

INNOVATIVE STRATEGIES OF LIBRARY SERVICES AND CHALLENGES IN DIGITAL LIBRARY

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Abstract

“Library is a informative source of knowledge.” Due to the impact of ICT in digital era the nature of the traditional libraries is changing. Readers are not satisfied with traditional library services .quest of the knowledge of users is increasing day by day in the modern age. An analysis of the library system needs as its point of departure to fix the libraries present position from number of parameters.

Keywords: *Innovative Strategies, Library Services, Librarian*



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Introduction: Library does not mean merely a collection of books. It is a learned institution equipped with treasure of knowledge. Maintain, organized, and managed by trained personnel to educate the society and to assist in their self-improvement by disseminating the knowledge embodied in it. A research scholar can never success in his research without help of the library and librarian. In the past one would have been given a past mark for defining library as a collection or storehouse of books. Academic libraries must decide what focus they take in collecting materials since no single library can supply everything. Today a library collection includes digital materials on digital media like CD-ROMs and the internet .hence the modern library therefore would better be defined as a collection of a E-resources which allows to easy access. In the 60s, library of congress set up a committee to look up how the computer is beneficial for the library. A product of that committee delivered to AAC Rand. And that programme is known as (MARC). Machine Readable Catalogue in 1995 different computer Software's were started to use for the automation of library.

Objectives of the Study:-

1. To discuss the innovative strategies of library services in current era.
2. To understand the challenges in digital library system.

Innovative Strategies:-

An innovation strategy is a plan to grow the quality of the work or profits through product and service innovation. When it comes to creating the solution, an innovation strategy must

also indicate whether a products encouragement and improvement, it should be a disruptive or it should be a breakthrough innovation approach is best.

Digital Library:-

A digital library is a library in which collections are stored or kept in digital format and accessible by computers digital content may be stored locally access remotely through computer networks. In this system users may able to access magazines, articles, books, papers, images, sound files, and videos.

Digital Library:-

“A digital library as a global virtual library the library of thousands of networks electronic library.”

-Larsen.

* Recent Trends in Digital Libraries.

Key Concepts of Innovative Strategies:-

- **Automation:-** Automation of a library refers to the use of computer system for the performance of day to day library duties. Such a computer system must be MARC compliant to be called modern one the acquisition of cataloguing information in mark format from other data sources available on the internet or CD- ROMs.
- **Digitization:-** Digital library is a library in which the information is stored in digital format. In this system material stored in a computer system and it can be accessed easily.
- **Internet:-** Internet became an essential need of users as well as library professionals. It plays crucial role in searching new information which is not available in the library. Internet brought world together in each field we use internet and internet is widespread all over the world.
- **RFID Technology:** RFID is the latest technology used in modern library's theft detection system. RFID based system moved beyond security to become tracking system which combines security with more efficient tracking of materials throughout the library. RFID is a combination of radio frequency based technology and microchips technology. The target used in RFID system can replace both EM or RF theft detection targets and barcodes. RFID is necessary in modernization of libraries.
- **Electronic Resources:-**In modern age internet has become the biggest source of information. Electronic information resources are defined as being “any publicly available information resource which can be accessed by computer. Electronic journals

and electronic books- as well as resources that have been made available on the internet free of cost.

- **Library Homepage:-**The use of internet in the libraries and advent of webpage revolutionized the process of library publicity and dissemination of information pertaining to library section, collections staff and services. The homepage of the library can be updated when it's need arise. Number of academic libraries around the world maintain their homepage and such homepages easily accessed. Library homepage reverse that it is an excellent media for library publicity. With the help of homepage library announces new facilities and services.

Challenges In Digital Library:-

- **Digital preservation:-** Digital preservation aims of interoperability each necessary factor of the information must be migrated preserved or emulated typically lower levels of systems are emulated bit streams and operating system are emulated as a virtual machine.
- **Copyright and licensing:-** Many people are raising the question about the copyright law. Some people criticized that digital libraries are hampered by copyright law, because works cannot be shared over different periods of time in the manner of traditional library the republication of material on the web by libraries may need permission from right holders. There is a conflict of interest between them and publishers.
Some digital libraries acquire a license to lend out their resources. This may involve the limitations of lending only one copy at a time for each license.
- **Metadata creation:-** In traditional libraries, the ability to discover the integrated world was depend upon how they are catalogued to handle the growing volume of electronic publication new tools and technologies have to begin to allow effective automated semantic classification an searching.
- **Librarianship In Digital Era:-** Traditionally librarians have been associated with collection of books. however modern librarian deal with information in many formats. Including books, magazines, audio-video recording maps- manuscripts bibliographic databases, web searching and digital resources. In the modern age librarianship is different than traditional librarianship. Modern librarian must skilled in his profession and he must be play a role of inventor, adviser, and creator in digital era. In modern era librarian should try to save the time of the users. And he should attempt to give the right information to the right person in short span of a time.

- **Essential skills of librarian:-** In modern age or in digital era the practice of librarianship have undergone tremendous changes due to the growth of ICT. Today librarian not only need to understand the basic knowledge of managing and disseminating.

They also need the following skills:-

- Remove the obstacles.
- Creating vision and mission.
- Applying new Technology.
- Develop new system.

Conclusion:

In this way in this article author has tried to depict the concept of digital libraries as well as the role of librarian in digital era. Librarianship in digital environment has completely changed. Traditional libraries were known as the only storehouse of books, but now a days it has changed due to the impact of ICT. Librarian also need to apply the emerging trends and technology in library services. He also have the awareness about the new Technology.

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