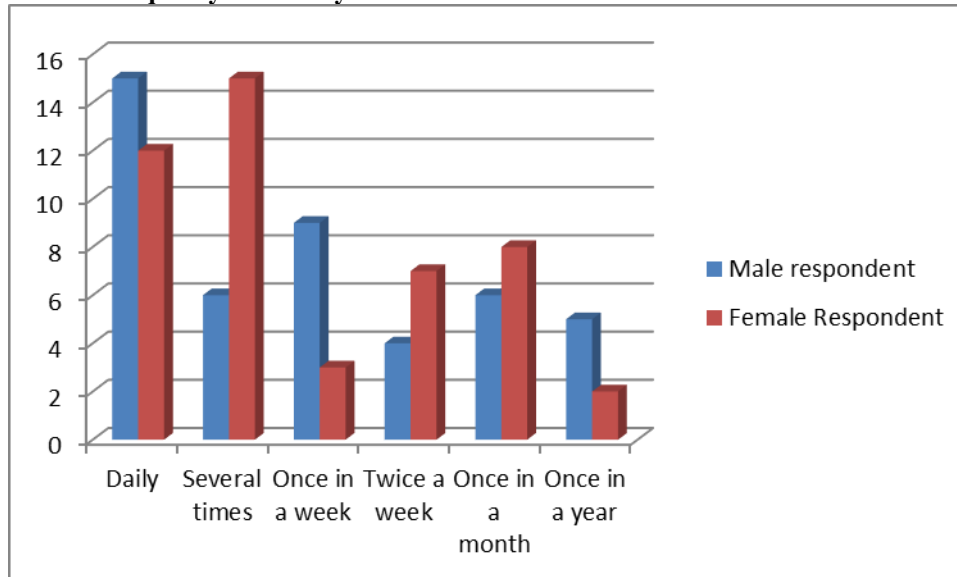
Library is a center of knowledge with diversified collection of Information sources and services to support teaching, learning and research activities of the University. As the libraries invest huge amount on infrastructure development, procuring information sources and to provide services. It is expected that library should be utilized to the maximum. In order to understand the habit of using the library by the Post Graduate students, attempts have been made.

- 2) Frequency of Library Visit

No. of Visit	Male		Female	
	Frequency	Percent	Frequency	Percent
Daily	15	33.3	12	26.6
Several times	06	13.3	15	33.3
Once in a week	09	20	03	6.66

Twice a week	04	8.88	07	15.5
Once in a month	06	13.3	06	17.7
Once in a year	05	11.1	02	4.44
Total				

**Table.2 Frequency of Library Visits**



**Fig 2: Frequency of Library Visit**

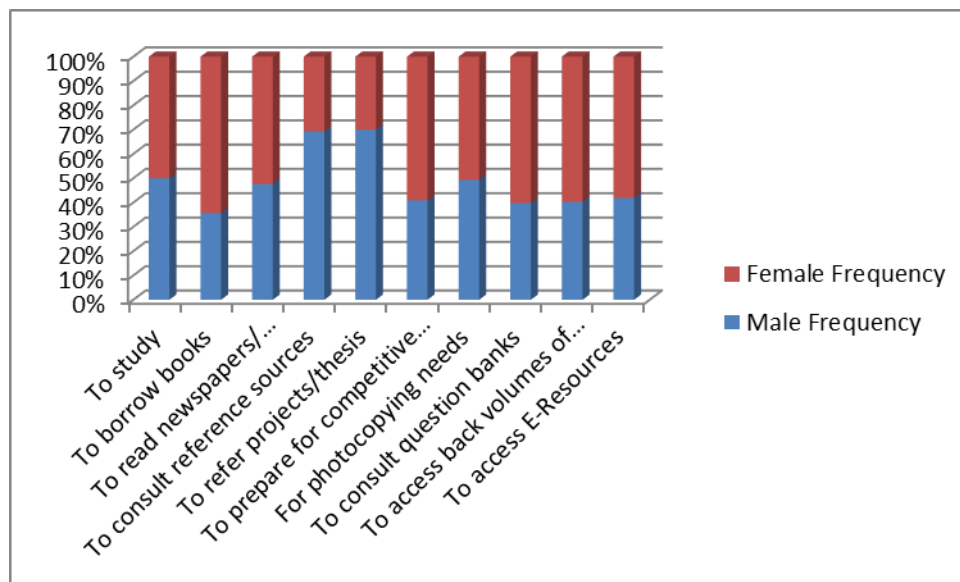
Table 2 Indicates Male respondents visit library daily and Female Respondents visit library several times.

**3) Purpose of Visiting Library**

Purpose of Visit	Male		Female	
	Frequency	Percent	Frequency	Percent
To study	24	53.3	24	53.3
To borrow books	25	55.5	45	100
To read newspapers/ Periodicals	10	22.2	11	24.4
To consult reference sources	18	40.0	08	17.7
To refer projects/thesis	35	77.7	15	33.3
To prepare for competitive exams	09	20.0	13	28.8
For photocopying needs	42	93.3	43	95.5
To consult question banks	31	68.8	42	93.3
To access back volumes of periodicals	25	55.5	37	82.2
To access E-Resources	34	75.5	47	104.

**Table 3.Purpose of Visiting Library:**





it

Fig.3: Purpose of Library visit

Above table shows that to study, to read periodicals, for photocopying. Table also reveals that there is significant difference across the gender. The ratio of the male respondents and Female respondents borrowing books,(55.5:100), Consulting Reference Books (40:17.7), Referring thesis(77.7:33.3), preparing for competitive exams(20:28.8), Consulting question papers(68.6:93.3), Accessing back volumes of periodicals (55.5:82.2)

Students visit the library to get material for to complete the assignments, prepare for exams and competitive exams and other career related activities, they often use different Information sources in different forms and formats. There is no much difference in purposes like to study, to borrow books.

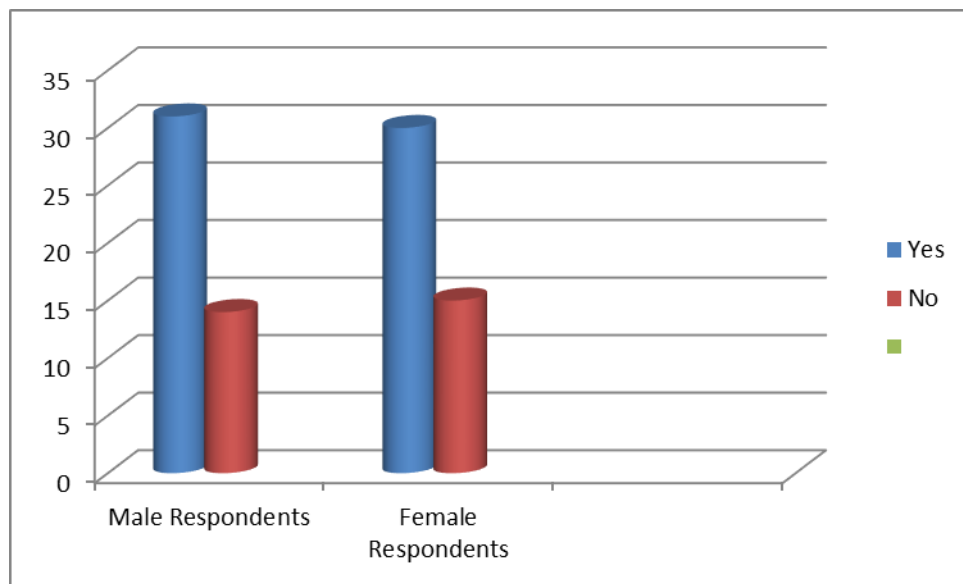
**4. Familiarity With Library**

Library is a place for the library user to get required information. Familiarity with library set up helps the user to make use of the library to the maximum. Library collection is organized based on classification schemes. Information users are expected to be a-familiar with set up aware about the collection. Attempt has been made to know about the familiarity Awareness about library collection and the modes of locating Information source.

