CHAPTER-3

SKILLS AND COMPETENCIES OF LIS PROFESSIONALS IN DIGITAL ENVIRONMENT

3.1 What is Competence?

Competence is the ability of an individual to do a job properly and better work. Competency is a set of defined behaviors that offer the appreciation, assessment and growth of the behaviors in person is being human resources. The term "competence" first appeared in an article authored by R.W. White in 1959 as a concept for performance motivation.1

Competencies are specific qualities that any Institutions, Firm, Organizations employers that decided are desirable for employees to possess. All through interviews and assessment processes, competencies are used to rate and evaluate candidates for suitable job.

All employers naturally use a number of the following as their competencies:

1) Team work
2) Responsibility
3) Commitment to career
4) Commercial awareness
5) Career motivation
6) Decision making
7) Communication
8) Leadership
9) Trustworthiness and ethics
10) Result oriented
11) Problem solving
12) Organization
13) Technical Skills
14) Human Skills and
15) Conceptual Skills
16) Statistical Skills

3.2 Digital Library

Organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily available for use by a defined community or set of communities.²

“Digital library” is a special library with a focused collection of digital objects that can include text, visual material, audio material, video material, stored as electronic media formats (as opposed to print, microform, or other
Digital library is a collection of documents in organized electronic form, available on the Internet or on CD-ROM (Compact-disk read-only memory) disks. Depending on the specific library, a user may be able to access magazine articles, books, papers, images, sound files, and videos. (http://whatis.techtarget.com/definition/digital-library).

### 3.3 Why Digital Libraries?

Different in normal libraries, big amount of digital content such as hundred and curve image of audio clip can be managed at an affordable cost. Searching a material and to obtain a specific information either from a book or a journal is easier now, Copies of the contents can be prepared instantly available over the internet to anyone, anywhere. Documents and the printed materials get spoiled by the ravages of wind and weather. A lot of money has to be spent to preserve them. That problem is almost nil in Digital Library.

### 3.4 Change the Library Function

Traditionally libraries function such as classification, cataloguing, circulation, indexing, and user education even the past days. Presently, all information regarding study, research and other object related materials in digital format. Now a day’s librarians have challenges for successfully newly establish practices and
skills to handle the storage, retrieval and dissemination of information in digital environment. Library and Information Science professionals should obtain skills to deal with information in the new electronic environment. In adding up to the technical skills, good interpersonal communication skills and management skills are use for the development of digital environment. Librarians require professional and personal competencies. Skillful competencies relate to librarians awareness of various information sources, technology, management and research and the ability to use these areas of information for providing library and information services. Personal competencies represent of skills, attitudes and values to work competently, good communicators, reveal the value-added nature of their assistance and survive in the new work in digital environments.³

3.5 Function of the Digital Libraries

- Creation and capture of content
- Storage and Management
- Search and access
- Distribution
- Efficient Management
- Copyright Management
3.6 Functions of LIS Professional for Digital Environment

- Manage the digital libraries
- Organize digital knowledge and information
- Provide resources for information literacy
- Transform data and information flowing between systems
- Offer information policy support for organizational strategies
- Provide universal access and retrieval of digital knowledge, ultimately access to all
- Provide digital reference service and electronic information services
- Workshop and orientation program for new users of digital libraries
- Marketing for digital resources and services for maximum use of digital resources
- Regularly update for new digital products like e-books, e-journals, internal and external question papers, project report, research articles, teaching plan and much more
- Co-operation with computer expert and faculty members for developing digital libraries
3.7 Comparative Analysis of Traditional Library Vs Digital Library

According to Berkeley Digital Library Project, University of California, the digital library will be a collection in following.

Table 3.1: Traditional v/s Digital Library functions

<table>
<thead>
<tr>
<th>TRADITIONAL LIBRARY</th>
<th>DIGITAL LIBRARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>E-books</td>
</tr>
<tr>
<td>Journals</td>
<td>E-journals</td>
</tr>
<tr>
<td>Classification, cataloguing</td>
<td>Subject key word, metadata</td>
</tr>
<tr>
<td>All print collections</td>
<td>All resource in Digital Format</td>
</tr>
<tr>
<td>All print collections in stack area</td>
<td>All Digital resources in very little space</td>
</tr>
<tr>
<td>Circulation time limited</td>
<td>Round of clock access</td>
</tr>
<tr>
<td>Limited Books</td>
<td>Multiple access</td>
</tr>
<tr>
<td>Available in Library</td>
<td>Easily accessible</td>
</tr>
<tr>
<td>All traditional library functions easily</td>
<td>Necessary for Training and Development</td>
</tr>
<tr>
<td>Knowledge of copyright and related law</td>
<td>Knowledge of DRM, copyright, licenses and related law</td>
</tr>
</tbody>
</table>

Sources: Berkeley Digital Library Project, University of California
3.8  Library Science Education in 21st Century

Digital era has changed how information is accessed and retrieves. The library is at this time a part of a compound and vibrant educational, spare time, and digital information communications. The development of the library sciences maintains its task of access impartiality and group of people space, as well as, the new means for information recovery called Information Literacy skills. All catalogues, databases, and an increasing number of books are all available on the Internet\(^4\).

