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INFORMATION SEEKING BEHAVIOUR OF STUDENTS OF ANIMAL HUSBANDRY COLLLEGES IN CENTRAL INDIA

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Abstract

This article reports the results of a study of the information seeking behaviour of students of animal husbandry colleges in central India. Data were collected by using a questionnaire from 190 students in animal husbandry colleges in central India. Results show that most of respondents (sixty seven percent) stated their method of seeking information by course related books of Indian publishers. Responses of students regarding source of information used by them was in the library. It was apparent from the information that the students used internet for searching information regarding latest technology. The Internet had been almost universally adopted and the students traced materials from the library via the Internet.
Keywords: Information seeking, Internet, Animal Husbandry, Central India

Introduction

The science of animal husbandry taught in many universities and colleges around the world. Students of animal science may pursue degrees in veterinary medicine following graduation or go on to pursue master's degrees or doctorates in disciplines such as nutrition, genetics and animal breeding, or reproductive physiology. Graduates of these programs may be found working in the veterinary and human pharmaceutical industries, the livestock and pet supply and feed industries, farming, ranching or in academia (World banks e-sourcebook ICT in agriculture, 2011).

Information-seeking behaviour involves the searching, locating, retrieving, and using of information which is influenced by the personality, emotional variables, educational variables and demographic variables of the person who seeks information. The information searching and acquisition process has several components such as passive attention, passive search, active search and ongoing search. Active search and the ongoing search are very important in the educational sector, as active information handling is required for the acquisition of knowledge. Ongoing search is highly required in the teaching, learning, and research and as this type of search involves a basic framework of ideas, beliefs, values, or any other requisites to update or expand one's knowledge (Aaker et.al., 1992).

According to Wilson (1999, 2000), information-seeking behaviour includes "those activities a person may engage in when identifying their own needs for information, searching for such information in any way, and using or transferring that information." Kakai, et. al., (2004) have defined information-seeking behaviour as an individual's way and manner of gathering and sourcing for information for personal use, knowledge updating and development. Information-seeking behaviour of students, researchers, and professors has been the focus of enquiry for decades. Initially, however, user studies were conducted primarily to evaluate library collections. These were followed by studies of the research habits of individuals or groups that would lead to the design of appropriate information systems and

services. In mid 1980s, the focus shifted to holistic approaches to information-seeking behaviour. New studies of information users and their needs are even more necessary in the age of the internet (Wilson, 1999,2000) (Kakai et. al. 2004).

Goals of the Study

There are 16 animal husbandry colleges in central India. Information seeking is a fluid and situation dependent activity where a seeker's actions are influenced by access to information, perceived quality and trust in the information source (Boyd, 2004). This reminds the necessity of regular study and development of information system and management information services in animal husbandry colleges in central India. The goals of the present study are-

1. To examine the nature and type of information used by animal husbandry students in central India.
2. To ascertain the information needs of these students.
3. To identify the information seeking behaviour pattern of the animal husbandry students in central India.
4. To analyze most sought sources and channels of information by the animal husbandry students.
5. To study the use of information technology by these students in seeking the information.
6. To identify the purpose of information seeking, the satisfaction provided by the information sources and services available in the library, and the problems the users encounter in their information behaviour.

Need of the Study

- To identify the current status and kinds of user needs;
- To study various aspects of E-Resources and their developments;
- To identify the importance of various E-Resources in animal husbandry institutions;
- To save the time of the user in gathering and search of required information;
- To design and develop need-based and user-oriented information systems and services;
- To suggest various access procedure and usage aspects;
- To prepare the users to have the liberty to seek information independently;
- To know the user's knowledge, abilities & skills & self-reliance to access to information.

Methodology and Scope

A "Descriptive" and "Survey" method of research has been adopted to collect primary data from animal husbandry college students from the central India region. A structured questionnaire was designed to administer the same to the students to elicit required information. The questionnaire technique is used since there is no possibility of observing faculty members behaviours.

Total 280 questionnaires were distributed to the students in the sixteen animal husbandry colleges. Out of 280 questionnaires 190 questionnaires were selected for analysis of data. The collected data were fed to the computer system by using MS-Excel for data manipulation and statistical calculations for the present research study. Data thus collected were tabulated and analyzed by using descriptive statistics, mean, standard deviation, standard error, percentage etc. were also determined from the collected data.

Table1. Response from Students.

Sr. No	Name of Colleges	Questionnaires Distributed		Questionnaires Received	
		UG	PG	UG	PG
01.	NVC, Nagpur	15	7	15	7
02.	BVC, Mumbai	15	7	11	6
03.	COVAS, Parbhani	15	7	10	6
04.	PGIVAS, Akola	-	10	-	10
05.	COVAS, Udgir	15	7	11	5
06.	KNPCVS, Shirwal	15	7	9	5

07.	COVAS, Jabalpur	15	7	8	5
08.	COVAS, Mhow	15	7	9	4
09.	COVAS, Rewa	15	-	10	-
10.	COVAS, Durg	15	7	9	4
11.	CDT, Pusad	11	7	7	3
12.	CDT, Raipur	11	7	5	3
13.	CDT, Udgir	11	-	6	-
14.	DSI, Mumbai	11	-	7	-
15.	CFS, Nagpur	11	-	8	-
16.	CFS, Udgir	10	-	7	-
	Total	200	80	132	58

Analysis

The collected data were fed to the computer system by using MS-Excel for data manipulation and statistical calculations for the present research study. Data thus collected were tabulated and analyzed by using simple technique i.e. Chi-square test were used for testing of hypothesis. The level of significance was chosen 0.05 (or equivalently, 5%). The descriptive statistics, such as mean, standard deviation, standard error, percentage etc. were also determined from the collected data.

