

Ever changing information scenario and emerging role of national and regional associations in Indian library development

Maitrayee Ghosh

P.K. Kelkar Library, Indian Institute of Technology, Kanpur, India

Abstract:

Library associations have had a presence in India since early nineties currently experiencing a remarkable increase in numbers and facing significant challenges as they move into digital future. An attempt has been made to comprehend the status of library associations in India through SWOT analysis and in this way this paper intends to identify the strengths & potential weaknesses and draw attention on the immediate need of restructuring and merging these associations for new working model should function in close partnership with other groups; could be stronger financially and have more clout in pursuing and meeting the objectives and goals of its members. Author has tried to explore the extent to which library associations seek to protect and advance the interests of members and responding to the ongoing changes and preparing them for the future. At the conclusion recommendations are made for carefully planned public relations programs by leveraging convergence Technologies could guarantee long- term success of library associations.

Introduction:

Change is the movement away from a present state toward a future or generally a response to some significant threat or opportunity. Contemporary library & information profession is changing very fast and facing increasing pressures to achieve higher and higher level of performance in a fast paced and competitive global environment. Today services provided by libraries are based on the newest, cutting edge technology and professional associations have a major role to play in this developmental process. Recent developments in digital technology, wireless communication (the latest buzzword Wi-Fi- a high frequency wireless local area network), knowledge management, short-term employment contracts, outsourcing etc are affecting the knowledge and skills of information professionals to do their job effectively on a daily or long term basis.

Basic mission of any library association is to develop products and services which offer practical solutions to the problems in the ever changing information society; to provide leadership for the development, promotion and improvement of library services; promote excellence through continuing educational program, publications, awards, communications and to undertake such other innovative programs. The purpose is to develop, expand and enhance the professional knowledge and status of the profession. "Ensuring that we stay at the heart of the digital revolution, and staking our claim in this networked world, are among the most significant challenges currently facing library and information workers"[5]

A slightly revised version of this article was accepted as one of the four alternate paper for presentation during **American Library Association's (ALA)** annual conference held in 24-30 June, 2004 at Orlando, Florida.

As the global information age becomes a reality there is a wide spread recognition about the role of library associations in educating and empowering the professional communities. Traditional bureaucratic hierarchical models of library associations have been heavily criticized as being to inflexible to deliver products and services. Although library associations in India have been playing an important role in conveying the useful messages and guidelines for library development, prevailing in transitional era as meeting places for professionals, exchanging opinions and free access to information but facing a series of structural, political, cultural and financial challenges and despite this scale of involvement there has been relatively little analysis of the characteristics and services Indian library associations provide, how it can be enlarged and how associations should manage the entire professional community.

This paper seeks to fill that gap. It covers the full range of national, state level as well as regional library associations and local bodies in the arena of library and information services and reviews the literature related to International, national and regional associations and discusses the specific characteristics of professional association & services that are to be expected. As we have seen in recent years the status of an Information professional is always contingent an unfinished; new occupations may emerge to satisfy new complexities faced by users of the system. Information professionals in a developing country like India need relevant information to be effective in their positions and that practical up-to-date information is shared at association conferences and in association publications, listservs and websites. Every newly qualified professional understands the progress from novice to experts requires the development of situational knowledge within a field of practice. Unlike their counterparts in US and UK; majority of library associations in India are unable to provide robust leadership and fulfill the expectation of the professional community. The author has relied on web sites as well as ephemeral material such as minutes, annual reports, newsletters, and memoranda to construct this article. A survey made through E-mail questionnaire sent to the office bearers and present and past president of the associations.

The literature on International, national and regional library associations:

Library associations are seen as relevant sources of information and knowledge sharing & a way to make contacts with other like-minded institutions, furthermore it provides informal settings for information sharing. An examination on library association related resources reveals that Professional associations in the domain of library and information management have received relatively less attention in the literature although potentially important because they exist precisely to provide members with information about latest developments in this area. Today library associations have to provide the leading role in discussions about open access to information, user rights, freedom of expression, management of intellectual property and the problems of copyright & promote development and advancement of profession and encourage the membership and participation.

