

# SDI service in Management Institutional Libraries: a select study of Management Institutions in Savitribai Phule Pune University (SPPU), Pune Region

Meenal Oak

Librarian (Selection Grade) & Coordinator, IGNOU STUDY Centre 16142, Pune

*mko.imcc@mespune.in*

## ABSTRACT

Libraries are known as the houses of literature where the information can be retrieved through the information resources. The basic role of libraries is thus to acquire, preserve and disseminate the information to those who required the same on the basis of its services. Apart from the regular circulation service, the library provides special services also such as CAS SDI, Translation services, etc. for satisfying the needs of the particular user segment.

It is required for the users specially the researchers and the faculty members to keep themselves aware of the latest scenario as far their subject of interest is concerned and to be selective while referring the text from the entire ocean of varied publications in different formats. At the today's age of Information, the literature is published in various forms of documents as well as the amount of published information in a year is also increasing. It has become very difficult for the researchers to exclude and include the same due to its voluminous nature and thus to keep abreast about the current scenario regarding the

subject of interest. For that purpose the selectivity of publication and the awareness of the availability of information are two important aspects. This situation leaves no option for the libraries than to provide the specific services and one of them to meet and exceed the needs of these users is Selective Dissemination of Information (SDI).

The study has focused the SDI service provided by the Libraries of Management Institutions in Pune region. The primary data is collected through the survey research method followed by questionnaire technique. Method of convenience is used for collecting the Management Institutional Libraries. Further, it has highlighted the type and procedure of SDI provided by the Libraries of Management Institutions in Pune region. The study will help the library professionals in shaping the SDI in a more effective manner by studying the problems with them. This is the first SDI service study as far as Libraries of Management Institutions in Savitribai Phule Pune University is concerned.

**Keywords:** SDI, User profile, Management Institutions, Libraries

## INTRODUCTION

Today, the ICT has a tremendous impact on the libraries and libraries are acting as hybrid libraries by providing accessibility to printed as well as non-print resources of information. The users today are tremendously aware about the variety of documents available in the market and thus resulting in increasing expectations of them from the library. Therefore the libraries have provided services to users by using ICT as a tool for satisfying their ever-increasing demands.

SDI is a type of CAS. The basic focus of SDI service is to provide a user oriented CAS which is offered on an individual basis and limited to the user's area of interest. The users served by an SDI service may be individuals or groups of individuals who combine their interests into a single profile. Usually in academic libraries, the SDI is provided to the faculty members and researchers for supporting them with the required text related to their research area.

### 1.2 SDI service: the concept

The concept of SDI is basically introduced by H Peter Luhn in 1950's. Luhn developed the foundations for automatic summarising and Indexing of documents on the basis of text statistical procedure (so called SDI: selective dissemination of Information)<sup>1</sup> He introduced SDI as an "intelligent" system for the persons in business, persons performing research.<sup>2</sup> As mentioned by H P Luhn; inventor of the SDI, "SDI is the service within an organization which concerns itself with the channelling of new items of information, from whatever sources, to those points within the organization where the probability of usefulness in connection with the current work or interest

is high. On the other hand the service endeavours to withhold such information from the points where this probability is low." The basic objective is to communicate the present users regarding the newly published information as well as not communicating with those are least interested in the same.

SDI is based on the dissemination (usually incoming or newly generated) information according to a match between words in (usually the title of) a document and profiles of interests which have been placed on a file, to represent persons who want or need to be notified about these documents. The profiles are dynamically updated as "appropriate".<sup>3</sup> In this way, the researchers can be provided with the latest information required for them to become update in their field of work in an automatic way. The SDI is thus can be used to maximize the early utilization of the information resources.

In the current scenario the researchers are always in the need of accessibility of information related to his interested field at regular intervals. Due to the availability of the variety of e-resources, many times researchers as well as faculty members found it tedious to complete the task as far as the retrieval of required information is concerned. This can be achieved through SDI by automatically and periodically supplying information.

### 1.2.1 Procedure of SDI

SDI service is a procedure of providing regular notification to the users about the new literature. It's a service of document alerting. The selection is based on the procedure of matching the subject areas of each document with user "Profiles". These user profiles are including the unique subject interests of the user.

