



Seventy-Five Years of Indian Library Profession

Editors

Dr. Ravikant N. Mahindkar
Dr. Vishalsingh Shekhavat
Dr. Vandana R. Khakre

Dr. Sanjay H. Bhoge
Mr. Nagsen D. Bansod
Mr. Bhushan N. Dayawate



‘Seventy - Five Years of Indian Library Profession’

**NATIONAL CONFERENCE OF INDIAN
LIBRARY ASSOCIATION, NEW DELHI**

AND

**MAHARASHTRA UNIVERSITY AND
COLLEGE LIBRARIANS ASSOCIATION**

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Indian Library Association, New Delhi

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**Sant Gadge Baba Amravati University Sectional Council of
Maharashtra University and College Librarians Association**

In Collaboration with

Sipna College of Engineering & Technology, Amravati.

3rd - 4th June, 2023

EDITORS

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and College Librarians Association**



Atharva Publications



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‘Seventy-Five Years of Indian Library Profession’

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ISBN : 978-81-19118-22-9

Publisher & Printer

Mr. Yuvraj Mali

Atharva Publications

Dhule : 17, Devidas Colony,
Varkhedi Road, Dhule - 424001.

Contact : 9405206230

Jalgaon : Shop No. 2, ‘Nakshatra’ Apt., Housing Society,
Shahu Nagar, Opp. Teli Samaj Mangal Karyalaya,
Jalgaon - 425001.

Contact : 0257-2253666, 9764694797

Email : atharvapublications@gmail.com

Web : www.atharvapublications.com

In Association with

Maharashtra University and College Librarians Association

First Edition

3 June 2023

Type Setting

Atharva Publications

Price

Rs. 1295/-

Disclaimer: The authors are solely responsible for the contents of the papers compiled in the volume / book. The publishers or editors / Maharashtra University and College Librarians Association do not take responsibility for the same in any manner. Errors if any purely unintentional and readers are requested to communicate such error to the publishers or editors to avoid discrepancies in future.

: INDEX :

Section I

Library Profession and Professionals Development

- **Future of Academic Libraries and Library Profession1**
- Dr. Virendrakumar L. Barde
- **Role of Librarians in the Digital Environment : Skills and Challenges6**
- Dr. Anita P. Patil
- **Increasing the Responsibilities of Library Professionals in Light of National Education Policy 202012**
- Mr. Shrikant P. Kadu , Dr. Sangita V. Dhandhar, Prof. Dr. Vaishali P. Gudadhe (Chaukhande)
- **Role of Library Professionals to Initiate Reading Habits among Students through Web 2.0 tools : A Study of Asmita College Library Practices21**
- Dr. Nidhi N. Rakshikar
- **Women Librarianship in Digital Era27**
- Ms. Sushma Mawande
- **A Study of Soft Skills for College Library Professional in Digital Context32**
- Dr. Umesh Band
- **The Evolving Roles of Librarians in the Digital Age35**
- Dr. Nitesh V Chore
- **Revelation of Recent Open Access Websites, A Need of Time to Bridge Digital Divide in Academia42**
- Uttam K. Malavi ,Dr. Pradnya Kshirsagar, Dr. Vaishali Praful Gudadhe
- **Challenges Faced by Academic Women Librarians in Professional Development and Strategies to Overcome the Obstacles: Survey of Mumbai and Thane regions47**
- Mrs. Prajakta Mhaprolkar, Dr. Jyoti Bhabal
- **ग्रंथपालांचे एक आदर्श संघटन : महाराष्ट्र युनिव्हर्सिटी अँड कॉलेज लायब्ररियन्स असोसिएशन (मुक्ला) . ५६**
- Dr. Ravikant N. Mahindkar, Dr. Sangharsh S. Gajbe
- **भारतीय उच्च शिक्षणात ग्रंथालय व्यावसायिकांचा दर्जा : विशेष संदर्भ महाराष्ट्र ६४**
- प्रा. हर्षा कांबे
- **Emerging Technological Innovations for Library Services and Library Professionals71**
- Dr. Prashant S. Thakare