Sullivan (1976) reviewed the status of national and regional library associations in USA and discussed their activities, memberships, publications etc. She stated SLA (Special Library Association) generally considered a major competitor of ALA in terms of program and member loyalty. The categories of library associations mentioned in various literatures are local, state level, regional, national and international. Library trends - an American journal (over the years it has produced many issues of great value and interest) devoted an entire issue (1997 vol.46, no 2)

to library associations. This special issue considered some of the important issues and challenges associated with library associations all over the world.

Krishna Kumar (1987) in his book narrated activities of national library associations in India and their contributions in Indian library movement. He lamented “library associations in India have not made much of an impact in the field of library cooperation”. Chaturvedi (1994) highlighted the activities and role of Uttar Pradesh Library Association (UPLA- a state level association in India) in education and Training of professionals and special efforts made by association towards adopting library legislation in the state. In order to avoid losing membership, professional associations should demonstrate the benefits they can deliver. Wilson (1997) emphasized the use of marketing strategies by professional associations and how proper adoption of marketing techniques can retain members and increase membership involvement within the association. He argued that cost effective marketing activities are possible for all kinds of professional associations but cautioned that there must be a will to devise, implement and monitor marketing in a cohesive, comprehensive and continuous manner. He further suggested that marketing campaign has to be integrated into the total developmental plan of the association. Library profession is facing a crisis and there is an urgent need to modernize the associations and make them more effective and caring about the professionals. Kunaka (1998) examines the challenges faced by library association and suggested the people with whom the associations should communicate to enhance their efficiencies.

Strategic planning is considered to be a powerful tool for library associations that encourages more effective leadership and a sense of responsibility. The article by Parent (1998) provides the outline and the basic steps of strategic planning for associations and encouraged the use of strategic planning to increase the effectiveness of library associations and narrated experiences of the American Library Association’s (ALA) long-range planning and successful implementation of programs. Glasgow (2000) reviewed the context of the establishment of a library association in 1877 in Great Britain. He identified the factors influence the development of library associations in UK and the impact of LA on the early profession. Gold et. al. (2002) assessed the responses of 400 professional associations in UK and recorded evidence of themes relating to the responses to the forces of change and the future. They organized the themes into three levels:

- A broad high level pattern with long term orientation
- Patterns of activities which set out the implementation and details of strategies and plans
- Patterns of ongoing, customary activities

Vinh- The Lam (2001) defined the role of national library associations and focused specifically on the creation of a national library association in Vietnam and demonstrates the values of national library associations.

In his feature article Hyams (2002) opined about the fundamental differences between ALA and CILIP. He discussed that ALA focuses on libraries and library issues and not individual information worker on the other hand CILIP cater for the staff of non traditional library and information services and includes them among its membership. He particularly mentioned about campaign of Mitch Freedman, who has recommended that CILIP should take the macro approach- defending and promoting the profession as a whole. The case of Botswana Library association (BLA) is stated by Stephen Mutula (2003) and suggested ways how BLA could prepare strategies to deal with the paradigm shifts occasioned by Information technology in order to participate in the global information arena. Quality publications of associations can have deep

impact on professionals and considered an important tool to empower the professional communities. Singh and Panda (2003) made a comparative study of ILA bulletin and IASLIC bulletin and found papers published are mere repetition of the ideas already written and hardly offer any new knowledge. Only few papers offer solution to the problems faced by professionals of Library and Information science in India. It is also noted that during the period of study (i.e.1996- 2000) highest 92 papers have been published by IASLIC against 43 appeared in ILA. The demands for techno savvy professionals has resulted the different professional training course organized by associations. Simmonds (2003) describes the contribution of -the chartered Institute of Library and information professionals (CILIP) to the professional development of its members.

