

ANNUAL ISSUE-2014

CONTEMPORARY LIBRARIANS NEED BACK TO BASICS

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(A web based forum of LIS professionals)

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lisforum_orissa

(The name does not restrict its scope to Odisha state only; rather it is just a name indicating its place of origin)



(Dr. S. R. Ranganathan)

This forum is a common platform for LIS professionals, teachers, researchers, students to share ideas, knowledge, messages, information etc. with each other for the development of LIS profession and professionals. It will help to address issues on Library and Information Science, to solve day-to-day problems of libraries, resource sharing among libraries and generation of new ideas on LIS.

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From the desk of moderator...

The "lisforum_orissa" started in 2006 has grown over the years in terms of members and messages with the support and cooperation of LIS professionals, friends and well-wishers. On the occasion of 8th Anniversary of the lisforum_orissa, I congratulate all members for their consistent support and cooperation over the years. It is a matter of pleasure that in spite of its small size in terms of members, lisforum_orissa has been able to create its own identity among the LIS professionals of India

Every year an Annual Issue (online) is brought out by the forum on a contemporary theme of Library & Information Science. This year the theme of Annual issue is "**Contemporary librarians need back to basics,**" which indicates towards a real life problem of library & information centers. It is felt that the contemporary librarians are running behind the new and new technology superficially, forgetting or ignoring their basics, which creates a lot of problems in work situation. The major drawback of such trend is that neither we are establishing ourselves as a true library manager with sound knowledge on our profession, nor are proving to be experts in information communication technology like other computer science or IT professionals.

For this annual issue, we have received some messages, featured articles, short communications and comments on lisforum_orissa from the renowned professors and professionals of our field. The bitter experience in inviting such message/articles/short communication from professionals and LIS teachers is that although a large numbers of LIS literature are published by almost all LIS

teachers and a good number of LIS professionals in various international or national journals, books chapters, seminar proceedings etc. still they are quite reluctant (uncomfortable ?) to write something expressing their views for the larger interest of the profession. This affair I was discussing with one of my friend and he told me that Great LIS author/writers cannot write anything of their own especially for charitable causes since, for them, these platforms are small for their status or apprehending an Einstein's mistake. (Einstein being a Great scientist was often doing mistake in simple calculations) Of course, we should not compel anybody for anything.

However, still good prevails in the society and there are many teachers and professionals who think and work for the profession and its development. Most of the contributors of this issue are in the opinion that the LIS professionals need to acquire necessary knowledge in the modern technology but should not forget our own basics. In his message Dr K.C. Panda has rightly mentioned that *"the contemporary LIS professionals need to adapt changes which do not mean that they will distance themselves from basic foundations and philosophy of conventional librarianship. What is more important for them is to maintain a balance between the two."*

The contributors of this Annual Issue are the copyright holders of their write-ups and the lisforum_orissa does not bear any responsibility for the contents or comments in these. In order to avoid confusion the messages are placed as per date of acknowledgement whereas feature articles, short communications and comments are arranged according to the alphabetical order of surname of the authors.

I am highly grateful to our teachers, senior professionals and members who have sent messages, short communications and comments to the forum, which will definitely motivate us to work for the development of LIS profession.

I am highly thankful to the members, friends, LIS teachers and well-wishers for their direct and indirect support towards the forum.

I wish all good health and professional prosperity.

(Dr. Sunil Kumar Satpathy)

Forum - Orissa
Messages

Annual Issue, 2014

Prof. K.C. Panda, M.A., LL.B.,MLISc.,Ph.D.LI(USA) (Utkal Univ. Gold Medal)

(Former US Fulbright Fellow)
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MESSAGE

Dear Dr. Satapathy,

I am glad to know that the "lisforum_orissa", a web based professional forum is going to publish its annual issue (on line) on the eve of its 8th Anniversary on 25th of October, 2014. At the outset, I would first wish to congratulate its architects whose vision and efforts have successfully marched to this stage of maturity. However, the contemporary librarianship today witnessed a spectacular and challenging platform to maintain a balance between the basic and fundamental principles and philosophy as well as the conventional doctrines of Librarianship on the one hand, and the mushrooming growth and inclination towards the use of ultramodern ICT tools and techniques in day to day library practices by the 21st century young LIS professionals on the other, there by compelling the Library Managers to face difficult time.

It is an universally accepted phenomenon that to keep pace with the time, the contemporary LIS professionals need to adapt changes which does not mean that they will distance themselves from basic foundations and philosophy of conventional librarianship. What is more important for them is to maintain a balance between the two. The rule of law for model role of a LIS professional is to fulfill the information privations of its own clientele community which cannot be achieved through ICT alone. For instance, neither the ICT alone can help to shelve the books in scientific order to ensure either an effective recall, nor it can do the job of a model Reference Librarian or a Cataloguer. Unless, the newly entrants into the LIS professionals possess a balanced and equitable competency in both conventional and modern LIS practice, the LIS Managers or Librarians on whom the administration rests would face a difficult time. Many a time it is found that, 'X' is an expert in designing and developing a digital library, but ignorant in some of the tralatitious domains such as shelf list, see and see also reference cataloguing cards, library manual or in providing press clipping services and a host of similar such domains. Such imbalance in professional acumen often undermines the image of a service library which needs to be looked into. The LIS schools, therefore, need to introspect the above concerns while designing their course curriculums and imparting training to their students who are aspired to be the future librarians.

I wish all success for celebration of 8th Anniversary of the forum.

With Best Wishes,

Sd/-

Prof. K.C.Panda
19TH Sept.2014

Prof. R.K. Rout, PhD, DLitt

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Dear Library and Information Science (LIS) professionals,

I am extremely happy to know about the Annual Online issue of the *lisforum_orissa*. This is a praiseworthy effort being the first time of its kind in India and Odisha state. I congratulate all members of the forum on successful completion of its 8th year.

The 21st century is challenging for you. Information Technology (IT) skill will enable you to design digital library and manage electronic resources which is call of the day. Don't be superficial in offering e-library services.

With these words I convey my best wishes to Dr. Sunil Kumar Satpathy, my student and moderator, *lisforum_orissa* for taking such lead to connect all the LIS professionals and keeping them abreast of the recent development in the areas of LIS Education and Research and changes brought out by the ICT which is changing very fast.

I wish the *lisforum_orissa* and the venture all success. I wish all of you a rewarding professional career.