Section II

Library Services and Automation

- **Use of QR Codes for Enhancing Access to Library Resources and Services : A Case Study76**
- Anant M. Thorat, Dr. Vilas P. Ubhale
- **Soul 3.0 Software for Library Automation83**
- Dr. Sonali Abhay Deshmukh
- **Today's Need : Digital Library88**
- Dr. Vijay P. Jadhao

- **How to Find Resources in Nearest Library with Address and Contact Details by using ICT Application Technology93**
- *Mr. Sachin Prabhakar Masane*
- **Tools and Techniques Information Security System in Knowledge Resource Centre99**
- *Mr. Umesh J. Gawande*
- **Impact of Information Communication Technology on Library106**
- *Sanjay B. Idhole*
- **An Application of Web 3.0 Tools in Library Services : An Overview110**
- *Dr. Sandip B. Khandare*
- **Using Wi-Fi Technology in Academic Libraries Helps Digitize the Library115**
- *Dr. Sunil D. Belsare*
- **Digital Libraries in Higher Education : A Way Towards Effective Learning118**
- *Dr. Jugal E. Maldhure*
- **E-Resources, E-Books : Current Status and Future122**
- *Mr. Dinesh T. Sakhare*
- **Open-Source Software for Library Automation : A Review127**
- *Mr. Ashwin S. Amrutkar , Dr. Pradnya Kshirsagar*
- **A Study of Digital Library Facilities and its Usefulness to Faculty Members of SVKM'S NMIMS, Deemed to be University Central Library, Shirpur Campus : An Evaluative Study132**
- *Miss. Sima Ashok Ingole, Dr. Ravindra Mendhe*
- **Internet : Importance and Usage for Library and Information Professionals138**
- *Dr. Sarla Nimbhorkar*
- **Critical Study of Library Automation in Higher Education of India : A Review Paper143**
- *Shrikant Dataatray Rajbinde*
- **Role of Cloud Computing in Libraries150**
- *Dr. Narendra A. Thakare*

Section III

Social Networking and Libraries

- **Social Media's Influence on Librarianship : Tools and Technology153**
- *Mr. Gaurav R. Deshmukh, Prof. Devendra M. Ruparel, Dr. Ashish S. Raut*
- **Social Media and it's Application to Libraries159**
- *Ravindra R Mangale, Dr. Veena Kamble*
- **Use of Social Media and Librarianship : A Changing Paradigm165**
- *Sagar Rohidas Londhe, Dr. Prakash B. Bilawar*
- **Importance of Social Networking Sites in Library and Information Centers172**
- *Dr. Shubhangi P. Ingole*
- **सामाजिक माध्यमांचा वापर १७५**
- *अरविंद एस. पाझरे*
- **Social Media : An Effective Medium for Library and Information Services181**
- *Mrs. Kumbhar, Daya A., Mr. Maldhure, Jugal E.*
- **Social Media and its Use in the Library184**
- *Mr. Mohan B. Nikumbh, Dr. Pradnya Khirsagar*

Social Media : An Effective Medium for Library and Information Services

Mrs. Kumbhar, Daya A.
Librarian

Giristhan arts and Commerce College, Mahabaleshwar

Mr. Maldhure, Jugal E.
Librarian

Smt. Radhabai Sarda Arts, Commerce and Science College, Anjangaon Surji, Amravati

Abstract

Social media tools provide libraries and information centers with an easily communicate and connect with their users. Libraries can share information about their events, updates, services, and videos through the social media platform. The paper includes that social media is an essential platform for libraries to promote their services and engage with their users effectively and advantage of social media tools for libraries.

Key words : Social media, social media tools, social media web sites, social media & Libraries

Introduction

Social media is the prevailing medium of information dissemination in today's era. Social media has the ability to share information and connect people across the world through multiple websites. The growing influence of technology has led to the invention of social media. Sharing information and getting the information you want easily is possible through social media. The use of social media is an effective tool to create awareness about any social, educational and cultural cause. Social media is leading the way in spreading information in all fields. Many social media platforms like Facebook, Twitter, and Instagram connect people across the globe within seconds.

Social media is widely used in the education field. Education is imparted to students through social media such as YouTube, video conference tool, Facebook etc. and its impact on library and information services. Social media helps users to connect, converse and share their opinions. It helps to promote the use of library e-resources and builds a collaborative network of users. Social media has a vital role to play in sharing information in the COVID pandemic situation. Modern libraries are more inclined to provide information services through the social media platform.

