

Job Opportunities for Library Professionals : An Analysis of Advertisements published in Kolkata – based Newspapers with special reference to the Times of India, the Telegraph and the Anandabazar Patrika during 2005-2010

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With the growing market economy the job opportunity of librarian is increasing in West Bengal region, a state of Indian Republic. The librarianship as a professional course has been teaching more than hundred years in India and near about 75 years in West Bengal. Among 22 Universities in West Bengal, 7 regular Universities are producing a reasonable number of library professionals in various levels every year. These students are getting information about the vacancy through various sources. Daily newspaper is one of the important sources of these advertisements. This article has tried to find out how popular daily newspapers published from Kolkata, the capital city of West Bengal handle the advertisement related to very special profession like Librarian in this region. This study has specially concentrated on two most popular English daily newspaper The Times of India, The Telegraph and one Bengali daily newspaper the Anandabazar Patrika. Data have been collected from all their editions since January 2005 to December 2010.

Keyword : West Bengal, Times of India, Telegraph, Anandabazar Patrika, Library profession, Advertisement-Librarian, Vacancy-librarian, Pay Scale-Librarian

1. Introduction

Since a few couple of decade, 'librarianship' as profession has found acceleration by the young generation in India. The job opportunities have increased remarkably in various sectors due to openness of new market economy in India and widen the service sectors. Library is one of the promising job markets in India. The year 2011 has celebrated as hundredth year of Library and Information Science education In India. The history of Library & Information Science education in West Bengal, a state of India is also running 75 years.

West Bengal

It is India's fourth most populous state situated in her eastern part. The State shares it's border Internationally with Nepal, Bhutan, and Bangladesh, and nationally with the states of Odisha, Jharkhand, Bihar, Sikkim, and Assam. The state capital is in Kolkata (formerly *Calcutta*). It has 22 Universities, 16 Research Institutes and 408 Colleges¹.

In India as well as in West Bengal, Library & Information Science courses are available in various levels as listed below with variant duration

- ❖ Certificate Course – 3-6 months duration

- ❖ Diploma Course – 1-2 years
- ❖ Bachelor of Library & Information Science (BLISc) – 1 year
- ❖ Master of Library & Information Science (MLISc) – 1 or 2 year
- ❖ Integrated MLISc – 2 or 5 years
- ❖ Associateship / MS in Library & Information Science – 2 years
- ❖ MPhil – 1/2 years
- ❖ PhD
- ❖ DLit

At present, about 120 universities and other institution in India are offering any one or more such courses. In West Bengal 7 Universities and 1 State Open University and 3 other institutions including Bengal Library Association (founded in 1925) offering various level of Library & Information Science courses. From 7 regular universities in West Bengal every year on an average 385 students are passing BLISc course whereas 128 are receiving MLISc degree, 35 are receiving MPhil degree and a minimum of 15 are being awarded PhD degree.

What is the scope of these students after receiving various level of Library & Information Science degree in West Bengal and surroundings? How they are being informed? What is the source of information about jobs? How do the leading daily newspapers play their role?

2. Literature Review

Analysis of requirement in job advertisements has often been used to examine and predict the trends in market; demand for professionals; changes in a

profession and employment conditions. Lynch and Smith shows that influence of IT into all aspects of librarianship remarkably change the job market². Clyde studied LIBJOBS that carries several advertisements each day for positions that require a library and information science qualification. It covers a considerable number of postings in America and other countries, like Canada, the European countries, South Africa, Saudi Arabia, Morocco, and Hong Kong. The positions advertised represent the range from entry-level positions through to library director. The most required skills are in bibliographic instruction, user education, and information literacy development³, Reser and Schuneman examined academic library job advertisements in American Libraries, College & Research Libraries News, Library Journal and the Chronicle of Higher Education during 1988. They found that technical services positions also were more likely to include administrative responsibilities than were public services positions⁴. Okamoto and Polger have made a study on job advertisements for academic librarians who possessed marketing, promotion, public relations, outreach, and liaison skills selected from January 2000 to December 2010. Their study was on the basis of total 149 advertisements published in electronic and print sources from Canadian and American institutions.⁵ In their study of digital librarian job advertisement during 1999-2007, Choi and Rasmussen shows that digital library and technology have brought a new dimension to librarianship and opportunities.⁶ Quarmbly, Willett and Wood found that in the UK, use of the Internet, practical computer skills and database design were the elements of most use in their jobs⁷. Saima Qutab and Farzana Shafique found

that the academic libraries (College and University libraries) offer better job scales and packages in Pakistan. It is also discovered that dissimilarities in position titles and statuses are somehow subjective to institution type or size.⁸

