1. Introduction

Information is incredibly significant to every aspect of human life. For academicians, researchers and students it is even more important because they all need to catching with what new and update information from time to time for their study and research. The library is obviously the most widely-used source of information available to literate society. Technological advancements and innovations have radically transformed the libraries from “store houses” to gateways to knowledge. In this regard, the users characteristics in retrieving/accessing of information has also changed drastically. It is the duty of the librarians to provide and maintain efficient services to the user community by building effective print and electronic collection. The librarian professionals must be aware of the kind of information being sought and ways in which it can be obtained and rendered to their scholarly clients.

Information seeking behavior is a broad term, it involves a set of actions that is taken by individuals or groups to show their information need, seek information, check & select the information to fulfil their requirement of information needs. The process of acquiring, using and implementing information is known as information seeking behavior. (Wilson, 1997) explains Information seeking as a term describing the ways individuals seek, evaluate, select, and use information. In the course of seeking new information, the individual may interact with different people, analogy tools, and computer-based information systems. The motives of users give rise to information needs and requirements. To satisfy thirst for information, users adopt numerous ways and means to access various channels of communication of information. Information seeking behaviour is mainly concerned with who needs what kind of information for what reasons; how information is found, evaluated and used” (Kumar, 1990).

Information seeking behaviour is a set of actions that an individual takes to express information needs, seek information, evaluate, select information, and finally use this information to satisfy his/her information needs. Information and communication technologies have changed the way the information is being produced, processed and accessed. Due to the availability of information in electronic form Internet has become a powerful medium for access to
information. There is a universal assumption that man was born innocent and should actively seek knowledge. ‘Information seeking is thus a natural and necessary mechanism of human existence’ (Marchionini, 1995). Scholars, students and faculty actively seek current information from the various media available in libraries. e.g. books, journals and more currently, electronic media. The present era is the era of information and knowledge revolution. The increase in information available on the web has greatly affected information seeking behaviour. The present study has been undertaken to determine the information seeking behaviour of faculty members and students for National Institute of Fashion Technology, (NIFT) Ministry of Textile, Government of India.

2. Models of information Seeking behaviour

A model may be described as a framework for thinking about a problem and may evolve into a statement of the relationships among theoretical propositions. Most models in the general field of information behaviour are of the former variety: they are statements, often in the form of diagrams, that attempt to describe an information-seeking activity, the causes and consequences of that activity, or the relationships among stages in information-seeking behaviour. Models of information behaviour, however, appear to be fewer than those devoted to information-seeking behaviour or information searching.

2.1. Wilson Model

The aim of the Wilson Model (1981) was to outline the various areas covered by what the writer proposed as information-seeking behaviour, as an alternative to the then common information needs, but it is clear that the scope of the diagram is much greater and that it attempts to cover most of what is included here as information behaviour.
Figure 1.1: Wilson's information behaviour model

The model suggests that information-seeking behaviour arises as a consequence of a need perceived by an information user, who, in order to satisfy that need, makes demands upon formal or informal information sources or services, which result in success or failure to find relevant information. If successful, the individual then makes use of the information found and may either fully or partially satisfy the perceived need - or, indeed, fail to satisfy the need and has to reiterate the search process. The model also shows that part of the information-seeking behaviour may involve other people through information exchange and that information perceived as useful may be passed to other people, as well as being used or instead of being used by the person himself or herself.

One of the results of the analysis that led to the diagram was the recognition that information use had received little attention and, within information science, that statement is still relatively true today. Nor has much attention been devoted to the phenomenon of the informal transfer of information between individuals since Allen’s pioneering work (Allen, 1977) on transferring to the research laboratory the ‘two-step’ flow of communication model of the ‘gatekeeper’. The identification of these areas as relatively lacking in research attention demonstrates one of the functions of these models.
The limitation of this kind of model, however, is that it does little more than provide a map of the area and draws attention to gaps in research: it provides no suggestion of causative factors in information behaviour and, consequently, it does not directly suggest hypotheses to be tested.

2.2. A nested model

Information behaviour may be defined as the more general field of investigation (as shown in Figure 1.2), with information-seeking behaviour being a sub-set of the field, particularly concerned with the variety of methods people employ to discover and gain access to information resources. Information searching behaviour is then defined as a sub-set of information-seeking, particularly concerned with the interactions between information user (with or without an intermediary) and computer-based information systems, of which information retrieval systems for textual.

