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DEPLOYMENT OF SERVICES AND FACILITIES OF ELECTRONIC RESOURCES IN THE UNIVERSITY LIBRARIES OF MAHARASTRA

Mutkule Sunil Ashurba

Abstract

This study is an attempt to capture the present scenario in Maharashtra State University libraries about their ICT applications and digital environment to meet the modern dynamic users, a detailed survey resulted in understanding the same. Data was collected using a structured questionnaire and follow-up interviews with librarians revealed that the E-Journals are the most available e-resources and digitization activity with setting-up of digitization lab is found in many of these libraries. All these Maharashtra State University Libraries have a preference of both print & electronic resources for their collection development strategy.



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Introduction:

The library and information centre is a part of any educational institution, which is the hub of the teaching, and learning activities where students, teacher and researchers get their required information according to their need. Universities are the higher education institutions. As the universities serve as research centers, they have become institutions where knowledge is discovered, intellectuals are bred, scientific manpower is produced and technical know-how is developed. They serve as natural home of research and contribute significantly to innovation and technical change and training grounds for research scholars and provide basic methodology in specialized fields. The success of their research depends upon the resources, facilities and services they had in universities (Rao, Y. Srinivasa & Choudhury, B.K. 2009). Being the centers of research, universities are recognised as vital aspect for the scientific and societal progress of the nation. The establishment and maintenance of a resource rich library with need based facilities and services are the important prerequisites for universities (Sadia, H. 2011).

Need of The Study:

The present study the various facilities and services which are essential to the researchers in the university libraries in Maharashtra. The traditional universities in Maharashtra state are

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taken for the study. Important facilities and services were identified through the opinion was collected on the satisfaction level of the researchers. Responses were also collected on the problems they face in the use of these facilities and the study also identifies various training areas which will improve the use of the libraries.

Scope of the Study:

The present study has concentrated to make the survey of library facilities and services required by the research scholars. In order to have the homogenous category of universities for the study, the scope of the study is limited to the general universities in Maharashtra state that are offering doctoral degree programmes in various disciplines. Further the study covered only the full-time research scholars. Social investigation of every magnitude and size has its own limitations sets forth by the investigator concerned. Without determining the boundaries within which a researcher will have to work, no investigation can effectively be pursued and progressed because of several key factors such as, paucity of fund, limited access to data relevant to study, and limited time stipulated for its completion, etc. Hence, minimizing the scope drawing the limitations for an investigation has become exigent; if at all the project is to witness a scientific progress and is to be completed within the stipulated timeframe. The present investigation is, therefore, limited to the study of e-resources of university libraries of Maharashtra State only. This study, among other things, also intends to make a survey that how the information technology can be induced in university libraries of Maharashtra along with the e-resources solutions so that, the target audience could be benefited.

Objectives of the Study:

- Find out the present status of e-resources facilities and services provided by the libraries of Maharashtra;
- Study the purpose and frequency of using the electronic resources available in the library of Maharashtra;
- Locate the impediments faced by the users while accessing and using the e-resources in the libraries of Maharashtra;
- Study the impact of electronic resources and services on the academic work of the users and
- Provide suitable suggestions and recommendations to improve the e-resources and e-services for the benefit of users in libraries of Maharashtra.

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- Provide an opportunity to the researchers to evaluate the existing services in the university libraries;
- Know the satisfaction level of the researchers on the available facilities and services in the libraries of Maharashtra;
- To suggest suitable recommendations to improve the existing electronic resources and services for the benefit of users of university libraries of Maharashtra State
- To explore the skills and capability of the existing information professionals working in these university library systems to handle e-resources in the university libraries;

Hypothesis:

- H-1:** Implementation of ICT in most of the State universities in the Maharashtra is in an embryonic state hence may not have their visibility in the web.
- H-2:** The strength of semi and non-professional staff outnumbers the professional category in most of the universities libraries in Maharashtra which resulted a considerable gap between users and e-resources.
- H-3:** A majority of the universities in Maharashtra included in the study must have subscribed UGC-Info net services to provide the full text of e-journal articles to their users.
- H-4:** The popularity in use of e-journals and e-databases must be higher among the users of the university libraries compared to other forms of e-resources.
- H-5:** A majority of the clientele of the university libraries in Maharashtra might be spending a minimal time towards the use of e-resources, as they are not so well acquainted with the technical-know-how of e-resources and their usage.

Research Methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

Research purpose

The purpose of the present research is to explain a critical study of Deployment of services and facilities of electronic resources in the university libraries of Maharashtra. The researcher will identify its influences to predict Deployment of services and facilities of electronic resources in the university libraries of Maharashtra. Hence the purpose of this research is illuminating the concept of Deployment of services and facilities of electronic resources in the university libraries of Maharashtra.

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Research design

This study will cover title of the study, significance of the study, aims and objectives of the study, research hypothesis and research design. This research has designed based upon descriptive study as it aims to identify and elaborate the Deployment of services and facilities of electronic resources in the university libraries of Maharashtra.

The research design contains the following steps:

- Literature review
- Theoretical and experimental analysis.

Data collection

This study combines both primary and secondary research methods. Thus, gathering and analyzing the data will be done on the basis of existing research.

Primary research methods

Primary research (field research) involves gathering new data that has not been collected before. For example, surveys using questionnaires or interviews with groups of people in a focus group.

Secondary research methods

The data collected for the study includes secondary data. The various sources used to collect secondary data include research papers, articles, reports of the company and data from the dissertation/Thesis and various websites.

Tools and techniques

SPSS statistical package of data analysis will employ to analyze the quantitative data.

Limitation of Study:

The present investigation is, therefore, limited to the study of e-resources of university libraries of Maharashtra State only. This study, among other things, also intends to make a survey that how the information technology can be induced in university libraries of Maharashtra along with the e-resources solutions so that; the target audience could be benefited? Thus, some of the key limitations of the present study are as under:

- The present study is primarily concerned with the utilization of e-resources and services only, but not of any other resources and services of the concerned libraries included in the study (i.e. limitation by the type of subject or resource being investigated);

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- This study intends to investigate the current status of usage of e-resources and services of University Libraries only, but not of the Department / or Seminar Libraries or any other academic library system of Maharashtra (i.e limitation by type or category of libraries included in the study);
- This study is concerned with the utilization of e-resources and services of those university libraries which are functioning in Maharashtra State alone, but not of any other province (i.e. limitation by geography or region).

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Abstract

The purpose of this study is to assess the information communication technology (ICT) literacy of the library professionals working in university libraries in Maharashtra. The study gives an overview of the present level of ICT literacy among library professionals and it helps to know the need for training and orientation in the areas such as ICT-based resources, services and tools to the library professionals working in university libraries in Maharashtra. A structured questionnaire based survey was conducted to analyze the ICT literacy among library professionals. The findings of the study reveal that, the ICT literacy level of the library professionals working in university libraries in Maharashtra is satisfactory. Majority of library professionals have acquired the basic ICT literacy skills which is required to handle day to day library operations, but still few library professionals need to enhance their literacy level in the area of open source library automation software, digital library software and institutional repository software etc. The study suggests that, university libraries should organize in-house training and orientation programs on ICT-based resources and services or depute their library professionals to attend the training and orientation programs on regular intervals, in order to enhance the ICT Literacy level of library professionals.



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Introduction:

Information communication technology (ICT) has made great impact on the every field of the society such as agriculture, health, education, business, industries, and so on. Libraries are not exception to these fast pace changes happen in the society. ICT has changed the overall functioning of the libraries. To provide relevant information within short span of time it becomes essential for libraries to adopt an ICT-based information system and ICT infrastructure. In early days when manual library system was in existence, they faced many problems due to consistently growing size of information sources and lack of storage space, this has forced libraries to adopt the ICT-based library systems to overcome these difficulties. University is unique system in a sense that it caters to educational needs along with the social, cultural and economic needs at large. Maharashtra State Universities have oldest historic presence in India and they have commitment to competitive, professional quality & Academic excellence in higher Education and Research-Development in emerging areas. Each one of these Universities has a pool of talented dedicated faculties and researchers mentoring the younger generation students. They impart application oriented skills at par

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with International standards, so as to meet the challenges of Global scenario in innovative, professional job oriented courses. In order to promote excellence in study and research and to ensure equitable development they encourage and equip the aspiring students to succeed in their studies. These Universities provides a platform for enhanced research interaction. They shall, with the involvement of all the stakeholders, namely students-parents, teaching faculty, Non-teaching staff, College Principals and Managements, Authorities of various bodies, Government-State & Central, UGC, New Delhi; Industries and Chamber of Commerce; and the People of the Society; try their best in this endeavor, providing best physical infrastructure facilities. As quoted by our former president of India; Dr. APJ Abdul kalam—*Dream is not what I see when asleep, it is the one which DOES-NOT allow me to sleep!!* The focused path-forward set by these Universities are expansion, Diversity, quality and Inclusiveness for overall development of the society. University Library is one of the integral parts of their respective Universities and because of the advancement in technologies; they are playing a vital role in disseminating the information to the dynamic needs of the user community in Maharashtra State. Study revealed that all these University libraries in Maharashtra state have adopted advance technologies in their collection development and imparting their services to teaching, learning and research activities.

Need for the study:

Maharashtra state has a large number of universities of both technical as well as non-technical streams and millions of rupees are spent on the development of their infrastructure like library is one of the important units in them. It is evident from the facts that the majority of the library expenditure is on mainly for the development of digital library sources and services. Hence it is important to know at what extent the libraries attached to the universities in Maharashtra state have responded to these changes brought in by these new digital technologies.

