
Role of Information Centre in the Growth of Small Scale Industries

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Abstract

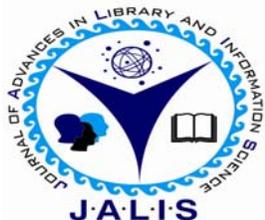
The role played by the small and medium scale industry in the economic activity of developed nations like USA, Japan, Germany and Britain is really momentous. Even in developing nations including India and under developed nations contribution of small scale industries for the economy is significant. Many factors contributing towards the growth of small scale industries information is the pioneer among these factors. Information is the key asset of every organization to be more competitive in this competitive globalized world.. In this paper we have made an attempt to highlight the importance of information and libraries in the growth of small scale industries.

Keywords

Small Scale Industries (SSI), Gross Domestic Product (GDP), Information Centre.

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INTRODUCTION

Since the time of independence, the small-scale sector in India has been a major contributor to country's Gross Domestic Product (GDP) (Wilson T. D, 1997). This traditional sector in India is considered to have huge growth prospect with its wide range of products. The small-scale industrial sector in India is acting as Engine of Growth in the new millennium. After 1991 with the effect of LPG small scale industries started facing many challenges due to global competition. Addressing the challenges and boosting the small scale industries became a real challenge for many intellectuals who believed the sector as the vehicle of growth. While brainstorming towards the solutions they found that the sector need to be empowered intellectually with the availability of information and knowledge in this direction library and information centres gained special importance in the process of boosting the small scale industries. As we know information is an essential asset of every business including small scale industry, we need to understand the information needs of the sector in a way to provide necessary services. Library of every small scale industry need to understand its role and it should redesign its sources and services in a way to support the growth of the sector (Dervin B and Nilan M, 1986).

SMALL SCALE INDUSTRY

Industry is the segment of economy concerned with production of goods. Small-scale industry is a term, which applies to the small entrepreneurs who are engaged in manufacture and production on a micro scale. It mainly refers to agro- based rural industry, which doesn't require huge capital influx and large infrastructure. These small-scale industries also include the indigenous cottage industry and the handicrafts industry. The development of small-scale industries is very important for a country like India, which has mainly rural economy. These small scale industries which are mainly agro- based in nature would provide job for millions of Indians and would contribute largely to the overall growth of the Indian economy. The small scale industrial sector continues to remain an integral part of Indian economy with significant contribution to GDP, industrial production and employment generation in India.

ROLE OF SMALL SCALE INDUSTRIES IN INDIAN ECONOMY

- Indian economy is developing economy. Its vast resources either unutilized or underutilized, due to this reason major section of human resource is lying idle. The per capita income is low as compared to developed and some developing nations. Production is traditional modern techniques need to be inculcated in a large scale. The output is not sufficient for growing population and people remained unsatisfied.
- Industrialization is the only solution to this cycle of problems. Industrialization leads employment opportunity and increased productivity which will be the solution for present Indian economy.
- Being a Rural nation small scale industries have a vital role to play in India. They can be accessible to the remote rural areas of the country and do not lead to regional imbalance and concentration of industries at one place in this way it will help for Indian economy with a socialistic approach.
- Small scale industries help the economy in promoting balanced development of industries across all the regions of the economy.
- Small scale Industries or adroit in distributing national income in a more effective and equitable manner as compare to large scale industries.
- Small scale industry provides highest employment to Indian population next to Agriculture.
- Small scale industries contribute more than 40% Industrial value added to Indian GDP.
- Small scale industries play very vital role in exports as it contributes 35 % of the total exports of India (Taylor R. S, 1991).

CHALLENGES FOR SMALL SCALE INDUSTRIES IN INDIA

There are many challenges in decline of competency in Small Scale Industries. Following are the various problems associated with Small Scale Sector (Ramavat Vijayanti, 1999).

1. Market Structure Problems

The market structure means the general organization setup of the market. It includes Market segmentation, the degree of competition and the Intermediaries. The small entrepreneur cannot supply standardized goods of high quality and as a result cannot compete with products of large companies or MNCs. They usually do not have a brand name or loyalty, as there are

hardly any funds for advertising or sales promotion. All these increase their marketing woes.

2. Logistic Problems

Logistic covers supporting activities such as distribution, transportation, and warehousing.

3. Managerial Problems

Management of SSIs marketing activities requires special skills. Success of market depends upon managerial skills. Management is getting things done through and with people. Managerial problems include Market Support Problem, Administrative Problems and Business Method Problems. In most of the SSI, poor management is the primary cause of business failure.

4. Economic Problems

The marketing structure of SSIs suffers from a number of economic problems. Economic problems include problems related with Finance and Credit, problem of inventory and turnover.

Normally the largest investment in a small business owner is challenging task which leads to insufficient inventory. Insufficient inventory levels result in shortages and stock outs, causing customers become disillusioned and leave.