![Diagram](image)

**Figure 1.2: A nested model - from information behaviour to information searching**

“We might also extend the nested model further by showing that information behaviour is a part of human communication behaviour: given the amount of information-related research in various aspects of communication studies, such as that on consumer-behaviour, it may be particularly useful to remember this in certain contexts. There are models in the field of communication theory that are of interest to the information researcher” (McQuail, 1994). most of which take the Shannon and Weaver (1949)
communication model as their starting point. In particular, the model of (Maletzke, 1963) shows aspects of the communication process that are either included in one or other of the models presented here or could be added to the models to make them more all-inclusive. For example, he suggests that the receiver's (user's) self-image, and 'the receiver as a member of the audience' are aspects to be considered. Maletzke, of course, also details aspects of the 'communicator' that need to be considered in a full elaboration of communication: self-image, personality structure, working team, social environment, organization, and 'pressure and constraints caused by the public character of the media content'.

3. Evolution of Fashion over a Period of Time

The term fashion is vague, and used loosely in day-to-day life. It is a familiar connotation. However the meaning is defined differently in different occasions.

The Fairchild Dictionary of Textiles (1985) defined that “fashion is a prevailing style or mode in dress; also in fabric (colour, and texture) contrast with style”.

According to Webster's Encyclopaedic Unabridged Dictionary (1994) fashion is “a prevailing custom or style of dress”. Thus fashion is a reflection of the social, political and economic and artistic forces of any given time. The changing styles that evolve from these forces speak of history of fashion. Dressing room mirrors throughout the ages have reflected the trends in how people think, live and lead their life. According to Scottish writer Thomas Carlyle “Fashion is much more than clothes, and humans may simply the ‘animals born naked’ but they need clothes to protect themselves from heat and cold, rain, snow and sun”. From the dawn of history, clothes have been used as decoration and as a way of making people different from one another.

Until the 19th century there were regulations dictating who could wear which kind of clothes, indicating the sign of social differences. Breaching these rules was punishable. Fashion began when people took pleasure in dressing up. Fashion is poised between consumerism and art, as wearing the fashionable
clothes is an art, just because such clothes are made up of beautiful things such as colours, lines, and shapes.

Haute Couture, the “high art of sewing” came in to existence in the 19th century and still has importance as a medium of advertising and the reputation of great fashion houses across the world. According to a report in French Vogue (1997), Haute Couture makes up just 6 percent of total fashion sale; and the rest is made up of licences and ready to wear clothes.

(Lehnert, 2000) mentioned that, “during the 20th century there was a tremendous development in all fields like science and technology, international relations social structures, trade and commerce, politics etc. and fashion was no exception; indeed the 20th century was a century of fashion revolution. Styles and shapes of clothes became fundamentally different from those of earlier times.”

Though fashion is a relatively new concept to the general public, it has its own history and changing faces from time to time. In ancient and medieval times, clothing styles remained practically unchanged. Fashion change got accelerated during the renaissance, as western civilisation discovered different cultures, customs and costumes. As new fabrics and ideas became available people craved more new things and the pace of fashion change has continued to increase. The increase in the speed with which practices and habits changed with the explosion of political economy the style of clothing drastically took a new shape. After 1750 in parallel with proliferation of economic books on and journals and collections of fashion, economists began to reflect on sartorial luxury and on the role of the consumption, vehicle of wealth creation and of clothing.

In 1770 some criticism published on fashion, and Bonnau’d criticised in his article on ‘the degradation of the human species through the demeaning use of whalebone’ in the journal de l’ agriculture; in 1779 Gauthier, cure of Savigny, brought out his ‘Traitecontrol’ amaur des parures et le luxe des habits, 220 pages of fulminations; in 1780, Saint Vallier wrote a Discouressur les modes. These are a few criticisms on excesses of female fashion during those days. However as time
passed the fashion was recognised as a luxury and which involved the creativity and reorganisation with functional outfits.

3.1. Fashion Dictated by Royalty

Until the Industrial revolution, people belonged to one of the two main classes: the wealthy landlords or the poor labourer and farmers. Wealth was concentrated with landlords. These people were the only ones who could afford to wear fashionable clothes. Royalty was at the top of both the social and economic ladders. At the turn of the 18th century the textile industry grew in various countries and the supply of quality fabrics, ribbons etc., apparel manufacturers sponsored by the wealthy developed their skills to high level using these fabulous materials.

3.2. The Origin of Dress

The earliest pictorial records of clothing are found in prehistoric cave paintings from the old stone age some 30,000 years ago, mentioned by Tortora observed that the “clothing appeared to have taken the form of draped skirts, cut and sewn trousers probably all of made from skins.”