**Familiarity with the setup makes the user to feel comfortable with the set up.**

Familiarity	Male Respondents		Female Respondents	
	Frequency	Percent	Frequency	Percent
Yes	31	68.8	30	66.6
No	14	31.2	15	33.3
Total	45	100	45	100

Table 4. Respondent’s familiarity of library setup



**Fig.4: Familiarity**

Table 4 indicates respondents’ familiarity with the library setup. There is no much difference among the both genders regarding library setup

**5) Awareness about Library collection development helps the users to make maximum usage of the Information sources**

Awareness	Male Respondents		Female Respondents	
	Frequency	Percent	Frequency	Percent
Yes	23	51.1	29	64.4
No	38	84.4	18	40.0
Total	45	100.0	45	100.0

**Table 5. Respondent’s awareness about collection development**

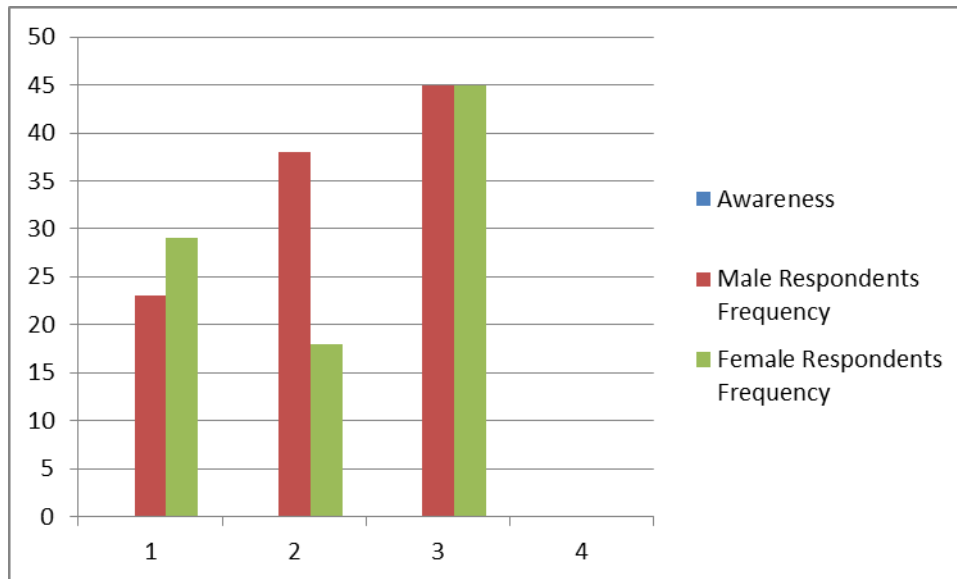


Fig. 5 : Awareness about Library Collection

Table 5 indicates that awareness of Female Respondents about library collection development is higher than that of Male respondents.

**6) Mode of locating information**

Modes of Locating Information	Frequency	Percent	Frequency	Percent
Searching shelves/ own effort	35	77.7	28	62.2
Consulting catalogue/ OPAC	04	8.88	07	15.5
Consulting staff	02	4.44	07	15.5
Notification of new arrivals	04	8.88	03	6.66

**Table 6. Mode of Locating Information**

Table 6 reveals that there is difference among the gender in the ratio Male: Female with respect to Searching shelves is (77.7:62.2) Consulting Catalogue (8.88:15.5), Consulting library staff (4.44:15.5) and Notifications of New Arrivals (8.88:6.66)

**7. Preferred Information Sources**

Resources	Male Respondents		Female Respondents	
	Frequency	Percent	Frequency	Percent
Books/ Textbooks	45	100	45	100
Reference books	45	100	45	100
Reference tools	24	53.3	32	71.1
Handbooks	02	4.44	00	00
Periodicals/ Journals	45	100	45	100

Govt. publications	13	28.8	26	57.7
Patents/Standards	03	6.66	08	17.7
Thesis/ Dissertations	45	100	45	100
E-Resources	40	88.8	43	95.5
Newspapers	45	100	45	100

**Table 7. Preferred Information Sources**

Table 7 indicates that there is no significant difference with reference to preferred information sources like Books, Reference books, periodicals, Thesis/ Dissertations and Newspapers. There is difference with respect to reference tools (53.3:71.1), Handbooks (4.44:00). Govt. publications (28.8:57.7), Patents (6.66:17.7), E-Resources (88.8:95.5)

8) Relevant, adequate sufficient Information Sources save the time of the Users and make the library more efficient center of Information sources. An attempt was made by the Researcher to know the opinion of Respondents about the relevancy of the library collection and the adequacy of the collection.

Resources	Male		Female	
	Frequency	Percent	Frequency	Percent
Relevance of Information Resources	43	95.5	41	91.1
Adequate	42	93.3	44	97.7
Sufficient	39	86.6	43	95.5

**Table 8. Respondents opinion about relevance of library resources.**

It is evident from table 8 that there is no much difference of opinion among Male and Female respondents with respect to Relevance of Information sources (95.5:91.1), Adequacy (93.3:97.7) and Sufficiency (86.6:95.5)

**8. FINDINGS:**

- 1) Most preferred source of gathering information by Male respondents is books while that of Female respondents is Internet.
- 2) Male respondents visit library daily and Female Respondents visit library several times.
- 3) Students visit the library to get material for to complete the assignments, prepare for exams and competitive exams and other career related activities, they often use different Information sources in different forms and formats. There is no much difference in purposes like to study, to borrow books.
- 4) There is no much difference among the both genders regarding library setup.
- 5) Awareness of Female Respondents about library collection development is higher than that of Male respondents.
- 6) There is difference among the gender in the ratio Male: Female with respect to Searching shelves is (77.7:62.2) Consulting Catalogue (8.88:15.5), Consulting library staff (4.44:15.5) and Notifications of New Arrivals (8.88:6.66)
- 7) There is no significant difference with reference to preferred information sources like Books, Reference books, periodicals, Thesis/ Dissertations and Newspapers. There is difference with respect to reference tools (53.3:71.1), Handbooks (4.44:00). Govt. publications (28.8:57.7), Patents (6.66:17.7), E-Resources (88.8:95.5).
- 8) There is no much difference of opinion among Male and Female respondents with respect to Relevance of Information sources (95.5:91.1), Adequacy (93.3:97.7) and Sufficiency (86.6:95.5)

**9. CONCLUSION:**

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The study attempted to examine the gender and Information seeking Behaviour. Information use and information seeking behavior is almost same among the both genders since the need for Information seeking of both genders is same that is for academic purpose. It can be concluded that when the purpose of information seeking is same there is no much difference among both the genders.

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## **CONSORTIA AND NETWORK**

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**Abstract:**

The concept of library consortia and library networking to aid information resource sharing and support activities in libraries has become a real necessity in India. The present study briefly highlights some of the major library consortia and networks in India. The objectives, functions, services, future prospects and stages of completeness of these library resource-sharing networks are also discussed. The Indian information professionals, education specialists and scientists have realized that the time has come to share the information resources and to coordinate mechanisms. This has resulted in discernible change in the information scenario in India. A large number of library resource sharing networks like the Metropolitan Area Networks such as DELNET in Delhi, MALIBNET in Madras, BONET in Bombay, PUNENET in Pune, CALIBNET in Calcutta HYLIBNET in Hyderabad, ADNET in Ahmedabad, and countrywide ones like INFLIBNET (Universities and Research Institutions), ERNET (Educational and Research Institutions), and DESINET (Defence Laboratories), and sectoral ones like BTISNET (Biotechnology Networks) etc. are under various stages of conceptualization, design, development and implementation. The article draws its conclusion by briefly mentioning the obstacles to the development of these networks and library consortium.

**Keywords:** Library Consortia, Consortia management, Networking, E-resources.

### **Introduction**

Library Consortia is the sharing of resources among the participant's libraries. A consortium may be a formal or in have enabled library consortia to expand both in formal agreement between two or more libraries based on a number and functions over their respected areas. Library-common principle. For example, a consortium library consortium development is rooted in the may be based on library type academic, Special, public etc. A history of library cooperative efforts for doing work. A regional and local consortium may be based also driven by the need to provide remote users on a geographical area. A consortium is "an agreement, common platform other goal, aiming to reduce costs per unit through or group (as of companies) formed to undertake formation of purchasing consortia. These national regional and an enterprise consortia will be the focus of member"

### **Definition of Consortia**

A **consortia** is an association of two or more individuals, companies, organizations or governments(or any combination of these entities) with the objective of participating in a common activity or pooling their resources for achieving a common goal. Consortium is a Latin word, meaning 'partnership, association or society' and derives from consors 'partner', itself from con- 'together' and sors 'fate', meaning owner of means or comrade.

### **What is Library Consortia?**

Library consortia means to co-operation, co-ordination and collaboration between, and among, libraries for the purpose of sharing information resources. Libraries in developing countries have been working on consortia at national, regional and international level. However, some barriers such as poor technological and communication infrastructure, inadequate finances, culture and context, attitudes toward consortia and multiple efforts are reported to be limitations of consortia activities in developing in India.