(Prof R K Rout)

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Dear LIS Professionals,

I congratulate all members of lisforum_orissa on its 8th Anniversary and wish the forum to play a major role in making LIS professionals as informed professionals in future.

Librarianship, a noble and dedicated profession practically concerns with societal development with commitment in providing qualitative information services. It has become imminent in view of the information need of irrespective type of users whether in-house i.e., library, or outside i.e., society. The global impact of information dissemination and need of the users changed the library to become knowledge/information distributor center rather than document provider to the educators, learners and the researchers both in academic and research organisations. In such a changing environment, the profession has become challenging to accomplish the increasing, varied and overwhelming information need of the users. Further, for the sustainable development of the profession, the 21st century librarianship, however, cannot be limited to information provider rather can be extended to network manager, cybrarian etc. This has become impending in view of the penetration of technologies in the library services, and more specifically due to the multidimensional research. Therefore, Grace Speare aptly remarked, "Welcome every problem as an opportunity. Each moment is greater challenge, the best thing that ever happened to you. The more difficult the problem, the greater the challenge in working in out"-

I wish all a successful professional carrier.

(Dr R N Mishra)



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NITS/LIB/2014

Dated 18.09.2014



Message

I am very happy to learn that, lisforum_orissa, a web based professional-forum (http://tech.groups.yahoo.com/group/lisforum_orissa/) is going to celebrate its 8th year Anniversary and bringing out Online Annual Issue on "Contemporary Librarians need back to basics". I convey my heartiest congratulations to the moderator, the contributors and the users of lisforum_orissa. The enthusiasm shown by the moderator in providing the online platform to the library professionals of Odisha for professional interaction and development is commendable.

The advancement of ICT has posed new challenges before the Library and Information Professionals. To meet these challenges, the library information professionals have to redefine their roles in its present context. While adopting the new technologies, they should not forget the roots & fundamentals of the LIS. The LIS professionals will excel in the field if they put theory in to practice with a commitment for applying the principles of LIS towards the betterment of the individual, communities and society.

I wish the lisforum_orissa to be more interactive & vibrant in the coming days.

(Dr. Kishor Chandra Satpathy)

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Message

Librarianship offers an opportunity to enrich your knowledge while helping readers. It is a fine art of getting right books and providing accurate information as promptly as possible. Our users definitely recognize the importance of the service we provide. This is the only profession where we get an opportunity of establishing contacts with people of different dispositions. Our service is for developing knowledge

base society. We librarians should not stand behind. We should sit in the front rows and take active part in all type of knowledge discussions.

I congratulate you all the occasion of 8th anniversary of lisforum_orissa.

(Dr.B.M.Panage)

FEATURE ARTICLES

listforum - orissa



LIBRARIANSHIP IN THE CONTEMPORARY WORLD

Prof. B. Ramesh Babu*

“Without libraries what have we? We have no past, no future” -- Ray Bradbury

Introduction

Since the dawn of 21st Century, libraries are facing serious transition. The function of libraries is changing dramatically due to changes and developments in ICT. The National Knowledge Commission (NKC), India in its recommendations has rightly quoted libraries as ‘Gateways of Knowledge’ and has clearly outlined the role of libraries as , *“Libraries have recognised social function in making knowledge publicly available to all. They serve as local centres of information and learning and are local gateways to national and global knowledge”* (National Knowledge Commission).

Paradigm Shift of Libraries

Libraries have witnessed a great metamorphosis in recent years. Over the last several years, a significant transformation has been noticed from traditional libraries to hybrid nature.

The library and information scenario is changing at a dynamic speed and there is a paradigm shift in the information storage media, shift from ownership of documents to access to information; intermediary to end user model of services and location of specific libraries to digital/virtual/hybrid libraries. Similarly there

is a change in the needs and interests of the readers. In accordance with this emerging scenario, the library and information professionals' role is also subjected to dramatic changes. Dramatic changes are also in the offing for libraries as the result of the digital revolution.

Library and Information Services are facing many challenges due to the massive development of ICT. Library information professionals have to recognize the expanding nature of the technological changes and professional challenges that they face in the modern world and realize to improve the range of professional competencies required to adapt and manage the changing technology successfully. Today's environmental pressures are forcing libraries to focus on accelerating technology, innovation, technical complexities, social and legal issues, cost, risk, competence, skills of staff and technology itself. Since the dawn of 21st Century, libraries are facing serious transition. To work successfully in the digital library environment, it is indicated that a new generation of LIS professionals should have a basics of library science and of library development, which is also noted as one of the most essential required items of knowledge.

Current developments are directly affecting the knowledge, competencies and skill requirements of the information professionals to do their job effectively. These changes are occurring at such a fast pace that each day new skills and approaches are required to handle the information and unfurl the new ideas. The changing perception of users and the technological advancements have forced the library and information professionals to enhance their knowledge and acquire new competencies, skills and develop themselves in accordance to the new environment to avoid becoming obsolete and outdated. Thus, it has become imperative to have generic and traditional library skills in addition to acquisition of ICT skills, which must be continuously updated.

Acquiring new skills and competencies is the demand of the time for a number of reasons such as:

- Fast incoming technological changes;
- Emerging structural changes;
- To prepare staff for changes coming in the work culture of the parent organization or to give transferable skills to make the staff more employable anywhere;

The National Knowledge Commission (2007) recommends the minimum skills required for LIS professionals are: (i) Library and information-handling skills; (ii) Service orientation; (iii) ICT knowledge skills; (iv) Communication and training skills; (v) Marketing and presentation skills; (vi) Understanding of cultural diversity; and (vii) Knowledge mapping skills.

The speed of change has created a new librarian landscape in terms of services and activities. These innovations impact the roles, competencies, skills and knowledge of LIS professionals. To quote Erlendsdóttir (1998) *“We are no longer just the guardians of books. We are information providers in an environment that is constantly changing and where the information needs to be gathered quickly and effectively. Today, our mission is to promote services for the ever increasing amount of information. And even if we don’t like it, information technology has changed our jobs.”*

Role of LIS Schools

The library schools should assume the role of leadership and responsibility to produce competent manpower for the present as well as future needs of different kinds of information centers. LIS schools and librarians need to change and adapt to the new environment if they are to survive in the knowledge society. In this

context it is pertinent to quote that *“library science schools should achieve and maintain an optimal balance between tradition and innovation, it is useful to try to identify more precisely those aspects of librarianship that are likely to change in the nearer or long term future..... effective professional education must incorporate both veracity with respect to the present and sensitivity with respect to future”* (Galvin, 1976). It is desirable that the LIS schools in India must adapt themselves to the changing environment so that they can turn out products, which are able to meet the challenge posed by the changing environment.

