

APPLICATION OF MODERN TECHNOLOGY - IN LIBRARY SERVICES

Mr. Pravin N. Pawar

Librarian,

Dhandai Art's & Science College,

Amalner, Dist. Jalgaon

Email : pravin30575@gmail.com

Abstract : *In the modern era of information technology the scientific management is the need of hour in every Library to fulfill their technical, administrative and services skills. Today's modern libraries are not merely a store in house of the Libraries. In the globalized world of generation marketing approach is applied by the organization for invitation authentic research, types of user and their demands and needs. In this days Information and technology era readers are need new and latest information so library services is very important and useful this modern world. Many new and various applications are there in library services for readers. The potential benefits of benchmarking for Librarian and new information technology services have been widely acknowledged. In the use of modern technology of internet and internet facilities in these libraries has provide its usefulness in a variety of Library Services.*

Keywords : *Scientific Management, benchmarking, library, information technology.*

Introduction :

Application of library and it's technology services is an area which is now beginning to attract the attention of research scholars, market researchers and the business people. Information is regarded as an important resource for all human activities. The right information from the right service, to the right user at right time is everybody right. In the new technology of library services, the, full form of QR codes, especially in libraries, is quick response code. Today's every day new and recent technology in library services and in library application like Bar-code, RFID technology, Web Technology, Reference services as well as marketing services its so many services in library application. The internet has dramatically changed the way to library services. We also use the invention of Web by Tim-Berners Lee in the year 1989. Accessioning, classifying, cataloging are some of the back office activities in the library. Some of these activities have undergone computers because of application of information technology.

Modern Technology In Library And It's Services :

The traditional libraries have undergone sea changes over the past few decades due to rapid development of information communication technology and its impact on libraries. The technology involved with the transmission and storage of information, especially the development, installation, implementation and the management of computer systems within companies, universities and other organizations. Since the 1950's, four generations of

computer have evolved. Each generation reflected a change to hardware of decreased size but increased capabilities to control computer operations.

RFID Technology :

This technology is fastest, easiest, most efficient way to trace, locate and manage library material. Efficient Book circulation management. Automatic check-in and check-out. Library inventory tracking in minutes instead of hours. Multiple books can be read simultaneously. Unique ID of the RFID tag prevents counterfeiting.

TQM Technology :-

Everyone in the organization is involved in creating and maintaining the quality of the services and products offered. The organization through individual and collective actions focuses on meeting customer needs, recognizing the customer perception, identifies quality. The emphasis lies on continuously improving the system in order to achieve the best results. TQM is one of the challenging and exciting and risky activities in the real world. This system of continuous improvement, employing participative management and centered in the needs of the customers.

Use of ICT :-

The use of ICT users can get more and more information and also they can solve their problems with the help of ICT. The ICT technology and etc. circulation process, Resource sharing and Networking, Library Automatic-Computer and International co-operation in the field of library. The importance of information Technology in the field of print media and the library culture is increasing day by day.

Application of Web 2.0 tools in library services :-

According to Maness Web 2.0 is not to replace traditional philosophy and service but it's enhancing and extending its service into new areas. Library 2.0 encompasses a range of new technologies tools and techniques. These tools and techniques are useful existing services available in new and interesting ways Blog, social networking, WIKIS, RSS Feeds, Instant Messaging, Web podcasting, Tagging, Mashup these are the Web 2.0 uses in the library services.

Marketing of library services :

Marketing of information products and services means transference of information to potential inevitable due to limited budget in all libraries irrespective of size and region. Marketing of information products and services offers great potential to service and grow their service. The most popular techniques is inspiring the users orientation that is special introducing services 1) Library catalogues 2) Current Awareness services 3) SDI services, 4) Bibliography services 5) Reprography services 6) Translation services 7) New Digest services 8) Reference services 9) Online Database 10) Optical disc storage media 11) OPAC

services 12) Digital information services, 13) Searchable full text e-journals and databases, 14) Library website, 15) Contents of periodical in science and Technology,

E-Resources :

Application of modern technology to Library services, E-Resources can be used efficiently and it save a lot of time. Reduces lot of paper work. The information provided is up to date and of good quality. Provides facility to search across a wide range of Journal articles and other links. E-Resources can be easily transferred from one place to another. Type of e-Resources are, E-Journals, E-book, E-database, Web based information resources, e-Subscription, these E-Resources are potentially huge in number. The resources are mostly unorganized. E-resources do not require physical space for storage. Time, Space and Cost constrains are not a problem in search strategies of E-Recourse many e-Journals are now also available online.

Digital References Services :

Many library today provide reference services electronically over internet through their websites like, Digital Reference services, outline reference services, web-based reference services, live reference services, Virtual reference services, Chat services etc. These services are remote users. Distributed service con variances, Expanding the scope of services while expanding hours of service, Additional Communication option. Capability to reach people physical boundaries are removed. It does not required extra software and no extra training. This mode of receiving and answering questions is cost effective. No restrictions of working time, user can ask query anytime. Reference librations find more time to think, Chalk and pain out a strategy and finally search and give the answer. Useful for the users who are poer in oral communication.

Use of Social Media Technology :

The growth of social media and online learning in which education is developed and support through computers network is transforming libraries. Social media become the part of life. Social networking media such as Face book, You tube, Flicllor, Linkedin, Library 2.0, Web 2.0 into the library professional. There are few types of social media 1) Media sharing 2) Social News 3) Micro blogging 4) Social Networking 5) Book Marketing Sites 6) Blog comments and Forums. Further advantages of social media provide news or information to user. Provide list of library collection. Communication among librarians. Books review and information about new arrivals. Provide internet resources website link into college website for use. There are social Networking in libraries communication Facebook, Flickr, Youtube, Twitter, Slidshare, yammers skype, WhatsApp, Linkedin etc.

We are all living in the epoch of Globalization as well as era in modern world and its technology. Globalization is identified with the era of e-commerce, e-business and facilitation to technology diffusion. World knowledge system is digital divide. Modern technology comprised of zip of time and space and exaggeration of motion. In library services and technology and hardware comprised instruments, goods and services. In such a way we are

facing a radical change in the people find and use information resources a change that all professional need to understand.

Conclusion :

In the 21st century, the pace of globalization and the growth of new technologies and its application, such as the internet, have transformed the methods of education at the level of universities and schools. Virtual schools and colleges, studying in our own place or at our own time are going to be norms in the coming days. In the coming decades, the methods of learning and the methods of teaching are going to completely change in change. The application of ICT also makes us realize the people's priorities in information seeking pattern are changing along with the means of accessing information communication technology and other new technology in modern library service change the life of library and librarian and also its service. Technology revolution during the last decade has had a drastic and far-reaching impact on all aspects of professional endeavor particularly in the knowledge and information sector. The Internet has added a new dimension to information technology and knowledge sharing platforms, giving rise to rise concepts such as a modern Library, e-learning, knowledge management and archiving of indigenous culture and heritage.

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