

EMPLOYMENT OPPORTUNITIES IN LIBRARY AND INFORMATION SCIENCE FIELD IN INDIA THROUGH CONTENT ANALYSIS OF INDIAN NEWSPAPERS

Dr. D. K. Veer

Director,
Knowledge Resource Center
Dr. Babasaheb Ambedkar
Marathwada University,
Aurangabad-431004
librarian@bamu.ac.in

D. Y. Gawli

Professional Assistant,
Knowledge Resource Center
Dr. Babasaheb Ambedkar
Marathwada University,
Aurangabad-431004
dattagawli84@gmail.com

G. P. Khiste

Information Scientist,
Knowledge Resource Center
Dr. Babasaheb Ambedkar
Marathwada University,
Aurangabad-431004
khistegajanan@gmail.com

ABSTRACT

The research study examines the current trends of employment opportunities in LIS Profession by analyzing all job advertisements for library professionals published in the 17 English, Hindi & Marathi language Newspapers which is receiving to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. The Data Collected from the different Newspapers were analyzed to reflect the different aspects of LIS profession such as Library post advertisement published in newspaper by Month wise, Newspaper Language wise, State wise, Newspaper by title, Post & Category wise. It is found that from analysis of Newspapers regarding Library employment opportunities in Maharashtra State the employment opportunities is higher than other state in Library Professions & more vacant post of Library profession in Maharashtra state also. The study puts forwarded some suggestions to ensure employability of LIS Professionals in India showing state wise job opportunities and employment.

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

1. INTRODUCTION:

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 is 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

After completion of LIS education, question is arising whether there is a demand for LIS professionals or not? Where is demand? OR Which Indian institutions are demanding LIS professions? Hence

offered two year integrated MLIS course. After completion of such type of courses in LIS there are variety of job opportunities are made available in India, it may be in educational institutions (University, College, school etc) or 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.

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

2. STATEMENT OF THE PROBLEM

The statement of the problem of the study is entitled as **Employment Opportunities in Library and Information Science field in India through Content Analysis of Indian**

Newspapers. A comprehensive study on the job advertisements published in different Newspapers for the LIS professionals during the year 2014 were undertaken for the study.

3. OBJECTIVES OF THE STUDY

1. To analyze the changing trends of job opportunities for Library and Information Science Professionals on most diversified technological environment;
2. To study the LIS job advertisements applying various study criteria like Month wise, State wise, Source wise, Category (Reserved/Unreserved) etc;
3. To present the current status of job opportunities for library and

information science professionals at the national level in general;

4. To assess and examine the demand for the LIS professionals in the job market; and
5. To understand employers advertise for the various positions of jobs for fresh LIS Graduates and Post-Graduates and working LIS Professionals.

4. SCOPE OF THE STUDY

The study is conducted on “Employment Opportunities in Library and Information Science field in India through Content Analysis of Indian Newspapers”. The study is confined to study of fresh graduates, post-graduates and working LIS Professionals in India who are looking for better jobs and opportunity. The different newspaper scanned or covered for this study is confined 06 English language Newspapers, 03 Hindi Language Newspapers and 08 Marathi Language Newspapers which is made available in Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. The study is also restricted for the year 2014. Care has been taken to cover and include all the advertisements published for LIS Professionals from the above mentioned sources.

5. DELIMITATION OF THE STUDY

The present study was delimited to the Newspapers available in Dr. Babasaheb Ambedkar Marathwada University, Aurangabad from where data pertaining to job opportunity and employment has been collected. Seventeen Newspapers were studied for the study during 2014 but there are many other national and regional print as well as electronic media which have not

been consulted. There are many leading private and other institutions which sometimes may publish their advertisement in Employment News & University News Journal. So, such types of advertisements have not been included in the present study due to paucity of time for completing this survey and analysis work within few months.

