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## **INNOVATIVE LIBRARY SERVICES IN DIGITAL ERA**

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**Abstract:** The main aim of any library is to the pursuit of knowledge by connecting patrons to the information resources that contribute to the intellectual development of future responsible citizens. The purpose of this paper is to identify the potential sources of innovative library services and point out how they can be used to improve the overall library service to maintain quality in an effective way in this digital environment. The present paper discussed the innovative practices applied in hybrid environment by the library professionals to attract more patrons towards their library collection awareness and services, to use effectively and achieve their academic and research goals. In this paper authors are attempted to express some innovative services based on empirical research, Authors feel that it can provide a valuable frame for practicing and implement at the libraries.

**Keywords:** Academic Libraries, Technological Innovations, Innovative Services, Library Service, Digital Library Services, Service Design, Information Services.

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**Introduction:** The aim of this present paper is to practice and implement the innovative services in the modern libraries, to draw attention to the user community. Changes brought in the hybrid environment has impacted on libraries and caused a transformation in services and practices. Due to technology development and its applications in libraries and information centers day today, majority of the library collection is moving towards digital format, at the same time writers, authors they are expressing their knowledge in various electronic platforms. ICT changed the meaning of communicating with user community as well as the nature of library services. Currently the library collection is available in the form of hybrid, due to users need and quick access. Here is the challenging task to the library professional, to create the awareness on digital resources without copyright, plagiarism and other barriers. In modern libraries, library professionals are not only custodians of the library collection they are the teachers, mentors, administrators, data analytics, content developers, website operators and so on to provide effective and efficient library services to the user community.

In Gartner report, Weiner suggested the compulsion and the application of new technological services in libraries must invest the IT infrastructure, managing the collection using strong library management software's (Koha, DSpace, Content Management systems), Social media services and cloud-based services.

Merriam-Webster dictionary defines “innovation” as the introduction of something new, a new idea method or device. In libraries, new ways of doing the same things, offering new services, need not be only technology-based or need not be digital/electronic format.

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Yen and Walter defined innovation as “evolving library services to accommodate the changing needs of users; such new and/or re-vamped services incorporate new digital technologies and support new paradigms of teaching and research”.

**Methodology:** Based on the empirical data, attempt to define the innovative technologies and services execute in modern libraries.

**Electronic Mail Alerts:** The main purpose of this services to update and the disseminate the current information in a timely manner like disclosing New arrivals of books, Serials, Table of Content, News Clippings, Library events (Books talks, Theme display, Quiz activities etc).

**Library Webpage:** The library is a workstation and the library webpage is a delivery mechanism for library resources and services. Webpages act as a gateway to locate and access library resources using the internet. Webpage serves as a communication tool for a library and its users. It is a way of making the visibility of library internal information resources to the user community. The webpages allow library professionals to find new roles as information generators, gathering, organizing and dissemination. Currently, the publications industry moving from print to electronic version, due to that physical resources are appearing in electronic format and its access using various electronic gadgets. To create awareness of these subscribed resources and library services an effective webpage is necessary. It also acts as a marketing tool to disseminate various library events, activities, and other information. The library webpage act as a mirror replica of the library resources as well as services.

**Remote Access Facility:** This facility helps the patrons to connect to the library e-resources when there are not able to visibly connect. Access the library resources from their doorstep. Bridge the gap from campus to non- campus access. Patrons can access and download the library subscribed e-content anytime from anywhere just with one login.

**Social Networking Sites:** Social media plays a vital role in providing library information to the user community requirements. In this technological society, with some affiliation, information can be access from anywhere, at any time without bounders. Today libraries are using Social media tools to make their services popular, as well as user-friendly. In a few Social Networking Sites, professionals can customize as per there requirement and add the new books cover images, videos, graphics, etc. Frequently dissemination the library services, events and actives through e-mails, Small Message Services (SMS). Using Social media, we can market over-collection, at the same time we can share information with our user community about the library. When patrons are not visiting the libraries to use the collection, due to various reasons, and they are depended on internet and e-content to fulfill their academic activities, it necessary to the modern libraries to understand their needs and provide the library services using social networking sites i.e., Facebook, Twitter, Instagram, etc.