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## Concept of Library Consortia

Library consortia concepts came first time from academic libraries formed consortia for the primary purpose of sharing printed materials. Recently, academic libraries are having consortia to provide common access to electronic resources across the Internet, and they are forming these consortia on a statewide basis. Library This task is very difficult for a single library. However, by forming a consortium among libraries, it becomes possible to purchase information in stabilized and reasonable prices. Historically, the common platform of library co-operation was the sharing of union catalogue, document delivery services, storage facilities, collection development and human resources at local, national and regional level. Another form of co-operation was based on inter library loan services where cooperating libraries agree to share their resources among the member libraries. This form of cooperation enabled libraries to borrow books, periodicals and other reading materials which were not available locally. The sending of requests and delivery of materials through the postal, fax and courier services. However, the real drive for co-operation was seen after when more and more libraries started getting automated and used computers for libraries all house keeping programs.

### Objectives:

- To promote and support adoption of standards in library operations.
- To create databases for projects, specialists and institutions to provide online information services
- To improve the efficiency of housekeeping operations
- To coordinate with other regional, national & international network for exchange of information and documents
- To generate new services and to improve the efficiency of existing ones

## Features of Library Consortia

These are the features of library consortia following below.

- It provides each organizations and institutions with the capacity to share their resources
- without sacrificing the individuality of each member library
- The collections of the Consortium libraries enable each member library to support scholarly research for its users.
- Cooperative research and development in application of information communication and technology enhances service and realizes cost effectiveness.
- Staff development and interaction with quality of service.
- It is the cooperative task to reduce the cost of purchase consortia. As a result, end users can take benefits of more resources than would be available through one library.
- To advance library services are provided with an emphasis on access to new E- resources including databases and services offered through the internet and www.
- To expanding inter library searching at less cost is possible.
- Uncertainties in legal issues are handled with more confidence.

## Advantages of Consortia

Some of the important advantages of the library consortium are as following below.

- Consortia-based subscription to electronic resources provides access to wider number of electronic resources at substantially lower cost;
- Optimum utilization of funds.
- Facilities to build up digital libraries

- 
- Helpful to provide better library services like CAS and SDI
  - Cost Sharing for Technical and training support
  - Electronic Journals demand neither library space nor shelling costs nor can they be stolen from the library
  - The consortium have been offered better terms of licenses for use, archival access and preservation of subscribed electronic resources, which would not have been possible for any

## Disadvantages of Consortia

Some of the important disadvantages of the library consortium are as following below.

- Absence of a printed copy of Journals
- Require training of staffs in handling electronic documents etc.
- Consortia requires high initial investments in licensees and information and communication technology.
- Copyright problems
- Unreliable telecommunication links and insufficient bandwidth
- Lack of archiving and back files availability
- Internet Access id necessary
- Users are not accepting e-journals as per with the printed Journals

## Functions

- **Agreement for establishment of a consortium** – A concrete agreement is needed to be established for participating libraries in consortia to achieve a common target.
- **Administrative of library consortium** – To run the total functions of a consortium smoothly a statutory body is very much essential to be formed taking chief librarian/chief information manager from every library/information centre.
- **Financial control** – Whether a consortium fund be created to subscribe to the core journals in different subjects in multiple copies at a discount rate.
- **Joint Work** – Prepare list of titles
  - Subscribe to Core titles
  - Prepare the union list of titles
  - TOC services
- **Evaluation** – After a certain period, the whole activities of a consortium, (i.e., individual as well as cooperative) must be evaluated on the basis of pre-determined objectives.

## Need of Library Consortia-

- Academic and research users can now hope to have access to their learned journal articles in electronic form as electronic access is comparatively cheaper.
- Reduction in staff strength and cost savings for library budget.
- Able to change themselves and re-engineer their services and operations in such a way that they meet user-expectations better for less money.
- Rational utilization of funds of little more investment pays a lot.
- Qualitative resource sharing for effective document delivery.
- Growth in number of users, particularly in academic and research institutions.
- Increase in user demand for quality services.
- Emerging changes in the publishing industry as most publishing is now done in digital form.

## Purpose

- **Library Perspectives:** The general perception among libraries is that a consortium should enable libraries to purchase and provide access to more resources than they currently have, with lesser spending than what they currently spend and gain net savings in current spending.
- **Publisher Perspectives:** Publishers look at consortia as an instant mass-market opportunity to expand their market base in many times both in terms of client base and revenues.



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- **True Perspectives:** Consortia models are still in an evolving phase, constantly affected by technological changes. Hence, consortia development requires an open dialogue between the two parties-libraries and publishers/vendors, in a spirit of partnership to help their common beneficiary, the end user, whose needs and usage alone can justify the sustenance of whatever new consortia models that publishers can offer and libraries can adopt.

## **Main Consortium:**

### **CSIR consortium:**

The Council of Scientific and Industrial Research (CSIR) in India has 40 scientific laboratories involved in basic and applied research in various disciplines. Many of the laboratories have well equipped libraries, and some of them act as the main information centers for different subjects, functioning as consultant libraries at the national level. Access to e-journals through the use of state-of-the-art technology is possible in many of the libraries belonging to these laboratories. Each of the laboratories has a well-established library or documentation center. National Institute of Science Communication and Information Resource (NISCAIR), a constituent establishment of CSIR. To augment CSIR research and development activities, NISCAIR implemented an agency for providing access to globally available e-journals to the entire scientific and technical staff of CSIR and its constituent units through a consortia approach. As a first step, NISCAIR, on behalf of CSIR, has entered into an agreement with Elsevier Science to access its 1,500 e-journals and further intends to strengthen its information resource base by subscribing e-access of more and more journals published globally. The CSIR consortium extended its access by creating appropriate agreements on a consortium basis with the other providers of e-journals. The major focus is on emerging sectors such as, biotechnology, pharmaceuticals, information/ communications/ entertainment (ICE) and financial services.

### **INDEST consortium:**

INDEST is an open-ended proposition, and welcomes other institutions with the similar area of interest and who can join for sharing benefits. The INDEST

Consortium is the most ambitious initiative taken up so far in India in the area of engineering and technology disciplines. The Ministry of Human Resource Development (MHRD) has set up the Indian National Digital Library in Science and Technology (INDEST) Consortium. Institutions including the Indian Institutes of Science (IISc), the Indian Institutes of Technology (IITs), the National Institutes of Technology (NITs), Regional Engineering, Indian Institutes of Management (IIMs) and a few other centrally funded government institutions through the consortium. Besides that, 60 government or government-aided engineering colleges and technical departments in universities have also joined the consortium with the financial support from the All India Council for Technical Education. In addition, a total of 26 other engineering colleges and institutions have also joined the consortium on a payment basis.

### **The electronic resources subscribed by the INDEST are as follows:**

- Association for Computing Machinery (ACM) Digital Library.
- ASCE (American Society of Civil Engineering) journals.
- ASME (American Society of Mechanical Engineers) journals.
- Elsevier's ScienceDirect.
- IEEE/IEE Electronic Library Online (IEL).
- ProQuest Science.
- Springer Verlag's Link.
- Indian Standards.
- COMPENDEX on EI Village.
- INSPEC on EI Village.
- J-Gate Custom Content for Consortia (JCCC).
- MathSciNet.

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- SciFinder Scholar.
  - Web of Science.

### **FORSA consortium:**

The Indian Astrophysics Consortium called Forum for Resource Sharing in Astronomy (FORSA) is a typical example of a homogeneous group of members wherein the libraries have a common area of interest and establishing the consortium is slightly easier than in a heterogeneous type of members. The FORSA consortium consists of five members who joined together for negotiating licensing for astronomy journals and identified a subscription agent as a supplier of journals. Subscriptions for both print and electronic format are paid through their supplier. The agreement was originally meant for only astronomy journals, published by a particular publisher.

### **Network Development in India:**

Some factors those are responsible for the development of library and information networks in India are:

- The report of the working group of the planning commission on modernization of library services and informatics for the seventh five year plan, 1985-90
- The National Policy on Library & Information systems document (1986) accepted by the ministry of HRD, Government of India.
- The report on national policy on university libraries prepared by the Association of Indian Universities (1987)
- The UGC report on information systems for science and technology under the Department of Science & Industrial Research (DSIR) Government of India has been Vigorously promoting an integrated approach to library automation and networking.

### **Types of Networks:**

Presently, there are three types of computer networks:

- LAN
- MAN
- WAN

### **Local Area Network (LAN):**

A LAN is a number of related computers and electronic devices that share information over a transmission media. A typical use of LAN is to tie together personal computers in an office so that they can all use a single printer and a file server. The LAN can be within a building or a campus wide network.

