



Electronic Information : An Important Tool for Digital Society

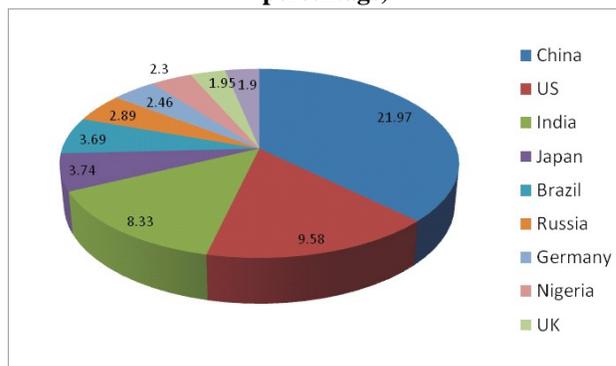
In the era of digitization, India has speedup to cope up with the fast growing world. ICT has two sides one is use of ICT in the science, technology, agriculture etc. Another is use of ICT in terrorism. India is now in the era of ICT. Our dynamic Hon. Prime Minister Mr. Narendra Modi wants to develop India as a Digital India. He has taken steps towards this direction e.g. demonetization, cash less India. In this situation all the academic institutes have to change their mind and have to digitization in their institutes including libraries. Hence all the librarian have to up dates them selves with latest ICT equipments and technology for the full fill the demand of digital society of India. Key Words : Digital transformation, Information manager, Academic libraries.

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Introduction :

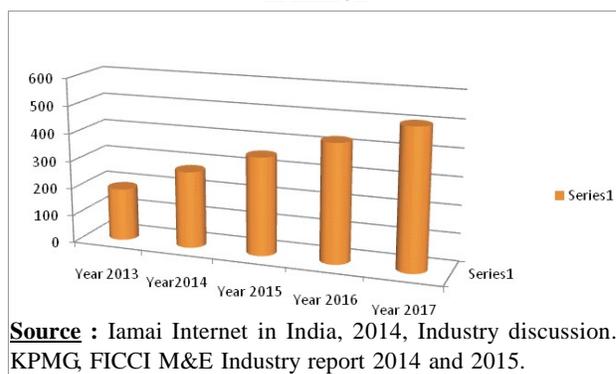
Technology have changed all the aspects of human life. These transformations have included the libraries also. The term information technology has given the new designation to the librarian as Information Manager. Now librarians have to change their mind set. Libraries are now not a simple storage of books, but it changed in an ocean of information and the duties of librarian is not to storage the books but to manage the explosion of information in such a way that it can be easily accessed by the users. Now it is the real time for all the librarians to update themselves with latest technology, new equipments and electronic communications. Not only this, but they have to computerize their libraries in the interest of users. Information and its use are as old as man and information and communication are two sides of coin. Popoola (2008) truly said that quality of teaching, research and community services of scientists in any university system depends on information sources and services. Since last some decades the society is changed in to digital society and it is because of young generation which is dependable on internet which reflects in a report published in Divya Bhaskar (Daily Gujarati News Paper) dated 1st September,2017. In this report they said that India stood first with 82% internet dependability followed by 78% in England as well as ranks 2nd in internet users followed by China. Hence this paper is important for the library users who are now demanding e-books, e-journals etc. In this situation librarian have to play a role of Cybrarian not only a librarian.

Plate 1 : Countries share of world internet users (in percentage)



Source : Internet Live Stats.

Plate 2 : Internet users in India (2013-2017) in million



Source : Iamai Internet in India, 2014, Industry discussion. KPMG, FICCI M&E Industry report 2014 and 2015.