Conclusion

The new generation LIS professionals are required to understand the basics of librarianship in the networked environment. They should enrich their technical competence in order to gain absolute control over the new information environment and satisfy the needs of users who are technology savvy. The LIS Professionals with better personal, professional and technological competencies have great opportunities and bright future in the modern libraries. Application of new ICT in to the libraries immediately requires improvement of different kinds of skills and knowledge in library information science professionals. However it may be stated that, *“although our zeal to catch up with the West in pushing itself through the transfer of technology from developed countries to the developing countries like India, but the total imitation is disastrous”* (Guruswamy Naidu, 1999). The librarian's role in the electronic world will continue to include selection of suitable resources, providing access to such resources, offering instruction and assistance to patrons in interpreting resources, and preserving both the medium and the information contained therein. Librarians will also continue their role in the broader arena of society in representing issues of access to information to governments and other decision-making bodies.

The argument that libraries are obsolete in the digital era is faulty. But those of us who love libraries need to make the case for what that is so. This case has everything to do with libraries finding compelling ways to support education, helping people to learn, thrive and be the best civic actors we can be. We have to create the sense of wonders and importance of libraries as public spaces, as research labs, as maker-spaces and as core democratic institutions for the digital age. We can establish a bright future for libraries. The future is in your (LIS Professionals) hands (Ramesh Babu, 2014). **Therefore the future strategy for the contemporary librarianship is that the libraries need to focus on customer/clients satisfaction, in the changing environment with equal emphasis to both traditional and ICT based Librarianship.**

“Arise, Awake, and Stop not until the goal is reached” -- Swami Vivekananda

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THE IMPACT OF TECHNOLOGY ON INFORMATION CREATION, MANAGEMENT AND DISSEMINATION

Dr Sudhir Kumar Jena*

When one thinks about it, who sees the developments included in almost any new technology? It's probably not the inventor. The researcher gathers his knowledge from many sources, one of which is undoubtedly a Library/Knowledge Centre/Library and Information Centre/ Knowledge and Information Centre. The content inside the Library, or more aptly put, provided for by the library by print or electronic means, is the domain of the librarian. The base research that goes into most academic papers starts with a literature search in the library, then to formulate theories and experiments before conclusions are generated.

Technology is now progressing in the library at such a rapid pace, it is difficult for librarians to keep up. Librarians have to be versed in how to search so many different products on multiple interfaces and also be able to train their end-users.

The most important element of technology that libraries will have to deal with in the future is customization options: e.g., for end-users that know how to search because of familiarity with standard web search engines, or for supporting remote users who never walk into the library. Libraries must also adapt new products quickly.

Because of technology used in the production of content, there will be numerous new products that will be designed and sold to the library that has never been sold before. Technology is now available that indexes, categorizes and manages literature. Bibliographies are generated now using web-based tools like RefWorks. Book publishers can actually release a new title and only print a few copies in their

home country. When the book sells in other places, it can be printed on demand and delivered from the bookseller without any inventory additional cost incurred.

Soon, a researcher will be able to search a massive database and find not only what journal articles are available in his area of interest, but also what data the author used in his research. Institutions have already started to require that all articles, monographs, slides, presentations etc. produced by academic authors need to be deposited into digital repositories for future research. Today, a researcher in Odisha can access an institutional repository in the US to access research that would otherwise not be available. The librarian is the keeper of the institutional repository, yet another type of technology that has to be managed by information professionals.

Today, through the use of federating search technologies like MultiSearch, the library's users use a web-based application that provides access to disparate types of content in a single search like EBSCO Discovery services, J-Gate Discovery services and Nimbus Discovery services etc. This is new responsibility to the librarian that will become common place in just a few years.

Through the use of technology, information will not only become more prevalent-it will not only become more prevalent- it will also be delivered in many ways. Broadcast data, podcasting, PDA beaming, connected and wireless.... indeed, the librarian will, in future, need to be versed in all mechanisms available to his users!

Technology impacts every aspect of our lives. But in some ways, the library is the first place to see new technologies. One thing is certain: Regardless of media type, the one constant in information creation, management and dissemination is..... change!

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TRADITIONAL LIBRARIANSHIP CAN NOT BE OBSOLETE

Dr Kamal Lochan Jena*

The importance of Librarian was started with the publication of printed materials, though the concept of library was existed in different forms. When the number of publication increased the need arise for the safe keeping of documents and the concept of librarianship came into existence. The basic duty of the librarian is to keep the documents in safe custody and to make provision & environment for the maximum utilizations of these. For this Ranganathan had rightly coined the 'Five basic laws' for the library. These laws are coined for the best utility of the library i.e. the books/documents & the users are indispensable to each other. The users and library are also indispensable to each other. As a result the library, users and documents make a triangle. Within the triangle Librarian is placed in the centre with equidistance from each of them.

The traditional librarianship is usually user oriented where the users are coming to the library personally. But today the users are virtual and they are not coming to the library rather they are sitting in their own seat and try to get the documents/information online. As a result the numbers of visitors to the library are drastically reduced. Since change is inevitable, the form and function of library shall be changed with the passage of time. When the world is changing and every day the process of change continues, the library cannot be escaped from it, so also the library professionals. There was a day when the librarians were taught how the papers of card catalogue were manufactured. But now a day the card catalogues are going to be outdated. Now the library professionals are taught about the computer

software programs and how to handle the library software. As a result the library services become easier and users are getting information instantly.

In spite of all the developments and advancement in computer facilities in library, the importance of traditional service cannot be denied. As on today there are many users who are not computer proficient and don't have the computer facility to get all the information every time. Further many users have the habit of reading the hard copy form of the document. A majority of the users those who are computer savvy have collected the information in soft copy form and take the print out for reading & research. This shows that till date the users have the habit of reading the hard copy. Since they are not getting the hard copy of the document they are collecting it from the e-resources. If it could have been available in hard copy form they might have consulted it. So it can be said both the e-resource and the traditional library service shall be provided and steps shall be taken for digitization of documents for preservation. Time has not been ripen to say that only the e-resources will be available and the traditional documents will be outdated rather the library shall function as a hybrid one where both the e-resource and traditional library service shall be provided with equal importance. The library professionals shall not ignore or avoid their involvement in routine activities / services of library otherwise it will have negative impact on users and services of the library though they are expert in e-services.

