EQUILIBRIUM OF DEMAND AND SUPPLY OF LIBRARY SERVICES IN THE 21 st CENTURY: A CHALLENGE

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Abstract:

The age method of information provision has been given a jolt in recent times. The advent of Information Communication Technology (ICT) has come along with networked systems, new methods of acquisition and use of information sources. The Practice of collecting books and journals and displaying them on long rows of shelves for users is being challenged. Due to the dynamic nature of the society, the requirement of the users is also in the dynamic in nature. The whole educational system is undergoing in rapid changing situation and as an essential facet of the educational system libraries have to be changed with the passage of time to be with the educational systems and to offer consistent education to ensure the development of the entire social system. There are several challenges facing university libraries today on the way of offering regular library services due to several reasons. IN view of this the present paper is an attempt to unfold the demand and supply of the library services, and contains the trend of traditional library performance measure. Changing requirement/demand of the users, information services, what we can do to reach balance? , followed by conclusion.

Keywords: Traditional Input Measures, Emerging Output Measures, Environmental Factors, Outcome Assessments.

INTRODUCTION:

Therefore, it is pre-requisite to any library to satisfy the changing demand of the library clientele by customizing / modifying the existing library services and obviously to maintain the balance of demand and supply. To do this thing properly, library managers have to identify and review the factors responsible for challenging the demand of the library professionals will be able to offer changed services to its users as they expects. There are several factors are to be initiated to offer users' friendly library services.

Otherwise, the library profession will be questioned and may going to lose it is reliability/existence. Trend in Traditional Library Performance Measures What do we know about how and why libraries are changing? The points for discussion presented below were garnered from publicly available statistical data.

TRENDS IN TRADITIONAL INPUT MEASURES:

Budgets – With rare exception, libraries are experiencing slight increases in materials budgets, and staff salary lines. Operating expenditures have increased significantly to meet automation and electronic resource needs, which create shifts in staffing, resources, materials, space, and equipment. Current budgets are insufficient to keep pace with the skyrocketing cost of materials, the increasing burden of capital expenditures for technologies that rapidly become obsolete, and the need for etraining or recruiting and retaining staff with the skills required to use and maintain the technologies. The cost of the campus network, software, and the licensing, storage, and delivery costs of electronic information provided by other units on campus, along with the staff costs to manage these facilities, must also be considered. Libraries are competing for these campus dollars.

Collections- Most libraries are cancelling serial subscriptions, purchasing fewer monographs, and to keep pace with user demands for more desktop delivery of materials-spending a growing percentage of their materials budget on licensing access to electronic resources. The decline in acquisitions may be due to the increased const of materials, a more effective distribution of materials, a more effective distribution of materials through collaborative purchasing (via consortia. Organizational networks and inter-institutional agreements), or a shift in users' expectations of libraries. Libraries are operating whit fewer volumes per student than in the past, but there is no context in which to determine if this is good or bad[1].

Staff- Overall staff size is slowly declining, but many library systems department are hiring more people to maintain the increasing array of library information technologies. Clerical position are being eliminated throughout the library and position are being created or reclassified at higher levels (with higher salaries)because more sophisticated technical or managerial skills are needed now than in the past. Typically, new or upgraded positions are accommodate by combining open positions because salary lines are insufficient to do otherwise. The need to retrain staff to keep pace with technologies changes change adds the burden of finding increased funding for travel and training in an already strained budget [2].

Equipment – The era of microform equipment, photocopiers, and the card catalogue has been replaced with a growing array of hardware, software, and systems. Libraries need budgets and articulated replacements cycles for all of this equipment. More of them not, the capital budget is insufficient to replace equipment before it become obsolete. Furthermore, libraries must find the financial resources to replace equipment purchased with one –time funding from grants.

Space- Following years of reducing or eliminating use and staff spaces to accommodate growing physical collections, more and more libraries are looking to offsite storage to solve their space problems and wondering how to fund offsite storage from an already strained budget. Current library standards for user, staff, and collection spaces do not consider the space occupied by technology.

