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SWOT Analysis: Kerala Library Association**Jomy Jose***Asst. Librarian, Asian School of Business, Technocity, Trivandrum, Kerala (India)***Abstract**

Kerala Library Association (KLA) is the only state level representative of all types of library and information professionals in Kerala State, India .A review of the Kerala Library Association's (KLA) strengths and weaknesses and consideration of the new opportunities in the changing ICT scenario and the threats that may impact on it represent the key aspects of a SWOT analysis. The relevance of this paper is on practical aspects of making KLA to function more successfully. Recommendations are made for innovative and planned programs to be carried out by leveraging convergence technologies which could guarantee the long-term success of library profession and professionals.

Key Words: SWOT analysis, Kerala Library Association**Introduction**

Library associations all around the globe assume a significant part to push quality for libraries in general and library experts particular. Library associations gave a chance for library experts to meet and helping, trade slants and elevating free gain access to data to Library experts by and large confronting an arrangement of structural, political, social and fiscal tests. Library associations at the nearby, national, provincial and global levels are of incredible significance to libraries, the calling and the social order. Library associations must go about as real players in the ceaseless advancement of the calling inside this quickly evolving world.

SWOT analysis is an instrument that recognizes the Strengths, Weaknesses, Opportunities and Threats of an association. Particularly, SWOT is a fundamental, direct model that surveys what an association can

and can't do and its potential chances and dangers. The strategy for SWOT examination is by and large in a manner like that to take the data from the firm or a specific stage and separate it into interior (qualities and shortcomings) and outside elements (chances and dangers). SWOT examination figures out what may support the firm/platform in achieving its pertinent targets, and what obstructions must be overcome or minimized to accomplish craved outcomes. The importance of this paper is on viable parts of making KLA more effectively.



Kerala Library Association

Kerala Library Association (KLA) was established in 1971 by the aggregation of library experts in Kerala state with a point to push the library movement and professional development of librarians in Kerala. The Headquarters of KLA is spotted at Thiruvananthapuram. KLA helped the Government of Kerala to make detail strategies in connection to library improvement of the state. KLA from its commencement has been eagerly associated to advertising the library Legislation in the state and it has taken dynamic part in detailing the present library Legislation in Kerala.

Membership of the Association is of four categories:-

- (a) Ordinary Membership
- (b) Associate Membership
- (c) Honorary Membership
- (d) Life Membership

Review of Literature

Bhatti and Chohan (2012) analyzed the essentialness of research in Library and Information Science (lis) field and distinguished the piece of capable participation in recognizing, enabling and pushing an examination social order around LIS qualified specialists. The Pakistan Library Association (PLA) has insufficiently comprehended its vivified investigation part in LIS. The PLA needs to insist that examination in LIS is essential to a making instructed social appeal, social request, rule and economy in the country. The study recommends that PLA needs to keep up generally resourced library system and data mappings for LIS, general put to meet the

examination requesting and chances for what's to come. Ghosh (2006) examined the qualities and services of Indian library associations. The study was an attempt to comprehend the present status of enlistment based library associations in India and the scope of structural, political, social and budgetary tests which they defy through SWOT examination together with a study of the literature, websites and ephemeral material such as minutes, annual reports, newsletters and memoranda. Study recommended that there is a fast need for reconstructing these associations in journey for an alternate working model which may incorporate working in close association with diverse accumulations; the collaborations need to be stronger financially and have more impact in looking for after and meeting the objectives and destinations of the members of association. Lamptey and Corlety (2011) gave a short outline of the general role of the Ghana Library Association and how Continuing Professional Development (CPD) could help manufacture robust libraries and the library Associations in Ghana. The study suggested that Ghana Library Association (GLA), must have the ability to give enlightening risks through gatherings, workshops, publications around others to its parts. This serves to effect the progression of benchmarks of guideline for the getting like it is done in the US and Canada.

