Chapter-5

Summary and Conclusion
Summary and Conclusion

In this Internet era different types of resources are available on the web. The users may not pay attention towards the use of Information products and services provided by Information Centers. Information Centers are the information providers. They are very important for providing various facilities for getting information. Information is available in different forms. In this information explosion era, information centers play a very crucial role in providing information.

This study is an attempt to make the information users aware of various types of information products and services provided by Information Centers. All the products and services are very important from the point of view of information provision.

The products and services provided by different information centers are discussed in this study that is available through the websites. Their scope, purpose, authority and features are elaborated. This study covers overall information about the products and services of Information Centers in providing exact and comprehensive information.

Need for Information Centres

Information centres have emerged from the libraries which have books, periodicals and other types of reading materials. As the size of the collection and variety of available documents in libraries grows, it becomes unmanageable and eventually a point is reached when nothing productive can be derived out of it. This leads to starting up of special types of services so that maximum utilisation of resources can take place.

Some of the reasons for setting up of an information centre are:

- Increase in volume and variety of information sources;
Summary and Conclusion

- Rising cost of documents;
- Emphasis of service from documents to information contained in documents;
- To meet the changing complexity of information needs of users;
- To keep pace with developments in various subject areas;
- Improved decision making by managers, scientists, R & D personnel, planners and policymakers;
- To be part of resource sharing and networking activity in a region, subject or otherwise;
- To have access to new publications, information services and databases;
- To avoid duplication of efforts; and
- Need for carefully evaluated, analysed, consolidated and repackaged
- Information oriented towards the special needs of the users.

Thus we can see that the libraries were concerned with the supply of documents, whereas information centres are mainly concerned for what is contained inside the documents.

Role of Information Centers in delivering Information Products and Services

Information products and services are most important assets of information centers. All the centers in India provide information products and services to the users. They fulfill the user’s requirements by providing them different products and services. Information products are available in different forms in Information centers. Variety of information products and services are available on the websites of information
centers. They are all time accessible for providing various services according to the user’s need.

Information centres primarily fulfil the requirements for information support for business, trade and commercial organisations, government departments and research organisations. As the information centres constitute the information infrastructure of a country, they help in strengthening the information handling, services and utilisation. Information centres also serve the purpose of providing access to information for every type of users. There are different kinds of information centres and each one has an important role to play and serve, the chief purpose of providing timely access to information in the required field.

Information center's role is very significant in the society. It is very important for any society to inform the people about the information products and services and fulfill the requirements of users through this. Every information center in India has different types of products and services. On different subjects, various information centers are established in India to satisfy the user’s requirements. Their aim is to educate the people and to provide information related to their research work, study and knowledge. Information centers are established to promote products and services and to make the people aware so that more and more use of the resources available in the centers is optimized.

**Different products and services available for providing information**

Different centers provide various types of products and services in different forms such as-

- Union catalogue
Summary and Conclusion

- Union list
- Database
- CD-ROM
- Software
- Reports
- Newsletters
- Guidelines
- Bibliographies
- Brochures
- Proceedings
- Patents
- Abstracts
- Treatise
- Encyclopedias
- Periodicals/Journals
- Books

All the products and services having exact information are available in information centers. They fulfill different requirements of the users. All the centers have different information products and services to inform the people and to provide them easily and speedily. Only SAARC Documentation centers’ products and services are not easily accessible. They are not available online, but it will be available online soon.

There are various types of services provided by Information Centers selected for the study:

- Inter Library Loan and document delivery service
- Retro conversion
- Reference service
Summary and Conclusion

- Professional Training
- Technical support
- Bibliographic Union Database
- Walk-in-users
- Print archives
- SOUL support
- Anti virus service
- Internet data
- ICT Training
- Messaging service
- Video conferencing service
- Web service
- Translation service
- Bibliometric service
- Consultancy service
- Current Awareness Service
- Circulation service
- Reprographic service
- CD-ROM service

There are no barriers in accessing products and services. All the products and services are easily approachable.

Future of information products and services

Information products and services will be the most important and most usable in future because awareness of the information products and services is growing day by day. So people will consult those centers' products and services for their study, research and knowledge. Keeping in
view the importance of information products and services this study is conducted, so that more and more people may be aware and make use of them.

Presently well established information and documentation centres have been set up at international, national, regional sectoral and local levels. The present day users cannot function without the modern computerised services provided by information centres. A well functioning information centre with application of computer and communication facilities can create an effective network which will help in maximum utilisation of resources and facilities and result in easy flow of information all over the country for the benefit of the users.

There is no doubt in future, information product and services will be widely used and priority will be given to them. Their value for any purpose will be increased, so it can be said that the future of information products and service is very bright.

Conclusion

Finally it may be concluded that the information products and services are the important assets of information centers. Different centers having different products and services are available through their websites. More and more information products and services should be provided so that majority of different types of users may use and consult them. Information centers should introduce new products and services according to the users’ requirements.

Marketing is the most important medium to promote the information products and services in this internet era. The marketing strategy should be adopted by the information centers to encourage the people for optimum utilization of their information products and services. Marketing
Summary and Conclusion

is essential in making the proper planning, designing and use of such services and products for the better and optimal use of information. The information centers should give priority to provide excellent customer service enhancing its image as information provider in the information era. The library and information services should be user-oriented especially when we are designing them to satisfy the information needs of industrial people. Marketing of information services includes customer (users) priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services, etc. Therefore, university libraries must develop a process for understanding the information needs, wants and opinions of clients from the industries, and develop products and services which satisfy those information needs.

Information products and services should be publicly accessible and user friendly so that more and more user can access their contents.

Contents of the information products and services should be updated frequently.

Users' comment box should be there so that feedback on the services mostly used and the weak points in providing information products and services by the centers may be gauged.

Search option should be provided so that users can find the information of their interest easily without going through so many pages.