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SMS Alerts Service in Sonubhau Baswant College Library: A Best Practice

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Abstract:

Purpose of present study is evaluating the SMS alerts service provided in the S. B. College Library. Library tries to provide maximum services provide to students, staff, and external readers in minimum cost. Library used the SOUL 2.0 software for managing ICT based library work. Library has 36111College books and 5528 Book Bank Books, N-LIST Database, and other Non-Book Materials. In this paper researcher discussed the best practices in the library of Sonubhau Baswant College in Shahapur. Role of NAAC in college library development is very important, so NAAC tries to develop library through the library best practices in their publication "Best Practices in Academic Libraries". In this paper researcher stated the current status of Sonubhau Baswant College library's collection development. Reader's mobile Numbers, SMS Utility software, SMS Gateway and Computer, and other infrastructure are necessary for providing the SMS alerts service. Sonubhau Baswant College has provided the all required infrastructure in the Library. Library SMS service useful to provide library service with traditional approach.

Keywords: Best Practices, SMS Alerts, NAAC, S.B. College.

1. Introduction

Colleges form the integral part of Higher education and libraries in colleges are the primary source for learning process. The college library is a connecting link between teaching and learning as well as place which supplements its resources what is beyond scope of class room. College libraries play an important role in the educational history of both the students as well as the faculty members. It serves the user by providing specific information to the user. But how far the college libraries are successful in implementing their goals into its reality is a big question. There must be some agency to have a proper vigilance on the functioning of college libraries and also to suggest certain measures to rectify the emerging needs, and for this kind of purpose NAAC was established for maintaining quality education of the institutions. (Ahemad & Pal, 2012)

2. About S. B. College Library

Sonubhau Baswant College of Arts & Commerce College has established in the year 1984. College is situated in Tribal area of Shahapur, Dist. Thane. The institute has central and departmental libraries. The central library procured 234 books at the beginning of the college.

Presently the library has more than 38211 books in general, more than 5528 books under the Book Bank Scheme, 540 Bound Volume of Journals, 60 periodicals, 51 Maps, 270 CDs and DVDs etc. Library has also subscribed N-LIST Online Journals consortia. Library use SOUL automation software since 2004 from INFLIBNET. All software modules are run successfully i.e. Acquisition, Cataloguing, Circulation, Serial Control, Administration and OPAC. All data entry of old books is completed and newly purchased books and subscribed periodicals are entered in regularly. In the library OPAC and Web-OPAC both are used from all students and staff. Web OPAC is accessed in only local access or intranet. But in future WEB OPAC of library should be linked on internet via college website. (SBCL)

3. Review of Literature

Suresh Balutagi and Mallikarjun Angadi (Balutagi & Angadi, 2013) given importance of SMS facility used in library services in his research article. Naji Shukri Alzaza and Abdul Nasir Z. (Naji & Abdul, 2007) explained in details of use of mobile technology in their research papers. Mija Michelizza (Michelizza, 2008) explained use of SMS service in the library. Surendran Cherukodan (Cherukodan, 2010) explained use of SMS technology in library services marketing in his research book chapter. Nidhi Khare (Khare, 2009)presented use of mobile technology in libraries in his paper.Shahaji S. Waghmode (Waghmode, 2013) (Waghmode S. S., 2016) gave details of best practices available in S. B. College Library, Shahapur.

4. Objectives of the Study

- To know the collection of reading materials available in the library.
- To know the types of collection in the library.
- To know the user services available in the library.
- To know the which library management software using in the library.
- To know the how SMS Alerts service is working in the library.
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5. Research Methodology

Present research is evaluation study of library services provided in the S. B. College Library special reference to SMS Alerts Service. All research related information collected from the library and evaluated information. Also details explained the process of SMS Alerts Service and its benefits.

6. What is SMS

Meaning of SMS is Short Message Service. Commonly defined the SMS is text messaging. It is used via phone, web based, gateways, etc. it's character limits including space is 160 to 192 characters. Following ways are sending SMSs Cell Phone to Cell Phone, Web to Cell Phone, Via API links, etc.

