

**Library Information, Information
Science, Information Society**

Editors

Mr. V. Senthur Velmurugan
Dr. Ashok Yakkaldevi

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Dr. Ashok Yakkaldevi**

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PREFACE

This text is addressed to the practicing librarian and other information professionals who need to conduct research and publish. It also is designed to the benefit to the graduate library and information science student. The update of their reference work has been made possible thanks to the cooperation and contribution of numerous institutions and individuals all over the India. The present volumes include most of the keynote and contributed papers that were presented at the library information, information science and information society. The book covers a wide variety of themes such as laws of library science, library resources sharing networks, intellectual property right, library and information policy at national level, library management and library legislation in indirect. These papers come from all over the India and referred to every kind of libraries, so the book helps the reader to have a holistic view on the subject. To help people get the verity if information they need quickly and easily, today's librarians and information specialists must be both knowledge about where and how to find the desired information and proficient in the ways of accessing it. The disciplines in which you can work are limited only in the kind and variety of information that exists. Because of its very nature, library and information science is a field that will continue to grow and evolve consequently, it will need talented, intelligent, innovative, and determined individuals to keep pace with it and to adapt to new ways of managing and organizing information. For such individuals, the rewards of this profession are great. Many people whether new to the library field or not, would like to know what career options they have. We hope that this book will help you discover new possibilities. Finally, we hope that under the guidance and leadership of Dr. Ashok Yakkaldevi this book will continue to be revised and published on a regular basis.

Mr. V. Senthur Velmurugan

ACKNOWLEDGEMENTS

We would like to thank all the authors who contributed their stories. We hope you enjoy reading them as much as we did. As with any other intellectual endeavor, the development of this book relied on the support of many people. This book is dedicated to all library and information science students and practicing librarians. My family with particular thanks to my wife T. pandeeswari for his understanding love and devotion during the preparation of this manuscript. The authors of the examples discussed in these chapters. Without a large body of excellent research from which to select examples, this book would not have been possible. Thanks you for your scholarly, both in their creativity and their rigor. Finally, I thank Dr. Ashok Yakkaldevi, for giving me their opportunity.

Mr. V. Senthur Velmurugan

About the Author



MR. V. SENTHUR VELMURUGAN is working as Librarian in n-CARDMATH LIBRARY, Kalasalingam University. He has around 10 years of professional experience in the field of Library and Information Science. He started his career as Library Assistant in the Sri Kaliswari College, Sivakasi. He holds M.A, M.L.I.Sc, M.Phil, (PhD) degrees. His areas of interest include Information and Communication Technology (ICT), User Studies, Bibliometrics and E-Resources. He has written two chapters in the text books of Library and Information Science and published more than 20 research articles in the national and international journals. He has presented around 6 research papers in national and international conferences / seminars. He is a Reviewer and Editorial Board Member of some national and international peer reviewed journals.

About Editor



Dr. Ashok Yakkaldevi (Ph.D.) is double post graduate (English & Sociology) major and Assistant Professor in Solapur, (Maharashtra), India. He is founder member of India's Second and World's leading research journal indexing service named "Directory of Research Journals Indexing" (DRJI) and many more online research related projects also he is founder member of Online Research courses which has been first online courses of Solapur University which is completely online.

He enjoys writing blogs, articles and book chapters, and spends his time daily writing something on research. In his free time, reading various blogs, articles, creating innovative concepts regarding research publishing and internet surfing.

Dr. Ashok looks forward to reading many books, research articles and developing various innovative projects like "Directory of Research Journals Indexing" (DRJI) etc. of his own interests and skill at writing and publishing.

He has published more than 15 books, 41 research articles and currently working on Encyclopaedia of Global Social Problems which may expand up to 10 volumes.

Dr. Ashok is dedicated research on Padmashali community migration, always thinking about innovation in academic education and research work. He has been involved in Research for more than 5 years. He is also enthusiastic learner for new technologies related to computers and internet.

Read more about Ashok at <http://ashokyakkaldevi.org/>

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Chapter 1

Library Extension Service

V.Senthur Velmurugan

Introduction

The Extension Service (ES) is an effort of a library to increase the number of its users to make the maximize use of its resources. Extension service is the activity of lending or delivering books and other forms of information to users who are distant from a library or who may be relativity near it but unable to travel to it. Extension may also be provide in special, academic, and school district libraries, nut the service is most frequently associated with public library operations.

Extension work is defined as those activities which are undertaken with the objective of reaching the group of people who might otherwise be unaware of the library services and book stocks. Mc Colvin considers it as means “to increase the number of readers and the volumes of work and later to make the library more useful to more people”. ALA Glossary of Library and Information Science 1983 defines it as “the provision by a library of materials and services (including advisory services) to individuals and organizations outside its regular service area, especially to an area in which library service is not otherwise available.

Extension service is a part of many library organizations, but it does not have limitations, because of logistical and financial considerations, it cannot normally provide complete information is accepted an essential component of effective library and information service. Library extension began as a means of delivery of traditional lending service to users in growing cities and to dispersed

populations in rural areas. In the 1980s the concept of library extension took on additional new meaning as library uses of computers and improved telecommunications were employed to meet the demands of increasing sophisticated information users.

Definition

Extension Services is a virtual "library within a library" providing service to schools, shut-ins and various organizations throughout the city. Extension Services endeavors to meet the needs of widely scattered residents through its classroom and deposit collections to schools, day cares, fire stations, nursing homes, senior citizen apartments, etc. and through special services such as delivery and pick-up of library materials to shut ins. Extension primarily purchases and houses juvenile materials.

Dr. S. R. Ranganathan, "Apart from such methods of pure publicity, libraries are now a day's developing certain new types of work which, in addition to their being directly educative or recreational, lead also to publicity as an important secondary product." These activities are named as the extension services of libraries.

Krishan Kumar, "An extension service aims at converting non-readers in to readers. It creates and stimulates the desire for good reading. This is done by bringing books and readers together. This results in exploitation and promotion of collections."

Objectives

The main objectives in providing extension services are

1. To convert a library into a social, cultural and intellectual centre;
2. To bring books and readers
3. It is an attempt to turn the library in to a social centre which encourages reading;

4. It creates and stimulates the desire for good reading and brings book and reader together;
5. It makes maximum use of library resources.
6. It is to create image of the library among the public and government.

Forms of Extension Services

The Library extension services may be of internal or external type. The internal extension service includes orientation programmes and the external extension service includes the mobile library service, publicity programmes etc. Some of the main forms of extension services are as follows

1. Library Orientation:

Many potential library patrons do not know how to use a library effectively. These problems led to the emergence of the library instruction movement, which advocated library user education. Libraries inform the public of what materials are available in their collections and how to access that information. The reference staff may orient the user either in formal way or informally into the library system.

2. Reading Circle:

Persons with common interest may be brought together by the library to a reading circle. Each reading circle should be given necessary facilities regarding the materials and a suitable place to hold the meeting.

3. Forming Friends of the Library Group:

The Library can also think of forming "Friends of the Library Group"; such group can assist the library through fund raising, volunteering, and advocacy. They also hold book sales at the library.

4. Reading to Illiterates:

Reading hours for adults who cannot read should be arranged by public libraries. Once they become neo-literates the public library then should take upon itself to see to it that they do not lapse into illiteracy again.

5. Meeting, Public Lectures:

A library should organize public lectures and talks by eminent persons and also by library staff.

6. Celebration of Festival:

It is a good idea to arrange popular festivals and events in the library which may also arrange a drama, a puppet show, a music concert, a film show, a magic show etc. Such cultural programmes can prove great attraction for the community. On such occasions a book exhibition related to the programme should be arranged.

7. Book Exhibition:

At the time of talk, festival, fair, drama, etc. a book exhibition on the relevant topic may be arranged. Exhibition on local history, local festivals, art, photograph and painting can offer great opportunity to attract the attention of the community. Periodical exhibition of books which have a bearing on topical theme enhances the chances of books finding their readers. Occasional exhibitions of unused books might prove useful for the reader in getting interested in books and using them.

8. Mobile Service:

Introduction of mobile library services to provide service to citizens without access to central or branch libraries has devised an interesting variety of delivering methods. For offering this service, the time for each locality is to be fixed and notified earlier.

9. Publicity:

Propaganda through the newspaper, radio, television can be introduced.

10. Telephone Request:

The public library should also provide library lending service through mail and Dial a book and Dial a fact method. A public library can also think of delivering books to any home bound person on a request. Introduction of library website is also a good form of extension service.

11. Publication:

Publications like annual report, reading guide, library magazine / bulletin and other similar publications are also helpful.

1. Library Bulletin:

The library bulletin should not only list fresh books and some important articles published in current issues of journals but should also give brief annotations wherever the content of new material needs. The library bulletin can take the form of indexing or abstracting service or table of content of periodicals received in the library or the list of recent publications or acquisition.

2. Annual Report:

The annual report is the official document of the library for recording the annual library activities in totality. It is the statement of assessment and evaluation of all the departments of the library. It is the survey of works carried out during the preceding year with summarization of the activities and achievements of the library.

FACETS

To perform the extension services effectively the following facets in terms of infrastructure, Equipments, skilled staff, etc. are needed:

1. The library should have a lecture hall, an exhibition lobby, conference rooms etc. to organize workshops, lectures, debates, exhibitions, music concerts and other social and cultural programmes;

2. The library should have multimedia projector, audio-visual equipments like slide and film projector, mike, recording facility etc. also required in the library;
3. The coordination and cooperation among the staff members is also an important element for successful execution of extension services.
4. To execute any extension service a proper planning by considering all the concerned aspects is necessary. Inadequacy at any part may fail the whole programme;
5. The librarian and other library staff should be able to establish good public relations in the community so that maximum community members may participate in such programmes actively;
6. All the extension services must be to encourage the people to use the library and to make the maximum utilization of library resources for the development of the society.

PREREQUISITES FOR EXTENSION SERVICE

1. The trained and experienced staff is obligatory.
2. The library should have a lecture hall, an exhibition hall for holding meeting of different groups.
3. The library should have a good collection to support all extension activities.
4. The library should possess audio-video equipment i.e. LCD projector, slide projector and mike arrangement.
5. The librarian should be a good organizer, should understand the needs of the different categories of the community and be knowledgeable about the collection of the library.

NEW TECHNOLOGY AND LIBRARY EXTENSION

As the uses of microcomputers and other computer systems in homes and libraries become common place, it is inevitable that these technologies, supported by improved telecommunication, will

influence the traditional approaches to library service extension. Communication with online library catalogues is available for personal computer users at home and in offices over telephones lines. Full- text databases of references and search information are available online to more and more home users and others from the library, as well as to users at the library.

There has been experimentation in the provision of full-text video from the library to home users, in support of reference information service. Improvements in local mass data storage, such as databases on CD-ROM, will allow large files of bibliographic or textual or cassette units for use at home on personal computers.

CONCLUSION

Libraries are the democratic institutions for the profit and enjoyment of all. So, in the recent years much thought has been given to the best methods of popularizing the use of libraries. How does one attract readers to libraries? How was it extending to all classes the facilities for using them? How can one render the maximum amount of help to those who desire to use libraries and how to save the time of the reader and library staff alike are some issues to be addressed. All of these refinements in new information technology indicate that information users will see a growing capability to use library resources from remote locations. Librarians and the library's extension service will be important participants in these new, developing information systems.