Tortora further mentioned that the “psychologists and sociologists have identified the reasons for wearing clothes” they are

i) For protection of body

ii) For decoration of body

iii) Out of Modesty and

iv) To denote status.

3.3. Functions of Dress

Throughout history clothing can and has served many purposes. It has served to differentiate between the sexes, designate, age, marital and socio-economic status, occupation and other special roles that individuals played.

From the crude garment of prehistory to the studied harmony of ancient costumes, Middle ages to fanciful and refined garb of modern time, human beings over the millennia have had of their disposal every possible resource—natural
and man-made along with possible form, colour and fabric. In the vast historic panorama of information sources available for study, the cycle of fashion took different shape and form as time passed on.

3.4. Fashion Industry in India

Fashion in India is a rapidly growing industry with international events such as the India Fashion Week and annual shows by fashion designers in the major cities of the country. There are victories of a number of Indian beauty queens in International events such as Miss World and Miss Universe contests which have made Indian models recognized worldwide. Fashion designers such as Ritu Kumar, Ritu Beri, Rina Dhaka, Rohit Bal, Muzaffar Ali, Satya Paul, Abraham and Thakore, Tarun Tahiliani, JJ Valaya and Manish Malhotra are some of the well-known fashion designers in India.

India Fashion Industry covers a whole range of clothing from ornate clothes designed for wedding ceremonies to prêt lines, sports and casual wear. It even includes the traditional Indian techniques of embroidery like chikhan, crewel and zardosi. These traditional weaves and fabrics are used by Indian designers to create Indo-western clothing in a fusion of the best of East and West. sarees are woven in silk, cotton and artificial fibres. Kanjivaram, Mysore, Paithani, Pochampalli, Jamdani, Balucheri, Benarasi, Sambalpuri, Bandhini are some varieties of beautiful sarees from different regions of India. In Rajasthan and Gujarat men wrap and twist a length of cloth in the form of a dhoti around their lower limbs and a shirt-like kurta. Colorful turbans complete the picture of the Indian people. In urban India, the women commonly wear salwarkameez and the churidarkameez, is worn by women who go to work and the saree is worn on formal occasions. Men wear kurtas and pajamas, or a sherwani for formal wear. Western wear such as shirts and trousers are commonly worn by men across India. Jeans, T-shirts, capris, bermudas are the kind of casual clothing worn by the young and the young at heart, who are the trendsetters of fashion in India.

Since the last decade the Indian fashion industry has moved from the embryonic stage to a blossoming take-off. Fashion designers have contributed immensely to the spread of fashion as a driving force, both among Indian consumers and select segments of Western markets. India can now boast of
dozens of leading fashion designers, who can match any European fashion designer in their concepts, styles and designs. Ritu Beri, Rohit Bal, Ritu Kumar, Abraham and Thakore, Deepika Govind, Gitanjali Kashyap, Indira Broker, J.J.Valaya, Lina Tipnis, Manoviraj Khosla, Pavan Aswani, Payal Jain, Ravi Bajaj, Rina Dhaka, Sharon Leong and Chandraketu Adhikari, Shaina NC, Sonali and Himanshu, Wendell Rodricks, Anna Singh, Ashish Soni, Jatin Kochar, Madhu Jain, Manish Malhotra, Ravi Bajaj, Salim Asgarally and Tarun Tahiliani top the growing list of reputed fashion designers in India.

A report on Indian Fashion Industry recently stated that this Industry can increase from its net worth of Rs 200 crore to Rs 1,000 crore in the next five to ten years. Currently, the worldwide market for designer wear amount to $35 billion, with a 9 percent growth rate, with the Indian fashion industry creating hardly 0.1 percent of the international industry's net worth.

According to ASSOCHAM, the total market in India is calculated to be about Rs 20,000 crore. The branded Fashion market’s size is nearly one fourth of this or Rs 5,000 crore. Designer wear, in turn, covers nearly about 0.2 % of the branded apparel market. Today the largest sales turnover within the designer wear segment is about Rs 25 crore, with other well-known names having lesser turnovers of Rs10-15 crore.

In an analysis of ASSOCHAM on "Indian Fashion Industry", it was further revealed that the Indian fashion industry accounts for barely 0.2 % of the international industry’s net worth. Currently the market for designer wear is worth about Rs 1,62,900 crore and growing at 9.5 percent every year. As per the estimates, Indian designer wear commands a category engagement of 66 percent for male customers and 57 percent for female customers. The category engagement in western designer wear is 5 percent. The per capita per annum on designer wear for men amounts up to Rs 48,627 and Rs 56,271 for women.