Genesis and growth

The modern library movement in India may be said to have begun in Baroda during the first half of nineteenth century under the leadership of Maharaja Shivaji Rao III. During his visit to United States of America he felt greatly impressed by the public libraries in US and invited W.A. Borden, librarian of young Men's Institute, New Heaven Connecticut. He initiated a public library system in India during the year 1910 and conducted library training classes to train the staff. The first conference of the representatives from libraries was convened in the year 1914 at Andhra Desa (currently known as Andhra Pradesh). As a consequence in 1914, Andhra Desa Library Association was formed. It is considered the first formal library association established in the country. "The first All India Public Library conference took place in 1919 at Madras. Soon after this event the All India Public Library association came into being. This association held nine conferences in different parts of the country from 1919 to 1934 but later become dysfunctional"[8].

Dr S.R Ranganathan, the father of Indian library science realized the necessity of library associations not only to unite and educate library professionals but also to popularize libraries and library services and founded Madras library association (MALA) in 1928 and subsequently with his initiatives Indian Library association (ILA) was established in 1933. A program for training librarians was started in 1929 by MALA (Madras Library association) which was handed over to the University of Madras in 1931. This later developed into a post graduate diploma course and eventually the full-fledged Bachelor's degree course. It took over two decades of perseverance on the part of MALA for the Madras Public Libraries Act to be passed in 1948. This act, the first in the country, proved to be the model for the later acts. Ranganathan's missionary zeal and untiring efforts had an impact on library associations in India after independence.

Current Status

Library associations exist to promote and support the highest standard of practice and the best quality of delivering services. The primary role of any library association should be advocacy on all the issues pertaining to LIS, including raising awareness about itself. National library associations are primarily promoting library services and librarianship as a profession in the country. In this section the three premier associations ILA, IASLIC, SIS and few regional associations are highlighted.

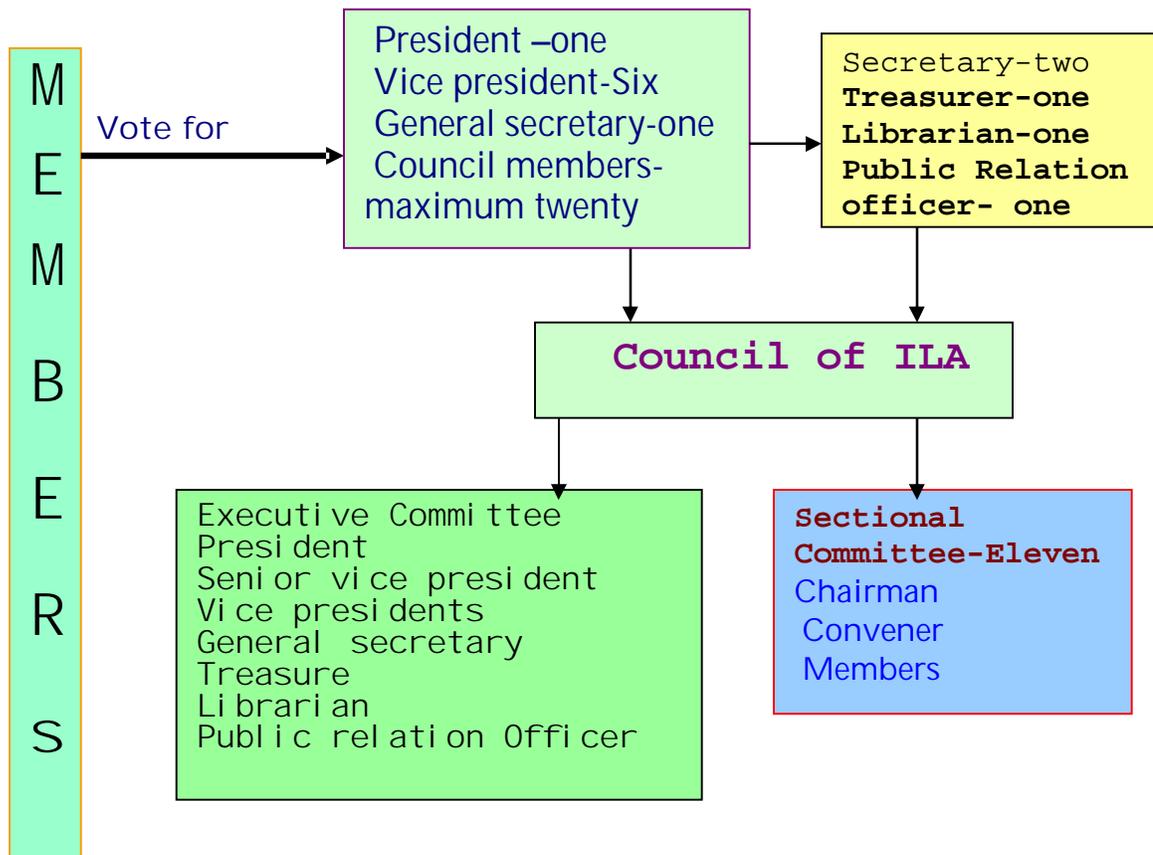
Indian Library Association is a long established organization serving a relatively young profession in rapidly changing times. Since its formation in the year 1933, it represents those who work and advocate Indian libraries.

