INNOVATIVE INFORMATION SERVICES

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INTRODUCTION

- The Libraries are the service organizations for individuals, organizations and societies from where they all get accessed with substantial qualities of information.

- The Libraries are a hub of various resources collected for the purpose of reading, study and referencing for their projects.

- The Libraries and its services reflect an evolution within the library world in the way that services are delivered to the users.

- The focal point of the libraries and its services will remain for user and for participation in the creation of content and community.

- The libraries should keep updating, evaluating and improvising their user services.

- The Libraries should try to go hand in hand with new technologies and also implementing those for serving users.

- There has been a tremendous growth in technology, having a deep impact on library administration, resources and services.

- By using these new technologies, the information has to be brought together which were not otherwise accessible or usable due to technical barriers, distance, size or system.

- The Libraries should employ those technologies which have been evaluated and have succeeded in serving users' information needs.

- The infrastructure of the libraries also plays a vital role for attracting users. It is like 'better the infrastructure-better the usage of library resources'.

- The library infrastructure includes library management, staff management, collection growth and development, system management and last but not the least library services. To make library and its services more efficient, everything has to be mutually complimented whether it is library resources, collection or staff. (Sivalingam.C & Thandavamoorthy. K, 2012)

- The libraries should also take part in different policies governed by the government like MHRD projects under National Mission on Education through ICT to develop e- resources or take part in digitization of personal diaries and books of renowned personalities that would be accessible through networks and with networks maximum number of libraries or information and documentation centers can become a part of it.

- The ultimate role of the library is to provide better information services to its users along with keeping itself up to date with new and advance technology.

- With new technologies the terms like collection, storing, processing and dissemination of information has resulted into "digital library".

- This has influenced all types of libraries. All libraries should participate in National Digital Library which has been conceptualized as new initiative of the Ministry to provide all kind of e-learning materials to learners under the 'National Mission on Education through Information and Communication Technology' (NMEICT).

- The NDL is entrusted to Indian Institute of Technology, Kharagpur as a Co-ordinating Institute.

- This project aims at developing an integrated portal to query, search and create access to a large number of academic institutes and it covers theses, journals, books, lecture notes etc.

- The E-books available in the institutional libraries that are connected to the National e-library can also be searched and located through this national e-library. (Smriti Irani ,2015)

CURRENT SCENARIO

- With advancement in information technology there has been a lot of changes in traditional library work and services.

- Due to the internet and web technologies the reference books like encyclopedias, dictionaries, directories etc. are published in an electronic form.

- Now even authors are publishing their work in electronic format or publishing it online.

- It truly seems that most of the libraries highlighted mainly on providing access to diverse information resources.

- It becomes easier for the libraries to collect the open source information with ICT.

- Open source information will help the library to build its very own digital library.

- It will also help to anticipate users' needs and make them abreast to the latest documents in their fields.

Generally the library services include:

- a) Digital library

- b) Web based information services

- c) Search engine services

- d) Cooperative digital library services

- e) Ask the librarian

- f) Personalized services

At present library must support teaching, research and other academic programmes.

- There are some organizations that are providing inter and intra network to their library staff.

- These are UGC-INFONET, INFLIBNET, DELNET, INDEST-AICTE, NKRC, FORSA IIM libraries, TIFR and Branch Libraries, ISRO libraries; HELINET, CSIR e-journal consortium etc. are making universities/academic libraries modern by connecting them through high speed data network.

- They are promoting and developing automation and standards, creating databases for

- projects, experts, specialist, institutions, creating union catalogues etc. One of them is even

- developing software for university libraries, provide training to the library staff, etc. (Sivalingam.C & Thandavamoorthy. K, 2012)

WHAT IS INNOVATION?

- Generally innovation means introduction of something new or change towards transformation.

- Innovation can be derived from

  - new thoughts or ideas,

  - practices,

  - research,

  - methodology or

  - from any resources.

Innovations for any organization can be done by applying

- ideas for generating new products,

- using new methods for better productions

- management, and

- also bringing change in the values among the staffs.