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Chapter 2
Library and Information Policy at the National Level

V. Sathiskumar

Abstract

Library and information sources are vital for all sectors of national activity. A Policy is a statement of commitment to a generic course of action necessary for the attainment of a goal which in our case is library development. A policy is conditioned on the political, economic, social, and cultural milieu. Policies are value in a number of ways such as they standardize activities, facilitate decision making, minimize confusion, coordinate the activities of various units, conserve time in training etc.

Introduction

Library and information science are considered vital for all developmental activities of a nation. Policy statements are to be formulated at the institutional, regional, state, national and international level. It comprehends a set of basic issues which are infrastructure development, information services development, utilization of new technologies, manpower development and other general recommendations. Many countries have adopted a library policy which helped them undertake library development with a certain commitment and assurance. Policies in certain sectors of the national economy have also had their implications for library development. The policy would also state that how the resources of all these libraries in the country are pooled together and placed at the disposal of all the citizens towards the achievement of the goal.

Meaning and Definition

The concept of Library and Information Policy is new. Here, we are going to discuss, how the concept of "Policy" originated in the field of Library and Information Science. Today's society is known as an Information Society which require information at every step. In modern society, information is treated as a very important source in all areas of development whether it is social, political, economic, cultural etc. The progress of any nation depends on the information generation, disseminating it to the users, and putting it to work. Lack of information is going to adversely affect the development. It is because of the ever increasing demand for information from all walks of life that the need of a policy is felt. And since, this information is being imparted or disseminated via the Libraries, Documentation Centers, Information Analysis and Consolidation Centers etc. they are the means for collecting, storing, and organizing information. In the context of India, a National Information Policy must necessarily be governed by and form an integral and harmonious part of the social, economic, educational, research and development and other related

policies, which get formulated at various stages of our national development. Further, the Information Policy needs to be properly made compatible with the Five Years National Plans of the country.

“A National Information Policy is a set of decisions taken by a government, through appropriate laws and regulations, to orient the harmonious development of information transfer activities in order to satisfy the information needs of the company. A National Information Policy needs provision of necessary means or instruments such as financial, personnel, institutional for concrete implementation”. (UNISIST: II Main Working Document).

Objectives

Realizing the important of library information sources and services in national development government should takes all necessary steps to evolve a national policy and information policy with the following goals to ensure that.

1. The quality and standard of the people are improved through the creation of a more.
2. It is recognized as national resources by national authorities as well as by other sections of the society.
3. Effective and optimum use of information by the professional experts develops knowledge and skills in all areas of human Endeavour.
4. Effective and efficient use of information contributes socio-economic education and cultural development of the country.

Aims of Library Information Policy

The following will be the main aims of library and information policy:

1. To encourage, promote and sustain, by all appropriate means, the organization availability and use of information, in all sectors of national activity.

2. To preserve and make known the nation's cultural heritage in its multiples forms.
3. To encourage individual initiative for the acquisition and dissemination of knowledge and for the discovery of new knowledge in an atmosphere of intellectual freedom.
4. In general, to ensure for the people of the country all the benefits that can accrue from the acquisition and application of knowledge.

Library Information Policy at National Level For India

Libraries in our country function under a variety of ownerships and jurisdiction. There is generally no coordination in their development. The progress of libraries has been very slow because of the following factors:

- a) Neglect of library services during the British period
- b) Resource constraint in the post-Independence era
- c) Sole dependence on Government funds for library development.

Due to above said reasons and many more, the need for an integrated library system or policy for India was felt and in this direction, first step was taken by Dr. S. R. Ranganathan, Father of Library Science, in 1944. He suggested that "library edifice of postwar India should be so planned that primary libraries are attached to regional centers, regional centers to provisional central libraries, these again to the national centre libraries of other countries and international centers".

The Department of Culture, Ministry of Human Resource Development, Government of India, appointed a Committee of senior library scientists and other specialists with Prof. D. P. Chattopadhyaya as Chairman, to prepare a draft document on the National Policy on Library and Information System in October 1985. The Committee completed its assignment and submitted a draft document to the Government on May 31, 1986. The draft policy

document consists of 10 chapters. To implement the recommendations of the committee, Government appointed an Empowered Committee under the chairmanship of Prof. D.P. Chattopadhyaya, in October 1986. The committee submitted its report in March 1988.

The recommendations of the committee are:

- a) Constitution of National Commission on Libraries.
- b) Creation of All India Library Services.
- c) Active role of Central Government in Public Library Development in State.
- d) Public Library Development has also to be supported by agencies involved in education, social and rural development.
- e) National Library of India, Calcutta should be strengthened.
- f) Development of system of national libraries.

SALIENT FEATURES

A number of features that constitute the National Information Policy are given below:

1. To establish, maintain, and strengthen the free public libraries. A network of libraries would result with a district library being the apex library in district, with public libraries at city, town and village levels. These would, then be part of the national network with each state having its own library legislation.
2. Every school or college established should have a library and a qualified librarian. The policy states that science libraries are essential part of education. The policy gives University Grants Commission, the authority for college and university libraries and suggests that all these institutes form a network and share the resources by signing Memorandum of Understanding (MOU).
3. Expansion of national, regional, sectoral and local levels of NISSAT (National Information System for Science and Technology). The policy recommends that national, regional; sectoral

oral and local levels of NISSAT scheme should be further strengthened and expanded.

4. Similar systems are organized in Social Sciences, Humanities and Languages.
5. Development of information system and data banks in different fields.
6. Parent bodies should be committed to provide support and infrastructure for libraries.
7. Manpower, planning and development. The policy also recommends specialized information personnel who could apply modern management techniques to Information Services.
8. Library legislation and regulation of information flow. To meet effectively, with the changing information needs of society, the policy recommends a national library act to be enacted and supplemented by model library legislation at the state level.
9. Removal of communication barriers. Information, being an important resource, any barrier in its free flow should be removed for easy access and maximum use.
10. National network of libraries. The National Information Policy recommends the setting of a National Commission for Libraries and Information System by the Government.

OTHER LIBRARY AND INFORMATION POLICIES

UNESCO has been advocating the adoption of a National (Science) Information Policy by all the countries of the world. In this connection, UNESCO held some regional meetings and seminars in India. NISSAT, which is the focal point in India for the UNISIST/UNESCO programme, is expected to take interest in framing information policy. The Society for Information Science in India has done considerable spade work for preparing the National (Science) Information Policy. Even, in India or other nations, there are various Associations formulated at state and district levels for e.g. Library Association for Chandigarh and so on, contributing in formulating

and implementing the Library and Information Policies for the betterment of the Nation as a whole.

CONCLUSION

The national library and information policy has been changed to national information policy in the present day of information society in which information has become the strategic resources. Information professionals are employed in collection organizing, storing, retrieving and disseminating, information to its users. The success of such policy depends much on the cooperation and coordination among these bodies to provide maximum service to the users.

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Chapter 3

Historical Development and Emergence of Library and Information Science as a Discipline

Ms. Bobby Goswami Baruah

Library science dates back to the early 19th century, when Martin Schrettinger introduced the concept 'Bibliothekswissenschaft' in a handbook for librarians. The term Bibliothekswissenschaft comes from Berlin which is a collection of articles in the German language that try to reflect the new beginning of library science in Berlin (Heiko,2001). It is noteworthy to mention that the history of librarianship as a profession reveals some of the most famous librarians who acquired a librarianship education without attending specialized schools. The most famous is Gabriel Naudé, no doubt, the author of the well-known book "Advis pour dresser une bibliothèque"(1627), which was for centuries the basic working tool for several generations of librarians. He was followed by Claude Clément, Louis Jacob, the members of the Bignon family, all in the 17th century, then Charles Nodier, Saint-Beuve, Lecomte de Lisle, Pierre Gustave Brunet, librarians and famous men of letters, by the end of the 18th century and the beginning of the 19th century. All of them learned librarianship by themselves or from their predecessors (as stated in Regneala, 2010). Therefore, the apprenticeship or the individual practical learning, and later on the independent study, were the first forms of the librarianship education. In Europe, the librarianship education developed after 1850, in Austria 1864, France 1869 and England 1877 but only as loose and accidental courses. The first librarianship notions are to be found in the curriculum of École Nationale de Chartre, a higher education institution founded in

France, in 1821 (Regneala, 2010). Until 1887, in what might be called the prehistory of library education, preparation for the job was the responsibility of the individual would-be librarians (White, 1977). Slowly with the beginning of periodicals like the *Library Journal* in 1876 and substantial works on libraries like the famous public library report of 1876 the situation took a turn. Melvil Dewey founded the first school of librarianship at Columbia University in 1887 which became a formal education programme in due course. This event marked the beginning of a transition from haphazard, personalized preparation to formal, standardized instruction and testified to growth and maturing within the new profession. In the late 19th century away from apprenticeship, it made possible a shift from training to education, although Dewey's curriculum emphasized training and used students as apprentices (Utley, 1951). However, the past encompasses the period beginning with 1853, the date of the first library conference held in the United States. The conference did not address directly the issue of education for the profession but the participants considered issues of importance in the organization and management of libraries (Utley, 1951). Librarians around the world recognized for the first time that systematic education and training were required so that order could be brought to the collections that had been growing in all libraries. They also hunted for ways to bring techniques of organization and management to the public libraries as the public library movement gained momentum. Librarians sought to apply standards to the acquisition and preservation of collections, to consider services to users, and to adopt careful management practices to libraries (Lynch, 2008). In the 1870's the Columbia School of Library Economics became the first university affiliated school for training librarians. USA was the first country to institute courses leading to bachelor's degree, master's degree and a doctorate in library science. In the 1920's, the Graduate Library School was founded at University of Chicago, establishing library science as an academic field of research to the level of PhD

program (Buckland,1986; Schrettinger, 1834; Wiegand, 1996). In 1874, Frederick Rullmann, librarian of the University of Freiberg, proposed that librarians should be especially trained for the post, specifically in a university course of three years at the end of which the student would sit for an examination that would lead to a certificate. Rullman was making reference to those people, primarily professors in universities, who also were appointed to head the university's library. He was not making reference to the various people who did more of routine or clerical tasks necessary to library operations (Rullman, 1874). In his paper Rullman also refers to a paper published in Vienna in 1834 by Schrettinger. Schrettinger, in his *Manual of Library Science*, (1834) was advocating for a special school for educating librarians. So Lynch arrived at the conclusion that proposals for systematic education for library science began in Europe in the early 1800s and librarians in the United States were aware of these proposals (Lynch, 2008). Library and Information Science in Europe has developed independently in a large number of countries without a unifying accrediting body as in the United States and Canada (Audunson, 2007). Several other library schools were founded in the United States and in the United Kingdom in the first two decades of the twentieth century (Torstensson, 2002). However, it is commonly accepted that contemporary library education started with the 1923 Williamson report, which recommended that library education should be extracted from the library environment and set in an academic one. This later became a major landmark in the history of library and information science education (Bronstein, 2007). Williamson made a thorough and analytical study of types of library work and training, entrance requirements, teaching staffs, methods of instruction, textbooks, fieldwork and other related topics such as the professional library school and the university and specialized study. Williamson report identified the fundamental characteristics and problems of library education. These characteristics have proven to be remarkably enduring. As a result of

these findings, Williamson became increasingly convinced that library schools should be organized as departments in universities rather than in public libraries. Public libraries were initially established in the United States as a supplement to the public school system. In early 1923, Williamson challenged librarians to distinguish unambiguously between professional and clerical tasks in his Carnegie Corporation- sponsored report (Oberg, 1995). In 1927, the American Library Association's "Proposed Classification and Compensation Plans for Library Positions" marked the beginning of a long series of efforts to separate library tasks into discrete professional and clerical streams. In 1939, an ALA report advocated a three-tiered approach to staffing-professional, sub-professional and clerical. By 1970, the ALA Council had approved the "Library Education and Personnel Utilization" (LEPU) policy statement which proposed formal educational requirements for all library staff and three distinct levels of employment for support personnel: library associates, library technical assistants, and clerks (Oberg, 1992).