In India, unfortunately there is lack of effort of this type of survey in recent past in this area. Jeevan has taken Employment News for 1998 to 2001 for his study to assess the job opportunities in the library and information science profession⁹. Keeping in mind the above literature review the present study tried to find out the scenario of Library & Information Science job prospects in the Kolkata and West Bengal region and for this purpose the role of common daily news paper published from Kolkata.

3. Advertisements as Source

Advertising is a form of communication used by information seekers in one hand and information providers on the other. The approach of Mass Media is very strong for the advertising. It includes Print media, Radio broadcasting, Television and Internet media. Among all these media, Print media specially newspapers are the most effective and appealing media for any kind of advertising due to its sustainability and permanency. Multiple editions of newspapers were brought out the boom in advertising also forced the advertisers to give advertisements in local newspapers. India is the second biggest newspaper market in the world, despite its poor literacy rate. According to the Paris-based world association of news papers (WAN) The circulation of Indian dailies consistently increased from 5,91,29,000 in 2001 to 7,29,39,000 in 2003 to 7,86,89,000 in 2005.

According to national family health survey (NFHS) report (2007), the literacy rate of West Bengal is 71.6%¹⁰. Near about five hundred and sixty newspapers and magazines are published in West Bengal; among them four hundred and thirty are in Bengali language. According to audit bureau report Jan-June 2011, daily average circulation of a few most-popular newspaper published from Kolkata are as follows —

- ❖ Anandabazar Patrika- 1216757
- ❖ Bartaman Patrika- 519766
- ❖ Sangbad Pratidin- 313671
- ❖ Times of India - 269546
- ❖ Dainik Statesman- 26868
- ❖ The Telegraph - 2877000

In a random sample observation it has been found that most of the cases advertisements published in any other Bengali daily generally published in the Anandabazar Patrika but reverse is hardly happened. On the basis of this fact, the present study has selected the Aandabazar Patrika as the leading daily in Bengali language and top circulated two English dailies, the Telegraph and the Times of India (Kolkata edition).

3.1 The Anandabazar Patrika (ABP)

It is the most widely circulated Bengali newspaper in India and abroad. It was first published in 13th March, 1922. Now it is being publishing from Kolkata, New Delhi, Mumbai by the ABP Group Pvt. Ltd. According to Audit Bureau of Circulation, it has a circulation of about 1.21 million copies making it the largest circulation for a single edition regional language newspaper in India. According to Indian Readership Survey 2010 it is the most

widely readable newspaper in India with a readership of 65.32 lakhs¹¹.

3.2 The Times of India (TOI)

According to the Audit Bureau of Circulations, the Times of India (TOI) has the largest circulation among all English-language newspapers in the world, in all formats. According to the Indian Readership Survey (IRS) 2011, the *Times of India* is the most widely read English newspaper in India with a readership of 74.71 lakhs (7.471 million). It is owned and published by Bennett, Coleman & Co. Ltd.¹²

3.3 The Telegraph (Tgr)

This English daily newspaper is published by the ABP Group Pvt. Ltd. since 1982. According to the Audit Bureau of Circulations, it has a circulation of 484 971 copies as of 2008. According to Indian Readership Survey (IRS) 2011 Tgr is the fourth most-widely read English newspaper in India with a readership of 12.09 lakhs¹³.

4. Scope and Objectives

The present study is an effort to find out the trends of advertisement for the recruitment of the 'Librarian' in the last six years (January 2005 to December 2010). The data have been collected from the selected three leading newspapers in print form published from Kolkata. Among those one is top circulated newspaper in local language (Bengali) and other two are the most popular English dailies.