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Plate 3 : Age wise internet users in India

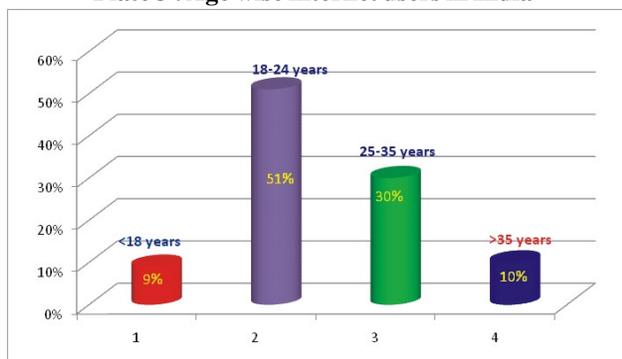


Table 1 : Top 25 countries ranked by internet users, 2013-2018 (In millions)

S.No	Country	2013	2014	2015	2016	2017	2018
1	China	620.7	643.6	669.8	700.1	736.2	777.0
2	US	246.0	252.9	259.3	264.9	269.7	274.1
3	India	167.2	215.6	252.3	283.8	313.8	346.3
4	Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5	Japan	100.0	102.1	103.6	104.5	105.0	105.4
6	Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7	Russia	77.5	82.9	87.3	91.4	94.3	96.6
8	Germany	59.5	61.6	62.2	62.5	62.7	62.7
9	Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10	Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11	UK	48.8	50.1	51.3	52.4	53.4	54.3
12	France	48.8	49.7	50.5	51.2	51.9	52.5
13	Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14	Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15	Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16	South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17	Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18	Italy	34.5	35.8	36.2	37.2	37.5	37.7
19	Spain	30.5	31.6	32.3	33.0	33.5	33.9
20	Canada	27.7	28.3	28.8	29.4	29.9	30.4
21	Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22	Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23	Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24	Poland	22.6	22.9	23.3	23.7	24.0	24.3
25	South Africa	20.1	22.7	25.0	27.2	29.2	30.9
	Worldwide	2692.9	2892.7	3072.6	3246.3	3419.9	3600.2

Source : eMarketer, Nov.2014.

What is ICT? :

Information and communication technology is very wide subject with latest technology for the management of information. It is mainly related to the use of electronic items viz. computers, software's for the conversion of information, telecommunications and data networking in to a single window.

Effect of ICT on human life :

ICT has very much impact on every aspects of human. It covers all the daily routine works viz. Health, education, research, banking finance, defense and entertainment. ICT has changed the life of society, not only this but it opened the opportunities for millions of the people, it made the life easy. It directly affected on economic progress of society.

What is digital society? :

Digital society means the society in which most of the people are using latest ICT equipments in all the aspects of their life. Our Prime Minister Mr. Narendra Modi's vision is digital India. As per his vision all the payments should be cash less. For this his first step was demonetization. In future all the Indian will use the ICT in their daily routine work. After this India will be real digital India.

Features of digital society :

(i) Country becomes digital. (ii) Due to cashless black money can be banned. (iii) All the people can get national identity card. (iv) IT technology create more jobs. (v) There may be easy task for the revenue department and people because of e-governance. (vi) People will be highly IT literate. (vii) Digital society will boast of highly advanced telecommunications and wireless connectivity systems and solutions.

What is Digital India? :

Digital India is an initiative by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. It was launched on 1 July 2015 by Prime Minister Narendra Modi.

The initiative includes plans to connect rural areas with high speed internet networks. Digital India has three core components. These include:

(i) The creation of digital infrastructure. (ii) Delivering services digitally. (iii) Digital Literacy

Advantages :

(1) Creation of Digital Infrastructure and Electronic Manufacturing in Native India. (2) Digital Empowerment of Native Indian People. (3) Delivery of all Government Services electronically (E-Governance). (4) A Digital Identification which will verify the end user. (5) A Mobile for worldwide access to all services. (6) A Bank account for Immediate Benefit Transfers of subsidies and payments. (7) The program also aims to eliminate all electronics imports from foreign countries by 2020 Make India an electronics manufacturing super power. (8) It will help in decreasing crime if applied on whole. (9) It will help in getting things done easily. (10) It will help in decreasing crime if applied on whole. (11) It will help in getting things done easily.

