



Skills and Knowledge Demanded for Jobs of Librarians in Academic, Public, Special and Corporate Sector Libraries in India

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ABSTRACT

The study analyzed the market needs for change in LIS education according to skills and knowledge demanded in the current job market. This article examines skills and knowledge required for Librarians in different types of libraries like Academic Libraries, Public Libraries, Special Libraries, and Corporate Sectors. The study scanned and analyzed the LIS jobs advertisements published in 'Employment News' from January, 2011 to November, 2013, 'University News' and advertised on websites as accessed during the year 2011- 2013.

INTRODUCTION

Today professional education of librarian towards achievement of the highest wisdom in promoting utilization of modern techniques and knowledge for the benefit of mankind is a major concern (Bhargava, 1988: 65). Traditional library schools produced qualified library staff to perform duties assignment to them. However, the new approach required librarians to educate students in techniques of librarianship and becoming accomplished practitioners. This could be accomplished when LIS schools

incorporate practical work as an integral part of their curriculum. Digital Library courses are being offered by few Library Schools in India. Most of the Library Schools have not introduced Digital Library course as a separate paper in their LIS curriculum. The Library schools in Northern Indian Universities have insufficient infrastructure and skilled technical personnel to develop Digital Libraries as a standalone course in their curricula. "The Library science manpower development programme had to include areas from the traditional to the

modern subjects and the education programmes have to be remodeled to contemporary requirements. Thus, the importance of Library and Information Science manpower development programme has been looked upon with much more significance and the status of the profession reached newer heights” (UGC Model Curriculum: 79). “Library curriculum must necessarily focus on social and behavioral aspects of learning. The demand for manpower at the two ends of the continuum would be more marked with the role of libraries being redefined and repurposed to service an integrated, globalised and creative economy of the future. The debate over the distinctiveness of librarianship will the lack of clarity would spill over into the question of whether librarianship remains a profession and if library science or information studies at first be a first degree or a post-graduate qualification” (Varaprasad, 2006).

LITERATURE REVIEW

Abels, Jones, Latham, Magnoni and Marshall (2003) claimed that to the optimistic attitude belong discussions about broadening the curricula from focus on librarians to information specialists and core knowledge and skills of information

specialists in the 21st century. There are several approaches to define the professional competencies. Among them are the following approach developed for the Special Libraries Association Board of Directors with main focus on managing: managing information organizations, managing information resources, managing information services, managing information tools and technologies.

Adams (1986) suggested the skills for information professionals such as designing and developing systems, retrieving and integrating data to provide usual information, and the education of users.

Collier (1996) LIS professionals should have greater and advanced skills than other academician. They have more ability to work well in multidisciplinary teams, skills and competencies of LIS professionals will be more significant than professional labels.

Stueart (1998) examined that “the traditional approach to the development of a core curriculum has been to provide students with basic professional skills, such as simple cataloging, reference and bibliographical search skills and professional values”. He further pointed out on the topics on the nature of information; how information is

used and managed; systems, mechanisms, institutions, and tools to facilitate that use; and all of those factors and facets placed in the larger social, economic, political and technological context of society.

Brine and Feather (2003) concluded that formal education of information workers should take into account the diversity of information work in the 21st century. Thus, many education programmes are becoming increasingly generalized, by providing a range of generic and specific skills together with an understanding of the underlying principles of information management, to enable LIS graduates to pursue various professional career paths.

SCOPE OF THE STUDY

The present study covers the jobs advertisements published during the period 2011 to 2013 in 'Employment News', 'University News' and advertised on websites as accessed during the year 2011- 2013. The data covers different types of libraries like Academic Libraries, Public Libraries, Special Libraries, and Corporate Sectors.

OBJECTIVES OF THE STUDY

The objective of the study is to analyze the trends of librarians jobs demanded in the current emerging digital era.

