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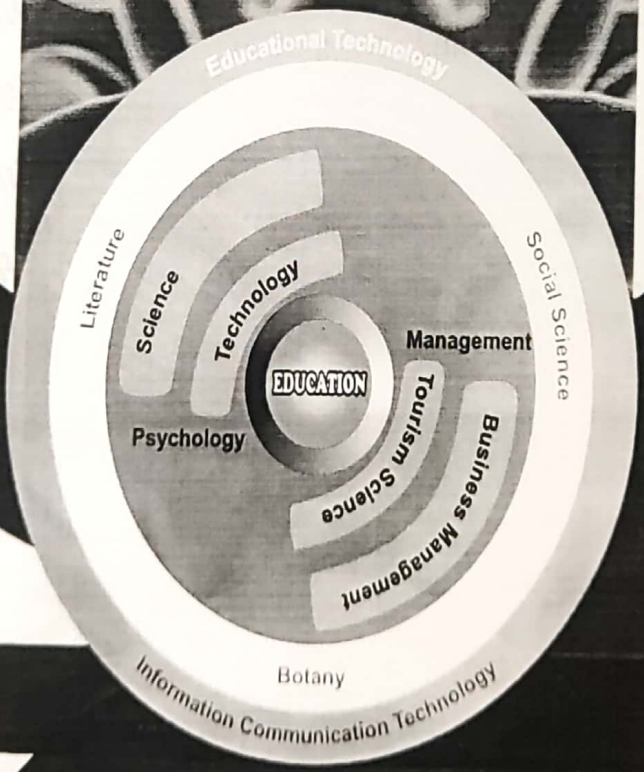

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PROBLEMS AND CHALLENGES OF SERVICES IN LIS EDUCATION IN CHANGING TECHNOLOGICAL ENVIRONMENT

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Abstract
Now The Global era Emerging technology identify, evaluate and implement the application of current and emerging technologies for use in the library management and services Challenges emerging out of library services and in management, technological advancements has to be updated at regular times to compete the faster growing environment This paper elaborates on how technological innovations have led to the improved information management and library services. The overall purpose of study is to share the resources using new technologies with the facilities available that would provide a variety of features to save time, promote community development and drive better services for the library users. This paper fills a gap in the digital library project management literature by providing an overview of the issues related to implementing and using emerging technology and innovative practices within libraries

Keywords: *Emerging, Challenges, innovations, digital*

INTRODUCTION: In the 21st century, several professions are adapting with changes and pacing with new useful technologies for their survival and advancement. In this century creation of new knowledge, capturing of new ideals promptly and their timely application is crucial for success in any endeavor. Integration of ideas to find solutions to complex problems, technological convergence to develop better and cheaper products, and progression towards greater interface between policy, strategy, research, practice and service to clientele is taking place. A new kind of competitive work environment, is emerging where cutting edge knowledge, ingenuity and new ideas make a big difference in advancement and hence there remains a constant hunt for talent and hiring people having agility, requisite skills and competencies, inclination for updating, penchant for learning and doing work in a better way through constant innovative approach. In the knowledge based societies organizations are metamorphosing to learning organizations, creating knowledge infrastructure for churning new ideas to ensure enhanced earning by creating economic value out of new ideas. Learning organizations encourage their employees to continuously upgrade their skills and competencies and have knowledge of state of the art technologies that are applicable to their work. "Any large organization to-day has to survive, grow and prosper in a highly competitive, dynamic rapidly changing complex environment, where human obsolescence is as common as that of machines and where survival is only of the fittest." (Bhatia & Singh, 2000) The present networked information environment has facilitated increased awareness of learning opportunities through greater flow of information and helped the people to realize their true potentialities.

OVERVIEW ON DEVELOPMENT OF LIBRARIES: Ongoing Development in Libraries and Information Centers: Libraries and information centers are undergoing metamorphosis and are reengineering their services, reskilling their staff and reorganizing their work space in consonance with changing information systems, better and more effective information communication channels, and users' preferences for accessing information. The networked transmitted digital documents are increasingly accepted as a medium for recording and transmission of information because of elimination of need for physical storage, economical accessibility at the fast speed, possibility of using the same documents by several users at the same time, and multimedia integration. Digital collections have helped to realize the goal of universal availability of publications in the true sense and provided freedom to have personal space to instantly communicate ideas through blogs.