7. Data Analyasis
7.1. Application of SMS Services in Libraries

Government Sectors, Banking Sectors, Industrial Sectors, Educational Institutes provides SMS facility to their concern customers/user. Now a days SMS service is very important tolls for the quick communication via telecommunication to customers. It is a great revolution in the 21st Century. It is a text based messaging service. Many libraries using SMS service facility to deliver alert service to the users. Various types of services library can provide to the SMS facility. SMS can be sent to the users/readers at the time of book issue, book return, reminders, news, announcement, brief notice, etc. In every 90% of the college students have own mobile phone for the communication. So, library provides SMS service through Software for University Libraries (SOUL 2.0) library software.

7.2. Pre-requisite of SMS service

Many SMS facility providers available in the market i.e. free and paid based. Some of following ways of SMS service providing to the users:

- Library Management Software based
- Library Email to SMS mode
- Customized external software, etc.
- Web Based interface
- SMS Gateway (API link)

SMS Interface working on Gateway based through SOUL Software in the S. B. College Library. Massages sent to the user's mobile at the time of book borrow, return, book return reminders, etc. via SOUL Software. It is a free service to the users. SMS Character limits are 192 characters with space. Library SMS Gateway purchased from BHASSMS provider.

7.2.1. Types of SMSs sent through SOUL 2.0 Software

There were four types of SMSs found in the SMS service alerts in the library. (Figure1 and Figure 2)

- **Book issue SMS**: Dear Sir/Madam, Book with the Accession No. <Accession No.> is issued to Member <Member Code> with Issue Date<ddmmyyyy> and due Date <ddmmyyyy>.
- **Book Return SMS:** Dear Sir/Madam, Book with the Accession No. <Accession No.> is has been returned to the library Member <Member Code> and returned Date is <ddmmyyyy>.
- **Book Overdue SMS**: Dear Sir/Madam, Book with the Accession No. <Accession No Issue Date<ddmmyyyy> and due Date <ddmmyyyy> has been issued from the library to issued Member <Member Code>.
- **Book Reminder SMS:** This is the system generated reminder SMS to Member <Member Code> to return book with the Accession No. <Accession No.>and due Date is <ddmmyyyy>.

Above mentioned four types of SMS library sent to the users through library software via interment.

7.2.2. SOUL 2.0 Software and SMS Service

For the SMS service purpose Library Management Software is requires for the manage SMS service. S. B. College library using SOUL 2.0 software from 2004 for the automation. All sections are fully automated i.e. Acquisition Section, Cataloguing Section, Circulation Section, Serial Control Section, OPAC and WEB OPAC. SMS facility given in the Circulation Section in book issuing, book returns, reminders, etc. SOUL 2.0 provides additional SMS upgradation to the library for SMS service providing to the users of the library.

7.3. Best Practices in library and NAAC

ODLIS (Reitz, 2004) defined term 'best practices' as follows: "In the application of theory to real-life situations, procedures that, when properly, applied consistently yield superior results and are therefore used as reference points in evaluation of the effectiveness of alternative methods of accomplishing the same task. Best practices are identified by examining empirical evidence of success."

Document prepared by NAAC for "Best Practices in Academic Libraries" (NAAC, 2007) says Best practice may be innovative and be a philosophy, policy, strategy, program, process or practice that solves a problem or create new opportunities and positively impact on organizations.

For college libraries NAAC has developed the following set of best practices for college libraries:
- Computerization of library with standard software.
- Inclusion of sufficient information about the library in the college prospectus.
- Compiling student / teacher statistics
- Displaying newspaper clippings and a clipping file maintained periodically.
- Career/ employment information services
- Internet facility to different user groups
- Information literacy programmes
- Suggestion Box
- Displaying New Arrivals
- Conduct book exhibition on different occasions
- Organizing book talks
- Instituting Annual Best Use Award for students
- Organizing competitions annually
- Conduct user survey periodically
  S. D. Vyas (Vyas, 2009) add some best library practices in his article these are

- Making of a Path Finder to the library
- Keeping the library premises neat and clean
- Compiling a list of Current Serials/ catalogue of journals.
- Updating and maintaining library website

- Maintaining useful statistics regarding the use of the library and displaying them on the library walls
- Compiling checklists on different subject/topics as a part of documentation service
- Library Committee formation
- Distribution of useful handouts

7.3.1. Best Practices in the library Sonubhau Baswant College of Arts & Commerce, Shahapur

NAAC zdeveloped a set of best practices followed in academic libraries and presented under the following four broad areas:

- Management and Administration of Library:
- Collection and Services.
- Extent of User Services.
- Use of Technology.

