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★ January to March 2020

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the decision. Save time and save money is most important reason for online purchasing purpose. Marketers increase awareness among consumers as well as better security and services.

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The Changing Landscape (Environment) For College Libraries In The 21st Century : A Study of Present Scenario in Mumbai Region

Dr. Parita Desai*

ABSTRACT

Higher educational institutions are the backbone of economic development and national competitiveness. College institutions are the first step towards higher education. College libraries act as one of the pillars in the accomplishment of objectives of the parent institutions. The ever-changing digital environment in the 21st century has a pronounced influence on college libraries as the expectations of higher authorities and users have significantly changed. The main objective of the paper is to identify the status of the library collection, services, infrastructure, activities and functions of college libraries to meet the expectations of users and higher authorities. The study of changing landscape for academic libraries will offer greater sustainability in the digital era of the 21st century and will help the higher educational institutions in achieving academic excellence.

Keywords : Digital Era, Academic Library, Higher Education, Academic Excellence

1.1 INTRODUCTION

In the Digital Era of the 21st Century, information is the fundamental substance and competitive advantage for the success and growth of the business which has a great impact on the economic growth and development of the nation. Higher Education is the national resource and for Business enterprises, higher educational institutions are the producers of the commodity that is students (ACRL, 2010). One of the success factors of educational institutions is college libraries. College libraries are the main channel or play an intermediary role in the provision of information to the users. Digital advancement has a great impact on the nature and the source of information, which has resulted in the change in the pattern of collection development policy, library services, activities, functions and expectations of users and management.

1.2. LITERATURE REVIEW:

Koster (2010) has redefined the concept of the library from "Location of physical collection" to "a set of information services administered by a group of

specialists" in the new age of technological advancement.

The study of Users' expectations in Savitribai Phule Pune University by Oak, Meenal (2016) revealed that faculty members prefer remote access and have affected their visits to the library. Whereas students expect good collections, database subscriptions, and remote access.

According to Graham and others (2009), in today's digital era Library and Information Center should make use of Social Networking Software like RSS feed, Blogs, What's App, Facebook, Twitter etc. for providing qualitative services to its users.

Advancement in technologies should not be treated as a threat to the future of the library. The library should reassess its collection, services, and functions on a continuous basis and come out with innovative ideas and services to meet the expectations of its patrons (Handriz, 2010).

According to Le, B. (2015), in the 21st-century of the information world, libraries are facing various challenges, so, the library needs to show its values to the

higher authorities while facing the problem of monetary ambiguity by having good leadership skills. To develop leadership skills, librarians need to attend various managerial and leadership programs.

1.3. OBJECTIVE OF THE STUDY

- To identify the changing expectations of users and Management of the academic institutions
- To identify the actions taken by college libraries to meet the expectations of users and management/higher authorities.

1.4. SCOPE AND LIMITATIONS

The study is limited to libraries of aided Arts, Science and Commerce colleges in Mumbai Region i.e. from Dahisar to Churchgate

1.5. RESEARCH DESIGN AND METHODOLOGY

Research Design: This study is an empirical study based on the survey method.

Sources of Data: Primary and secondary data are used for the study.

Primary data are collected through a well-structured questionnaire and secondary data are collected through books, journals, and online resources

Data Analysis and Interpretation: M.S. EXCEL spreadsheet and statistical tools were used to analyze the data collected from respondents

Sample: Target audience are college librarians. The sample consisted of 52 Aided Arts, Science and Commerce Colleges in Mumbai Region i.e. from Dahisar to Churchgate. Out of that, responses received from 36 college librarians.

1.6. EXPECTATIONS OF MANAGEMENT/HIGHER AUTHORITIES FROM COLLEGE LIBRARIES

One of the success factors of the educational institution is a library. NAAC accreditation process has made a great impact on the expectations of management/higher authorities of academic institutions. Some of the expectations are as follows :

- Teaching and Learning Support
- Research Support
- Effective Management of Budget
- Effective Management of Human Resources

