Human Resource Development in Indian Media Libraries: A Study with Special Reference to Professionals Training and Development Facilities

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Abstract - *In India serving the information with approximately more than 1000 channels, among them 380 are news channels, most 24 x 7, the Indian news television and news papers are booming in the country in English and various Indian languages. The development has already taken place in media domain. The influence of information communication technology made the existing knowledge of media library professionals ineffective, which they had at the time of entering into the organization. Hence, professionals have to be trained to operate new techniques and equipments, to handle the present as well as new jobs more effectively. Training is useful not only for the organizations, but also for the employees as it develops knowledge, problem-solving ability and skill of the newly recruited employees on the one hand and serves as a refresher course in updating old employees on the other hand. It aims at improving the organization's performance through the enhanced performance of its employees. Because of these reasons training has become an integral part of human resource development in media libraries. Knowing this fact following study has been conducted to identify the training and development facilities provided in Indian media libraries.*

Keywords: Media Library, Training, Professional Development, Special library.

1. Introduction

Indian media industry is growing rapidly at global level with revenues of about 1100 billion INR is set to grow robustly over the next few years. Revenues are expected to reach 1800 billion INR by 2020. In the present globalization economy, to be competitive and successful, media enterprises along with other basic resources such as money, materials, manpower also needs high quality information resources. While the library professionals working in a media organization may have more channels to obtain such information sources, it is primarily the responsibility of a media library to cater to the information needs of its contributors (Riajuddin, 2008). There

fulfilling the information needs of media industry professionals like journalists, writers, photographers and content researchers is a challenge as well as an opportunity for the library professionals. Media libraries are always been concerned with the collection, organization, storage and retrieval of recent and special information, in order to respond to user's queries. It was also often been noted that new technologies for the generation, distribution, processing and storage of information have brought changes in the nature, volume, and format of that information. So it creates increased pressure over the years. This increasing pressure can be controlled from giving adequate training to library professionals at regular intervals. Training of library and information professionals in developed countries such as the U.K., the U.S.A., Australia, Canada and developing countries like India has also supported such demand. Training of library and information professionals in India has been made important in recent years by creating the good training infrastructure in professionals (Paul, 2014). The main objective of the training is to enhance competencies, upgrade the skills and improve the ability and efficiency of Library professionals in use of modern information technology and its application in their respective libraries Chand and Dheer, (2009). While training is positively associated with the employee job satisfaction and employee job satisfaction is further having relationship with the measures of performance. Training brings the change in employee attitude which is consistently (Rowden, 2003). It is one of the means of improving the manpower utilization and helps the potential raise in the employee's job satisfaction. Knowing these facts present study has been undertaken to identify the library professional's satisfaction on training and development in Indian software technology libraries.

2. Concept and Definition

J. Lewis in his booklet on "Newspaper Libraries" defines it, is "to act as depository of all information required by the editorial and management departments of a newspaper".

According to Paul Training may be defined as systematized tailor-made performance to suit the needs of a particular organization for developing certain attitudes, action, skills and abilities in employees irrespective of their functional levels (Paul, 2002).

3. Objectives of the Study

The specific objectives of the study were as follows:

- To identify the media library professional's satisfaction on training facilities provided in organization.
- To be acquainted with the establishment of training department in organization.
- To determine the different age group of professional working in media libraries.
- To make out the male and female professionals ratio in Indian media libraries.
- To find out the social background and marital status of media libraries.
- To determine the training frequency in software media libraries.
- To find out the nature and mode of training adopted in media libraries.
- To be familiar with training facilities provided after placement in media libraries.

4. Need of the Study

The need of this study is to assess the training and development facilities provided in media libraries in Karnataka State, India with a view of identify nature of training, frequency of training and making the necessary recommendations for their resolution.

5. Literature Review

The following literature is obtained by scanning through the various sources like books, journal articles, databases, conference proceedings, theses dissertations etc.

According to Khan and Ahmed (2013) conducted a study to measure the job satisfaction of library professionals serving in public sector Universities of Khyber Pakhtunkhwa, Pakistan. The study reveals that, although library professionals working in these institutions were slightly satisfied with their nature of work, they were dissatisfied with supervision, benefits, promotion, revision of service structure, promotion policies, improvement in academic qualification and advance training were suggested by the researcher. Pan & Hovde (2010) training need is motivated by both the "technological imperative" thus the rapid technological change that characterizes contemporary academic libraries, and by the element that librarians and information workers share with other professionals, that they are compensated for what they know as well as for what they do. Olaniyan and Ojo (2008) highlighted some of the benefits to be deprival from training staff in any organization. Skills, Increase productivity, improve the quality of work develop new knowledge understanding and attitudes etc.