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LIBRARY PHILOSOPHY NEED TO BE KEPT INTACT

Dr Rabindra K Mahapatra*

Libraries are storehouse of knowledge whose purpose is to disseminate such knowledge for intellectual development of human being. In order to develop a library, there is a basic requirement of users, information resources and Library staff. Users are the first and foremost component of libraries for which all the activities are undertaken. Libraries primarily perform three functions such as, acquisition of information, organization of information and dissemination information to satisfy users' information needs. Library basically undertakes all those three functions effectively to provide services. In order to streamline such functions libraries need certain tools and techniques. Utilizing such tools and techniques, libraries disseminate information to the right users at the right time in right manner which is the basic philosophy of Libraries.

In course of time there is a paradigm shift of library system and services. The adoption of information and communication technologies has not only energized the library systems but also streamlined the library services. Libraries are greatly transformed from paper based traditional library to paperless virtual library. The impact of such transformation is enormous in building modern libraries. While print media dominated in traditional libraries, the inclusion of non-print media such as CDs, DVDs, e-resources made libraries more vibrant with instant and multiple access of use by the users group. Traditional library tools were converted into computer based tools and technologies for automation of housekeeping operations and information retrieval systems. By applying such tools the printed documents are converted into digitized forms developing digital library systems. Internet is the best tool that library has adopted in dissemination of information in its various activities. Application of computer and communication technologies has

not only transformed library infrastructure but also improved library services. Lending, reference, photocopying, bibliographic and other information services are provided by the libraries. Added to the scenario, CAS, SDI, abstracting and documentation services are provided by good libraries. All those services are now rendered by the use of ICTs. By the concept of virtual library, the users can be able to get the benefit of those services of other libraries.

Library staff are professionals, trained to render different activities and manage libraries. They are to see that the users are getting the benefit of library services and provide optimum satisfaction of users needs. In the present electronic environment, all library staff must make themselves competent in ICT based system and services so as to provide the services effectively. It is the responsibility of the staff to promote the information literacy among the user community. Because information is produced in various forms and the use of technology has diversified the usage trend. Hence library system and services should be user friendly. The reading habit of the user has been drastically reduced. Efforts should be made to encourage the users and improve their reading habits.

It is good that technologies are increasing the accessibility of information. But how far the situation is acceptable in maintaining the ethos of library science? Are we practicing the five laws of Library Science? The ethical spirit of librarianship lies with the service to the user community. Are we maintaining the same, or in the wake of technological advancement we are losing our basic tenet of library science. The technology may come and go, but the basic philosophy of library must be kept intact.

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MODERN LIBRARIANSHIP: ISSUES AND CHALLENGES

Rabindra K. Maharana*

The emerging challenges posed by the contemporary environment are many in number. These challenges are posed by application of ICT, manifested in many forms or notions like digital repository, open access, user centric services (e-learning, e-teaching, information literacy, orientation programmes), web-based library services, application of social networking, library cooperation including consortia, and legal issues. The scholar community tries hard to adopt the existing and catch up with the newer forms to facilitate their business of learning/teaching. Librarianship, not to be left behind, as is the tradition, strives to achieve new competencies and skills as well as explore how these can be put into use for furthering library and information service.

Trends in Library Transformation

The transformation of libraries from store houses to information institutions and later to knowledge centres started with World War II. The world, especially the Western part, was in a hurry to rebuild the devastated economy. The setting up of massive number of new industries and the new discoveries attributed to that period demanded a sudden thrust in publications in science and technology which eventually led to the so called 'information explosion'. The libraries, quick to respond to the sweeping demands, took a new *avatar*/ birth in the form of information institutions; drifting away from traditional job of servicing of books and documents to supplying of information contained in them.

This evolution led to emergence of three trends, a) Information workers turning up as information creators - The information workers while collecting and analyzing data come across opportunities to deepen their knowledge and create information as a by-product of their every-day job; b) Focus on individual-oriented customized information catering, as the term implies, to an individual's specific information needs rather than general needs of users and c) Knowledge management-the present librarian on shifting from collection management to knowledge management exploit not only collections held internally, as expected, but also design and development innovative process services and products by effective use of ICT. ICT, today, provides a challenge as well as an opportunity to librarians to cope up with the unstoppable paradigm shift.

Emerging Trends in Librarianship

The followings are the recent advancements in librarianship:

- ☞ Prominence of open content
- ☞ Cloud-based technology
- ☞ Emerging predominance of e-books
- ☞ Strong Surfacing of Resource Sharing
- ☞ Application of web 2.0 and 3.0
- ☞ New Form of Scholarly Corroboration
- ☞ Virtual reference
- ☞ Growing importance of Mobile Technology etc.

Conclusion

Paradigm shift triggered by ICT has been a common phenomenon in service sector but applied to library and information science it has been radical and fundamental. It's no longer considered as doing one's daily business in a better way but basically in a different way. The way the users want to learn, research, publish or do work does undergo drastic changes from time to time with advancement of ICT (many changes are in the anvil). Librarianship should (as the teaching community does) run along and should not lag behind in supporting scholarship. If he fails he would be rendered obsolete and the library became obsolete.

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TYRO LIBRARIAN

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The scope of librarianship through the ages has taken many dimensions. We may ask our seniors and they will depict the history of Indian librarianship at least over three decades. Lately, the advent of information technology to this field marks a new dawn and the late-riser professionals have been left behind with some sorts of bugbear for the newly developed gadgets and their related activities. However, the new generation librarians are adept at handling modern implements. Many of them may perhaps surprise you by their swift fingers, though not typing-hand, on computer keyboard and mouse clicking on different icons before a bystander or onlooker could recognize those. They are equipped with their Master's degrees in librarianship, good academic records, NET, PhD, Diplomas in Networking, HRM, marketing, Russian or German language and whatnot. One of the interesting things is-- be it older or new generation, we librarians are very fond of acquiring degrees. Sometimes those surpass even our employers/bosses too. Because of this, imaginably, being unclear of whether a single name-plate can encompass all those acquired degrees the bosses are hesitating to get us our name-plates at work places (those who have ones, congratulations!).