ILA constitution defines its objective as:

“Promotion of library movement and improvement of library services in all its aspects including library science education, improvement of status and service condition as well as library legislation”. All persons and institutions, who subscribe to the objectives of the Association and fulfill other prescribed conditions, are eligible for membership of the Association. Total personal member (source: ILA membership list; accessed on 3/5/2004) of ILA is 3252. Life membership-charge is Rs.750/- and an annual ordinary membership fee is Rs.150/-. Membership form is available online. In proportion to the number of professional librarians and information specialists available in India, the membership of ILA is alarmingly low. Special efforts have to be made to enroll more members. Dasgupta (2000) opined that ILA should give priority to the following issues for immediate action (ILA news letter, vol. 16, no4, April 2000):

- Membership drive
- Status of library information personnel
- Recovery of IFLA funds
- Organization of national level seminars and workshops in different regions
- Proper accommodation for ILA
- Implementation of the VCPC recommendations and
- Restructuring GOC

Fig 1: ILA structure:



Librarians are not a homogeneous group and can nor be served by a single body, with this principle IASLIC (Indian Association of special libraries and Information centers) was established in 1955 as a association of Special librarians and is generally considered as a major competitor of ILA with following major objectives ([http:// www.iaslic .org/](http://www.iaslic.org/))

- To promote the quality of library and information services, documentation work and the technical efficiency of the workers in special libraries and look after their professional welfare.
- To serve as a field of active contact for libraries, information bureaus, documentation centers, scientists, research workers and others having common interest.
- To act as a centre of research in special library and documentation technique.
- To act as a centre of information in scientific, technical and other fields.

IASLIC council consists of President, Six vice presidents, one general secretary, two joint secretaries, two assistant secretaries, one treasurer and one librarian. All together there are twenty two council members. IASLIC conducts study circle meetings in different parts of the country - It was Dr. S.R Ranganathan who introduced the practice among the librarians and information scientists in the country to hold study circle meetings in order to promote their power of communication and writing. IASLIC has been in the forefront for training of librarians, documentation work, promotion of co-operation amongst the libraries and information centers. IASLIC membership consists of 280 ordinary, 1359 life, 423 institutional and 16 overseas (Source: IASLIC list of members directory, as on 1st August 2003). Like ILA, IASLIC Society for Information Science (SIS) constitution mentioned:

“The Society is firmly committed to provide a congenial environment for interaction among information innovation, industry, technology management and services which are socially relevant in the interest of the Nation”.

The objectives are as follows:

- To promote interchange of information in the discipline of information science and its subdivision amongst the specialists and between specialists and the public.
- To encourage and assist the professionals to maintain the integrity and competence of the profession.
- To foster a sense of partnership amongst the professionals engaged in these fields.