The service is based on three major aspects such as rules of selection, profile matching and user notification. The users are the individuals or a team of individuals having homogeneous topic of interest and thus will create a single profile. Usually in academic libraries the SDI is provided for supporting with the required text related to their research area to the faculty members and the research scholars pursuing their research in varied subjects.

### **1.2.1.1 Types of SDI**

As far as the types of SDI service are concerned, it is basically designed for the computerized environment, even though it can be provided manually as well. The manual SDI service carries its limitations, even though it can be rendered successfully to update the knowledge regarding the newest library resources. It is provided through scanning the documents. On the other hand the Computerised SDI service can be rendered more efficient through the effectively using the matching techniques.

### **1.3 Need of SDI in the Management Institutional Libraries**

The nature of management discipline is multidisciplinary; therefore the role of the libraries in such institutions is crucial. The management discipline is very fast and complex, unlike the other discipline. Diverse subjects are studied and researched under Management in one context or the other. A management library acts as an academic as well as a research library. In present scenario, the libraries of Management Institutions are facing challenges on various fronts; these challenges are from adopting technology and it's up gradation, ever increasing expectations of users for delivery of information in meagre time, as well as to manage the electronic information along with the printed and developing effective ways of accessibility of it for the users.

#### **1.3.1 User segments:**

In a Management Institutional library, the user segments are students, faculty members, research scholars, alumni and parent body administrators. Each of these user segments has their own requirements. The services are provided to these user segments on the basis of the objectives prioritised by the parent organization.

#### **1) Services required for students of Management Courses:**

The students of AICTE approved programs such as MBA and MCA required major information

support for achieving better performance in their academic work and for improving knowledge. Information is accessed by them is mainly for class work preparation, group discussions, preparation of case analysis, interview preparation work, project work etc.

The libraries required to provide print as well as electronic sources for satisfying their needs. The hybrid collection is essential and manual or electronic provision of information can be served. Now a day's students prefer electronic resources more as compare to print.

#### **2) Services required for the faculty members in the Management Institutes:**

Faculty members required information not only for teaching purpose but also for their paper presentations, publications, research projects work etc. The study material in their specialization, e-books, and e-journals through variety of databases can be served for satisfying their needs.

#### **3) Services required for the research scholars in the Management Institutes:**

The researchers in the management discipline can be faculty members, senior corporate managers, company owners of small scale industries etc. The research scholars required continuous information support for the literature study work. The users in this segment expect information services provided in the customized form through the network system such as SDI and CAS.

#### **4) Services required for Alumni Members:**

The alumni members interested in being connected with the institute and can participate in the overall growth of the institute. From the library, they expect information service support to be provided through the network system like research scholars. Web-OPAC service, web groups on Google, web based resources plays a crucial role in this regard.

### 5) *Services required for parent body administrators:*

The parent body administrators require information in the decision making process, as well as for completion of various top priority projects of the organization. The customized information with necessary reorganization is preferred by this user segment.

### 1.4 Research Design:

The present work is a study of SDI service provided by the Libraries of Management Institutions in Pune Region under the jurisdiction of Savitribai Phule Pune University. The study has used survey research method and the questionnaire technique for collecting the primary data. The study is completed in a single phase. In the phase the structured questionnaire is circulated to the Librarians of the Management Institutions for collecting the primary data about the topic. The data collected through the physical visits.

### Scope of the study

The present study is the select study of Management Institutional Libraries in Savitribai Phule Pune University (SPPU), Pune. It is found that there are total 52 Management Institutions in Pune Region (\*DTE Website), out of that the study has considered 30% Institutions. The 16 Management Institutions are focused on the basis of the use of technology in these libraries and experience of handling postgraduate users at least for 5 years are considered. Further, the convenience sampling method is used for selection of the institutions and the primary data collected by using the Questionnaire technique. It is found that there are total 52 Management Institutions in Pune Region (\*DTE Website), out of that the study has considered 30% Institutions

The responses are collected from the Librarians of the respondent Institutions. The findings of this study are limited to the Management Institutional Libraries in Savitribai Phule Pune University (SPPU), Pune only and will not match necessarily with the Libraries of Management Institutions of other Universities.

### 1.5 Total Response received for the study

The data collected by using the survey method followed by the questionnaire technique. As mentioned earlier in the abstract, the present work is the select study of Libraries of management institutions. The Management Institutions are considered by using the method of convenience. Total 17 questionnaires were circulated to the librarians of the management institutions related to their collection, services, library software used and implementation of SDI. The study has received total 94% response as shown in the table 1.1.