1.7. USERS EXPECTATIONS FROM COLLEGE LIBRARIES

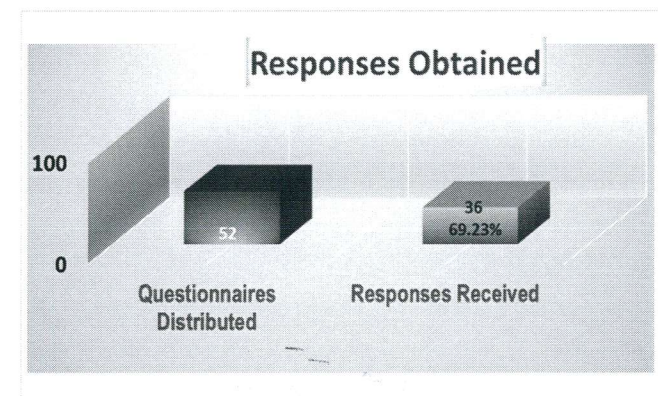
Users' expectations from the college libraries have changed in the 21st century, as the advancement of technology has empowered the user to access the information directly from the internet without any intermediary role in the library. Still, everything is not available on the internet and may have the problem of authenticity. Users don't expect the library they expect information on their fingertips (Koster, 2010). So to sustain its position in the 21st-century college libraries need to provide the resources and services as per the expectations of the user and enable them to make it usable at their fingertips. Some of the expectations of users in the 21st century are as follows :

- A balanced collection of print and digital resources
- Convenient and prompt library services
- Remote Access
- User-friendly Library Ambience
- Collaborative study area with refreshment facilities
- Friendly and helpful library staff
- Modern technology Etc.

1.8. DATA ANALYSIS AND FINDINGS

The author has tried to find out the present status of the library collection, services, staff, facilities and functions of college libraries to satisfy the expectations of management/higher authorities and users.

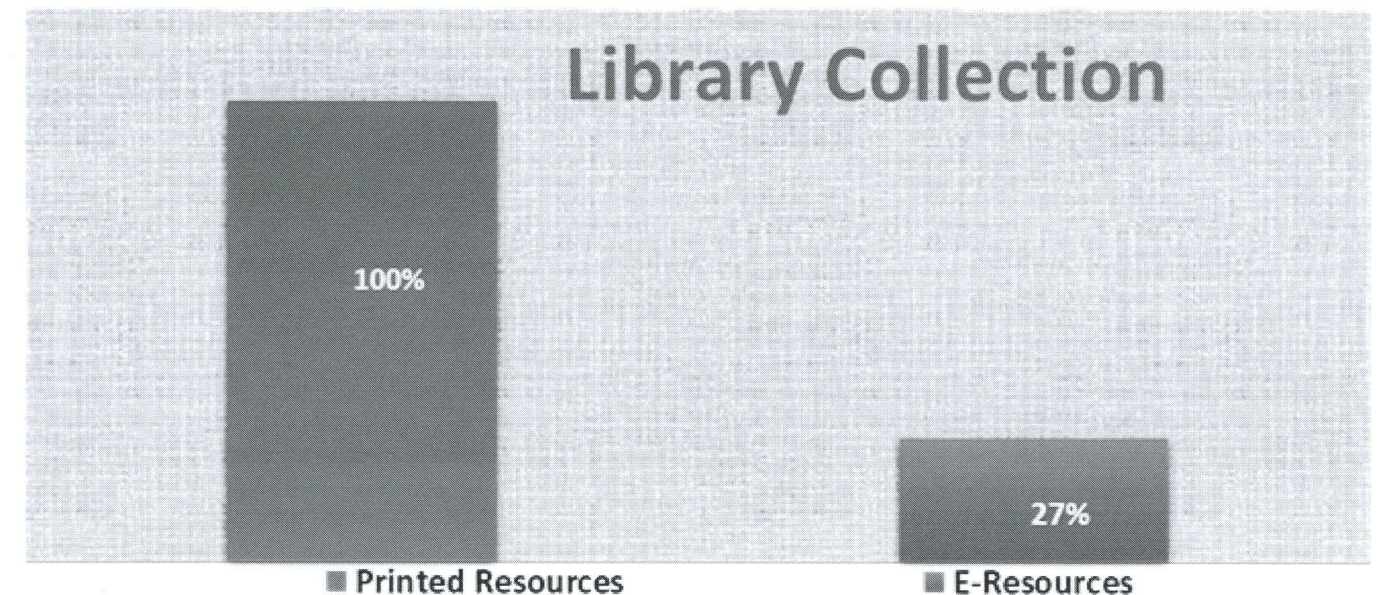
1.8.1. Responses Obtained: The Questionnaire was distributed to the librarians of fifty-two Arts, Science and Commerce Colleges. Out of that response were received from 36 college librarians.