7.3.2.   Management

Library management is important thing of any types of library. All administrative works are important. In this library acquisition of reading materials, cataloguing, circulation of reading materials, serial control etc. all works are done. Library automated by SOUL 2.0 software and all modules are run very well. Library connected with internet broad band connection.

7.3.3. Collection Development of S. B. College Library

S. B. College is situated in the Tribal belt of Thane district. Library is computerized with SOUL 2.0 library management software made by INFLIBNET Centre. The main aim of the collection development is to make available all types of important reading material, i.e. books, reference books, text books, reports, patents, standards, theses, serials, journals, non book materials resources etc to support learning, teaching and research pursuits of the readers of the college. S. B. College Library has following collection on 31st January 2017:

Sr. No.	Types of Materials	No. of Materials
1.	Books	36311
2.	Book Bank Scheme Books	5528
3.	Hindustani Prachar Sabha	1830
4.	Bound Volume	540
5.	CDs & DVDs	270
6.	Maps	51
7.	Globe	1
8.	Print Periodicals	80
9.	Newspapers	9
10.	N-List e journals	6000+
11.	N-List e books	90000+

7.3.4. User services:

In the college various Degree and Master Degree's students are enrolled. Current year total 1875 students are registered in the library with their mobile numbers. All types of user services are providing in the library. Out of that services SMS (Short Messaging Service) Alerts through SOUL Software providing in the library.

7.3.4.1. SMS (Short Messaging Service) Alerts through SOUL Software

7.3.4.1.1. Objectives of SMS (Short Messaging Service) Alerts

- To provide Book Issue alerts service to readers.
- To provide Book Return alerts service to readers.
- To provide Reminder alerts service to readers.
- To provide any other library activity alerts to readers

7.3.4.1.2. Methodology of SMS (Short Messaging Service) Alerts:

- Registering all membership data in SOUL software
- All mobile numbers and email id recorded in the software
- Purchase SMS utility from INFLIBNET Centre, Gandhinagar
- Installing SMS utility in the SOUL Software.
- Purchasing Transactional Massages from SMS service providers.
- SMS API links configuring in SOUL Software.
- SMS server should be run and Start beginning of the service start.
- Testing of SMS Book Issue, Book Return, Reminders, etc through SOUL Software
- Figure 1 and Figure 2 shows that the process of SMS Alerts Service provided through SOUL Software in the Library.

