

# Role of Librarian in the 21st Century in the Changing World of Digital Environments

Dr. S. R. Bodkurwar<sup>1</sup>

<sup>1</sup>Librarian, Shri Gajanan Maharaj Mahavidyalaya, Mukutban, Dist Yavatmal, Maharashtra, India

## ABSTRACT

Today, the walls of a library are giving way to digital environments to establish the links with information and virtual. Information is a valuable resource. The traditional libraries should be transformed into hybrid libraries focused on providing information collected in the form of books and electronic sources to survive and meet the need of end users. In this paper describes the role of librarian in libraries, which have collection in form of e- books, digital documents and various databases and common access to the internet. Modern libraries are creating the society of knowledge. The librarians are constantly open to any changes in their field and eager to improve their skills and knowledge.

## I. INTRODUCTION

Information Technology is rapidly changing the whole world and creation new challenges and opportunities. The Global changes particularly in digital environment/ ICT have had an impact on the functioning of libraries. The development in ICT has changed the user expectations from the libraries in many ways. In this age of information, the LIS plays not only just an important learning supporting function but the library itself is emerging as site of learning sometimes more important than even the class-room. The library and Information services of higher education institutions play a central role in enhancing the quality of academic and research environment. The digital environment has changed the functions and duties of LIS Professionals; they are not only to extend assistance to users in searching information in a placed called library but also to provide services and instruction regardless of place, time or format. Now librarian acts as information provider, Website designer, Database developer, Services provider, Collection developer, Consortia manager, Information consultant, content manager and so on.

## II. INFORMATION SOCIETY

The information age has arrived and modern society is commonly referred to as the “Information Society”. Still, this term does not have a commonly accepted interpretation. Information society is described by the modern researchers as “the society in which the information is intensely used in economic, social, cultural, and political life it is a society with abundant means of communication and of information processing, the society being the

basis for serving as a major part of the national income and ensuring the source of income for majority of the population. This information society, the popularity of the internet and electronic mass media is spreading very fast. The use of internet and e-resources created a new type of society and the analog technology has been abandoned in favor of digital technology within a couple of year. This new society is also referred to as the digital, Web, Internet or computer society. Information is the most sought-after and valuable merchandise in the society. It becomes indispensable for one social and professional's development to keep up with information constantly, to gain and use it in practice, due to changes taking place in the modern world.

### III. CHANGING LIBRARIES

The user expectations to the libraries to deliver high quality, comprehensive, user-friendly new generation services. As the world advances, the library must also evolve and redesign their activities in order to deliver highly quality, need based, and value added services according to the expectations of today's library user. The concept of library has been described by several different terms such as automated library, computerized library, digital library, electronic library, virtual library, library without walls and internet library. 21<sup>st</sup> century libraries have a lot in difference with the traditional model their dominant elements are changed.

#### **Why are Librarians for Change?**

The explosion of information, the movement away from the use of textbooks the increased concern for learning styles, advances in instructional and information technologies, advocacy for cooperative learning and collaborative teaching are factors that increase the complexity in planning for instruction. These factors bring a need for teamwork with a librarian. There is no one better able to bring about change than a librarian working in partnership with administration, staff and students. With more sources of information, both print and electronic. The critical issue for institution in the face of these changes is implementation. Faculties have to attempt to include curriculum integration, resources-based learning, new evaluation practices and technology into their daily teaching. Faculties cannot implement such changes without support comes through collaborative processes. Librarians can contribute to these process by drawing on knowledge and skills gained in implementing library programs. They are in good position to nurture collaborative working relationships among staff, across the grads and the curriculum.

#### **What Should the 21<sup>st</sup> Century Librarian be Like:-**

21<sup>st</sup> century libraries heap new task upon a librarian. Modern librarians are crucial now for not only their high level of expertise, but also for being able to associate with the modern individuals' personality. A 21<sup>st</sup> century librarian must be modern, with acquiring psychological, social and professional capabilities. A modern librarian is open to innovations and change. He/ She has an eager and interested attitude towards solutions because of the fast-paced, constantly evolving nature of changes in libraries. A modern librarian, can develop modern characteristics throughout ones professional career even after many years of work, one does not need to be young to be modern. A librarian must be aware of technological developments and be proficient in new technologies. Librarians play a role of psychologists, because they are challenged to distinguish the users need appropriately and help the user specify them. A modern librarian should also be qualified in terms of sources of information and using them, not to mention keeping up with constantly changing information sources. A librarian should also be equipped with general knowledge, to enable him to be conversant in a multimedia

subjects. The current model librarians' university training is directed towards improvement in the scope of scientific information. Self-improvement and training.

#### IV. ROLE OF LIBRARIAN IN INFORMATION SOCIETY

Technology is changing the nature of libraries and librarians and it continues to exert a major influence on the strategic direction of libraries in society. Librarians are important as a professional group and their role is not limited to passing books. Modern library staff works towards winning new readers, similar to commercial organizations winning customers. Readers may or may not be aware of their information needs. The role of librarian consists in comforting the users inland supporting them so that they can overcome their own fears about being in the library. The knowledge of psychology pertaining to customer services is extremely important in the process of the librarian's in-service training.

Librarians must be computer literate and knowledge about internet to fully participate in the planning, design and implementation of future library services. The way, librarian goes about their work and the tools that they use have changed in the decade. Today librarian plays many roles in order to accomplish these goals-as a teacher, as a curriculum leader, as a instructional leader, as a information specialist, as a collaborator. Followings the roles of librarian.

**1. The role of librarian as a Information Specialist:-** Librarian possess a unique knowledge of breadth and depth of information resources in various subjects specialist. By facilitating access to information finding it, analyzing, synthesizing and packing-librarians, would move to beginning of the information production cycle, playing a more substantial role in the information creation possess?

**2. The role of librarian as Knowledge Manager:-** the librarian should have following types of knowledge.

- Knowledge about the emerging library trends and technologies
- Knowledge about library information sources, products and services.
- Knowledge about where these sources stored and what is its use.
- What is current usage of these sources and how to increase its uses?
- Knowledge about users including teaching staff and researcher and who is using their information sources

**3. Role of the librarian in E-Trends:-** librarian purchase different types and varieties of electronics publication taking in view their nature and characteristics and for all this library need special skill which includes knowledge in the fields of computer, networking, digital sources, web sites and organization of data.

**4. Role of librarian as a Marketing Officer:-** librarian will have to bring the user and the information together which can be successfully done by the marketing of information products and services. Today's many ways to put marketing program by keeping on-line bulletin boards and displaying the new acquisition on the internet.

**5. Information Literacy and librarian:-** Information literacy is the ability to recognize the need for information and to identify, locate, access, evaluate and effectively use the information to address and help resolve personal, job related or broader social issues and problems.

**6. Role of the librarian as a Manager:-** Libraries are the centers for information, librarians should have acquired management skills, so that the interpersonal relationship should be maintained.

## V. CONCLUSION

Libraries and librarian can play a critical role both in making their users information literate and bridge the digital divide that exists at local, regional or national levels. In the changed environment, the librarian's role has to shift from that of information locator to that of an information evaluator and instructor in the use and evaluation of information sources. Librarians are compelled to update their knowledge & IT skills in advanced IT environment. It implies the fact that man can only develop after have been acquired an ideal education. In addition, it is the result of IT that the role of librarian was totally changed.

## VI. REFERENCES

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