Why Transformation? :

In the era of information explosion each and every library and librarian have to change their mind and update themselves with the latest ICT equipments and applications then and then they cope up with the fast growing world. Since last decade more and more information is available in e-forms instead of

hard copy. Due to digital environment the information system is going to be advance and different search techniques use to access the information from the warehouses which directly affects on collection,, organizational collection management, information staking and information retrieval which are the major areas of library profession.

Moses Munyao of United States International University in Kenya comments;

"A librarians' profession has long been seen as one that entails arranging books but in the current era which is considered to be a digital era, library professionals have adapted to the changing times thus demystifying the earlier notion."

Reasons for rethinking for libraries :

(i) Information explosion and excess of information : Information explosion has confused the users about how to access and where to access the information which they want. In this situation librarian a information manager guide the user in proper way to access the information and this is the real duty of librarian in digital India.

(ii) User's needs increased : Day by day young users are increasing and most of them are technocrat. Their preference are now use of new technology by which they get information easily and economically without wastage of time.

(iii) Changing economy : With the advances in information technology it effected the development of a new electronic economy. These new innovations of electronic economy affects the middle class users. The users with low income may get the information which low in cost and available online.

Advancement in education and learning environment :

During 20th century teachers were teaching the students on blackboard with the help of books which is now replaced by power point presentations with the help of electronic equipments and thus educational and learning environment is totally changed. Earlier librarian have to issue the books to students and staff now they have to provide e-books and CD or e-journals.

Changes in scholarly communication :

(i) Components of transformation : In India now most of the libraries have step up towards transformation and is going to be computerized and atomized. Following are the major components of transformation.

(ii) Web and Internet facilities : Most of the libraries are providing free internet services to their users some academic libraries are facilitating their students and researchers separate space to access the information.

(iii) Library automation : Being a information manager now librarians have atomized their libraries with latest ICT equipments which helps them to fulfill the five laws of Dr. S. R. Ranganathan a father of library.

(iv) Use of RFID : Most of the libraries have made their libraries more safe by the use of RFID.

(v) Social networking : Users may use blogs, library sites, face book, twitter, skype, wikipidia etc.

(vi) Use of barcode, smartcard technology.

Role of librarian :

In the era of information explosion and digital India the role of librarian is very much important because they have to provide the digital information to the users from the available resources.

(i) For the easy access of information the major task of librarian and subordinate staff performs their duties in acquisition, cataloguing, classification and periodical sections.

(ii) They have to identify and recognize different methods to procure books in library economically and quantitatively. For this librarian have to organize book fair, bargain with book sellers and publishers.

(iii) To select on line books, e-books, e-journals as well as other research materials.

(iv) To communicate with teaching faculty to recommend different titles, print journals required for the syllabus

(v) To develop loan services with nearby academic libraries so that users can use the books which the parent library do not have.

Conclusion :

India is now coming in the world of developed countries instead of developing countries. It is because of strong leadership and the young generation. India is young country in the world because more than 40 percent population is young and the country gets the benefit of this young generation. These youngsters are now using internet and other social media, which makes India leader the use of ICT. The digital society has their special demand for e books and e literature from the libraries and hence the librarians have to play a role of Information manager and work as a cybrarian instead of librarian.

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Knowledge Management and Society

The responsibility of knowledge organizations to capture, preserve and disseminate knowledge. Then only their knowledge organizations or libraries by their knowledge management can benefit their societies. Managing the balance between the people, processes and technology that determines the organisation and its relationship with its market is the base line philosophy of KM. Creating an environment where knowledge is valued and where difference between Information and knowledge, and the interdependence is understood, an environment that values creativity, and innovation, encourages a variety of working patterns and facilitates communication between people in different locations and different departments.

DR. SATYA NARANAYAN TIWARI

Introduction :

Society and Library are interdependent and interlinked organizations. Societies depend most on libraries for acquisition of knowledge and libraries too can't go without input from society. So its for the sake of society, libraries have to manage knowledge. Management of knowledge becomes important as it serves as connection between people in the society, as a bridge between people of the society and information growing in the society.

Modern societies expect its people to be learned, well educated, well informed and having an update of whatever in going around and is of any use to it. So for full filling all the aspiration of society there is a need of assembling organizing, preserving thoughts, information and knowledge. Knowledge which in acquired in due to course of time must be transmitted from generation to generation. And this all could be achieved by knowledge management.