Findings

Table 1: Average Number of Visits to Library during Last 6 Months

Students	Monthly frequency of library visit (Students)						Total
	1	2	3	4	5	6	
U.G.	28	24	32	49	37	33	203
	29	26	33	47	38	31	203
P.G.	39	36	45	62	52	40	274
	38	34	44	64	51	42	274

Table 1 shows the average number of users visiting the library during six months. It had been found that minimum 24 users and maximum 62 users visited the library during six months. It may vary depending upon the need of users. During examination or while doing some research activity the demand for library usage may vary.

Table 2:

Information Services Availed from the Library

Information services	Respondents	Percentage
Xerox/ Photocopying services	168	88.6
Internet search services	190	100.0
Online /Offline databases services	87	44.3
Online E-Journals services	43	22.9
Audio services	11	5.7
Video conferencing	-	-
Print out services	149	78.6

Table 2 shows information regarding information services availed from the libraries to animal husbandry college students. It was apparent from the information that, internet search service was available in the college library according to 100% students, whereas xerox or photocopying service was available in college libraries according to 88.6% students. In addition to this, information services such as print out services, online /offline databases services, online E-Journals services and audio services were available in college libraries in 78.6%, 44.3%, 22.9% and 5.7% respectively.

Table 3:
Methods for Seeking Information

Information method	Respondents	Percentage
E-mails	190	100.0
Social Media		
Face book	190	100.0
Tweeter,	51	27.1
Discussions Forums	35	18.6
Blogs	57	30.0

Table 3 shows information regarding type of methods used by animal husbandry students for seeking information in library. It was apparent from the study result that, 100% students used e-mails, social media and face

book for seeking information. In addition to this, sources such as blogs, tweeter and discussion forum was used by 30%, 27.1% and 18.6% students respectively.

Table 4:
Information Services Availed from the Library

Information services	Respondents	Percentage
Xerox/ Photocopying services	168	88.6
Internet search services	190	100.0
Online /Offline databases services	87	44.3
Online E-Journals services	43	22.9
Audio services	11	5.7
Video conferencing	-	-
Print out services	149	78.6

Table 4 shows information regarding information services availed from the libraries to animal husbandry college students. It was apparent from the information that, internet search service was available in the college library according to 100% students, whereas xerox or photocopying service was available in college libraries according to 88.6% students. In addition to this, information services such as print out services, online /offline databases services, online E-Journals services and audio services were available in college libraries in 78.6%, 44.3%, 22.9% and 5.7% respectively.

Table 5:
Information Seeking from the Library by the Students

Visit purpose	Number of respondents		Total
	UG	PG	
Course related books (Indian publishers)	78	66	144
	66	78	144
Course related books (Foreign publishers)	16	30	46
	21	25	46
Journals	27	43	70
	32	38	70
Research reports/Thesis	10	39	49
	22	27	49
Govt./Official publications	2	9	11
	5	6	11
Pamphlets/Handbooks/Manuals etc	20	12	32
	15	17	32
Audio/Video	0	0	0
	0	0	0
Digital Information Sources	48	41	89
	41	48	89

contd..

Table 5 shows seeking of information from library by animal husbandry college students. It was apparent from the information that, 60% students visited the library for seeking information from books of Indian publishers, whereas 37.1% students visited library to seek information from journal. In addition to this, percentage of students visiting library to seek information from research report or thesis, books from foreign publisher, pamphlet/handbook/ manual etc., and Government/official publication and from digital information sources was 25.7%, 24.3%, 17.1%, 5.7% and 47.1% respectively. Hence, it is apparent from the study results that, majority of animal husbandry college students visited library to seek information from books of Indian publishers and digital information sources.

Conclusions and Discussion

In regard to information seeking behaviour of users in animal husbandry colleges in central India, it is recommended that library staff or reference librarians could use their time in a better way by focusing on assisting users.

rarians should help users to
skills in information seeking
⊃ find the different type of
need. Librarians should also
ʌing the use of OPAC, search
CD-ROM techniques, and
'eb sites available through
Hence, the library must
facilities for reference
…nternet, laser printers,

The usage of the animal husbandry library, its resources and services need to be increased. Students oriented information resources such as text books, reference material, journals; internet facility, database etc should be facilitated. Importantly, the library should provide initial oriented workshops and ongoing seminars for students to train them in using resources so that utilization of resources & services is maximized.