Am I going some other-where? Oh! Let me back to basics. It is found that the new entrants in the field of library and information service field are more techno-savvy. This is no doubt a good thing for our profession because as libraries throughout the world, with their interactive interfaces, are trying to reach to their reader

communities at the latter's mouse click, as opposite to the previous practice where users were trying hard to reach library. And someday these people would be instrumental to serve better we hope. They wish to be in constant touch with the users and fellow professionals on Net. For instance, in Lisforum, if a query is submitted or an article is requested one can very fast get the mail back with some suitable suggestions from many members of the forum or the desired article within ten to thirty minutes. This indicates the agility and promptness the librarians in

fresher-group are possessing and the fondness to work with the modern technologies they have built up.

Mathews and Purdue observed that "*librarians continue to look more like IT professionals.*" Becoming techno-savvy is no doubt a plus point for us but sitting glued to the computer system and judging the gadgets as everything in a library set up of Indian context is, perhaps, judging the means as end. Most of them are hardly showing their eagerness to organize the reading materials other than in soft form. For many, Google is the only answer instead of their own in-house databases or vast printed collections their seniors or precursors have developed in the course of decades. Pretty good numbers of information may be available for one's general reference. But are they of serve-worthy and beneficial for serious readers or scientists? The answer is in negative.

Ben Bunnell, the Manager of Library Partnerships for Google Book Search (GBS) is an MLS from University of Michigan. He is of the opinion on GBS as: "*the way we display the books from libraries differs from the ones we get from publishers. Library books in the public domain are 100% viewable from cover to cover. For books whose copyright status is indeterminate, we only show bibliographic information about a book and at most a few lines of text for a given search. We work with publishers and copyright holders to provide a limited preview of their books, with at least 20% of the pages available for viewing (or as much as the copyright holder allows).*"

On asking whether or not GBS itself could be considered a library he comments— "*Libraries have become centers of our community, and librarians have become stewards of information. GBS is just a tool for libraries and librarians.*"

In their freshmanship they are also serving the users with the information, may be data therein and creators are of dubious in nature and uploaded in Internet. For example, in automation work when they are putting data in the field 'access point'

they hesitate to consult the AACR2 where a specific chapter on ‘Choice of Access Point’ is dealt with. They find it taxing to handle the hard copy of DDC Schedule when organizing the documents in a given library for relying on OCLC Classify. One (I must secure his anonymity) once classify a fiction work in poetry and when asked how did he build the number he just put all the blame on OCLC classify. Friends, consulting any experimental service is not a fault, but totally relying on it and not consulting and ignoring our own basic principles and tools with those we have had the ABC of librarianship is just improper. Basic theories must not be ignored. Another thing one may come across that they are very productive of LIS literature. If somebody somewhere has written something theoretical they are blindly following it, repeating it in their own papers, without verifying its veracity and feasibility or workability in their own environment. For this reason, one can bump into thousands of articles on a given topic of librarianship without their practical applicability. This is because of availability of articles galore in the Internet sites wherefrom one can just cut and paste as they like. Dr D B Ramesh, caustically calls it LFT—“*lift and fit technology*.” Please, successfully implement a technique or methodology practically in your own library and write down a success story thereof, and I will wager, it would be more precious than a ton of bogus literature following others.

The idea of library traineeship, after a degree from any university, in a reputed functional library is definitely welcoming one. The university gives them degree but the library grooms them; here, they metamorphose into working librarians.

Now-a-days better, brighter students are coming into the field of librarianship. They are quite conversant with modern technology—a new feather on degree cap. ‘Fine feathers make fine birds’ and the new folk we hope no doubt make the profession a finer one by bringing in new stuffs. But being gadget-friendly is not the entire things in librarianship. They will be marching forward with the changing environment and demand of society. On their march, in organizing a library every stride they take, have to back to basics. If not, there is every possibility the experts of this field will call them – tyro librarians.

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PROFESSIONAL ATTITUDE OF LIBRARIANS IN ICT ENVIRONMENT

Manoj Mishra*

“KNOWLEDGE IS POWER”, society must admit it.

Library is such a house where knowledge is well organized. Library professionals should help their users to possess the requisite knowledge through different library services. The LIS professionals who are in the working environment should be determined towards their responsibility. Now you can find vast information is stored in various sources. The most responsible job is to locate the authentic information for better dissemination.

In recent trends, communication technology has a great role in providing information to the society. Now the complete scenario has been changed. So time comes for the working librarians to improve their skills to meet the information seeking. It is noticed that many of the LIS professionals have extended their interest to gain extensive knowledge about developing technologies. Some also improve their skills to manage the advanced technologies.

The rapid developments in Information Communication Technologies (ICT) put a platform for solid foundation to make a revolution in Library and Information Science field. It also changes the information handling capacity of the institute libraries throughout the world. According to Katz and Macklin (2007) technology is the portal through which we interact with information, but people's ability to handle information to solve problems and think critically about information tells us more about their future success than their knowledge of specific hardware or software.

The working librarians must acquire the knowledge or skill in this digital environment which are useful such as desktop publishing, use of different software packages, word processing, transfer the appropriate skill to the users, graphics,

bulletin board, management of www information, familiarity with local automated systems, IT troubleshooting, and familiarity with different operating systems and improve their skills to manage these technologies. Computers, connectivity, and electronic information have redefined the image of library profession and the services provided through library and information centers. The academic librarian of this decade has to possess a portfolio of technology related skills in order to complement and support the navigational skills. Such skills help library staff to manage the information more widely and, in turn, transfer these skills to the users as appropriate.

Implementing information communication technology (ICT) in the library depends largely on librarians' attitudes toward it. The application of ICT has caused significant changes in libraries: automated cataloguing, circulation, information retrieval, electronic document delivery, and CD-ROM databases, for example. According to Ostrow (1998), the advent of the Internet, digitization, and the ability to access library and research materials from remote locations created dramatic changes by the end of the twentieth century.

Ramzan (2004) observes that expert systems, wireless networks, virtual collections, interactive Web interfaces, virtual reference services, and personal Web portals have brought changes since the start of the new millennium. There have been fast and significant changes in librarianship, where digital and electronic libraries complement, and in some cases replace, traditional libraries.

During the last several years, the society has experienced important changes; particularly in information and communication technology (ICT) which has brought a revolution in every sphere of life. Using ICT, libraries have not only observed remarkable changes in their house keeping operations and other services, but also identified a new and active role for librarians. Automation or computerization is an important application of ICT in libraries. It facilitates speedy library operations, services, and access to and delivery of information.

