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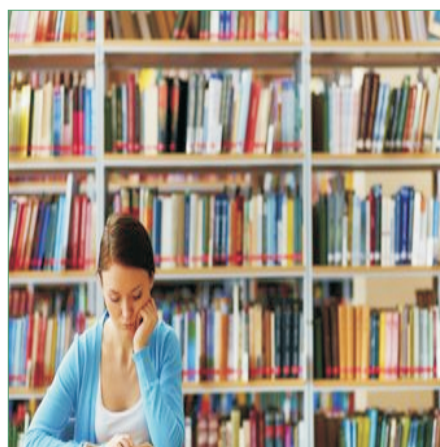
CHALLENGES AND CHANGING ROLE OF LIBRARIANS IN ICT ENVIRONMENT

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ABSTRACT

This paper explains the concept of ICT, its application in libraries and the challenges and role of Librarian in ICT environment. Role of librarian will be considered to offer the users in their efforts in providing electronic reference services and electronic information



services, selecting searching and retrieval of electronic information through web documents. Due to the recent development of ICT environment, publishing electronic collection, changing information seeking behavior of users, it is need of today's librarian to change its traditional role in to the

dynamic information professional.

KEYWORDS : ICT Environment, Librarians, Challenges.

INTRODUCTION

In the last few years the growth of ICT has been become a part of every Institutions and humans. It has been implementing on every sort of human life. Due to the information flow in wide range, its use become so wide spread, there is great need to apply certain technology to information works and activities to maximize its use, it consists the select, collect, organize, process and retrieve and disseminate the information faster and easier to the user community. (Mendhe, Deshmukh 2011)

focused that Application of ICT has changed the traditional activities of libraries ultimately the traditional role of the librarian have also changed in the ICT environment. The library environment has been leading towards digital and concept of electronic library i.e. the paperless documentation and information service has been taking place. Libraries are now automated i.e. all the housekeeping operations are now performed by using computers. Presently we are living in digital environment. Application of computer and communication methods, online access to e-book, e-journals, e-knowledge banks, PDF documents, teletext teleconferences, bulletin boards, etc. Have been the revolutionary development role of librarian in ICT Environment

The role of librarian is absolutely crucial in the new digital environment, where there are great quantities of information but find the quality in the huge haystack in a difficult task. To manage the digital library effectively the information manager should have the knowledge in the field of computer and networking, content manager and information analysis, internet surfing technique, digital resources, websites and organization of data, etc.

DEFINITIONS OF ICT:

The term "Information and communication technologies "(ICTs) is defined as a diverse set of technological tools and resources used to communicate and create, disseminate, store, and manage information (Blurton, 1999). ICTs encompass a range of rapidly evolving technologies and they include telecommunication technologies (telephony, cable, satellite, TV and Radio, computer-mediated conferencing, video conferencing) as well as digital technologies (computers, information networks (Internet, World Wide Web, intranets and extranets) and software applications (Chisenga, 2006).

The Web Definitions of ICT:

ICT is the technology required for information processing, in particular in the use of electronic computer software to convert, store, protect, process, transmit and retrieve information from anywhere, anytime.

- Technology such as radio and the new digital technologies like computers, satellite, mobile phones and the internet.
- Electronic collection, editing, storage, distribution and presentation on information.

ICT IN LIBRARIES:

It can be used in libraries and information centers for the development of new information services and computerization of library services. ICT is useful for

- Improving productivity and efficiency of library services effectively.
- Provision of quality information
- Saving the space using the electronic storage
- Improving of co-operation in sharing of resources.

CHALLENGES IN ICT ENVIRONMENT:

*** Preservation of digital information:**

Preservation of digital information is a challenge for he librarians in different nature which are added to the problems of preserving traditional format materials. Preservation of digital information and media included electronic publication on CD-ROM to online database and collection to

experimental database in digital format maintains the ability to display retrieve and use digital collection in the face of rapidly changing technological and organizational infrastructure and elements. Digital preservation is the ability to keep digital documents and files available for the time periods than can transcend technological advance without concern for alteration or loss readability. (Gard and Chand, 2006).

*** Management of Data Conversion:**

The main role of librarian is to develop the collection in digital format. Digitization refers to the conversion of an item from printed text into digital format. Hence data conversion to electronic format is an important and challenging task for before the librarians and libraries.

*** Challenge to Upgrade Current Technical Architectures:**

The librarians in modern age have to enhance and upgrade current computers systems to accommodate digital materials. Which requires such as high-speed network and high speed Internet connections, full text search engines to index and provide access to resources, relation database that support a variety of digital formats. Access to the local resources that are part of the libraries collection. Digital access to local and remote resources forms off-site location.