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07

BULLYING: A PSYCHO-LEGAL STUDY

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Abstract
"Bullying" is a unique and a complex form of interpersonal aggression that is manifested in different patterns of relationship of adolescents. It is a serious mental health issue which appear highly prevalent; hence this problem should be checked and curbed to the maximum extent possible. The objectives of the present study were to understand the problem of bullying and victimisation; its meaning, types and causes, to explore the preventive measures related to bullying, to find out if any laws are there regarding bullying behaviour to reduce the ignorance and to create awareness in society about bullying. Doctrinal research method was used in the present study. Effective remedies from psycho-legal perspective were also mentioned here. At last, it can be concluded that preventing bullying may be imperative for a better tomorrow and a healthy future of the society.

Key Words: Bullying, Bully-victim relationship, Victimisation, Remedies

Rationale of the study:
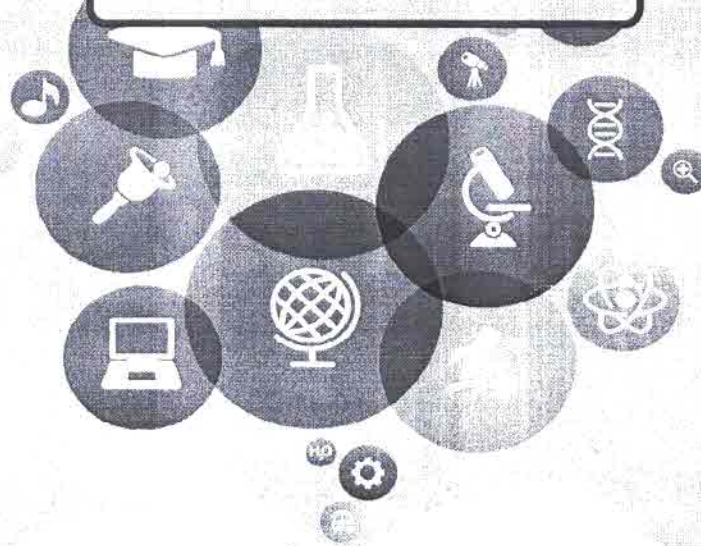In an article, "Overcoming Bullying Behaviour," (Clore&Hibel, 1997) described

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INDEX

An Investigation into the Information Seeking Behaviour of Animal Husbandry Professionals in Central India

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Abstract:

This paper discusses the steps towards information needs and information seeking behaviour of users in animal husbandry professionals and its impact on the libraries. For millennia humans have been seeking, organizing and using information as they learned and envolved patterns of human information behaviour for resolving problems related to survival work and everyday life. It was undertaken to identify their information needs and the models of information seeking behaviour used to satisfy these needs. It also investigated the process involved in information usage. It can play a great role because it gives access to large amounts of information to users whenever they need it including primary information sources.

Keywords: Information seeking, Internet, Animal Husbandry, Central India.

1. Introduction:

Information is a key factor in any profession. This study tried to give more insight into the information behaviour, information needs and information use of animal husbandry professionals in Central India.

To create information awareness and to promote the use of information, it is necessary to know the needs of the users. The present age of information explosion has resulted in an escalating growth rate of micro-documents vis-à-vis the information need of users has become varied and multidimensional (Ossai-Onah and Oyemike, 2013). The information use and user need directly concerned with users. The users are the ultimately recipients of information in the communication cycle. The 'information needs' of the users have to be satisfied by the libraries and information centers through their services (Ojoa and Akande, 2005). Information seeking behaviour is a broad term, which involves a set of actions that individuals take to express information needs, seek information, evaluate and select information, and finally uses this information to satisfy individual's information needs. Various factors may determine the information seeking behaviour of an individual or a group of individuals. It is therefore desirable to understand the purpose for which information is required, the environment in which the user operates user's skills in identifying the needed information, channels and sources preferred for acquiring information and barriers to information (Nishat and Naved, 2008).

2. Goals of the Study :

There are 16 animal husbandry colleges in central India. Information seeking is a fluid and situation dependent activity where a seeker's actions are influenced by access to information, perceived quality and trust in the information source (Boyd,2004). This reminds the necessity of regular study and development of information system and management information services in animal husbandry colleges in central India. The goals of the present study are-

- To examine the nature and type of information used by animal husbandry professionals in central India;

- To ascertain the information needs of these professionals;
- To identify the information seeking behaviour pattern of the animal husbandry practitioners in central India;
- To analyze most sought sources and channels of information by the animal husbandry professionals;
- To study the use of information technology by these professionals in seeking the information;
- To identify the purpose of information seeking, the satisfaction provided by the information sources and services available in the library, and the problems the users encounter in their information behaviour.

3. Need of the Study:

The need for the present study has been felt for the reason that, very few studies has been reported so far, about information seeking behaviour of users in animal husbandry working professionals in animal husbandry institutions in central India. Further, such study has been necessitated due to extensive use of information and communication technologies with close relation to growing need and demand for access to E-Resources in animal husbandry institutions of central India.

- To identify the current status and kinds of users needs;
- To study various aspects of E-Resources and their developments;
- To save the time of the user in gathering and search of required information;
- To design and develop need-based and user-oriented information system and services;
- To prepare the users to have the liberty to seek information independently;
- To know the users knowledge, abilities and skills and self-reliance to access to information.