### **Metropolitan Area Network (MAN):**

Attempts are being made to develop this type of network in metropolitan areas such Delhi, Calcutta, Bangalore, Madras, etc.

### **Wide Area Network (WAN):**

A large-scale network, involving offices in different cities and countries is referred to as WAN, which is specially designed to interconnect data transmission devices over wide geographical areas.

### **Major Library Networks in India:**

- DELNET
- CALIBNET
- MALIBNET
- MYLIBNET
- BONET
- PUNENET
- ADINET.
- INFLIBNET

### **Important International Networks**

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- The International Nuclear Library Network (INLN)
  - WHO Library and Information Networks for Knowledge (LNK)
  - International Association of Aquatic & marine Science Libraries & Information centers (IAMSLIC)
  - WorldCat of OCLC
  - International Nuclear Library Network (INLN)
  - Networked Digital Library of Theses and Dissertations (NDLTD)
  - STOU (Sukothai Thammitharat Open Univ)
  - INASP
  - HINARI
  - AGORA
  - JSTOR's Africa Access Initiative

### **Limitations in Network Development:**

A network may fail in the early stages if there is not proper planning or if adequate funds are not available. Moreover, a common memorandum of agreement signed by the participating libraries at the institutional level is essential for the success of a network venture. On a more practical level, catalog data must be in a standard, machine readable form for it to be shared and exchanged. And, finally, a continuous flow of external assistance is crucial for the network's survival.

Following the launching of DELNET and CALIBNET, the library automation and networking movement in India is surely catching on. The objectives, which are:

- Better utilization of funds through sharing of resources by creation of commonly usable data-bases and communication between libraries.
- Automating the functions of individual libraries at a local level for effective and efficient services to the users.

A number of benefits are being offered to member libraries of the particular networks. First, one gets access to a very large volume of literature without increase in the library budget because of the sharing of resources among the members. Secondly, the library budget can now be diverted to acquire the most important (even if expensive) information required by an institution, the other peripheral information being available on the network. Third, one gets near real time access to about 1000 international databases apart from the electronic mail and remote log in facilities. There are plans of these networks to connect and share the resources in the near future.

Nevertheless, the growth of these networks is slow. It is taking a long time to create and provide bibliographic databases of recognizable size, e.g., DELNET took already ten years in creating bibliographic databases of reasonably good size. Without the databases neither could networks be made effective to achieve the goals nor could resource sharing be effective.

Finally it appears that prospects are quite favorable for development of networks for better information services and resource sharing in India. In this direction lot of work has to be done. Some of the problems faced by other developing countries are common to India too, including financial constraints, inadequate communication, non-availability of equipments, less awareness of the value of information, reluctance to development and non-coordination of various kind of activities, resource building, resource sharing and exchange of information and ideas, non-standardization operational procedure, lack of dedication, motivation and knowledge on the part of available manpower

### **Network**

- A library network is broadly described as a group of libraries coming together with some agreement of understanding to help each other to satisfy the information needs of their clientele.
- Alphonse F. Frezaa defines networking as:  
"A formal organization among libraries for cooperating and sharing of resources, in which the groups as a whole is organized into subgroups with the exception that most of the needs of a library will be satisfied within the subgroups of which it is a member."

### **Advantages**

- 
- The networking of computers permits the sharing of computing resources available at geographically dispersed locations.
  - Networking also provides stand by backup option to its nodes.

### **Library Network**

- Continuously assess information requirements, create and improve necessary infrastructure including computer network support and to provide informatics based support and services to the specialized community of users working in various subject areas;
- Sharing of resources and services including inter-library lending of books, periodicals, bulletin boards, SDI service, on-line union catalogue of books, periodicals, preprints/reprints, document delivery, information retrieval and dissemination, exchange of materials and requests for photocopying;
- On-line access to foreign databases, subject to the user's willingness to pay the costs incurred;
- Building a low cost library information system which can possibly be used as a model for future expansion;
- Create understanding and confidence among professionals and authorities.

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## **Impact of ICT on HRM Strategies in Libraries**

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### **Abstract:**

The ICT revolution demolished the traditional setup of each and every field of human activity. Information and Communication Technology (ICT) has changed the all perspective of Librarianship in the present days. Rapid developments in information and communication technologies (ICT) and their wide application in all aspects of life have led to dramatic changes. It alarms the buzzer to cope with new challenges posed by this revolution. Library profession is one of the most challenging professions in the digital era. LIS Professionals facing the challenges posed by the complex nature of ICT. The role of LIS Professionals becomes more dynamic in this digital world. This paper covers the role of LIS Professionals to enhance the quality of academic library services in ICT environment.

**Key Words:**[ICT, LIS Professionals, Quality ,Digital era etc.]

### **Introduction:**

Rapid developments in information and communication technologies (ICT) and their wide application in all aspects of life have led to dramatic changes. Library is not for profit making organization. Library provides the services to the users according to their requirements. The revolution in ICT changed the complete structure and set up of traditional library and services. The library services become more and more IT based rather traditional. Information Technology allows integration of library activities and increases efficiency and enables users to have remote access to information and around the clock access. It makes necessitates the LIS Professionals to adopt the new technologies to cope with challenges posed by ICT in order to provide quality library service. The role of LIS Professionals in this new environment has completely changed. In this regard the HRM is most important aspect to enhance the library performance.

### **Concept of ICT:**

The term 'Information and Communication Technology' (ICT) first appeared in the mid 1980s and was defined as "All kinds of electronic system s used for broadcasting telecommunications and mediated communications". The term "ICT" incorporates the computer-based technology and the Internet to make information and communication services available to a wide range of users.

### **Definition of ICT:**

#### **1. Wikipedia:**

Information and communication Technology (ICT) is extension term for Information technology (IT) that stresses the role of unified communications and integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit and manipulate information.

### **Objectives of ICT:**

- To provide faster and easier access information at every time in everywhere regardless the geographical boundaries through internet.
- To assist people to develop their ICT skills for accessing information through cyberspace.
- To give access to digital information environment.
- To provide staff expertise to seek out information or learning materials-staff become skilled gatekeepers not just of printed sources but of the digital world.

### **Advantages of ICT:**

- 
- ICT gives an opportunity to deploy innovative methodologies and to deploy more interesting material that creates an interest of the librarian to provide effective library services.
  - ICT enables better management of libraries and helps in improving the productivity of the teaching and learning process.
  - It makes possible to librarian to concentrate on other tasks such as research and consultancy.
  - It enables to make library services better and provides easy access without any boundaries than traditional library services.
  - Enables optimum utilization and sharing of resources among institutions there by reducing the costs.

### **Information Communication Technology (ICT) in Libraries:**

The first and foremost ICT component, which can be adopted in the libraries, is the computer for library automation and to have an in-house database of library holdings in electronic form. It enables to optimize the use of information. E-mail, online retrieval networking, multimedia and internet are the other important technologies, which can be used for faster access to information.

- ICT enables to capture, store, manipulate, and distribute information among the user, researchers, staff and faculty.
- It is important to introduce and provide new services, revitalize the existing services by providing faster access to the libraries resources, by overcoming the space and time barriers.
- It enables to have large number of databases in CDs, online Journals, Achieves, E-books etc.
- It is important in libraries to utilize the staff for providing better information and to improve the efficiency of library services.
- To develop/upgrade the abilities of professionals, To provide need- based, (tailor made), browsing and retrospective search services to the users

### **Human Resource Management:**

#### **Definition:**

According to Flippo “HRM is the planning, organizing, directing, and controlling of the procurement, development, compensation, integration, maintenance and reproduction of human resources to the end that individual, organizational and societal objectives are achieved”.

#### **Why HRM?**

Library is the place where the service is provided to the human being by the human. So it is essential to manage the human resources in order to provide better services. The challenges posed by the complex nature of cyber space it become indispensable to manage the human resources in order to enhance the quality in academic library performance. To provide the effective and efficient service to the users the LIS professionals must have the ICT based tools and techniques. The following aspects are to be considered for the requirement of human resource management.

#### **1. ICT and LIS Professionals:**

The advent of information technology has added new dimensions to providing avenues to create global networks of libraries. ICT offers the quality services much better and faster. It opens the floodgate of digital preservation in required time span. ICT enables the house keeping operations of the library services more competent and the LIS Professionals become more efficient to provide quality services.

#### **2. Transformation of Traditional to Digital Libraries:**

With invent of ICT the traditional techniques and tools are replaced by the new ones. Most of the libraries changed its traditional structure and adopt the new technologies to provide better services than traditional one. Libraries provide Online Public Access Catalogue (OPAC), access to digital resources, Web resources etc. The transactions of the traditional library to digital library are well reflected by their services.