Challenges and Problems of LIS Education: There are several challenges in keeping the LIS education programs relevant to new kind of jobs in the market and new work performance requirements at work places. Whenever, some changes are introduced in the educational programs, needs for still more changes emerge to align such programs with the job markets and new roles and responsibilities in the libraries and information centers. So long as the information environment remains fluid, LIS education programs will remain in a state of flux, demanding constant change and adaptation to new developments, technologies and desired service levels. However, there was ever no time in the history as to-day when library and information science educators are able to offer broad based, flexible and diversified LIS education and training programs that can suit the manpower requirement for knowledge management in different sectors of economy. Further, the courses of study can be tailored to any requirement of imparting specific need based skills and competencies.

SUGGESTIONS FOR IMPROVEMENT:1 Indian library schools need to develop a flexible and scalable system of LIS education. It requires not only tailoring LIS education programs to the existing societal needs but also step into areas of enormous service gaps that exist to adequately cater to the information and communication needs of the Indian society. LIS schools should spearhead across boundaries, grow across horizons and diversify educational programs in areas such as social informatics, medical informatics, legal informatics, financial informatics so on and so forth. This will facilitate a very flexible system of LIS education and offer greater choices to learners to opt courses that suit their qualifications, individual needs, interests and levels. The emergence of interdisciplinary subjects too demands cutting across boundaries of traditional curricula. The present compartmentalized type of curricula that is concentrating mainly on core subjects must be revamped because of its limitation to expand the knowledge base of students.2 The present LIS courses have

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been developed on the premise of librarianship as humanism in practice and information service as a work activity for societal good and free for all. The emerging information environment offers enormous opportunities to create economic value through knowledge management and strategic information handling provided the LIS education and training programs are properly oriented to such objectives. Efforts should be continuously made to prepare professionals and empower them with knowledge and skills that not only help them in self employment but also offer them better opportunities for employment than what exist at present. Some professional librarians in India have very successfully set up corporate houses in information products and services in the cities of Bangalore and Gurgaon.3 Library and information professionals are increasingly working in a networked environment, dealing with library automation packages and web based information resources and services. Every LIS professional irrespective of his future place of work must have knowledge and skills for handling information technology and has the competency for creation and collection of information using the Internet. The course contents must incorporate practical training of information technology and the Internet to the extent that library professional should have knowledge of database development, handling familiar library software packages, are able to create dynamic web pages and collect information fragment and documents on the Internet and aggregate them to virtual library resources of the institution. They should also be able to handle routine hardware problems in libraries and create necessary information tools and content through collaborative efforts in the network environment. Library professionals should be trained to organize personal services to clientele that approach for service as well as network enabled services that reach up to their desktops.4 Coordinated and well planned research effort in LIS research is desired in the country to enhance the knowledge base of the profession and pursue areas of practice that not only helps the professionals to better serve the society but also make them more indispensable for employment. The LIS research should be more focused on key issues of current and recurring concern. Coordinated research can even be initiated in the Asia-Pacific region after analyzing and identifying key professional issues and concerns.5 LIS research must be focused on development of new information products and services as well as improvement of existing practices. Encouraging joint research programs, we should leverage advantages from co-lateral disciplines such as e-publishing, information technology, data mining, sociology, psychology, management sciences, etc, in the interest of growth of our own profession and enriching our own educational programs. Adequate balance and priorities in research must be set. For instance, before emphasizing on marketing of library and information services, we must see what we are supposed to sell.6 The technological developments are flashed before they are actually practiced and used at large. LIS programs must accommodate such developments leveraging applications for better performance in services and keeping the education training programs ahead of times. Some large libraries are also testing technologies and developing methods to better serve the user communities. We are therefore heading towards an era where synergy without jeopardizing the autonomy will be required for joint mission oriented research with the participation of libraries and library schools in the interest of extending the frontiers of knowledge of our domain and advancement of professional practice.7 In the ever-changing landscape of information, obsolescence of existing methods of information handing is now a reality. We require constantly scanning the newly emerging information environment and proactively anticipating changes to quickly adopt new ideas that offer our professionals opportunities for more learning and training to render enhanced services to society and more convenience to user communities.8 LIS schools should have strategies in place for continuous change management and structural changes in courses they teach and training they impart.

CONCLUSION: Endnote Taking into consideration the emerging electronic information scenario, perceiving the need for new possibilities of desired skills and Competencies in the ensuing years, library schools in the Asia –pacific region should collaborate to identify what way new competencies can be imparted to aspirants of LIS education with the twin objective of giving learners a better deal in life and offering the society and institutions effective knowledge managers. According they should build curricula and create infrastructure that not only match the dynamics of the knowledge society but also creates excellent job opportunities and better placements for their graduates. Emerging new information environment do have the potential to create new opportunities and avenues for young graduates but profession must oversee these developments and initiate appropriate actions so that employment generated in the domain of managing the knowledge resources, are not governed and geared by long years of service but by cutting edge knowledge, skills and competencies one possesses. Discussion on LIS education and training is never ending.

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