Responses were received from 69.23% college librarians

1.8.2. Library Collections: ICT have significantly influenced the users' preferences for library collection

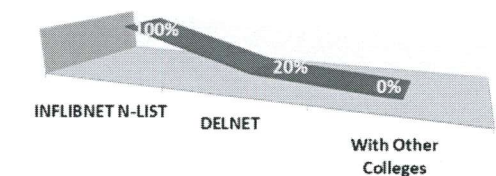
and services. The graph shown below gives the details of the collections in college libraries.



Data shows that only 27% of college libraries have E-Resources (e-books, e-journals, e-projects, e-database, etc.)

1.8.3. Collaboration with other institutions: In 21st-century growth of information and pace of publications is enormous. It is quite difficult for college libraries to acquire all the resources.

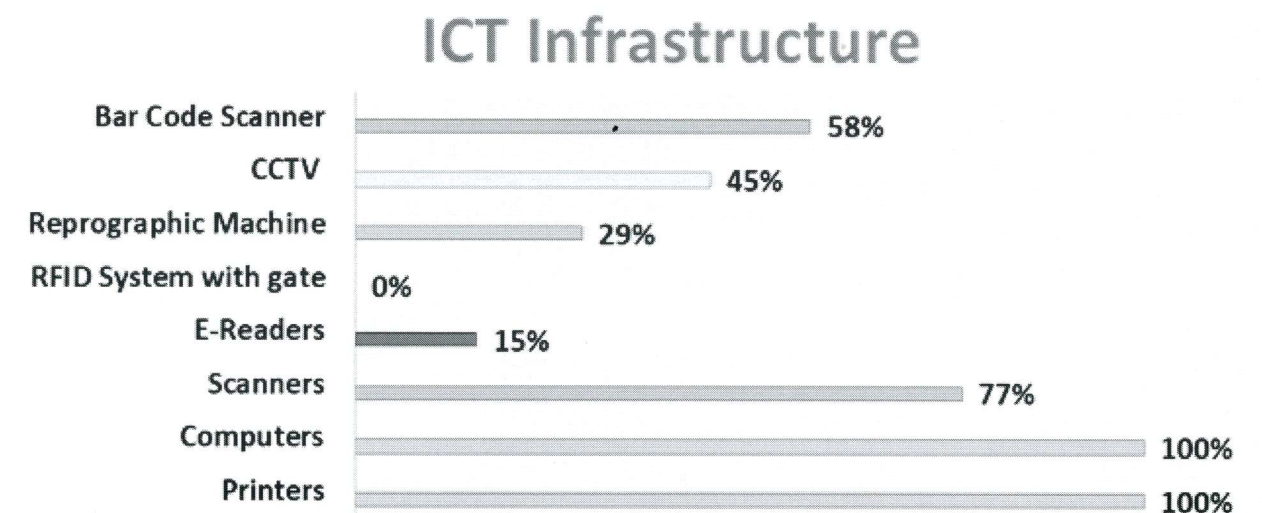
Collaboration with Other Institutions



Data revealed that all the college libraries have subscribed to INFLIBNET N-LIST and only 20% have subscribed to the membership of DELNET. No college libraries have collaborated with other colleges for the development of library collection.

1.8.4. Library Infrastructure: To provide the E-resources, E-services, and management of college

libraries, it is required to have adequate infrastructure.