Trends in Traditional and Emerging Out Put Measures Materials Circulate- Use of print resources is increasing. Overall Circulation is declining In -house use of library materials is also declining. Why come to the library to check out a printed book or use a printed journal when you can find an electronic version of the book or journal or something comparable or good enough on the Web? Reserve items C/circulated-the circulation of print reserves is declining rapidly, even in institutions that do not offer electronic reserves. In some institutions faculty are putting fewer materials on reserves. The decline in reserve items and usage may be due to the availability of full-text resources on the Web-provided by the library or by other entities. In the absence of usage data on other information sources, what does a decline in the use of reserves mean for the quality of education and research? Electronic reserves are popular with students and faculty, but the added value of desktop delivery is accompanied by added cost.

Reference questions answered- Us of reference service has been fluctuating, but appears to have dropped significantly in the past year. Traditional face-to –face reference service with a librarian is being transformed by information technologies deployed to reach an increasingly remote audience,for example, electronic mail, "chat" and "see you, see me" videoconferencing software/ Reference services provided by the library are apparently being challenged by reference (or reference-like) services provided by entities outside of the library.

Interlibrary loan transactions – Use of interlibrary loan (ILL) is increasing, in many cases dramatically, probably because of cancelled journal subscriptions, the purchasing of fewer monographs. and the provision of citation databases that index materials not owned by the library. Improved service quality could also be a factor. The bottom line, however, is that we do not have the contextual information we need to understand why ILL is increasing. We do know that new technologies are transforming ILL, blurring the lines between ILL and document delivery services, and shifting costs.

Library instruction classes -The number of traditional library instruction sessions and - participants was increasing until recently, but now appear to be on the decline, perhaps because distance-learning technologies are being deployed to deliver library instruction. Other environmental factors that may be affecting library instruction are the increasing technological savvy of users who can transfer skills from one vendor's databases to another, or student and faculty use of information resources and services not provided by the library, in which case library instruction is not in step with user needs or behavior.

Gate counts - Gate counts are declining. Why go to the library if you can find the information you need using your personal computer, create an Internet chat room to discuss your group project, or use a similar

discussion facility provided in course management software like Blackboard that integrates your class syllabus, assignments, reading, quizzes, and grades? Electronic resources use - The demand for desktop delivery of materials is increasing. Use of electronic resources is growing more rapidly than expected. Use of older journal volumes in electronic format is increasing even more rapidly than use of electronic resources overall[3] .

Printing and photocopying - The trend appears to be that the volume of printing is increasing and the volume of photocopying is decreasing, probably because of the increased availability of full text electronic resources and printing of electronic journal articles. However, additional contextual information is needed to understand what is actually happening in any given institution. Users muy be printing more information outside of the library, but the dramatic decline in staff printing is inexplicable. If libraries can recover costs for printing, the new income may eventually offset the potential decrease in revenue from photocopying.

Trends in Outcomes Assessment:

Outcomes assessments are hampered because they rely on input and output measures that are difficult to interpret and on institutional performances objectives that frequently are only vaguely defined and perhaps even contested on campus. If university and college administrators and faculty have not clearly articulated the learning and research outcomes they expect from the library, how do libraries know what outcomes to assess in order to demonstrate their contribution to the institutional mission?

Learning and research outcomes - In response to the (vague) call for accountability for student and faculty achievements, libraries are beginning to measure the impact of their collections and services on users. The effort to date has focused on assessments of user satisfaction and service quality. The easiest and most popular measurement alone is a survey of user satisfaction, but this assessment alone is a "facile outcome" because it provides little if any insight into what contributes to user dissatisfaction 4