Society has been organizing annual Conventions on different themes along with various refresher courses, skill development programs and professional advancement seminars for the benefit of practicing library and information professionals on various aspects of information practicing. SIS also awards fellowships to members in recognition of their outstanding contributions to information Science and to Society. The Young Information Scientist Award has been instituted in 1989 to encourage the young professionals. The publications of SIS include SISTERN published annually, during conferences - free to delegates and priced for others including members and SISCOM-a quarterly publication distributed free of charge to members. Visualizing the importance of ‘Information’ in development and a rapid growth of ‘Information Technology’ MAIT (Manufacturers Association for Information Technology) was formed by the Society in 1983.

Indian Association of teachers in Library and Information Science (IATLIS) is a body consists of teachers in library and information science. IATLIS gives two awards namely:

1. IATLIS Motiwale best LIS Teacher award
2. IATLIS-Mrs Ratna Laxman best LIS woman teacher/professional award. IATLIS - Indian Association for Teachers in Library and Information Science discussion forum (iatlis@yahoo.com) extremely useful tool for communication. List-servs generate a form of camaraderie between professionals who might not otherwise interact.

JOCLAI is a voluntary and informal body aims to promote, foster and establish coordination and cooperation among professional associations in India in the field of library and Information Science. Following are the two aspects in which national library associations in India differ from their local counterparts:

- Secretariat and office space with permanent staff
- Regular publication of professional literature

Another kind of associations have grown in India during the past one or two decades is the State or city library associations. It is observed that almost all the state have their library associations except few. Dr. S.R. Ranganathan, founded the Madras Library Association (MALA) on 31st January 1928 (<http://aceel-india.com/mala/index>). During the early years the MALA launched many innovative programs such as a mobile library service for the rural areas ; hospital library service, compilation of bibliographical lists; promotion of school libraries and organizing essay competitions among school children etc.

In Mumbai (Bombay) city two local bodies BOSLA (Bombay Science Librarians' association <http://www.bosla.org.in> was formed in October 1975) and BUCLA (Bombay University College Librarians' Associations) operating like a regionally based 'informal club' providing opportunities for informal discussion and knowledge sharing. Activities included occasional meetings, annual workshop and BOSLA produced a informal newsletter 'BOSLA- Infoline' published twice a year rather than a journal. Members are less prolific and less active as they did not run courses, write for newsletters and present in conferences.

Contribution of Associations to their members

Library associations in India can play a role by setting norms about which technologies should be adopted by libraries in order to remain competitive. Norms about what is best overtime as technologies develop and information system managers seek solutions or become frustrated with failures. "Library associations can contribute to the development of information societies by promoting enhanced library and information services, by supporting the development of information literacy skills, and by helping to create an enforceable legislative and regulatory framework. However, library associations should be steered by these four principles:

- A clear vision of the future;
- Non-parochial policies;
- Bringing on board other stakeholders in an information society; and
- Building on international partnerships." [4]

ILA describes 'An association is what its members make it by their active collaboration and participation in its programs and activities, no more, no less'. Every year about a dozen LIS conferences are organized by organizations like ILA, IASLIC, IATLIS, SIS and others. States associations & other local bodies also organize conferences at times.

The main mandate of ILA would be professional development and growth. Although Society for Information Science (SIS) has got few local chapters in different cities in the country for example Bangalore, Hyderabad, Guwahati etc. but it should run more efficiently. Author's personal experience is that receipts for membership can take up to a year or even more than that to be issued. The online database of members need to be maintained properly. Apart from whether or not the association is affective, sorting out these problems should increase their presence among members.

Fig: 1 Patterns of responses from professional associations



(Adapted from Jeff Gold & others, 2002)

The Internet presence of the associations

Other than IATLIS all National level associations have their homepages giving information about history, constitution, amendments, memberships, publications, besides maintaining the list serves and discussion group. SIS is the first association in India to offer web sites on the internet. It is observed that materials mounted on the internet sites are static not updated frequently. There are commonalities among the internet sites of the four national level associations. All of them are offering history, objectives, services etc. but ILA have given a huge background. SIS have a long list of benefits of membership along with online application form and list of publications. Additionally most of the web sites of associations provide information about recent past conferences but less information on upcoming events. Downloadable materials include membership forms, list of members, constitution of the associations etc. existing web sites need a redesign to make more interactive.