This may be taken as a pilot study to carry out the same study at large scale to draw some important findings pertaining to generation of fresh LIS graduates and giving

job opportunity to them to earn their livelihood from the novel profession of supporting teaching –learning activities of the academic communities.

6. REVIEW OF LITERATURE

Das, Somnath (2009) Newspaper is the mirror of society. Newspaper captures day to day life of a community and its citizens. Under the headlines proclaiming great events are editorials, human interest stories, society news, sports reporting, advice columns, obituaries, and business reports that as a whole tell the life story of the communities in which those great events

Haneefa K, Mohamed and Nellikka, Shyma (2010) explained paper aims to provide an overview of the contents and design of the online English newspapers in India. Twelve online English newspapers published daily in India were selected for the study. The study used website content analysis to assess the contents and design of these newspapers. A checklist was developed as the main tool for data

Kaba, A. (2017) investigates and analyze library jobs advertised by higher education institutions, newspapers and job market sites in United Arab Emirates (UAE). Higher education institutions demonstrate the highest accuracy level in advertising library jobs. Librarian emerged to be the highest advertised title by the sources. E-library executive, principal-publications and library, and primary

Kale R.D.,Veer D.K. & Chavan S.P. (2012) Newspaper is a medium of mass communication. The medium of mass communication is social institutions that serve the society by gathering, writing and distributing the news of the day. Newspapers can create an understanding of community objectives and civic consciousness, which are the basis of democracy and social advancement. The newspapers in developing country like India are a powerful medium of achieving political, social and economic development.

take place and the lives they affect. This is a valuable resource for scholars and researchers for future resources. If newspaper is not preserved then no one can access information in future. This paper gives procedures for preserving newspaper, and various tools and software that Times Group is using for preservation of their publications.

collection and Microsoft Excel was used as the tool for data analysis. The study shows that online English newspapers in India have a common pattern of contents, coverage, and design. Contents availability and access to the contents are the most prevalent options in these newspapers. Majority of the newspapers use Blog, RSS and Face book to connect with their readers.

librarian found to be the new titles in the market. The paper also found inconsistencies and lack of uniformities among the sources in using job categories to advertise library jobs. In fact, none of them used the term "library" in any category. Academic libraries recorded the highest advertised jobs compared to other types of libraries.

The State of Maharashtra was formed on 1st May 1960. It consists of three main regions, viz. Western Maharashtra, Marathwada and Vidharbha, and four administrative divisions at Bombay, Pune, Aurangabad and Nagpur. . With the rapid growth of newspaper industry, the information requirements of the journalists as well as the concerned newspaper organizations have witnessed a spectacular change. Because, the production of news primarily depends upon the first hand events molded by circumstantial information.

Singh, Neena & Krishna K. M. (2006) examines the state of employment for LIS Professionals in government organizations in India. Data collected from the National Employment News, published weekly from 1994 to 2000 has been analyzed to find the demand of library professionals in the country. The study

Sinha, Manoj Kumar & Pandey, Brojesh Kumar (2014) discussed the present study aims to identify and assess the job opportunities for the professionally qualified LIS professionals in the area of Library and Information Science. The data required to carry out the study have been collected from the printed weekly issues of 'Employment News' and the 'LIS Link: a LIS Job Portal'. The data collected have been represented through tables and figures. The data collected have been analyzed to reflect the different aspects of LIS Profession, such as month wise, state wise, category wise (whether reserved or

Tewell, F.C. (2012) discussed availability of entry level positions in academic libraries to better illuminate the status of the job market for current students and recent graduates of Library & Information Science programs. Over a twelve month period from 2010-2011, 1385 job advertisements were collected, with content analysis methods used to evaluate each advertisement by level of position, institution type, location,