India Fashion Industry is a very big exporter of fabrics and accessories for the global fashion industry. Indian ethnic designs are considered as a significant facet for the fashion houses and garment manufacturers all over the world. India also plays a vital role as one of the biggest players in the international fashion arena for fabrics, while sourcing for fashion wear. India’s strengths are due to its
tradition, but even its raw materials. India is the third largest producer of cotton, the second largest producer of silk and the fifth largest producer of man-made fibres all over the world.

The organized market for designer apparel is about Rs 250 crore and designer wear calculates to less than 1% of the apparel market. The global market for designer wear is 5 percent of total apparel market and the global market for designer wear industry is largely dependent on the small-scale sector. Consumers for designer wear have a yearly household income of Rs. 10 lakh-plus. There are 3 lakh such households developing at 40-45 percent. Designer wear industry is projected to increase to Rs 1,000 crore by 2015. More than 81 percent of the population below 45 years of the age is fashion conscious. Today the fashion designers and management experts foresee an average growth of about 10-12 percent for the Indian fashion industry in the coming years.

Though, the growth rate could be more than 15 percent, if infrastructural and other logistical bottlenecks and drawbacks are overcome, Indian fashion design industry is expected to grow much faster than projected (Rs. 500 cr.) and likely to touch Rs.750 cr. by 2012 from the current level of Rs.270 cr. because Indian companies are heavily investing big sums in the industry, consumers are increasingly shifting focus towards designer wear, exposure to western media and readily available of designer wear in the shopping malls, according to The Associated Chambers of Commerce and Industry (ASSOCHAM).

There has been growing consciousness among the Indian men and women towards the fashion, styles and designs of the dresses since long times. There are several institutes like National Institute of Fashion Technology (NIFT), Indian Institute of Fashion Technology (IIFT) and other fashion academies which have been established where the students are taught to translate their creativity into dresses and fabric designs. The media has also played an important role in the fashion boom by providing good coverage to the fashion world and even several magazines are specifically devoted only to the fashion scene. The proliferation of fashion-based programmers on the satellite television channels has increased the consciousness of the average Indian masses about the changing trends in the global fashion. This industry is also generating a lot of
business and becoming a booming industry for generating a lot of jobs for people. More and more fashion training institutes and fashion corporations are cropping up. Many national and international brands are establishing themselves in Indian market. The mall culture has immensely helped in the growth of our fashion industry. Thus, globalization has completely changed the face of our Indian fashion industry.

4. Need for the study

Today, due to impact of information technology, present educational scenario, advent of e-media into education such as Internet, tablet, computers and social media etc, have had a impact on access to information and information seeking behaviour of individuals. This situation requires researching on studying how best the students and faculty members’ information seeking behaviour, especially, reading habits in the current changing learning environment are influenced. Course content and the way of its delivery has been changed from class room to web based environment. This aspect necessitates studying how students and faculty seek information related to their course. Librarian and library staff have to know and examine the criteria of information seeking and information use by users for providing information services, designing new information systems, innovating in the operation of existing systems.

In this research study the National Institute of Fashion Technology is taken as study institute because it is committed to academic excellence in fashion education. National Institute of Fashion Technology (NIFT), was set up under the aegis of Ministry of Textiles, Government of India. The vision of the institute embraces challenges and provides the impetus in setting highest academic standards. India is committed to national development and to higher education in the field of fashion management studies by establishing the fashion management institutes of national importance as NIFTs all over the country, as evidence by its continuous establishment of more and more NIFTs. Over this period, NIFT has spread its wings across the length and breadth of the country, through its 16 professionally managed domestic centres.

A separate look at the studies on information seeking behaviour in India revealed that not a single comprehensive study has been reported in the country
as far as National Institute of Fashion Technology institute is concerned. Studies on information seeking behaviour of fashion management students and faculty members have been neglected both at local and national levels in India. It is presumed that this research will assist administrators of NIFTs in developing a more comprehensive understanding of students and faculty members information needs and seeking behaviour. For instance, this research study provides a clearer picture of students and faculty members information seeking behaviour at the top four ranking NIFTs and may encourage new directions for research on information needs and seeking behaviour in NIFTs of India. This study may serve as an evaluation of the resources and services currently utilized by four NIFTs resource centre. These resource centres (libraries) must know whether their services are meeting needs of the users. The results of the present study may be used to evaluate and improve services and students and faculty members opinion will be presented to library decision makers.