**Table:1.1: Total Response**

Category	Questionnaire Circulation	Questionnaire Response	Percentage %
<b>Librarian</b>	17	16	94%

As mentioned earlier, the Questionnaire was circulated to the librarians of Select Management Institutions in Pune Region and information is collected presenting the status of the library collection, Library Services and the level of SDI Service in the responding libraries which is analysed and presented below:

### 1.5.1 Establishment Year

Out of the respondent institutions majority of the institutions (68%) is established after 1990; whereas 31% are established before 1990. PUMBA (Savitribai Phule Pune University Department of Management) is the earliest established (1971) respondent organization

**Table 1.2 Year of Establishment**

Sr	Year of Establishment	No. of Libraries	Percentage %
<b>1</b>	1970 to 1980	1	6.25 %
<b>2</b>	1980 to 1990	4	25 %
<b>3</b>	1990 to 2000	5	31.25 %
<b>4</b>	2000 to 2010	6	37.5 %

### 1.5.2 Work experience:

It is found that almost all the librarians except one having more than 5 years of work experience and 44% are the senior librarians working for more than 15 years in the library profession.

**Table: 1.3: Work Experience**

Sr. No	Year of Experience	No. of Libraries	Percentage %
1	1 to 5	1	6.25 %
2	5 to 10	7	43.75 %
3	10 to 15	1	6.25 %
4	15 to 20	7	43.75 %

### 1.5.3 Library Timings

It has been observed that the Management, Institutional Libraries are open for long hours, and having the second shift system in the library, after analyzing the data, the following elements were found.

- It is found that 7 (43.30%) libraries have the office hours for more than 10 hours and the second shift system in the library.
- 3 Libraries have the Library Assistant as in-charge during the second shift and 2 has a technical assistant as the in-charge during of the same. While Assistant librarian is the in-charge in the 1 library. Even in case of 1 library, librarian is the in-charge of both the shifts.

**Table 1.4 Library Timings**

Sr.No.	Timings in Hours	No.of Libraries	Percentage %
1	8 Hours	3	18.75 %
2	8-10 Hours	6	37.5 %
3	10-12 Hours	5	31.25 %
4	More than 12 Hours	2	12.5 %

### 1.5.4 Library Collection

Library collection consists of a variety of documents such

as books, periodicals, newspapers, e-resources which consists of e-journals, e-books and CD's. Effort done to find out the collection of the libraries which is analyzed bellow

### Books

68% of the respondent libraries have more than 15,000 books. The libraries of management institutions purchased the books every year as per the rule of AICTE 500 books per one division (60 Intake). It is observed that the libraries are purchasing the reference books, including biographies and other reference text in core management and ICT areas, prescribed text books, case studies etc.

**Table: 1.5 Collection of Books**

Sr. No.	Collection of Books	No. of Libraries	Percentage %
1	8,000 to 10,000	1	6.25%
2	10,000 to 13,000	3	18.75 %
3	13,000 to 15,000	1	6.25 %
4	15,000 to 17,000	2	12.5 %
5	17,000 to 20,000	2	12.5 %
6	More than 20,000	7	43.75 %

### Periodicals

The periodicals are subscribed in the management institutions are from the major areas of management such as financial management, economics, entrepreneurship, human resources management as well as the ICT related aspects. The printed journals subscription is mandatory for the management institutions as per the norms of AICTE. The institutions therefore are subscribing the printed national and international journals every year and upgrade and latest knowledge is provided to the user segments. The table shows the analysis of the periodicals in the respondent institutions; where the majority (12) institutions having more than 30 journals and more than 90 in 2 institutions.



**Table 1.6 Collection of Periodicals**

Sr.No.	Collection of Periodicals	No. of Libraries	Percentage %
1	10 to 30	4	25 %
2	30 to 60	5	31.25 %
3	60 to 90	5	31.25 %
4	More than 90	2	12.5 %

As per AICTE norm minimum subscription of 12 national and desirable international journals in print format is required for running MBA/MCA program.