4. Methodology :

A "Descriptive" and "Survey" method of research has been adopted to collect primary data from veterinary, dairy and fishery college professionals from the central India region. A structured questionnaire was designed to administer the same to the professionals to elicit required information. The questionnaire design intends to cover general questions and the questions related to information-seeking behaviour. To improve reliability of the data, and to enhance the quality of research, interview with select faculty was conducted. The questionnaire technique is used since there is no possibility of observing faculty members behaviours.

5. Literature Overview:

The term 'literature review' implies a thorough and exhaustive examination of previous studies carried out and other published works in topic of research under investigation. The review of literature presented here intends to endow the researcher with pertinent information as to formulate a sound research design and make legitimate decision regarding tools for the investigation in the process of the study. Literature review is normally conducted in order to identify what is already known and what remains to be exposed in the subject of interest. Since effective research is based upon past knowledge, literature review is considered to be a crucial stage for eliminating duplication of work that may have been done earlier as it provides a foundation for conceptual framework, insights into methods and procedures, suggests operational definitions to major concepts and also throws light on interpretations of findings.

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5.1 The Veterinary profession :

The veterinary profession serves the public and the interests of their animals in the light of the latest scientific knowledge. No person is allowed to practice as a veterinary professional unless the person is registered with the Veterinary Council or authorized to perform specific procedures.

5.2. Information seeking behaviour :

Borgman (2000) defined information seeking as a continuous process, involving active and passive behaviours, and formal and informal communication. He pointed out the cycle of creating, using and seeking information can be viewed as series of stages which people move back and forth, and they may be actively, creating, using and seeking information concurrently. Therefore, information seeking behaviour refers to the pattern of response to information need by person or group of persons.

Information seeking is a goal-directed requisition and acquisition of information as a consequence of an information need from the available information carriers or channels. Information carriers may include a variety of channels, a variety of sources within channels, and a variety of messages contained within these sources (**Johnson et. al., 2006**).

6. The Study :

Total 60 questionnaires were distributed to the professionals in the sixteen animal husbandry colleges in central India. Out of 60 questionnaires 56 questionnaires were selected for analysis of data. The collected data were fed to the computer system by using MS-Excel for data manipulation and statistical calculations for the present research study. Data thus collected were tabulated and analyzed by using descriptive statistics, mean, standard deviation, standard error, percentages etc.

A non-probability convenience sample of 60 animal husbandry professionals was randomly selected from a registered animal husbandry professionals list. The data was collected via questionnaire by using survey methodology and some questionnaire was e-mailed to the selected respondents. A response rate of 93.3% was obtained, after 56 completed questionnaires were received back.

6.1 Results:

6.1.1 The Information user :

The first part of the questionnaire addressed demographic information of the animal husbandry professionals of the respondents were 37.50 % were between the ages of 31 and 40 years; 55.35% were between 41 and 50 years old; 7.14 % were between 51 and 60 years of age, Male respondents represent 75% of the total respondents and 25% were female. Results were as follow that, 92.85% professional respondents were having P.G. degree, 3.57% were having P.G. and Ph. D degree, whereas 3.57% had pursued qualification even after their Ph.D. Information regarding professional experience of animal husbandry professionals it was apparent from the information that, 60.71% professionals had less than 5 years experience, whereas 19.64% professionals had 10 to 15 years experience. In addition to this, 12.50% animal husbandry professionals were having 5 to 10 years' experience and 7.14% animal husbandry professionals had more than 15 years experience.

6.1.2 Information needs :

The purpose of this section was to identify the reasons why animal husbandry professionals need information in their work environment. Their perception and attitude towards information handling.

6.1.3 Information seeking behaviour :

In this section of the questionnaire, the study tried to identify sources of information as well as the frequency of usage of these sources. Attention was also given to identify subscribed journal titles and information sources used in the case of emergency.

Information services	Respondents	Percentage
Xerox/Photocopying Services	30	53.3
Internet Search Services	7	13.3
Online /Offline databases Services	4	6.7
Online E-Journals Services	7	13.3
Audio Services	4	6.7
Video Conferencing	-	-
Print out Services	56	100.0