Yadav, Akhilesh K.S. & Bankar, Prerana Deepak (2016) examines the current trends of employment opportunities in LIS profession by analyzing all job advertisements for library professionals published in the newspaper Times of India. The data collected from the newspaper were analyzed to reflect the different aspects of LIS profession such as nature of position, qualification, skills and competencies

reveals that a total of 978 No. of vacancies were notified in the past seven years, with the highest (22%) in 1997 and the lowest 8% in the year 2000. The study also indicates that there is more demand of low salaried professionals (LSP) i.e. 82% as compared to only 18% high level executive post.

unreserved; teaching or non-teaching position), nature wise (whether permanent or temporary), source wise, level wise distribution of advertisements. Moreover, a preliminary data was collected after scanning the available literature and data pertaining to the number of library science graduates produced every year and their employability. The study puts forwarded some suggestions to ensure employability of LIS Professionals in India showing state wise job opportunities and employment. The study was delimited the job advertisements published during January 2011 to December 2011 only.

department, and job type. Findings revealed one-fifth of jobs advertised to be entry level, with seventy percent of all positions offered by universities, and public services accounting for more than sixty percent of entry level employment opportunities. Further research was conducted by contacting Human Resources departments at 33 institutions to ascertain the experience backgrounds of successful hires.

required for the various job positions. It is found that libraries and library profession require qualified candidates with proficiency in English, Information Technology and Communication Skills. The Findings shows that LIS schools need to revise their curriculum on the basis of current job market demands. Government should provide more employment opportunities

for fresh LIS graduates, research scholars

and for LIS professionals.

7. RESEARCH METHODOLOGY

Qualitative research methods are being used to conduct this study. This study is descriptive in nature with main objective to analyze the library job advertisements in Govt. and Non Govt. sectors of India. The Job advertisements advertised within the period from January to December 2014 have been selected for this study. The sources of these advertisements are mainly leading National and Local newspapers; especially the 06 English language Newspapers, 03

Hindi Language Newspapers and 08 Marathi Language Newspapers. All of advertisements are scanned from these sources or their reference were noted down and later searched from the newspapers. The data entry is done in MS-Excel and further the data has been tabulated and graphs have been prepared using MS-Excel and these data has been analyzed to come upon generalized findings and a meaningful conclusion is drawn.

8. DATA ANALYSIS AND INTERPRETATIONS

The required data for the present study has been collected, during the prescribed period which has been analyzed and interpreted using Content Analysis method. In this study, the required data has

been collected mainly from Newspapers; undertaken for study. During the period of the study, the advertisement published in the daily newspapers has been scanned.

8.1 Chronological Analysis

After scanning of all newspapers published during the period of study, altogether 568 numbers of advertisements related to job opportunity for LIS

professionals have been published in newspapers. The month-wise details of advertisements during 2014 have been tabulated in Table-1.

Table NO. 1

Analysis of Library post advertisements published in Newspapers by Month wise

S.No.	Months	No. of Advertisements	Percentage
1	January	71	12.5
2	February	30	5.28
3	March	55	9.68
4	April	35	6.16
5	May	72	12.68
6	June	117	20.6
7	July	47	8.27
8	August	49	8.63
9	September	26	4.58
10	October	20	3.52
11	November	18	3.17
12	December	28	4.93
Total		568	100

Out of 568 number of advertisements, it was found that maximum number of posts are advertised during the months of June (117), May (72) and January (71) respectively whereas minimum number of advertisements (18) have been published in November. From the study it is evident

But it is to be noted that each months one can find advertisements for LIS jobs in the Newspapers, which is a best medium for advertisements for job opportunities and employment. Therefore, definitely, the

8.2 Language wise Analysis

As per analysis of Table No.2 the Total 568 advertisement published in Newspapers. By analyzing Newspapers languages wise advertisements published

that the peak months for advertisements are January, March, May, June, July and August when maximum advertisements are published for employment. While February, April, September, October and December months are having less than 40 advertisements.

Newspapers are a popular media for advertisements for LIS professionals. All the LIS professionals must refer to Newspapers for the job posts advertisements.

highest advertisements published in English language newspaper (288) and lowest advertisements published in Marathi language newspaper (97).