According to Butler (1951), although libraries existed long back, librarianship as a profession evolved very slowly and in three phases. The first was in 1850s when the librarians become aware of their scholarly responsibilities. The second was in 1870s when the librarians began to realize that a book stock becomes a library only when it is systematically arranged, conveniently stored, and completely inventoried. And the third was in 1920s when librarians extended the new concepts to their own vocational activities (Butler,1951). In terms of curriculum development, Williamson promoted a scientific approach to library education that did not rely on the needs of the constituency (Dillon & Norris, 2005). The establishment of the Graduate Library School (GLS) at the University of Chicago in 1926 was one of the major outcomes of this study.

According to Torstensson (2002), the "start of the GLS has often been seen as a cornerstone for the foundation of a library science in a modern sense". Carroll (1926) in his article 'The

professionalization of education for librarianship with special reference to the years 1940-1960 indicates that the major professionalizing factors prior to 1940 were: the Williamson report as the catalyst for reform in library education (1923); the establishment of the board of education for librarianship, predecessor of the committee on Accreditation (1924); and the establishment of the Graduate Library School at the University of Chicago (1926). In 1948, the American Library Association (ALA) established the title of "Master" as standard level for the specialist in librarianship". ALA introduced the first standards of quality regarding the librarianship education in 1925 but it was only in 1956 that the committee on accreditation was founded inside ALA and it had a major part in accrediting the curricula of librarianship schools. Melvil Dewey was probably the first among the modern librarians in the history of Library and information Science education to develop the library concept into a systematized and organized branch of human knowledge (Sharma, 1977). In 1873, Dewey formulated a classification scheme whose first edition was published in 1876. The most important reason behind Melvil Dewey thought of working out the scheme was perhaps to counteract the 'lack of efficiency and waste of time made necessary by the almost universally adopted fixed system'. That was the reason for the formulation of a scheme of the greatest possible simplicity one which would with its ease of application, its expansibility, and its universal appeal be adopted in most libraries, thus giving the uniformity which seemed essential (Phillips, 1955). Besides the decimal scheme, Melvil Dewey founded the first school for training professional librarians at Columbia University for the creation of a 'school of library economy' which officially started working on 5th January 1887. But in the meantime Dewey broadened the scope of the curriculum and realized the justification of changing the name of the programme from 'Library Economy' to 'Library Science' of which economy was an aspect. Hence from 10th Nov 1887, a new science was discovered and a

formal education program in Library and Information Science thus began in 1887 in Colombia University (Ray, 1954). After Melvil Dewey, contributions to the different areas of the subject to form a full-fledged discipline have been done by some renowned experts in the different fields which led to shaping the subject in the present state. For example, Charles Ammi Cutter was the pioneer in designing another classification scheme called Expansive classification. Subsequently, in 1904 Library of Congress founded Library of Congress classification; in 1905 Universal decimal Classification was formulated originally by Dewey but modified by Otlet, La Fontaine, DonkerDuyvis and others; Subject classification in 1906 by James Duff Brown; Colon classification in 1933 by Ranganathan and Bibliographic classification by Henry Evelyn Bliss in 1935 which can be considered as landmarks in the history of classification scheme in forming Library and Information science as an academic discipline. Library and Information Science has a dual origin, developing from a field of practice, and out of other research fields. Therefore the practice related origin can be traced back to the 19th century with the development of general rules for classification and cataloguing. It has shown its affinity towards the application of other fields to improve professional performance. Identifying the historical origin is a main aspect of creating a framework around core concepts for a scientific movement (Frickel and Gross, 2005), but for library and information science the origin is dual, with large variation in terms of how the origin has affected the development of the field. Literature shows that in the early 1960s, Library Science invited the theoretical and philosophical approaches of other disciplines and implanted them in its core. It was Ranganathan who infused scientific method in the field and that marked the first change, from Librarianship to Library Science (Karisiddappa, 2004). Ranganathan was also responsible for introducing the concept of documentation with a slanted to library science, which emphasize pinpointed service to specialist readers. Karisiddappa also noted in his article that one of

the earliest disciplines that had a strong influence on Library Science is the management science. In the later years, the statistical techniques and methods of research were gradually implanted in the Library Science curriculum as the research in Library Science gained momentum. Still further, he stated that Library and Information Science is one of the earliest fields to adopt statistical techniques in administration, in the study of users and their information needs and behavior and in research methodology. The use of statistics is responsible for the emergence of new areas like Bibliometrics, Informetrics, Scientometrics, and so on. Another discipline that has outwardly influenced Library and Information Science is psychology.

2.2 Emergence of Library and Information Science as an Academic Discipline

Today Library and Information Science education has reached a global dimension since it has harmoniously adopted the developments in information and communication technologies; but the rich history behind the formation as a subject and discipline started somewhere in the mid-1800s. The library and information science as an academic discipline has travelled a long journey spanning various ages. It has been an academic discipline since the 1960's but the history goes much earlier. There has been a steady growth in the number of courses and schools since 1960's.

LIS education in the 1960's shifted the concept of study from library science to (Rayward, 1997). For Buckland (1986) this change imitated the gradual maturing of library schools as academic departments that acted within a broader view of librarianship that comprised: libraries of all kinds, archives, databases, records management, retrieval-based information services, bureaucracies and both abstract ("text") and concrete ("text - bearing objects") representation of information. Around the world, Library and Information Science (LIS) Education has undergone significant transformations in order to keep pace with

evolving user requirements and technological changes especially the increased use of web-based search engines and other electronic resources. Aligned with global trends (Juznic&Badovinac, 2005; Ocholla&Bothma, 2007), many library schools within Asia changed their names in the 1980's and 1990's, incorporating "information" or "information science" to reflect these changes, or even dropping the word "library" altogether (Miwa, 2006), though the changes have not been uniformly supported throughout the profession (Chu, 2001; Gorman, 2004). Review of a number of studies have reported that, an important consideration for LIS schools has been to ensure that their graduates were well-equipped to compete in the jobs market, which increasingly requires high level of IT skills (Lin, 2004; Miwa, 2006, Ocholla&Bothma, 2007; Varalakshmi, 2007). Following this period of change, the eighties was a decade of crisis in the education of library and information science. One of the strategies used by the departments of LIS in order to confront the prevailing crisis in those years was the integration of information science into library education. By the end of the decade more than 80% of the LIS programs incorporated "information science" or "information" in their name "to reflect their expanded coverage and to help position graduates for employment in the information sector" (Logan & Hsieh-Yee, 2001). Buckland (1986), in his essay about the education for librarianship in the next century, reacted to this time of crisis by affirming that "if the mission of the library is to bring information to people, then the mission itself would be unaffected by changes in media used to bring information and people together". Therefore the curriculum that Buckland proposed for the future included the following basic element among others: the role of information and information services in the society, the needs, information gathering behavior and institutional contexts of groups to be served, the theory and practice of information retrieval, and the managerial, political and technological means most likely to be useful in developing and providing good library service (Buckland, 1986).

Reflecting these changes in names there has been an expansion of the teaching content in LIS to cover areas such as digital information system, new media and knowledge management, a development which has been observed in China (Tang, 1999; Chu, 2001); Taiwan, Korea and Malaysia (Miwa, 2006); Singapore (Khoo, 2004; Chaudhry, 2007) and Thailand (Miwa, 2006; Chaudhry, 2007). However, in countries like in India, traditional aspects of LIS cataloguing and classification reportedly still dominate curricula and it has been argued that courses are not delivering education and training which meet today's need of modern society (Singh & Wijetunge, 2006). Moreover, some less developed Asian countries such as Nepal, Bhutan and the Maldives still reportedly lag behind in Library and Information Science, lacking their own teaching facilities and depending on other countries to training their library professionals (Singh & Wijetunge, 2006).

2.3 Library and Information Science Education in India in Paradigm Shifts

The library and information professionals are noticing different major paradigm shifts. The subject which is known today as library and information science was known in the beginning as library economy and then as librarianship. Major paradigm shifts in the subject can be seen especially in three major shifts. They are -the transition from paper to electronic media as the dominant form of information dissemination, storage and retrieval is the first shift resulting convergence of different media such as text, graphics and sound into multimedia resources which has a direct impact on this transition. The second major shift is the increasing demand for accountability, with a focus on quality customer services, performance measurement, bench marking and continuous improvement. Shrinking financial resources for providing quality library and support services has a direct bearing on this shift. The third major shift resulted in the new forms of work organization such as end-user computing, work-teams; down-sizing, re-engineering, outsourcing, etc. resulted in the third shift (Special Libraries Association report, 1996). With this shift the departments of

the library science have gradually started changing the name from library science to library and information science with the move of inputting elements of information science to course content. International Federation of Library Associations and Institutions (IFLA) rules for the education of librarians and information professionals (2000) point out that in the past educational programs have focused on physical collections and other physical materials whereas the emphasis today is on the individual practitioner and on information provision in a variety of contexts. Wilson (2001), states that education in library and information studies is influenced by information context, information systems, people and organizations. Information Technology plays a very important factor in the paradigm shift in almost all areas whether it be curriculum or library services or the work environment. In case of curriculum there has been a drastic shift in concepts like library cooperation, centralize and cooperative classification and cataloguing etc. that have emerged in different forms with technologies. Online journals and library consortia are new concepts in the curriculum. The introduction of digital library presents a new paradigm that challenges librarians to rethink their roles in the networked environment (Kibirige and DePalo, 2001). The nature of digital libraries envisions a LIS education that imparts competencies, skills, attitudes and values that enables the professionals manage digital information systems (Sreenivasulu, 2000; Zhou, 2005).(Rath, 2006) while referring to the trends and development of the subject in India emphasized that the 21st century technology has transformed Library and Information Science education and has very rightly marked the shifts in the profession which follows as - Library professionals to Information professionals, Traditional library to Digital library, Library cooperation to Resource sharing, Networks/Consortia,Collection development to Content development, Conventional education to Web - Based education, Information society to Knowledge society and finally establishment of Knowledge commission. In the paradigm shift, from traditional library to digital library also there emerge shifts to automated library, computerized library, electronic library, digital library, cybrary, virtual library, library without walls, hybrid library,and internet library and so on. In every operation of library services, paradigm in phases can

be noticed. For example, in acquisition what was initially called as collection development in traditional sense has shifted over the years to Information Resource Development and then to Content development. Today the professionals talk about content development in electronic environment. The historical development of library service helps to understand the paradigm shift in the information environment of today. The transition that Hillenbrand (2005) refers to as the “information age” to the “age of knowledge” is described as developing from “collection development, collection management to knowledge management” by Branin (2003) in three stages: Collection development(1950-1975); Collection management(1975-2000) and Knowledge management(2000 onwards). Wilson and Halpin (2006) express paradigm shift in terms of the emergence of new technology which now defines what librarianship is about, as contrasted with the traditionalist view where the focus was on reference desk services only. Hillenbrand (2005) also says “we need to shift our professional focus from the traditional 'guardian of knowledge' to the more modern 'intermediary' to that of the postmodern 'enabler'”. The realization that KM principles need to be considered in library practice because of the competition with alternative sources of information and methods of information dissemination and consumption which academics are now exposed to is a paradigm shift in library science. Rowley (2003) suggests that KM is “in conceptual terms, a paradigm”. If there is indeed a paradigm shift, then it is important to find out what KM refers to in libraries and how its principles have been applied.