Spector (1997) study revealed that that the employees who are satisfied with their job perform noticeable better than those who are unsatisfied. There is a wide range of driving forces of job satisfaction, employee training is one of them. Training deals with the efforts made to bring improvement in the performance of employees. Satisfaction with training and development is a major factor in decision regarding people's career. Violino's (2001) North American Review Survey of twenty six hundred American and Canadian employees found that 80% of respondents said receiving training that increases their skills and abilities was a key component of what they looked for in jobs.

Chand and Dheer (2009) found that aim of training is to enhance competencies, upgrade the skills and improve the ability and efficiency of Library professionals in use of modern information technology and its application in their respective libraries While training is positively associated with the employee job satisfaction and employee job satisfaction is further having relationship with the measures of performance. Training brings the change in employee attitude which is consistently (Rowden, 2003). It is one of the means of improving the manpower utilization and helps the potential raise in the employee's job satisfaction. However, it need employees should be given opportunity to grow in the professional environment, when they are provided latest tools, experience trainer and proper on the job and on the job training.

6. Scope and Limitation of the Study

The present study is designed to analysis of training and development facilities provided in media libraries of Karnataka state (INDIA) only.

7. Methodology

In order to achieve the objectives of the study survey research and questionnaire method was used for this study. Data is collected mainly from primary source. A structured close ended questionnaire was designed for the study and it was distributed among media library professionals of Karnataka State, India only.

8. Data Analysis and Interpretation

The researcher attempted to ensure a sample that would represent the population and hence selected simple random method for the study. The questionnaires were distributed to the professionals and were given enough time to go through it and respond to the questions therein. The data collected were tabulated and analyzed statistically using appropriate descriptive techniques included in Software Package for Social Sciences (SPSS) V.20.

Table-1: Distribution of Respondents by Gender

Nature of Library	Gender		Total
	Male	Female	
Media Library	18 (62.1%)	11 (37.9%)	29 (100%)

It is observed from the table-1 that, majority of 18 (62.1%) of media library professionals, belongs to male category and 11 (37.9%) of professionals are females category.

Table -2: Distribution of Respondents by Age

Nature of Library	Age (in Years)				Total
	Less than 30 Years	31-40 Years	41-50 Years	51 & Above Years	
Media Library	1 (3.4%)	12 (41.3%)	6 (20.7%)	10 (34.4%)	29 (100%)

Data in table-2 indicates the different age group of library professionals employed in media libraries of Karnataka State (India). Above study found that highest number 12 (41.3%) of professionals are in age group of 31-40 years, followed by 10 (34.4%) professionals are more than 51 years, 6 (20.7%) of professionals are 41-50 years age group and remaining 1 (3.4%) of professionals are in less than 30 years of age group respectively.

Table-3: Distribution of Respondents by Marital Status

Nature of Library	Marital Status		Total
	Married	*Unmarried*	
Media Library	28 (96.6%)	1 (3.4%)	29 (100%)

Above table-3 articulates that, maximum number 28 (96.6%) of professionals are married and 1 (3.4%) are un-married in media libraries.

Table-4: Distribution of Respondents by Social Background

Nature of Library	Social Background			Total
	Urban	*Semi-urban*	*Rural*	
Media Library	6 (20.7%)	12 (41.4%)	11 (37.9%)	29 (100%)

It is clear from table-4 that, large number 12 (41.4%) of professionals are belongs to semi-urban background preceded by 11 (37.9%) are rural and 6 (20.7%) of professionals are urban background.

Table-5: Distribution of Respondents on Essentialness of Professional Training

Nature of Library	Professional Training Essential			Total
	Highly Essential	*Essential*	*Not Essential*	
Media Library	3 (10.3%)	21 (72.4%)	5 (17.2%)	29 (100%)

It depicts from the table-5 that, majority 21 (72.4%) library professionals opined professional training program is essential to perform work in of media libraries followed by 5 (17.2%) of professionals felt training is not essential and finally 3 (10.3%) of professionals opined training is essential.

