New Normal Activities of Premier Cultural and Information Resource Centres in India: a quantitative analysis

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Abstract

This study aims to analyze the pattern and perspective of different activities performed by leading Indian cultural and information resource centers in the current pandemic period. The study describes the different aspects of various online programs like- webinars, workshops, Faculty Development Programme, STCs, internships, quizzes, and other online events organized for professional enhancement and client services. Furthermore, the study explores many free, simple, and inexpensive collaboration and communication tools and best practices that have been implemented worldwide and are worth adopting. The cross-sectional research has analyzed numerous online programs and events conducted by different resource centers. A cross-sectional dataset has been collected through the survey method. Newsletters, websites, social media links, and channels of the respective organization are the sources for data collection. The study reviews best practices for integrating technologies such as RSS aggregators, instant messaging, podcasts, vodcasts, wikis, web conferencing, and blogs to develop collaboration and promote services in virtual environments. Critical features of activities and practices are depicted through quantitative analysis of data. The webinar is the most common and popular online activity among all activities. Participation is primarily open to everyone and is free. The level of mutual collaboration and interaction among stakeholders is deficient. There is a lack of best professional practice because these online events are being organized without formal preparation. Social media and open-source platforms are aptly being used. The findings of this study can be used to start or improve various online activities. Critical aspects and challenges of online activities will be managed efficiently. Institutions may be able to increase interaction among professionals and their clients. This study provides an excellent value for embedded librarianship. Information professionals can adopt suitable integrating online tools to be effectively associated with a course and supplement guidance. A standard embedded librarian service can be provided effectively.

Keywords: *Virtual Integration, Online events, Lockdown, Collaboration and Communication Tools, Embedded Librarianship*