5. Statement of the problem

The present study is conceived under the title “Information-Seeking Behaviour of the Students and Faculty Members of National Institute of Fashion Technology (NIFT) Institutes in India: A Study”.

6. Definition of key terms

Information

In everyday language data and information are used interchangeably. The Oxford American Dictionary (2015) defines data as ‘facts of information to be used as a basis of discussing or deciding something ’At the same time information is defined as ‘facts told or discovered or facts to be fed to a computer.’ In both definition data and information are assumed to be one and some concept. But these terms have radically different meanings in the information processing or management literature. Data are collection of observations which may or may not be true. Thus data may not be facts. Data become information when they are processed. The process data one needs to i] clean the data from errors and reduce sources of unreliability ii] analyse data to
Information need

Information need is defined as that need originating from a vague awareness of something missing and then culminating in locating information that contributes to understanding and meaning (Kuhlthau, 1993). It is an anomalous state of knowledge (Belkin, Brooks and Oddy, 1982) or a gap in an individual's knowledge in sense making situations (Devin & Nilan, 1986). For a person to experience an information need, there must be a motive behind it (Wilson, 1997). From the above definitions therefore, it can be noted that an information need is recognition that one’s knowledge is inadequate to satisfy a goal that is at hand.

Information seeking

With the proliferation of online information resources on the Web, information seeking in this environment is pertinent. Case (2002) succinctly says that information seeking is a conscious effort to acquire information in response to a need or gap in the knowledge of a client. Ikoja-Odongo and Ochalla (2004) described information seeking as a process that requires an information seeker’s cognitive ability, his or her knowledge and skills regarding information seeking. Taylor and Procter (2005) define information seeking more simply, stating that it is the ability to scan literature efficiently using manual or computerized method to identify a set of useful articles and books. Information seeking therefore is that process by which an information seeker undergoes in search for a suitable information to satisfy a desired information need.

Information seeking behaviour

Information Behaviour is the totality of human behaviour in relation to sources and channels of information, including both active and passive information seeking, and information use. Thus, it includes face to-face communication with others, as well as the passive reception of information as in, for example, watching TV advertisements, without any intention to act on the information given.
According to Case (2002) “information behaviour encompasses information seeking as well as the totality of other unintentional or passive behaviour (such as glimpsing or encountering information), as well as purposive behaviour that do not involve seeking such as avoiding information”.

**Professional**

Worthy of or appropriate to a professional person; competent, skilful, or assured (www.en.oxforddictionaries.com).

**Fashion**

A popular or the latest style of clothing, hair, decoration, or behaviour (www.en.oxforddictionaries.com).

**Design**

A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made. (www.en.oxforddictionaries.com)

**National Institute of Fashion Technology (NIFT)**

National Institute of Fashion Technology (NIFT), set up in 1986 under the aegis of Ministry of Textiles, Government of India, is a Statutory Institute Governed by the NIFT Act 2006. National Institute of Fashion Technology, a leader in fashion education with the ability to integrate knowledge, academic freedom, critical independence and creative thinking has a history of being in existence for 28 years stands as a testimony to its fundamentals where academic excellence lies at the core. The institute has stood as a beacon of serious critical engagement, a key enabler in developing competent professionals.

**7. Objectives of the study**

The objectives of the present study are:

1. To identify the general and specific domain based information needs and information seeking behaviour of the students and faculty members as NIFT Institutes.
2. To study the method and purpose of seeking information by the students and faculty members of National Institutes of Fashion Technology.

3. To study the various information resources being used by the students and faculty members.

4. To study the pattern of information seeking behaviour of various printed and digital information resources.

5. To study the constraints and demerits in seeking information and accessing relevant and up-to-date information.

6. To understand the level of satisfaction derived from seeking information and the availability of information resources.

7. To seek suggestions from students and faculty members regarding improvements of library and information services.

8. Hypotheses

H1: General and specific based information needs and information seeking behaviour of the students and faculty members vary in NIFT institutes.

H2: Method and purpose of seeking information of the students and faculty members vary in NIFT institutes.

H3: Students and faculty members differ in usage of various information resources in NIFT institutes.

H4 Students and faculty members differ in their pattern of information seeking behaviour in NIFT institutes.

H5: A few of the constraints and demerits contribute to seeking information and accessing relevant and up-to-date information.

H6: Students and faculty members differ in their level of satisfaction derived from seeking information in NIFT institutes.