The objectives are to find out:

- ❖ the trends of vacancy in Library & Information Science profession;
- ❖ the nature of job;

- ❖ the required qualifications;
- ❖ the nature of employer;
- ❖ the location of job;
- ❖ the coverage of advertisement among the newspapers;
- ❖ the pay scale scenario;

5. Methodology

The circulation and readers statistics have been collected from the various authentic sources like Audit Bureau of Circulations¹⁴, Indian Readership Survey¹⁵. Two English and one Bengali daily have been selected by comparing the number of circulation, popularity and reader's choice as sample source of data. All three newspapers have been scanned date by date from January 2005 to December 2010 manually. Altogether 1080 printed editions have been scanned manually using the newspaper collection available in the National Library, Kolkata.

Each and every data and information have been listed and then analysed by using tables, chart, diagram etc. and finally draw the conclusion.

During data collection following points have been emphasised –

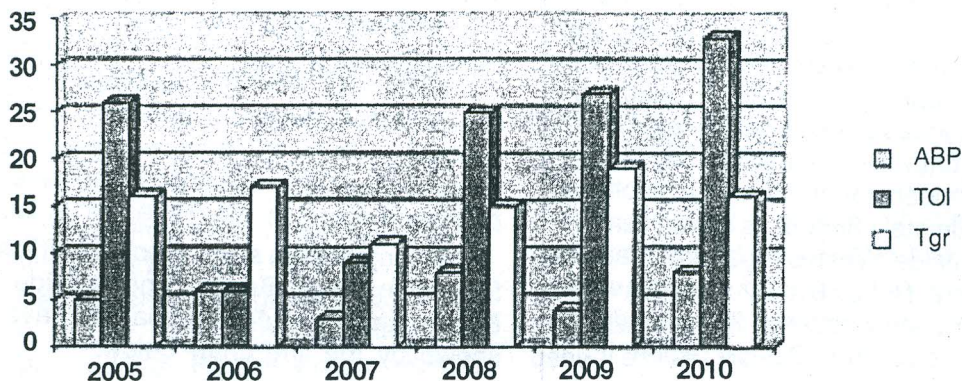
- ❖ job title and location;
- ❖ explanatory paragraph describing the company, including the employer's brand;
- ❖ description of the position;
- ❖ entry qualification (essential and desirable);
- ❖ age limit, experiences etc.
- ❖ pay-scale or remuneration package;

6. Observations

6.1 Number of Vacancy of library professional advertised in three selected newspaper during 2005 to 2010.

Table 1

Newspaper	2005	2006	2007	2008	2009	2010
ABP	5	6	3	8	4	8
TOI	26	10	9	25	27	33
Tgr	16	17	11	15	19	16
Total	47	33	23	48	50	57



ABP — The Ananda Bazar Patrika, TOI — The Times of India, Tgr – The Telegraph

Figure - 1

It has been found that TOI published consistently more advertisements on library profession in any form than ABP or Tgr except the year 2006 and 2007.

Since 2008, every year the number of vacancy is increasing in a very slow rate which is not at all an impressive to note.

6.2 Location wise distribution of advertisements

Table 2

Newspaper	ABP		TOI		Tgr	
	West Bengal	Outside West Bengal	West Bengal	Outside West Bengal	West Bengal	Outside West Bengal
2005	5	0	11	14	15	1
2006	6	0	3	6	12	4
2007	3	0	0	7	7	4
2008	8	0	6	19	12	2
2009	4	0	4	21	16	1
2010	8	0	8	22	13	2
Total	34	0	32	89	75	14

From the above table (no. 2) it has been very clear that no advertisement for the post of librarian outside West Bengal has been published in ABP since 2005. Probably the publishing language is one of the reasons for this type of data. By comparing two English daily, it has been found that TOI published 89 i.e approximately 35% of its advertisements related to outside West Bengal whereas Tgr published only 14 i.e. 6% for the same. But result is completely reverse if we study the location related to West Bengal region. It has

been seen that TOI published only 12.4% (32) whereas Tgr published 29% (75) of the total advertisement. As TOI published simultaneously from many cities of India, it has greater national publicity and most probably that is one of the reasons advertisements in national level have been published more in the Times of India.