**Mobile Apps:** In a growing digital ecosystem, libraries and reading related activities often take place on a small screen devices. As librarians and educators, library professions are passionate about learning and access to information for all. Mobile Apps are shorthand application or software that typically runs on a small screen electronic device. The best mobile apps are becoming a primary tool for accessing electronic resources and services to the user community, at the same time apps are tools for library professionals, where they can manage, provide their subscribed e-content effectively. Apps easier for all type of user community to learn, access and discover the knowledge.

**QR Codes Services:** Quick Response Code widely using in modern libraries for promoting library services, it helps quick access to their resources. With QR code user community can access the current and required information related to the library by using smartphones. QR code can apply in faculty publications, events registration, Kindle gadgets conference and study room bookings, keep the neatness in restrooms, etc., purpose QR code helps a lot.

**3D Printing Services:** 3D printing service is necessary in libraries to experience the new technologies and promote users in an innovative way. It is a creativity activity-based service creates knowledge through live-action. 3D printers in libraries is one of the emerging trend in the Indian higher learning resource centers, Authors thought that library is the best place to provide 3D printing services to motivate and create awareness, because libraries services for patrons and do things for patrons and learn from patrons.

**Kindle Services:** In many major libraries have started using kindle e-books for circulation to their user community. When new technology introduces, library professionals need to investigate where and how we can execute in our library. Beginning phase, it is necessary to do a pilot study and based on the user's feedback, library staff can implement successfully.

**Online Payment Services:** Moving towards digital India and transparent management, it is necessary to implement online payment portals, Swipe machine, for library fines, photocopy, print, and loss or damage of books repayment purpose. These services' save the user community time as well as preventing the mismanagement.

**Live Chat Facility:** Live chat is one of the real-time experiences to the users to contact the library professionals to get required library services as well as collection. It is a tool for Virtual reference service, where users and library professionals can communicate using the internet, and computer without being physically present. Live chat provides individual assistance and instruction at the same time it educates users concerning information resources and research techniques. Through live chat library professionals can provide immediate and quick reference services to the user community. Many empirical studies are recommended live chat is the best service in modern libraries to answer the reference questions. Live chat allows co-browsing, file sharing, screen capturing and data sharing and mining of previous transcripts. Live chat removes the physical boundaries between the library and the user community.

**Virtual Reality:** According to Noor Virtual Reality (VR) as "a computer-generated the environment that can simulate physical presence in places in the real world or imagined worlds. The user wears a headset and through specialized software and sensors, is immersed in 360-degree views of simulated worlds. In libraries, patrons can browse the resources, simply by putting on a headset and entering a virtual reality. Patrons can go on a roller coaster, and even fly through space without leaving a room. VR is new concept for many Indian libraries. Providing VR in museums and libraries will be innovators and will be better positioned to use the new technologies as they become more sophisticated. To implement VR in libraries, need some more research otherwise it creates health hazards. Library staff must provide more control over the experience and patrons has to go under orientation with help of library staff it may be individual or group activity.

**ICT Infrastructure for Visually Disabled Persons:** Institutes management has to put financial resources to develop the ICT infrastructure, i.e., Braille books, Screen reader, Voice

recognition software's, keyboard's and other physical alterations, along with the trained staff. At the same time, it is necessary to evaluate the services and conduct the physical audits; with all these activities any library can provide the best services to visually impaired patrons.

**Conclusion:** Current generations library users are having information in just one click. Due to ICT development and its implementation in publication industry majority of the information is available in electronic format and users are accessing very quickly for their academic and research purpose. In modern libraries finding information is much easier than reading an entire book. So, library professionals must update their skills and provide relevant information to attract the user community. ICT will continue to change in society as well as in libraries and library professionals have accepted the changes and acquire the necessary skills to provide better services to its patrons. The primary goal of libraries is to provide the right information to the right reader at the right time. To fulfill this goal, it is necessary for library professionals to provide effective and innovative services in hybrid libraries.

To implementing these innovative services in the modern libraries are now assisting their user community based on their needs and demands. For faculty members and research scholars in their teaching and research activities, it is not only building and managing the traditional collections that users' needs but connecting digital library machineries to offer these collections in new formats and to a broader audience, as is evidenced by the many digitization projects in which libraries globally are engaged. (ROL, Writing analytical skills, Reference management tools, Copyright, Plagiarism, etc), for students to fulfill the course assistance, projects, other class works and other objectives, helping students to develop their critical and analytical skills through library-led information courses, and working with ICT departments to develop new online facilities to allow library catalogues to be searched more effectively. Overall these services help the library managers, to improve the quality of library service and maximum utilization of library resources.

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