#### **3. Challenges:**

Now days there is drastic change in the educational system. Lot of interdisciplinary courses is emerging and educational system becomes more dynamic. The libraries have to change to handle the situation. LIS professionals have to provide wide range of resource available in the library as well as in cyber space. So for that he must have skills and techniques to provide quality services to the dynamic users.

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## **Changing Role of LIS professionals:**

The performance and the quality enhancement of the library is totally depends upon the performance of the LIS professionals. In this new digital era the LIS professionals have to perform with his level best in order to enhance the quality of the library services. Human Resource Management includes the activities such as recruitment, training, developing and rewarding people in the organization. HRM must aim at achieving competitiveness in the field of HR by providing constant training for the personal and professional development as well as for enhancing the performance of an organization.

1. To identify solutions quickly and flexibly during a negotiation.
2. To identify new ideas for products and services.
3. To identify new markets.

Information and Communication Technology can make the following major impacts in Human Resource Management.

### **1. Better Services to Line Mangers:**

Human Resources and line managers are primarily interested in achieving the goals of an organization. The human resource's main function to support the workforce needs for the organization. The strategic planning between HR and the scalar chain is important towards the fulfillment the objectives of the organization. So for enhancing the performance the training and developing the Human Resources and scalar chain managers is most important for a number of leadership tasks.

### **2. Enhancing Management:**

Human Resource with ICT tool management to enhance efficiency and effectiveness can lead to the success of the organization as a whole. Organization throughout the world is driving to improve the performance regardless the size, library and information centers are no exception for it. They analyze and assess their findings and design their strategies accordingly to advance the performance. The management should also ensure that all the departments are improving its procedures and controls and targeting its activities on better achieving the predetermined goal.

### **3. Effective Recruiting:**

In this age of ICT the organizations have realized that effective recruiting cannot be done without the use of ICT. Organizations now use job portals on the internet to search for the best candidates for the position. It is also important to recruit the competitive and IT expert candidates for the better performance in this ICT environment.

### **4. Data Management and Critical Analysis:**

In this age information technology data management becomes easier and paper-free. Many of the monotonous work are no longer manual and which increases the efficiency and effectiveness. Employee's performance data can be critically analyzed by the HR IT tools online and becomes accessible to everyone. Which is important for assess the performance of the organization.

### **5. Inventory Management tools and HRM:**

The performance of the library can be made more effective and efficient by user's intimacy, operational efficiency, and leading edge. User's needs must be met by customization and by providing outstanding customer instances. For this purpose organization must have the efficient HR IT tools and techniques to provide diversified user's needs.

### **6. Cost-reduction and efficiency:**

The poor performance of the organization might be the result of an inappropriate configuration for the situation or inconsistency between structure, process and relationships.

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The performance of the organization can be increased by implementing management by objectives and using participative management. The management of an organization is accountable to the stake holders of the organization for the performance and the achievements of the organization. So for better performance with cost effectiveness the LIS professionals have to perform well and justify their authority.

**7. User Service and HRM:**

The performance of an organization can also be described by evaluating the reliability of service and by understanding the quality of users of the libraries. The value can come from providing reliable service, so that the users know that they will receive the service on time with standard of performance. Providing good quality service resulted in the increase in the performance of the organization.

**8. Career Development and Human Capital Management:**

The career planning tool is a learning and knowledge-based system that helps successful managers to manage their personal development and career paths along with their employees. Performance evaluation and career progression is the key motivating factor for the employees to work effectively and efficiently. So the sound performance evaluation systems HR IT tool is important for the organization. The evaluation system must be a sound one so that people can rely on it. Rewards system should be amended so that the rewards to managers and other employees are based on the performance which is essential for better performance of the organization. It is important because the performance of an organization is depends upon the performance of human resources.

**Conclusion:**

Information and Communication Technology (ICT) has brought unprecedented changes and transformation to academic library and information services, conventional LIS such as OPAC, user services, reference service, bibliographic services, current awareness services, document delivery, interlibrary loan, audio visual services, and customer relations can be provided more efficiently and effectively using ICT, While general IT application tools and Integrated Library Management Systems are largely used in housekeeping operations, like acquisition, cataloguing, circulation control, serials control etc. Internet has been used extensively as a resource as well as a tool to deliver the Library and Information Services. In such a situation the strategies for the Human Resources Management should be effective to cope with the challenges posed by ICT and for providing better library services.

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## THE USE OF ELECTRONIC INFORMATION RESOURCES AND SERVICES IN MODERN LIBRARIES IN INDIA

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### ABSTRACT

Revolutionary changes and developments in the application of ICTs have made profound changes in each and every organization all over the world. The field of library and information science (LIS) is not an exception to this phenomenon. There is paradigm shift from print media to electronic media; from ownership of documents to access to information; intermediary to end-user model of services; and from location of specific libraries to digital/virtual/hybrid libraries. In today's rapid changing world, information needs of users are met through a plethora of sources.

**Keywords:** Electronic information, Modern libraries, Electronic media, electronic resources.

### 1. INTRODUCTION

The electronic resources available in modern virtual library play a prominent role in facilitating access to multi-faceted information to the users in an easy and expeditious manner. The electronic information resources and services can be used by any user through online access via networks or authentication methods at anytime and anywhere. But, the users are required to gain absolute familiarity with the uses and gratifications of electronic resources for various purposes.

Experience reveals that the vast information handling capability of contemporary information technology creates opportunities to personalize the products and services around information itself. In the information age, information itself is the product and that the value of the product is measured in terms of digital value. The creation and trading of information is the foundation of electronic commerce because information is a tradable commodity. The organizers and library staff are required to enhance opportunities for developing and exploiting relationships with their suppliers and other stakeholders. In this context, the management issues for the virtual library are seriously examined by the specialists all over the world.

### 2. REVIEW OF LITERATURE

Dala (2009:70) examined the application of ICTs in academic libraries and emphasized the role of ICTs in academic libraries with reference to the achievement of the Millennium Development Goals thus: "Academic libraries are established and managed by the educational institutions including the universities. Academic libraries also involve colleges and polytechnics which offer multi-faceted education to the mankind. The academic libraries also design their collections and services to meet the instructional programmes of the respective institutions of learning. "Introduction of information and communication technology in libraries has improved and changed the face of information acquisition, processing, dissemination and storage. Information is being acquired both in paper and electronic formats and libraries are able to convert some of their old collections to machine readable format. Information and Communication Technology has also facilitated networking, creation and accessing of remote electronic database, putting at the disposal of libraries and library users a wide range of information services and product".

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The successful functioning of modern libraries primarily depend on nature of the digital library collection (one-off or live collection) and on factors such as volume of source material to be digitized, metadata requirements, document formats to be supported, search and retrieval expectations, and quality requirements. Hardware requirements include server computer for hosting the collection, desktop computers, digitization equipment, network connectivity, and other equipment. Digital library software is another critical technology component. Options include: Open source free digital library software, library automation software, commercial digital library software and in house software development. The LIS professionals must possess adequate ICT skills to manage the modern libraries in the changing library scenario. The users of electronic resources and services also primarily depend on systematic user training programmes for optimum utilization of information resources in the new virtual environment.

The modern library environment has witnessed revolutionary changes as a result of the rapid advances in information communication technology. Such revolutionary changes demand new roles for LIS professionals from custodian of print materials to ICT based knowledge manager. The modern users are also required to cultivate new skills and capacity for proper identification and utilization of electronic information resources. Scholars have noted that LIS professionals and users must possess adequate knowledge of new information communication technology related skills such as library automation, e-resource management, content management, organizations of information on Internet and Intranet, developing and maintaining digital libraries / institutional depositories, web based services and so on.

Scholars have emphasized that both LIS professionals and users require constant orientation for retrieving and consuming required information from print and online sources. The LIS professionals should also learn certain aspects of re-engineering that form the basic structure of library knowledge management. The LIS professionals should also obtain tacit and explicit knowledge which would enrich the different sections of users in a competitive information environment. They should also obtain the explicit knowledge which is derived over a period of time through human adaptations in the use of products, machines, formation of policies etc.

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The Information Communication Technology demands that the LIS professionals and users should be ready for life long learning of information literacy skills so that handling the electronic information sources and users' needs becomes effective. In the present age of information revolution, there is a definite shift from the printing to digital technology to provide 'right information to the right user in the right format in the right time for the right cause'. The policy makers, administrators and LIS professionals are called upon to fulfill the ever changing demands of various stakeholders. The current developments in information communication technology are playing a dominant role in providing the benefit of access to electronic information resources and services to the users who are the masters in the new professional environment. The traditional human based knowledge organization and dissemination activities are increasingly challenged by ICT based retrieval techniques.