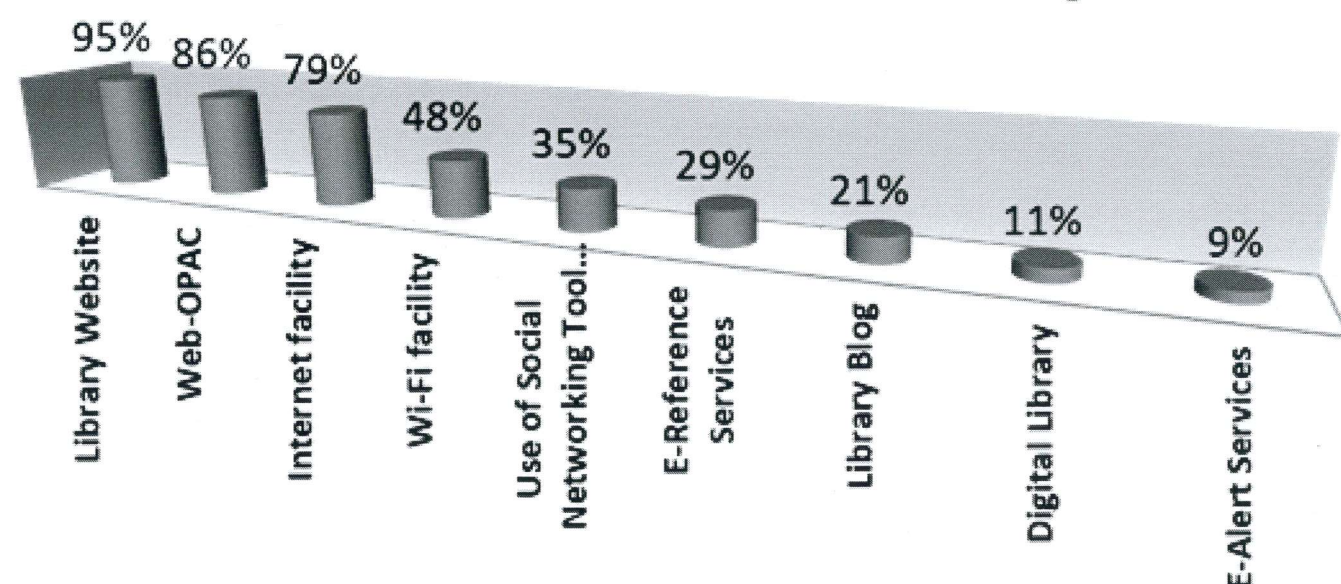


It is found out that all the college libraries have computers and printers. 77% of libraries have scanners and 58% have Bar code scanner. 45% of libraries have CCTV facility which helps in ensuring the security of the library. 29% have reprographic machines whereas the provision of reprographic facilities is one of the basic

services of the library. No college library have RFID system with a gate.

1.8.5. ICT based facility and service: Today's users do not have time to visit the library, they expect the library to provide information instantly whenever and wherever they want.

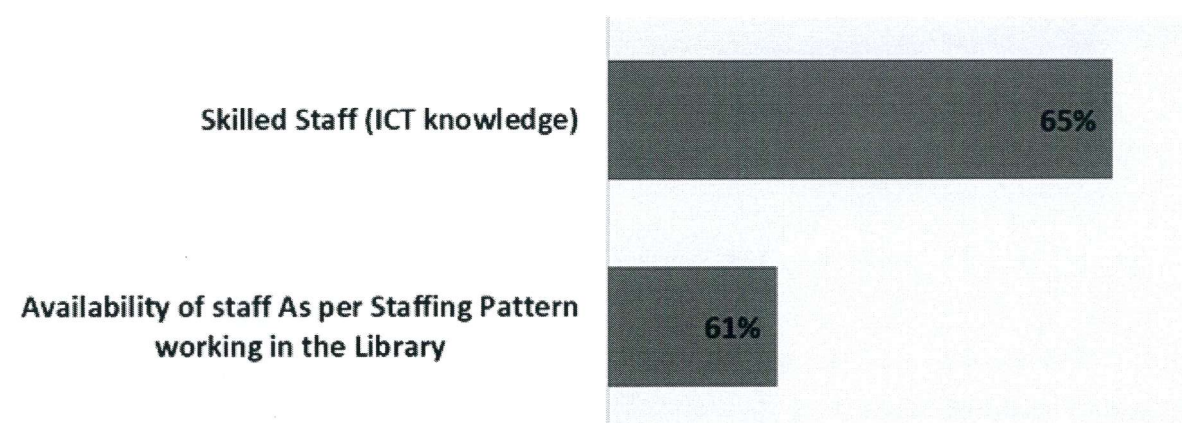
ICT based facility



Data shows that college libraries have initiated the provision of ICT based services, still, more than 50% of college libraries do not provide services like wi-fi facility, E-Reference services, E-Alert services, do not have a digital library and not using social networking tool for providing digital service.

1.8.6. Library Staff: Adequate and skilled library staff is an important component of the success of college libraries. Time to time the Faculty Development Program enables the library staff to keep pace with changing the environment of technology and users' expectations.