Table No.2

Analysis of Library post advertisement published in newspaper by Language wise

S.No.	Newspaper Language	No. of Advertisements	Percentage
1	English	288	50.7
2	Marathi	97	17.08
3	Hindi	183	32.22
Total		568	100

8.3 Geographical Analysis

The State Wise distribution of advertisements published for Library and Information Science (LIS) Professionals during the year 2014. Out of 29 States and 7

Union Territories, the advertisements published for LIS Professionals from 12 states only, which have been shown in Table -3.

Table No.3

Analysis of Library post advertisement published in newspaper by State wise

S.No.	State	No. of Advertisement	Percentage
1	Maharashtra	509	89.61
2	Tamilnadu	15	2.64
3	New Delhi	9	1.58
4	Gujarat	8	1.41
5	Karnataka	8	1.41
6	Rajasthan	8	1.41
7	Andhra Pradesh	4	0.7

8	Uttrakhand	2	0.35
9	Kerala	2	0.35
10	Himachal Pradesh	1	0.18
11	Madhya Pradesh	1	0.18
12	Bihar	1	0.18
Total		568	100

From the above Table-3, it has been also observed that, the highest no. of post for LIS professionals are advertised from Maharashtra. Out of a total of 568 no. of posts, 509 no. of posts are advertised for the libraries and other govt. and non govt. institutions located in Maharashtra followed by Tamilnadu (15), New Delhi (9) and Gujarat, Karnataka & Rajasthan (8).

Whereas, less than 5 posts of LIS Professionals have been published for Andhra Pradesh, Uttrakhand, Kerala, Himachal Pradesh, Madhya Pradesh and Bihar. In this study out of 17 Newspapers the 08 Newspapers published in Marathi Language has been analyzed, this is major reason for most of advertisement of library procession in Maharashtra state.

8.4 Newspaper wise Analysis

The Source wise distribution of number of posts has been depicted in Table-4 for LIS Professionals. These advertisements were collected from different newspapers. From the results as indicated in Table-4, it was found that that the maximum number of LIS related job requirements /

posts have been advertised in The Financial Express (92) after that Lokmat Samachar (88), The Indian Express (70), Lokmat Times (61), Lokmat (60), Loksatta (43), The Times of India (42) etc. However less than 5 posts of LIS Professionals have been published in Five Newspapers.

Table No.4
Analysis of Library post advertisement published by Newspaper wise

S.No.	Newspaper Name	No. of Advertisement	Percentage	Cumulative Frequency	Cumulative Percentage
1	The Financial Express	92	16.2	92	16.19
2	Lokmat Samachar	88	15.5	180	31.69
3	The Indian Express	70	12.32	250	44.01
4	Lokmat Times	61	10.74	311	54.75
5	Lokmat	60	10.56	371	65.31
6	Loksatta	43	7.57	414	72.88
7	The Times of India	42	7.39	456	80.28
8	Sakal	32	5.63	488	85.91
9	The Hindu	24	4.23	512	90.14
10	Punya Nagari	23	4.05	535	94.19
11	Divya Marathi	15	2.64	550	96.83
12	Navbharat	7	1.23	557	98.06
13	Maharashtra Times	4	0.7	561	98.76

14	Samana	3	0.53	564	99.29
15	Dainik Bhaskar	2	0.35	566	99.64
16	The Economic Times	1	0.18	567	99.82
17	Lokpatra	1	0.18	568	100
Total		568	100		

8.5 Category wise Analysis

The Table-5 represents the Category (Reserved/Unreserved) wise distribution of no. of posts advertised for LIS professionals in India. There are Five Categories, out of which four are under reserved categories such as OBC (i.e. Other Backward Caste),

SC (Scheduled Caste), Scheduled Tribe (ST), (NT), (NT-B), (NT-C) and the other is the Unreserved or Open category. The no. of posts under unreserved and the different reserved categories are shown in the Table - 5.