Information literacy is the capacity to resolve on the point of information essential, right to use the required information efficiently, appraise information and its source significantly, use of information in point of truth to achieve a precise intention, and appreciate the monetary, lawful, and community issues nearby the use of in sequence, and access and use information decently. Universal move about in LIS curriculum away from exact skills training towards delivering the broader information required to work surrounded by our all the time increasing information environment.\(^5\)

3.9  LIS Education

For all the professional education there exists an apex organization which monitors the education curriculum by University Grant Commission (UGC) New Delhi, All India Council for Technical Education (AICTE) New Delhi, Indian Medical
Council (IMC) New Delhi, National Council for Education Research and Training (NCERT) New Delhi and Indian Pharmaceutical Council (IPC) etc. in the particular professional education. Regrettably, it is not so in the case of LIS teaching in India.

Students of library and information science who acquire the degree by attending a Library Science in them the ethics of library services need to equip themselves for the duration of their service, to be efficient library persons, and fulfill their obligation to enhance the dignity of the profession.

Universities of Department of Library and Information Science are the sources of supply of library personnel. As library education institute play an essential role in shaping the library personnel in particular field. Generally University in India as well as in Gujarat can’t fulltime teaching staff of library science. In the view of experience practice of LIS education through distance education as well correspondence courses has dullness and poor quality of LIS personnel. On the other side, present days for information technology and future days is digital technology in the point of view all types of traditional library move to automation and go on digital library. Professional education plays a vital role, added to this continuing education while working is a prerequisite condition. Profession requires specialized knowledge and often long for an intensive preparation including learning of skills and methods as well as understanding of the scientific, historical and scholarly principles underlying such skills and methods.
3.10 Need of Continuing Education in LIS Professionals

The training, education and continuing education of library and information personnel is becoming increasingly essential. Success on any venture lies in the drive for enhanced performance through improving quality, productivity and flexibility. Though these can be better through the resourceful use of library collection, equipment or information technology, eventually it is the successful development and use of library personnel’s skills that is most important.

Orientation and Refresher Courses offered by UGC through various universities in the country have achieved latest trend information and massive to wide library professional persons.7

It should be designed in such a way that it meets the current day requirement and very well train the personnel to meet the potential professional challenges.

3.11 New Job Description

21st century librarian has new roles for librarianship as Data librarianship, Digital archivists, Scholarly communications, e-science and Digital humanities librarian. Every person has a different initiative of what qualifies an applicant for an employment. Academic institutional head of academic may feel that a candidate with experience in a particular area is the most suited for the position while the research organization director believes a candidate that workings glowing with others is the majority skilled. Except what actually matters is if the profession
candidate can meet the desires of the whole institute. So what do you do to make sure candidates are truly qualified and skills ability for the position and have a good chance at achievement.  

Some job descriptions are as under:

1. Candidates will have to demonstrate strong aptitude for the job profile and will be expected to take effective steps for ensuring the expected performance.
2. Proficiency in English is preferable.
3. Experience in developing and implementing technology projects, mainly digital libraries. Standards by using open source software and digital object metadata standards.
4. Knowledge of digitalization policies and scanning practices.
5. Data creation for new research for specific area.
7. Excellent communication skills in English, Hindi and regional language.
8. Advanced knowledge of MS Office, Power Point and web surfing.
9. Good quality with interpersonal skills and maintaining relationship with library users.
10. Flexible and matured enough to deal with Management and all staff members of college.
11. Maintaining all quality systems such as NAAC, AAA, and ISO.
12. Maintaining all legal documentations like as registration of copyright,

License agreement

3.12 Think about Digital Library

The kind of situation takes place in the field of library, where the decision taken by a librarian proves correct or incorrect in the long term of duration. Often the decision taken thoughtlessly or hastily creates chaos in the field of library. Of course in future, there will be no domination of a librarian over his field, but he has to create a digital library in the era of information technology and digital age. So, at present, he or she must dominate his field. Nowadays such a kind of circumstances have been created that a librarian has to continuously think about the development of his field. In this hallucinatory age, a librarian doesn’t have a time to think or control over the thoughts arising in his minds.

The real knowledge is gained by the experience revising again and again in our life. Often good thoughts seem hard to put into practice in the beginning, but if we stick to it and think continuously about it; it may get woven in our nature. We are always dragged to negative thoughts, and it takes converted into positive ones. Our instincts and asperities lead to us towards negativity by being our nature. Ones you have to decide your role and then go ahead with your views and ideas.
A librarian must think to create a digital library. Those who think by heart, time also think about them. If there’ll be honesty, transparency and sincerity in your work, you will not be able to face any kind of hardships coming in your way.

You’ll always find a new way and solutions to your problem, as you ahead accepting whatever conditions. Your action is the echo of your thought. We can create our own world by our own thoughts.  

3.13 Start up for Digital Library

Strong determination is more powerful than technology, which thinks that it is impossible to establish any world record or to be succeeding without any device. But their continuous effort and strong determination is a device in itself. In short, your strength of mind can defeat even modern technology to achieve any goal.