SWOT analysis

SWOT (Strength, Weaknesses, Opportunities and Threats) analysis allows the identification of needs, potential problems and issues and plays an important part in strategic planning. The strengths and weaknesses are within the service of associations -for example, the publication of

associations, organizational structure, and services provided to the members. On the other hand opportunities and threats come from outside the service- for example, funding or changes in the memberships. Before any progress can be made, information about the opportunities and threats facing the associations from outside must be discovered. Information in this regard can be obtained by checking the current trends in the society and changing needs of members. The association's strategy must be prepared to meet challenges faced by members as well as, to meet changes in social trends. The purpose of the SWOT is to identify (and pursue) opportunities that play to strengths, minimize weaknesses and take into account potential threats. Although it is very difficult to prove their values since many of their activities are relatively intangible.

Table: 1 SWOT analysis-ILA

Strengths	Weaknesses
<p>1.ILA is the only national level representative of all types of libraries in the country and has a well-regarded website. Its regular publications and annual conference are likewise well regarded.</p> <p>2.Roles and functions are clearly and formally recorded in the constitution available on website.</p> <p>3 Strengths identified are membership based, i.e. senior level involvement, vocational commitment and membership expertise. Another key strength is the Permanent Building and number of access points which meant that members of the associations do not have to travel to get the service of the association.</p> <p>The web pages and online registration system have proved to be a strong benefit</p> <p>The Association has a number of formal strengths such as nomination power vis-à-vis the Library Council.</p>	<p>1.One of the major weakness of the Indian library association is that it hasn't sufficiently responded to members changing needs and assumed that its services remain wholly relevant.</p> <p>2. Lack of advocacy and lack of strategic networking with other groups. Non-representation of huge percentage of professionals as members are the few difficulties.</p> <p>3. A key weakness is the ILA's lack of local presence and local visibility - many non-members have never been approached to join up and are largely unaware of the organization. Proper networks should be created. No online newsletter is available- It does imply a lack of initiatives</p> <p>4. Emphasized mostly on formal activities /events (mainly journals, conferences etc) and in many cases information published in ILA newsletter is out dated and not rated highly by members. Publication delays of Quarterly bulletin</p> <p>5. Among 29 states and six union territories only 11 have enacted library legislation. Major states in India like Punjab, Rajasthan MP, Bihar, UP have no library legislation- ILA is unable to motivate the state government in this direction. Lack of a pro-active approach to placements are indicated.</p>

	6 ILA's literary contribution to the library profession is considered poor because the publications are sadly lacking
Opportunities	Threats
<p>1. ILA should organize virtual conferences and workshops & must go for international cooperation and participate in international professional events.</p> <p>2. Opportunities open to ILA to assert the potentially central role of the profession in a changed environment variously referred to as the information age or the information society.</p> <p>3. Developing Interactive website & Collaboration on integrated service delivery to include web form, e-mail, phone and chat The Web site should provide innovative ways of delivering such as virtual tours or subject-specific tutorials that present information for a particular class of professionals.</p> <p>4. There is a need ILA bulletin publish more reflective articles</p>	<p>1. The cooperation and understanding of members is not very high and shortage of funds is a real headache. Financial Constrains, no permanent staff, non-representation of huge percentage of professionals as members etc are the few difficulties.</p> <p>2. ILA has limited networking capacity, particularly in key areas such as on-going professional development and this, in turn, limits what we refer to as its professional currency.</p>