A comparative study of job advertisement for within West Bengal and outside West Bengal among three newspapers have been shown by the line chart below.

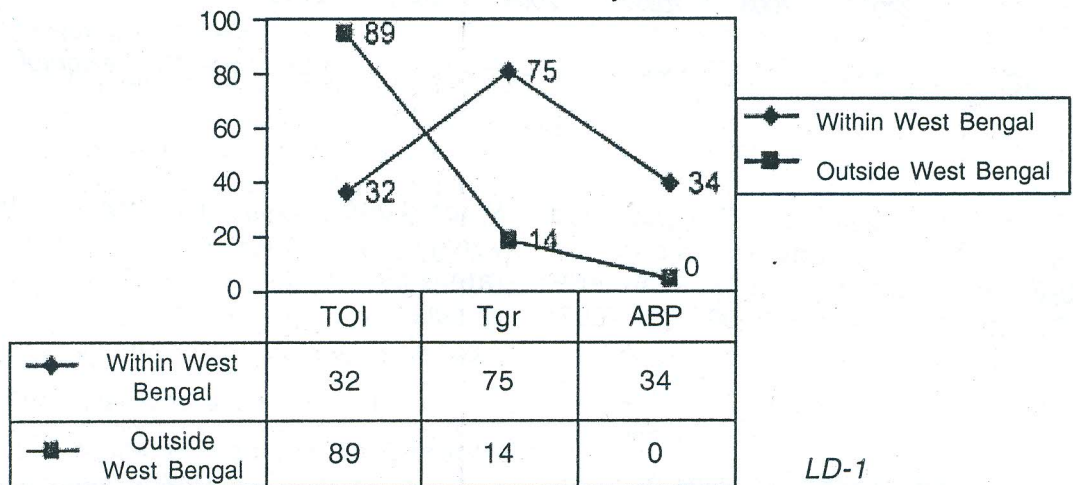


Figure 2 : Librarian advertisements within and outside West Bengal

6.2.1 Location-wise distribution of Librarian's Job advertisement in details

Table 3

News paper	Kolkata based	Within West Bengal except Kolkata	Outside of West Bengal	Not Specified	Total
TOI	23 (24.2%)	7 (16.2%)	93 (87%)	7	130
Tgr	50 (52.6%)	24 (55.8%)	14 (13%)	6	94
ABP	22 (23.1%)	12 (27.9%)	0 (0%)	0	34
Total	95	43	107	13	258

If we study the location wise advertisement in details we may get region based four categories.

- ❖ Kolkata, the capital city of West Bengal;
- ❖ Within West Bengal except Kolkata;
- ❖ Outside of West Bengal (mainly Northern India);
- ❖ Location not specified;

From Table-3 it has been found that 36.82% advertisement are based on Kolkata among which 24.2% are published in TOI, 52.6% are published in Tgr and 23.1% are published in ABP. Only 16.6% advertisement are based on West Bengal except Kolkata

among which 16.2% published in TOI, 55.8% published in Tgr and 27.9% published in ABP. It shows that the result is very high for the location outside West Bengal. It is also found that 41.5% of the total advertisement published by two newspapers in this purpose among which 87% are published by TOI, 13% are published by Tgr but ABP didn't published any advertisement for this location.

From the pie chart (Figure-3) given below, it is clear that the number of advertisement of outside West Bengal have been published 41% which is much more than Kolkata based advertisement (37%) and the West Bengal based except Kolkata advertisement (17%).

