



A STUDY OF STRATEGY FOR INNOVATIVE LIBRARY SERVICES

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Abstract

The present paper focused with the information of strategy for Innovative Library Services, its need from the point of view of readers, its use for the society. Resource sharing and network kind is also explained in the paper. This current paper deals with the explosion of information and popularity of the Internet, librarians have faced new challenges to look for new ways to meet the user's new demands and expectations. The need to bring information to various users has encouraged the creation of many innovative library services linking new technology with traditional academic library services. Also focused how information technology has made it inevitable for libraries to keep pace by constant innovative library services.

Keywords: *Innovative Library Services, Best Practices.*



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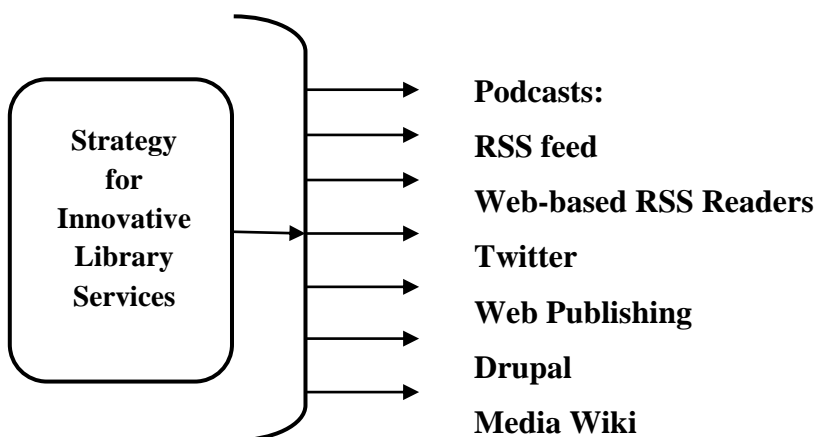
Introduction:

Libraries have been valued over centuries for providing a record of civilization, for preserving important collections, and for offering researchers and casual readers the most advanced resources necessary for their work and lifelong learning. The library environment is currently undergoing rapid and dynamic revolution leading to new generation of libraries with an emphasis on e-resources. Initially libraries to automate the processing functions of the library i.e. the traditional form of library automation, used information technology it deals with information storage, processing, transfer, communication, retrieval and civilization management of scientific information is not **easy** task and is becoming more and more difficult in view of explosive rate at which information is being generated in the various field of activity issues involved here include increased speed of **access** and delivery of information access of resources not held by the library and information center and remote access by the end user. The enabling technologies are documents in electronic form and electronic network for the distribution of such information. The academic libraries cater to the needs of the academic community for supplementing the study and the research program of the parent institution and help to conserve and disseminate knowledge. Although these academic libraries share certain common features and characteristics, they differ enormously in the

value and context from one another. Education in any country plays very important role. Higher education play vital role to change the society and human life. Libraries now a days change the concept of their services. We all of us living in information. Academic libraries are brain of higher education i.e. why they must create new ideas & techniques to give soft & hard services to all type of users. Innovation means to discover new thing, processes, to implement these ideas, processes for better results. Innovation stresses importance on implementation of new ideas, techniques etc in order to improve quality of functioning of an institution/organization to achieve rapid strides in its operations. Innovation is intrinsic to people who have passion for quality and betterment. Innovation is individual oriented. Quality is brought by implementation of innovative ideas or best practices in an Academic environment. The overall objective of a professional is to improve quality of services by ushering change in existing system and services.

Strategy for Innovative Library Services:

Libraries must take strategic action in order ensure that the services offered are the services needed. One strategy is to become more aware of the users needs for services. On the one hand we have libraries which give access to a lot of information, offer courses in information literacy and strive to be a part of the learning environment. On the other hand we are not always certain of the needs of our students, teachers and researchers. What is traditionally meaningful for the library is not necessarily meaningful for the library user. There is always a risk that what libraries regard as the right answers to user needs, may be answers to question that were never raised users in the first place.



Innovative Library Services:

Podcasts: Podcasts are audio or video programs posted online in standard format such as MP3 and MP4 and distributed by subscription via RSS syndication. Since the ability to record and upload content is now within reach of anyone with a laptop, a portable headset, and a free blogging account, the range of topics and perspectives available is truly staggering.

RSS feed: RSS feed readers aggregate news headlines, blog posts, articles, and other dynamic content from across the web, all in a single convenient preview and reading environment. Also known as news readers, these applications provide a convenient way for users to subscribe to their favorite web sites and to monitor each new item posted, without ever having to visit the site itself. Virtually every website, blog, online newspaper, or social networking site now incorporates either RSS or ATOM coding, two XML based syndication standards that make subscription to the latest news an effortless process. Feed readers can be used in web browsers and email clients we already use on a daily basis.

Web-based RSS Readers: Offer free, flexible platforms for users to follow as many websites as they like. Web-based readers are similar to popular webmail services like Hotmail and Yahoo Mail in that they allow users to create personal accounts and log in from anywhere in the world while retaining personal settings and content.

Twitter: Although podcasts and RSS readers provide fast, efficient tools for monitoring technology news, information professionals should also consider adopting

Twitter (<http://www.twitter.com>) the popular Web 2.0 messaging services, as a connection to breaking news and insights as they first stream out across the web. Twitter is an online social networking service that allows users to create a personal account and leave brief public messages of 140 characters or less. Many libraries have already started experimenting with library Twitter accounts as an outreach tool to share news, events, and links with their patrons. However, Twitter can also be viewed as an extremely powerful, customizable news feed.