Objectives of the Study:

The objectives framed for the study are

- To assess the present levels of ICT literacy among library professionals.
- To identify the training methods used by library professionals for enhancing ICT literacy.
- Find out the hindrance faced by the library professionals to enhance the ICT literacy.

- To provide the suggestions for the enhancement of ICT literacy level of library professionals.

Scope of the study:

The scope of the study is focused on Maharashtra state Universities established under Maharashtra State Public University Act 2011:

- University of Mumbai, Mumbai; 1857
- Nagpur University, Nagpur; 1923
- University of Pune, Pune; 1948
- SNTD Women's University, Mumbai; 1951
- Dr. B R Ambedkar Marthwada University, Aurangabad; 1958
- Shivaji University, Kolhapur; 1962
- Sant Gadge Baba Amravati University, Amravati; 1983
- North Maharashtra University, Jalgaon; 1990
- Swami Ramanand Teerth Marathwada University, Nanded; 1994
- Solapur University, Solapur; 2004

Methodology:

The data was obtained from the University librarians of Maharashtra state universities libraries using Questionnaire method. Data obtained about ICT infrastructure availability and digital library development.

Data Interpretation and analysis:

A detailed questionnaire was sent to all the ten state universities and also visited to these University libraries to get their feedback.

All the Maharashtra State University libraries are automated, Table-1, Most of the (50%) libraries are using SOUL, followed by (30%) libraries are using LIBSYS and then (20%) libraries are using SLIM automation software to automate their library services.

Extent of automation of their library sections also revealed that Cataloguing and Circulation sections are highly (90%), followed by 50% of Acquisition Section and only 20% serial control sections are 'Fully Automated'. Serial Control section is one of the lowest (90%) 'Partially Automated' sections. Bar Code technology is highly (80%) used in Maharashtra state Universities.

Findings from the study:

Following findings were observed based on data analysis:

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- All the Maharashtra State University libraries are automated and Cataloguing & Circulations sections have fully automated.
- Barcode technology is used in these libraries to render their services.
- All the Maharashtra State University libraries have the digital collection and e-journals subscriptions; this is may be because of the UGC-Infonet digital library consortium.
- Most of these respondent University libraries have setup the Digitization lab and they have started the digitization activities, and also participating in INFLIBNET, Shodhganga initiative.
- Most of the respondent University libraries have an opinion that, they have Very Good e-journals & email facilities available.
- All the University Libraries have given their preference of collection development to both print as well as electronic resources.
- Majority of library professionals were well versed with the computing technology, storage devices, printing and scanning technology, audio visual technology and communication media technology, hence the literacy about these emerging ICT technologies was found high among majority of library professionals.
- Amongst all electronic resources E-journals was found most preferred e-resources among majority of library professionals, it may be because E-journals are becoming increasingly a valuable source of electronic information in university libraries, therefore majority of libraries procured E-journals through various consortia such as UGC INFONET, DELNET, INDEST etc as well as through individual subscription.
- Majority of library professionals were found well literate of Web OPAC, Reprographic Service, CD-ROM service and CAS. Since these services are provided by them on a regular basis to the users, whereas literacy of bulletin board service, e-query service and translation service was found low among library professionals due to lack of knowledge and expertise to use these ICT based services.
- Majority of library professionals were actively participative in online discussion groups and social media and with this participation the professionals keep themselves update with the current developments in libraries and information centers, but still few library professionals are lacking with the literacy of blogging, Listserv, RSS feeds and Social book marking.

- Majority of library professionals are found well literate of SOUL and LIBSYS software as it has been installed in their respective library for automating library activities and services and all library professionals are using the same to carry out various library activities. Few library professionals felt that they do not have sound knowledge of SLIM, KOHA, SOUL and CDS/ISIS as many organizations are conducting training programs for these software's and possibly the library staff must have undergone the same.
- Literacy of institutional repository and digital library software's was found low among library professionals. One of the major reason for lack of literacy might be that the few library professionals usually look after the digital library section even though majority of them might have flexibility to access the digital library software.
- Majority of library professionals acquire the ICT skills and Knowledge themselves through self-study and trial and error method.
- Majority of library professionals could not acquire the sufficient ICT skills due to their day to day busy working schedule and do not get opportunities to enhance their ICT skills and knowledge. Library professionals lack the proper ICT training at work place.

Conclusion:

We can conclude from the above mentioned data analysis as follows:

- Serial Control & Acquisition sections are required to be automated fully, this will help these University libraries to manage and control the collection.
- All these University Libraries are using commercial library automation softwares, since open source automation software are readily available like Koha, etc, can be used in the future.
- It is required to digitize the Thesis available in the library to make the available to their users.
- Need to increase the AV-Material collection in all these University Libraries.
- No libraries in the study have utilized the Cloud Computing technology, since digital library development and maintenance is one of the costly affairs for the University libraries with their shrinking budget, with proper security & mitigation plan, it is advisable to utilize the Cloud Computing technology.


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- Majority of library professionals working in university libraries in Maharashtra are ICT literate, which is required to perform day to day library work, but still few library professionals have lack the literacy of ICT-based tools, resources and services. In spite of having good literacy level, the library professionals need to enhance their literacy in various open source library automation software, digital library software and institutional repository software, etc.
- The existing ICT training and orientation provided by the university libraries in Maharashtra is not fully sufficient to create ICT literacy among the library professionals. Library professionals need to attend various workshops, seminars, conferences and training programs on ICT more frequently in order to enhance their level of ICT literacy. Library professionals need to undergo various short-term computer courses in order to increase their literacy and confident in performing ICT related works more effectively and efficiently.
- The university library authorities needs to acknowledge the benefits of ICT in libraries and always strive to raise the level of ICT literacy among the library professionals by organizing in-house ICT training and orientation programs, workshops, Seminars and conferences on regular intervals in order to enhance the ICT literacy of library professionals and facilitate the effective utilization of ICT-based tools, resources and services by library professionals.

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Impact of NAAC on College Library Development

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Abstract:

The quality indicators framed for library in the NAAC accreditation process have provided guidelines for improving the quality of work of the entire library. The whole process is user centric and provisions and management of the services and facilities and its usage gives good scores. At the same time there is a scope for innovative techniques. Thus accreditation process will make all round development of academic libraries in India. In this paper quality indicators identified for college libraries i.e. collection, automation, services, extension activities, best practices are studied in detail with reference to set of questions prepared for the library by the NAAC.

Keywords: NAAC accreditation, library improvement

Introduction:

The world is becoming a global village today. To compete with world, higher education having nationally comparable and internationally acceptable „standards“ has become essential in India. In this competitive world „quality“ has become a pass word. The skilled and well informed citizens can contribute to the value addition to its performance and service. Therefore quality concern in education is also necessary.

UGC an apex body in the higher education in India is entrusted with the responsibility of developments in the higher education at national level. National Policy on education (1986) has shown its concern over the deterioration of the quality of education in India. On recommendation prioritized in the Program of Action (1992) an autonomous accreditation body called NAAC was established by the UGC in 1994 to assess and accredit institutions of higher education in India. It is funded by the UGC of Govt. of India. Its headquarters is at Bangalore. Its vision states that “To make quality the defining element of higher education in India through a combination of self and external quality evaluation, promotion and sustenance initiatives.” Based on these lines it has prepared guidelines for the institutions who wish to invite this process. The grade or assessment outcome is valid for five years only. After this period institutions are required to apply for reaccreditation and again the whole process is invited. The performance of the institution is studied from different angles keeping in mind the role of educational institutions in fulfilling the objectives of the higher education.

In the accreditation process whole system of the institution is brought under scanner. It has developed a mechanism through well framed quality indicators or guidelines which takes care of role played by every component as a separate input unit. This helps in checking the progress of the institution from all angles in the context of the quality. Each section stands as Golden Research Thoughts Vol -1, ISSUE-1, July- 2011 ISSN:- 2231-5063 available online at www.aygrt.in. Separate input centre like management, administration, departments, hostel, IT centre etc. In other words whole institution

including the students is involved in the accreditation process from the beginning. At the same time external elements like alumni, members of the Parent-Teacher Association are also involved at different stages of the process. Initially institution has to take initiative in approaching NAAC for the accreditation. In the first step institution has to obtain the institutional eligibility

ity assessment with the NAAC before going for accreditation. On receiving approval the institution has to prepare its Self-Study Report (SSR) highlighting its functioning based on seven criteria and this report is submitted to the NAAC. In-house analysis of the report is done by the NAAC. Next step is the on-site visit of the peer team for validation of the SSR and report on assessment outcome of the visit is prepared. Finally rewarding of the grade is done by the Executive Council of NAAC.

Role of the library in the accreditation process:

All units of the institution are categorized under seven heads or criteria. They are Curricular Aspects, Teaching-learning and Evaluation, Research, Consultancy and Extension, Infrastructure and Learning Resources, Student Support and Progression, Organization and Management, and Healthy Environment. Each of these criteria is allotted with scores. Library is one unit under fourth criterion of Infrastructure and Learning Resources. In this heading physical facilities like building, library, playground, hostel, canteen, computer laboratory, health care center and other common facilities are examined. From total 100 marks reserved for this criterion 35 marks have been allotted for the library one thereby underlining its role as a major support system for learning.

As an important component of the educational organization library encourages students to make progress in their academic and co-curricular endeavors. It is a place for self-study and self-growth. It supplements classroom teaching and provides a platform where students can develop their potential capacities by using library resources and services. In other words library supports learning, teaching and research processes in the institution. In the recent past, significant developments have been reported in library and information services because of internet and web resources. Information is wrapped in various forms; IT C has influenced traditional set up. In colleges curriculum is updated, new courses are introduced and self-financing courses have occupied a respectable position in the colleges. College library has to keep up to these challenges by updating its collection and services. All these developments in the institutional environment plus developments in ICT, and emergence of new media in information world has forced libraries to change their role and shoulder newer responsibilities. Hence the accreditation process has focused on library.

