Modern Library Services

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Abstract:

The information explosion and the popularity of the internet, libraries have faced new challenges to look for new ways to meet the user's new demands and expectations. The need to bring information to various users has encouraged the creation of many innovation services linking new technology with traditional library service. This article explores new innovative library services to increase the use of library and its services & full fill persons requirements related to information.

Key words-Library services, innovation, RSS feed, Dart Game, etc.

1. Introduction

With the fast development of information technology and the increase of information resource, users are more and more inclined to choose various sources of information besides the library. Library can be defined as place where there is a collection of sources & services. It can be managed by a private , public body or institution. The concept of innovation services has been existing since the very existence of mankind. However expectations have been changing over the change in time due to availability of better technology, Today no organization can progress, grow and be competitive unless it pay attention to innovative quality of its product or service. Though the word innovation is very familiar to us, it has different meaning of different people. In the context of Library and information centers innovation is related to library services which is provided by library to their students. The basic idea underlying the need of innovating library services is to focus on the users. Innovation makes the libraries realize and reaffirm who are their users and what are their needs. An innovation library service helps to achieve high levels of patron's satisfaction.

2. Innovation

Innovation is the process of which organizations use their skills and resources to develop new goods and services or to develop new production and operating systems so that they can better respond to the need of their customers If innovation is a process we need to consider the output of the process . There are for board categories of innovation & this 4p's approach can be used to explore opportunities for innovation in a library. 1) Product innovation- changes in the things, services that the library offers. 2) Process innovation- changes in the ways in which they are created and delivered. 3) Position innovation- Changes in the context in which the services are introduced. 4) Paradigm innovation- changes in the underplaying mental models which frame what the library does.

3. What Is The Need Of Innovative Library Services?

Innovation is the complex process creation, distribution and usage of novelties in order to enable library development as a social institute and enhancement of library performance. The library innovation is a system of new ideas proposed by creatively thinking professionals or by a team. One of the main direction of innovative library activities is the automation and mechanization of technological processes. The use of information and communication technology (ICT) modifies traditional services.

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4. **Library Innovative Services**-

The following best practices can be applied in this context.

1) This term is coined by Philip Kotler (1975) who defines atmospheres 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 ambiance , appearance of employees , the physical setting ,lighting, work environment, noise level , 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 mentioning users.

2) **Improve Image of the Library**:

An attempt should be made to improve the image of the library within the organization. Users should consider library as more than just ashore houses of books and other information materials.

3) Building Relationship:

Libraries can help their parent organization in strengthening existing relationships with external world such as corporate and institution. There is a sizable social market for library and information products/ services in this present knowledge economy.

4) Vision and mission statements

Have a separate vision/ mission statement for the library to be in line with the similar statement of the parent organization. Such a statement is a future oriented description of the outcomes in terms of what a library wants to achieve. While the vision statement says, where we will going, the mission statement will say , "How we –will-get-there"

5) **Marketing Strategy**

It is essential that libraries need a proper strategy for successful marketing . It should be aimed at increasing footfalls in the library when the information is made available on their handheld gadgets. Screening of the videos , Thematic Book display, Membership drives, Author talks, Book stalks , Quiz competitions. Dumb charades, Essay writing etc. are some of the best practices in this regard which are explained below.

a) Screening of video

To attract the users in the library as well as putting AV resources to use, library can organize videos screenings. Video related to leadership, communication skills and self help topics can be screened in the library.

b) Thematic Book displays/ Subscription Drive:

Librarian can fix a date in a month for display of new arrivals and also in consultation with HR Faculty Sr Management to organize thematic display of books to coincide with some of the national and international events such as independence Day, Teachers day, women's Day , Labor day, world book day and copy right day etc. which users will appreciate and visit library more often.

c) Book Talk/ Author Talk:

Author talks or Book talks can be arranged in libraries . This will give users an opportunity to interact with authors or to give a talk on their favorite book.

d) kids Corner :

To inculcate reading habit right at the very young age, libraries should set up separate corners for kids by attractively displaying children's books. Parents and their children should be invited to make good use of it.

e) Literary competitions & Events:

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From time to time, the library can organize activities such as quiz, essay and elocution competition for students and faculty. Libraries can arrange programmers on the occasions like librarian's day, teacher's day, women's day and valentine day etc. On these days various events should be organized which will finally help in utilization of library resources.

f) Organizing dart game

It is general experience that libraries proved many kind of services but very few users are aware of them. for this one can adopt innovative strategies which can attracts the users and make them aware. 0 services provided by the library.