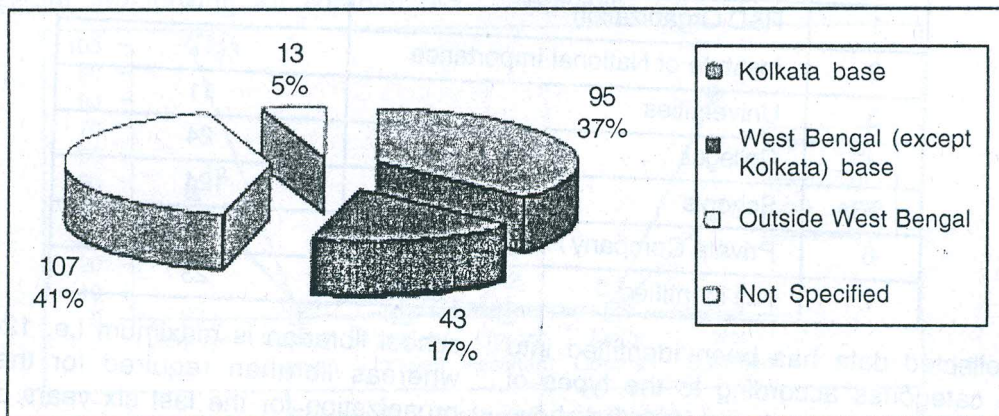


Figure 3 : Location-wise distribution in details

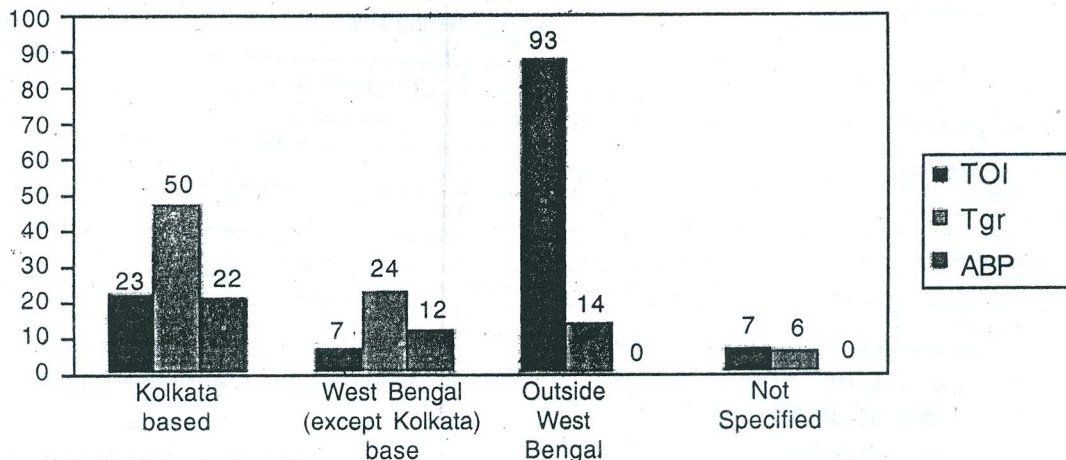


Figure 4 : Location-wise advertisement among TOI, Tgr & ABP

The above Figure-4 shows that for Kolkata or West Bengal base advertisement Tgr published more than ABP or TOI. So it may be said that, for Kolkata or West Bengal based

librarian's job Tgr might be preferable than ABP or TOI. But diagram clearly shows that if anyone looking for job outside West Bengal, in that case TOI should be the best choice.

6.3 Type of institute looking for librarian or it's any form

Table-4

Sl. No.	Type of Organizations	No. of Vacancies advertised
1	R&D Organization	3
2	Institute of National Importance	17
3	Universities	11
4	Colleges	24
5	Schools	124
6	Private Company / Organization	56
7	Not identified	23

Collected data has been identified into seven categories according to the types of institutions. It has been found from the above Table-4 and comparing pie chart (Figure-5) below that the number of advertisement for

school librarian is maximum i.e. 124 (48%), whereas librarian required for the private organization for the last six years published by these three newspapers are second largest i.e. 56 (22%). Colleges cover 9%, Universities

4%, Institute of National Importance (IITs, IIMs etc) covers 7%, R&D organizations 1%

and 9% advertisement didn't specify the organization's type.