Joseph Schumpeter identifies 5 cases of innovation

a) Adoption of new product

b) Creation of new organization

c) Discovering a new market

d) Introduction of a new method of production

e) Using a new source of raw materials

o With these cases one can conclude that for growth and development of any organization innovation is must specially when there is tough competition in the market. (Baskaran. C,Muthu. M & Rameshbabu. P, 2015)

INNOVATIVE INFORMATION SERVICES

- How can there be new and innovative information services in the library?

- The answer to this question would be like there has to be creative thinking among the staff, searching a new target group, introducing a brand new concept which is never done before, creating or introducing new technology, creating a new partnership etc.

Now let's discuss some of the innovative information services:

- ICT Based Services
- E-Services
- E-Library
- Digitization
- Digital Library
- Digital Archives
- Library 2.0
- Mobile Services

What more can be done

- If it is possible then libraries should try to have a call centre just like National Library of China (NLC), it is kind of communication system based on internet.

- It has broadened the information communication channels between the readers and libraries.

- The voice self-service links the call centre with the application systems of NLC.

- Those who own Readers card, can deal with the series of activities just by phone.

- **Push Services:** It's the message that pops up on a mobile device. The app publishers can send them at any time; users don't have to be in the app or using their devices to receive them. It looks like a SMS text messages and mobile alerts, but they only reaches users who have installed the app.

- **FAQ push service through the web:** It is an effective way to transform passive services to active one. When users browse FAQ they might also notice some other relative information they need.

- Libraries should also provide services like OCB (on- line chat box) and VHD (virtual help desk) with 24x7 on-line help.

- **BLOG:** As we all know that BLOG is an interactive platform, having this library may make full use of it to set up a field of communication between library and users where users would express their ideas freely. Users may ask questions such as how to use e-resources or how to use digital library etc. Library will answer these questions and would understand user's needs.

○**RSS:** This may be used in reference services, service level would be greatly promoted and user's quick and accurate need for information may also be met. With this librarians possibly will adjust services content through individualized user's information warehouse where there is information regarding user's information taste. (Wu Chunli &Hao Jinmin,2011)

- Initiative should be taken to develop NEC (national e-corner) for available e-resources, open web resources and services in different libraries and institutions in the country to make best use of them which are just a click away at a nominal fee.

- All libraries and institution should take initiative to develop more updating tools and applications like SLA (smart library apps) for smart devices like tablets, smart phones which are user friendly, to access their collections.

- Libraries should connect its users with the programmess like e-pathshala or Swayam by Ministry of Human Resource Development where all NCERT books have been digitalised and made available on its web site and also on the mobile devices. (Smriti Irani , 2015)
- Like any other amenities of daily needs, the library and its services have to be made available at our door steps. If someone wishes to have some information, library should be as a river flowing by side.

- But it is not necessary to always have technology to provide information services.

- Libraries can do wonders in providing information services keeping technologies apart for some time.

- For example, any public library can make an effort towards becoming a therapist with the help of other professionals like psychologist, doctors, teachers etc. for the people or for those families whose member(s) is/are involved in some kind of bad addiction or depression.

- The Libraries are the only asset worth to be passed on to the generations to come. Library can eradicate many social evils and can bring desire reforms in the society.

- A person who has friendship with books is undoubtedly a gentleman. Public, academic and special libraries should always try to plan services or should advance their existing services for the betterment of the society like other developed countries libraries do.

- Libraries using advance technology must think of their users who are new to technology or not able to use technology like others.

- Libraries must bring those technologies which can be used by any user (disabled, blind, elderly people etc).

CONCLUSION

- It is said that the present is the gift of past. In the past libraries were doing their housekeeping jobs manually and their information services were restricted.

- But now libraries of today are working with ICT, taking full advantage of it and providing very innovative information services.

- They are modifying their existing services using advance technologies.

- Whether it is an old library or a new library; they all are giving tough competition to internet resources.

- Now libraries are getting into the different networks under government plan, consortium, collecting, storing and evaluating correct information from World Wide Web and providing them through different modes like SMS, BLOGS or social networking sites.

- At the end libraries do have power to bring healthy change in the society.

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Thank You