### Non-Print Resources:

Non –print resources, mainly consisted of CD's & DVD's, e-books and journals through the on-line and offline databases, digital repositories etc. an effort has been done to trace out the collection of e-resources available in the respondent libraries of management institutions in Pune region. It is mentioned as follows

#### CD/DVD's

During the present scenario, management and computer related books are published along with CD's. The periodicals also do have CD's with it. Therefore the CD's collection is increasing day by day in Management Institutional libraries. 18.75 % libraries have collection of CD/DVD is 10-100, 18.75 % of libraries have collection 100-500 and 18.75 % of libraries are having 500-1000 collection of CD/DVD. The collection of CD/DVD is 1000-2000 is 25% libraries. 18.75 % libraries have collection of CD/DVD more than 2000.

**Table 1.7 Collection of CD's/DVDs**

Sr. No.	CD/DVD's	Libraries	Percentage %
1	10-100	3	18.75 %
2	100-500	3	18.75 %
3	500-1000	3	18.75 %
4	1000-2000	4	25 %
5	More than 2000	3	18.75 %

Table 1.7 shows the collection of CD/DVD. 18.75 % libraries have collection of CD/DVD is 10-100, 18.75 % of libraries have collection 100-500 and 18.75 % of libraries are having 500-1000 collection of CD/DVD. The collection of CD/DVD 1000-2000 is 25% libraries. 18.75 % libraries have collection of CD/DVD more than 2000.

### Collection of E-journals

The respondent libraries of management institutions are subscribing the on-line databases which are mandatory for running MCA and MBA course as per AICTE rules. These respondent libraries are subscribing the electronic databases through consortia. The number of e-journals subscribed is not mentioned clearly. 56.25 % libraries have collection of e-journals 1-1000, 6.25 % of libraries have collection from 1000 to 2000. 12.5 % libraries have collection of e-journals between 2000-3000 and collection e-journals more than 3000 is 18.75 %. The researcher received varied responses in this regard. Few librarians have mentioned e-journals as a database; a few also indicated only DELNET membership as a source of database without mentioning the details. Even though the names mentioned by the librarians are IEEE, EBSCO, PROWESS, J-Gate, ProQuest , RMIT , BCRC , Emerald , CRISIL , Sage , CMIE , Gale Cengage .

**Table 1.8 Collection of E-journals**

Sr.No.	E-journals	Libraries
1	1-1000	9
2	1000-2000	1
3	2000-3000	2
4	More than 3000	3

### Other Printed Collection

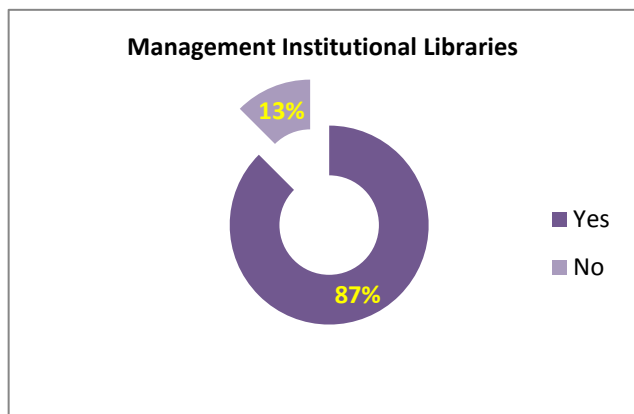
Apart from above the other traced out collection in print is Company Reports (3), Compendium of Faculty Research Papers (1).

### SDI service in the Libraries of Management Institutions

The survey resulted in the observation that 87.5% (14)

libraries are providing SDI service to the users, whereas 12.5% (2) are not providing the same.

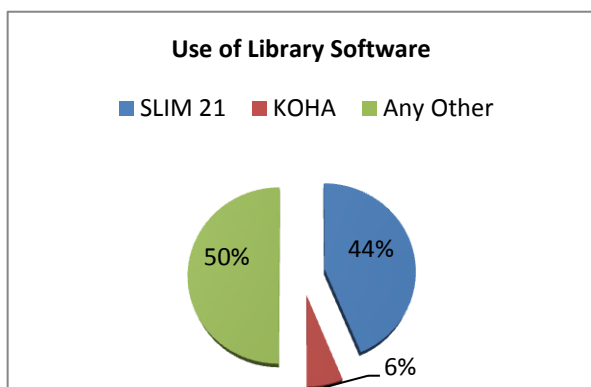
**Figure 1.1 SDI service in the Libraries of Management Institutions**



