



IMPORTANCE OF INFORMATION RESOURCES AND SERVICES IN DOORDARSHAN KENDRA LIBRARIES

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ABSTRACT:

This paper is to assess Libraries play an important role in the academic world by providing access to world-class information resources and services. The explosive growth of Information Technology has paved way to unprecedented phenomenon of access to information. Information is being treated as a commodity and as an intellectual service today. The constant changes in the technology have a direct impact on the library and information service. This is clear and marked difference that information services have crossed national boundaries with the rapid progress in telecommunication technology. The goal of Public Service Broadcasting the world over is to make needed information available at doorsteps of everyone. It should be wide ranging in its appeal, reliable, entertaining, instructive and informative serving only one master its public. It strives to engage all communities through broadest of thought provoking programmes and outreach projects. It channelises the information and ideas that improve communities socially, culturally and economically for which libraries attached to Doordarshan plays important role.

KEYWORDS: Information Resources, Services, telecommunication technology, Doordarshan etc.

1. INTRODUCTION

The challenges of the higher education system at present are financing, access, values and ethics and quality of higher education through the assessment of institutions and their accreditation. These issues are important for the country, as it is now engaged in the use of higher education as a powerful tool to build knowledge based information society of the 21st century. In this backdrop, an appropriate initiative has to be taken to respond to the knowledge era in a proactive manner by establishing National Knowledge Commission (NKC) in India is a very significant milestone to bring a paradigm shift in the outlook towards education system and education has to be transformed in the context of knowledge society. The National Knowledge Commission (2005) insists all libraries must have the facilities – “motivated, courteous and adequate staff, easy access and user friendly retrieval system, effective signage’s and computers with internet access and photocopiers”, serving as a major vehicle to facilitate creation of knowledge optimal use of knowledge by all sectors, and easy access to knowledge relevant to their needs.

The mission of the library is to ensure that students and teaching staff are effective users of ideas and information. This is not an easy task ahead for library and information science managers, especially in digital environment and requires specialized skills to meet the complex information needs of users to have access to right information in a way that can be comprehended and at a right time.

2. IMPORTANCE OF DOORDARSHAN KENDRAS LIBRARIES

Doordarshan, public service broadcaster of India, is the largest terrestrial network in the world. The service was started on 15 September 1959 to transmit educational and development programmes on an experimental basis with half an hour programming. A major landmark was the introduction of colour television in 1982 with Asia 83 (9th Asian Games) which ushered in major revolution in broadcasting in the country. This was followed by a phase of rapid expansion of Doordarshan when, in 1984, Doordarshan installed a transmitter in the country, with this, the reach of television increased for and wide the number has swollen to 1400 transmitters of different power operating all over the country. It also operates 26 satellite channels. In order to produce programmes of different languages, it has 64 studios spread all over the country, which are in the process of being digitized.

Doordarshan has made a significant contribution to accelerate socio-economic change, promote national integration and stimulates scientific temper. Being a public service broadcaster, it strives to carry messages in its programmes on means of population control and family welfare, agriculture information and knowledge preservation of environment and ecological balance, highlighting the need for social welfare measures for women children and less privileged. In order to cover the uncovered areas of the country, Doordarshan launched India's first free direct to home (DTH) broadcast service in December 2004.

India has different types of Religion, classes; castes and languages. Doordarshan is providing information and knowledge to the people of the country irrespective of religion, class, caste and language rich and poor.

3. IMPACT OF ICT ON DOORDARSHAN KENDRA LIBRARIES

The recent development of ICT is playing an important role in restructuring of the libraries. Transfer from human dependent operations to machine dependency. In this recent development of ICT, we have seen radical changes in information field. We are living in an information society where the development of information technology and telecommunication network is accompanied by corresponding increase in knowledge with rapidly growing flow of information.

This new digital information environment requires new skills in seeking processing and using information. LIS professionals should be aware with ICT and able to manage the digital information system as this compass overall competencies necessary to create, store, analyze, retrieve, and disseminate the digital information era concept of library is totally changed.

4. RESOURCES OF DOORDARSHAN KENDRA LIBRARIES

Libraries are holding different types of resources like;

- Programmes Records
- VIP Interview Records
- Tapes
- Audio/ Video Cassettes
- CDs
- DVDs
- Books
- Manuals
- Photographs etc.

Above information sources have important information which is holding the vital role of development of the country. Doordarshan performs the excellent information services by giving the level best coordination between users and information sources.

5. SERVICES OF DOORDARSHAN LIBRARIES

Services or programmes offered by Doordarshan are as follows;

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- News
 - Current Affairs
 - Entertainment
 - Educational
 - Social & Cultural
 - Spiritual/Moral Thoughts
 - Political
 - Agriculture
 - Health, Meditation & Yoga
 - Sports etc.

Entertainment through music, devotional, classical (Indian & western) Folk/pop/Light, Film songs etc. Education through extension programmes for specific audience including farmers, women, children, youth troops, formal and non-formal education adult education, IGNOU, UGC etc.

6. CONCLUSION

The study shows that the Doordarshan is a highly powerful tool of mass communication programmes. In the changing world, a day would come soon when there would be a global library system setting the readers to access. Today since the need of better knowledge management is felt, the library and information Science professionals should update themselves.

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