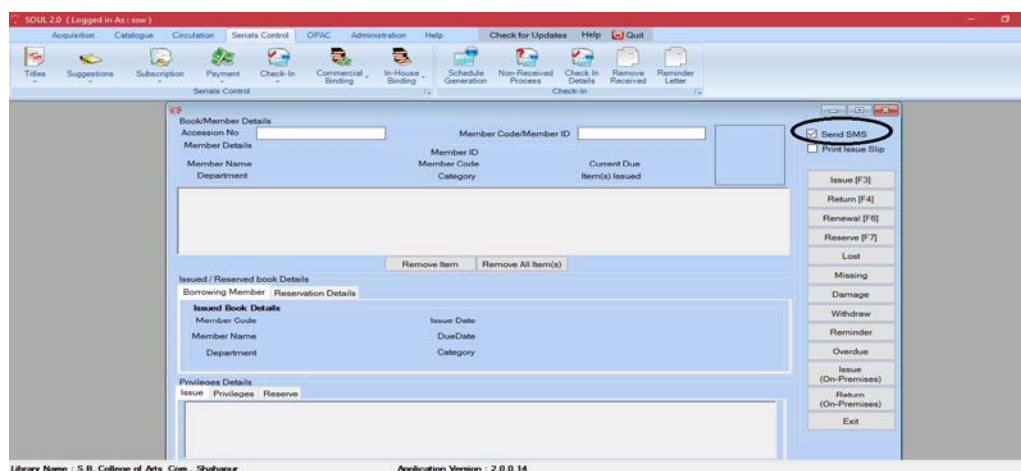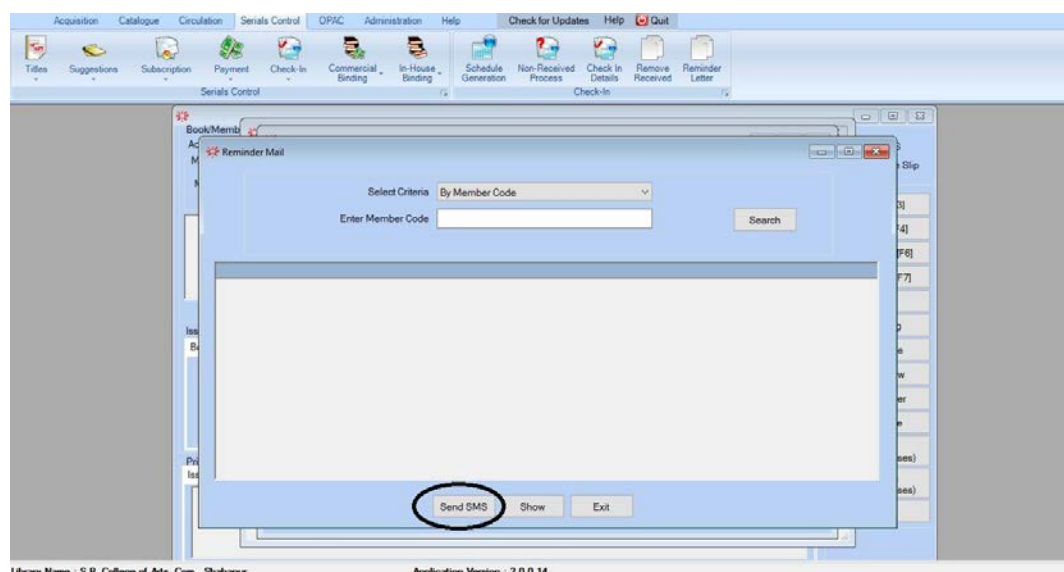**Figure 1 Book Issue and Book Return SMS Alerts Window**

Figure 2 Book Return Reminder SMS Alerts Window

7.3.4.1.3.   Benefits of SMS (Short Messaging Service) Alerts:

- It is very useful to readers for knowing the book accession number with issue Date and due Date of issuing materials.

- Which books are due on particular day.

- Which books are return on particular day and Date.

- Readers know the due Date of non-return books via SMS Reminder.

- Save the time of users and library providing this service.

- For this service providing in the library reminder expenditure will be reduced.

- Library can quickly communicate to the readers.

7.3.4.1.4.   Requirement of Resources/Infrastructures of Library services to external readers:

- Need of enriched library sources.
- Need of Broad Band Internet Connection with Static IP.
- Computer terminals, etc.
- Library software,
- SMS Gateway
- Manpower
- Reader's Mobile Numbers

7.3.5. Use of ICT in S. B. College Library

S. B. College library is used ICT in day to day working. Library is fully automated using SOUL 2.0 software developed by INFLIBNET Centre, Gandhinagar. Library also provide Online Public Access Catalogue via Intranet and WEB OPAC via Internet. Library also provides Internet service to the users on free of cost for the educational purpose.

8. Conclusion:

Present study evaluates that use of ICT in the library. Best practices of S. B. College library are very useful in providing support to students, staff and other external readers. There is no other big library in Shahapur or Near Shahapur. In this paper as per NAAC guidelines best practices are given. In accordance with NAAC standards, libraries should establish, promote, maintain, and evaluate a range of quality services that support the colleges, mission and goals. SMS Alerts service is very important, useful and user friendly to the library and readers. Reader's mobile Numbers, SMS Utility software, SMS Gateway and Computer, and other infrastructure are necessary for providing the SMS alerts service. Sonubhau Baswant College has provided the all required infrastructure in the Library.

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