Table 1 Availing Information Services in the Library

Table 1 shows responses of animal husbandry professionals regarding information services which they can avail in the library. According to 100% animal husbandry professionals, information service such as printout facility was availed in the library, whereas according to 53.3% animal husbandry professionals xerox or photocopying service was availed in the library. In addition to this, 13.3% animal husbandry professionals reported that, information services such as internet search and online e-journal were availed in the library and according to 6.7% animal husbandry professionals, online/offline data base services and online e-journals services were availed in the library.
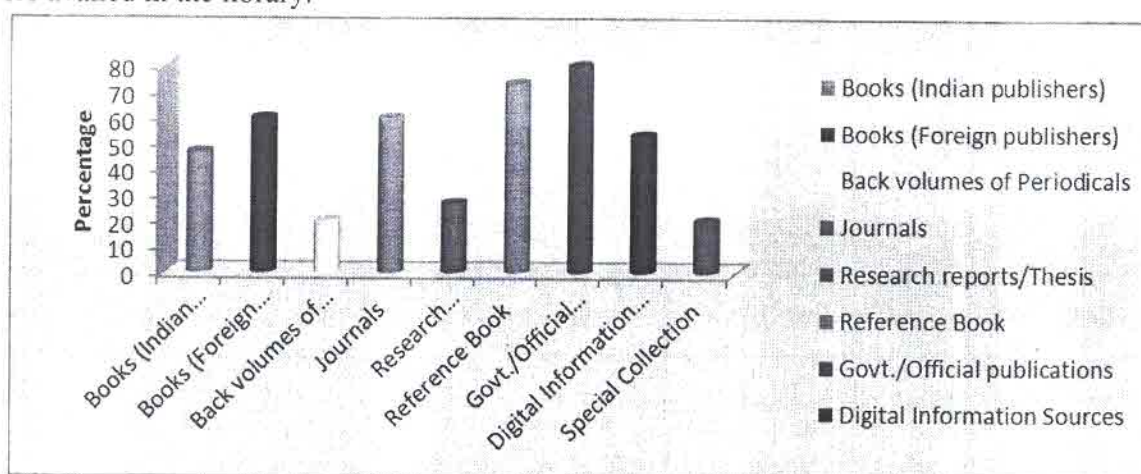
Figur1 Information seeking form library by the professional

Data from Figure 1 illustrates the most preferred sources of information for shows information seeking by animal husbandry professionals from the library. It was apparent from the information that 80% animal husbandry professionals sought information from Government/official publications, whereas 60% professionals sought information from books published by foreign author and journals. Apart from this, 73.3% animal husbandry professionals sought information from reference books whereas 53.3% professionals sought information from

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digital information sources. Furthermore, percentage of animal husbandry professionals seeking information from books published in India, research report/thesis, back volume of periodicals and special collection was 46.7%, 26.7%, 20% and 20% respectively.

7. Suggestions :

From the study of the information needs and information seeking behaviour of animal husbandry professionals in central India, it is observed that, there is need to develop competencies for an effective internal communication and knowledge sharing systems such as the Intranet, checklist databases, etc. This is to enhance the information exchange between juniors and seniors. There is also need to adopt office technology applications such as using Word, Access and any Office application that could help in managing office internal information. Overall, legal professionals should adopt the necessary information skills that could help them in searching and organizing information.

8. Limitations of the study

The present work has been confined to study the central India. The geographical limitation 'central India' covers the states of Maharashtra, Madhya Pradesh and Chhattisgarh.

The broad term Animal Husbandry includes Veterinary Science, Dairy Technology and Fishery Science. Present work proposes to study the information needs of students, researchers, faculties and working professionals in central India.

9. Conclusions:

This study explored the information behaviour, information needs and information use of animal husbandry professionals in Central India. It is concluded from study results that, majority of animal husbandry professionals in animal husbandry college libraries used e-mails and discussion forum for providing necessary information to users regarding library policies. The progress of modern society depends upon the availability of right kind of information in the right form at the right time. Therefore, systematically ascertaining needs of user is the key elements. User must be made aware of the availability of the library and information services and should be trained to make effective use of library resources and services. Therefore, understanding the information needs as well as patterns and making available the information to the users appropriately is very essential.

Much LIS research has focused on the information seeking practices of practitioners within various fields of professional work. Studies have been carried out into the information-seeking behaviours of librarians, academics, medical professionals, engineers and lawyers (among others). But there is no attempt to ascertain information needs and information seeking behaviour of animal husbandry professions in Central India.

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Academic Library As A Learning Environment

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Abstract

An academic library plays a significant role in the context of this new learning paradigm.According to this new understanding of learning, a university library as a subsystem of university organization has not been a division only providing services for studies and research any longer. Instead it has become an important unit of university information infrastructure and an active participant in the learning process of the particular study programme. Together with the university departments and teaching staff, the academic library strives to realize the study aims. The library becomes one of the potential learning environment that function at the university. It is characterized by the abundance of information sources.

Keyword: Academic library, e- learning, ICT,

Introduction

An academic library plays a significant role in the context of this new learning paradigm. According to this new understanding of learning, a university library as a subsystem of university organization has not been a division only providing services for studies and research any longer. Instead, it has become an important unit of university's information infrastructure and an active participant in the learning process of the particular study programme. Together with the university departments and teaching staff, the academic library strives to realize the study aims. The library becomes one of the potential learning environments that function at the university. It is characterized by the abundance of information sources.

However, the richness of information does not ensure the development of learning environment. Within the library space an individual has to identify an environment that helps to achieve learning goals he/she has set. Striving to find rich and empowering learning environments in the library, the educational environment has to be created in the library. The latter should meet the

needs of academic study programmes, have the potential to be transformed into multifunctional learning environments as well as define the aims for developing participants' information and metal earning competence. Thus, the aims and content of academic curriculum operate in the educational environment of academic library. It means that an academic library is influenced by the content of this curriculum. The educational environment of academic library is characterized by the academic specificity.It is an integral part of university's educational system:

- It has to interact with all the educational environments of academic study programmes;
- Its regular clients (students, teachers, researchers, administration staff) interact with each other;
- The selectivity of academic library learning environments depends on the type of clients and the educational environment of study programme (it is important for students in particular).