Quality indicators for the libraries:

Special Guidelines on quality indicators in Library and Information Services are published by the NAAC in a booklet form providing directions in organizing and developing library. These guidelines are revised time and again to have compatibility with latest developments in the field. Hence the standards for assessing the quality of library services are updated from time to time. While complying with these questions, answers should be based on documentary evidence. Each of the statement made and for each of the number given as an input, proof should be available in the form of various documents and statistical records for verification. There is a Golden Research Thoughts Vol -1, ISSUE -1, July - 2011 ISSN:- 2231-5063 available online at www.aygrt.net need to maintain all records meticulously though in a routine work sometimes it is not taken seriously due to many constraints. This is because all figures calculated and data produced is in turn is the product of the various records maintained by the library. The details relates to the library users, services offered, facilities, collection, rules, budget, usage of services, extension activities etc. and at every step students and teachers are the party in complying with it. In other words we can say that involvement and support of these elements play a crucial role in the self-study report writing exercise. Hence maintenance of daily record needs serious attention. Library rules and the awareness among the users combined with alertness on the part of the library staff becomes the major requirements. Library quality indicators can be shown in the following diagram.



It is true that libraries largely support learning, teaching and research processes in institutions. The set of questions framed for the library focuses on library infrastructure, collection, management and services. Extension activities and best practices are also covered. This can be explained in more details by dividing these questions into different headings.

1. Infrastructure:

Library cannot function well without proper infrastructural facilities conducive for organizing and using its resources. Infrastructure includes physical facilities like library Building, Carpet area, IT laboratory, utilities, staff area, seating capacity of reading hall, periodicals section, circulation counter, service area, Information Display, ratio of the seating capacity to the users (students and faculty) Generator facility, etc.

2. Collection:

Resources nowadays are available in various forms. Specific questions are coined that draws complete picture of library collection. Questions are total number of books with details of text books and reference books, current Journals - Indian and Foreign, Peer reviewed Journals, Back Volumes, Magazines, E-Information Resources like CD"s /DVD"s, Databases, online Journal, Special collection, Competitive Examinations, Braille materials/Rare collection, AV Materials and book bank material. The ratio of the library books to the number of students enrolled is to be given which shows average number of books available to reach student. Special Golden Research Thoughts Vol -1, ISSUE -1, July - 2011 ISSN: -2231-5063

available online at www.aygrt.net facilities for visually-and physically-challenged users are included. The ratio between number of users and collection, and the ratio of the budget is also examined.

3. Management of the library:

In colleges, the main objective of the library is to support the academic programs offered and the library develops its collection and services mainly to reflect the curriculum requirements of its users. Besides, the library may design a system to deliver its products and services to attract more users. Ultimately the library should aim at bringing all its target users to the library and ensure optimum usage of resources. The parameters compiled here would facilitate the quality enhancement and sustenance of library services to a large extent. The libraries of the affiliated colleges may firm up their performance by equipping/enabling themselves to answer the following questions in the affirmative Library supports academic programs through its healthy collection and various services. Reaching to all users is a challenging task. Library is looked upon as an independent body. Through well- defined procedures library can function effectively. NAAC requires the library to explain about the existence of the Library Advisory Committee and its role, availability of funds from different sources, qualification and the training facilities for the library staff, policy about collection development, loss of books, stock, maintenance and cleanliness of the library

4. Utilization of the library services:

To check the utilization of the available services, various details about the working hours of the library (including Sundays and holidays, and after and before the class hours, during examination) are noted. Facilities like computers and internet connectivity, reprographic services, status of library automation, open access system, number of books issued daily, fine etc are the key questions.

Various services are listed in the guidelines like circulation, clippings, bibliographic services etc. Inter library loan service, user orientation and information literacy programs are to be explained. Services used are evaluated through different data like average no. of books circulated, no. of

reference queries received, no. of students visiting library, no. of teachers visiting library, display of new arrivals, awareness services etc.

5. Best Practices: enhance the academic information environment and usability.1

In the library context, the „best practice“ may be those services through which the users are able to explore more resources and facilities from the library. This includes steps taken by the library to attract more users by creating suitable academic information environment. Here library is expected to focus on users needs while introducing new services and facilities to them. Guidelines speak about the best practices in relation to new developments in the field. Service introduced as a best practice today may turn in to an essential one. Previously internet access in the library was considered as the best practice but today it has become an essential service.

Best practices questions includes computerization of library with standard digital software, inclusion of sufficient information about the library in the college prospectus, compiling student/teacher attendance statistics and locating the same on the notice board, displaying newspaper clippings on the notice board periodically, career/employment information/ services, internet facilities, information literacy programs, suggestion box and Golden Research Thoughts Vol -1, ISSUE -1, July - 2011 ISSN:- 2231-5063 Available online at www.aygrt.net timely response, displaying new arrivals, circulating a list of those to academic departments, conducting book exhibitions on different occasions, organizing book talks, instituting Annual Best User award for students, organizing competitions annually and conducting user surveys periodically.

Advantages

1. Library is focused and all library functions getstreamlined.
2. It supports library demand for newfacilities.
3. The recommendations made in the committee's report acts as a roadmap for planning its futureactivities.
4. It calls for attention by the higherauthorities
5. Library also gets status at par with other departments in the institutions.
6. It encourages use oftechnology.

Weaknesses or threats

1. Librarian alone has to share the entire burden to cope with newchallenges.
2. No trained staff to share his workload in thecollege.
3. Users are not willing to co-operate specially with formalities needed to maintain various records
4. Attention is for maintaining statistics and has increased the workload.
5. Acquaintance with technology without the technical support isdifficult.

Conclusion

NAAC guidelines serve the purpose of developing college libraries as an information centre. It has considered all tasks which shall improve the quality of library service which in turn will reflect in education. It provides a path on which library has to make efforts to reach the destination. Generally library demand is not considered on priority basis. But since NAAC has given important place in the organization's set up. Libraries will get good attention as a resource centre and one can hope for favorable changes in the libraries infuture.

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Certificate

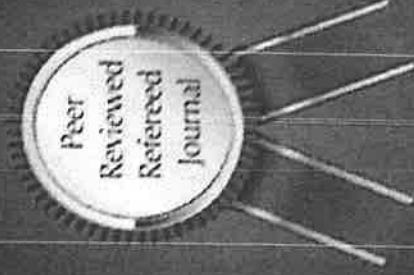
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ANALYSIS OF DIGITAL LIBRARIES

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Abstract:

In recent years, the idea of digital libraries, a knowledge base that can be stored and retrieved through online networks, has undergone tremendous growth. Digital libraries are the most complicated type of information systems that facilitate the preservation of digital records, management of distributed databases, hypertext, filtering, and retrieval of information and selective distribution of information. This has truly broken down geographical barriers by providing a diverse collection of academic, science, and cultural tools with multimedia effects that can be accessed from anywhere in the world through distributed networks. The idea of a digital library, the technology that has allowed its emergence, and the design of a digital library system are all discussed in this paper. The digital library initiatives conducted in the USA, the UK and India are also highlighted. The authors discussed the particular characteristics of the digital library here and the future challenges for library and information professionals in the digital world. Computers are capable of implementing a high degree of organizational and functional automation, since they are electronic and are capable of monitoring the processes being carried out.

Keywords: *Digital Library Framework, User concerts, Repository, Search system, Work on Digital Libraries, etc.*

1. Introduction:

Open source refers to a form of software creation that makes use of distributed peer review and progress transparency. This strategy aids in the provision of higher-quality applications with greater reliability, versatility at a lower cost, and the removal of conventional vendor lock-in. The source code and rights that were usually reserved for copyright holders are now given under a free software license that allows developers/users to sample, alter, expand, and even distribute the software as well. The digital library refers to a collection accessible through the World Wide Web that constitutes electronic resources. It also includes electronic copies of books held by a "physical" library, photos, and images. Open source software for the digital library provides a framework for creating and presenting collections of content. It helps to develop search collections and browsing facilities for metadata-bases. Furthermore, they are easy to maintain and can be automatically supplemented and restored. Organizations now have new opportunities for purchasing and implementing programs, due to the availability of many Open Source Software (OSS) applications for library and information management. [1]

With the advent of science and technology, the country has witnessed an unparalleled growth of information resulting in the explosion of information and the generation of information in various formats has further created havoc in providing the consumer community with cost-effective information services. As a result, libraries have constantly faced space issues, increased cost of books & journals, budget shrinkage, inability to provide multiple copies, and most importantly, the user's retrieval efficiency is endangered for lack of information. The need to address these issues has encouraged libraries to introduce technology. Among these developments are:

- CD-ROMs and Digital Video Disk Read Only Memory (DVDROMs)
- Networking of Computers
- Image/Text compression
- Multimedia technology
- Powerful processors

Library/Information Centers can now build multimedia information databases that are easy to download and access using a personal computer connected to the network thanks to

advanced technology. "This has culminated in the "Digital Library" term. The issue of record loss is overruled in digital libraries, while data scanning is accurate and efficient due to global indexing & search engines. [2]

2. Features and Characteristics of Digital Libraries:

A digital library is a collection of textual, numeric, scanned images, graphics, audio, and video recordings that allows users to easily retrieve information from a digital collection. [3]

- Users have access to a library that allows them to access information with the click of a button.
- Textual/numeric, audio, video, and graphic information sources are digitized, compressed, and stored.
- Time saving system for the community of users
- Search supported by computer
- Geographically dispersed development of the world idea as a worldwide village
- Users are notified based on their subject preferences.

