REVOLUTIONARY CHANGE IN LIBRARIES AND INFORMATION CENTERS IN THE AGE OF INFORMATION CAPITAL

Dr. Surya Prakash Shukla [*]

Dr.R.P.Bajpai [**]

Abstract:-

The need of society changed day to day. The users needs fast communication of information they do not want to search information on books or any print material, which is very time consuming job, they need very faster resources to save their time and Labour. Libraries and information centers have fundamental goal to save the time of the users. It has changed over all things as well as working environment also. Now the picture of traditional libraries and information centers is changing, so many optional sources are available for getting information but that options or sources are not satisfying all aspects of knowledge environment. Libraries and information centers are recognized as knowledge or information house, offering the close community to use the resources of knowledge and information.

In India before and after independence libraries are established by the government or government undertaking organization under plan period with basic aim to "collect process and disseminate the information in the society.

Now the need of library and information centers are charging so there is a requirement of changing the library and information centers environment also, while is discusses on the topic.

Key words :-

- ✓ Information Society
- ✓ Information Need
- ✓ Libraries
- ✓ Information Centres

[*] Assistant Professor ,LIS, MGCGV Chitrakoot, Satna (M.P.)

[**] Associate Professor ,LIS, MGCGV Chitrakoot, Satna (M.P.)

Introduction:-

Our society is fully governed by the information. Information of the right value at right time can change the speed and the growth of every organization. Form the beginning of the library science it was the aim of libraries to provide Wright book at right time, and provide right hand for the right book. After change in the technology user of the library and demand of the user changed so it became important to change the service of the library and information centers with the use of latest technology.

This century has seen the emergence of technology as the dominating factor and its vital element is information which is of great value for the industrial world. All our economical and social progress depends very significantly in the transfer of social, economical, scientific and technical information. Today people demands their information in various forms and with various emphasis and different depths of explanation is even the same person wants the same information in different ways and forms on different use depending on his knowledge of the subject and the need so the role of libraries is changing by boy to day for fulfilling the demand of its users.

Today we are living in a new age of revolution. We can call it knowledge or information revolution. It is the third important revolution that has change the world, the first two being agricultural revolution and Industrial revolution. The pace and extent of changes being brought about by the present revolution are more for reaching than that brought about either by agricultural revolution or industrial revolution. The most important capital component revolution was arable land, it was natural recourse in industrial revolution. The new revolution has planed knowledge at the centre stage of the productive process. In other words knowledge revolution has replaced land capital, natural resources and financial capital by knowledge capital as the most important agent of development. while the agricultural revolution was spread over thousand of year's and the industrial revolution over hundreds of years . The knowledge or information revolution has come into maturity within a few decades.

The shifting determinants of development from traditional material based capital recourse to non material knowledge or information resources clearly indicates that development in future is linked up with acquisition, production, and dissemination of information or knowledge while it took a few thousand years for agricultural revolution a few hundred years for industrial revolution to transform the world and its people. Knowledge or information revolution can

transform peoples lives in decades Knowledge or information based resources differ significant in character from material resources. While material resources are concerned when they are utilized, Knowledge resources increase when they shared. Material resources are costly to transport and store, where as Knowledge or information speed and can be stored at negligible cost. These vital differences between material capital and knowledge capital have not only telescoped the time gap in development but also made it possible to universalize the benefits of this development.

The distinct characteristics of Knowledge or information as a resource makes it possible for the first time to spread and share a crucial resource among the entire population. With the development of modes computer based media that brings sound and video images into every household and with the advent of internet that enables us to reach the world we could utilize the opportunity to close the development gap that separates the worlds most prosperous communities from their poorer cousins.

Back ground:-

Information may simply defined as processed data is Information. According to shera " Information is that which is transmitted by the act or process of communication, it may be a message, a signal, a stimulus, it assumes a response in the receiving organism and therefore, possess response potential, its motivation is inherently utilitarian, it is instrumental and it usually is communicated in an organized or formalized pattern, mainly because such formalization in erases potential utility.

According to ALA world Encyclopedia of library and Information service, information is a property of data resulting from or produced by a process that produced the data.[3]

According to the ford information is "The structure of any text which is capable of changing the image structure of a receipt is information."[6]

Information industry may defined as the body who gathered information, and involve in processing, packaging or repackaging and marketing of Information for fulfilling the demand of the user.