### **3. METHODOLOGY**

The descriptive method is used to gather information from both primary and secondary sources which orients, the users in the usage of electronics resources and services. This can only be done by upgrading the skills of the information professionals so has to enhance their role of transforming the modern libraries.

### **4. SCOPE**

The present article shows the modern engineering college libraries should facilitate the application of ICTs which enlarges the scope of knowledge acquisition, raises knowledge acquisition and reduces knowledge acquisition time and cost. These libraries should also play a central role in the development of systems, processes and operations which facilitate knowledge sharing among various stakeholders of engineering education, research and development in modern society.

### **5. USER ORIENTATION FOR UTILIZATION OF ELECTRONIC INFORMATION RESOURCES AND SERVICES**

Modern libraries are required to design their collections and services to meet their instructional, research and development programmes. The scholars have noted that, introduction of ICT in libraries has improved and changed the face of information acquisition, processing, dissemination and storage. ICT has also facilitated networking, creation and accessing of remote electronic database, putting at the disposal of libraries and library users a wide range of information services and product. The use of ICT and access to electronic information networks is remarkably transforming modern libraries from book-centered to technology-centered institutions.

### **6. ICT SKILLS FOR LIS PROFESSIONALS**

Singh and Singh (2002:280) examined the role of librarians in the new virtual environment and suggested that LIS professionals should be competent enough to serve the modern information users on the basis of proper professional training and ICT skill development programmes. They wrote: "The ability of operating computer system to perform personal, job related tasks, use web browsers and searching on the Internet to retrieve information needs and communicating with others by sending and receiving e-mail is an essential part of every one's skill especially librarians. Computer literate librarians are able to communicate information more effectively when they know how to create and use and Excel spreadsheets or a Power Point presentation. Librarians can also reach easily beyond

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boundaries of their communities when they are able to use HTML to create web pages so that they can publish their resources, articles, opinions and documents to the world”.

Information scientists have also identified the revolutionary change in ICTs in the new era of digital management and noted that LIS professionals should undergo shifts in job types and career paths through up gradation of their skills, knowledge and competence. Exposure to ICTs and skills is a prerequisite to the LIS professionals since ICT based skills, together with management, teaching and market awareness and interpersonal communications competencies figure prominently under essential requirements. Several studies have also emphasized the need for user training and orientation in modern information environment. The competence of users should also be enriched on the basis of suitable planning and execution of orientation programmes.

## 7. CONCLUSION

The success of modern academic libraries depends on how efficiently they capture, create, manage and deliver the electronic information services contained in internal and external databases and websites. Electronic information resources provide opportunities for libraries, professionals, users to access and utilize the services for academic and allied purposes. The remarkable progress in the development of ICTs has created new avenues to libraries in terms of storage, processing, data capture technologies and delivery of information resources. The technological advancements have brought about new changes and modifications in the management of knowledge which is available in the form of electronic resources. The role of ICTs in the in-house activities of academic library environment is unlimited and unavoidable since these tools bring all sorts of latest and retrospective information to the users in modern engineering colleges.

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## **Challenges in Online Teaching Learning Process**

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### **ABSTRACT:**

The goals of the online education courses are to expand access to education for learners spread across remote areas. To enhance teaching and learning online through advance teaching, Learning and research work. Learners can learn at their pace from any corner of the world. Spread quality education 24x7 wherever there is internet access. This research work is to find challenges faced by learners while pursuing such courses. Attempt to suggest solutions for these challenges to accelerate the number and satisfaction level of learners.

**KEYWORDS:** Online education, Online Learning, Online teaching, Challenges.

### **1. SCOPE OF THE STUDY:**

The present study is restricted to the online teaching learning environment and learners in the online course.

### **2. NEED OF THE STUDY:**

An effective **online pedagogy** is one that emphasizes student-centered learning and employs active learning activities. “Interactivity, faculty, and student presence are essential in an effective **online** learning environment”In India **Online education** is growing rapidly. The major reasons of popularity of said courses and increasing number of learners are it is made free from the traditional barriers like classroom based education, distance, spatial and cost of education. According to a recent study in a global level online learning program, after the United States, India has been reported to have the second highest number of online course enrolments with more than over 1,55,000 students from the country. Of a total of around 1.4 million students worldwide, 32% are from the U.S while 15% are from India. These students can learn online from any corner of the world in their suitable time of the day.

A number of renowned universities and renowned organizations like IITs in India are now offering online distance education, bringing world class instructors and professors to educate the students. They have specialized courses designed for Teachers of the traditional education system like Application of Information technology in Education, Faculty development programme for teachers etc. They can make best use of the subject specialists, infrastructure and technology experts in delivery of said courses. Teachers want to prove their skills, subject knowledge and capabilities while learning in an advanced and interactive environment. Online education has taken away the geographical and financial barriers for receiving quality education.

### **3. OBJECTIVES OF THE STUDY:**

1. To know the existing pattern of the Teaching learning process.
2. To find out the use of Information Technology in online education.
3. To study the resources and infrastructure required
4. To find out the challenges faced by learners.
- 5 To suggest improvements in delivery of such courses for better and efficient implementation.

### **4. HYPOTHESIS:**

There is a serious need to revamp the Online Learning methodology with respect to the current challenges and constraints that the students are facing. The process of iteration must be set into development and work positively towards the improvement of E-Learning facilities. Correction and changes with this respect will accelerate the popularity and real-time usage of Online Learning platforms.

## 5. RESEARCH METHODOLOGY:

Methodology in research is a strategy to solve the research problem, to unfold the probable answer, findings and to test the hypothesis. Researcher collected the primary data from 50 learners who are pursuing online course and are facing challenges.

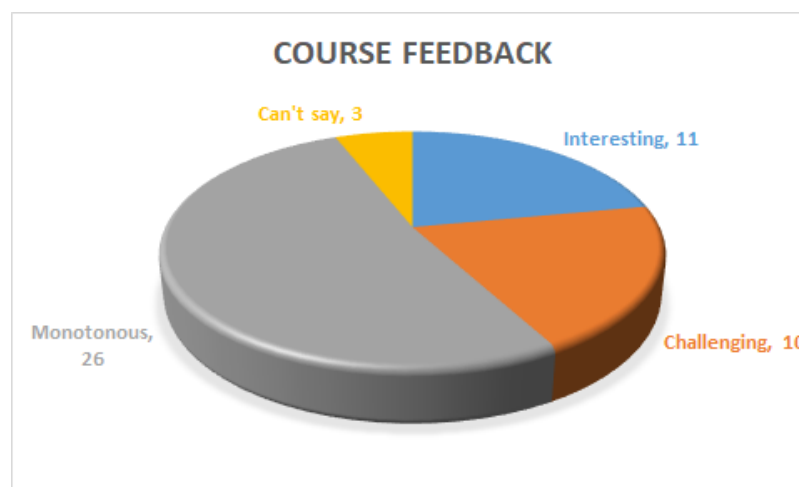
## 6. OBSERVATIONS AND SUGGESTION:

### Challenge 1: Online training is monotonous

It is not always the case that online trainings provide solutions to the boredom of classroom-based learning. The pattern followed by majority of e-learning courses is the long textual format with long and tedious set of MCQs that do not maintain the interests and inquisitiveness of students. It is more of an E-reading than E-learning exercise. Statistics showcase that the MOOCs (massive open online courses) with an alarming rate that of all the students that register, only 14% of students formally complete the course.

### Proposed Remedy: Online courses must be made Interactive and Dynamic

It was surely very difficult to make them Interactive during the budding days of Online Learning, but these days there are multiple OC providers with multiple type of Interactive Trainings, practical simulations and User engaging exercises with challenges and In-video quizzes. With the training some extra motivational touch can be given with incentives. It has also been experienced that once, the user gets an official Course completion certificate, then he is more attracted and interested in the training. Online Course moderators can have a ranking system or credit points system for active participants. This will not only help the candidates learn better but also will engage their time in a fruitful and knowledgeable way and complete the courses effectively. However, while considerable thought and effort are expended in sourcing attractive and engaging learning resources, sometimes little or no thought is given to the pedagogical shift needed to teach effectively in a blended or online environment. Training for online teachers can be limited to a guided tour of the learning management system's functionality.