3. Digital Library Systems Framework:

The digital library system reflects the wealth and richness of knowledge that gives versatile access to rich and complex information to unsophisticated users. The following diagram illustrates the main components of a digital library structure.

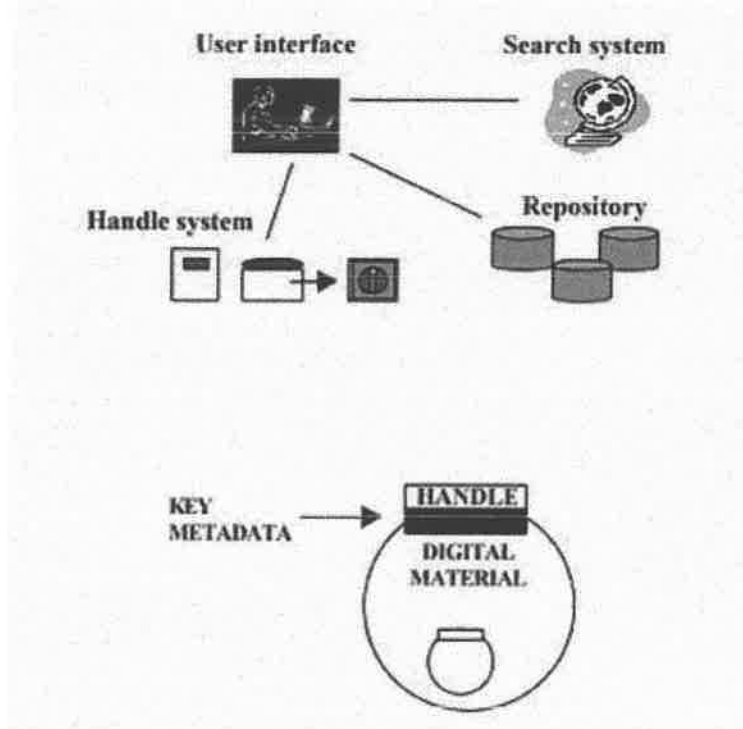


Figure: Major Components of a Digital Library (Source: <http://ignited.in/I/a/89014>)

User concerns:

The pilot and prototype both have two user concerns: one for library users and one for librarians and system administrators who oversee the collections. Each user interface consists of two parts. For real communications with the user, a normal Internet browser is used. This may be Netscape Navigator or Internet Explorer from Microsoft. The browser connects to client services that provide intermediate functionality between the browser and the other components of the framework. Client services allow the user to choose where to search and what to retrieve; they view information organized as digital objects; they negotiate terms and conditions, manipulate relationships between digital objects, remember the state of the interaction, and translate between the protocols used by different parts of the system. [4]

Repository:

Digital objects and other information are stored and managed by repositories. There may be many repositories of different kinds in a broad digital library, including new repositories,



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Women Empowerment
Through Entrepreneurship & Skill Development

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Study of Women Entrepreneurs in India

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Abstract:

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. "In Indian mythology, woman is an incarnation of Shakthi-the Goddess of Power. We believe women empowerment is vital to our development" Honorable Prime Minister of India. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper includes rationale grounds behind the women entrepreneurship. Another main purpose of this paper is to analyze policies of Indian government for women and also to analyze that are those policies adequate for the growth of women entrepreneurship. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.

Keywords:

Introduction of Women Entrepreneurs, Reasons for the rise of Women Entrepreneurs, Government support schemes, Problems of Women Entrepreneurs in India, Reasons for women to become entrepreneurs, Conclusion.

Introduction:

"In Indian mythology, woman is an incarnation of Shakthi-the Goddess of Power. We believe women empowerment is vital to our development" Honorable Prime Minister of India, Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. Women Entrepreneurs may be define as the women or a group of women who commence and operate a business venture. . Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

Women Entrepreneurs are highly increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, Skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs engage in business due to push and pull factors which give confidence to women to have a Self-sufficient occupation and stands on their feet. Logic towards independent decision-making on their life and career is the motivational factor behind this. insists on 'Women Entrepreneur' is a person who accepts challenging role to meet her personal desires and turn out to be economically independent. A strong desire to do enormous positive is an integral



quality of entrepreneurial women, who is competent of contributing values in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the worksituations.

Objectives of the Study:

To find the factors which encourage women to become entrepreneurs

To study of the support given by the government to women entrepreneurs. To find the problem faced by women entrepreneurs in India

To draw conclusions and offer suggestions

Literature Review:

Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, viz, Tamil Nadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in western countries. However, Indian women entrepreneurs faced lower level of work-family conflict and are also found to differ from their counterparts in western countries on the basis of reasons for starting and succeeding in business. Similar trends are also found in other Asian countries such as Indonesia and Singapore. Again the statistics showed that the proportion of business setup and operated by women is much lower than the figures found in western countries.

Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Lall&Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & Convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self-perception self-esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Women Entrepreneurship in India:

For any developing country, Women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in India. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms limited mobility and access to information and networks, etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well

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developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures. Over the past few decades women are coming out of the boundaries of houses and proving their skills and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of modern women is much wider than, what it was previously. A woman has to play multiple roles, besides playing the role of housewife/mother/daughter, she has to play different roles in community in the social settings simultaneously. Because of Indian traditional customs women, even after 63 years of independence, are facing bias. This has negatively affected the status of Indian business women.

Rankings low in Dell's women entrepreneur friendly cities:

technology hub Bangalore and capital New Delhi rank 40th and 49th respectively on a list of 50 entrepreneur-friendly global cities, a report by American computer maker Dell Technologies. Making 49th overall, Delhi can leverage its market size (where it stands 3rd among global cities) and use of technology to improve its talent base," said the Women Entrepreneur (WE) Cities Index released by Dell here.

Delhi and Bangalore are the only two Indian cities to figure in the Index, which measures the ease with which women can run businesses in different countries. The report, based on research by Dell and London-based financial services company IHS Market, was released during the Dell Women Entrepreneur Network (DWEN) summit being held in this Canadian financial capital.

New York topped the Index, followed by San Francisco, London, and Stockholm, while US cities Boston, Washington D.C., Los Angeles and Seattle figured in the top 10. Singapore is the only Asian city-state to feature in the report's top 10 cities feasible for women entrepreneurs to do business. Other Asian cities in the list of 50 global metropolises that have conducive environments for women to run their businesses include Hong Kong, Taipei, Seoul, Beijing and Shanghai, Tokyo and Jakarta.

"Women's entrepreneurship rates rose globally by 13 per cent in 2017, reflecting broader momentum of increased female representation across the public and private sectors in the world," said Dell's Executive Vice-President and Chief Customer Officer Karen Quintus at the summit. Access to capital and technology, as well as the cultural and political barrier, however, continue to limit the success of women-owned businesses globally, she added.

The report also offers the WE City Blueprints which looks at the areas of strengths and improvements for a select 10 cities including Austin, Boston, Mexico City, Toronto, London, Amsterdam, Sydney, Tokyo, Sao Paulo and Singapore, providing the cities' politicians and lawmakers with required data to foster women entrepreneurship.

The rankings in the report are based on 72 different indicators, with 45 having a gender-based component. Though women entrepreneurs worldwide are estimated to be 274 million, according to the Global Entrepreneurship Monitor for 2016-17, women-led businesses are known to receive fewer investments compared to those run by men, indicating stark gender bias.

A study by a America's Columbia University researcher Dana Kanze revealed that a mere 2 per cent of venture capitalist funding goes to women entrepreneurs in the US, despite they owning 38 per cent of the businesses in the richest country.

The investments received by women-led firms are found to be much lesser in other countries world over.

Industries promoted by Women Entrepreneurs:

- > Agarbattimaking
- > Papadmaking
- > Embroidery



- Handicrafts
- Catering services
- Running restaurant, snack bar etc.
- Small retail shops
- Beauty parlors
- Pickle manufacturing etc.

Women entrepreneurs can be broadly categorized into five categories:

- ◆ Affluent entrepreneurs – These are daughters and wives of wealthy businessmen. These women have the financial aid and the necessary resources to start a new enterprise and take business risk.
- ◆ Pull factors – These are educated women living in urban areas with or without work experience who take the risk of a new enterprise with the help of financial institutions and commercial banks. These women take up a new business as a challenge in order to be financially independent.
- ◆ Push factors – These women take up some business activity in order to overcome financial difficulties. Generally widows and single women manage an existing family business or develop a new business due to difficult family situations.
- ◆ Rural entrepreneurs – These women belong to rural areas and choose a business suiting their resources and knowledge. Business carried out involves low investment, minimum risk and does not require any special skills.
- ◆ Self-employed entrepreneurs – They are uneducated women who fall below the poverty line. They choose tiny and small enterprise which are convenient to manage and adequate for the sustenance of her family.

Reasons for Growth of Women Entrepreneurship:

- Growth in Literacy level
- Industrial and economic growth
- Awareness of democratic values
- Organizations promoting women entrepreneurship
- Financial assistance and consultancy services provided by financial institutions

Problems faced by Women Entrepreneurs:

Women's Problem in India – Women entrepreneurs face a difficulty due to specific women's problems in India arising due to old traditions, socio-cultural norms, male dominant society, family responsibilities, Indian values and ethics.

Entrepreneurial Problems:

- Corruption in government agencies
- Price and availability of raw materials
- High competition in low technology products
- Financial problems
- Face technological obsolescence due to lack of support

Specific Problems to Women:

- Mobility problems
- Family responsibilities and lack of support from family members.
- Exploitation by middleman
- Women have to be dependent on men for doing work which requires muscular strength.
- Women are perceived to be weak in the Indian society; hence men are preferred over women. Women face troubles and hardships related to an enterprise.