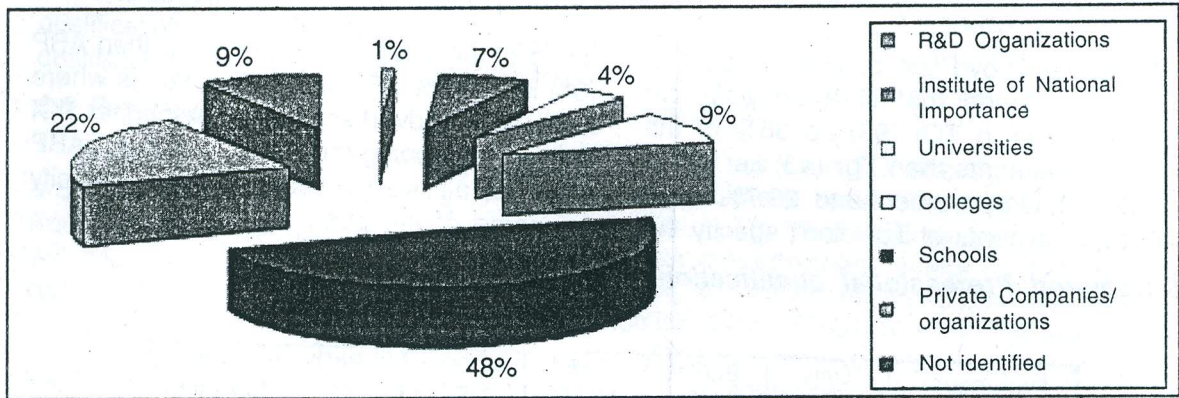


Figure 5 : % of advertisement according to types of organization

6.4 Category of post required

Table-5

Newspaper	Librarian	Deputy Librarian	Assistant Librarian	Junior Librarian	Library Assistant	Not Specified
TOI	43	3	7	2	2	74
Tgr	93	0	1	0	1	0
ABP	0	0	0	0	0	34
Total	136	3	8	2	3	108

While looking for various category of post advertised, it has found that 52% (136) advertisement are looking for librarian but

42% (108) post are not specified the position. The other specific categories of post are very negligible.

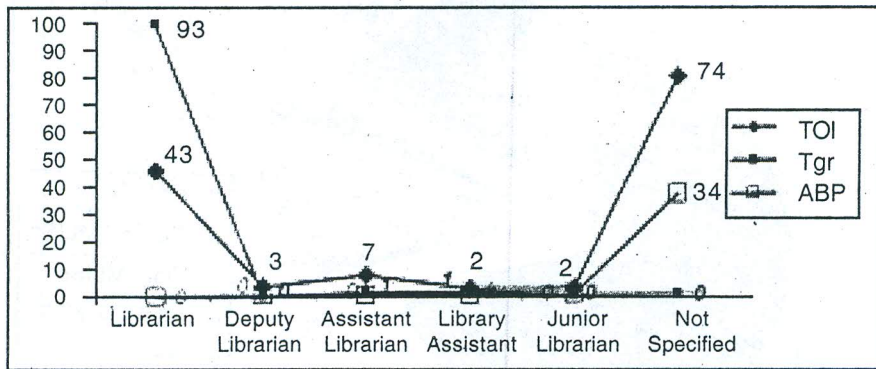


Figure 6 : Category of Posts

LD-2

From the above line diagram (Figure-6) it has been found that librarian post are published more in TOI (93) i.e 36% of the total advertisements than Tgr (43) i.e 16,7% and ABP (0). On the other hand, 28.7% of the total advertisements of Tgr didn't specify the

name of the posts which are more than ABP (34) i.e. 13.1%. The interesting fact is where there is no advertisement published in TOI without mentioning the name of post but ABP published all its advertisement without specify the name of the post.

6.5 Required Professional qualification

Table 6

Newspaper	Only BLISc	BLISc/ MLISc	Only MLISc	MLISc + NET	PhD	Not Specified
TOI	15	6	14	2	2	91
Tgr	22	0	6	0	1	65
ABP	8	0	0	0	0	26
Total	45	6	20	2	3	182

From the above Table- 6 and pie chart (Figure-7) below it has been found that in 70% of the advertisement (182) didn't specify the required qualification for the post. 18% advertisement (45) required only BLISc as minimum qualification, whereas 8%

advertisement (20) required only MLISc as minimum qualification. 2% required either BLISc or MLISc and there are only 3 advertisements required PhD and only 2 advertisements required MLISc with NET qualification.