Position of Libraries and Information centres :-

In India most of the libraries and Information centres are controlled by the fund provided by the government bodies. Our libraries and information centres are working for the support of mother institutions some rare Information centres are working freely. Apart from the

governmental support to industries, education and research, these days a number of private bodies have interred in the field of Information gathering, packaging and marketing of information and it all became true due to faster change in the field of computers now computer or Information technology is the basic ingredient to provide information service by any library or information centre.[12]

Organizations working in the field of information can be categorized into two categories I not for profit and for profit categories. not for profit categories are the libraries and information waters governed by the government funds and for profit categories are the organization of the big industrial houses not me in the field of information fathering processing and packaging and marketing their information products like soft ware programmes for libraries and information cetres, microforms of the books and documents data collection making information list on every field or field given to them for supply and they take theirs fee for the services also which includes profit.[5]

The role of libraries and information centres which provides information and knowledge is changing with the demand of user society by the help of the Information technology. Now days most of the libraries wher are providing information services are using very sophisticated computer instrument and soft wares to fulfill the demand of the user with out taking more time. The users are becoming increasingly centered on information handling, processing, storage and dissemination, using micro electronics based technologies specially those made available through the convergence of the computer with tele communications, namely information technology, this shift is a result of reflection in an emerging occupational structure in which the category of "information workers" has become predominant. The information workers appears on the picture as an result of demand of technological and economical information for research and development .

Changes in need and demands:-

Organization providing information services working very hard to meet the demand for information. Ways of providing information ways of providing information became a challengeable job for the libraries and information centres. Now librarians are expected to fulfill all type of demands by using very faster devices so the queries are also very sophisticated or demanding pin painted information . Now users demand is being sophisticated which changes the traditional look of libraries those were simple book stacks and preservation station of

knowledge material and librarian as a caretaker and curator of the material, supplies of the material on the demand. This revaluation changes the picture of the library and the role of librarian also. Today libraries one ready to face the demand of users and librarians are capable to satisfy the queries of the users with the support of IT equipments. The advent of electronic reference service has greatly added to the challenges of the job by multiplying the potential avenues of research librarians move agilely from one to the other to find the best resources and searching features for every patron and each question. Not only do new technologies join the older ones on a regular basis but also very fast searching tools software's or new editions mean a continuous learning system and constant change. Expectation and attitudes of the users towards the research process have changed for the libraries. Now the user is knowing the value of information he or she receive from the library or information centre.

Changes in library products:-

When the change occurs in the demand of the users then it is natural that if libraries and information centres want to frulfill teh demand they also make changes is theirs products which are the services provided to the users by them. Seeking data development and innovation in information management have not been confined ton the presentation of data is new formats but have extended throughout industry by making possible the coordination and management of all productive activities by allowing faster and more effective exchange of data by electronic means the standards and specifications for information products and data bases are to be properly developed. Information providing techniques and tools are to be designed and developed and the users are to be assisted in theirs production and dissemination activities.

Now libraries and information centres are to be organized adequately for all the purposes which are very much demanding by theis product Ares because information is the new strategic resource replacing land labour and financial capital with application of innovation. The basic aim of information product management is to promote organizations effectiveness by enhancing its capabilities to cope with the demands of its internal and external environment in both static and dynamic conditions. Finally we can say that information products are the very ingredients for strategic planning management control, operational control, transaction processing and record or document management.

Innovative Information products:-

Among the many techniques of information product management, today professionals of the information field produces new products which are capable to fulfil the demand of the users we can call then new information products, These are very important to organize, coordinate and institutionalize the information compression and evaluation activities in the subject field concerned. Information services or products now needs an area of new techniques and technologies to emage the information properly. The services or products will range from database management systems, management information systems, decision support systems, information retrieval systems public information system, data bases, data banks, news lines, electronic journals and many more names.

These all products coupled with information consolidation and repacking will help to organise control, analyze and channelise the flood of information to derive the maximum benefit of information cooperation resource sharing among information centers are vital in this respect. The information centres and libraries are to be given fall autonomy so that they are capable and well equipped with efficient and fast information handling tools and techniques to utilize the information products properly.

Information Society:-

After the revolutionary changes we see almost our society is converting in the information society. Today information is the very important item for the human civilization and society.