9. Methodology

Methodology is important in any scientific investigation, because objectivity in any research investigation cannot be obtain unless it is carried out in a systematic and planned way. Scientific investigation involves careful and
proper adoption of research design, use of standardized tools and tests, identifying adequate sampling techniques, appropriate statistical techniques for analyzing the data.

At the outset this researcher has surveyed available literature for twenty years. The literature review includes LISA, LISTA and various theses submitted to the university relating to the topic of study.

The researcher has used a questionnaire method for data collection. Before finalizing the questionnaires, an attempt was made to get it reviewed by experts in the field. The suggestions thus obtained by experts were promptly incorporated to enhance the validity of the questionnaire. The final questionnaire was administered to the students and Faculty members.

The final questionnaire contained information about the NIFT centers with special focus on purpose of seeking information, resource center services, collection, electronic sources, fashion design databases, satisfaction level of availability sources and services of the resource center etc. was collected through the specially developed tool for this purpose. The main aim of questionnaire was to know the information seeking behavior of students and faculty members of selected NIFT centers. The design questionnaire was divided into four sections as given below;

- Section - A dealt with the general & background information of the users
- Section - B dealt with the Information Seeking Behavior – General
- Section -C dealt with the Information Seeking Behavior – Resource Centre/Library.
- Section - D dealt with the Information Seeking Behavior - ICT

Finally the respondents have been made asked to make suggestions in order to improve their respective institute resource centers/libraries.

The investigator also examined the website of NIFT Institutes covered under the study to find the course offered, discipline, services provided, facilities and number of faculty members and students in each discipline. Moreover, the investigator allotted the required information through different channels such as
Librarian and Library staff, through telephone, e-mail, personal communication with library professionals as well as fashion design professionals.

Further, informal interviews were conducted with the librarians, members of faculties and students to ensure clarity and authority of data. The convenience sampling technique was used in administrating the questionnaire and interview with the librarians, faculty members and students.

9.1. Techniques used in data analysis

The 321 usable questionnaires were received back from the students and 81 from the faculty members, which in all amounts to 402. All the questionnaires were coded. The data obtained were tabulated and analyzed using the Statistical Package for the Social Sciences (SPSS) Version 20. Hypotheses were tested and findings were drawn in the light of the objectives of the investigation. Finally, the results were reported in the form of a thesis. Tables, charts and figures were used wherever necessary to make the presentation clear, simple and lucid. The statistical techniques such as Frequency, Percentage, Chi-square Test and Cramer's V Test were used. The significance values that fall below the 0.05 level are accepted. The mendeley, reference management software was used for referencing to maintain accuracy in citations.

10. Scope and limitations

There are 16 NIFTs (National Institute of Fashion Technology), coming under the Ministry of Textile, Government of India located in different places in the country. This study covers the information seeking behaviour of the students and faculty members at Four NIFTs located at New Delhi, Mumbai, Bengaluru, and Hyderabad. These four NIFTs were chosen based on ranking (infrastructure, placements and year of establishment) and geographical distribution in the country. These institution not only have a trends record of two decades in this area of specialization, but also have become sustainable and highly sought after institutions have they were choose. In addition, there NIFTs were chosen for this study are located on the east, north and south part of the country, thereby giving some variation in geographic distribution as well. There is a geographically
restricted to New Delhi, Mumbai, Bengaluru, Hyderabad only. This study mainly focuses on both students and faculty members of select NIFTs.

The study does not differentiate the Information Seeking Behaviour according to the year of studies, branch of studies of the students, designations of faculty members and also doesn’t have any difference between genders in relation to their Information Seeking Behaviours. The study also excludes the research scholars and continuing education students from its scope. The study aims mainly to determine the Information Seeking behaviour of NIFT students and members of faculties of in India and how the resource center/libraries meet those information needs.

11. Chapter outline

The research report will be presented under five chapters.

Chapter -I introduces the topic of research, highlights the need for the research, statement of research problem, objectives of research and methodology adopted for data collection and analysis for the study. It also provides scope and limitations, and brief summary of remaining chapters.

Chapter-II provides review of literature. It briefly discusses the studies carried on within India and outside about the Information seeking behaviour of different library users and professionals in general and NIFTs professionals in particularly.

Chapter-III gives brief information about select NIFTs, their origin, growth and present status in India.

Chapter-IV provides analysis and interpretation of data obtained from the questionnaires served by student and faculty in select NIFTs in India.

Chapter-V is concluding chapter wherein the summary of findings of the investigation has been presented. Based on the things constructive suggestions have made for improving the resource centres for NIFTs users.