Chapter 4

Intellectual Property Rights

V.Ramasamy

Abstract

Intellectual property rights (IPR) have been defined as ideas, inventions, and creative expressions based on which there is a public willingness to bestow the status of property. IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark, etc. Patent is recognition for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial application. IPR is prerequisite for better identification, planning, commercialization, rendering, and thereby protection of invention or creativity. Each industry should evolve its own IPR policies, management style, strategies, and so on depending on its area of specialty. Pharmaceutical industry currently has an evolving IPR strategy requiring a better focus and approach in the coming era.

INTRODUCTION

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications. Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

Intellectual property rights are like any other property right. They allow creators, or owners, of patents, trademarks or copyrighted works to benefit from their own work or investment in a creation. These rights are outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic productions.

The importance of intellectual property was first recognized in the Paris Convention for the Protection of Industrial Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886). Both treaties are administered by the World Intellectual Property Organization (WIPO).

DEFINITION

A right that is had by a person or by a company to have exclusive rights to use its own plans, ideas, or other intangible assets without the worry of competition, at least for a specific period of time. These rights can include copyrights, patents, trademarks, and trade secrets. These rights may be enforced by a court via a lawsuit. The reasoning for intellectual property is to

encourage innovation without the fear that a competitor will steal the idea and / or take the credit for it.

According to The World Intellectual Property Organization (WIPO) “Copyright and related rights protect the rights of authors, performers, producers and broadcasters, and contribute to the cultural and economic development of nations. This protection fulfils a decisive role in articulating the contributions and rights of different stakeholders and the relation between them and the public. The purpose of copyright and the related rights is twofold: to encourage a dynamic creative culture, while returning value to creators so that they can lead a dignified economic existence, and to provide widespread, affordable access to content for the public.”

TYPES/TOOLS OF IPRs:

- a. Patents.
- b. Trademarks.
- c. Copyrights and related rights.
- d. Geographical Indications.
- e. Industrial Designs.
- f. Trade Secrets.
- g. Layout Design for Integrated Circuits.
- h. Protection of New Plant Variety.

DURATION OF COPYRIGHT PROTECTION

The duration of copyright is dependent on the type of work in question.

1. Literary, Dramatic, Musical and Artistic works: The life time of the author plus a period of 70 years from the end of the year in which the author dies.
2. Computer generated works: 50 years from the date of creation of the work. A work is deemed to be computer generated where there is “no human author”.

3. Sound recordings: 50 years from the end of year in which it was made or published.
4. Broadcasts: 50 years from the end of the year of broadcast.
5. Typographical arrangement of published editions: 25 years from the year of first publication.

INTERNATIONAL CONTEXT

1. Berne Convention

The international convention for protection of literary and artistic works was first signed at Berne on 9th September, 1886, which later on came to be known as “Berne Convention”. It guaranteed protection for the life of the author plus fifty years after his death. The convention was revised and amended more than seven times. Berne remained essentially European. It could not attract the U. S. A. So, most civilized states except the U. S. became signatories to it.

2. Universal Copyright Convention (UCC)

In the early 1950s UNESCO set about devising a union that would combine Berne and Montivideo convention and the outcome was the establishment of Universal Copyright conventions in 1952. U. S. joined it in 1955.

3. World Intellectual Property Organization (WIPO):

The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property (IP) system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO was established by the WIPO Convention in 1967 with a mandate from its Member States (Till 2009 there were 184 Member States, i.e. over 90 percent of the countries of the world) to promote the protection of IP throughout the world through cooperation among states and in collaboration with other

international organizations. Its headquarters are in Geneva, Switzerland.

INDIAN CONTEXT

The earliest statutory law in India concerning copyright was the Indian copyright of 1847 which was passed by the Governor General of India. In 1911 the law of copyright was codified in England and was made applicable to all Majesty's dominions including India. The Governor General of India enacted the Indian Copyright act of 1914 to make some modification to the provision of the 1911 Act. The copyright of 1914, granted copyright to an author for the whole of his life and fifty years after his death.

The provision of the copyright act of 1914 were again modified after independence and the copyright act which is in force even today was passed in the Indian Parliament in 1957 and known as Copyright Act, 1957. The copyright act of India of 1957 had been amended in August 1983 with the specific purpose of incorporating the provisions of the Paris text of 1971 of the Berne convention concerning the grant of compulsory licenses for translations and reproduction of foreign work for educational purposes. The copyright was further amended in 1984 in order to overcome the problem of wide spread piracy in India. The act was further modified in 1992 and 1994 (No. 38 of 1994). The Copyright (Amendment) Act, 1999 officially published in: The Gazette of India, 30/12/1999, No. 49. In accordance with the copyright act of 1957, a copyright office and a copyright board were set up in New Delhi under the auspices of the Government of India of which the copyright board serves as a civil court with the power of adjudicating disputes arising out of claims and counter claims. The copyright board serves as a civil court and its judgment can be challenged only in the high court of the area and in no other lower court.

INTELLECTUAL FREEDOM

According to American Library Association, every individual has the right to both seek and receive information from all points of view without restriction. It provides for free access to all expressions of ideas through which any and all sides of a question, cause or movement may be explored. Intellectual freedom encompasses the freedom to hold, receive, and disseminate ideas. According to Canadian Library Association, the fundamental right is to have access to all expressions of knowledge, creativity and intellectual activity, and to express their thoughts publicly.

ROLE OF UNDISCLOSED INFORMATION IN INTELLECTUAL PROPERTY

Protection of undisclosed information is least known to players of IPR and also least talked about, although it is perhaps the most important form of protection for industries, R&D institutions and other agencies dealing with IPR. Undisclosed information, generally known as trade secret or confidential information includes formula, pattern, compilation, programme, device, method, technique, or process. Protection of undisclosed information or trade secret is not really new to humanity; at every stage of development people have evolved methods to keep important information secret, commonly by restricting the knowledge to their family members. Laws relating to all forms of IPR are at different stages of implementation in India, but there is no separate and exclusive law for protecting undisclosed information/trade secret or confidential information.

Pressures of globalization or internationalization were not intense during 1950s to 1980s, and many countries, including India, were able to manage without practicing a strong system of IPR. Globalization driven by chemical, pharmaceutical, electronic, and IT industries has resulted into large investment in R&D. This process is characterized by shortening of product cycle, time and high risk of reverse engineering by competitors. Industries came to realize that

trade secrets were not adequate to guard a technology. It was difficult to reap the benefits of innovations unless uniform laws and rules of patents, trademarks, copyright, etc. existed. That is how IPR became an important constituent of the World Trade Organization (WTO).

COPYRIGHT

Copyright stands for legal right to prevent others from copying an existing work of an individual. It is such a right exclusively given for a definite period of time to the originator (author or creator) of intellectual work such as publication, or an article or a literary work for sale or any other use. In other words, copyright is a set of property rights vested in the owner of a protected work which covers published and unpublished literary, scientific and artistic works, etc. Copyright broadly include : Literary works; Musical works; Dramatic works; Audiovisual works; Pantomimes and Choreographic works; Photographic works; Sound recordings; Broadcast; Architectural works; Sculpture; Drawing; etc. Recently an expression called “neighboring rights” has been added to the concept of copyrights which cover the following three types of rights:

- The rights of performing artists in their performance
- The rights of producers of phonograms in their phonograms
- The rights of broadcasting organizations in their radio and television broadcasts.

THE DIFFERENCES

There are major differences between IPR and other property rights. IPR are rights over intangible property or property incorporeal. Physical property get exhausted when consumed whereas the use of IP does not exhaust the same; rather it enhances the value of the property. Consequently, IP is one which can be economically used by many. So IP must be expressed in some discernible way for enabling it to be protected. Unlike a physical

object, an intellectual property like an idea for invention, a piece of music or a trademark cannot be protected against other person's use of them by simply possessing the object. Hence the necessity of enacting intellectual property laws distinct from conventional laws protecting personal property.

IPR IN DIGITAL ERA

IPR issues in the IT sector have assumed significance following rapid emergence of digital era. IPR cells are food to be set up in different countries of the world to launch awareness programmes in collaboration with Public Sector undertakings, industries, scientific societies, etc. as in India. Such cells extend support to file applications for patents and copyrights. Recent advances in technology have produced radical shifts in the ability to reproduce, distribute, control and publish information. WWW has allowed everyone to be a publisher with worldwide reach. At this crucial scenario, in order to protect the right of authors, developers and to provide privacy and liberty to user, it becomes essential to introduce laws against computer crime and help to build IT infrastructure. In view of these facts, various laws, Electronic-fund transfer, Electronic cash digital intellectual property rights, etc. have been enacted. In India specific studies are undertaken to enhance the understanding of IPR issues in the field of Software, Multimedia, National Information infrastructure, global digital economy, cyber laws, and feasibility of electronic right management system in the line with WIPO treaties on digital agenda. The initiatives taken by the Government of India, Private and NGOs to create awareness about IPR are creating a climate to face the challenges of the new IPR regime.

CONCLUSION

Protection of IP resulting from exercise of human intellect has been in existence since a long time, with the Vienna International Exhibition on Invention in 1873. Since then there has been an important landmark in the IPR scenario (as in Annexure). However, it is less known by the people due to lack of awareness on different aspects of IPR. It is essential to know about the laws, rules and regulations under IPR. Governments of different countries have taken up various strategies to make their citizens aware of it. There are different types of IPRs relating to different aspects. Intellectual property, being of intangible is quite differed from other properties. Issues of IPR have become more complex in this digital era. Today it is an obligation of the Library and Information Professionals to keep aware their users about IPR. Thanks to the University Grants Commission (UGC, India) for its timely and rightly inclusion of IPR in the Model Curriculum 2001 of Library and Information Science as done in other countries.

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Chapter 5
Library and Information Science: Ethics and Values in the
Information Professions.

Manisha Verma

This chapter will point up two important fields to describe roles and contexts for librarianship and other information work. First, we will look at various roles libraries have played throughout history, exploring the different motivations for libraries and services library workers have provided towards these motivations. We will then look at how different individuals and fields consider information in today's world, and how these conceptions inform their practice. We will conclude by lessons learned from related disciplines to establish roles and a scope for up to date LIS practice.

- After reading this chapter, a student should have an understanding of a general history of libraries.
- The many miscellaneous roles played by libraries throughout history.
- The value of critically examining library history to inform present library practice.
- Different ways of looking at information.
- Fields related to LIS, and their common and different goals.

Keywords: Introduction of Library and Information science, Ranganathan's 5 Laws, Values of Librarianship, Professional Values, Professional Ethics, Excellence in Profession.

Introduction to Library and Information Science:

Library and information science is a global, academic, intellectual and industrial field with a large international reach. The central place that education has in the strength and wellbeing of any profession is widely accepted. Programs for professional Library and Information Science studies in education universities are relatively recent phenomena.