*** Copyright and Intellectual Property Right (IPR):**

The IPR issues of electronic material are much more complex than for printed materials. Electronic material can be accessed multiple clientele and can be easily copied. IPR issues in digital environment have implications not only digital contents but also to any related software. Simply refreshing digital materials onto another medium, encapsulating content and software for emulation, or migration content to new hardware and software, may lead to infringement of IPR unless statutory exemptions exist or specific permission have been obtained from the right holders. (Mendhe and Deshmukh 2011).

CHANGING ROLE OF THE LIBRARIAN IN THE ICT ENVIRONMENT:

In the present information and communication technological era and information environment as well as customer's expectations, the library professional have to change themselves as the information professionals. Library professionals are increasingly responsible not only to provide traditional library information services but also to deliver online information services according to the actual user needs. The library is responsible for selecting, collecting, organizing, processing, disseminating and retrieving information resources of many types. LIS professional and libraries and information centers (LIC), play a very crucial role in the education of people for effective and efficient information use by teaching them information skills at all levels of education to enable to be informed citizens of country. LIS professional are key personnel in the implementations of resource based programs. LIS professional need to play crucial role in the education process by making people aware of a need and motivating the use of information a new knowledge. For successful implementation of digital library it is essential that LIS professional must have well trained and possesses knowledge and skills in this respect to perform the services in ICT era.

*** As a Collection Developer:**

Collection development of E-resources i.e. e-books, e-journals, e-thesis, and online resources available on internet is an essential activity of modern libraries in ICT environment. Hence the librarian have to play an important role in collection building to supports a specific subject area by providing

teaching support and Internet based materials to the users.

*** As a information Expert and Trainer:**

User awareness for Information literacy has been the main role of librarian in the society to mould into information rich society. Librarian's skill in the area of information communication technology is to develop the educational model and teaching techniques are very important in their new re-educational role. Teaching skills are key in today's environment where librarian are taking an active role in forming partnership with faculty in achieving key information literacy outcomes and therefore the librarians are recognized as teachers librarians play in important role as a teacher and they conducted a user educational program for news user in the library.

*** As a knowledge and Content Manager:**

The Librarian can play a crucial role in easy accessing of computer indexing abstracts, full-text database video recording in electronic formats and knowledge creation. As a content manager librarian required organizing and disseminating digital information provide digital and electronic reference services, provide global access and retrieval of digital content, maintains Internet, Internet, Managing new inputs, user access control etc. handle the digital storage and digital preservation. To develop digital and online database systems and establish network technology.

*** As a Leader:**

The basic role of a Librarian in ICT environment is to act as mediator among user and information. Hence librarian has to play active role as a leaders for effective change management in achieving results with quality service. Kouze and Pozner (2000) summarize them as essential practices such as; challenge the process, inspire a shared vision, Enable others to act, model the way encourage the heart. Role of librarian in ICT Environment.

ICT SKILLS AND QUALITY REQUIREMENT:

It is obvious that it will not be possible to survive in the electronic era without mastering ICT skills. Librarians, who are most often called upon to learn to use new electronic products and services and then impart the training to the users, have to master the ICT skills, irrespective of their academic background and subject specializations. Mainly librarian should have to acquire the following kinds of skills to impart the service to its target users.

*** Technical Skills:**

We are living in the ICT environment, so the Librarian need to develop extraordinary access skills. Professional are required technical skills, which are to be emphasized in modern era, skills required to shift analyze, synthesis assimilate, interpret and reformulate the information accessed and retrieved.

*** Competency into recent advancement:**

Competencies required for a Librarian in the management of libraries in the modern era are Internet, navigation, browsing, creating preservation and storage web authoring, multimedia indexing, cataloguing and classification of digital documents, online optical information, conversion of print media into digital media, development of machine readable catalog records, etc.

*** Managerial Skills:**

In the modern era the managerial skill expected from Librarian is quite extensive. The managerial skills required for working in the ICT environment include financial management operation management, marketing management. and human resource management. Librarian needs to have managerial skills for information management in team. A still of leadership as well as fellowship is required to work in teams.

*** Communication and Service Skills:**

Librarians in ICT era must have the ability to communicate with users as well staff and understand the needs of users of a variety of ethnic, racial and language backgrounds. Training and teaching skills. Ability to design and implement new services. Ability to evaluate the library services are becomes an essential part of his service.

CONCLUSION:

Information communication technology is playing an important role in restructuring of the libraries. It is transformation of human dependent operation to machine dependency. Due to the application of ICT, libraries are changes in information field, of selecting, collecting organizing, processing and transmitting of information. Librarian in the ICT Environment will become the guardian of electronic information and will be the vehicle to preserve democratic access to information. Therefore today's librarian has to play multidimensional role in this information age to provide the ICT based information to the library users.

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