Future of Women Entrepreneurship in India:

- ◆ The decade 1975 – 85 was declared as 'Decade for women' by United Nations Industrial Development Organization (UNIDO). The Topic "Role of women in industrialization in developing countries" was raised in 1878 at conference held by UNIDO at Vienna which aimed at removing social, attitudinal and institutional barriers and increasing participation of women in industrial activities.
- ◆ United Nations arranged a conference 'Decade for women' at Copenhagen on 30th June 1980 aimed at promoting equal opportunities and equal treatment to women in employment.
- ◆ On November, 1981, a National Conference for Women Entrepreneurs was held at New Delhi, India.
- ◆ The Seventh five year plan focused on Integration of Women in Development.
- ◆ The National Alliance of Young Entrepreneurs organized a conference on Women Entrepreneurs at New Delhi in 1989 which made the following declarations:-
 - i. Nation and state government should promote woman's participation in social and economic development programmes.
 - ii. Financial assistance and consultancy services must be given to women for doing exports.
 - iii. Fairs and exhibitions with products manufactured by women entrepreneurs must be widely advertised. Education ministries must provide for education and training of women entrepreneurs.

Organizations Promoting Women Entrepreneurship in India:

- National Resource Centre for Women (NRCW)
- Women's India Trust (WIT)
- Women Development Corporation (WDC)
- Association of Women Entrepreneurs of Karnataka (AWAKE)
- Working Women's Forum (WWF)
- Self-Employed Women's Association (SEWA)

Reasons for women to become entrepreneurs:

Self esteem, recognition, Self determination, and career goal are the key drivers for choosing to entrepreneurship by women. Sometimes, women choose such career path for proving their potential, caliber in order to achieve self satisfaction. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are growing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

Problems in the path of women entrepreneurs in India

Highly educated, talented and professionally qualified women should be encouraged for running their own business, rather than reliant on wage service jobs. The uncharted talents of young women can be acknowledged, skillful and used for various types of industries to increase the yield in the business sector. A desirable atmosphere is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings.



But Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as; Short Of Self-Confidence – In India women have lack of self-confidence in their strength and ability. The family members and the society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.

Socio-Cultural Barriers – family and personal obligations sometimes works as a great barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and business efficiently, giving sufficient time to perform all their responsibilities importantly. **Risks Related To Market** – tuff competition in the market and lack of mobility of women make them dependent on middleman essential. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence can effectively exploit the services of media and internet.

Mobility Constraints - Women in India have to face lot of restriction on their mobility, our society still have some conservatism, and due to that career of women is limited to four walls of kitchen. Though women faced lots of problems being mobile in entrepreneurial activity, the mobility problem has been eliminated to very certain extent by the expansion of education awareness to all.

Business Administration Knowledge – Women must be educated and trained continuously to acquire the skills and understanding in all the required functional areas of business venture. This will make women to excel in decision making and develop good business skills.

Financial Assistance – most of the women especially in rural areas are not aware about the financial assistance provided by various institutions. The efforts taken for women entrepreneurs may not able to reach the entrepreneurs in rural and backward areas.

Training Programs - Depending upon the needs, duration, skill and the purpose of entrepreneur there are various workshops and training programs available the social & welfare association. Such kinds of programs are really helpful to new and young entrepreneurs who desire to start a small and medium sized business on their own.

Cost - some business have highly production and operation cost that adversely affects the expansion of women entrepreneurs. The installations of new machineries during expansion of the productive capacity and like similar factors discourage the women entrepreneurs from entering into new areas.

Significant schemes in India those specifically introduced for women for providing special benefits to women- **1. Trade related entrepreneurship assistance and development scheme for women (TREAD):** With the objective of encouraging women in starting their own ventures, government launched a Scheme, namely, (TREAD) Trade Related Entrepreneurship Assistance and Development during the 11th Plan. The scheme envisaged economic empowerment of Women through the development of their entrepreneurial skills in non-farm activities. There are three major parts of the scheme; Govt. of India has grant up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the total project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project. Up to Rs.1 lakh per program can be granted by govt. of India to training institutions / NGOs for providing training to the women entrepreneurs.



6. Oriented MahilaVikasYojana

Women Entrepreneurs enterprise consisting of all units managed by one or more in proprietary concerns or in which she/they individually or jointly have a share capital of not less than 51% as partner shareholders/ directors of a private ltd. company/members of a co-operative society.

7. MUDRALoan

Micro Units Development and Refinance Agency Ltd. [MUDRA] is an NBFC supporting development of micro enterprise sector in the country. MUDRA provides refinance support to Banks MFIs for lending to micro units having loan requirement upto 10 lakh. MUDRA provides refinance to micro business under the Scheme of Pradhan Mantri MUDRA Yojana.

8. Udyogini Financial Linkages

Udyogini links entrepreneurs with social investor firms. Entrepreneurs will be evaluated and qualified independently, though the funds are routed through and guaranteed by Udyogini; Provide formal financial linkages; Micro-insurance; Subsidies for critical inputs available from government schemes and other programs

9. MaanDeshi Foundation – Women'sBank

Provide financing to women entrepreneurs to expand their businesses; Create new and customised credit products and services specifically for rural women; Promote digital banking; Represent rural women's concerns at the national and international level for Banking and Financial Inclusion; Provide insurance schemes and products; Provide doorstep banking services.

At present, the Government of India has over 27 schemes for women. Some of these are:

- Assistance to Rural Women in Non-Farm Development (ARWIND)schemes
- Entrepreneurial Development programme(EDPs)
- Indira MahilaYojana
- Indira MahilaKendra
- Integrated Rural Development Programme(IRDP)
- Khadi And Village Industries Commission(KVIC)
- Management Developmentprogrammes
- Women's Development Corporations(WDCs)
- Marketing of Non-Farm Products of Rural Women(MAHIMA)
- MahilaVikasNidhi
- MahilaSamitiYojana
- MahilaVikasNidhi
- Micro CreditScheme
- Micro & Small Enterprises Cluster Development Programmes(MSE-CDP).
- NGO's CreditSchemes
- NABARD- KfW-SEWA Bankproject
- National Banks for Agriculture and Rural Development'sSchemes
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Madhya Pradesh, GangeticPlains'
- Prime Minister's RojgarYojana(PMRY)
- RashtriyaMahilaKosh
- Rajiv Gandhi MahilaVikasPariyojana(RGMVP)
- SIDBI's MahilaUdyamNidhi
- SBI's Stree ShaktiScheme
- Working Women'sForum

**Reasons for the Rise of Women Entrepreneurs in India**

Overall changing perception of entrepreneurship Better access of education Increasing social acceptance of women entrepreneurship Better infrastructure, especially in technology Better access to finance Rise of Role Models

Conclusion:

Working time: Self-employed women should be encouraged to employ on a part-time or full-time basis at least one person so that they have more time for their family and can take interest in other occupations, actively participate in decision-making bodies. Training, advice or consultancy targeted solely or mainly at women entrepreneurs Start up programmes for women, particularly those returning to the labour market. Special targeting of women in general campaigns to boost levels of entrepreneurship. Equal opportunities policies aiming for equal access for women to services. Need to have network with other firms to generate business and access informal advice. Encouraging and assisting relevant business support initiatives

Empowering women entrepreneurs is crucial for achieving the goals of sustainable development and the bottlenecks hindering their growth must be reduced to enable full participation in the business. Apart from training programs Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Therefore promoting entrepreneurship among Indian women is Certainly a short-cut to rapid economic growth and development. Let us try to eradicate all kinds of gender bias and thus allow 'women' to be a great entrepreneur at par with men.

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Impact of Social Media on Libraries

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ABSTRACT

This paper is focused on the area of libraries where the need of social networks is playing a vital role in dissemination of information to the users. Present days everyone is connected with each other by means of various social networks like twitter, face book, linked in, flicker etc. Social networking sites are one of the new technologies offering academic libraries the opportunities to reach out the users of the library. This became an effective medium to exchange knowledge and skills of the library professionals and users also.

Key words:, ICT, Social Networking Sites, Social Media, Library Services, Information Communication Social Networks

1. INTRODUCTION

The technological revolution as well as information explosion has changed the library functions. Information and Communication Technology (ICTs) are added advantage in the hands of library professionals in the current scenario. The ICT has made a possible for the transmission of information to all by using various electronic channels. Know a day's Social Networking Sites (SNSs) are very popular in the society; it allows users to share ideas, pictures, posts, interests with people in their network. These features make Social Media excellent in initiating interaction among users. SNSs such as LinkedIn, Face book, Twitter, Blogs etc. set up personal communities allow users to view profiles of their friends which is widely used Worldwide and very popular in India also.

Social Networking applications have emerged as a very interesting and powerful tool for libraries. The scope social network application in libraries include communication with user community, interaction with library users, user education, marketing of library services, creating awareness of library resources, connecting with other librarians and library staff, getting feedback of library and its services etc.

1.1. Meaning

Social network is a website that brings people together to talk, share ideas and interests, or make new friends. This type of collaboration and sharing of data is often referred to as social media. Unlike traditional media that is often created by limited people only, social media sites contain content that has been created by hundreds or even millions of different people.

1.2. Definitions

According to Computing Dictionary (2011), Social networking site as any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few. Boroughs (2010) stated that social networking websites allow users to share interests and communicate with others. Taylor-Smith & Lindner (2009) stated that wikis, blogs, chat rooms, instant messengers, message boards and social bookmarking are technology applications that have been used to facilitate members' interaction, and thus, have been referred to as social networking tools. Boyd and Ellison (2007) stated that social networking websites allow individuals to: (1) construct a public or semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. They also noted that these websites vary in terms of features and membership. Some websites allow photo/video sharing, while others allow blogging and messaging. Participation in blogs has been regarded as social networking because blogs support formation of social connection through blog-roll activities.