General Observation & Comments

ILA is the largest national association for librarians. To bring it at par with the national associations of important countries, it is necessary to prepare mid term program on the pattern of IFLA and other association of national level. There is significant overlap in the strategic functions of the ILA and IASLIC. The national level associations are predominantly Indian in their membership very few members included are from outside India. Author's observation and available data suggests that the ILA has more weaknesses than strengths but greater levels of opportunity than threat. It is suggested that the ILA needs to re-present itself as an open, pro-active, participative organization representing a progressive profession and should work to secure greater levels of co-operation within the library profession. It needs to build internal and external connections i.e. between sectors, grades, other professional bodies and educational providers. ILA publications represent the lack of relevant, engaging or regular publications. In terms of program & organization IASLIC has few major advantages over ALA in well organized Special Interest Groups (SIG) and study circle meetings organized in different parts of the country. Since very few members visits websites regularly indicating a high potential for a

regular publication from the ILA & IASLIC. All the national level associations (except SIS) allow open entry and make no demands on members in terms of professional qualifications, experience or type of work. It is observed that majority are preferred to be life members. Both IASLIC & ILA are lacking strong publication program & review of activities needed to ensure that library associations can deliver at par with the requirement of the potential users. There is a felt need to encourage more interactions among members: Greater involvement of association's activities by members, to be a member led institutions and encourage members to contribute to the development. However study circles discussion of IASLIC from which members are informed about latest technology, probably have enabled few practitioner more practical less idealistic understanding. Contact with the association for a substantial number of members occurs only through annual conferences or seminar.

Membership in professional associations is a prerequisite for professional growth and development. However, this source of revenue continues to decline as members resist dues increases and as membership numbers decline. When members do not consider receiving value for money they exercise the option not to join or withdrawing. In response Associations must identify and generate non dues revenues. Often this comes from selling publications, corporate sponsorship, advertising and other direct fund rising activities. It is evident that state level associations do not live on the same wave length, because the standard of education, finance & political environment differ so much nor do the associations have the same affluence to provide services as it ought to be done. Dissemination channels used for knowledge sharing are mostly formal, being geared towards getting members to maintain status quo.

Major concerns

The strength of library association lies in its continuing ability to react flexibly to new challenges and create sufficient infrastructure to accommodate changes. Library associations in India can play a significant role to provide an arena where norms about what is considered to be latest "best practice" can be developed and communicated. The first is the need of situation analysis to be viewed as continuous process and not to be neglected. Library associations have to serve not only the grass root level professionals but also required to add international components. We are facing a crisis and there is an urgent need to modernize the professional associations to make them more effective and caring about the professionals. ALA, IASLIC, SIS, MLAI and IATLIS should maintain high level of professional integrity and have the ability to effectively lobby the national government to address issues related to library development.

National level associations should place greater emphasis on informal knowledge sharing while regional or local will emphasize formal and codified information. Also there is a need that national level associations should rely on private and interpersonal channels particularly telephone and face to face communication for knowledge sharing. The program for cooperation among libraries will be high priority for Association. Library Associations in India should actively engage themselves in placement activities. It is also expected that library Associations should carry out vigorous library awareness campaigns aimed at the policy makers in different institutions, so that get to know the value-added potential of information management in the business process. A combine pattern of contribution by ALA and CILIP to professional development specifically to members need to be adapted by National library associations in India. Raising awareness on library associations and their contributions to LIS developments should be based on objectives and programs; be evaluated periodically to facilitate the evolution of appropriate strategies and focused, Professional empowerment scholarship program. A

'continuing professional development' (CPD) program of training, seminars etc. should be put in place to encourage LIS professionals to keep their skills up to date. The absence of information about the ILA and IASLIC in the professional literatures of members remained neutral or supplied negative responses when asked if the association promotes high levels of education or effectively represents the profession. It is strongly felt that a qualification in librarianship should be an essential requirement for membership of the ILA or IASLIC etc. There is urgent need to get a school (or Educational) library association formed. The huge number of teacher librarians serving in various schools need to be marshaled into a focused association sharing a common vision. There is a need for unification of all this major associations and work as a common force.