Table-6: Distribution of Respondents on Immediate Training after Placement

Nature of Library	Training After Placement		Total
	Yes	*No*	
Media Library	28 (96.6%)	1 (3.4%)	29 (100%)

The above table-6 demonstrates that, 28 (96.6%) of professionals undergone immediate training after placement and 1 (3.4%) professionals not got any sort of training after placement.

Table-7: Distribution of Respondents on Nature of Training

Nature of Library	Nature of Training			Total
	Only Internal training	*Only External Training*	*Both*	
Media Library	27 (93.1%)	0 (0%)	2 (6.9%)	29 (100%)

While analyzing the table-7 it is revealed that, out of total 29 media library professionals maximum number 27 (93.1%) of professionals undergone only internal training program in their organization and 02 (6.9%) of professionals undergone both internal and external training programs.

Table-8: Distribution of Respondents on Mode of Training Adopted

Nature of Library	Mode of Training Adopted			Total
	Manual	*Electronic*	*Both*	
Media Library	21 (72.4%)	1 (3.4%)	7 (24.1%)	29 (100%)

The above table-8 shows that, maximum number of the 21 (72.4%) media library professionals are undergone manual training proceeded by 7 (24.1%) of professionals undergone both manual and electronic mode of training and 01 (3.4%) of professionals undergone only electronic mode of training.

Table-9: Distribution of Respondents on Existence of Training Department in Organization

Nature of Library	Existence of Training Department		Total
	Yes	*No*	
Media Library	6 (20.7%)	23 (79.3%)	29 (100%)

Data shown in table-9 describes that, 23 (79.3%) of the professionals expressed non-existence of separate training department in organization and remaining 6 (20.7%) of professionals doesn't have separate training department in media libraries.

Table-10: Satisfaction on Existing Training provided

Nature of Library	Satisfaction on Existing Training		Total
	Yes	*No*	
Media Library	22 (75.9%)	7 (24.1%)	29 (100%)

Table-10 clearly portrays that, majority of 22 (75.9%) of media library professionals expressed their satisfaction on training facility provided and 7(24.1%) of professionals expressed their dissatisfaction on training facility provided by respective organization.

Table-11 and graph -1: Distributions of Respondents on Frequency of Training

Nature of Library	Frequency of Training							Total
	Monthly	*Quarterly*	*Half yearly*	*Yearly*	*Occasio nally*	*Depending upon job*	*NA*	
Media Library	3 (10.3%)	0 (0%)	2 6.9%	2 6.9%	21 72.4%	1 3.4%	0 0%	29 (100%)

Data in the table-11 and graph-1 explains that, majority of 21 (72.4%) media professionals training frequency is occasionally proceeded by 03 (10.3%) of professionals monthly, 01 (3.4%) of professionals depending open job to be performed and equal proportion of 02 (6.9%) of professionals training frequency is half yearly and yearly.

9. Findings of the Study

- Among media library professionals 62.1% are male and 37.9% are female.
- 96.6% professionals are married and 3.4% are unmarried category. The reason for majority in married professionals is because of among total number of professionals 96.6% of the respondents are belongs to the age group of above 31 years and as per Indian standard average age of marriage is 27 years.
- More than one third of respondents 41.4% are from semi-urban background and 37.9% are from rural background, indicating that media libraries has more attraction on semi-urban and rural people than urban masses.
- More than two third of respondents expressed their satisfaction on existing training facility provided by their organizations.
- 79.3% of media library professional's organization doesn't have separate training department.
- More than 96.6% of professionals opined that their organization providing training after placement.
- Almost 90% of media library professionals felt training program is necessary.
- More than two third (72.4%) of the library professionals undergone only manual training.
- 72.4% of professionals are frequency of the training is occasionally.

10. Recommendations and Conclusion

Training and development programmers are fundamental issues of career development of every employee in an institution. In order to facilitate quality services to the library users especially in this information explosion and IT environment librarians and library staffs need to commit themselves to continuous learning and for that matter training and development activities. Hence, organizations need to engage their staff in training and development activities on regular basis and enable them to be more competitive in support of achieving organizational goals. Therefore, on the basis of above findings, it could be concluding that:

- There is an immediate need to improve training facilities in media libraries
- Measures should be taken to indentify the training needs of the professionals.
- Similar to internal training more preference should be given on external training programs.
- Need to give more focus on electronic mode training than manual training.
- Need to increase the frequency of training programs.
- Training after placement should be made mandatory.

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