**Library Automation**

IT has changed the way of storage, processing and services of libraries. Automating the library functions and services for the efficient and effective work is unavoidable today. The major functions automated in the library are Acquisition, Cataloguing, Classification, Circulation, Serial control, Bill payment, Budgeting. The investigator has tried to find out the status of library automation in the management institutions in Pune region; the status of library automation is mentioned in the figure in 1.2 bellow

**Fig: 1.2 : Use of Library Software**



The respondent Libraries of management institute are using variety of Library software. It is observed that 43.75 %(7) libraries are using SLIM 21 software, whereas

KOHA software using by 6.25(1) library, whereas 50% libraries are using other software like GEMS-ERP, VRIDDHI, AUTOLIB, ESYLIB etc.

**Implementation of Library Software Modules**

It was found that in spite of availability, the 50% libraries are not using the SDI software module. It is further observed that the popularly used modules are acquisition, cataloguing circulation serials with 100% implementation. The statistics module and the utility module is implemented with 68.75% score, the least implemented module is SDI.

**Table 1.9 :Implementation of software modules**

Sr.No.	Library Software Modules	No. of Libraries	Percentage %
1	Utilities	11	68.75 %
2	Acquisition	16	100 %
3	Cataloguing	16	100 %
4	Circulation	16	100 %
5	Serials	16	100 %
6	Statistics	11	68.75 %
7	SDI	8	50 %

**Table 1.10: ICT based Library services**

Library Services on basis of Software	No. of Libraries	Percentage %
Access to OPAC	16	100 %
SDI	7	43.75 %
CAS	11	68.75 %
DL Services	12	75 %
Auto-transaction of Document	5	31.25 %
Online Search	10	62.5 %
Reminders to Readers	8	50 %
Indexing and Abstracting Services	8	50%

100 % ( 16) libraries are providing Access to OPAC. Further, it is investigated that 43.75 % (7) libraries are providing an SDI service by using the software module. 68.75 % (11) libraries are providing new arrival service through the OPAC. Digital Library services are given by 75% (12) libraries, auto-transaction of documents given by 31.25 % ( 5). 62.50 % (10) libraries are providing Online Search Facility to users. 50% (8) of libraries is given Service of Reminders to readers. 50% (8) libraries are providing indexing and abstracting service.

### Creating User Profile and Document Profile for SDI

**Table 1.11 Profile creation**

Sr. No.	Creating User Profile & Document Profile	No. of Libraries	Percentage %
1	YES	9	56.25 %
2	NO	7	43.75 %

SDI is effectively provided through the creation of the user and document profile whether the system is manual or on-line. Therefore an effort has been made to collect the data in this regard. It was found that 56.25 % (9) libraries are creating User profile and a document profile for giving better SDI service. As mentioned by H P Luhn if the user strength is not more, the needs can be ascertained instead of preparing a user profile; so the 5 Institutional Libraries providing SDI without preparing the User profiles. It is found that in these institutions the SDI is provided to the faculty segment. The strength of the faculty in these institutions is low, not more than 15.

### Use of online resources for the SDI Service

It is observed that 87.5% (14) respondent libraries are using on-line open resources for providing SDI Service. As the majority of the institutions having DELNET membership they prefer to use free e-resources provided

by DELNET and also the DOAJ free journals as well as SHODHGANGA are also used for the same. It is observed that on-line SDI is provided by all the 14 institutions on the basis of subscribed online databases such as ASPP (IEEE), J-Gate, EBSCO, Emerald etc. the various databases subscribed by the institutions are shown below. Apart from the on-line databases the institutions are also using off-line databases for providing SDI service, the off-line databases such as ACE Equity and other resources like CD's of encyclopedias are found in 18.75 % (3) institutional libraries.

**Table 1.12 On-line databases subscribed by the respondent Libraries**

Sr.No.	Online Database	No. of Libraries	Percentage %
	EBSCO	6	37.5 %
2	Proquest	7	43.75 %
3	T & D	1	6.25 %
4	ASPP (IEEE)	6	37.5 %
5	INFOTRAC	1	6.25 %
6	APLAX	1	6.25 %
7	J-Gate	8	50 %

### 1.6 Findings

In the present work, the effort has been done to study the SDI service provided by the select Management Institutional Libraries from Pune Region. The status of Management Institutional libraries in terms of collection and services also has been studied for understanding the background of the institutional libraries.