The modern information and communication technologies (ICT) help the library to become not only the traditionally perceived learning environment as a physical space, but also the virtual learning environment. The possibilities of such a virtual learning environment expand the flexibility of learning environment, because it allows choosing where and when to study. The abundance of information sources and the provision with ICT are the conditions for creating the library's educational environment and, respectively, its learning environments.The academic library learning environment is an individualized learning space and it is comprised of the library educational environment that is identified by an individual learner according to his/her experience, competence and personal learning goals. The physical and virtual library's learning environment contains the information related to learner's goal(s), the ways information is being received and perceived, the subjects (peers, librarians, etc.) and tools. Therefore, every learner identifies a learning environment of the academic library in a different way. The perception of a library as a learning environment depends at least on two factors: the educational environment that is being created by the library in accordance with study programs' educational environment and student competence which enables him/her to recognize and use learning environment, created by the library.

The transformed environment of an academic library and its roles in organizing the study process has been analyzed by a number of researchers. Some dedicated their efforts for analyzing changes in academic libraries and the quality of services they provide. Others investigate the development of students' information culture at universities

and academic libraries, the problems of developing information competence. Despite the considerable attention to the education of information literacy in the institutions and at the workplace, the research works mentioned above indicate that students lack the competence of using the created educational environment in a modern library.

Then the question arises: what educational impact is necessary for developing students' understanding of and attitudes towards the educational environment of academic library which is or, at least, should be, the component of educational environment of university organization and academic curriculum?

The search for the answer led us to the case study at the Institute of Educational Studies at Kaunas University of Technology (Lithuania) in Master's degree program in Educational Studies. The research aimed to reveal how students perceive library's learning environment and in what ways this understanding has been changed after the short but targeted educational impact. The changes in students' perception of library as a learning environment were explored by comparing the concept maps drawn before and after the educational impact.

In recent decades the empowering learning environments that ensure high quality learning and deep approach to learning have been an object in a number of research works. These learning environments emphasize fostering the complex and high level meta learning skills, including that of self directed learning as well as ensuring the transferability of these skills from one environment to another. In most cases, however, the classroom environment created in a formal education institution has been under research.

The learning environment is often used for indicating both teaching and learning environments. However, there are substantial differences between the two terms. The educational environment is created in order to promote and empower the learners to get involved in study activities. In this environment, learners are the main actor who'slearning in the learning environment directly influenced by the factors of educational environment. Educator is an important component in the educational environment and this role can be performed not only by the teacher, but also by the substituting informational educational technologies. The basic difference between the learning and educational environments are that the latter conditions the educational aim that is sought by a learner so that his her study results are formalized. The emphasizes that this environment is characterized by a purposeful educational impact on a learner who is oriented to the specific aims of learning teaching while these aims are determined by the educational problems of a

certain study program level. The educational environment is a dimension of institutional and pedagogical system level. Thus, the educational environment is a dynamic space of teaching and learning which is created by the educator and determined by the educational aim, corresponding content and methods.The educational environment of a university depends on the condition that are classified as competence related, material organizational, psychological, socio-cultural and study conditions.

Academic Libraries and E-learning

Academic librarians generally serve the subject academicians to provide information regarding teaching, learning and research. Though not everywhere, yet e-learning has been integrated in the curriculum of most of the university by different faculties. From the library side it has been a great opportunity to integrate the library resources and services in support of learning, research and outreach. In recent years several bold steps have been taken to integrate e-learning with the academic work. Most of the modern academic libraries are digital and e-learning can effectively taken place in a digital environment. Academic libraries apply appropriate communication technologies in support of e-learning and e-research by providing seamless access to electronic resources and services. Electronic resources include online catalogues databases, multimedia, online journals, digital repositories, electronic books, electronic archives and online / electronic services.

The specific of the university library educational environment, it is possible to distinguish its five main factors:

1. Printed and electronic sources of information that correspond to the learners needs as well as the content of the university study programmes;

2. Library provides services with the main aim to satisfy the learners needs related with search, receiving and managing the information;

3.Library consists of the physical and virtual spaces that are equipped with technical - technological means that ensure the learning conditions;

4. The continuous development of informational competences as one of the core competences for the lifelong learning;

5. Interaction, cooperation and partnership among the participants of the university learning environment.

Role of Academic Librarians

In e-teaching and learning nowadays academic librarians is a part of e-learning process and are actively participating by providing online and in person modules, guides, subject and class based lists as well as reference. The librarians offer classes and courses on research strategies, help students in determining useful scholarly resources, work with the faculty in planning and developing distance education courses to integrate concepts of information literacy throughout the curriculum. Faculty need support in these activities because the ability to articulate information needs, find appropriate information resources and critically assess the result of an online search are key to success in e-learning and this leaves the faculty to focus on course content.