The term information society is said to have been earned in japan for the first time. The two japanese cohnates"Joho shakai" when normally translated into English means "Information society". The American society for information science (ASIS) in 1970 organized its annual meeting around the theme "The Information Conscious society" where the concept of information society was explicitly used.[7]

William J. Martin defined information society as A society is which the quality of lite, as well as prospects for social change and economic development, depend increasingly on information and its exploitation In such a society living standards, patterns of the word and leisure the education system and the market place are all influenced markedly by advances in information and knowledge. This is evidenced by an increasing assay of information intensive products and services, communicated through a wide range of media many of them are electronic in nature.[13]

After the revolutionary change in the society as information society the role of information or knowledge providing agencies also changed now the society is looking forward towards the libraries and information cenctres to supply the information products as per this demand on the right time.

The information technologies place an important rede in the development of library and information centres activities and services in fashionable mannes. The information and communication technology has attached all the human life related apheres towards itself by virtue of its characteristics and properties. Its metamorphosis the shapes and size of library and information centres. mozority of the activities and services rendered in the libraries and information centres are being performed through the media of computer to balance the demand of the today's information society.

E- Libraries:-

Information technologh plays an important role in automation of libraries and information centres. In libraries various involved groups such as readess, library and information centres professionals, supporting staff and supplies of book and documents as well as non book material, can make rse of automation technologies for efficient management of library affairs. library automation involves the incorporation of some fascinating technologies who are changing traditional shape of libraries in the e-library are given below-

- online functioning
- voice mailing
- teleconferencing, such as audio, video and computer conferencing
- Electronic calendaring
- Imaging
- Video texts
- OPEC etc.

Provisions of e-books, e-journals, bar coding, microfilm making and using RFID techniques for day to day library works with farther add to the quality turning libraries to the e-libraries.

Challenges and problems :-

Specific demands :-

A Quarterly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Research in Social Sciences
http://www.ijmra.us

475

Now users of libraries and information centres are not bothered about the resources available is the library or trained staff is available in the library or they have the facility to provide you the same what you want, any information what user wants directly ask about pin pointed with in time, feed back of information given or continuous service so libraries are bound to change there mater and traditional role.

A sensible national policy on financing libraries and information centers has to take into account for supporting libraries and information centres to fare the changing environment and make themselves to able to provide all the information demand on the time. only few higher education libraries and institutions libraries are receiving the friends as per there demand rest are seeking for the good time. It is very beg challenge in Indian context from the government side to provide adequate find for the libraries for changing then in new area pf technological change and the age of information.
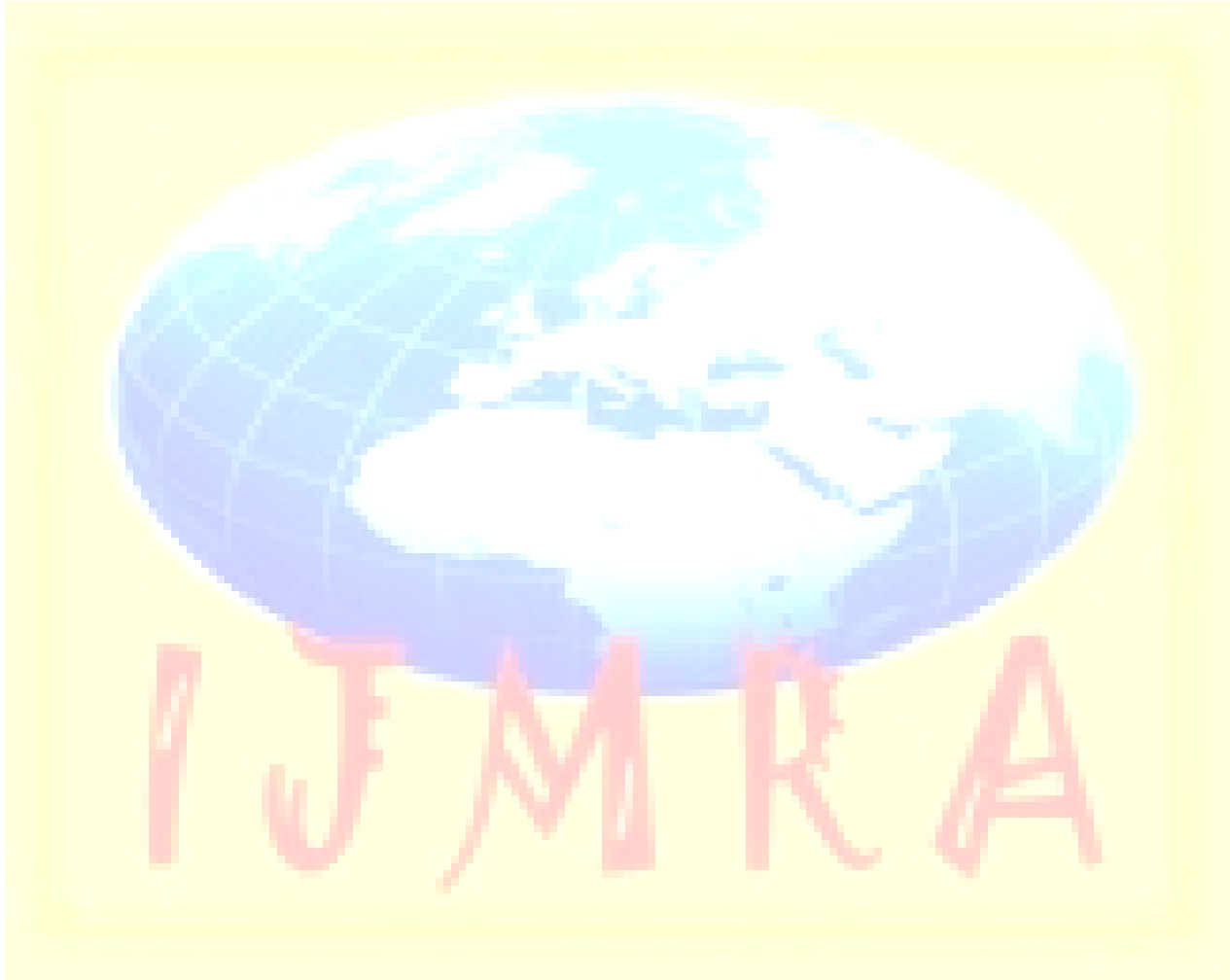
Future hypothesis.:-