As mentioned in the research design of the work has studied the librarians view through circulating the structured questionnaires about the SDI and for understanding the status of the responding institutional libraries. The questionnaires are circulated to the librarians of the 16 select Management Institutions from the Pune region. The method of convenience is used for selection of the Institutional Libraries. The response rate is 94%; the data analysis and interpretation leads to the research finding which mentioned below is



- It is found that the respondent libraries have hybrid collection, and are providing the services on the basis of the same. The hybrid collection mainly consists of text and reference books, periodicals, CD's, Thesis collection as well as online and off-line databases.
- Further, these libraries are using the Library Software. Further, it is found that 43.75 % (7) libraries are using SLIM 21 software. 6.25 % (1) libraries are using KOHA whereas 50% (8) libraries are using other software such as GEMS-ERP, VRIDDGHI, AUTOLIB and ESYLIB etc.
- Managing Institutional Libraries are providing SDI to the Faculty and research scholars segment pursuing their research in various fields of management science, such as Human Resources Management, Systems Management, Financial Management etc. the needs of the researchers and the faculty members are exhaustive regarding the subject of interest as well as pin pointed also. The libraries required to provide updated as well as exhaustive information about the focused area by considering the specific information needs of the segments.
- Out of 16 respondent institutional libraries, 87.5 % (14) libraries are providing SDI service.
- Out of 14 management institutional libraries, (12) libraries are providing on-line SDI to the faculty and research scholars segment by providing notification to the user segment through e-mail; whereas 2 respondent libraries are providing manual SDI by document scanning procedure. Out of 12, 7 libraries are also using the software module of SDI for providing more effective service to the users.
- It is observed that all respondent libraries are using Library Software. Further it is found that 43.75 % (7) libraries are using SLIM 21 software. 6.25 % (1) libraries are using KOHA whereas 50% (8) libraries are using other

software such as GEMS-ERP, VRIDDGHI, AUTOLIB and ESYLIB etc.

- An effort has been done to find out the mechanism followed by the respondent institutional libraries behind the scene for providing SDI. As the User profile and Document profile are the major components of SDI, it is observed that 56.25% (9) respondent libraries are creating user profile and document profile. Further feedback is the important component of SDI mechanism. It was found that 75% (11) libraries are taking regular feedback for all services from users.

### **1.7 Suggestions:**

- The management institutions are having variety of user segments and the faculty and the research scholars have varied and exhaustive information needs; therefore provision of SDI service by the institutional library is a priority need. The subscription of on-line databases is now mandatory for the Management Institutions as per the norm of AICTE. The institutions are investing lacks of rupees for the subscription of e-resources and its utilization at maximum level is the real need of the hour for getting the ROI the concerned bodies. Therefore the institutional libraries; those are not providing the SDI should initiate the SDI service for the benefit of the academic and research community and also for the ultimate benefit of the institutions.
- It is found that the mechanism of SDI in terms of user and document profile is created and managed by the libraries. For providing the effective SDI, following the procedural mechanism is highly required. Therefore the libraries not following the prescribed mechanism can implement the same by studying various aspects of it.

### 1.8 Conclusion:

It is a current awareness mechanism which includes provision of current literature through the regular notifications to the interested user. The availability of the information through the variety of documents and growing publications are the responsible factors for creating the challenging situation for the library professionals in the provision of SDI service to the user community. The effective use of ICT in the libraries and the on-line information sources enabled the task in giving the required satisfaction to the users.

### 2. References:

1. Belzer Jack , Holzman Albert and Kent Allen (1978), *Encyclopedia of Computer Science and Technology* V 10 New York: Marcel Dekker P 15
2. Guha, B. (1983). *Documentation and Information: Services, Techniques and Systems*. World Press Pvt.Ltd.
3. Hossain, J., & Islam, S. (2008). Selective Dissemination of Information (SDI) Service: A conceptual Paradigm. *International Journal of Information Science and Technology*, 6 (1).
4. Singh, G. (2013). *Information Sources, Services and systems*. New Delhi: PHI Learning Pvt.Ltd.
5. O'Neil, E. (2001). *Selective Dissemination of Information in the Dynamic web Environment*. University of Vergina, School of Engineering and Applied Science.
6. Stock, Wolfgang and Stock, Methcild (2013) *Handbook of Information Science*. Berlin, Hubert & Co, GMBH (1)