Some times knowledge may appear to be very shallow but it can be very explicit because the surface manifestations may not reveal a very valuable deep knowledge. Such embedded tacit knowledge must be unearthed for optimal utilization. The explicit knowledge can be articulated in formal language and it can be transacted among individuals and tacit knowledge is personal knowledge embedded in individuals. The interaction between these two forms of knowledge leads to dynamics of knowledge. Explicit knowledge may be represented in two forms namely "Recorded Knowledge" and "Knowledge in Action". Knowledge management professionals are involved in the process of transferring tacit knowledge into explicit

knowledge, which takes the form of organizational knowledge, and becomes the most valuable asset.

Knowledge Management :

Knowledge Management involves the following procedures :

- (i) Data capturing
- (ii) Processing and organizing data as relevant information by editing, pruning and repacking.
- (iii) Adding value to the processed information by identifying the related importance.
- (iv) The knowledge in made explicit by using terminology and language that is appropriate for the context.
- (v) It is transferred into a format, which can be a conventional print media or electronic media.

According to davenport and Prusak, Knowledge is a fluid mix of framed experience, values, contextual information, and expert insight that provides a framework for evaluating and incorporating new experience and information. It originates and is applied in the minds of knower's.

"Knowledge management is concerned with exploitation and development of the knowledge assets organization with a view to furthering the organization objectives. The knowledge to be managed includes explicit, documented knowledge, and tacit, subject knowledge. Management entails all of those proceed associated with the identification, sharing and creation knowledge. This requires systems for the creation maintenances of knowledge repositories, and to cultivation facilitate the sharing of knowledge and organization learning. Organizations that succeed in knowledge management are likely to view

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knowledge as an asset at develop organizational norms and values, which support creation and sharing of knowledge."

Perspectives of Knowledge Management :

According there are 'Davenport' et al four broad types of perspectives :

- (i) To create knowledge repositories.
- (ii) To improve knowledge access and transfer.
- (iii) To enhance knowledge environment.
- (iv) To manage knowledge as an asset.

(v) To create knowledge repositories : knowledge repositories store both knowledge and information, often in elementary form. These repositories can fall into three.

Those, which include external knowledge, such as intelligence. Those that include structured knowledge, such as research reports and product marketing materials, such as techniques and. Those that embrace informal, internal to tacit knowledge, such as discussion databases that store "knowledge"

To improve knowledge access and transfer : Here the basis is on Connectivity, access and transfer. Technologies such as conferencing systems, document scanning and sharing and telecommunications networks are central.

To enhance the knowledge environment : It facilitates environment is conducive to more effective knowledge, transfer and use. This involves tackling norms and values as they relate to knowledge. Base awareness on sharing knowledge embedded in client and engagements. Provide awards for to the organization's structured knowledge implement decision audit programs in order to assess other and how employees were applying knowledge in decisions. Recognize that successful knowledge management is dependent upon structures and cultures.

To manage knowledge as an asset : It helps to recognize value of knowledge to an organization. Other, however, to take a process view to define knowledge management.

Conclusion :

Therefore is the at most responsibility of knowledge organizations to capture, preserve and disseminate knowledge. Then only there knowledge organizations or libraries by their knowledge management can benefit their societies.

Managing the balance between the people, processes and technology that determines the organisation and its relationship with its market is the base line philosophy of KM. Creating an environment where knowledge is valued and where difference between Information and knowledge, and the interdependence is understood, an environment that values creativity, and innovation, encourages a variety of working patterns and facilitates communication between people in different locations and different departments.

The essence of KM is :

- (i) Connecting people with people.
- (ii) Connecting people with information.
- (iii) Enabling conversion of information to knowledge.

(iv) Encouraging innovation and creating through the nurturing of a knowledge environment.

Knowledge belongs to a person who discovers it and also to the society.

Knowledge is potent and subtle distillation of experience in individual and humanities as a whole.

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