Libraries and information centre are adopting very latest technologies for supplying the information to their users as per there need on the time. Use of I.T. is very much helpful and the technology is being faster and faster now our libraries and information centres are using RFID technology for days to day daily work, using touch screen for OPAC and availing internet facility to give access in the world of e-books and e-journals now it is up to government or managing organizations of various libraries and information centres to provide adequate fund to catch the speed of growing need of users, and there must be a proper policy for time to time training of library and information science professional so they became avail of now technology and make it use on their institutions.

CONCLUSION-

After all we find that there is faster change seen on the nature and services of the libraries and information centres. In India majority of libraries and information centes are running by the fund of government so it is very necessary for developing the quality products of libraries and information centes, provision of adequate fund is must, secondly proper manpower development through professional training is needed because this is manpower who is going to supply information products to the users on their demand . Then thirdly user education, if we have sufficient fund, properly trained staff and technology with supporting tools and we dont have

user's or users do not know how to make use of there information products so each library and information centre must start user's orientation programme then results came out, and we find our society really as a information society, developed society with power of information's and knowledge.

RESFERENCES

1. Sharma, Pandey S.K. Information Society and libraries (in Sardana J.L. Ed. Kalia Festchrift, Delhi. Concept, 2002)

2. Shera, Jesse H. Foundations of education for librarianship. New York : Becker and Haye, 1972 p 32.

3- AL A World encyclopedia of library and Inf. Sc.

4. Curras, Emilia. To wards theory of Information Delhi : BRPC, 2002

5- Kumar P SG Information and communication Delhi, Br Publishing House, 2004, PP. 06, 07, 136-171.

6- Crawford, I. Marshal Jean. Information broking : A new carrier in information work. London. The lib Assn. 1988. p 36

7. Raffin, Margaret, ed. marketing of Information services. London : Aslib, 1978. p 59

8. Atherton, P.A. Hand book for information systems and services. Paris : UNESCO, 1977

9. Lancaster, F.W. Towards paperless information systems. New York : Academic press, 1978 PP 51- 64

10 Feather, J. and Sturges, P., Ed. International encyclopedia of information and library science, London : rout ledge, 1997.

11. Patter son, D.W. Introduction to artificxaial intelligence and expert systems. London. Prentice Hall, 190

12. UGC Report of the committee on Governance of Universities and colleges, UGC, New Delhi 1971

13. Oppenheim, Charles. To wards the electronic library (in scammed, Alison , Ed. Handbook of special librarian ship and information work. London, Aslib, 1997.