

Arup Bijali

Librarian (Day Section)

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Education Details:

M.Phil in LISc from Kalyani University, 2010

MLISc, IGNOU, 2006

PGDBP, University of Calcutta, 2006

Specialization: Public Library Services.

Professional Experience:

1. Presently working as Librarian from 12th November, 2014 till date.
2. Have worked as Librarian under Dept. of Mass Education Extension and Library services, Govt. of West Bengal from 03 Feb, 2009 to 10th November, 2014.
3. Have worked as Librarian in George College of Management and Science, Kolkata, from 2007 to 2009

Research Interest:

Local History Collection and Services in Public Libraries;
Library Extension Services;
Marketing of Library Product & Services.

Publication:

a. Journal Article:

- **Information Marketing : approach and relevance to libraries and information centers** (2018), *RBU Journal of Library & Information Science*(Peer- Reviewed), Vol. 20, Pg. 22-32, ISSN: 0972-2750.
- **Marketing of Local History Collection of Public Libraries in the Age of IT**(2018), *International Journal of Information Dissemination and*

- Technology*(Peer- Reviewed), Vol.8 Issue:2, Pg. 96-98, ISSN: 2229-5984(print)/ ISSN: 2249-5576(online).
- **Local History Studies in Sundarban Anchalik Sangrahashala: observation on a survey (2018)**, *Journal of Education and Development*(Peer- Reviewed), Vol. 8 No.15, Pg. 345-353, ISSN: 2248-9703.
 - **Need of Local History Study in the Secondary School Education: a brief discussion with special reference to West Bengal (2017)**, *The Indian Journal of Landscape Systems and Ecological Studies*(Peer- Reviewed), Vol.40 No.2, Pg.86-91, ISSN: 0971-4170.
 - **Collection of Regional History in Village Libraries: need and some discussions in the context (2014)**, *Granthagar*, Vol.64 No.2, Pg. 46-48, ISSN: 0017-324X.
 - **Reading, Library & Library Extension Work (2013)**, *Granthagar*, Vol.63 No.2, Pg. 36-39, ISSN: 0017-324X.

b. Conference Proceedings:

- **“Role of Marketing in Public Library Service: a brief discussion”** paper presented in UGC Sponsored National Seminar (*Best Practices in Scholarly Communication & Library Services*) held at department of Library & Inf. Sc., Rabindra Bharati University, 22nd Dec., 2017.
- **“Role of Open Access Movement in Knowledge Dissemination: a study with reference to Indian perspective”** paper presented in UGC Sponsored National Seminar (*Exertion to Establish Knowledge Society: Responsibility of Academic Libraries*) held at Shimurali Sachinandan College of Education, Nadia, 24th-25th September, 2016.
- **“Restructuring of LIS Education in India with Special Reference to Two Years Integrated MLIS Course”** paper presented in UGC Sponsored National Seminar (*Trends in LIS Education, Research & Practice*) held at department of Library & Inf. Sc., Rabindra Bharati University, 2nd Feb., 2015.