Cost-effectiveness- Libraries appear to be stymied about how to assess the cost-effectiveness of their operations. To survive they must understand the costs associated with their collections and services. The difficulty of allocating the costs of a particular collection or services. The difficulty of allocating the costs of a particular collection or service to content, staffing, facilities, hardware, and overhead is compounded by the difficulty of distinguishing between start-up costs and ongoing expenditures in an era of rapidly changing technologies, prices, and workflows'. Even if libraries could periodically and accurately allocate and calculate increases and decreases in costs for collections and services, the analyses would be insufficient to determine cost effectiveness. Cost effectiveness requires to determine cost effectiveness. Cost effectiveness requires a clear definition of "value" to users and some way to factor this qualitative model. For example, undergraduate students appear to value convenience and delivery speed more than the quality of the information delivered. (Confronted with this dilemma, what is the appropriate role for academic librarians? What do we do when we have as compelling reason to believe that what do we do

when we have a compelling reason to believe that what users want is not what they need?) Purchasing electronic resources or digitizing information adds value, but increases costs. In an environmental where faculty want electronic access but are reluctant to dispense with print, the additional expense of acquiring and maintaining both print and electronic collections is difficult to determine but predicted to be exorbitant and unsustainable.

Environmental Factors:

In the absence of environmental contextual data, traditional measures are difficult to interpret and explanations of why library use is changing are destined to be speculative. The larger context surrounding libraries must be examined to identify environmental factors that may be influencing the changes occurring in libraries and confounding interpretation of library trend data. The list of factors explored below is not comprehensive. It is presented to stimulate reflection and discussion. Exploration of additional factors is invited and encouraged.

Changes in Literate Habits:

Remote use of library resources means that users of unrestricted resources and services may not even be affiliated with the institution. Faculty members appreciate the convenience of the Web, but know that how to determine whether an information source is authoritative and timely, and generally have months or years to complete a project, so interlibrary loan and document delivery services are viable options for their research. Students, in contrast, are unable to distinguish appropriate from inappropriate resources for their assignments, have little time to complete their projects (in part because they procrastinate) and are enamored of the Web. Because of easy access to the Web, students are using library collections and services less than in the past and, in the absence of quality information and tools on the surface, this may imperil the quality of student learning. For this reason, some faculty members do not allow their students to use Web resources in class projects.

Changes in Students and the Curriculum:

Do current students read less or have less intellectual curiosity than former students? Are they just too enamored of the surface Web or too busy to explore or learn how to explore what libraries offer? Years ago, students had difficulty using the online catalog, but could find the books they needed on the library shelf using the Dewey Decimal System. Today, they have no difficulty using the Web-based catalog, but they cannot find the books they want on the shelf because they do not understand the classification system. Library directors can only wonder what impact Questia will have on student use of the library. Perhaps students have (or will have) little if any need to use the library. Do faculty in certificate and graduate degree programs that are designed to move students quickly through with minimal burden ton their time pre-package materials to eliminate the need to spend time using the library? What impact does the growing interest in online course and distance education have on library use? In the absence of digital user

certificates, libraries provide proxy servers for remote access to restricted electronic resources and services, but this technology is problematic, high maintenance, and may be circumvented by pre-packing course materials.

Changes in the Technological Infrastructure:

As computers become more affordable and more and more students purchase their own. what impact does this have on library use? What impact do wireless access and the growing member of student-owned laptops have on library use? Students clearly prefer desktop delivery of information and if they have a personal networked computer, in their eyes they have no need to come to the library hence the decline in gate counts and reduced circulations of traditional library materials. Do differences in student ownership of computers and the bandwidth of the campus computing infrastructure account for the differences in trends among large and small libraries? Is the percentage of remote use of electronic resources and services influenced by the penetration of computing and network bandwidth of the campus? Perhaps equipment configurations and replacement cycles are also a factor in library to retrieve electronic resources using obsolete equipment when their public workstations to information retrieval tasks only. preferring students to go elsewhere to do email, word processing, programming, etc.

