

SUBHARAM GOVT. DEGREE COLLEGE, PUNGANUR-517247

DEPARTMENT OF LIBRARY SCIENCE

STUDENTS PROJECT WORKS

S.L. No.	YEAR	STUDENT NAME	PROGRAM	NAME OF THE SUPERVISOR	DEPARTMENT	PROJECT TITLE
1	2021-22	C. Revathi	III B.Com C.A	Nirmala A.	Library Science	Marketing of Library services and its challenges to professionals
2	2021-22	K. Hemanth kumar	III B.Com C.A	Nirmala A.	Library Science	
3	2021-22	S. Sravani	III B.Com C.A	Nirmala A.	Library Science	
4	2021-22	G. Mahendra	III B.Com C.A	Nirmala A.	Library Science	
5	2021-22	G. Baby	III B.Com C.A	Nirmala A.	Library Science	
6	2022-23	A Chakardhar	II B.Com C.A	Nirmala A.	Library Science	Students use of Internet services during Leisure
7	2022-23	D Mukesh	II B.Com C.A	Nirmala A.	Library Science	
8	2022-23	G Syam Raj	II B.Com C.A	Nirmala A.	Library Science	
9	2022-23	Y Hareesh	II B.Com C.A	Nirmala A.	Library Science	
10	2022-23	A Jaswanth	II B.Com C.A	Nirmala A.	Library Science	
11	2022-23	G Nagendhara Babu	I B.Com C.A	Nirmala A.	Library Science	Importance of Library in Academic Field
12	2022-23	M Mohan	I B.Com C.A	Nirmala A.	Library Science	
13	2022-23	S Arshiya	I B.Com C.A	Nirmala A.	Library Science	
14	2022-23	M Shiva Kumar	I B.Com C.A	Nirmala A.	Library Science	
15	2022-23	T Hema sree	I B.Com C.A	Nirmala A.	Library Science	
16	2023-24	S Mubarak	I B.Com C.A	Nirmala A.	Library Science	

17	2023-24	B Pruthvi	I B.Com C.A	Nirmala A.	Library Science	Importance of Library in Academic Field
18	2023-24	R Archana	I B.Com C.A	Nirmala A.	Library Science	
19	2023-24	P Shabana	I B.Com C.A	Nirmala A.	Library Science	
20	2023-24	M Gangothri	I B.Com C.A	Nirmala A.	Library Science	

SUBHARAM GOVT DEGREE.COLLEGE PUNGANUR,

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A PROJECT WORK

ON

MARKETING OF LIBRARY PRODUCTS AND SERVICES AND ITS CHALLENGES TO
PROFESSIONALS

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2021-2022



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Marketing of Library products and Services and its challenges to professionals.

Introduction

1.1 Background of the study.

Academic libraries are currently experiencing changes in the new information age, due to rapidly changing media technologies, increasing user's preferences and expectation provides such as the internet, and dwindling library budgets.

These necessitate library and information science professionals leveraging competitive marketing approaches to strategically reorient themselves and libraries as information superhighways that individuals can not do without.

marketing is considered one aspect of the competencies needed and is critical among library and information science professionals.

SUBHARAM GOVT DEGREE.COLLEGE PUNGANUR,

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A PROJECT WORK

ON

LONG ESSAY ON " STUDENTS " USE OF INTERNET SERVICES FOR LEISURE

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Introduction:-

The Internet is the biggest innovation after the inception of industrial revolution. The phenomena have opened up vast and immeasurable opportunity and potentials. It has changed corporate culture, business operational modalities and has provided a level platform for the people to operate. The Internet has impacted on nations economically, educationally and socially that they describe it as evolutionary agent of change. The world has become a global village where people can meet, discuss, share ideas, buy and sell in a matter of seconds. The Internet impact has been tremendous in the world generally. It allows students to broaden their academic experience, access information and communicate to others within any academic community (Tella, 2007). The Internet has created opportunities for storing, organizing, accessing and disseminating information in ways and methods hitherto unknown. Using

