Chapter- I

Introduction

1. Preamble:

Swami Ramanand Teerth Marathwada University is renowned in Marathwada region, established on 17 Sept.1994 at Nanded. This university is known as a centre of good academic research and quality in higher education. Presently there are 389 affiliated colleges including 104 colleges are aided under the university.”¹

NAAC also suggested modification & created some criteria for assessment and accreditation of university and colleges for quality education. It has given some score and weightage in its evaluation criteria as given below;

“I. Curricular aspects
II. Teaching-learning and evaluation.
III. Research, constancy and extension
IV. Infrastructure & learning resources including “Library as a learning resource”.
V. Student support and progression
VI. Governance, leadership and management
VII. Innovations and best practices”²

During the evaluation of colleges, the NAAC Committee particularly visits the library & critically evaluates the periodical services provided by the library. They specially observe the number of traditional and e-journals subscribed by the library. Periodicals or journals are most important information sources to support the education and research in the college libraries.

In Academic environment, college library is in middle of school library & university library. In the 21st century evolution of information and technology about new knowledge has impacted all organizations including libraries. The college library is not a building stacked with books and non prints materials. Its work is not limited to only selection, collection & circulation of information resources but it is a prime
duty of any library to provide right information to the right reader at right time through appropriate sources.

College libraries promote students, teachers and researchers to use library in fulfillment of their academic purpose i.e. completion of class work, research studies and it also assists them to enhance their knowledge. Library collects different types of collection like books, non book material, reference sources, periodicals, and e-journals etc. So today, the libraries become information centre which acquire, store and disseminate information by means of ICT. It is noticeable thing that the libraries in contemporary era are rather electronic, virtual and digital than ever.

College education is very important for the students; it is a turning point of their life. Well developed college libraries can be the best supporting part of the students which is only possible if adequate resources, good facilities and best services are made available. Now a day academic education & college library plays a vital role for students & research scholar in the modern society. A college library is rightly regarded as the power house of guidance or a building like storehouse of knowledge. So it is the heart of any academic activities.

The world history of periodical starts after medieval period, “The first international journal was “Le Journal des Scavans” 1665 and first Indian journal “Asiatic researches” 1788. The initial peer reviewed journals were the philosophical transaction of royal society and Le Journal des Scavans both published in 1665.\(^3\)

The Academic community totally depends upon the strength of good & current reading material. They can be easily available in printed and also available on online 24 hours for the readers. “Ulrich International Periodicals Directory published in 2012 (50\(^{th}\) Ed.) this edition includes 83549 serials available exclusively online or in addition to other media, 7420 serials are indicated as available on CD-ROM. In 50\(^{th}\) edition of Ulrich’s contains information on 220562 serials published throughout the world, classified and cross referenced under 903 subjects heading”.\(^4\)

Maximum readers are using library to acquire new knowledge through internet. After receiving some funds library can provide remote access service. Presently some college libraries are acquiring several consortiums of periodicals. Traditional journals as well as advance e-journals are important to get current
information. Both are available in print & online format. Users need information at least time; they also demand latest information time to time. So the library management should focus and review their policies and they have to make a user oriented program which can satisfy the users’ needs regarding the information. It is also important that librarians should criticize themselves and make appropriate changes not only in library services but in acquiring policy, administration and other important aspects also.

It is essential to create separate periodical section for library management. It may also be helpful to the users who mostly prefer current and primary information. Generally periodical is a publication published at regular interval (i.e. daily, weekly, fortnightly, monthly, quarterly, half yearly and yearly etc.) and intended to continue indefinitely, common example are newspaper, magazines, serials, journal and e-journals. E-journals are also new version of periodicals which emerged in last couple of decades. So both materials are important for any college libraries.

1.1 Definition of Periodical & e-journal:

General Periodicals to e-journals are very important for any college library. Because all current information, new idea, new searching’s, new events, innovations & current affairs are available in all field of information in traditional periodicals & online journals.

1) According to Davidson:

“Newspaper is a medium of communication usually publishing daily or weekly by which information on current affairs, opinion and entertaining features are circulated among the people. It intended for the purpose of the swift and accurate dissemination of the latest news and views.”

2) Muhammad Raiz:

A ‘Periodical’ or ‘Serial’ may be broadly defined as, “A publication in continuous series, with a consecutive number and no predetermined end, as distinct from a single work in several parts.”

3) According to Harris:

“Without special periodicals the scientist would be handicapped by lack of knowledge development in his field.”
4) **Gail Mc Millan:**

Defines electronics journals as, “any serials produced published and distributed nationally and internationally via electronic networks such as Bitnet and the Internet.”