Research Methodology

Research methodology is based on the survey method. The data was collected by using an original questionnaire, which was drafted by the authors of this paper on the basis of the aforementioned model of the interaction between the university library educational and learning environment and other environment. The model reflects the interacting system of the environment: individual personal system, library and studies environments; the influence of wider environments on this system is also reflected in the model.

The future of Libraries

When every students has the potential to carry a global library on the device in his or her pocket, the role of the physical libraries may become even more important, not just a place to house resources, but one in which to create meaning from them. The libraries of the 21st century provide a welcoming common space that encourages exploration, creation and collaboration between students, teachers and a broader community. They bring together the best of the physical and digital to create learning hubs. Ultimately, libraries will continue to inspire students to construct new new knowledge and meaning from the world around them.

Conclusion

Sustainable e-learning growth and development is reliant on the capabilities of e-teachers to see the promise offered by the online opportunities and to understand the ambience of the new environment. A strategy that helps e-teachers to define the landscape will offer them support and encouragement as they move forward. Nothing takes the place of good planning in the creation of e-education initiatives. An academic would be wise to

undertake an assessment of the learning and programmatic outcomes it hopes to achieve through e-education.

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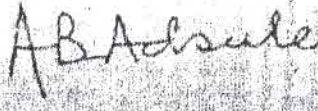
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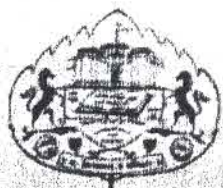
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H. B. T. Arts and Commerce College, New
Subhedar Layout, Nagpur - 24, affiliated to
Rashtrasant Tukadoji Maharaj Nagpur
University Nagpur has participated in Online
Short Term Faculty Development Programme
On Creation, Preservation And Dissemination
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Science) of Fourteen Days duration (65 contact
hours) conducted by St. Vincent College of
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current customers that exist today? (Total Quality Management 1995)

Libraries are ideal places to implement TQM. They are service organizations dedicated to their customers, the patrons. By formulating a strategic plan, and following it with a commitment to continuous quality improvement, library managers can transform and improve their organization. Riggs (1992) summarizes the notable principles of TQM;

1) Manage by fact: make library decisions after careful analysis of data gathered with tools such as check-sheets, histograms, and paretocharts;

2) Eliminate rework: library work is often lab our intensive – simplify it and make sure it is done properly the first time;

3) Respect people and ideas: staff are the library's most valuable resources, and they should be encouraged to point out problems without fear of management; and

4) Empower people: trust library staff to act responsibly and give them the appropriate authority to make decisions that can improve the quality of work they do.

Finally, remember that TQM is not a "quick fix." It needs to be implemented gradually over a two - to - three - year period.

THE EXPECTATIONS OF ANIMAL HUSBANDRY PROFESSIONAL FROM LIBRARY SERVICES

The AHP library helps the university to develop a dynamic system of animal husbandry education to mould the animal husbandry professional in to self – employers and entrepreneurs. Nevertheless, the library always facilitates the students in personality development. The AHP have to play various roles as an Academician, Researcher and Extension worker.

The AHP visits the library for various purposes but their main objective is to get the information available in their area of work. The libraries basically acquire process, organize, manage and disseminate the information to the user whenever required. However, the user requirement and service expectations from the libraries are growing and advancing. It is therefore essential to provide the user based services or the user centric services library professionals are required to understand the user needs and requirement and based on these issues formulate and improve the quality of services for the benefits of the users.

NEED OF TQM AT ANIMAL HUSBANDRY PROFESSIONALS LIBRARIES

TQM embodies certain values and approaches which are common and already established concepts in libraries. These include the elements of participative management, staff training and development and responsive service to customers. However, several of the defining and extraordinary elements of TQM such as continuous improvement, quality tools and envisioning and measurement and customers focused planning are not commonly applied in libraries. It is for these reasons that libraries are in a position to expand and improve upon principles they already value and employ, while introducing new approaches to planning, problem solving and envisioning future customer services and needs.

TQM can be a strong foundation for animal husbandry professionals library activities, which facilitate the librarian to offer and elevate the accuracy of the services, adequacy of need based services, timeliness of the services, and quality in information products. Librarian at animal husbandry institutions have always been committed to provide a high quality of services to its users. There is vast amount of the information stored in different formats printed, electronic and audio – visuals, which require use of the modern management techniques at animal husbandry libraries. In the past, consuming more resources, buying more books and moving to large premises are considered as improving quality. Nevertheless, that approach is not valid today in animal husbandry library. It is because animal husbandry science has various branches which have become very advance and that is why as compared to the librarian in traditional universities the librarian in animal husbandry professionals institution has to be extra vigilant in order to improve quality to provide right information to a right user at right time. This requires a through change in the approach an approach based on user requirements and user satisfaction. Over the centuries, libraries have adopted many different management principles from business, industry, religion and government. It is believed that this can be achieved by implementing TQM. Thus, TQM approach is gradually getting popular in today's library.