Recommendations & Conclusions

Basic mission of Library Association is to develop products and services which offer practical solutions to the problems in the fast changing world; to provide leadership for the development, promotion and improvement of library services; promote excellence through continuing educational program, publications, awards, communications and to undertake such other innovative programs. The purpose is to develop, expand and enhance the professional knowledge and status of the profession. The role of national & regional associations in a developing society need to be increasingly involved in matters regarding cultural development, intellectual uplifting and more particularly empowering the professional community.

India has a great potential for successful development of library associations activities and its infrastructure:

- A government firmly committed to use of convergence technologies for library development
 - A large number of dedicated professionals and publications of international value.
1. In order to sharpen the edges of LIS professionals & to impart quality education and research of international standards Indian institute of Library and Information Science should be established in the country through an act of parliament on the pattern of Indian Institute of Technologies. Library associations in India should work in this direction to fulfill this dream.
 2. Develop a realistic strategy that would see an increase in membership and expand the association and reinvent the associations in the context of pervasive convergence technologies: Boundary-less, organic network with uniform interface. Considering ICT in its present stage it is possible to contemplate methods for discussion, exchange and participatory relationship aimed at supporting and developing links through conscious and controlled use of technology.

Library Associations in India could be steered by the objectives like the following:

- Library associations should enable libraries to manage stock procurement more effectively, streamline their operations and assist in promoting reading learning and literacy.
- Fund rising activities, membership drive etc are needed and planned in huge way. SIS is the first association in Indian LIS hosted a website.
- ILA and IASLIC need to act as a national library development agency

3. Library associations should merge with the other like minded associations or work closely with them. Work in partnership with other bodies (e.g. like IFLA, ALA) to encourage innovation within the library and information sector and promote the positive contribution made by library and information services. ILA, IASLIC should follow the guidelines issued by IFLA Section for the management of library associations (MLAS) in regard to the improvement of professional association management.

References:

1. Preeti Mahajan “Library associations versus professional development”, University News,40(49),December,9-15,2002,pp12-14
2. H. Kay Raseroka “How Do We Wake Awareness about Ourselves: Advocacy and Policy Development in Library Associations” 63rd IFLA General Conference - Conference Programme and Proceedings - August 31- September 5, 1997
3. Driden Kunaka “Public relations programs for library Associations”
Available at: <http://www.ifla.org/IV/ifla64/127-75e.htm> accessed on 19/04/2004
- 4 C.R.Karrissidappa “ Role and importance of national and state level associations in library development in India” accessed on 19/04/2004
<http://www.ifla.org/IV/ifla68/papers/020-148e.pdf>
5. Penny Simmonds (2003) “ Continuing professional development and workplace learning 2: CPD and you- How CILIP is meeting the.....” Library Management, vol 24,no3, pp169-170
6. Dick Kawooya(2001) “ Management prospects and challenges of library associations in Africa: The case for Uganda library association and the library and information association of South Africa” World Libraries 11-1& 2 (Spring and Fall), pp 39-55
7. Stephen Mutula (2003) “ Issues in library associations in eastern, central and southern Africa: The case of Botswana Library Association (BLA) The electronic library, vol. 21, no 4. pp. 335-351
8. Krishna Kumar “Library Organization” Vikas Publishing house, 1987, Delhi
9. Elspeth Hyams (2002) “US radical: Takes ALA helm” Library and information update, 1(4) July, pp 44-45
10. Aubrey Wilson(1997) “Marketing professional associations” Management decision, vol.35, no.1 pp 49-52

List of web sites consulted:

Guidelines for the Management of Professional Associations in the Fields of Archives, Library and Information Work. <<http://www.unesco.org/webworld/ramp/html/r8911e/r8911e00.htm>

<http://www.cla.ca/resources/future.htm>

Raising awareness on library associations and their contributions to LIS

(<http://www.iaslic.org/>)

American Library Association. Home Page. Accessed on : 25 Feb 2004.

<<http://www.ala.org>>