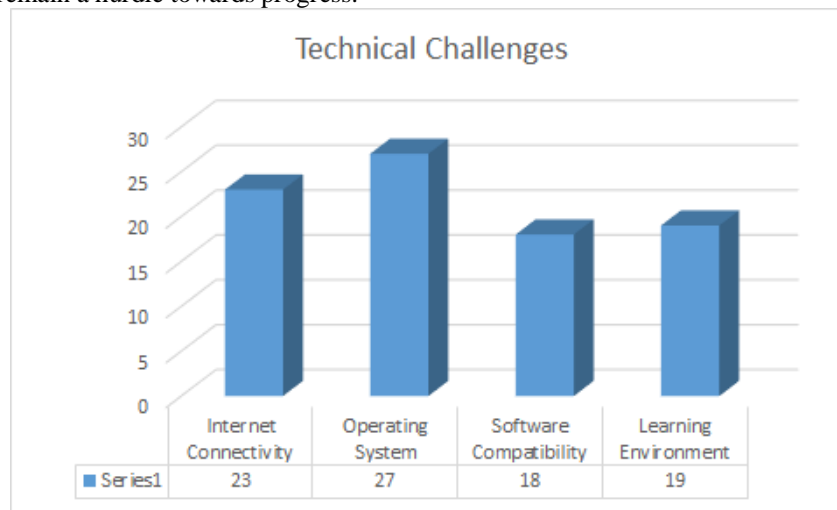


### Challenge 2: Students face technical challenges.

It might sound obvious but the technical challenges the biggest hurdles in online training. Some of the technical hurdles are the Operating Systems, Internet connections, Browsers, Smart Phones etc. Because of all these hurdles the online Courses never really get started and in-turn causes frustrations and pressure resulting in reduced user engagement.

**Proposed Solution: Suggest Multiple -platform courses.**

Choice of Online courses that do not need much of High-speed Internet connectivity and are simple to load and watch videos from. Also choose courses that can be accessed through multiple platforms/devices. Also it should have a provision of saving the course progress in history section. Online Courses that have real-time support either through chatbot or telephonic help or email addresses, should be preferred where all the technical issues can be sorted quickly and such reasons should not remain a hurdle towards progress.

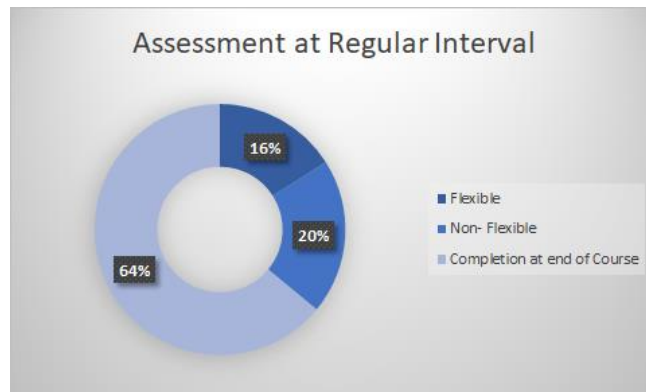


**Challenge 3: Time constraints for Online Training**

The e-learning format offers students great flexibility: they can take the courses when and where they like, at their own pace and with no physical limitations. E-learning portal offers students great flexibility with their schedules and owe pace. But it often results in inaction. There are large gaps between the students accessing the /online portal. This is a two-way sword where the user should be keen on following a strict schedule and timely submission of assignments However, so much flexibility often results in inaction. Time passes and the student still haven't accessed the training platform or completed the course.

**Proposed Remedy: Generate regular Assessments and timely schedules.**

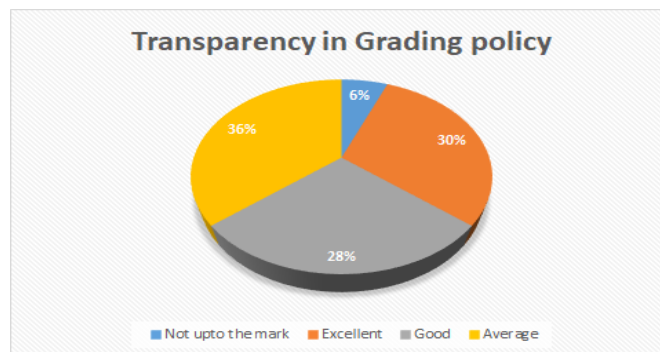
To solve this problem, firstly, ensure that the courses are divided into several parts and consist of brief lessons that can be completed in a short amount of time. If students encounter major stumbling blocks to learning, they will probably never find the time to tackle them. Divide the courses and conquer. Secondly, don't be afraid to set a time limit. The notion that the training mechanism is online doesn't necessarily mean that you can't set deadlines. Generate a systematic calendar indicating when the timetable for student to complete each part of the online course. Additionally, send alerts to students telling them that they are running out of time and encouraging them to complete the course.



**Challenge 4: Transparency in Grading Policy**

Grading policies should be made clear. Transparent assessment seems difficult. Assessment activities may consist of knowledge quiz (30%), assimilation quiz (10%), reflection questions (10%), RCA-resource creation activities (15%), Lab activities (10%) and Summative assessment (25%). Out of the above grading distribution, there is an ambiguity in marking pattern of RCA, Lab activities and Summative assessments.

**Proposed Remedy:** Grading policy and marking scheme should be made clear and kept transparent. There should not be subjective type questions because it is not a clear indication of marking scheme and students cannot understand how their performance is checked, and hence the area to improve.

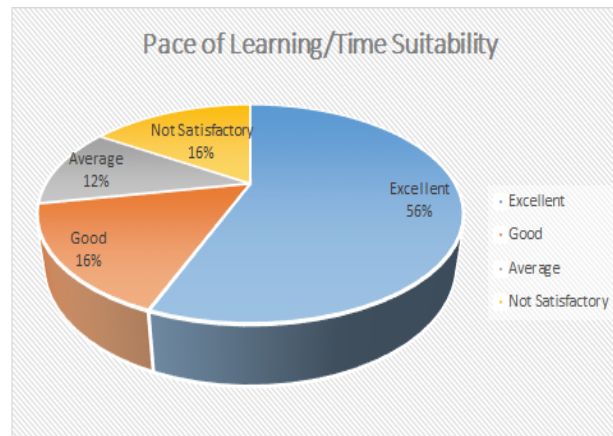


**Challenge 5: Candidate's verification**

Students can enrol for online courses by username and access their courses through password. Generally only one login is done at a time, if a user tries to access from any other platform simultaneously or from any other device then the login session is logged-out. But by ensuring this it cannot be verified whether a real candidate is responding or a dummy.

**Proposed Remedy:** Thumb or facial identification or camera check can be introduced.





**7. CONCLUSION:**

**To accelerate the growth of education there is no substitute for online teaching and learning in days to come. Change is the continuous process. This type of study is the sincere attempt to work on making online education effective, simple and flawless in real sense.**

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## Geographical Analysis of Relation between Horticulture and Agriculture

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### Abstract

India is developing country and agriculture is the backbone of Indian Economy. Particularly the south konkan has abundant resources such as mango, cashew, coconut, kokum, arcanut, jackfruit, avala, karvanda, jambool etc. Agriculture development is the keystone of industrial and economical development. Most of the villages ranging from 15 to 60 years of the age are occupied in agriculture.

Horticulture is tremendous industry composed of numerous commercial enterprises. Lot of raw material can be produced from horticultural crops. It contributes to health happiness and prosperity of the mankind. The district economy has major share of income from processing and marketing of horticulture produce, which is also main source of income for about every house hold. Development of agro based industries and horticulture crops to generate employment is a must to keep our economy on sound footings. Market surveys in European and other markets have revealed that there is good scope for export of grapes, mango, cashew to gulf and European markets. Development of cashew and mango plantations on hill slopes in konkan where even ragi or nachani can not be grown, have brought additional revenue to the growers.

### 1.Introduction :

*Sindhudurg is the part of south Konkan area of Maharashtra having picturesque stretch of land on the west coast of India endowed with the beautiful seashore picturesque mountains and scenic natural beauty and known for tropical fruit like the world, famous ,alphonso, mangoes, coconut, karvand ,arecanut, sopota, avala, cashewes and jamuns etc. Horticulture is tremendous industry composed of numerous commercial enterprises. Lot of raw material can be produced from horticultural crops. It contributes to health happiness and prosperity of the mankind. Horticulture is the applied science. It is defined as an expensive art and science of study of garden plants.*

Horticulture is part of agriculture, which is concern with the garden crops. Thus the horticulture means cultivation of garden crops. India and Maharashtra, with its wide variability of location, climate, soil and other agro-climatic conditions has good potential for growing a wide range of horticulture crops, such as fruits, vegetables and plantation crops.