Information Resources and Services and Service Provided by Entities Outside of the Library: What impact do Ask-A services, Question, and Web sites like Library Spot have on student use of their local library? We need systematic quantitative and qualitative studies of these information resources and services to understand their impact on library use and the constituencies that libraries aim to serve. If the goal is to provide quality service to users, does it matter whether libraries provide the service or someone else does? If students are using these services and their quality is poor or inconsistent, how do librarians direct them to the better services and teach them how to critique the information they retrieve? Perhaps most importantly, how do librarians factor in the impact of these services in their efforts to assess the educational outcomes of the collections and services that provide?!

Information Services:

Some of the important changes that developments in ICT have brought about in information services are:

- Changes in formats, contests and methods of production & delivery of information products, and a new business model for use of information products. This requires procedural and infrastructural changes and cost implications in libraries.
- Emergence of Internet as the largest respository of information and knowledge.
- Extinction or significant transformation of some of the conventional information services such as press clippings, contents pages, company information etc.
- Use of new tools and technologies for dissemination of information.

- Transformation of role of LIS professional as the subject specialist and end-user gets directly involved in the information work and consequent need for new skills.
- Shift from physical to virtual services that offer convenience of time and location for access to services.

Changing Requirements/Demands of the users:

- Have a NRC (Network Resources Centre) in the Library
- Unlimited Download Facilities of E-resources
- Facilities of Camera Copy services in addition to the Scan Copy services d) Cover to Cover Photocopy Services
- Library Services through Cell Phone
- Round the clock (24x365) Library Services
- ILL Services / Resource Sharing with some reputed Library & Information Network Center
- Printing Services inside the library with reasonable rate
- Regular and in systematic user guide for accessing library resources
- Have a reader's friendly environment & attitude of the library staff

Basic Challenges: There are several challenges facing university libraries today on the way of offering regular library services due to several reasons. Out of the all, two challenges are very difficult to address and also emergent to pay enough attention. These are: a) Libraries need to continue acquiring books and journals to strengthen their collection amidst the problem of not knowing what exactly to acquire because there is information explosion which has come with increased costs and at a time when library budgets are reducing. b) Libraries must decide How they will respond to the ever increasing and changing electronic information technologies which have come into the information world to change the traditional ways and methods of library service

What we can do to reach balance?

- Authority has to take immediate action for Automating the Library by using any standard LMS (SOUL, LibSys, Koha) but never use any local software.
- Try to have inter library loan facilities by taking membership of any National level information Resource Center
- Try to develop local resource Hub by clustering nearest college(s) of the locality to eradicate the deficiency of the scope of using library resources of all the users broadly.
- Try to introduce the exceptional initiatives for establishing the entity of the institution for achieving better grade from NAAC as well as catering standard services to the users, e.g. digitization of the question papers of the Final examination of the course teaches, syllabus of the different courses etc.

- Proper action is to taken without any delayed for systematic / Intensive Users Learning Programme so that student users can safely use the inside as well as global resources frothier learning purposes. Not only that, this also help to use the print documents of the library properly.

- Regarding up-dation of the library existing staff in the light of the ICT proper scope is to be given to of them for participating in the workshop, seminar of national level in addition with the RC/OP participating etc.

- Library personnel should have the interest to keep up date himself/herself.

- Proper infrastructure (spacious building, furniture, electrical facilities) including ICT is to be generate inside the library by providing equal importance to the library like all other faculties, NAAC evaluation guideline may be taken into consideration for the purpose.

- The concept of Open Courseware is to be open before the users so that they can enrich themselves alternatively, e.g. IGNOU course material etc.

Conclusion:

Thus when libraries address clear roles, organizational structure, education, and training orientation/learning for Library users, ICT application in libraries can be successfully achieved its target objectives. Positive attitude of all levels of the institution is a prerequisite factor for the all wide development of the campus not only library/librarian. Authority should be active for the appointments of the vacant post as well as creation of new post in proportion with growing collation and volume of users. For the acceleration of automation function project trainee and or contractual staff and outsourcing is to be executed. This should be done on the basis of having LIS and ICT knowledge of the the candidates subjects to gentle payments.

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