Library Staff

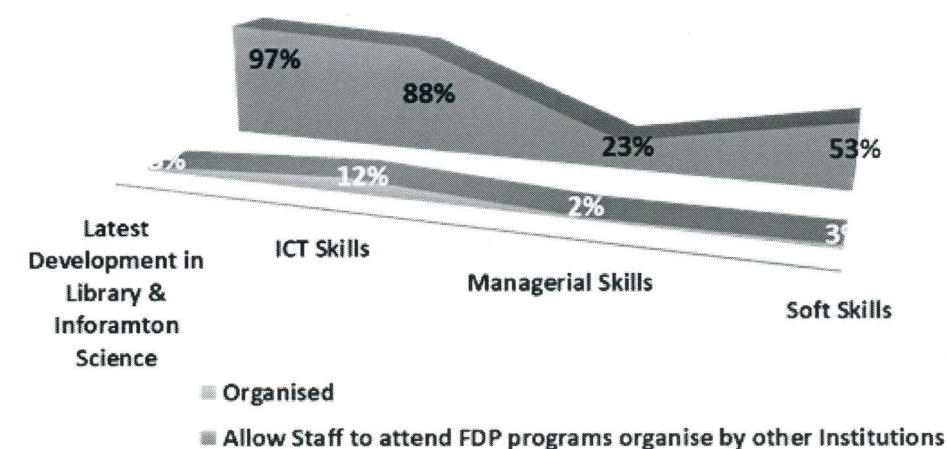


The availability of the library staff is unsatisfactory, only 61% of libraries are having staff as per the staffing pattern. 39% of libraries have vacant posts

or working in another department. 65% of the library staff have ICT knowledge.

1.8.7. Faculty Development Program for Library Staff

FDP Programs for Library

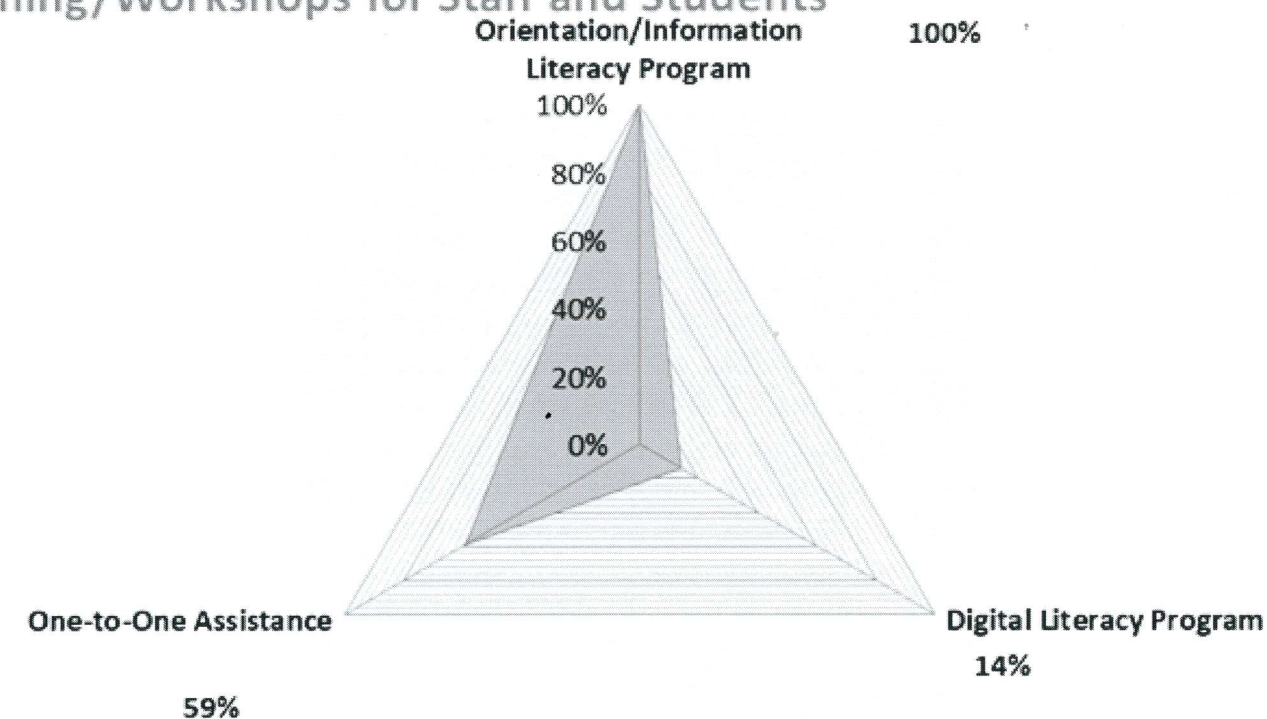


It is revealed from the graph that hardly 3% to 12% of libraries are organizing Faculty Development Program

for Library staff with respect to Latest Developments in Library and Information Science, ICT skills, Managerial skills, and Soft skills.