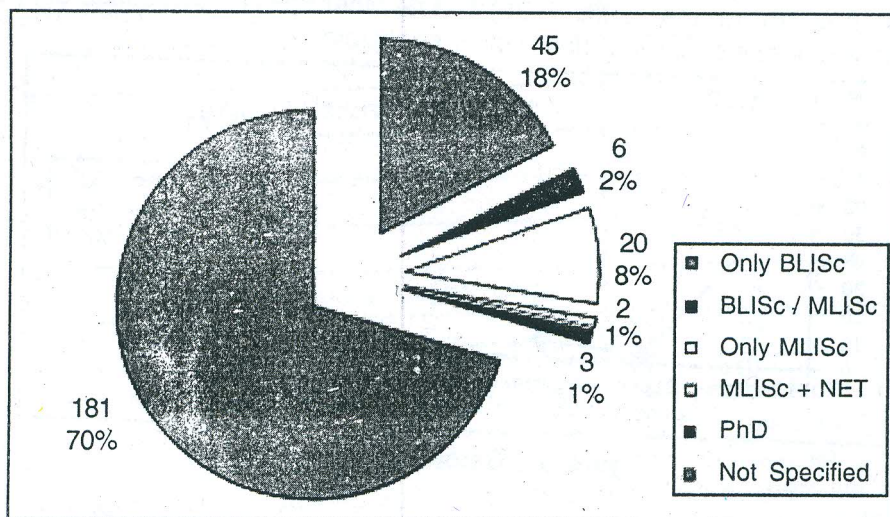


Figure 7 : Required Qualification

The above data shows that with specified qualification only BLISc is the most required qualification than any other higher degree.

6.6 Pay Scale

Post name, location and pay package are the most important query for a job seeker from any advertisement. In this section we will see how pay related information have been given in the collected advertisement.

Though it is important information for the job seekers but it has been found that most of the cases the advertisers didn't disclose

the salary in their advertisement. Near about only 14% cases advertisers have published the salary structure but 86% cases they didn't specify it.

In this case TOI and Tgr have provided almost same result. Only 16% in TOI and 13% in Tgr have specified salary structure in their advertisement, where as ABP provides only 6% cases for the same. On the other hand 84% of TOI, 87% of Tgr and 94% of ABP didn't provide salary related information in their advertisement. The pay scale related scenario has been shown in the line diagram (Figure-8) below.