- (i) To analyze the changing trends of Librarians job market.
- (ii) To scan the skills and competencies demands in the LIS job market.
- (iii) To know the employers expectation for Library jobs.

RESEARCH METHODOLOGY

To achieve the objectives of the study total 327 of jobs vacancies advertised in 'Employment News', 'University news' and website were collected for the years 2011 to 2013 for data analysis. Data was collected from job advertisements for different library positions published in national news papers like 'Employment News' from 2011 to 2013, 'University News' and advertised on websites as accessed during the year 2011- 2013 to identify the trends of occurring in the LIS job market in India. This study scanned the skills and competencies demanded for librarians in different types of libraries such as Academic Libraries, Public Libraries, Special Libraries, and Corporate Sectors. All the advertisements related to library jobs

at academic libraries, public libraries, special libraries and corporate sectors in India were included in this research. The study analyzed market needs in staffing which required skills, competencies, knowledge demanded as per the expectations of the employer.

FINDING AND DISCUSSION

The variables and components analyzed included degree requirements, library experience, subject domain

knowledge, and knowledge/skills and experience. A total of 327 job advertisements were identified from 2011 to 2013. The study examined the employers expectations for skills and competencies sought for library professionals from different libraries in India by studying job advertisements. Content analysis of job advertisements and content analysis of job announcements is an established method to observe trends of employability in the library profession.

Table - 1: Source of Publications of Vacancies

Source of Vacancies Advertised	Advertisement Year			Total	Percent
	2011	2012	2013		
Employment News	43	46	36	125	38.2
Internet	7	44	124	175	53.5
University news	0	26	1	27	8.3
Total	50	116	161	327	100.0

The competencies and skills that came up in the analysis were an enlistment of the required skills and competencies for library professionals. These are the necessary aspects of the present day library

professionals core competencies to face up to the demands of the fast paced, ever changing dynamic world of the modern knowledge hubs or Digital Libraries.

Table-2: Post wise Skills Required in Different Types of Libraries

Post-wise Skills Required in Different Types of Library									
Post	Skills Required	Academic			Special	Public	Govt. Sector	Corporate Sector	Total
		School	College	University					
Librarian & Equivalent	Computer Skill	3 (6.8%)	0	1 (4.8%)	0	0	0	1 (5%)	5 (3.2%)
	Design of new curricula and courses and technology mediated teaching learning process	0	0	0	1 (2.5%)	0	0	0	1 (0.6%)
	Digital Library Management	0	0	0	0	0	0	1 (5%)	1 (0.6%)
	Digitalization of Library	0	1 (3.8%)	0	1 (2.5%)	0	0	0	2 (1.3%)
	E-library skills	1 (2.3%)	0	0	0	0	0	0	1 (0.6%)
	Evidence of innovative library Services and organization of published work	0	0	3 (14.3%)	1 (2.5%)	0	0	0	4 (2.6%)

	Fluency in English/Hindi/Regional Languages/German/Sanskrit	6 (13.6%)	0	0	0	1 (33.3%)	0	0	7 (4.5)
	Good Verbal & Written Communication Skill	5 (11.4%)	0	0	1 (2.5%)	0	0	0	3 (3.9%)
	Working as in-charge of library and responsible for proper accounting, maintenance and distribution of books, reports, etc.	0	0	0	1 (2.5%)	0	0	0	1 (0.6%)
	Intimate knowledge of pro/e, creo elements, wind chill PDM link, agiel tools	0	0	0	0	0	0	1 (5%)	1 (0.6%)
	Knowledge of Computer Applications	0	0	0	1 (2.5%)	0	0	0	1 (0.6%)
	Knowledge of Library material organization and book keeping	0	0	0	0	0	0	2 (10%)	2 (1.3%)