SWOT Analysis: Kerala Library Association

Strengths:

- KLA is the only state level association

represent all types of library and information professionals in Kerala

- Roles and functions are clearly and formally recorded in the constitution.
- It has a well structured and an informative website.
- Good leaders in top positions
- Senior level library professionals involvement
- Vocationally committed senior professionals
- Good number of committed and dedicated members
- KLA has a diversity of interests in library and information science fields
- Different types - academic, public, schools, special libraries are interested in KLA activities
- Qualified professionals and knowledge in all areas of LIS from BLISC to Ph.D
- Participation in regional and national associations
- Successful history of the organization
- Training - for members as well as non members
- Association active in advocating for profession and intellectual freedom
- Willing to change
- Promotion of open access software movement in libraries
- Workshops on LIS software/ technologies/tools
- UGC-NET Coaching classes in Library science
- Skill Development activities for Researchers, Faculty and Students
- National Library Week, Librarians' Day and Reading Day celebration
- Career Orientation for LIS students

Weaknesses:

- KLA hasn't sufficiently responded to

members changing needs in terms of their working conditions, salary etc

- Non-representation of huge percentage of LIS professionals as members.
- KLA's lack of local presence and local visibility
- Many LIS professionals are unaware of the organization.
- There are no active networks of members.
- Only few online newsletter archive is available in website
- Printed newsletter scope is limited
- Emphasis is mostly on formal events (mainly workshops, seminars etc).
- Publications are not rated by members.
- KLA literary contribution to the library profession is considered poor.
- Publication delays of KLA bulletin.
- Use more LIS professionals willing to be active involvement of LIS activities
- State level organization limitations and demerits
- Time constraints of members to attend the activities
- Budget - relatively very small
- Internal self-promotion to our own members
- Representation of rural/small libraries in leadership
- Smaller membership per category
- Challenge of meeting diverse member needs
- Lack of continuity operations

Opportunities:

- KLA should organize virtual conferences and workshops
- Developing more interactive website
- Promote and encourage bibliographical study and research.

- There is an urgent need for a national level journal to publish more peer reviewed articles.
- Emerging technologies of ICT for preserving and sharing of information
- New information platforms like Web2.0 and Library 2.0
- Retired librarians as base of support with lot of experience in LIS activities and coordination of the KLA members
- Growth of membership through campaigns in LIS Schools
- Active Partnerships with museums, documentation centres ,R&D Libraries, special Libraries, data centers etc
- The Possibilities of Private funding
- Promotion of LIS general research.
- Boosting of library movement and quality improvement in library services.
- Promote the library legislation in Kerala state.
- Better administration of libraries.
- Library science education and the improvement in the training of librarians in Kerala.
- Registration of Libraries
- Accreditation of libraries
- Start online scholarly journals for publication of members and non members research in LIS
- Establishment of Kerala libraries Network (KELNET)

Threats:

- The cooperation and understanding of members is not very high.
- Financial constraints: shortage and availability of funds
- No permanent staffs in KLA
- Non-representation of majority of LIS

professionals in Kerala Sate

- Limited networking capacity of members and KLA
- LIS Profession is not respected and valued
- Deterioration of public library system of Kerala.
- Technology changes rapidly
- Publication costs increases day by day

Conclusion

Library Associations play an important role in the promotion of librarianship as a profession vital to an informed and knowledgeable society. Qualified librarians in Kerala possess a postgraduate qualification in librarianship from any school of library and information studies. To ensure that they remain in tune with the changing trends and new developments in the profession, librarians should maintain a process of continuing professional development on a formal and informal basis through a formal and established library association. KLA is a professional organization and so it cannot function as a service organization or trade union and so KLA has its own limitations in library professionals service matters. At the same time representing to Pay Commission or any Administrative reform Committee will be taken up by KLA. Individual cases of promotion, transfer, pay protection etc are nit handled by KLA. It is a fact that a large number of library professional have not taken membership in KLA. Opportunities open to KLA to assert the potentially central role of the LIS profession in a changed environment variously referred to as the information age or the information society.

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