Development of agro based industries and horticulture crops to generate employment is a must to keep our economy on sound footings. Market surveys in European and other markets have revealed that there is good scope for export of grapes, mango, cashew to gulf and European markets. The availability of these export markets would help to increase area under these fruits. Fruits farming provides raw materials for various agro based industries. Development of cashew and mango plantations on hill slopes in konkan where even ragi or nachani can not be grown, have brought additional revenue to the growers. In the mid eighties Government identified horticulture crops as a means of diversification for making agriculture more profitable through efficient land use, optimum use of natural resources. The past efforts have been rewarding in terms of increased production and productivity and availability of horticulture produce.

### 2.Objectives of the study:

“The horticulture crops in the Sindhudurg district is useful to improve the income of the farmers and thereby the standard of living.”

### 3.Methodology:

The study has been carried out to completed by acquiring data through secondary data source. Secondary data collected from related books, research articals, University library, reports of fruit

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processing industries. The data will be collected from the above mentioned source to understand: cropping pattern, classification of horticultural crops and district crops.

**4. Importance of Agriculture:**

Agriculture is the main foundation of rural life, most of the villages ranging from 15 to 60 years of the age are occupied in agriculture. In rural life land is called mother earth. The development of the civilization and culture of a particular place is measured according to the land productivity. Land provides him opportunity for life food and clothes. In rural life the first to be worshipped on occasions of marriage, festivals and celebration, is land. In this way rural life beings with land ends with land. Agriculture is the most important, occupation of the people in India. The agricultural sector contributes nearly one-half of the national income provides livelihood to about three-fourths of the population supplies the bulk of wage goods required by the non-agricultural sector and raw materials for a large section of industries.

**5.Branches of Agriculture:**

Agronomy, Horticulture, Entomology, Plant Physiology, Soil Chemistry  
Agriculture Eco., Agriculture Ext., Agri. Engineering, Plant Breeding, Animal Husband  
Plant Pathology these are various branches of agriculture. Agriculture is the oldest and most important industry of the world. Leaving out China, there is no country in the world in which so many people depend on agriculture for their livelihood as in India. About 70 percent of the total Indian population is engaged in this industry. The two outstanding features of agricultural production Firstly developing countries are the wide variety of crops and the preponderance of food over non-food crops.

In terms of population and geographical area, Maharashtra is the third largest state in India. The share of agriculture and allied activities in net State Domestic Product (SDP)for Maharashtra declined from around 38% in 1961/62 to 22.9% in 1992/93.The corresponding numbers for all India were 50.9% and 32.3% respectively. Thus, the contribution of agriculture to the net SDP has been less in Maharashtra as compared to the national average. It may, however, be noted that Maharashtra's economy is predominantly agrarian since around 61percent of the total workers are dependent on agriculture and allied activities for their livelihood in the early 1990s.

The soil, topography and climate in Maharashtra are not very favorable for some high valued crops and have led to relatively low yields of the important crops in the state as compared to that in India. The state has, however, several advantages for development of horticulture and vegetable crops. Banana, oranges, cashew nut and grapes are the important horticulture crops grown in the state. The 8<sup>th</sup> five year plan of Maharashtra gives lot of emphasis on agro-processing. The establishment of processing units will help to support prices of agricultural commodities. It also creates further employment opportunities in grading, transporting and processing. Broadly speaking in konkan region, items requiring processing have been identified as kokam, late season mango, cashew nut and cashew apple.

**6.Concept of Horticulture:**

Horticulture is tremendous industry composed of numerous commercial enterprises. Lot of raw material can be produced from horticultural crops. It contributes to health happiness and prosperity of the mankind. Horticulture is the applied science. It is defined as an expensive art and science of study of garden plants. The cultivation of flowers, fruit, or vegetables in small plots using intensive methods of farming. The most intensive form of horticulture is probably the cultivation of crops.

**7.Classification of Horticulture Crops:**

The intensively cultivated horticultural plants directly used by people for food, for medicinal purposes and for esthetic gratification. Horticulture crops have been classified into various groups depending on their growth habits, cultivation requirement, climate requirement etc. They are classified into the three broad divisions viz. fruits, vegetables and flowers. The classification of horticulture crops based on use of plants.

**8. Classification of the district crops:**

Horticulture is part of agriculture, which is concern with the garden crops. Thus the horticulture means cultivation of garden crops. India and Maharashtra, with its wide variability of location, climate,

soil and other agro-climatic conditions has good potential for growing a wide range of horticulture crops, such as fruits, vegetables and plantation crops. Cultivation, plantation, processing, fishing are the predominant traditional economic activities and fruit processing, pickle and papad are also new economic activities in the district. The major occupation is agriculture with paddy, Nachani & Kuleeth as field crops and Mango, Cashew, Kokam, Coconut, Arcanut as plantation/ horticulture crops. The area under horticulture crops is more than total area under field crops. The district has huge resource base and enjoys distinction of producing best qualities of mango, cashew and kokam. Besides agriculture and horticulture, people are also engaged in agro/ fruit processing, forest based products, village and cottage industries and other service industries.

**9.Horticulture crops and processing:**

The district is blessed with famous Alphanso variety of Mango, high yielding bigger nut varieties of Vengurle 4 & 7 in Cashew and also the single largest producer of local kokum variety which are major fruit crops suitable for processing. For Kokum only about 25-30% of fruits are processed on account of very short period of span of harvesting and absence of availability of proper harvesting devices/techniques. About 60% of Jamun fruits are marketed as table fruits through traders/dealers and the rest wasted due to lack of processing arrangements/techniques at field level. Coconut is basically used for self-consumption purpose. Most of the other fruits like Jackfruit, Karavnda goes as waste on account of lack of awareness on processing/harvesting techniques. 80 years ago cashew processing industry started in Goa state and Vengurla in Sindhudurg district.Maharashtra Govt. giving 100 % grants to the farmers for cashew cultivation from 1990.

**10.Horticulture Crops and Cultivation area in Sindhudurg District:**

Hot and humid summers, pleasant winters and abundant rainfall alongwith lateritic coastal saline alluvial soil has made plantation and horticulture as the main traditional economic activity of the district. Govt. of Maharashtra had launched Employment Guarantee Scheme (EGS) under Horticulture Development Programme in 1990-91 wherein cultivable wastelands and fallow lands were brought under cultivation of horticulture crops like mango, coconut, cashew, kokum, jackfruit, sapota, bamboo and medicinal plants and spices like clove cinnamon, Black pepper etc as inter crop. 55.30 % of the total area under cultivation of fruit crops is covered by cashew and 26.2 % under mango.

**11.Agricultural Scenario of Sindhudurg District:**

Dr. Babasaheb Sawant Konkan Krishi Vidyaapeeth, Dapoli has been doing research and extension work in agriculture, animal husbandry and dairy and fisheries for about last three decades. The State department of agriculture and other line departments have been rendering necessary co-operation in these endeavours. It would be appropriate to examine technological adoption scenario in this background. Majority of the farmers have already adopted a part of the improved package. Hence, it may not be appropriate to conduct demonstrations of training programs on the full package of technology. There is need to identify gaps in adoption, so that it could be used as basis for technical planning of demonstrations/training programs. In this context extension education programs in the district may focus on the use of Cultar and its economics in mango production, cultivation of high yielding and bold seeded varieties of cashew, integrated Pest management in mango and cashew, formation of cooperative societies/associations for marketing of mango and cashew fruits as well as establishment of fruit processing industries in the district.

**12.Conclusions**

- 1.The availability of these export markets would help to increase area under these fruits.
2. Fruits farming provides raw materials for various agro based industries.
- 3.Younger will gets opportunity in the field of fruit cultivation, packing and transportation of fruits, processing of fruit industry etc.
- 4.People will get money from various horticultural crops. Ultimately the standard of living will improve in rural society, and increases per capita income of farmers and as well as rural society.
- 5.There will be choice for farmers and farmer produces wide variety of horticultural crops due to the government policy of 100 % grants since 1990 to the farmers.
- 6.The increase in plantation of horticultural crops will result in healthier environment.

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7. Stop rural to urban migration due to the employment opportunity in the rural area of horticultural field.

8. Development of agro based industries and horticulture crops to generate employment is a must to keep our economy on sound footings. Market surveys in European and other markets have revealed that there is good scope for export of grapes, mango, cashew to gulf and European markets.

9. Development of cashew and mango plantations on hill slopes in konkan where even ragi or nachani can not be grown, have brought additional revenue to the growers.

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