Web Publishing: WordPress started out as a quick, free, open-source solution just a few years ago; today it is a perfect alternative to building a web site from scratch. In addition to being free to use (and easy to install), the WordPress community had exploded, with thousands of users and programmers creating custom themes and plug-ins to completely change the way the software looks and operates. The most important change the way the software looks and operates. The most important aspect of the software is its easy-to-use

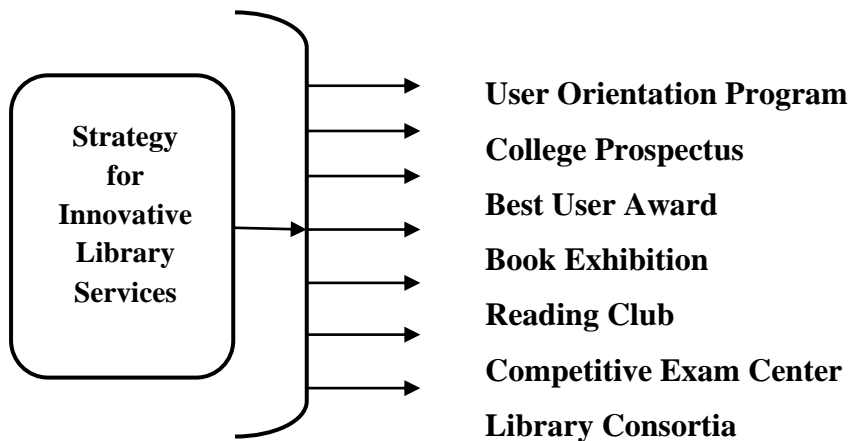
interface and content management system. With its visual rich editor, anyone can publish text and photos to the web site. Other options include multiple authors (with separate log-ins) built in RSS (Real Simple Syndication) technology to interact with the site's content. It is a fantastic way to communicate with patrons, staff, etc.

Drupal : Drupal is another open source web publishing option that some libraries may want to consider using. One of the most important aspects of any library is its community, and that's where the technology behind Drupal might come in to play a little better. Many have used the software so build rich community based web sites where many different users can control a large amount of content. Some examples include web portals, discussion sites, corporate web sites, and intranet (internal) web applications. Just like Wordpress, Drupal as an ever growing community of users developing add-ons to make the software work better in addition to providing technical support online to answer any of your installation or maintenance difficulties.

Media Wiki : Wiki is the original software that powered the famous Wikipedia, which basically allows users to create and edit information from a very simple to use text interface. Another open source wiki platform is TWiki , a flexible and powerful enterprise wiki that is alternatives to the web publishing methods used above, but can better be used as the library's place to keep maintenance and training information available that can constantly be updated as library operations change and develop. Imagine keeping the employee and support community of your library up-to-date with the inner workings through a community wiki, where they can go to troubleshoot any problems that may have been already solved once before in the past.

Innovative Strategy and Libraries:

In the library context, the best practice may be viewed as one that enhances user satisfaction contributing to full realization of one's academic potential. Listed below is a suggestive set of best practices.



User Orientation Program - At the start of academic year the student should know about library and its reading material, reference books library activities and programs. User education program will help to raise awareness about library services and to optimize use of library by students. This program should be carried out to newly admitted students.

College Prospectus - In the age of advertising and marketing of educational institution one can include library collection statistics, services, rules and regulations, as well as library procedures. This is helpful for student and parents to get first hand information about the college facilities provided to students.

Best User Award - To increase and attract library users, best user award should be announced in annual prize distribution ceremony. This encourages users to use library at maximum level.

Book Exhibition -Book Exhibition should be arranged by the Librarian every year to acquaint the users about library collection. Also books sellers and vendors can be invited to organize book exhibition of new books.

Reading Club & E-Library Services - Reading club should be established to promote reading culture among the users. Librarian should guide users to establish reading club. It will help users to enrich their knowledge as well as maximize usage.

-Libraries can provide e-library services through making available e-resource though N-list., INDEST etc. Also CDs, DVDs and browsing internet facility can be given to students and faculty members.

Competitive Exam Center - Competitive Exam Center can be established in library where students can borrow books for competitive exams, suggest new books, lectures can be

arranged for competitive exams, preparation, eligibility etc. Communication of current awareness to different user groups can be undertaken.

Library Consortia - Library Consortia can be arranged with member libraries for sharing of library resources with other member libraries which would suit the users with broad access to information. Members can benefit from resource sharing among libraries. Establishing linkage with other libraries and avail free/nominal fee services can help in user growth.

-Libraries can provide e-library services through making available e-resource through N-list., INDEST etc. Also CDs, DVDs and browsing internet facility can be given to students and faculty members.

Libraries can digitize resource which are rare and exempted from copyright act. Digital Library Software can be installed to make institutional repository to tap academic research of faculty and staff.

Conclusion :

ICT applications are not going to replace the physical form of information sources completely but no doubt to meet present demands, to satisfy the remote users and to provide information on fingertip libraries has to take help of ICT. With the help of ICT enabled services it will be easy to library and users to get information immediately, to segregate information, to use multiple search words, to save cost, time and efforts of library staff and users, and remote access to information and different databases. Now, innovative strategies can be adopted to develop the knowledge innovation culture of libraries, which consists of establishing an environment beneficial to knowledge innovation. Creating a learning culture, shaping knowledge-based team organization, improving trust and co-operation, enhancing human resource development and cultivating knowledge innovation talents. Therefore, it is high time for the policy makers, planners, and library administrators to properly look at how they encourage innovations in libraries for ensuring effective channelization of information resources. Moreover, the information professionals are supposed to keep track of the revelations of technology innovations so that their practical applications in libraries and information systems can be effectively implemented for promoting up-to-date and value based information services to the users of the innovative techno generation. There are so many best practices that can enhance the academic information environment and usability of library resources. Innovative and best practices can optimize usage of library and its facilities.

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