Library and information science (LIS) is a merging of the two fields Library Science and Information Science. The phrase "Library and Information Science" is associated with schools of library and information science (abbreviated to "SLIS"), which generally developed from professional training programs (not academic disciplines) to university institutions during the second half of the 20th century.

Library and information Science has aspired down through the ages to the present time to fulfill the needs of library users or patrons. While certain libraries are purposely satisfying the needs of particular field of study, most libraries are general serving a vast and varied patrons. Due to enormous increase in users and changing times, libraries are facing intense pressure and expectation of users. To manage with this increased demand, call for fast and efficient services and great increase in collection material the libraries are now making more and more use of development in technology.

Library Science educators have been preparing librarian and information professionals by imparting a merging of conventional concepts, and new techniques, practices and managerial skills and needed for running the library and information centre. Curriculum structure that was evolved in the beginning was suitable to handle all the library related manual operations and processes, but needs, and have been reviewed at times specially to adapt to new magnitudes emerging due to increasing application of various components of Information Technology in library operations and processes.

Ranganathan's 5 Laws: It can be bibliometrically proved that S R Ranganathan is the greatest thinker in the field of library science that the world has ever produced. The number of original contributions he made in this field. Establishing a foundation of values is not the only way to define and provide direction for a field. Many of the natural sciences are based not on values, but on scientific laws. This led mathematician and librarian S.R. Ranganathan to propose *Five laws of library science* in **1931**. Ranganathan conceptualize these laws as a set of fundamental laws, similar to the scientific laws that serve as fundamental principles for natural and some social sciences. Ranganathan's original laws were:

- Books are for use.
- Every reader [their] book.
- Every book its reader.
- Save the time of the reader.
- A library is a growing organism.

In order to make use of these laws more effective, libraries and information centers must adopt marketing tools. Important promotion tools include:

1. Communication

Rowley (1998) divides communication channels into Personal and Non-Personal. Personal communication channels are those in which two or more people communicate, and word of mouth is the primary means of communication, although other media such as e-mail are significant. Non-Personal communication channels include TV, radio, posters, newspapers, etc.

2. Atmospheric

This term is coined by Philip Kotler (1975) who defines atmospheric as "The designing of buying and consuming environments in a manner calculated to produce specific cognitive and/or emotional effects on the target market." In other words, the working environment, library atmosphere, appearance of employees, the physical setting, lighting, work environment, noise levels, etc.

These must be healthy and suitable to make a positive impact on users. Atmospheric considerations are often ignored in many libraries and information centers. It is not always a matter of extra cost but simply a matter of thoughtfully designing space in the library, placing of relevant guides to use, etc. This may help in attracting and maintaining users.

3. Advertising

Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building. They can be in a short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role the libraries plays in the present era (Jaafar, 1998). There are a variety of ways of advertising online. Traditional print advertisements include brochures, pamphlets, newspaper advertisements, etc.

4. Brochure

The design and presentation of brochures and leaflets should be aesthetic and attractive to users. The language should be simple and should hold the interest of the user.

5. Leaflets

Leaflets include guides to the library and its special collections, Web guides, Reading list on IT, and so on. Other brochures can be kept in the library at a location which is placed so that anyone who enters the library is attracted to that corner.

6. Posters

Posters offer good visual communication. They can draw attention when displayed at prominent locations and provide brief information about an event, service, etc. Old and defaced posters should be replaced on a regular basis.

7. Newsletters

The library can convey information about new acquisitions, new services, events and activities, fee changes, etc. Information regarding library can be included to convey a message to readers about the alertness of the library in updating and communicating small but important pieces of information. In fact, they are an excellent marketing tool because they list all the activities of a library. With ICT facilities in the library, an e-newsletter can be produced. The text of the newsletter can also be included on the library website.

8. Extension activities

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions, etc., can have a positive impact on the image of the library and can motivate people to come to the library and promote the use of its products and services.

9. Library Tour

Library tour for new and existing members can be used to promote the library services. While on a library tour, users can be prompted to ask questions and find out more about new activities, products, and services.

10. Library Month/Day

Organizing national library day/month can be an effective way to promote the library. A library can create awareness of its importance in society.

11. Promoting in Electronic Environment

Libraries, especially in large cities like Delhi, and Bombay use ICT tools in designing, developing, and disseminating services to satisfy their users. They also use ICT to promote their products and services. ICT-based channels include library websites and email.

12. Websites

Libraries websites can be accessed by users at any time. The websites contain details about the library, including the collection, subscriptions, service policy, terms and conditions, etc. It may also

have graphics and multimedia advertising that can have an impact on visitors. The library website should be continuously updated to avoid an adverse effect on the image of the library. The website can also be interactive so users can communicate with staff. For this purpose, a directory of staff members should be posted on the website (Mahajan and Chakravarty, 2007).

13. Electronic Mail/Mailshots

According to Natarajan (2002), e-mail is the most universal application on the Internet and it can be used for direct communication with potential users. There are many benefits to using email as a promotional tool. Mailshots are an effective medium that create personalized services, with information about library activities and events, membership renewal (Singh and Krishan Kumar, 2005).

14. Bulletin Board

This is an offshoot of email and is a many-to-many email system. It is a medium for messages of interest to a community of online users (Moorthy and Karisiddappa, 2000). This service can be used by libraries for disseminating information to online users.

15. Newsgroups

Libraries can use newsgroups or discussion groups to build awareness among its clientele. According to Moorthy and Karisiddappa, (2000) a message (an article) is posted to the entire newsgroup. Other interested persons can reply/comment on the message. The topic can range widely, but each group is confined to one subject.

16. E-commerce

A library can also sell its products online through online charging and credit facilities. E-commerce has redefined the way business is conducted. Well-known bookstores around the world are offering their holdings over the Internet. For example, Blackwell maintains a database of more than 1.5 lakh active titles (Moorthy and Karisiddappa, 2000). Benefits of e-commerce include:

1. A very large customer base and that reaches many different countries.
2. Maintaining a website is relatively cheap, and results in reduced prices, more competition, current information, quick access and sales
3. Caters to the customers' wide and varied interests, saving travel time

17. Blogs

Blogs are continuously-updated websites, created by individuals or organizations. They are generally free. A library can use blogs to promote its products and services by making it appealing and informative (Mahajan and Chakravarty, 2007). Special alerts about new resources special services can be included in the blog entries. To get feedback, comments and suggestions can be invited from visitors.

Michael Gorman respectfully adjusted Ranganathan's laws to better fit the future needs and practices of libraries. Gorman's revised laws are:

- **Libraries serve humanity-** They should serve the individual, community and society to a higher quality. When making decisions, librarians should consider how the change will better serve humanity.
- **Respect all forms by which knowledge is communicated-** If there is a new means of communication of knowledge, and it is a better carrier, utilize it.
- **Use technology intelligently to enhance service-** Technology needs to be integrated so that it is used intelligently in a cost-effective and beneficial way.
- **Protect free access to knowledge-** The library is central to freedom. It needs to preserve all records so none are lost, and should be transmitted to all.

- **Honor the past and create the future-** Libraries need to combine the past and future in a rational manner. Not clinging to the past but looking forward for the better.

Values of Librarianship:

In our eternal values, Gorman identified eight central values of librarianship:

Eight central values of librarianship

1. **Stewardship:** Gorman argues that librarians have a key role to play in preserving the human record for future generations. He maintains that librarians must pass on their best values to future information professionals
2. **Service:** According to Gorman, an ethic of service should permeate all library policies and practices. Gorman stresses the duty of librarians to serve individuals, communities and societies are best fulfilled through a combination of professional skills, empathy and personal dedication. He argues that librarians need to act idealistically in a materialistic age.
3. **Intellectual Freedom:** Librarians lead the fight for intellectual freedom. Librarians, Gorman maintains, must zealously fight to protect free expression of thought, even if the ideas concerned contradict the librarian's own personal convictions
4. **Privacy:** The freedom to access whatever materials an individual wishes, without the knowledge or interference of others. Gorman insists that confidentiality is a "Bond of trust" between libraries and their patrons.
5. **Rationalism:** Gorman argues that libraries are "Children of the Enlightenment and of rationalism" and that librarianship is a "Supremely Rational Profession". This principle should support library procedures, and encourage the logical organization and classification of stock.
6. **Commitment to literacy and learning:** Reading is of central importance to literacy and lifelong learning. Gorman formulates

a broad definition of 'literacy' beyond the mere ability to read, write and surf the net: his concept encompasses comprehensive, 'true' reading which is fulfilling and expands the mind.

7. **Equity of access:** Gorman argues that the 'digital divide' is but one manifestation of societal inequality and that all library services, in particular reference services, have a role to play in bridging the gap and providing equity of access.
8. **Democracy:** Gorman describes libraries as "Supremely Democratic Institutions". Because democracy, he insists, depends on a "well-informed electorate" the library is integral to promoting education and maintaining democracy. If people are to exercise good judgment in electing representatives, they need to be highly informed and have access to written records: the library plays a central role therefore in maintaining democracy.

The foundation of modern librarianship rests on an essential set of core values that define, inform, and guide our professional practice. These values reflect the history and ongoing development of the profession and have been advanced, expanded, and refined. The most efficient service is often not the same as the best service.

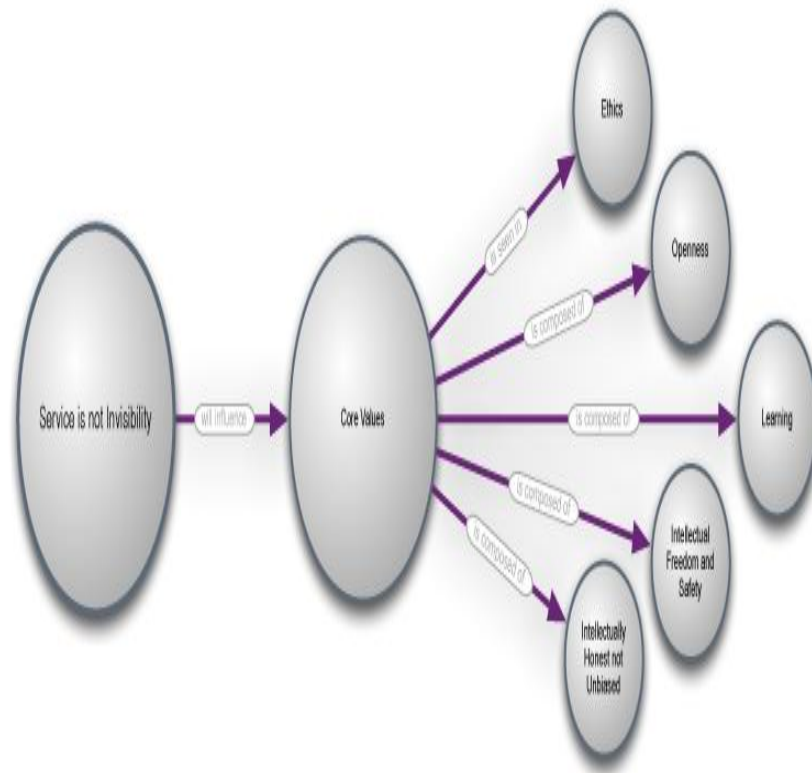


Figure 1

Values are essential to the success and future of librarianship: they highlight what is "important and worthy in the long run," and help to define our profession. In a literature review on professional values in LIS, Lee Finks argues that these values fall into four categories:

1. **Professional values** are inherent in librarianship and include recognizing the importance of service and stewardship; maintaining philosophical values that reflect wisdom, truth, and neutrality; preserving democratic values; and being passionate about reading and books.
2. **General values** are "commonly shared by normal, healthy people, whatever their field." Librarians' work, social, and satisfaction values express a commitment to lifelong learning,

the importance of tolerance and cooperation, and the need to feel accepted.