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A PROJECT WORK

ON

IMPORTANCE OF LIBRARY IN ACADEMIC FIELD

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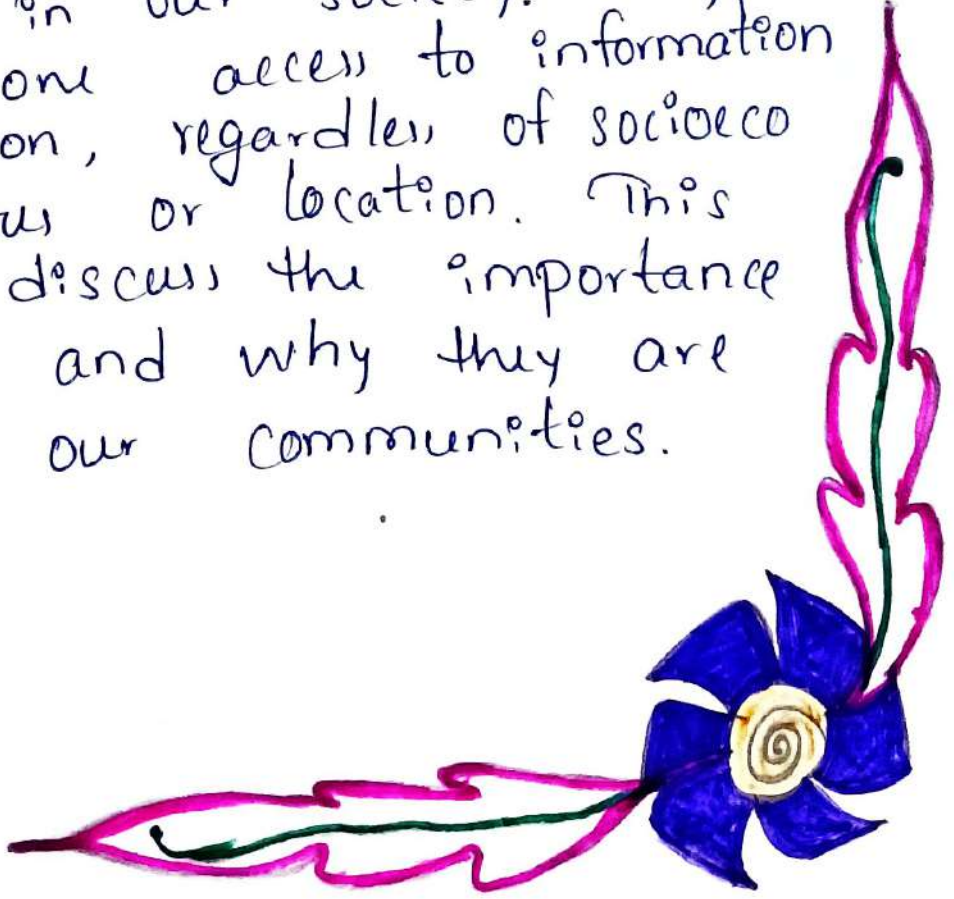


Importance of

library in Academic field

Introduction : As gateways to knowledge and culture, libraries play a fundamental role in society. The resources and services they offer create opportunities for learning, support literacy and education, and help shape the new ideas and perspectives that are central to a creative and innovative society.

Libraries are often seen as a thing of the past. However, they are more important than ever before! Libraries are one of the most important institutions in our society. They provide everyone access to information and education, regardless of socioeconomic status or location. This article will discuss the importance of libraries and why they are so vital to our communities.



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A PROJECT WORK

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Introduction of Library Science

Library and Information science (LIS) is an interdisciplinary field of study that centers on the documentation that records our stories, memory, history and knowledge. LIS professionals serve as custodians of printed materials, records, photographs, audiovisual and materials and ephemera both analog and in digital form. Librarians and other information professionals content, organize, preserve, and provide access to these materials and are the stewards of the knowledge that they contain. we connect people to the resources that they histories.

Commonities, and the world around them. we advocate for free and open access of these resources and train folks to use these resources these materials to better the mselves and as Society as Life-long learners.

The librarians as information providers will benefit from the result as they will improve on the approach for information provision to students.