TQM TO ENHANCE SERVICES IN THE ANIMAL HUSBANDRY PROFESSIONALS LIBRARY

The animal husbandry faculty can get benefited if we implement the principles of TQM. This approach is conducive

Library Orientation: This is most neglected part at animal husbandry professionals libraries, the students who join B.V.Sc., B.F.Sc., B. Tech.(Dairy tech.) after passing H.S.S.C are not aware of various services like CAS – Current Awareness Service, SDS – Selective Dissemination Service, Abstract Service, Indexing Service, Information Service, Reference Service, Bibliographical Service, Translation Service, Circulation of thesis/Dissertation, Xeroxing / Photocopy Service, Information and resource sharing, Redressal for Technical Queries, Publication on various topics which facilitate the users to imbibe the knowledge, Collection of information and dissemination, Analysis Service / Observation report, Current status report. Current trend report. News paper service, List of new/latest additions in current research trends, Paper cutting service, Journals circulation, Content analysis / index analysis service, Internet service / e-mail service, Other computer / IT related services, seminars on various topics, brain storming session offered by the library. And due to this the students often get deprived from the valuable services offered by the library, if we organized such orientation lecture delivered by librarian it will definitely benefit the under graduate and post graduate students of animal husbandry faculty to get acquainted with the library services.

➢ To make a library brochure in order to make the new comer understand the library services

➢ Implementation of inter library loan facilities. As there are total three animal husbandry professionals universities and several animal husbandry education and research station in central India, it is not possible of every animal husbandry professionals organization's library to provide each and every printed and non – printed material to its users so there is a strong need of implementation of inter library loan as well as resource sharing. All animal husbandry intuition's libraries should be ready to share their resources with each other by having study network among the all animal husbandry libraries in Central India to meet the requirement of information of every animal husbandry professionals

➢ The principle of TMQ helps the librarian in smooth acquisition procedure and to develop the technology for easy information retrieval.

Training and development of staff: The TQM always teaches the importance of training. The role of animal husbandry professionals is changing from generation to generation the information discovered and invented in the field of animal husbandry science is tremendous Therefore, the librarian in the animal husbandry professional's organization has to adopt new technologies for the better services for the animal husbandry professionals The role of the librarian has to provide the user based library services and for this purpose a variety of skills are to be gained like technological skills, personality development, communication skills positive attitude, gaining knowledge and adopting new skills and it can only be achieved by having training, attending various workshops, conferences organized for library professionals.

Motivation: The librarian has to motivate his team by using TQM technique. The librarian to develop the best practices in the profession like providing exact information needed by the animal husbandry professional, guide them in locating the desired information, make the library management user friendly, easy access to the information resources, weeding of the documents, application of the new technologies for providing better services, approach the users rather users to wait to go to library and finally ability to accept the challenges and marketing the services. Today, technologies have changed our social and economic life. In the workplace methodologies change, people work at home or on the web with flexible timetable are emerging in animal husbandry field.

Each animal husbandry professionals library in our Central India plays a key role for the development of professors, students, researches and professionals in term of knowledge navigator. Today in the information age, the rate of information explosion is very fast. Every moment new information is produced in the field of animal husbandry science so with the help of information technology, a range of software and several other things the librarian has to keep the services up to the standard mark. TQM is the easy technique to meet the needs of users and bridge the gap.

Evaluation of the TQM implemented in the library

- Satisfaction of the users;
- Availability of material to meet the demand;
- Quality of reference service;
- Efficiency of services;
- Economical effect;
- Technical services;
- The evaluation can also be made by using the various methods like case study, operational research and cost benefit method

Besides these following techniques may be used to measure the effectiveness of animal husbandry professionals library.

- Questionnaires
- Interview of the readers / users
- Entries taken in the various registers
- Technique of observation
- Strength, Weakness, Opportunities and threat (SWOT) Analysis

Conclusion

Quality is a very important tool for application of TQM in the animal husbandry professionals libraries, which can be measured, managed and improved by measuring rod of animal husbandry professional's satisfaction and behavior towards services offered by the library. The whole process of TQM aims at introducing a new cultural change which is likely to bring about greater participation of the employee to achieve the goals and objectives of animal husbandry professionals library.

Suggestions

Based on the above facts and observation following suggestions are made for the implementation of total Quality Management in the animal husbandry professionals libraries.

- There is a need to develop standards for assessing quality of information service with particular reference to the animal husbandry professionals libraries.
- Training of staff members in providing quality information services to the animal husbandry professionals who are playing pivotal role in the field of animal husbandry education, research and extension activities
- There should be active interaction between the user and library staff members. There is a need of amicable collaboration and good relationship among all animal husbandry professionals institutions in Central India to foster the recourse sharing.

- All animal husbandry professionals libraries should chalk out the project on TQM and try to get the funds from various funding agencies
- Promote the use of audio – visuals and tools as it contributes to quicker and more effective communication and forms an integral part of classroom and extension teaching nevertheless it also proves conducive in the implementation of TQM
- All libraries and technical staff members at all animal husbandry professionals libraries in Central India must have at least a one workshop in a year to have an interaction with each other. An association of librarian at animal husbandry professionals libraries is a need of an hour, as it will provide them a solid platform to voice their opinion and share the innovative ideas in the field of library

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