Library Automation Software Knowledge/EDP/MIS/LMS	0	0	0	2 (5%)	0	0	2 (10%)	4 (2.6%)
Library Management Skills	1 (2.3%)	0	1 (4.8%)	0	0	0	4 (20%)	6 (3.9%)
Proficiency in games, sports, NCC, computer etc.	1 (2.3%)	0	0	0	0	0	0	1 (0.6%)
Release management coordination, support	0	0	0	0	0	0	1 (5%)	1 (0.6%)
Teaching & Research and continuation to educational innovations	0	0	1 (4.8%)	0	0	0	0	1 (0.6%)
Typing in Hindi /English	0	0	0	2 (5%)	0	0	0	2 (1.3%)
Not Mentioned	27 (61.4%)	25 (96.2%)	15 (71.4%)	30 (75%)	2 (66.7%)	1 (100%)	8 (40%)	108 (69.7%)

	Total	44 (100 %)	26 (100 %)	21 (100%)	40 (100 %)	3 (100 %)	1 (100 %)	20 (100%)	155 (100%)
Deputy Librarian & Equivalent	Evidence of innovative library Services and organization of published work	0	0	8 (53.3%)	3 (30%)	0	0	0	11 (42.3%)
	Sound knowledge of application of IT in special library and management of digital library resources	0	0	0	3 (30%)	0	0	0	3 (11.5%)
	Not Mentioned	0	0	7 (46.7%)	4 (40%)	1 (100%)	0	0	12 (46.2%)
	Total	0	0	15 (100%)	10 (100 %)	1 (100 %)	0	0	26 (100%)

Assistant Librarian & Equivalent	Basic Library Skills	0	0	0	1 (4%)	0	0	1 (10%)	2 (2.9)
	Computer Skill	0	0	1 (4%)	0	0	0	1 (10%)	2 (2.9)
	Digitalization of Library	0	0	1 (4%)	2 (8%)	0	0	1 (10%)	4 (5.7%)
	Evidence of innovative library Services and organization of published work	0	0	6 (24%)	1 (4%)	0	0	0	7 (10%)
	Fluency in English/Hindi/Reg. Lang./German/ Sanskrit	2 (33.3%)	0	0	0	0	0	0	2 (2.9%)
	Handling Analytic GC AAS XRD etc.	0	0	1 (4%)	0	0	0	0	1 (1.4%)

In charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc.	0	0	0	1 (4%)	0	0	0	1 (1.4%)
Knowledge of Computer Application	0	0	2 (8%)	6 (24%)	0	0	1 (10%)	9 (12.9%)
Library Automation Software Knowledge/EDP/MIS/LMS	0	0	0	1 (4%)	0	0	0	1 (1.4%)
Library Management Skills	0	0	0	0	0	0	1 (10%)	1 (1.4%)
Not Mentioned	4 (66.7%)	1 (100%)	14 (56%)	13 (52%)	1 (100%)	2 (100%)	5 (50%)	40 (57.1%)
Total	6	1 (100%)	25 (100%)	25 (100%)	1 (100%)	2 (100%)	10 (100%)	70 (100%)

Library Assistant & Equivalent	Computer Skill	0	3 (100%))	1 (10%)	2 (6.1%)	1 (7.1%)	0	1 (10%)	8 (10.5%)
	Digitalization of Library	0	0	0	1 (3%)	0	0	0	1 (1.3%)
	Fluency in English/Hindi/Regional Language./German/ Sanskrit	0	0	0	0	1 (7.1%)	0	0	1 (1.3%)
	Good Verbal & Written Communication Skill	0	0	0	0	0	0	1 (10%)	1 (1.3%)
	Knowledge of Computer Application	0	0	0	0	1 (7.1%)	1 (20%)	0	2 (2.6%)
	Knowledge of De- acidification, preparation of saturated solution	0	0	0	0	1 (7.1%)	0	0	1 (1.3%)
	Library Automation Software Knowledge/EDP/MIS/L MS	0	0	0	1 (3%)	0	0	3 (30%)	4 (5.3%)