Somebody has a viewpoint, he can create a digital library successfully based on modern technology and can fulfill desires of readers.  

The present era is the digital era, and each and every person today tries to be rhythm or in tune with this digital era, by using products like digital camera, digital watch, software, and the same way digital library. Which seems very needy today?

The maximum use of time is done with the perfect decision taken at the crucial moment. Moreover, the guidance given by the experienced people are also equally proves important. Every library has to divert the traditional library towards
the digital one. To well initiate the digital library a library staff has to make each and every activity, the part of library work and develop the habit of maximum use of time. It is said that, any work or activity done or practiced for 40 days by default it becomes our habit. For that a librarian has to prepare a list of work to do and follow that, by giving the priority by arranging them in descending order in proportion of 20:80: believing that if we’ll work sincerely there are 80% chances of success. Every library work should be done in the manner of ‘Do it now and follow up’, without wasting the time in worthless activities.11

Begin the work right now and at the right moment to create digital library. Every day, we have new opportunity to bring variation, change and development. Forget the past, today we have a new day and new opportunity. Try to make maximum use of it.

“Do not let your past disturb your present”- Richard Nelson.

3.14 Basics of Professional Skills

Professional skills is one of the major key area of professional activity concerned with large multiplicity of behavior and mental processes that help to reach efficiency and excellence in the work and sense of subjective well being, satisfaction and self fulfillment among the individuals and those around him/her. Professional skills as useful to management are a term covering knowledge from special sources that help to take advantage of individual and managerial
functioning. It is a glowing fact that proficient management and coordination of material and human resources have need of extensive professional skills and efforts. This skill which was conventionally considered as ability has now become a part of formalized science which we call as Human Resources Development. Professional skills are the particular most significant factor that can influence output, efficiency and excellence in a preferred way.\textsuperscript{12}

The study of professional skills is required for the following purposes:

1. \textbf{Why professional skills require?} The study of professional skills will help to understand why professional behave and assume in a particular manner. Librarians thinking and perception considerably influence the way of librarian’s views certain actions and interprets them. The study of professional skills will help to find out digital library function and implement in library, such as our perception and thought innate or scholarly? The study of professional skill will help us to know many of these issues which in turn will assist us to understand and interact with others in an objective.

2. \textbf{To recognize the various internal processes:} Knowledge of professional skills will help us to recognize the various internal processes that influence library activity and function. For example, how decisions are made? How and why one becomes prejudiced towards traditional library to digital
libraries? Appreciative of these digital library processes will help us to develop our interpersonal skill in a much better manner.

3. **To understand why LIS professional working with digital library?**

   The study of professional skills will help us to understand why Library and Information Science Professional working with digital era, how to motivate them and fulfill their potentialities, needs, desires, wishes in a most economical manner? Human beings have multiplicity of motives, needs and goals. These motives, needs and goals may be conflicting either with themselves or with institutional functioning and expectations.

4. Highly qualified skilled and experienced professionals will be occupying the prominent positions in the college library.

5. The library professional will have sufficient knowledge information and communication technologies.

6. Most of them will be in a position to work in digital library environment.

7. The LIS professionals will be familiar with computer application, on line information retrieval, on line database for respective subject, email, electronic publishing and multimedia.

8. LIS professionals will become information resources persons rather than information keepers.

9. The LIS professionals will be in a position to communicate with others through electronic communication such as email, online tutorials, library
orientation program, marketing for digital resources to library users, ask a librarian, etc.

3.15 Decisive Matters for the Structure of Digital Library: In a view of Librarian.

For the perfect creation of digital library, there are some matters which need to think upon. e.g. Which open source digital software should be chosen for our library? Moreover, following points also should be kept in mind.\textsuperscript{13}

\textbf{Motivation:} Motivation is the most inspirational force for the creation of digital library. Various incentives like reputation, ambition, security, Staff-friends, authority, psychology, necessity, use of spare time etc. are also responsible for develop digital library.

\textbf{Success:} While creating a digital library, one should also think over about the possibilities of success. The success of digital library also depends upon the capabilities, attitude, aptitudes and interest of a librarian. The educational qualifications, technical knowledge, copyright knowledge, computer and internet knowledge, communication techniques and information of different channels and at most the knowledge of information communication technology (ICT) of a librarian must get connected with all that for the success of digital library.

\textbf{Satisfaction:} If a librarian is not satisfied with all his activities works related to digital library, that work or activity becomes a burden and totally tedious and
uninteresting. That reason thinking about the structural characteristics of digital library very useful. A librarian should think about the personal traits. If these two aspects are not befalling with each other successfully, then it becomes very tedious for the librarian to go further with his work or any activities.

**Maturity:** Before creating a digital library, a librarian should have a basic knowledge and deliberation of that. Moreover, he must participate in seminar, workshop, training of technical conference. So that he can and provide the best service to the library users. Thus, maturity is a most compulsory aspect for digital library. In this way the tour above facets are very decisive for making a digital library
REFERENCES

7. http://www.UGC.ac.in/page/Faculty-Development.aspx