5. Communication Problems

Communication is one of the basic requirements of the market whether it is urban or rural. Communication establishes links between the seller and the buyers. A number of problems are connected with communication some of them are communication, media, branding, packaging, and market information

6. Socio-psychological Problems

Social set up of the rural area and psychology of rural inhabitant plays a very important role in the rural market. Indian rural population is a traditional society based upon class and caste and is having traditional opinions views, and approaches. All this has made the nature of rural market altogether different from urban market.

ROLE OF INFORMATION IN SMALL SCALE INDUSTRIES

India is one of the rapidly developing nations of the modern world. It has become an independent country, a republic, more than six decades ago. During this period the country has been engaged in efforts to empower various sections of society through various agencies including small scale industries. As every sector experienced ups and downs from the beginning small scale sector also experienced the ups and downs. Particularly after the globalization small scale industries started facing many challenges due to global competition in this situation, we need to enhance the competency of the sector by making availability of right information at right time to right user (Allcock S and Plenty A, 1999).

Information and lack of competitive intelligence causing problems in SSI's Market structure. Right information will act as competitive intelligence in tracking the market happenings and planning for market strategy to make SSEs more competitive. Information play very important role in business related problems such as market support, administrative planning for market strategy is to make SSEs more competitive. Information play very important role in business related problems such as market support, administrative and business methods.

ROLE OF LIBRARY AND INFORMATION CENTRES IN SMALL SCALE INDUSTRIES

The Information Centres creates the impression that the Small and Medium Enterprises can benefit from their services to enhance their business prospects. Today every industry considered information as an important asset in every aspect of the industry in these circumstances there need to be a system to meet the information needs of the firm. With this concern most of the industries willing to have a library or information centre as a supportive system. A well-organized library with motivated staff can really make the firm more competitive and efficient than any other competitors. With the intention of increasing the efficiency of the small scale industries libraries can initiate and provide various value added service with the books and journals.

- **Information Service:** Library should provide all the necessary information resources like books, journals, standards, patents and other useful resources according needs of the firm.

- **Current Awareness Service:** Current awareness service will enhance the efficiency of the firm as it always tries to keep the firm updated on various aspects of the industry. Librarian should understand the needs of the various kinds of users and he must provide current information through any convenient mode of communication in a way to make every one updated and efficient.
- **Selective Dissemination of Information:** Librarians should identify the tasks of key persons and workers in industry by having a personal profile of workers and managers whenever they got some resources matching to their profile they must communicate it to the concerned person it will help to improve the efficiency of the person as well visibility of the library.
- **Competitive Intelligence Service:** Without knowing what our competitors are doing it is very difficult to every industry to plan for product and marketing. In this situation competitive intelligence is the major source for every industry so librarians must collect the information.
- **Training and Education:** Being an education centre library must take initiation in conducting education and training programmes by experts in a way to enhance the efficiency of workers and administrators of the firm.
- **News Paper Clipping Service:** Always there will be on or other news on small scale industries in on or other newspapers so librarians must collect all those news clippings for the reference of the firm. These clippings will definitely help to users in one or other situation
- **Brain Storming:** brain storming is an important device to find innovative ideas. Libraries can organize discussion and brain storming sessions among the workers of the industry to invent innovative ideas which are useful for organizational success.
- **Inter Library Loan:** There are many industries which are involved in same or allied business, but all the industries may not be able to access

all the information resources required by the firm in this direction librarians should create a platform to resource sharing between the library which will help to satisfy the needs of participating firms in a mutual way for the greater benefit.

- **Use of Social Networking Sites:** Social media is seen as the transforming power of 21st century Librarianship as it can make library sources and services more innovative and intellectual. Services through social network allow users to share ideas, activities, events and interests. Major aims and Purposes of Social networking in library are:
 - To provide a platform to share news and information
 - To share links to recommended Internet Resources
 - To provide alert services like SDI and CAS
 - To communicate Book reviews, information about new books
 - Building the special interest groups in various aspects of work to share and discuss their views
 - To share the AV material related to various aspects of work and administration of SSIs
 - To assess the needs of the users through social networks
 - To educate the users about new and innovative services in the library

These are few services by the library which will help in the growth of small scale industries apart from these there are many opportunities to initiate new services according to needs of the SSIs. Librarians with self-motivation and interest must take these initiations to reflect the role of Libraries in the growth of SSIs. These services are sufficient and after these initiations librarians can think of many advanced services like using social networking, knowledge management and many more.

CONCLUSION

Small scale industries are the back bone of our economy, we need to be very practical in solving the problems of the SSIs in a way to strengthen the

economy. There are many agencies that are playing different roles in different way to strengthen the sector. When it comes to the responsibility of Information centres and libraries it stands ahead of all other agencies with its vital services. Here it is the responsibility of librarians to make serious and sincerer effort to meet the needs of various users of SSIs with various innovative services while we have the chance to improve the efficiency of SSIs in real sense.

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