AN ANALYTICAL STUDY ON STATUS OF JOB OPPORTUNITIES IN LIS PROFESSION ADVERTISEMENT PUBLISH IN PRINT AND ELECTRONIC MEDIA

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Abstract

Now a-days, a number of career prospects are available in Library and Information Science. Careers in library studies involve the exploration and management of information resources, including Cataloguing and classification systems, Information retrieval methods, Collection development and management, Preservation of library materials, User services and reference assistance, Information literacy instruction, Digital libraries and electronic resources, Archival principles and practices, Metadata creation and management, Library administration and leadership. Careers in the library field encompass various roles such as Librarian, Archivist, Information Specialist, Knowledge Manager, Metadata Specialist, Research Analyst, Digital Asset Manager, Library Technician, Information Architect, and Records Manager. The data required to carry out for the study have been collected from a 'LIS Job Portal'. The data collected have been represented through tables and figures. Month wise data analysed for the study. Aim of the present study is to identify and assess the job opportunities for the professionally qualified LIS professionals in the area of Library and Information Science.

Keywords: *LIS Profession, Job Advertisement, Job Trends, Job Opportunity, Newspaper.*

1. Introduction

With the industrialisation, economic and social growth, many new professions have emerged in the last two hundred years. Librarianship is one such profession that emerged in the 19th/20th century when corpus of knowledge multiplied geometrically requiring rapid expansion in its nature of work and services of knowledge organisation, retrieval and dissemination. Thus, librarianship is a growing field, which has by now attained the status of a separate discipline in the universe of knowledge. There are hundreds of major and minor subjects taught in Indian Universities. The Library and Information Science (LIS) is one of the UGC recognized subject in India.   The courses in LIS are also offered at different levels i.e. CLIS/DLIS/B.Lib.Sc/M.Lib.I.Sc/M.Phil/Ph.D./Post-Doctorate etc. As per revised curriculum that is Curriculum Development Committee of UGC has recommended two year integrated MLIS course in Indian universities, however majority of Indian universities are also offered two year integrated MLIS course.

After completion of such type of courses in LIS there are varieties of job opportunities are made available in India. It may be in academics such as, University, College, school, etc. Also, job opportunities are available in industry or private companies etc. The designations and pay scales are also differ in organization such as Librarian, deputy librarian, assistant librarian, documentation officer, information scientist, library assistant, library attendant etc.

This research paper highlights such type of job opportunities in LIS field with the help of advertisements published in different Indian Newspapers like Marathi, Hindi and English Newspapers.

In an era characterized by rapid technological advancements and evolving information landscapes, the field of library science stands as a vital pillar in facilitating knowledge access and dissemination. With the proliferation of digital resources and the expanding role of libraries as community hubs, understanding the job opportunities within this dynamic field has become increasingly crucial.

1.1 Objectives of the Study

The main objectives of this study are to present the statistics of the job on various aspects and to assess the demand for the Library Professionals in recent times. The objectives of the study include,

➢ To analyse job opportunities in public libraries, academic institutions, special libraries, archives, and other related organizations.
➢ To analyse the changing trends of job opportunities for Library and Information Science Professionals on most diversified technological environment.
➢ To study the LIS job advertisements Month wise.

2. Review of Literature

India is an ancient civilization with a rich lineage of cultural heritage. Librarianship in India has a history that can be traced to the modern period, when knowledge has been transmitted through oral tradition. Libraries were part of shrines, mosques, temples, palaces, madras as etc. **Mangla (1998)** writes that in librarianship, the past history of India, like that of several other countries in the 'East' is that of a country having libraries with little emphasis on 'Library services' in modern sense. In other words 'Librarianship' a profession then confined to collection and preservation of recorded materials existed in India from time immemorial **(Mangla, 2004).**

Singh (2003) conducted a study on "*Library and Information Science Education in India: Issues and Trends* and traces the emergence of library and information science (LIS) education in India before and after independence. Describes the current status, the different patterns and levels of LIS education, as well as the research programmes being offered by various universities, provides an overview of the institutions providing LIS courses at various levels through regular courses and open schools, emphasizes the need for having a national level accreditation body to maintain uniformity and standards in LIS education. Discusses the problems affecting the status of LIS education and suggests ways to solve these problems and the approaches to prepare the LIS professionals to face the growing challenges of the job market.

Jeevan (2003) has undertaken research on *Job Prospects in Library & Information Science: A Study of Vacancies Notified in the Employment News from 1998 to 2001‖.* He consulted printed version of employment news to assess the job opportunities in Library and Information science profession. He presented the data gathered in 25 tables and analysed to reflect the major employers- the central/state govt. and/or its allied institutions and private sectors; nature of job whether permanent or temporary; reservation trends; essential and desirable qualifications; prior experience; and the prominent employers and categories of jobs etc. Assumptions are countered in his paper by making few suggestions regarding what is to be done by all concerned, be it the student, employer or professional bodies.