	Library Management Skills	0	0	0	1 (3%)	0	0	0	1 (1.3%)
	Typing Skills (Gujarati)	0	0	1 (10%)	0	0	0	0	1 (1.3%)
	Typing Skills (Hindi /English)	0	0	1 (10%)	2 (6.1%)	0	0	0	3 (3.9%)
	Not Mentioned	1 (100%)	0	7 (70%)	26 (78.8%)	10 (71.4%)	4 (80%)	5 (50%)	53 (69.7%)
	Total	1 (100%)	3 (100%)	10 (100%)	33 (100%)	14 (100%)	5 (100%)	10 (100%)	76 (100%)

Table 2 depicts the post wise skills required in different types of libraries which include Academic, Special, Public, Government and Corporate Sector Libraries. In case of Academic Libraries out of the total 91 Librarians and Equivalent jobs advertisements were studied. School Libraries 13.6% demanded for 'Fluency in English/Hindi/Regional Languages/German/Sanskrit', followed by

11.4% required 'Good Verbal & Written Communication Skill', 6.8% demanded 'Computer Skill', 2.3% each asked for 'E-library skills'; 'Library Management Skills' and 'Proficiency in games, sports, NCC, computer etc.'. Majority of 61.4% jobs advertisement did not mentioned any specific skills for the post of School Librarian. 3.8% College Libraries demanded 'Digitalization of Library skills' and

remaining 96.2% did not mention any skills. In case of University Library 14.3% asked for 'Evidence of innovative library Services and organization of published work' followed by 4.8% each 'Computer Skill'; 'Library Management Skills' and 'Teaching & Research and continuation to educational innovations' skills and remaining 71.4% University Libraries advertisement did not mentioned any skills. 5% each Special Libraries and jobs advertisements mentioned the skills like 'Library Automation Software Knowledge/EDP/MIS/LMS' and 'Typing in Hindi /English', followed by 2.5% each 'Design of new curricula and courses and technology mediated teaching learning process'; 'Digitalization of Library'; 'Evidence of innovative library Services and organization of published work'; 'Good Verbal & Written Communication Skill'; 'Working as in-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc'.; 'Knowledge of Computer Application in Libraries' and remaining 75% did not mentioned any skills. 33.3% Public Libraries mentioned 'Fluency in English/Hindi/Regional Languages/German/Sanskrit' skills and remaining 66.7% did not mention any skills. Government sector library did not mention

any skills. 20% Corporate Sector Library asked for 'Library Management Skills', 10% each 'Knowledge of Library material organization and book keeping' and 'Library Automation Software Knowledge/EDP/MIS/LMS', 5% each asked for 'Computer Skill'; 'Digital Library Management'; 'Intimate knowledge of pro/e, creo elements, wind chill PDM link, agiel tools' and 'Release management coordination, support' and remaining 40% did not mention any skills.

Deputy Librarians and Equivalent jobs advertisements were studied in all libraries. The University Libraries advertised 53.3% for 'Evidence of innovative library Services and organization of published work'. In case of Special Libraries 30% each asked for 'Evidence of innovative library Services and organization of published work' and 'Sound knowledge of application of IT in special library and management of digital library resources' skills. Hence 46.7% University Libraries, 40% Special Library and 100% Public Libraries did not mention any skills requirements.

Assistant Librarian & Equivalent jobs advertisements were studied in Academic, Special, Public, Government and Corporate Sector Libraries. 33.3% School