2. USE OF SOCIAL NETWORK SITES IN LIBRARIES

Academic Libraries can also respond to the needs of modern day patrons by applying modern technologies such as social networking, mobile application, and online check in/check outs to their service delivery. Social Networks can be used for providing user centric service in academic library environment. User attitude towards library is changing day by day. User expect from libraries most practical and speed information in technological age. But providing quick and easy retrieval information to user is a great challenge to library professionals. Therefore library professionals should find and search some new techniques for impacting valuable information

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to the end user. The impact of social networking sites in libraries is growing day by day. Many libraries are using social networking platform to interact and reach out to their patrons or clients. It has also become a level playing ground for academics and students to interact on issues. Some of the major reasons are:

- To reach a new audience of potential users.
- To provide quick updates to users.
- To build discussion groups and collaborative work.
- Marketing specific student programs and services.
- To modernize the library image and e-reputation.
- Marketing of library product and services.
- To spread news and service alerts.
- For fund raising

3. IMPLICATIONS OF SOCIAL NETWORKING TOOLS IN LIBRARY

Social networking sites help library science professionals to chunk information with colleagues and students in the easiest way for digital library environment. Library professionals can use in three broad categories in the field of library science services. These are:

- Information Communication
- Knowledge Organization
- Knowledge Distribution

3.1. Information Communication

In this section library professionals can keep constant touch and effective interaction with professional colleagues and user community in online environment. The social networking tools that can be practiced by the library for the above mentioned purposes are:

Facebook: Facebook is most popular social media site frequented by students; it is librarian-friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

Blogs: By creating a blog, library staff will be able to disseminate information to lots of people at one time or share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users. The blogs are a powerful tool.

Twitter: A micro blogging application, to keep staff and patrons updated on daily activities, new arrival, and current content services of library updated collections. Librarians can use this platform to give users firsthand information on the on-going current issues. Users can send Instant Messages on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.

LinkedIn: This social networking site for professionals is a great way to get library patrons connected with the people that can help them find information. Librarians can use this platform to render specialized services such as Selective Dissemination of Information (SDI).

Myspace: In academic institutions where the students are; libraries have taken advantage of this site post, calendar, custom catalog search tools, and blog features to improve their presence. It primarily has a social function allowing people to make friends, talk online and share resources.

Ning: Librarians can get connected with users, library associations, and more. The Library professionals can also use it to share information with many people at a time.

3.2. Knowledge Organization

Social software can help the professionals in Knowledge Organization environment for getting handy information which can be accessible with the social networking technologies. The below mentioned tools can be effectively in the field of library and information centers for support as:

Library Thing: This social cataloging network is great for librarians, and you can catalog along with Amazon, the Library of Congress, and more than 200 other libraries around the world. You'll get recommendations and easy tagging as well. **Netvibes:** In Netvibes' new Ginger beta, you can create a public page that can be viewed by anyone. You can use it to help guide patrons to helpful internet sources, news feeds, and more. It can be integrated with many of the tools mentioned here, like Flickr and library blogs. **Del.icio.us:** With this social bookmarking tool, you can create a custom directory for library patrons. Teach them to search by your tags, and it will be easy to find useful Internet research links.

Mobile Information Literacy for Users

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Abstract.

The growing trend of using mobile devices to access and deliver information are forcing us to adapt information services and digital content for mobile devices. Users who connect to the internet and services via mobile devices look forward to possibilities of seeking, processing, saving, sharing and delivering information through a variety of smart devices and to have access to information anywhere and anytime. Mobile information literacy is presented as a theoretical concept based on well known concepts of computer, information and digital literacies, especially on the newest definition of information literacy provided by CILIP (2018) which is compared to best practices and TASCHA (2015) curriculum of Mobile Information Literacy. Skills and abilities to discover, seek, process, and use information ethically may be different in mobile environment due to difference show people handle mobile devices, attributes of devices, and basics of our information behaviour on the move than in interaction with computer.

Keywords: *Information Literacy, Mobile Devices, Information and Communication Technologies, Libraries, Information Competencies, Information seeking, Mobile Information Literacy*

Introduction

We live in the age of the information society which offers many opportunities but could also be challenging especially for certain groups of users of information. On a daily basis we need information in personal and professional life. We seek, select, use and deliver information from different sources and use a variety of devices. We could seek information actively or receive them passively. The amount of information that surrounds and influences us is still growing. We need the skills and abilities (competencies) which help us work with information effectively and ethically. These competencies, provided by digital or information literacy, help us to avoid information overload or to choose irrelevant or wrong information.

Information literacy, especially the ability to select and evaluate information, is especially important in face of the growing trend of mobile information and communication technologies usage, so-called Mobile revolution (Steinbock, 2007). We should be prepared for users that receive and deliver a huge amount of information by mobile technologies. The number of unique mobile users has been more than 5 billion people worldwide in January 2019 and it still grows (Kemp, 2019). Mobile internet has been accessed by more than 4.4 billion users in January 2019 (Clement, 2019). Those people are active and possible users of whole spectrum of information services provided by libraries, government, entertainment and more. Also, right now they are users of a variety of information which they need to seek, evaluate, use and ethically share with others.

Through mobile devices (smart phones, tablets etc.) we can access information almost anywhere and at any time. New wireless network allows us to connect to the internet and communicate information from distant places and on the move. These possibilities can save our time, improve workflow, as well as speed up getting information we need to accomplish variety of tasks. However, accessing this information can also pose challenges. Does ubiquitous access to information require any new competencies?

Literacy in the digital age

Recent rapid development of communication, media and information technologies is shifting the society to a new concept of the information society. We need information to accomplish almost every personal or work related task. And we are also surrounded by information in many ways – advertisement, media, literature, communication, applications and of course our senses. We developed various ways to access and deliver information and we are still working on the new technologies and devices to share, process, save and use information in certain forms. To accomplish such tasks we need adequate skills and abilities demanded by the changes in society, by the increased amount of information. Skills are also needed to seek, access, process, evaluate and share information effectively and ethically. We should be information (or digital) literate people.

Since Paul Gilster (1997) published book *Digital literacy* – the number and role of new information channel in society has changed rapidly. However, his general idea or explanation of digital literacy is still current and valid – ability to understand and to use information from a variety of digital sources using the technologies and formats of the time (Bawden, 2008). It is difficult to find a complete definition of digital literacy, as Lankshear and Knobel (2008) stated: “However, it reminds us that any attempt to constitute an umbrella definition or over arching frame of digital literacy will necessarily involve the claims of myriad concepts of digital literacy, a veritable legion of digital

Literacies.” Digital literacy is also a part of the Multiple Literacies Theory (Masny, 2009), where it

stands as a one of new fundamental literacies.

The concept of digital literacy is based on computer and information literacy (Bawden, 2008). Both concepts stand separately or as a part of digital literacy. They both are defined and contain a list of competencies required to be a computer or information literate person.

The computer literacy is defined as the knowledge and ability to utilize computers and related technology efficiently, with skills ranging from elementary use to computer programming and advanced problem solving (Tobin,1983). The skills and competencies of computer literate person are provided by the curriculum of European (or International) Computer Driving License, which is the global certification of information and communication technology and digital literacy qualification. The modules are divided into three groups – Base Modules (Computer and Online Essentials, Word Processing, Spreadsheets and Theory), Intermediate Modules (Presentation, Databases, Security, Collaboration, Image and Web Editing, ICT in Education and more) and Advanced Modules which extend knowledge of Word Processing, Spreadsheets, Presentations and Databases from previous modules (ECDL Foundation, c1997-2019). Computer literacy is focused more on technologies side of computer (and similar devices) use.

Information literacy is broader than computer literacy. It is focused not only on necessary technological skills for work with computers, but also on cognitive processes related to information. It also overlapped other literacies – library and media literacies (Bawden, 2001).

Several more literacies are important for users of information these days. One example is library literacy, which includes a knowledge of library services, resources it provides, how information is organized and an understanding of the best means of finding information in a certain library (Fatzer,1987). Very important these days is media literacy which helps us choose information sources and prevent us to believe misinformation and disinformation in times when media information is growing (Potter, 2019, Buckingham, 2006), among other authors. We also suggest two other types of literacy. The first is financial literacy as the new devices and services allow new ways of payment and wireless communication between cards and terminals. The second is language literacy not only in focus on foreign languages but also the knowledge of mother tongue, written and spoken.

Digital, information and computer literacies serve us as base concepts for mobile information literacy. The computer literacy provides skills to handle and use mobile devices as a computer, both hardware and software. Information literacy helps understand and use mobile devices for communication of information—how to seek, process, use and share information one needs. We

place digital literacy in a broader context which allows us understand concepts of modern information services and technologies which are widely used by users of (not only) mobile devices forcooperation, networking, self-presentation, reading and sharing information and more activities in digital environment.

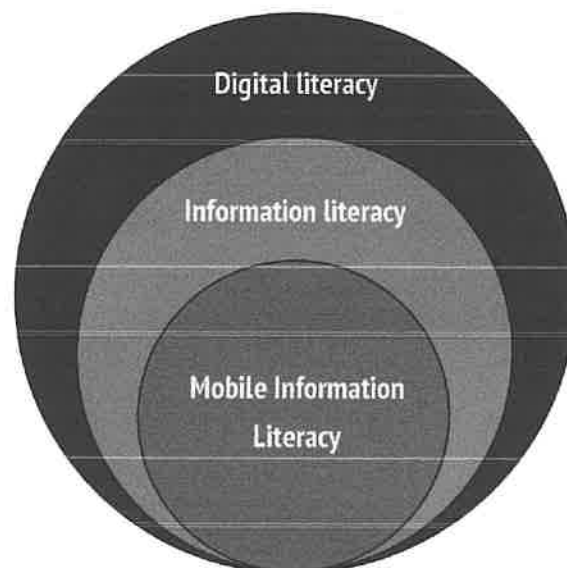


Figure1: Simplified model of the Mobile information literacy in relation to the Information and Digital literacies. Computer literacy is a part of all three displayed literacies.