The analysis of the results showed that most of the professionals are not directly linked with ICT based services. In most of the Universities it was observed that ICT based services are being provided by a small group of trained library professionals or computer professionals and majority of the qualified library professionals don't get an opportunity to be familiar with ICT services or they are

mostly unaware of the facilities in their own institution. Data regarding the ICT literacy of library professionals were analyzed and are presented under the following subheadings.

The analysis of ICT skills reveals that library professionals are moderately skilled in various technologies and applications, but the awareness level was low in the case of emerging web tools and services. It was observed that the younger professionals showed more interest in emerging technologies and ICT based services. Most of the library professionals have a positive attitude towards the application of ICT based services in libraries. But infrastructure facilities in University Libraries in Kerala are not enough to provide the library staff valuable experience in the emerging technologies and support professional development which in turn will help in providing enhanced technology based services to the users. The main problems in ICT utilization was the lack of training in ICT applications as pointed out by majority of library professionals.

Training and knowledge are the positive attitude toward ICT. In this era, when new technologies are introduced almost daily, it is essential for librarians to keep up with ICT developments. The fear of some in the developing world toward ICT is widening the digital divide.

It comes to notice that many of the library professionals are more eager to access internet for personal use. They also use various social sites for amusement. This attitude of the professionals cannot put impact for the development of the profession. This type of thinking may be realized and there should be cooperation for the professional development.

Although the young generation has a good touch in ICT, they should apply their knowledge to help the users. The professionals should eagerly come forward with a helping hand for better dissemination of information in this modern electronic base information system. I will advise only one thing to the next generation of library professionals to dedicate in the profession for improvement.

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DIGITAL LIBRARY: TO USERS, THE REAL AND VIRTUAL LIBRARY IS ONE

Dr Sada Bihari Sahu*

Library is meant for its users. Any library in this world having excellent collection, good infrastructure, latest technology and other devices, if it is not full filling the needs and requirements of users/readers, it is worthless and it does not have any good value. It does not mean anything to the users whether he/she is getting his/her information from digital library or physical library. Actually, what a user want is how quickly, systematically, exactly the librarian or library staff able to provide his/her information and it does not bother him/her whether it is collected from digital sources or physical sources till he/she gets his/her information in time. It is observed or experienced that some information or documents in physical form is easier to provide than the digital form and sometimes the users are more comfortable with the physical form than the digital one or vice versa. No doubt, digitization of documents or documents in electronic form are easy to acquire, process, access and fastest way to provide the information to users, but sometimes it differs due to various reasons and choice of users. Therefore, time has come to see the library in the eyes of the users/customers and to mould ourselves and the library on the line of the requirement of users. Without jumping directly to make the library fully digitized or to have fully physical library/information, the librarian should think the middle way to build a system of fusion of digital and physical library system which will be suitable to need and requirement of today's users. This fusion of both digital and physical library system may be called as digital library. By doing so, one can create a user-friendly modern library system in place. To have such digital library system, one should follow the following steps/rules to serve the users in a better way:

- 1) Build a strategy for fusion of digital and physical library. This will give new competitive edge to other library systems.
- 2) Try to add links and strengthens linkages in users experience.
- 3) Transformation in the approach of innovation of Library services.
- 4) Find out the actual digital disruption and digital transformation of library services and act accordingly.
- 5) Always have the feedback

In any platform whether digital or physical or digital, library professionals should not forget the basic of librarianship or library science i.e. to serve the users in a better way. Sometimes, it happen that advancement of technology or modern equipment or system take away the basic from us. Therefore, time has come to introspect ourselves and see where we stand and where we are moving? Whether we are fulfilling the needs and requirements of users in a better way? What benefits we are getting after implementation of the modern technology. If we keep our basic correct or grounded, with the help of modern information and communication technology, we can manage our library in a better way and serve our users more efficiently and effectively. By doing so we can justify our existence and the purpose for which the library is established.

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CONTEMPORARY LIBRARIANS GO TO GIZMOS-- NEED BACK TO BASICS

Dr Sunil Kumar Satpathy*

From the very inception of LIS profession, we professionals have been continuing to passing through identity crisis and the very role and functions of ours are yet to be distinctly demarcated and accepted universally. Always there remain a conflict between the faculty members and LIS professionals, between the LIS professional and other non-faculty staff, between the LIS professionals and computer science/IT professionals regarding pay-scale, power and functions, academic and social status etc.

The basic reason behind this is the LIS subject has not been accepted as a full fledge subject like other subjects. A lot of confusions and differences prevail in the mind of people and even also in university setup regarding the LIS subject i.e. whether it belongs to faculty of science or arts or social science or professional subject. Similarly in academic setup the place of central library is also an amorphous one. Many treat it as a department, some as section and some other as facility. Accordingly the basic powers and functions of Librarians are not clearly defined; at different environment we are treated as teaching staff, non-teaching staff, administrative staff or professional staff. In spite of all odds, LIS subject, profession and professionals have survived over the time and maintaining up their dignity.

The library environment and the role of LIS professionals have changed with the changes in societal demand, technological development and users' expectation. In view of that the library situation, so also the basic role of LIS professional have changed from manual library system to computerized, then to automated and finally to digital library system. It is also good to notice that the contemporary librarians are possessing necessary skill and expertise in the new technology to handle the modern library in a comfortable way. It is appreciable that they have updated their knowledge along the development of ICT related to library management and services keeping pace with the changing library situation. But gradually it is seen that the contemporary LIS professionals (more particularly the

young generation LIS professionals) are becoming more addicted to social networking, Internet surfing, online chatting etc. in the name of their expertise in modern technology and are feeling more comfortable in their seats only, ignoring or avoiding their involvement in other routine activities/services of the library. This situation creates problems for their senior professionals (library in-charge) managing and performing various library works and a difference of opinion develops among them.

The so called digital librarian concept leads to some absurd thoughts regarding routine works of libraries. For examples, some are in view that “in the age of library automation, there is no need of ‘Accession Register’ since it can be generated from the ILM software or we can take print out of the same because it is wastage of time.” Here question arises, will the soft copy replace the Accession Register of a library or if we take print out of Accession Register from ILM software, will it be durable or can it serve the very purpose of Accession Register which is a multipurpose permanent record of library? Moreover, are we so busy that we cannot maintain a basic register of our library? Similarly most of the contemporary librarians are not thorough with the classification schedule, even with the main classes. So can we expect to classify properly through “OCLC classify” without having knowledge of main classes and other aspects of classification? Regarding cataloguing, many say that now knowledge on cataloguing is not necessary because ILM software will automatically generate this and we have now OPAC against that. But, if one does not have knowledge on the ‘Main entry’ of cataloguing, how he/she can know that the catalogue card generated by software is right or wrong because software generates card on the basis of data entry.