Libraries jobs advertisements mentioned only 'Fluency in English/Hindi/Reg. Lang./German/Sanskrit' skills. University Libraries asked for 'Evidence of innovative library Services and organization of published work', followed by 8% asked for 'Knowledge of Computer Application in Library', 4% each asked for 'Computer Skill'; 'Digitalization of Library' and 'Handling Analytic GC AAS XRD etc.'. Another 24% Special Libraries asked for 'Knowledge of Computer Application in Library', followed by 8% for 'Digitalization of Library', 4% each special libraries asked for 'Basic Library Skills'; 'Evidence of innovative library Services and organization of published work'; 'Works as a in-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc.'; 'Library Automation Software Knowledge/EDP/MIS/LMS'. 10% each Corporate Sector Libraries asked for 'Basic Library Skills'; 'Computer Skill'; 'Digitalization of Library'; 'Knowledge of Computer Application in Library' and 'Library Management Skills'. It is pertinent to mention here that most of the 56% University Libraries, 52% Special Library, followed by 50% Corporate Sector Library, 66.7% School Libraries, 100% Government Libraries and 100%; College and Public

Libraries did not mention any skills in their advertisement for the post of Assistant Librarian and equivalent.

Library Assistant & Equivalent post advertised in which 100% College Libraries asked for 'Computer Skill'. 10% each University Libraries asked for 'Computer skills' and Typing skills (English, Hindi and Gujarati). 6.1% each Special Libraries asked for 'Computer skills'; 'Typing Skills (Hindi/English)', 3% each asked for 'Digitalization of Library'; 'Library Automation Software Knowledge/EDP/MIS/LMS' and 'Library Management Skills'. 7.1% each Public Libraries asked for 'Computer Skill'; 'Fluency in English/Hindi/Reg. Lang./German/Sanskrit'; 'Knowledge of Computer Application'; 'Knowledge of De-acidification, preparation of saturated solution'. 100% Government Libraries asked for 'Knowledge of Computer Application' skills. 30% Corporate sector Libraries asked for 'Library Automation Software Knowledge/EDP/MIS/LMS', 10% asked for 'Computer Skill' and 'Good Verbal & Written Communication Skill'. Hence 78.8% Special Libraries, 71.4% Public Libraries, 70% University Libraries, 50% Corporate Sector Library, 80% Government Library and 100% School Libraries did not mention any skills.

The data analysis of Table 2 showed that in case of the Librarian's post, most of the libraries did not mention any skills and some of the skills which are mentioned are: 'Fluency in English/Hindi/Regional Languages/German/Sanskrit', followed by 'Good Verbal & Written Communication Skill', 'Library Management Skills', 'Computer Skill', 'Evidence of innovative library Services and organization of published work', 'Library Automation Software Knowledge/EDP/MIS/LMS', 'Digitalization of Library', 'Knowledge of Library material organization and book keeping', 'Typing in Hindi /English', followed by each 'Design of new curricula and courses and technology mediated teaching learning process'; 'Digital Library Management', 'E-library skills', 'Working as in-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc.', 'Intimate knowledge of pro/e, creo elements, wind chill PDM link, agiel tools', 'Knowledge of Computer Application', 'Proficiency in games, sports, NCC, computer etc.', 'Release management coordination, support' and 'Teaching & Research and continuation to educational innovations'.

In case of Deputy Librarian and Equivalent post advertised in different types of libraries included Academic, Special, Government and Corporate Sector Library 'Evidence of innovative library Services and organization of published work' skills dominant, followed by other libraries which didn't mentioned any skills. Some libraries asked for 'Sound knowledge of application of IT in special library and management of digital library resources'.

In case of Assistant Librarian and Equivalent posts advertised in different types of libraries included Academic, Special, Government and Corporate Sector Library, majority of the jobs advertisement did not mentioned any type of skills and some of the major skills mentioned were as follows: 'Knowledge of Computer Application', 'Evidence of innovative library Services and organization of published work', 'Digitalization of Library', 'Basic Library Skills', 'Computer Skill', 'Fluency in English/Hindi/Reg. Lang./German/Sanskrit', 'Handling Analytic GC AAS XRD etc.', 'Experience of working as in-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc', 'Library Automation Software

Knowledge/EDP/MIS/LMS’ and ‘Library Management Skills’.