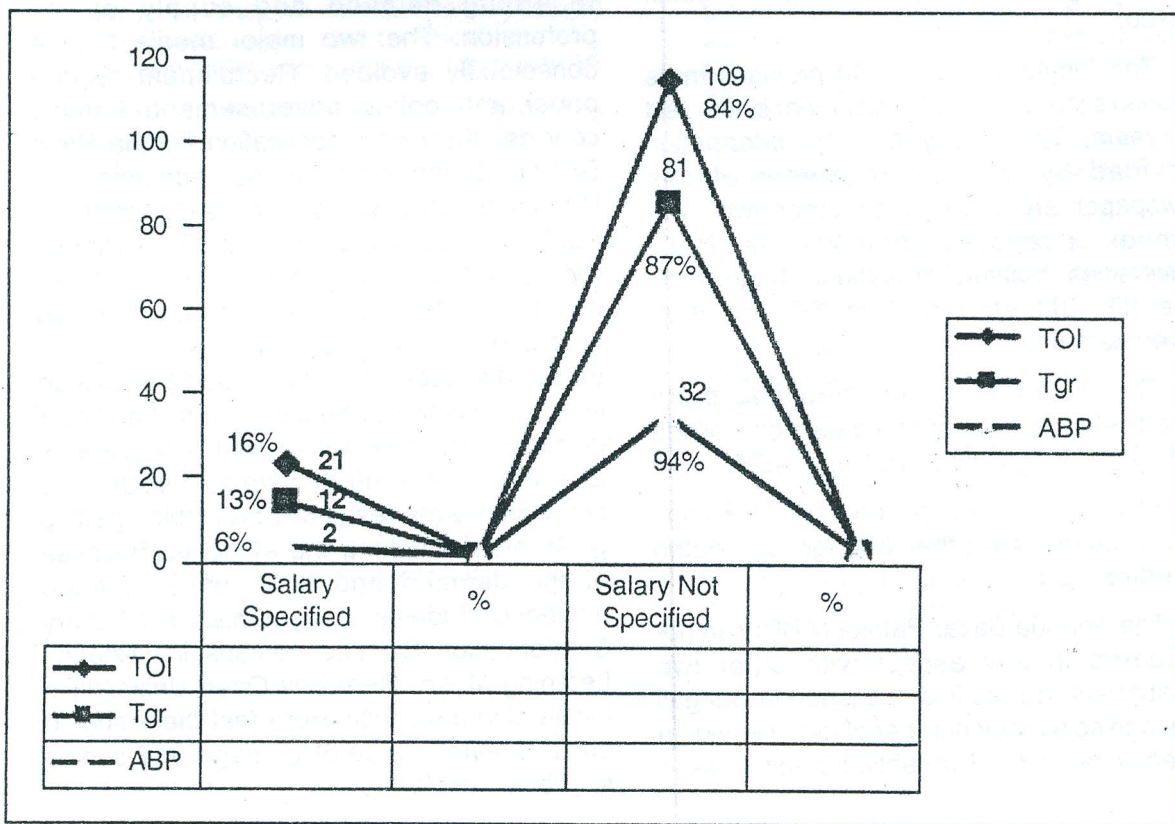


Figure 8: Pay Scale Scenario

7. Important Findings

From the above analysis following important observations have been found-

- ❖ The advertisement for the job of librarian is increasing day by day;
- ❖ Schools are the only widest market for the job of librarian in this region;
- ❖ BLISc is the most required qualification for librarian's job;
- ❖ For searching librarian's job in all over India, TOI is preferable than other two;
- ❖ For searching librarian's job in Kolkata or West Bengal region Tgr might be the better choice;
- ❖ The Times of India (TOI) provides more librarian's job related advertisement since last six years. The quality and the information provided by the advertisement of this newspaper are better than other two. The number of reputed organizations, R&D, Universities, Institute of National Importance (like IIT, IIM etc.) prefers TOI for their advertisement.
- ❖ The Telegraph (Tgr) provides more advertisements for librarian based on Kolkata and West Bengal than TOI and ABP.
- ❖ Except the language priority, ABP can't be compared with other two for job related advertisement;
- ❖ The Ananda Bazar Patrika (ABP) can not be compared in any aspect with other two newspapers. But as it is published in Bengali language so a major number of local candidate depends on ABP. Probably for this reason

sometimes they missed many important advertisement.

8. Conclusion

An advertisement is not only a medium for knowing something; it brings many other aspects. For a Library & Information Science student, an advertisement is an important information consolidation package. These newspaper are mainly concentrate on to find out the demand of librarians in Kolkata and West Bengal region. I have studied various aspects of those advertisements by studying its nature. This is a sample study and I can not draw a major or concrete conclusion regarding demand and supply of the profession. The two major media I have consciously avoided. Recruitment related paper and online advertisement. I didn't consider the direct notification by the West Bengal Government for the recruitment of librarian through School Service Commission, Public Service Commission and Public library recruitment notification etc. The study shows that the number of advertisement of librarian in this region is increasing day-by-day. As those advertisement are now being published in the popular newspapers in a significant numbers. Students along with their parents are also becoming aware about this profession. As a result this profession getting good interest among the students. Because of the demand and opportunity, a huge number of students taking admission in Library & Information Science courses in Distance Learning Mode offered by Open Universities locally and nationally. But I feel there should be a research study of demand and supply for library professionals.

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