Mobile information literacy

We present mobile information literacy as a theoretical concept based on information literacy

competencies in the mobile environment. It is based on the fact that there is a growing number of unique owners of mobile devices. Those users connect to the internet on their devices to accomplish different information tasks based on their information needs as checking e-mails, communicating with co-workers or friends, seeking information, relaxing and having fun, reading news, visiting catalogues, searching databases and more. Mobile devices and new possibilities of wireless connectivity to the internet allow us to communicate and *consume* information (almost) anywhere and anytime. This ubiquitous way to access and share information offers many opportunities not only for users of information, but also for information institutions. It can be also very challenging.

The first references on mobile information literacy appeared around 2010 in relation to libraries, education and mostly marketing. Mobile and wireless internet as well as modern mobile devices (smartphones, tablets, netbooks) connectable to the internet started to be popular at the time. Recent contributions similar to the topic of the mobile information literacy have been focused on mobile learning in 2000s. Mobile learning is a method and process of education to use mobile devices promoted for example by Alexander (2004), Corbell and Valdes-Corbell (2007), Herrington (2009), Klopfer (2008) and more.

Since 2012 there has been contributions on mobile technologies in libraries and on use of mobile technology to support information literacy. Examples are in the book by Walsh, 2012 a, *Using mobile technology to deliver library services: A hand book* as well as *M – libraries 3: Transforming libraries with mobile technology* by Ally (2012). Walsh (2012b) published an article about information behaviour in mobile environment. He found six key areas where mobile devices affected the information behaviour of users and described the general information behavior of users on the move (with mobile devices):

- Desire for quick and easy searches,
- Shifting from evaluation of information sources to prior selection of trusted sources,
- Extension to user's memory,
- Easily moving information between devices,
- Constantly gaining information,
- Always connected to the internet.

Another interesting approach to mobile information literacy is supporting students to use mobile devices to connect to information resources provided by academic library and grant them a user friendly way to do it as Havelka (2012) and also Havelka (2013) mentioned. There has been also interesting research on Student Information Literacy in the Mobile Environment published by Yarmey (2016). She found that students are interested in using their phones for academic purposes but they still require guidance from their educators. Information literacy instructors should become familiar with new search methods and help students understand how to evaluate information, especially when it is presented in a non-traditional form. Students may need assistance from educators in applying information literacy skills they have learned while searching on a laptop or desktop to the mobile environment.

Mobile information literacy competencies

The skills and competencies of the mobile information literate person should be based on the current information literacy definition of CILIP(2018): "Information literacy incorporates a set of skills and abilities which everyone needs to undertake information-related tasks; for instance, how to discover, access, interpret, analyse, manage, create, communicate, store and share information." The newest definition of information literacy focuses on information in all forms such as print, digital content, data, images and the spoken word. Information literacy is related and associated with other kinds of literacy, especially digital, academic and media literacy. It might be needed in the context of everyday life information needs, such as of citizenship, education, profession and health. The most important competence is the ability to think critically and make balanced judgements about any information founded. It also empowers users of information as citizens to reach and express informed views and to engage fully with society.

The competencies provided by the definition above are general and they can be applied in any are and environment related to information, the mobile environment included. What differentiates mobile information literacy is information behaviour on the move. As previously mentioned, Walsh (2012b) conducted an interview with two professionals to uncover how people seek, process and evaluate information in the mobile environment. His findings show that searching on the mobile devices is mostly in context with very day information. Users seek information about a nearest restaurant, a train time table, recent news etc. And they want a fast search with a quick result and don't spend time evaluating. In some cases information users find can be wrong or misinterpreted which may result in making a wrong decision

or sharing disinformation.

Using mobile devices to discover and seek new information can be challenging for certain groups of users. Elderly people have problems with manipulating and handling mobile devices. On the other side, children could be vulnerable to misinterpretations and disinformation as well as be subject to other issues such as cyber bullying or violations on the internet.

We analysed mobile information literacy competencies in the curriculum of Mobile Information Literacy Course of University of Washington which is accessible online (TASCHA, 2015). The curriculum contains six modules:

- Introduction to Mobile Information and Communication Technologies,
- A Mobile Lenson the Internet,
- Basic Web Search via Mobile Devices,
- Working Online and Using Information via Mobile Devices,
- Putting it All Together,
- Module 5 Project Presentations.

The curriculum focuses on the mobile information and communication technologies, mobile internet access and applications, web search activities and managing and sharing information. The last two modules are for practical assignment. Information literacy as defined by CILIP (as well as by SCOUNL, 2011, ACRL, 2016) is covered only a particularly in a module3. However, the Curriculum can be adopted by libraries or schools for teaching mobile information literacy focusing both on technical details and understanding how mobile devices, *mobile web* and applications work. The limitations and boundaries of mobile devices represent another difference between mobile information literacy and information literacy in fixed environment. Small displays and resolutions, touch and small keyboards, battery capacity, internet coverage and connectivity, and also use of mobile devices on the move are significant limitations for using services provided in other non-mobile devices. For those services we should adapt user interface and use special applications or responsive web design.

Conclusions

Mobile Information Literacy is a concept about the competencies of an information literate person in the mobile environment. The ways we seek, process, use and share information on mobile devices is, in most situations, different from how we behave on desktop computers and fixed (work) environment. The difference is caused by limitations of the mobile devices and other factors such as smaller displays, touch and small keyboards, voice control, battery capacity, connectivity, responsiveness of user interfaces (webpages or applications) and by the use of mobile devices *on the move*. In the mobile environment users also want to find the perfect hit (relevant and right information) on the first attempt. They are looking for (easy) information which are connected to the current situation – looking for nearest restaurants, finding bus timetables, using the map to navigate, check prices of services nearby and more. Users do not want to seek through use of difficult queries and complex information. They expect precise and short information on the place, which means they also need to be aware of information resources (as applications, search portals or webpages) adapted for mobile devices.

However, the skills and competencies of the mobile information literate person are based on information literacy models. It is important for users of information to be able to identify information they need, to be aware of resources, to find information, to evaluate results of seeking process, to use information ethically, to be aware of their responsibility when disseminating information, to be able to communicate and share information through various devices and to manage information. Those general competencies of information literate person in digital age are valid also in information tasks provided on or by the mobile devices.

The access and use of information in mobile environment are not challenging only for the users of information. The creators of new content, distributors of information or information institutions should adapt to the growing trend of using mobile devices for access to any kind of information or service. This does not mean to change everything and provide services only *mobile way*. We can start with responsive design of our applications and webpages, edit content to be *Friendly* for users of mobile devices, and be prepared to lead our users through the problems and barriers caused by the limits of mobile devices.

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Topic: IMPORTANCE OF KNOWLEDGE MANAGEMENT IN LIBRARIES Your Research

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IMPORTANCE OF KNOWLEDGE MANAGEMENT IN LIBRARIES

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QR Code



Abstract: - *All of us know very well that knowledge is power, and everyone tries to gather it on a large scale to remain always powerful. To lead our life without fear and favour knowledge plays very important role in our life. In the age of Computer and internet, we can accumulate plenty of knowledge within a short period of time. To gather sufficient knowledge at the earliest the proper management of collecting proper information on proper time is very important. One must up-date our knowledge from time to time. The satisfaction of life depends upon our updated knowledge. Therefore, I dare to say that our mental satisfaction depends upon our thorough knowledge in various fields. The life without knowledge is in vain. To facilitate efficient information management, the academic zone needs to make improvement on a large scale. The standard information resources are expected to provide as and when asked by the readers. The digital technology is increasing day-by-day. Therefore, it is essential to adopt and accept digital technology for users of academic libraries. The knowledge management is very essential to make changes with the passage of time as it will definitely be helpful in improving the services being rendered to their readers. In this paper, I tried to deal with Knowledge Management and its role in academic libraries and also tried to examine the use of latest information technology in this area of knowledge management as in teaching, learning and research work the management of knowledge plays very vital role. The Academic Institutions have opportunities to apply knowledge management to support each and every part of their mission.*

Keywords: Knowledge Management, Information Management, Information, Organizational Culture, Information Technology.

Introduction

In the present world of information and knowledge, the knowledge has become a key resource. The main function of academic libraries is to collect, process, disseminate, store and utilize information to provide service to the user as and when required within short period of time. The reduction in budget and increased demand from faculty and students are the main problems of an Academic Libraries. The success of academic libraries depends on their ability to utilize information and knowledge of its staff to serve the users. Knowledge management plays very important role to make improvement in their services. This can be achieved through creating an organizational culture of sharing knowledge and expertise within the library. However, organizations face innumerable challenges in nurturing and managing knowledge. Libraries serve as the gateway to knowledge. The gateway is the digital means to access to information & knowledge sources that are needed. The gateway provides services that enable the users & researchers to locate & to get access to resources. The gateway is the place for individual & group study & a center for interactive learning using digital resources & networks.

In my considered opinion that sharing of knowledge is not the power. The power of knowledge depends upon its utilization. All of us knows that you have sufficient

knowledge, but if you are not utilizing it properly, then there is no use at all of such type of knowledge.

What is Knowledge Management?

Knowledge -

Knowledge is the sum of information conserved by civilization in its common and everyday usage.