In case of Library Assistant and Equivalent post again most of the libraries didn’t mention any skills and some of the skills which are mentioned are: ‘Computer Skill’, ‘Library Automation Software Knowledge/EDP/MIS/LMS’, ‘Typing Skills

(Hindi/English)’, ‘Knowledge of Computer Applications’, ‘Digitalization of Library’, ‘Fluency in English/Hindi/Reg. Lang./German/Sanskrit’, ‘Good Verbal & Written Communication Skill’, ‘Knowledge of De-acidification, preparation of saturated solution’, ‘Library Management Skills’, ‘Typing Skills (Regional languages)’.

Table 3: Post-wise Desirable Skills Required in Different Types of Library.

Post wise Skills (Desirable) Required in Different Types of Library									
Name of Post	Desirable Qualifications/Skills	Academic			Special	Public	Govt. Sector	Corporate Sector	Total
		School	College	University					
Librarian & Equivalent	Digitalization of Library	0	0	1 (20%)	3 (20%)	0	0	1 (14.3%)	5 (13.9%)
	Experience of working as In-charge of library and responsible for proper accounting, maintenance and distribution of books, and reports, etc.	0	0	0	1 (6.7%)	0	0	0	1 (2.8%)

	Library Automation Knowledge	0	0	2 (40%)	8 (53.3%)	1 (33.3%)	1 (100%)	3 (42.9%)	15 (41.7%)
	Computer Skill	0	3 (100%)	1 (20%)	2 (13.3%)	1 (33.3%)	0	1 (14.3%)	8 (22.2%)
	Library Management Skills	0	0	0	1 (6.7%)	0	0	1 (14.3%)	2 (5.6%)
	Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages	2 (100%)	0	0	0	1 (33.3%)	0	1 (14.3%)	4 (11.1%)
	M. Phil./Ph.D . Degree in library science/information science/documentation/achievements and manuscript-keeping.	0	0	1 (20%)	0	0	0	0	1 (2.8%)
	Total	2 (100%)	3 (100%)	5 (100%)	15 (100%)	3 (100%)	1 (100%)	7 (100%)	36 (100%)
Deputy Librarian & Equivalent	Fluency in English/Hindi/Regional Languages /German/Sanskrit	2 (100%)	0	0	0	1 (33.3%)	0	0	3 (11.1%)

	Library Automation Knowledge	0	0	2 (50%)	8 (80%)	1 (33.3%)	1 (100%)	3 (75%)	15 (55.6%)
	Computer Skills	0	3 (100%)	1 (25%)	2 (20%)	1 (33.3%)	0	1 (25%)	8 (29.6%)
	M.Phil./Ph.D. Degree in library science/Information science/Documentation/Archives and manuscript-keeping/computerization of library.	0	0	1 (25%)	0	0	0	0	1 (3.7%)
	Total	2 (100%)	3 (100%)	4 (100%)	10 (100%)	3 (100%)	1 (100%)	4 (100%)	27 (100%)
Assistant Librarian & Equivalent	Fluency in English/Hindi/Reg. Lang./German/Sanskrit	2 (100%)	0	0	0	1 (33.3%)	0	0	3 (10.3%)

Library Management Skills	0	0	0	1 (8.3%)	0	0	1 (20%)	2 (6.9%)
Experience of working as In-charge of library and responsible for proper accounting, maintenance and distribution of books, reports, etc.	0	0	0	1 (8.3%)	0	0	0	1 (3.4%)
Library Automation Knowledge	0	0	2 (66.7%)	8 (66.7%)	1 (33.3%)	1 (100%)	3 (60%)	15 (51.7%)
Computer Skill	0	3 (100%)	1 (33.3%)	2 (16.7%)	1 (33.3%)	0	1 (20%)	8 (27.6%)
Total	2 (100%)	3 (100%)	3 (100%)	12 (100%)	3 (100%)	1 (100%)	5 (100%)	29 (100%)