3. **Personal values** specifically belong to librarians and include humanistic, idealistic, conservative, and aesthetic values.
4. **Rival values** threaten the mission of libraries with bureaucratic, anti-intellectual, and nihilistic ideas. Librarians must have faith in the profession's ability to do well.

Values as the foundation of librarianship:

1. The connection of people to ideas.

All others flow from that. Librarians guide the seeker in defining and refining the search; Librarian foster intellectual inquiry; they nurture communication in its numerous forms and formats.

2. Unfettered access to ideas.

Librarians recognize access to ideas across time and across cultures as fundamental to society and to civilization.

3. Learning in all its contexts.

Librarians select and make available materials that support the scholar, allow democracy to prosper, promote creativity, and allow people to learn in and outside of formal education throughout their lives.

4. Freedom for all people to form, to hold, and to express their own beliefs.

Each person has the right to seek, to know, and to find within the perspective of their own lives.

5. Respect for the individual person.

Librarians honor each request without partiality and we meet it with the fullness of tools at our command. We respect the individual's need for privacy and for confidentiality in their search or their study.

6. Preservation of the human record.

The cultural memory of humankind and its many families, its stories, its expertise, its history, and its wisdom must be preserved

from the past so it illuminates the present and makes the future possible.

7. Interdependence among information professionals and agencies.

Librarianship is collaborative by nature, and collections and services evolve through that collaboration.

8. Professionalism in service to these values.

Librarians' commitment requires integrity, competence, effective stewardship, and service to our discipline as well as to our public.

Professional Values:

In 1999, the ALA formed a task force to "to clarify the core values (credo) of the profession". This task force believed "that without common values, we are not a profession," and proposed the following definition of common goals for our field:

1. Connection of people to ideas
2. Assurance of free and open access to recorded knowledge, information and creative works
3. Commitment to literacy and learning
4. Respect for the individuality and the diversity of all peoples
5. Freedom for all people to form, to hold, and to express their own beliefs
6. Preservation of the human record
7. Excellence in professional service to our communities
8. Formation of partnerships to advance these values

Despite the work of this task force, the ALA did not adopt a Core Value Statement until June 2004. This statement represented a compromise between the task force and its critics, and took its core values from ALA policies that were already in effect. While the task force's document positioned these values in relation to our profession (for example, our profession must provide "assurance"

that access to recorded knowledge is free and open), the official ALA policy simply lists the values.

The ALA's wording also leaves its list open to other values as well, and lists these as *examples* of core values:

1. Access
2. Confidentiality/privacy
3. Democracy
4. Diversity
5. Education and lifelong learning
6. Intellectual freedom
7. Preservation
8. The Public good
9. Professionalism
10. Service
11. Social responsibility

Professional Ethics:

"Intellectual freedom can exist only where two essential conditions are met: first, that all individuals have the right to hold any belief on any subject and to convey their ideas in any form they deem appropriate, and second, that society makes an equal commitment to the right of unobstructed access to information and ideas in spite of the communication medium used, the content of work, and the viewpoints of both the author and the receiver of information."

Intellectual Freedom Manual, 7th edition

- Librarians respect their profession and recognize its value and need in the process of developing society.
- By their professional actions and behavior, librarians facilitate the development of their profession and raise its prestige in society.

- Librarians show loyalty to, and trust in the library, its policies and principles of work.
- Librarians do not use the information and technical resources that are available to them for selfish purposes.
- Librarians support and actively participate in professional organizations and associations.
- Librarians take part in improving professional work that is aimed at professional development.
- Librarians take care of perfecting those personal qualities which promote the development of their personality and professional work.
- At work librarians observe generally accepted ethical and aesthetic norms.
- Librarians are custodians of the information resources in their libraries and should facilitate their active use.
- Librarians guarantee information retrieval and delivery, organizing these activities in a rational way and working objectively and professionally.
- Librarians select and present information without restriction of information sources, without discrimination as to religion, politics, sex, social standing, sexual orientation or race, bearing in mind the mission, aims, tasks and collection development policy of their library.
- Librarians support and facilitate freedom of expression and freedom of dissemination and receipt of information.
- Librarians ensure high level services, giving answers that are suitable and objective to user needs, and behaving with respect towards user requests.
- Librarians ensure privacy to information of a personal nature which is given by a user, as well as the information sources accessed by the user.

- Librarians treat colleagues and their work with respect, and defend their interests if these do not contradict the norms of professional ethics.
- Librarians share their experience and knowledge with colleagues, facilitating their professional development.
- Librarians respect intellectual property rights.

Excellence in Profession:

The image of a profession is not formed by the salary its professionals are paid, but it is attained by profession's social commitment and its work towards the larger social objectives. Where there is will there is a way.

Libraries where such activities take place as a routine need to publicize their work; only then does the user community become aware of it, and the value is recognized.

We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by nurturing the aspirations of potential members of the profession.

Excellence is the assurance one makes with one self to constantly do better than what one has done earlier in the activities one performs in professional life. The point of reference is oneself and it is continuously affecting upwards. There is no end to reach final level of excellence. It is a journey which typically has view of only next milestone and remaining milestones come out as we move forward.

Excellence in any profession demands continued commitment not just too good work but also to continuous learning. Every day is a learning process, every colleague and every user must be regarded as a potential teacher. No lesson is too small to be learnt, and every experience good or bad, is a lesson which is worth learning.

One can change the attitude of the professionals by suitable training and creating good work environment.

So Finally.....

Constant input and new services will take library profession to the top. A sense of purpose is the most important factor for the profession. Success is the journey not the destination. Devotion, Determination, sincerely and interest in profession will take profession to the top.

Libraries are institutions charged with the duty of providing the means for the long-lasting self-education of one and all; it can be concluded on an encouraging note that if one has the initiative to attain the objectives through intelligent hard work, the success is assured of Librarianship with Ethics and Values.

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15. Abbreviations :

SLIS - School of Library and Information Studies

LIS- Library and Information Science

Chapter 6

Library Extension Service

M. Ambika

Introduction:

As a social animal we have relations with our family members, relatives, neighbors, and colleagues etc. We make all efforts to improve the relations and do our best to prove the usefulness of relations with them. We also extend our sphere of relations by making new relations. Similarly, an institution keeps relations with its customers, suppliers, investors, etc. It also proves it's utility as well as improves its competency.

It is necessary on the part of any organization especially social organization which runs with public funds and for public service. Likewise, a library that is a social institution also keeps relations with its users whom it gives services and other libraries whose resources are used by it.

The first Law of Library Science "Books are for use" is firmly established if the libraries realize that their existence is justified only by the extent to which their books are used by the readers. Again, the third law of library science "Every book of its reader" also gives emphasis on the same concept. But here books cannot move to their users. Therefore, all the efforts should be on the part of library itself to bring the books at the door step of users.

Dr. Ranganathan is in favour to adopt the shop analogy by the libraries to implement the laws of library science. The most suitable method is public relations and extension services of the library to reach all people of the community. Through various

programmes and proper planning the Extension Services are efforts to reach the maximum number of people.

Therefore, this is an obligation of a library:

- To get the views of users about its utility and quality of services time to time; and
- To expands its area by making new users and by having cooperation with new libraries.

EXTENSION SERVICES (ES)

- Definition/s
- Objectives
- Facets

DEFINITION/S:

Dr. S. R. Ranganathan,

“Apart from such methods of pure publicity, libraries are now a day’s developing certain new types of work which, in addition to their being directly educative or recreational, lead also to publicity as an important secondary product.” These activities are named as the extension services of libraries.

“An extension service aims at converting non-readers in to readers. It creates and stimulates the desire for good reading. This is done by bringing books and readers together. This results in exploitation and promotion of collections.”

(ES): OBJECTIVES:

The main objectives of Extension Services are:

- 1) It is an attempt to turn the library in to a social centre which encourages reading;
- 2) Its aim is to convert readers in to non-readers;
- 3) It creates and stimulates the desire for good reading and brings book and reader together;
- 4) It makes maximum use of library resources.

- 5) It is to create image of the library among the public and government.

(ES): FACETS:

To perform the extension services effectively the following facets in terms of infrastructure, equipments, skilled staff, etc. are needed:

- 1) To execute any extension service a proper planning by considering all the concerned aspects is necessary. Inadequacy at any part may fail the whole programme;
- 2) All the extension services must be to encourage the people to use the library and to make the maximum utilization of library resources for the development of the society.

The library should have a lecture hall, an exhibition lobby, conference rooms etc. to organize workshops, lectures, debates, exhibitions, music concerts and other social and cultural programmes;

- The library should have multimedia projector, audio-visual equipments like slide and film projector, mike, recording facility etc. also required in the library; The librarian and other library staff should be able to establish good public relations in the community so that maximum community members may participate in such programmes actively;
- The coordination and cooperation among the staff members is also an important element for successful execution of extension services.

FORMS OF EXTENSION SERVICES:

The Library extension services may be of internal or external type. The internal extension service includes orientation programmes and the external extension service includes the mobile library service, publicity programmes etc. Some of the main forms of extension services are as follows

1. Library Orientation / Library Tour:

Many potential library patrons do not know how to use a library effectively. This can be due to the lack of early exposure, shyness, or anxiety and fear of displaying ignorance. These problems led to the emergence of the library instruction movement, which advocated library user education. Libraries inform the public of what materials are available in their collections and how to access that information. The reference staff may orient the user either in formal way or informally into the library system.

2. Translation of Manuscript/ Local Language:

For increased use of the library public library should translate books or manuscripts in to local language. It helps to attract more people towards library because books written in local or mother tongue are more demanded in public library.

3. Reading Circle, Study Circle:

Persons with common interest may be brought together by the public library to a reading circle. Each reading circle should be given necessary facilities regarding the materials and a suitable place to hold the meeting, so they can discuss on various topics and exchange their ideas.

4. Forming Friends of the Library Group:

The public Library can also think of forming “Friends of the Library Group”; such group can assist the library through fund raising, volunteering, and advocacy. They also hold book sales at the library. With the help of such group library can raise funds and can do library marketing also.

5. Reading to Illiterates:

Reading hours for adults who cannot read should be arranged by public libraries. Once they become neo-literates the public library then should take upon itself to see to it that they do not lapse into illiteracy again.

6. Meeting, Public Lectures and Talks:

A public library should organize public lectures and talks by eminent persons and also by library staff. With the help of such lectures many new users can attract towards library and old users can gain more and new knowledge.

7. Celebration of Festival and Events and Arranging Cultural Programmes:

It is a good idea to arrange popular festivals and events in the public library which may also arrange a drama, a puppet show, a music concert, a film show, a magic show etc. Such cultural programmes can prove great attraction for the community or can celebrate various birth anniversaries of eminent people such as Gandhi Jayanti, S.R. Ranganathan's jayanti, shiv jayanti etc. On such occasions a book exhibition related to the programme should be arranged.

8. Book Fair and Exhibition:

At the time of talk, festival, fair, drama, etc. a book exhibition on the relevant topic may be arranged. Exhibition on local history, local festivals, art, photograph and painting can offer great opportunity to attract the attention of the community.

