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SEARCH ANALYSIS WITH SPECIAL REFERENCE TO UNIVERSITY LIBRARY FOR DIGITAL INITIATIVES

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Abstract: The libraries are considered as temple of learning and without their immense services to the society, it is highly impossible to establish a learned society, it is note that unlike countries, the India is not giving much importance to the libraries. Further, the libraries are also not giving due recognitions and able to understand the requirements of the users. Hence, search analysis was made on this research to find the preferential learning of staff and students regarding e-learning management system in university campus library in Chennai. From the results it was found that, in wastage of millions of rupee every year to promote academic library service in the country. To overcome this problem, there is a need for to conduct the survey all over India to find out the real expectations of the academic library users. More both the central and state governments are also should take proper care to build of the latest collection in the public libraries along with the appointment of the dedicated and qualified professionals. I have been observed that fast few decades neither central nor the state governments taken steps to fulfill the above said aspects. If the trend is allowed to continue there will be serious repercussions in the social and economic developments of the country. This particulars search analysis study stresses the needs for recognizing the importance of the academic library system and its clientele or users.