Library Assistant & Equivalent	Library Automation Knowledge	0	0	2 (66.7%)	8 (72.7%)	1 (20%)	1 (100%)	3 (50%)	15 (48.4%)
	Library Management Skills	0	0	0	1 (9.1%)	0	0	1 (16.7%)	2 (6.5%)
	Knowledge of De-acidification, preparation of saturated solution	0	0	0	0	1 (20%)	0	0	1 (3.2%)
	Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages	2 (100%)	0	0	0	2 (40%)	0	1 (16.7%)	5 (16.1%)
	Computer Skill	0	3 (100%)	1 (33.3%)	2 (18.2%)	1 (20%)	0	1 (16.7%)	8 (25.8%)
	Total	2 (100%)	3 (100%)	3 (100%)	11 (100%)	5 (100%)	1 (100%)	6 (100%)	30 (100%)

Table 3 reveals that the desirable skills required in different types of libraries which included Academic, Special, Public, Government and Corporate Sector Libraries for the post of Librarian and Equivalent. School Libraries asked for ‘Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages’ skills.

100% College Libraries demanded desirable skills like ‘Computer Skill’. 40% University Libraries demanded desirable skill ‘Library Automation Knowledge’ and 20% each university Libraries required desirable skills like ‘Digitalization of Library’; ‘Computer Skill’ and ‘A M. Phil./Ph.D. Degree in library science/information

science/documentation/achieves and manuscript-keeping'. 53.3% Special Libraries demanded desirable skills are 'Library Automation Knowledge', followed by 20% special libraries required 'Digitalization of Library', 13.3% special libraries asked for 'Computer Skill' and 6.7% each asked for 'Experience of working as In-charge of library and responsible for proper accounting, maintenance and distributing of books, and reports, etc.' and 'Library Management Skills'. 33.3% Public Libraries demanded desirable skills such as 'Library Automation Knowledge'; 'Computer Skill' and 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages'. There are 100% Government Sector Libraries demanded professional qualifications for Librarian and equivalent post are: 'Library Automation Knowledge' only. 42.9% Corporate Sector Libraries demanded desirable qualifications 'Library Automation Knowledge' and 14.3% each asked for 'Digitalization of Library'; 'Computer Skill'; 'Library Management Skills' and 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages' for Librarian and equivalent post.

Deputy Librarian & Equivalent jobs advertisements showed that 100% School

Libraries asked for 'Fluency in English/Hindi/Regional Languages/German/Sanskrit' skills, 100% College Libraries asked for 'Computer Skill', 50% University Libraries demanded 'Library Automation Knowledge' and 25% each demanded 'Computer Skill' and 'A M. Phil./Ph.D. Degree in library science/Information science/Documentation /Archives and manuscript-keeping/computerization of library. In case of Special Libraries 80% asked for 'Library Automation Knowledge' and 20% asked for 'Computer Skill' desirable skill. Also 33.3% Public Libraries asked for 'Fluency in English/Hindi/Regional Languages/German/Sanskrit'; 'Library Automation Knowledge' and 'Computer Skill'. 100% Government Sector Library asked only for 'Library Automation Knowledge' and 75% Corporate Sector Library demanded 'Library Automation Knowledge' and 25% asked for 'Computer Skill' desirable qualifications for the post of Deputy Librarian and equivalent.

Assistant Librarian & Equivalent jobs advertisements shows that 100% School Libraries asked for 'Fluency in English/Hindi/Regional Languages/German/Sanskrit' skills, 100% College Libraries asked for 'Computer

Skill', 66.7% University Libraries demanded 'Library Automation Knowledge' and 133.3% demanded 'Computer Skill'. In case of Special Libraries 66.7% asked for 'Library Automation Knowledge', 16.7% asked for 'Computer Skill' desirable skill, followed by 18.3% each demanded 'Library Management Skills' and 'Experience of working as In-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc.' desirable skills. 33.3% each Public Libraries asked for 'Fluency in English/Hindi/Regional Languages/German/Sanskrit'; 'Library Automation Knowledge' and 'Computer Skill'. 100% Government Sector Libraries asked only for 'Library Automation Knowledge' and 60% Corporate Sector Libraries demanded 'Library Automation Knowledge' and 20% each asked for 'Library Management Skills' and 'Computer Skill' as desirable skills for the post of Assistant Librarian and equivalent.