Periodical exhibition of books which have a bearing on topical theme enhances the chances of books finding their readers. Occasional exhibitions of unused books might prove useful for the reader in getting interested in books and using them.

9. Mobile Service:

Public library can introduce mobile library services to citizens of remotely located places who do not have access to public libraries. Public library can deliver books to them through various methods. For offering this service, the time for each locality is to be fixed and notified earlier.

10. Publicity/ Propaganda:

Advertisement about public library and services provided by the library should be done through the newspaper, radio, television etc. It helps to increase the use and user of public library.

11. Publication:

Public library can publish publications like annual report, reading guide, library magazine / bulletin and other similar publications. It is also a marketing tool to increase use of library.

- I. **Library Bulletin:** The library bulletin should not only list fresh books and some important articles published in current issues of journals but should also give brief annotations wherever the content of new material needs. The library bulletin can take the form of indexing or abstracting service or table of content of periodicals received in the library or the list of recent publications or acquisition.
- II. **Annual Report:** The annual report is the official document of the library for recording the annual library activities in totality. It is the statement of assessment and evaluation of all the departments of the library. It is the survey of works carried out during the preceding year with summarization of the activities and achievements of the library.

CONCLUSION:

In this way we can see how extension service helps to the public library. If it is used in effective way it helps to increase users of the library, also increases use of the available resources. It is one of the best tools of marketing about library and library services. It helps to maximize user satisfaction and to provide services to the remotely located people, who do not have facility of public library.

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Chapter 7 Library Networking

K. Ramesh Babu

Abstract

The present study briefly highlights some of the major library networks in India. *In library network the particular* focus is forming online networks by using computers and linking members to the computer resources by means of telecommunication connections. When a group of libraries using computers decide to exchange information, a network is developed. Library networking is an arrangement or a structure that links a group of libraries which have agreed to work together and share their resources in an organized basis to a certain degree. It can be defined as a “two or more libraries engaged in a common pattern of information exchange through communication for some functional purposes”. It is meant to promote and facilitate sharing of resources available within a group of participating libraries.

Introduction

Information professionals who would be the leaders in the twenty-first century depend on information for their work. Access to information holds the key to development. Libraries which are store houses of knowledge and information, and information centers which disseminate knowledge and information, form two important components of present day society. In India, the need for resource sharing has been well recognized but the technology options available until now were limited. NISSAT has taken up networking of libraries in Calcutta (CALIBNET), Delhi (DELNET), Madras (MALIBNET), Mysore (MYLIBNET), Hyderabad (HYLIBNET), Ahmedabad (ADNET), Pune (PUNENET), and Bombay (BONET). The present study highlights only some of the major library networks in India. Towards library networking activities in India NISSAT has taken the initiative for promoting resource sharing activities. These initiatives are aimed at ensuring better utilization of science and technology information resources, minimization of functional load of information centers and encouragement of motivational factors to a large extent by better means of communication. NISSAT only goes to the extent of setting up general infrastructural facilities like network service centers including hardware, software, manpower and other organizational requirements, communication facilities etc.

DEFINITION OF LIBRARY NETWORKING

The National Commission on Libraries and Information Science (NCLIS) in its National Programme Document (1975) defines a network as: “two or more libraries engaged in a common pattern of information exchange, through communications, for some functional purpose.

UNISIST II working document defines information networks as “ a set of inter- related information systems associated with communication facilities, which are cooperating through more or less

formal agreements on order to implement information handling operation to offer better services to the users.

OBJECTIVES OF LIBRARY NETWORKING

1. To generate new services and to improve the efficiency of existing areas.
2. To improve the efficiency of housekeeping operations
3. To promote and support adoption of standard in library operation
4. To coordinate with other regional, national & international network for exchange of information and documents.

PRECONDITION FOR NETWORKING

The agreements between library authorities of different libraries, building or developing required infrastructure, maintenance of standardization in terms of classification schemes, cataloguing schemes, and uses of some common library management software and so on are some of the preconditions before developing any kind of network. Some other preconditions are

1. Automation of the Member Library

For the success of network in the long run, each of the member libraries must have a policy to automate every function of the library – acquisition, cataloguing, classification, serials control, circulation, SDI, current awareness services, etc. – in the shortest possible time. This helps the library to have a computer environment which is required to design, develop, maintain and to operate several databases, to reduce the cost of library operations as well as network operations.

2. Hardware and Software

The network should be able to recommend to participating libraries the type of hardware and software they need for their in-house functions and for networking purposes. Hardware should be

selected considering the number of entries the participating libraries can generate within the next 3-5 years.

3. Standardization

For the purpose of creating databases, it is essential to agree upon a standard. All libraries should follow a standard MARC format, AACR-II, a standard thesaurus like Library of Congress Subject Headings (LCSH), etc. uniformly. Although efforts should be made to have one classification scheme for all participating libraries yet the use of different numbers should not become a hurdle as search requests are mostly about authors, titles, editors and subject descriptions. Besides the above, it is preferable to have certain communication facilities such as Fax, Telex, Telephone, etc. as a part of the network system in each of the member libraries for the effective working of the network. E-mail and internet facilities should be available with the libraries and they should be able to access international databases, preferably individually or through the network host to begin with.

4. Trained Manpower

If there is no adequate trained manpower in each of the member libraries, attempts should be made to train or/and recruit new skilled library personnel.

ADVANTAGES OF NETWORKING

The advantages of library networking are as follows:

1. Development of Database

Library network helps in developing special database to meet some special need by the participatory libraries. Again, through networking the local information which is available over the network can be controlled locally that satisfies the accuracy. For example, National Union Catalogue of Scientific Serial in India (1988) was the result of the work of INSDOC in collaboration with several scientific libraries all over India

2. Document Delivery Service (DDS)

Networks enable librarians, faced with clients' information needs beyond their local resources, to identify and obtain materials and services for those clients. The interlibrary loan, Document Delivery Service (DDS) provides the user the required documents irrespective of its location.

3. Sharing of Hardware Resources

Expensive computer equipment, microfilming equipment, digitizing devices for newspaper, reprographic systems, etc. can be procured by a networking group for the benefit of all the libraries of the network. Networking is also needed to connect personal computer with the mainframe or super computer for problem solving.

4. Sharing of Software Resources:

The software that is too expensive to procure by individual libraries can be procured and shared by the network for solving larger programmes, information retrieval, and so on. The software can be installed in the central computer and all other computers can be used as client.

5. Development of Union Catalogue

Network helps in developing union catalogue to refer the user to the documents in any of the other participating libraries and it can be consulted by the user in order to know which document is available in which library. For example, Union Catalogue of Social Science Serials was compiled and published by the NASSDOC (ICSSR), New Delhi in 1980s.

5. Cooperative Collection Development

In the age of information explosion no individual library, however resourceful, can be self-sufficient in terms of documents. For a library, however rich it may be impossible to acquire and store all the documents within its four walls. Networking will help to

develop collection in terms of books, periodicals, patents, standards, audio visual, CDs, etc. and share those resources.

7. Meets Specialized User Demand

User needs are varied and diversified. To meet the specialized need one has to approach such special collection or special service that are available in special libraries. Networking will help in the sharing of experience and expertise of the library personnel.

8. Reduces Unnecessary Duplication of Work

The networking will remove the efforts in duplication of classification, cataloguing, and such others.

DEVELOPMENT OF LIBRARY NETWORK IN INDIA

At international level Joint Academic Network (JANET), Online Computer Library Centre (OCLC), etc. are functioning properly. The examples of library networks in the western countries suggest that all networks based on a fee structure can be maintained without grant and are viable in the long run.

NICNET, established by National Informatics Centre (NIC) in 1977 was started in the late 1987's. It is one of the largest VSAT Networks of its kind in the world. It was launched basically for getting and providing information from/to district levels to facilitate planning process. It links for regional nodes at Delhi, Pune, Bhubneswar and Hyderabad and has established 32 nodes at state and union territory levels and 439 nodes at district headquarters.

At national level INDONET is India's first data communication and computer network that was started in March 1986 by CMC Ltd. It was launched as a solution to the growing need for providing timely, well processed data to various institutions. In the First phase, they have mainly network in Mumbai, Calcutta and Chennai. Later, Delhi and Hyderabad were also linked as additional stations. INDONET

presently has an international gateway which provides access to the world wide packet switched networks like USA's Global Networks Systems (GNS) and Internet.

Education and Research Network (ERNET) was launched by the Department of Education (DOE), Govt. of India in late 1986 with financial assistance from United Nations Development Programme (UNDP) to provide academic and research institutions with electronic mail facilities. It is currently used by DSIR Labs, research centers and academic institutions.

Scientific and Industrial Research Network (SIRNET) was established by INSDOC in late 1989 to interconnect all the CSIR laboratories and other R&D institutions in India.

The success of the above networks and the initiatives taken by NISSAT, UGC, Planning Commission and other departments of Govt. of India have led to the establishment and development of library networks in India.

CALIBNET was established by NISSAT in 1986 in Calcutta. It was the first library network visualized. At present, it has become the centre for CD-ROM databases which are acquired from outside sources. DELNET was established in 1988 in Delhi by India International Centre with the initial financial support of NISSAT. It is the first operational library network in India. INFLIBNET was established by UGC in 1988 and its operations began in 1991. It is a network of university and college libraries. MALIBNET is the result of the need for interconnecting libraries and information centres in Chennai, which was visualized by INSDOC in 1991. INSDOC undertook a feasibility study which was completed in March 1992. MALIBNET was registered as a society in Chennai in Feb. 1993. Some other library networks in India are PUNENET (1992) in Pune, ADINET (1993) in Ahmedabad, BONET (1994) in Mumbai, MYLIBNET (1994) in Mysore (Chennai), and BALNET (1995) in Bangalore.

CONCLUSION

The library network deals with the development of software for library automation, automation of the member libraries, retro-conversion of records, cooperative acquisition, creating union catalogue, development of database of the holdings in member libraries, conducting training, workshops and seminar, providing DDS, Email, CD-ROM, internet access facilities. It also provides reference service, referral service, and provides technical support to member institutions in the selection of hardware, software, and technical problem faced by the member libraries. According to Allen Kent "the success and survival of libraries will much depend on how much and to what extent the libraries cooperate with each other in future". Further, tremendous explosion of information, financial constraints, information in different forms, etc., compelling the libraries to form network and consortia is an essential facet of modern library practices.

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Chapter 8
Ranganathan's Five Laws of Library Science

M.Ambika

Introduction:

During his eighty-year lifespan, Dr. S.R. Ranganathan made contributed many new ideas to library and information science. He wrote 60 books and about 2,000 research articles in his life. Really, Dr. Ranganathan was a multifaceted personality. He devoted his life to the cause of development of library science in India. Dr. Ranganathan enunciated various laws, principles, canons, theories, etc., in LIS. His theories are based on scientific principles. They are accepted universally and are relevant even today. We can say that his ideas are like a lighthouse for libraries, and LIS students and teachers. His ideas are still exciting and, even today when computers and other developments in the field of telecommunication have changed the whole scenario of LIS. Even now, when libraries and information centres face the problem of underused information resources as well as the challenges of implementing Information Communication Technology (ICT), Dr. Ranganathan's philosophy is relevant and accepted as a way to overcome both these problems. The answer comes in the application of his Five Laws of Library Science.