1.2 **Definition of Management:**

Management is the art for every fields of the work. Recently management is essential for all kinds of organization. So every organization adopts modern management for better result. Library is also social organization. According to fifth law of Library Science given by Dr. S.R. Rangnathan, “Library is a growing organism”. Library function is continuous process, like top level, middle level and lower level management. But the Challenges in library work are easy to manage after following the management skills of management techniques, i.e. TQM, SWOT, DELFI Technique, Re-engineering, Six sigma, PERT, CPM, etc. When customer or readers are fully satisfied with library services, they can easily say, library management is best. Some authors define the concept of Management & Library management as below;

1) **Henry Fayol:** “To manage is to forecast and to plan, to organize, to command, to co-ordinate and to control.”

2) **ALA Glossary of library and information science** defined “Library management as the process of coordinating total resources of an organization towards the accomplishment of desired goals of that organization through the execution of a group of inter-related functions such as planning, organization, staffing, directing and controlling.”

1.3 **Importance and functions:**

The importance of serial or periodicals for offering current information particularly to researchers has long been identified. Management is the most important process in the proper functioning of any organization. Planning, executing and controlling are the important function of the management. A Manager can achieve the objectives or goal by proper planning of the programmes. He has to put
the available resources to the proper utilization. He has to execute the plans and has to control the resources and staff available within the organization.

Management can be looked upon as a process by which Managers formulate, direct and operate organizations with co-coordinative human effort to attain predetermined objectives. Management is a process concerned with planning, executing and controlling the activities of an enterprise.

Periodicals play an important role in information dissemination. They proved to be a most effective reference tool in study and research. The periodical system is responsible for the acquisition, recording and maintenance of periodicals and making it available to the readers.

“Periodical is used for reporting current research findings, new innovations, discoveries, progress of research, research reviews, news about the ongoing research, etc. By far, periodicals help to communicate latest information quickly and to the selected group.”

“Besides books, periodical also form an important part of the stock of many libraries, particularly university libraries, maintains a periodical department. The work with periodicals may be listed as:

1) Acquisition of current and back periodicals
2) Receiving, recording and stapling periodicals acquired
3) Distributing periodicals to reading room shelves
4) Claiming missing numbers
5) Keeping necessary records and statistics
6) Preparing periodicals for binding, etc.”

Periodical is one of the most important sources of information in the library. It carries the latest information in all fields of the knowledge. The persons engaged in research and higher studies want to refer the periodicals to see their findings published and made known at the earliest.

“There are very important document mainly for two reason 1) contributions published in the periodicals convey the latest or updated information on specific subject areas, not yet published and 2) The information or content of the periodicals publications may not be available in the books.”
“The content of a serial may be creative literature, informative study on specific subject, learned discussion, in-depth study on specific areas, scientific innovation or discoveries, technological development, critical analysis of existing body of knowledge and the like; or may be daily news, news digest, current affairs, matter of topical interest, news letter etc. The frequency depends on the nature of a serial and the policy of the issuing body. Generally, the serials may be grouped in the following categories, i.e. Journals of learned bodies, Journals of professional association, Commercial periodicals, Magazines, House journals and Newspapers.”

Electronic journals have changed the infrastructure of libraries. To provide access to electronic journals, networks, servers, computer hardware/software are required, but while using the print journals all these are not required.

E-journals are also periodicals because it is an advance version of journals. Both are considered most important components in information communication process. Some electronic journals are available online only, some are online version or printed journals and some consist of the online equivalent of printed journals. Maximum commercial sites are subscription based, so universities and college libraries subscribe to electronic journals to provide access to their readers specially scholars.

“Use of e-resources in college libraries of Delhi’ this survey was particularly conducted to know the use of e-resources and awareness of electronic resources in various college libraries of Delhi. This study has also shown the preference & importance given to e-resources by available students and teachers of various college libraries. It is observed that the availability of e-resources in the colleges is almost sufficient for all the existing disciplines but lack of ICT infrastructure, manpower, user demand, finance & knowledge about the access of e-resources etc. are the barriers in receiving new knowledge”.

News papers, Magazine, serials, annuals, journals and e-journals are under periodicals; both (print & non print) are important needs of the college libraries for the maximum satisfaction of users. Quality management is more important for save the time, money; space and power. Without management libraries can’t complete their proper work. Compare to other sections, periodical section is also important for the readers especially for the research scholars in college libraries.
References:

1. http://www.srtmu.ac.in (Feb. 2014)