Library Assistant & Equivalent jobs advertisements shows that 100% School Libraries asked for 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages' skills, 100% College Libraries asked for 'Computer Skill', 66.7% University

Libraries demanded 'Library Automation Knowledge' and 33.3% demanded 'Computer Skill'. In case of Special Libraries 72.7% asked for 'Library Automation Knowledge', 18.2% asked for 'Computer Skill' desirable skill, followed by 8.3% demanded 'Library Management Skills'. desirable skills 40% Public Libraries asked for 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages', followed by 20% each asked for 'Library Automation Knowledge'; 'Knowledge of De-acidification, preparation of saturated solution' and 'Computer Skill'. 100% Government Sector Libraries asked only for 'Library Automation Knowledge' and 50% Corporate Sector Libraries demanded 'Library Automation Knowledge' and 16.7% asked for 'Library Management Skills'; 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages' and 'Computer Skill' were desirable skills for the post of Library Assistant and equivalent.

It is observed from Table 3 that the desirable skills required in different types of libraries which includes Academic, Special, Public, Government and Corporate Sector Libraries were different. In case of Librarian and Equivalent post 41.7% demanded

'Library Automation Knowledge', followed by 22.2% libraries asked for 'Computer Skill', 13.9% libraries required 'Digitalization of Library', 11.1% libraries demanded 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages', 5.6% libraries demanded 'Library Management Skills' as a desirable skill and 2.8% each libraries asked for 'Experience of working as In-charge of library and responsible for proper accounting, maintenance and distributing of books, and reports, etc.' and 'M. Phil./Ph.D. Degree in library science/information science/documentation/archives and manuscript-keeping' desirable skill. Deputy Librarian and Equivalent post 55.6% demanded 'Library Automation Knowledge' as desirable qualification, followed by 29.6% required 'Computer Skill', 11.1% demanded 'Fluency in English/Hindi/Regional Languages/German/Sanskrit' and 3.7% asked for 'M. Phil./Ph.D. Degree in library science/Information science/Documentation/Archives and manuscript-keeping/computerization of library' desirable skills for the post of Deputy Librarian and Equivalent. Assistant Librarian and Equivalent post 51.7%

demanded 'Library Automation Knowledge' as desirable qualification, followed by 27.6% required 'Computer Skill', 10.3% demanded 'Fluency in English/Hindi/Regional Languages/German/Sanskrit' skills, 6.9% asked for 'Library Management Skills' and 3.4% demanded 'Experience of working as In-charge of library and responsible for proper accounting, maintenance and distributing of books, reports, etc.' desirable skills for the post of Deputy Librarian and Equivalent. In case of Library Assistant and Equivalent post 48.4% demanded 'Library Automation Knowledge' skill, followed by 25.8% required 'Computer Skill', 16.1% demanded 'Verbal & written Communication Skill in English/Hindi and other regional/Foreign languages' skills, 6.5% required 'Library Management Skills' and remaining 3.2% demanded 'Knowledge of De-acidification, preparation of saturated solution' desirable skills for the post of Library Assistant and equivalent.

CONCLUSION

New LIS professionals of the 21st century need to have skills and competencies in the areas of information technology. In present digital culture new

skills and competencies had to be defined so that the Librarians need to become competent in the emerging digital job market. Many LIS schools, institutions and associations have invested abundant resources in defining these skills and competencies to achieve the expectations of employers in job market in India.

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