If one is ignorant of the manual system of acquisition of books or periodical, their organization, circulation etc. how he/she can do the automation work perfectly? Because in an automation system, all steps of manual systems are done with the help of software. This is one of the major reasons that although most of the libraries are declared as automated library (?), very few of them are automated in true sense.

The worst effect of this addiction towards superficial inclination to modern technology is that the contemporary LIS professionals prefer to remain online on various social networking sites, news and entertainment channels, even in the

working hours which hampers their work a lot. They are not able to concentrate their mind in their assigned jobs and commit mistakes. Further, such LIS professionals are quite reluctant to perform any other works of the libraries which are needed to be done manually. Such professionals think any library work, if not computer related, as wastage of time, manpower and burden, and explain other that they are not for that job. For simple things they are completely dependent on computer, Internet, printer etc. and if for some reason or other these tools are out of order, then all works are at halt. Another bad effect is that such addicted professionals remain in touch with the people all over the world but are quite unaware of the happenings of their own library and prefer to be a spectator, rather than a manager or an instrumental force to solve problems.

Friends, it is good to be up-to-date in one's profession with the changing situation, but not forgetting the basics of own profession. We should not run after technology for everything just to show other or to satisfy one's personal hunger, rather be strong in the available technology in our respective library and try to perform the assigned duties at our level best.

It is fact that if we forget or ignore our basics for the sake of acquiring new skills and expertise in the modern technology, then we will be nowhere. People from other profession will dictate us in managing library and we will never be treated or accepted as IT advisor or system manager or network manager or computer programmer by the authorities. A true LIS professional need to be like a GOOGLE SEARCH ENGINE -- WITH HUMAN TOUCH for the users which we cannot justify just by sitting at the computer and with modern gizmos and acquiring incomplete knowledge on our subject and all available technology leading to a situation "a jack of all trades, master of none." The future library manager need to be strong in the basics of the Library & Information Science with adequate skills and proficiency in library related modern technology necessary to satisfy information need of users and provide better services to users . We should possess managerial qualities to understand the problems of libraries and try to solve the problems for which we are in the job and for which we are paid for. At length, there is a clarion call for back to basics.

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SHORT COMMUNICATIONS

RECOGNITION OF LIS PROFESSIONALS STILL LIES ON THEIR BASICS



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We live in highly technology era which means that the Internet is bare necessity for us. With all new invention such as the Internet, social networking site, digital world etc. have their own downside. The Internet can be seen as excellent research tools but the danger is that it has to be carefully and critically use; some of the materials on the Internet have not been evaluated by experts or thoroughly screened. Anyone with web knowledge and a server can published anything on the Internet, as there is no quality control over information on it.

Day by day Information Technologies are developing & no doubt these are changing the Library world also. Using of latest technology in the Library, the library professionals try to provide better and accurate services to users.

Still the primary definition of the Library will not change; it will remain as the intellectual hub of its community. Perhaps, the next generation will define the Library as content and services available on the Internet. But the concept of Library will never change. Information Technology professionals have to take the assistance of Library professionals to maintain and provide the quality information.

As a proverb: Library professionals are dealing with Universe of subjects, so the Library professionals are jack of all trade, but master of none. Library professionals have to build the bridge so that the user community can walk on it.

It is observed that day by day social networking sites are gaining popularity among all sections of people so also among LIS professionals. With the help of these, sometimes we are discussing good topics but very often we are wasting our valuable times on useless things.

Traditionally librarians have been information providers for centuries. They now have the opportunity to use modern tools to provide quicker, more complete, and more sophisticated service to the users. Databases and reference sources can be queried via the Internet and World Wide Web; remote library catalogues are available on desktops;

newsgroups and mailing lists provide a wonderful opportunity to know latest news and events.

But, all these development and use of these modern technologies in libraries does not mean that Library professionals should away from basic library concepts and run superficially after the new technology. Moreover, till now Library professionals are recognised in the world for the conceptual work of libraries only.

CHANGE IN THE LIBRARIES!!!!



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Change is inevitable in all forms of life and Libraries are not separated from it. In today's 21st century library, the librarians are facing stiff challenges from the technological changes in terms of print to the electronic/ online resources and its management, preservation and conservation etc. As a result the Libraries must evolve a change in its missions, objectives and the visions. Even though the nature of library and job profile of the librarian changed, yet, we the librarians will continue to play a different role in the present day Libraries to satisfy the users and fulfilling the objectives and goals of the institute at large.

In this regard, I am glad that "lisforum_orissa" is continuously updating the new trends and technologies in the modern day libraries and sharing the views, comments and vacancies etc. since its inception.

On the 7th anniversary of the lisforum_orissa , I must congratulate Dr. Sunil Kumar Satpathy, the Moderator and the members who actively participated during this period.

CONTEMPORARY LIBRARIANS NEED BACK TO BASICS



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The prime aim of a librarian is to disseminate knowledge to the library clients and also to increase research and development activities in the learning institutions. It is a growing field in the information era and the role of the librarian has been changed taking to the need of the users. The information communication technology playing a pivotal role to gather and disseminate information to the users. Librarian is a man of practical, observational and experimental to the demand of the situation and imparts duties accordingly. The traditional pattern of services through the use of cataloguing and issue and return of books have been modified through the online pattern of services. In this way, librarian saves the precious time of the users and influences to hunt maximum resources in the digital libraries. Now-a-days Librarian has developed the technical skill, communication skill, presentation skill, planning and time management skill for the benefit of the users as well as for the credit of the institutions. For decades, librarians are innovatively managing information and research resources as a good manager in the field of library services.