Objective

- To study social media tools.
- How social media platform promote library services.
- Advantage of social media for library services.

Social Media

“Social media is a term used to denote new media approaches that involve communication between people or groups of people” - Manning (2014)

Social media is a virtual medium that provides information to people through web 2.0 based

internet applications. Social media platform have become popular way of connecting with people, sharing information and socializing online. Social media has a significant impact on society, culture and education. RRS, web chat, podcasts, blogs, tags, and instant massaging these tools help facilitate social media. Social media network websites are used to exchange information and ideas like Facebook, YouTube, twitter, and Instagram etc. These websites allow people to connect family, friends and people of similar interest.

Social Media Tools

There are many social media tools available that can be used for various purposes. The following are some popular social media tools that provide electronic information.

- **Web Blog** : Weblog is abbreviated to “blog” in this sentence. Blogging is a social networking platform with many uses. Blogs can be started for a variety of reasons, including personal interest, amusement, fashion, professional purposes, and more.
- **Social bookmarking** : Popular platforms for sharing, storing, and searching links are social bookmarking sites. Using social media platforms, social bookmarking stores and organises web connections to photographs, blog posts, and videos.
- **Video conferencing** : Video conferencing is used to have live meetings or simultaneous chats between two or more individuals, which promotes effective teamwork and communication. There are many well-known video conferencing programmes available, including Skype, Google Meet, and Zoom.
- **RRS (Really Simple Syndication)** : Typically, RRS feeds include headlines, summaries, and links. It is still often used in several forms of communication, as well as by some blogs and news organisations.
- **Podcasting** : Podcasting is basically distributing digital audio or video content through the internet. It can be assessed on an array of digital audio devices such as laptop, mobile, MP3 players etc.
- **Instant massaging** : Instant massaging is known as “IM”. It’s used to exchange message, images, and files with each other. Many of the most popular apps like WhatsApp, yahoo messenger, Telegram and Facebook messenger are used for IM services.

Social Media and Libraries

Libraries function as social organization. Social media is the link between the library and users. The main objective of libraries and information centers is to preserve, organize and make information available for use. Libraries promote the teaching, learning and research process. Due to the COVID pandemic situation all the economy, business and education system was closed for a temporary period. In such a situation, libraries had to rely on social media to reach users with information.

Social media can be a powerful tool for libraries to connect with their users and provide valuable services. Libraries can use social media to promote upcoming programs such as workshops, conferences and book clubs. They share program details, photos and videos. Libraries provide news and any updates about their services and facilities, such as new arrivals, upcoming program etc. Library and information centers use social media platform to provide information services such as CAS, SDI, indexing and abstracting services, reference service, translate service and share e-resources under the inter-loan library service.

Social media apps support for library services

- **Facebook** : Facebook is a social networking platform and app. It allow users to connect with each other. Libraries can upload their post, images, videos and event information

through the Facebook platform.

- **You tube :** You tube is video- sharing platform. Through this platform, libraries can share videos of library events, information about library or important conference lecture.
- **WhatsApp :** WhatsApp is an instant messaging app. This app allows users to send instant messages, make voice and video calls, post photos and videos and other things. By creating a group of library users, all users can be informed about the library at the same time, such as about upcoming library event, new arrival, library rule and instructions, and other services.
- **Instagram :** Instagram is a popular social media app. Through this platform, libraries can share videos, photos, and their event, update about library services and facilities, and promote their online e resources such as e-books, database, e-journals etc.

Advantages of social media for libraries

- Social media helps users to provide library service, event and resources through online.
- Due to social media, libraries can share to their event photos, videos, news and any updates
- Social media helps to connect and converse with two or more users simultaneously.
- Saves time and money.
- Exchange of ideas and experience is possible as library users are directly connected and interact with each other.
- Social media platform can help libraries build communities around their services and facilities.
- Social media is used to promote library events, workshops, improved communication, and collaboration with other organizations.

Conclusion

Social media has become an effective tool for providing library and information services. Libraries and information centers need to carefully consider the benefits and challenges of social media and develop a master plan that align with their aim and objective.

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