Table No.5
Category Wise (Reserved/Unreserved) Distribution of Posts

S.No.	Category	No. of Posts	Percentage	Cumulative Frequency	Cumulative Percentage
1	Open	647	93.5	647	93.49
2	OBC	20	2.89	667	96.38
3	SC	13	1.88	680	98.26
4	ST	7	1.01	687	99.27
5	NT	3	0.44	690	99.71
6	NT-B	1	0.14	691	99.85
7	NT-C	1	0.14	692	100
Total		692	100		

Table- 5 reveals that the highest number of posts advertised is for Unreserved/ Open category. Out of 692 numbers of posts, 647 posts are available for unreserved/ open category category and the remaining posts are reserved for different categories, i.e. OBC, SC, ST, and NT, NT-B, NT-C candidates. Out of the total

reserved posts, the highest nos. is reserved for OBC (20) candidates and the least nos. is reserved for NT-B & NT-C (1) candidates. The post of Librarians are comes under isolated status hence as per Govt. rules it is under open category. Therefore maximum no. of vacancies of Librarians is greater than sub-ordinate library staff.

8.6 Designation wise Analysis

The Table-6 represents the designation wise distribution of no. of posts published in different Newspapers for LIS Professionals in the year 2014. Here the various posts published under different designations are included under 17 different designations. From this table, we can see

that the highest no. of posts is advertised for Librarian. A total of 536 no. of posts out of 692, advertised under this designation which is followed by Assistant Librarian with 39 and Library Attendant with 35 (no. of posts). It can also be seen from the above table that only 1 post are advertised for Chief

Librarian, Assistant University Librarian (Roster), Library Officer, Sr. Assistant, Library Peon which is very less as compared to other posts advertised under any designation.

Table No.6
Designation Wise Distribution of Number of Posts Advertised

S.No.	Designation	No. of Advertisement	Percentage	Cumulative Frequency	Cumulative Percentage
1	Librarian	536	77.46	536	77.45
2	Assistant Librarian	39	5.64	575	83.09
3	Library Attendant	35	5.06	610	88.15
4	Lecturer	28	4.05	638	91.19
5	Deputy Librarian	10	1.45	648	93.64
6	Assistant Library Information Officer	9	1.3	657	94.94
7	Assistant Professor	8	1.16	665	96.09
8	Library Clerk	8	1.16	673	97.25
9	Sr. Library Inf. Assistant	6	0.87	679	98.12
10	Associate Professor	3	0.43	682	98.55
11	Jr. Library Assistant	3	0.43	685	98.98
12	Library Trainee	2	0.29	687	99.27
13	Chief Librarian	1	0.14	688	99.42
14	Assistant University Librarian (Roster)	1	0.14	689	99.56
15	Library Officer	1	0.14	690	99.71
16	Sr. Assistant	1	0.14	691	99.85
17	Library Peon	1	0.14	692	100
Total		692	100		

9. SCOPE FOR FURTHER RESEARCH

The work is done for the year (2014) only, which may be taken as a Pilot study for the further and preceding years. The

same study can be done on last 5 years or 10 years to come on the concrete results/findings.

10. CONCLUSION

This is a preliminary study taking with consideration of advertisements published during the year 2014. It is very

interesting finding that number of post for teaching positions with Non-Teaching are comparatively published in very high

numbers which shows that the more vacancies of Librarians are there due to various reasons, which needs to do further investigation. All institutions should have to organize or establish counseling/coaching centers for achieving the better results in NET/SLET examinations which will be helpful to fulfill the basic requirements

regarding fill up the vacancies of Librarian or sub-ordinate library staff through all over India. There is an ample of opportunities in private companies & Databases Publishing Companies especially where indexing & abstracting work have been done. Hence, the quality indicator is a major parameter in LIS domain.

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