Use of social networking is not a complete solution to the users' problem. It is a means of communication to make the relationship tangible and it cannot keep the matter secretly. The real problem of the user cannot be solved through the social networking. So to say social communication or online charting is a means to an end not an end itself. The routine activities of a librarian are being maintained through the conventional

pattern of services. The librarianship in the conventional pattern of services may not replace traditional pattern of library services. It is important to a certain categories like, old age, children or blind people who are unaware about the ICT and present computerised system of library services. Likewise, some rare books, palm leaves or out of print collections which are not available in the digitised form is a must factor for the users to come to the library and collect information through the black and white method. The merit and demerits of the conventional method of library services no doubt has occupied a step ahead looking into the matters like, learning pattern, literature collection and needful of the resources in the educational systems as a whole. The implementation of the information communication technology and the usages of the information technology in the field of library services is a necessary concept in the information era to compete with the library systems of the developed and developing countries of the world.

**FUTURE PROFESSIONALS: NEED TO BE A
COMBINATION OF BASICS AND MODERN
TECHNOLOGY**



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As we have witnessed, the functions and services of LIS profession and professionals have changed drastically over past few years. We have traveled a long distance from manual library to automated library and finally reached to a state of Digital library. Change is the basic laws of nature and library is not an

exception to this change. Due to development of ICT, we are passing through a stage of Information Explosion, in which LIS professionals need to be equipped with necessary skills for their successful existence and providing better services to users.

In the changing library environment, the librarians face a lot of challenges, both internally and externally. Similarly the role of librarian has changed to library manager, library and information advisor or information broker in addition to its basic routine jobs. Due to the development of new techniques to access information, the basic role of LIS professionals (acquisition, technical processing, library management etc) have been lagging behind now a days. Earlier, libraries were focusing on books acquisition, organization and circulation, but now libraries are acting as knowledge consumption centers and the expectation of users from libraries have been increased. Accordingly the LIS professionals need to possess expertise in various new skills such as database management, library software, content management, web based services and such other techniques required to provide information services to users. The traditional library services such as circulation, cataloguing and reference services are now a day replaced by automated circulation system, OPAC and web based reference services.

There is no doubt that the traditional qualities of LIS professionals such as planning, organizing, leading, controlling and decision making are still required by which the LIS professional can be a good library manager. But it is also fact that without updated knowledge on recent technology, one cannot manage a modern library properly. Hence it is highly required for LIS professionals to possess basic knowledge on library & Information science along with knowledge on latest technology. This can be possible by changing course curriculum of Library & Information science, where the LIS departments of Universities can play a major role. It is also suggested to introduce library apprentice/intern system in course curriculum, where LIS students can get knowledge on basics of library & information science and also on latest technology, by which they can be good library manager of future.

BLENDED LIBRARIANSHIP: NEED OF THE HOUR IN THE NETWORKED ENVIRONMENT



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Librarianship calls for a unique combination of various kinds of academic attainment and personal qualities. Librarianship of today is multidisciplinary and encompasses the various fields of human endeavor. The information has become an instrument of economic growth. In this age of information society libraries have changed themselves as libraries & information centers. Libraries & Librarians have shown remarkable quality of adaptability to the changing social order which proves that these will continue to manage information in whatever form and format it may be available. No single programme would be sufficient to meet the challenges of the digital library world. In order to function effectively and to be ahead of the developing discipline, one must have continuing learning experience to reinforce one's formal education. The information age has brought a sea change in the library services, but a single concept of library "providing information" remained constant. Ranganathan laws lay emphasis on providing right information to the readers using various resources within or outside the library. Reference service calls for personal attention to the readers. New trends & technologies should be used to provide efficient, effective and uninterrupted information to its users which are the very basis of traditional librarianship. We should not neglect the basics of librarianship as if no tree of development can flourish without its roots. Time calls for **blended librarianship**. Blended Librarianship redefined the teaching & learning role of librarian by blending the skills of traditional librarianship with the skills of information technologists. Library collection is becoming more interactive. When a reference is effective it improves productivity. Effective reference librarians must know that they should help their patrons; reframe their information needs to understand what is really needed. Customer satisfaction is the prime motive in any service providing organization. Reference service underlines the personal attention to readers in traditional library settings. In the changed environment interactive technologies can be used to fulfill the user's needs. If user is happy and satisfied the very purpose of the service providing organization like library can be achieved.

Comments

ON

Lísforum_Oríssa



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I congratulate all members of the forum on the occasion of its launching its annual issue- 2014. LISForum_Orisaa is a professional forum in its true sense and have been servicing the LIS communities successfully. The messages posted on this forum are in a consolidated form which save the time and gives an overall ideas on the vacancies and forth coming events. It is immensely beneficial for the students and also the teachers and professionals who hardly get time to search related documents for these information in their busy schedule. I am highly thankful to Dr Satpathy, Moderator for his regular monthly bulletin, which gives some new information.

I wish all success to LISForum_orissa.



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Information is the strength of any society and is the basic requirement for the social, educational and financial development of any country. In this context "lisforum_orissa" has been sincerely trying to disseminate information on library & information science for the development of LIS profession and professional. The members of the forum continuously share messages on forth coming events, new development on LIS and various LIS news which make the LIS professionals and teachers well informed on the subject, which definitely increases their performance.

Moreover, the effort to bring Annual Issue on contemporary issues of LIS is the unique and exclusive feature of lisforum_orissa, which facilitates professionals and teachers to express their views on the contemporary problems of LIS, which in turn helps for the development of profession and subject. The efforts of members and moderator of the forum in this regard is highly appreciable.

I congratulate you all on the 8th Anniversary of lisforum_orissa and wish all a better professional carrier.



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On the eve of 8th anniversary of the lisforum_Orissa, I would like to congratulate all the professionals who are directly and indirectly involved in this forum. After joining in this forum I personally shared and involved in different professional activities.

The 'theme' of the annual issue is. "**Contemporary Librarians need back to basic**" I would like to mention few points regarding this.

1. Today in social networking era the most of the librarian are involved in the access and posting of the different photos, comments and others and I personally feel that it is wastage of time and it is one type of tendency and it a style also.
2. No doubt the social networking sites are educating the people and spread the messages among the people. Today the most of the librarians and other are involved in the surfing the internet and accessing the different social networking sites, so the librarians are not doing their job properly and even maximum librarians are forgetting to find out the classification no from the DDC. They take the help of different institute's WebOPAC or OCLC Dew browser. Even the librarians are forgetting to prepare the card catalogue and other traditional job of a library because of the use of different library software.

In conclusion I would state that in the modern cyber world ,for a librarian both are required and he/she has to access the web based resources and simultaneously they have to perform their basic jobs regularly, So that the profession of library will be long live otherwise we will.....