5. Innovation Through E- Resources

Face book

Currently face book is the 50most assessed site on the internet world wide and second most used social media site on the world. it was first founded by Mark Zuckerberg in 2004. it is interactive allowing various to leave comments, send messages to each other via wedges on the blogs and it its eh interactively that distinguishes them form the other statistic websites. It has affected the social phenomenon that not just connect people together but generate and contribute the web contents itself. it enables the users to choose their own privacy settings and choose who can see specific parts of their profile. it gives an opportunity to make community and receive fast, quick respond to feed back.

Use of face book of library services:

The primary function of any library is to acquire store and disseminate the information in the same way face book also explores the information.

Face book helps students or research scholar to developed practical research skill that they need in a world where knowledge construction and dissemination make increasing use of online information network

Face book works as tool to mobilize library services among younger generations of LIS professionals.

Face book also shows new information in the form of notification

The faculty of library and information slice may share information with their studies on SMS.

Face book that will help to embark their wide knowledge to the student community outside the class room

Face book can work as a tool for interaction among the students and teachers. The popularity of social networking sites is increasing among the educated people especially adult youth in college and universities by LIS professionals

How libraries can make use of smart phone:

By 2000 wired telephone and wired computers were beginning to replaced by wireless ones. libraries can make use of mobile technology to provide information to the users in much efficient manner. they can promote and expand their existing service by supplying on the go mobile reference services and by providing access to e books, journals, videos, audios, books and multimedia content, mobile devices and services therefore provide tremendous flexibility for those who wish to take advantage of library services with a simple 3-G connection a user can access e-books and multimedia content via his or her local library. if smart phone can always access network connect can be continuously streamed to the device over the network, providing content on demand and making it unnecessary to maintain a local copy of the material by going mobile a library can provide 24X7 services to its user community.

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the mobile environment can also offer new venues for teaching digital literacy to youth as well as adults and aid libraries in their out reach programmers.

Library apps on smart phone:

Smart phones and Tablet PCs (such as iPod) can also be used for scientific content. On forums such as the Android market or Apples App Store, special Apps (Applications) can be downloaded through the mobile network. Through these special applications, publishers such as Elsevier with Skivers Science direct and Nature Publishing Group give access to their journals. Even personal alerts can sometime be set up . There are also applications that can interface with bibliographies such as Pub Med, World cat or Skivers Scopus.

Some publishers such as Cambridge university Press and JSTOR have not created their own App but maintain a separate website that can be optimized for mobile devices.

Biogs –An online Tool for Library services

Library Application

Outreach Services

Dissemination of Information

Library Administration

Community Building

Library Resources Fast Communication Marketing of library Library portal or Website Digital Repository Journal Article alert services **Twitter** Twitter is a free social networking & communication tool that lets you send short messages of up to 140 characters to your group of friends Via the Twitter Website. **Library service with the Twitter** 1. Read the latest news 2. Identify experts in a specific area 3. Find out what other schools and libraries are doing around the world 4. Share a tip on finding on finding or accessing information online or in the building. 5. Post can link to intresting news stories about literacy or about libraries. 6. Use Twiter as an assessment too 7. Find contacts working on similar project 8. Patrons can ask questions about specific materials. **Adverting** a) Brochure b) Leaflets c) Posters

d) Newsletters

e) Extension activities

f) Library Tour

g) Library Month/ Day

Conclusion:

The role of Librarians & Libraries is changing in the present era due to the changing demands of its users. Users are expecting more from the libraries especially from the academic libraries not only for their intellectual growth but also for their day today informative demands which will certainly grow day by day. Librarians must put in mind that these needs can only be quenched through the innovative services with the help of ICT and its use in wise manner. Smart phones will definitely change the senerio of information access in future because now people need location free access to information. Maximum people use smart phone for their exesting features like touch screen, camera, games, social accessing qualitative information etc. Library professions need to get trained in using the mobile technology and guide their users in making use of smart phone for extracting information from the institutional libraries or from www. Educationists and administrators should explore ways to integrate smart phones and table components into all levels of education.

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