1.8.8. Workshops/Training Program for Teaching Staff and Students

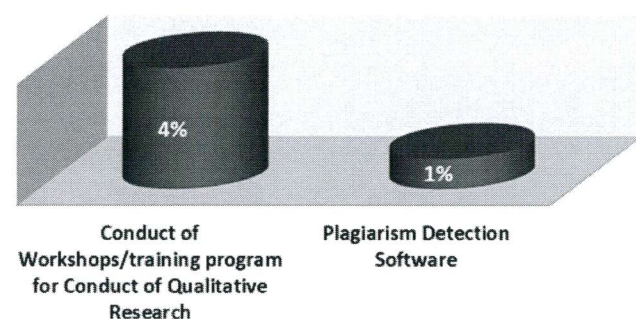
Training/Workshops for Staff and Students



100% of libraries are organizing user orientation/Information Literacy programs. 59% of libraries are providing one-to-one assistance in the use of library resources and services. Only 14% of libraries conduct Digital Literacy programs for staff and students.

1.8.9. Research Support: Research is an integral part of quality education. The college library plays a major role in the conduct of qualitative research.

Research Support



It is found out that 4% of college libraries organize Workshops and lectures for the conduct of qualitative research. 1% library has Anti-plagiarism detection software.

1.8.10. Other facilities



It is observed that 20% of libraries provide outlets to plugin users laptops/notebooks i.e. they have BYOD System (Bring Your Own Device) and 10% of libraries have Group/Collaborative Study Room and only 1 college have coffee/tea facility in the library

1.9. SUGGESTIONS

1. The library should develop a balanced library collection of print resources as well as an E-Resources.

- College Libraries should collaborate with other colleges and institutions for the development of library collection, which will help them to procure a large number of reasonable library collection
- College library should acquire adequate and latest ICT infrastructure for the provision of digital services and access and management of resources.
- College libraries should make use of social networking tools as users are more comfortable with it.
- The college library should develop a digital library with the help of open-source software like DSpace, Fedora Common, Greenstone, etc. if there is a budget problem.
- In this digital India project, Government authorities are also recommending wi-fi facilities for educational purposes, so all the libraries should provide wi-fi facility
- Libraries should appoint an adequate number of library staff with required ICT skills so that they can serve the techno-savvy users. Time to time library should organize the Faculty development Program for library staff to keep them abreast about the latest developments in Library and Information field, to upgrade ICT skills, managerial skills and soft skills.
- The library should organize various educational programs for students like Digital Literacy programs for use of new digital technologies, lectures/workshops for students for preparation of competitive exams, how to face interview, personality development, use of web 2.0/3.0/4.0 applications, etc.
- The library should conduct faculty development program for library staff with respect to soft skills, managerial skills, use of Artificial Intelligence and use of Web 2.0/3.0/4.0 applications for the provision of library services
- The library should provide one to one assistance to users for access to resources and new technologies if required and should also organize a Digital Literacy workshop/training program for staff and students.

- The library should provide research support by conducting workshops, programs on the use of anti-plagiarism detection software like Turnitin, Urkund, research ethics, reference management software like Zotero, Mendeley, etc. and IPR policy.
- In this new digital era, the study pattern of students has changed, they prefer collaborative/group study. The library needs to provide a separate area for conducting collaborative/group study and at the same time should also provide the facilities for plugin their laptops/notebooks and coffee/tea.
- The library should protect the user's right to access and privacy.
- The library should collaborate with teaching faculties in preparation for lecture notes and development and modification of curriculum from time to time.
- The library should have a user-centered approach with respect to its collection, services, infrastructure and space allocation.
- Academic libraries should align with the mission of the institution, and contribute to retention and enrolment of students, their academic success and placements.

1.10. CONCLUSION

In the 21st century, the library needs to have a digital and networked balanced collection of print and digital resources, provision of information services on users' fingertips as per their expectations, with the help of new technologies, skilled & user-friendly staff and collaboration and cooperation with other institutions.

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