RANGANATHAN'S FIVE LAWS OF LIBRARY SCIENCE

1. Books are for use
2. Every reader his/her book
3. Every book its reader
4. Save the time of the reader
5. The library is a growing organism

The father of library science in India propounded the five laws of library science in 1931. The first law is that books are for use. It is imperative to ensure library patrons use the materials we select and purchase for them. Libraries are not just about storing books, they are about people having access to books. This is something Ranganathan made clear in his own discussion of the first law (Ranganathan 1988). His talks and writings emphasize the preservation of information and knowledge to be as important as access to information and knowledge. Undoubtedly, both preservation and access are important, and the availability of digital technologies that Dr. Ranganathan could only have dreamt of has a vital role to play in preservation and access. Librarianship is now blessed to have the opportunity of making knowledge available through digitization, but digitization can best be justified by focusing on the priorities laid down in the first law. The first law is also forward-thinking in its emphasis on the library's location.

Increasingly we are seeing libraries sited, or even relocated, in more accessible locations in order to increase custom. There is debate among library professionals on the issue of merging of public libraries with other services, such as sports centres, or moving the library to main thoroughfares rather than outlying parts of the community. The implication of first law of library science in marketing library is the emphasis on the optimum use of resources, facilities, and services. Convenient location, effective signage, and longer opening hours; helping hands for using resources and services are all important.

Second law, "every reader his or her book," means that we all have diverse interests and that there is a book out there to satisfy each of us. The core need is to fight for the right of users to information of all kinds, the consistent battle against censorship and inequality of access that has governed civilisation since its inception. Our duty is to help users find the information they require and ensure any blocks in the way are not blocks we have created. Barring

access to knowledge is totally against the philosophy of Dr. Ranganathan's law. In fact, the second law provides roots to the freedom to access information and knowledge in the forms of writings of all kinds, and to be informed on topics that others may wish to suppress. The second law reminds us to be impartial in our dealings with users. The implication of the second law in marketing the library is to meet user needs satisfactorily by collecting and interpreting information, understanding the needs of users, and matching the needs with its resources. The library should develop its collection keeping in mind the present and future requirements of its users. The library collection should be a mix of old and rare material as well as of the latest material reflecting advances in various fields.

The third law: every book its reader (Ranganathan, 1988) advocates easy access to materials, and one way to do so is by putting people together with what they require. Putting books into the hands of people who do not necessarily know what they need is also at the heart of the third law. We could interpret reader development as being part of the third law, since we promote books to users that may not be known to them and that may offer opportunities for enrichment that other titles do not. Historically, reference work has been identified within the third law, and this continues to be the case in the virtual library. Virtual reference services continue to grow in popularity in both academic and public libraries.

Libraries and information centres are launching virtual enquiry services through their websites. They are accepting models created for this purpose by world-renowned libraries, especially university libraries. These are exciting developments, focused on expanding services to where and when users may need them. They allow librarians to continue to use their skills in tracking down quality information for users and will become a staple feature of library services. The implication of the third law in marketing the library is performing activities that take library products and services to the

users: publicizing the value and benefits, promotional campaigns, advocacy, public relations, personal communication, etc.

The library should use promotional tools to publicize its resources, facilities, and services. It should direct its efforts to attracting new users to the library and reach out to its existing users by providing library services at their doorstep. It should give its users the personal touch and develop a feeling of belonging in the library.

The fourth law is "save the time of the reader" (Ranganathan, 1988). Time is important to every person. Time management is a key to success in life. Libraries must have the objective of saving the time of the reader. The entire journey of librarianship is about devising, designing, and developing methods, systems of organization and dissemination of information to provide the best service to their readers in the most efficient, accurate, and effective manner and thus saving the reader's time. For example, we create catalogues, bibliographies, indexes, and abstracts to save the time of readers. Saving the time of the reader also relates to how we actually organise information. Acceptance and adoption of ICT has used to save thousands of hours of the reader's time when compared to manual systems.

Noruzi very rightly opines that considering the time of the user as a vital notion, and that all five laws of library science are transferable and applicable to the Web. Increasingly, saving the time of the user becomes navigating with them through the Web and creating high-quality and accurate guides to information in this challenging domain. The implication of the fourth law in marketing library is its focus on the user benefits and preferences. Consolidation and repackaging information into an appropriate form, making information available when it is needed, ensuring the quality of services and offerings, are tasks that take user benefits and preferences into account. The main objective of the library should be that the user who enters in a library for a specific purpose should not

leave emptyhanded. At the same time, it must also be ensuring that the users' valuable time is not wasted in searching for material.

The fifth law, that the library is a growing organism (Ranganathan, 1988) states that libraries will continue to grow in the future. Perhaps we can look at digital information and conclude that the growth is not as pressing from the point of view of physical space, although this remains something that libraries struggle with. Even in the digital world, the analogue continues to be important. Book publishing remains healthy, and indeed a much less expensive endeavor than it was in 1931.

Libraries will continue to struggle with space problems. This is reflected in the statistics of information generation and the acquisition of information resources of libraries of any type. Even the presence of e-resources does not stop the acquisition of new print material, and the pace at which they grow has not changed. Lancaster's dream of a paperless society is not likely to come true in the near future. The sacrifices librarians have to make between space for books shelves and space for computer terminals to deliver this ever- expanding need will continue to be an issue. One can also see the library as a growing organism in terms of staff and skills. As the library grows in services, the skills necessary to deliver these new services will also grow. Perhaps we could argue that both libraries and the profession of librarianship are growing organisms. The fifth law's implication for marketing is adapting the library to future user needs, including mobilizing resources, dealing with uncertainty about future user needs, new services, new customer groups, new environment, etc. The library should also transform its services to keep up with other changes in the world. The library must not lag behind in adapting to new technologies. The library staff must be technology-literate. In order to make use of these laws more effective, libraries and information centres must adopt marketing tools. Important promotion tools include:

1. COMMUNICATION

Rowley (1998) divides communication channels into personal and non-personal. Personal communication channels are those in which two or more people communicate, and word of mouth is the primary means of communication, although other media such as e-mail are significant. Non-personal communication channels include TV, radio, posters, newspapers, etc.

2. ATMOSPHERICS

This term is coined by Philip Kotler (1975) who defines atmospherics as "the designing of buying and consuming environments in a manner calculated to produce specific cognitive and/or emotional effects on the target market." In other words, the working environment, library ambience, appearance of employees, the physical setting, lighting, work environment, noise levels, etc. These must be healthy and suitable to make a positive impact on users. Atmospheric considerations are often neglected in many libraries and information centers. It is not always a matter of extra cost but simply a matter of thoughtfully designing space in the library, placing of relevant guides to use, etc. This may help in attracting and maintaining users.

3. ADVERTISING

Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building. They can be in a short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role the libraries plays in the present era (Jaafar, 1998). There are a variety of ways of advertising online. Traditional print advertisements include brochures, pamphlets, newspaper advertisements, etc.

4. BROCHURE

The design and presentation of brochures and leaflets should be aesthetic and attractive to users. The language should be simple and should hold the interest of the user.

5. LEAFLETS

Leaflets include guides to the library and its special collections, Web guides, Reading list on IT, and so on. Other brochures can be kept in the library at a location which is placed so that anyone who enters the library is attracted to that corner.

6. POSTERS

Posters offer good visual communication. They can draw attention when displayed at prominent locations and provide brief information about an event, service, etc. Old and defaced posters should be replaced on a regular basis.

7. NEWSLETTERS

The library can convey information about new acquisitions, new services, events and activities, fee changes, etc. Information regarding library can be included to convey a message to readers about the alertness of the library in updating and communicating small but important pieces of information. In fact, they are an excellent marketing tool because they list all the activities of a library. With ICT facilities in the library, an e-newsletter can be produced. The text of the newsletter can also be included on the library website.

8. EXTENSION ACTIVITIES

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions, etc., can have a positive impact on the image of the library and can motivate people to come to the library and promote the use of its products and services.

9. LIBRARY TOUR

Library tour for new and existing members can be used to promote the library services. While on a library tour, users can be

prompted to ask questions and find out more about new activities, products, and services.

10. LIBRARY MONTH/DAY

Organizing national library day/month can be an effective way to promote the library. A library can create awareness of its importance in society.

11. PROMOTING IN ELECTRONIC ENVIRONMENT

Libraries, especially in large cities like Delhi, and Bombay use ICT tools in designing, developing, and disseminating services to satisfy their users. They also use ICT to promote their products and services. ICT-based channels include library websites and email.

12. WEBSITES

Libraries websites can be accessed by users at any time. The websites contain details about the library, including the collection, subscriptions, service policy, terms and conditions, etc. It may also have graphics and multimedia advertising that can have an impact on visitors. The library website should be continuously updated to avoid an adverse effect the image of the library. The website can also be interactive so users can communicate with staff. For this purpose, a directory of staff members should be posted on the website (Mahajan and Chakravarty, 2007).

13. ELECTRONIC MAIL/MAILSHOTS

According to Natarajan (2002), e-mail is the most universal application on the Internet and it can be used for direct communication with potential users. There are many benefits to using email as a promotional tool. Mailshots are an effective medium that create personalized services, with information about library activities and events, membership renewal (Singh and Krishan Kumar, 2005).

14. BULLETIN BOARD

This is an offshoot of email and is a many-to-many email system. It is medium for messages of interest to a community of

online users (Moorthy and Karisiddappa, 2000). This service can be used by libraries for disseminating information to online users.

15. NEWSGROUPS

Libraries can use newsgroups or discussion groups to build awareness among its clientele. According to Moorthy and Karisiddappa, (2000) a message (an article) is posted to the entire newsgroup. Other interested persons can reply/comment on the message. The topic can range widely, but each group is confined to one subject.

16. E-COMMERCE

A library can also sell its products online through online charging and credit facilities. E-commerce has redefined the way business is conducted. Well-known bookstores around the world are offering their holdings over the Internet. For example, Blackwell maintains a database of more than 1.5 lakh active titles (Moorthy and Karisiddappa, 2000). Benefits of e-commerce include:

A very large customer base and that reaches many different countries. Maintaining a website is relatively cheap, and results in reduced prices, more competition, current information, quick access and sales. Caters to the customers' wide and varied interests, saving travel time

17. BLOGS

Blogs are continuously-updated websites, created by individuals or organizations. They are generally free. A library can use blogs to promote its products and services by making it appealing and informative (Mahajan and Chakravarty, 2007). Special alerts about new resources special services can be included in the blog entries. To get feedback, comments and suggestions can be invited from visitors.

CONCLUSION:

This paper encourages academic libraries to take a proactive approach by implementing Ranganathan's vision of "the library as a growing organism", with creativity and inventiveness, in addition to updated classical information mediation, as the key for successful coping with disintermediation. Suggesting conceptual approach, based on the classical theories of Ranganathan, Five Laws of Library Science (1931) and, to a lesser extent, Darwin's Theory of Evolution as published in *The Origin of the Species* (1859), presented here, might make the difference for the present-day academic library and its customers. It is the author faith in the advantages of the professionalism of librarians which allows the academic library to fight for its position as the optimal mediator for its potential consumers, the diversified academic community. However in order to do that the academic library must expand its boundaries and position itself as a significant player in the new information environment, as an important aid in the creation and distribution of academic information and knowledge, to create a reality in which the library is indeed a living, growing organism. Innovation and creativity is needed for proactivism.

In this paper examples for such approach given in the fields of reference by imparting literacy, in the field of digital collection and last but not least the opportunity to become involve in publishing arena. Success in such initiative is a road in which the academic library can turn Ranganathan's vision into the evolutionary reality.

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