Joshi (2010) carried out a study on Library and Information Science Education in India: Some Government Initiatives and discussed the various initiatives taken by different Government Agencies like Radhakrishnan Commission; Kothari Commission; National Policy on Education-1968, 1986, 1992; National Knowledge Commission and functioning of institutions such as UGC, NAAC, DEC have influenced the entire higher education sector. Moreover, The Government of India has also taken keen interest in library matters through Advisory Committee for Libraries; Working Group of Planning Commission; National Policy on Library and Information System, etc. UGC has shown keen interest in LIS education through its various committees and subject panels. The Library Committee; Review Committee and the two CDCs constituted in 1990 and 2000 have been largely responsible for the present state of LIS education in India.

3. Research Methodology

For this study qualitative research methods are being used. Main objective of this descriptive study is to analyse job advertisements of library science in Govt. sectors of India. The Job advertisements advertised within the period from January 2021 to December 2021 have been selected for this study. The sources of these advertisements are mainly LIS Portal. All of advertisements are scanned from these sources. The data entry is done in MS-Excel and further the data has been tabulated and Pie diagrams have been prepared using MS Excel and these data has been analysed.

4. Data Analysis and Interpretations

During the period of the study the data has been collected from LIS Portal. The advertisement published in the LIS Portal has been scanned. After scanning of all published advertisement during the period of study, altogether **1656** numbers of advertisements related to job opportunity for LIS professionals have been published in LIS Portal.
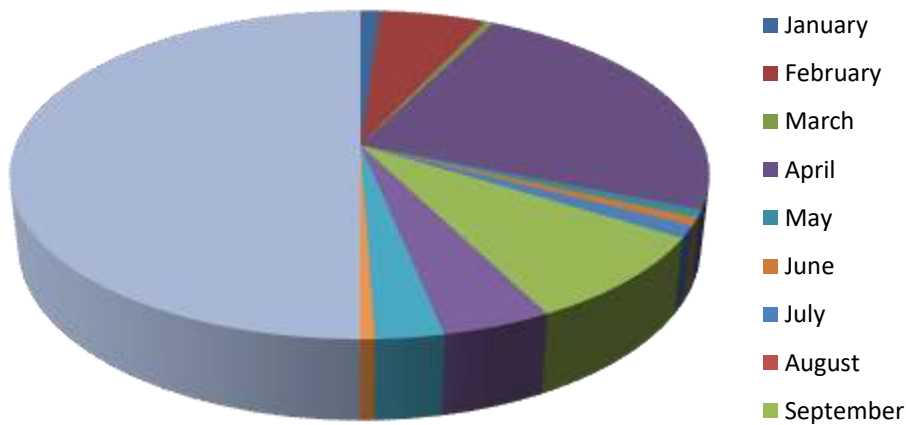
Month Wise Analysis of Advertisement Published During January 2021 to December 2021

In the span of January 2021 to December 2021, a total of 1656 job advertisement were published in LIS Portal from junior positions to senior ones. The month-wise details of advertisements published during this span have been tabulated in Table-1.

Months	No. of Post Advertised
January	37
February	194
March	15
April	787
May	24
June	25
July	40
August	0
September	284
October	143
November	89
December	18
Total	**1656**

Table - 1: Month Wise Analysis of Advertisements Published During the January to December 2021

Pie Diagram - 1: Month Wise Analysis of Advertisements Published During the January to December 2021

A moderate number of posts were advertised in the month of January that is 37 posts. In February there was a significant spike in the number of posts advertised that is 194. In the month of March the number of advertised posts dropped considerably compared to February, indicating a possible slowdown only15 posts. **April** month shows a substantial increase in the number of advertised posts **787**, signifying resurgence in recruitment efforts. In the month May and June the number of advertised posts remained relatively low compared to the previous month. There was a slight increase in the month of June that is 40 number of advertised posts compared to previous two months, but still lower than the peak observed in April.

In August no posts were advertised. Recruitment activities picked up again in September that is 284 numbers of posts being advertised. October shows a relatively 143 number of posts slightly lower compared to September. In the month of November 89 posts were advertised. In the end of the year that is in December recruitment activities slowed down to 18 posts only.

Conclusion

It is found that the frequency of distribution of number of posts advertised in different months is different. It is found from the study that the maximum no. of posts is advertised in the month of **April is 787**, 284 in September, 194 in February and 143 in October respectively.

This research endeavours to explore the current landscape of job opportunities in library science, analysing trends, challenges, and emerging roles that shape the profession. By delving into this inquiry, we aim to shed light on the diverse career pathways available to library professionals and provide insights into the evolving nature of the field. Through an examination of job market data, case studies, and expert analysis, this study seeks to offer valuable perspectives for both aspiring librarians and stakeholders invested in the future of library services.

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