Knowledge is a product of human experience and it can be defined as “the management of creating, sustaining, applying, and renewing knowledge resources of an organization including its relationship with seeker and service provider.” Knowledge can be broadly divided into two types: Tacit knowledge, and Explicit knowledge

Management -

Management is a mental process. Management as the process of coordinating total resources of an organization towards the accomplishment of desired goals of that organization through the execution of a group of inter-related functions such as planning, organization, staffing, directing and controlling.

Knowledge Management -

Knowledge Management is “a process, which deals with knowledge creation, acquisition, packaging and application or reuse of knowledge.” It is basically consists of the following four steps:

- Knowledge Collection

- Organization
- Data protection and presentation
- Dissemination of Knowledge Information

Knowledge Management is the way to keep knowledge growing through sharing and such sharing is best done either in material or human terms.

The Knowledge Management is nothing but it is an art of creating value from organization's knowledge assets. Knowledge Management is the discipline of enabling individuals, teams and entire organization to collectively and systematically create, share and apply knowledge to better achieve their objectives.

“Knowledge Management will deliver outstanding collaboration and partnership working. It will ensure the region maximizes the value of its information and knowledge assets and it will help its citizens to use their creativity and skill better, leading to improved effectiveness and greater innovation” (West Midlands Regional Observatory, U.K.)

Types of Knowledge -

Knowledge is classified into two types.

- Explicit knowledge
- Tacit knowledge

Explicit knowledge -

It is formal and easy to communicate to others. It is the knowledge of rationality. That is, policies, rules, specifications and formulae. It is also known as declarative knowledge.

Explicit knowledge is knowledge that has been articulated and more often than not, captured in the form of tables, texts, diagrams, and so on .

Tacit knowledge -

It is complex form of knowledge It has two dimensions namely technical and cognitive.

This is personal knowledge, which is in human mind and difficult to formalize and also difficult to communicate.

Tacit knowledge is strongly implicated in organizational innovation. People develop and use tacit knowledge before they are able to formalize or codify it.

Knowledge Management in Libraries -

Knowledge Management is a process aimed at creating, identifying, sharing and using knowledge at the level of an organization.

While the business world is changing in the new knowledge economy and digital age, libraries of all types are undergoing drastic changes also. The new role of libraries in the 21st century needs to be as a learning and knowledge centre for their users as well as the intellectual commons for their respective communities where, to borrow the phrase from the Keystone Principles, “people and ideas interact in both the real and virtual environments to expand learning and facilitate the creation of new knowledge.” The aim of knowledge management in libraries is to promote relationship in and between libraries; between library and the user; to strengthen knowledge internetworking and to quicken the knowledge

flow. In the knowledge economy era, libraries are entrusted with an important job of carrying out researches on development and application of information resources, construction of virtual libraries, protection of intellectual property rights in the electronic era, etc., and paving the way for knowledge innovation.

Another point is that, the academic Libraries are pinched on both sides: reduced budget and increased demand from faculty and students. To implement Knowledge Management in academic libraries is mainly driven by its mission rather than by the competition from Internet-based reference services or electronic books.

Budget shortfall is a primary driving force for the implementation of Knowledge Management in academic libraries. In recent years, budgets in academic libraries are stagnant at best and declining in general.

At the same time, students, faculty and university administration have a greater expectation of academic libraries, due in part to the advancement of information technology and in part to the explosion of knowledge in the digital age. To provide the right amount of information at the right time (Ghosh & Jambekar, 2003) is more critical than ever to the fulfilment of the mission of academic libraries and their parent institutions. In other words, academic libraries have felt the pinch from both sides – less budget and more demand. Moreover, they have sensed the threat of being marginalized by Internet -based information

services and students and faculty's own information gathering efforts.

It is, therefore, paramount for academic libraries to operate more efficiently with reduced financial and/or human resources. Knowledge Management is such a tool that could help in this regard and at this crucial moment.

Davenport explains that Knowledge Management as a process is about acquisition, creation, packaging and application of reuse of knowledge. In any organization, the libraries are the backbone of information dissemination and the different services offered by the libraries are mainly designed to fulfill the goals/missions of the organization. The main aim of library is to provide right information to the right user at the right time. Librarians deserve a central role in the development of processes and policies that harness an organization's knowledge base. As keepers and disseminators of information within organization, librarians make substantial contributions to the successful implementation of knowledge management projects. Academic libraries are information centers established in support of the mission of their parent institutions to generate knowledge, and people equipped with knowledge in order to serve the society and advance the well-being of mankind. In the digital age, academic libraries face challenges from both within (academia) and without (the business sector). Implementation

of knowledge management enhances the traditional functions of academic library. Academic departments, or even faculty and students, may purchase or build their own portals to meet their Academic and/or research needs.

Knowledge acquisition is the starting point of knowledge management in libraries. Knowledge in academic libraries can be acquired through:-

- Establishing knowledge links or networking with other libraries and with institutions of all kinds;
- Attending training programs, conferences, seminars and workshops;
- Subscribing to online or virtual communities of practice;
- Buying knowledge products or resources in the form of manuals, blueprints, reports and research reports.

Academic libraries need to gear up to equip academic librarians with the know-how they need to cope with the rapid changes of the 21st century, which is more information driven and knowledge -generated than any other area.

Objectives of Knowledge Management in Academic Libraries -

The main objective of Knowledge management is to ensure that the right information is delivered to the right person just in time, in order to take the most appropriate decision.

The objectives are as follows:

- To promote collection, processing, storage and distribution of knowledge.
- To promote scientific research
- To promote relationship between library and users
- To protect the intellectual property right, in information technology era
- To create knowledge repositories and manage knowledge as an asset
- To organize the value of knowledge and improve effective research

Role of Library Professionals in Knowledge Management -

The conventional role of library and information professionals was to collect, process, disseminate, store and utilize information to provide multidisciplinary services to the personal and professional needs of the library users. But now their role is not restricted to information management only. They play major role in knowledge management programs and identifying, acquiring, developing, resolving, storing and sharing of knowledge. Library and information professionals have to manage relationships with external providers of information and knowledge and should negotiate with them. Knowledge management has created new ground in the field of library and information science. The library

professionals should have following types of knowledge:

- Knowledge about library's information sources for assets, products and services.
- Knowledge about where these sources stored are and what is its use.
- Knowledge about users including teaching staff, researcher and, who is using these sources and how to increase its uses.
- What are the current usage of these sources and how to increase its use?
- Creativity and ability to learn and adapt the new technologies to provide better services to its clients and ability to create, share, harness and utilize knowledge
- Understanding of knowledge creation process and impact of knowledge Information literacy skills creating, finding, sharing and using
- Understanding of the principles of "Organization of Knowledge"
- We ought to manage knowledge as an asset.
- Knowledge about accumulate information and share it.
- Knowledge about able to deal with new technology.
- Knowledge about familiar with generating new knowledge.
- Knowledge about capturing and transferring of information.

Skills Needed by the Library & Information Professional -

Teng and Hawamdeh summed up the skills needed by the Library & Information professional in aknowledge based environment:

- IT literacy, that is knowing how to use the appropriate technology to capture, catalogue and disseminate information and knowledge to the target audience and knowing how to translate that knowledge into a central database for employees of the organization to access;
- A sharp and analytical mind;
- Innovation and inquiring;
- Enables knowledge creation, flow and communication within the organization and between staff and public.

It is important for academic libraries to encourage librarians to constantly update their skills and competencies in this changing environment.

Advantage of Knowledge Management in Academic Libraries -

- Promote innovation by encourage the Opening channelof communication ideas and Improving quality and efficiency of decision-making
- Continuous improvement and learning from others
- Selection and use of information and data
- Makes it possible for you to support new technologies easily and capture

new knowledge for future use

- Improves staff engagement and communication
- Employee raining/education/development programme

Disadvantage of Knowledge Management in Academic Libraries:

- Searching for new source of information
- Adapting knowledge to users need
- Sharp and analytical mind
- Creating/disseminating new knowledge and embedding it in new technologies and products
- Information Technology Literacy Enables knowledge creation, flow and communication within the organization.

Implementations of Knowledge Management in Academic Libraries -

A knowledge management initiative in libraries becomes imperative in order to harness the wealth, wisdom, expertise, and experiences embedded in the heads of such employees before they leave the library. This can be achieved through brainstorming, open discussions, and provision of fertile ground for creativity, sharing of ideas, organizing workshops, conferences, mentoring, web archiving, digitization, and identification and collectively addressing problems and finding solution.

Therefore there are a number of approaches that academic librarians should follow and harvest the tacit and explicit

knowledge of workers to the full advantage of the library. These include acquisition of modern tools, updating skills and standardization, knowledge creation, knowledge capturing, knowledge sharing, and skills in ICT.

Knowledge is useless without its implementation. Each and every person ought to use their knowledge for the benefit of the society without which it is useless and in vain. We must share our knowledge on a large scale.

Conclusion -

Academic libraries are thus playing a vital role in crossing the borders, the key to opening all gateways to knowledge. Knowledge Management helps library and information professionals in improving the services being rendered to their users. Information professionals have to recast their roles as knowledge professional. The Librarian's roles should not be limited to being the custodians of information but they have to acquire skills to keep themselves updated so as to cope intelligently and objectively with the effective and efficient knowledge management in Academic libraries

This study presents a short description of emerging issues and implementation of knowledge management in academic libraries. The environment in which

academic libraries operate is changing and it is essential for librarians to realize the potential of knowledge management and library managers need to prepare themselves to implement knowledge management to increase the operational efficiency of academic libraries. But, implementation of knowledge management requires foresight and planning and its success largely depends on the organizational culture. It requires a holistic and multidisciplinary approach to management process. It is the high time for librarians to reposition themselves in the central stage of and as a leading player in knowledge management.

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