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SAGAR COLLEGE, DEVMURTI, JALNA

**A Project Report on
Marketing Of Information Product In University
Libraries In Maharashtra Management And Services**

**Submitted to
Under the guidance of
Prof. Shri. Amit Kumar**

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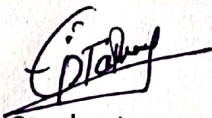
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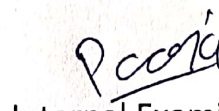
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Has successfully completed the summer internship project

**Marketing Of Information Product In University Libraries In
Maharashtra Management And Services**

In the partial fulfillment of the requirement of Masters of Library and Information Science (M.L.I.Sc.) course as expected by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad for Academic Year - 2022-2023.


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STUDENT DECLARATION

This is so declare that this Summer Training Project report on "Marketing Of Information Product In University Libraries In Maharashtra Management And Services" is a record of genuine work done by me under the guidance of Prof. Shri. Amit Kumar in the partial fulfillment to the requirement for Masters of Library and Information Science (M.L.I.Sc.)

I declare that this Summer Training project report is original and not submitted to any other university before



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Tanpure Ganesh Prakash

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CHAPTER-1

INTRODUCTION

CHAPTER-1

INTRODUCTION

Information is an essential component of each and every human activity in the world. It is essential needed by the policy makers, planners, scientist, technologist, economists, administrators, financial institutions, investors, enterprises as well as analysts and decision makers involved in taking the decision affecting the society as a whole because on the one side it prescribes the basis for taking gainful decision and on the other it is an instrumental of change which is essential for development in the fast changing societal needs. The type of Information they need is also considerable diversity. It includes socio-economic data and statistics, information on current plan and project, financial data, information and technology, equipment, management practices on going industrial and technological research, technology tie-ups/contracts and legislation etc. Such information which has to be recent and continuously updated has to be obtained from a large number of sources within the country at the central state and district levels and even at the global level. Similarly post war proliferation of scientific and technical research activities has resulted in flood of scattered information which is so great that the scientist is not in the position to scan regularly and consistently all public that

contains information of interest to him due to the price like and inadequate financial resources on the side ever increasing information & knowledge due to information and knowledge due to information vast opportunity for making use of such a knowledge for the development of the society as a whole and on the other side the paucity of fund's has drastically reduced the acquisition capacity of the libraries. The another dimension which is very fast emerging and putting forward the various challengers before the library information center in general and academic libraries in particular is the growing information demands of the user's from the libraries. These information demands are multi-disciplinary, complex and multi-dimensional to provide pink pointed and exhaustive information services to the readers the university library has no way left accept to develop new modes of system and services such as a library net working and marketing of library and information services as treated earlier the limited financial resources and the like in the cost public the libraries are finding difficult in serving and continuous the existing library services to satisfy to be information demands of the users. It is in this contract on find that the libraries have to generate financial resources through marketing of its library services and products.

Information marketing is a new concept which is very fasterly emerging and finding a place in the philosophy of librarianship. In the

modern age life is not possible without information. Information is considered as important as food, shelter, or water in advance countries. The concepts of marketing of information as already been accepted by the advance countries were as in developing countries the concept is accepted by the society slowly and gradually. As for India is concern it needs a lot of information in some fields and in some it can provide information to a number of countries.

1.2 Need for the Study:

The right information provide when it is needed, where it is needed, and in the form in which it is needed, improves the ability of an individual, a business, a government agency, or other kind of organization to make right decisions and achieve particular goals. NCLIS emphasizes that "access to information and ideas is indispensable to the development of human potential, the advancement of civilization, and the continuous of enlightened self-government. This study may respond to the "awareness" of the users of information products and services in university libraries. It begins with the premise, which information is of value only when it is used, and that to make use of information potential users must be aware of its existence. The creation of awareness is a problem which has been faced by the salesmen of consumer products for many centuries, and which has

given rise to a body of expertise what is now known as marketing. While recognizing that information behaves only partially as a "Commodity", "Information and information services can and should be marketed like and other commodity in order to ensure their effective use. One of the important by products and essential first steps in any marketing activity is the re-examination of the objectives of the services or product to ensure that these respond effectively to the real need of the potential users. There are so many reasons which are necessary increasing library as information centers to go for marketing of library & Information services they not worthy reasons are –

1. The information centers spend invest huge funds on collections, processing and storage of information resources and these resources are put to very merge use which implies wastage of funds. For the promotion of the use of information resources, there is need for marketing.
2. The needy has casual or almost nil need perception because of which he does not use and demand information. Therefore information marketing is essential to facilitate need perception on the part of needy and thereby create demand in the other words it is supply marketing which creates demands.

3. As mentioned above information is a new and very essential product. Because it is almost identified as the fifth need of man making after air, water, food and shelter. Information may be considered to be life blood of planning, directing and controlling any enterprises. But still as it is freely and widely available in certain cases and also to certain extent it can be dispended with, these factors play a key role in affecting the demand for information. However those who are conscious of information need their demand or need is very intensive. As a matter of fact every need is intensive one. Lack of realization of this aspect loss of fruits by proper information use. Marketing of information eliminates these lacunas and renders every information needs on information rich.
4. The information provides confine themselves to their corners which is not good for the promotion of information use. They have to come out of their corners and popularize their products or resources. Then only optimum use of information can be ensured.
5. As marketing creates and increases demand for information the image of the information centers and status of information provides would improve. Therefore for

evaluation of the image and status of the information centers and the profession, marketing is essential.

1.3 Objective of Study :

The present study is inattentive has following objectives: -

1. To study the financial management of university libraries in Maharashtra.
2. To Study the source of income of university libraries in Maharashtra in order to find the adequacy of budget vis-verse libraries expenditure in management of their libraries.
3. To find out the possible way out to overcome the problem of financial Curuench.
4. To study the concept of marketing and find it viable application in libraries in general and in universities libraries in Maharashtra.
5. To study the method of marketing.
6. To study the physiobility of resources generation by way of marketing of libraries services and products.
7. To development awareness among the librarians/information professionals that the information marketing, by bringing to them clear understanding of the user's information needs, will help them to improve their worth to the community.

8. To develop suitable for marketing the information products and services to the Jordan conditions.
9. To investigate the degree satisfaction, with marketing information products/services, of the libraries and information professionals.

1.4. Review of Literature:

For a sound study/research, it is essential to review the existing published or unpublished literature on the topic of research work because past knowledge is considered to be the prerequisite for the present knowledge. A review of literature gives to investigator, valuable opinions, experiences and theories of peers. After going through literature, researcher becomes able to decide upon the specific to be done. The review also indicates about the data gathering approaches, methods and techniques of data analysis. The main objective of this method is to apply mind in the matter of various problems by discovering the past trend regarding facts and by demarcating the lines of development of through and action.

At the beginning of the review of related literature, a deep search was made through LISA (Library and Information Science Abstract) through CD-ROM version and manually. Review of the literature was also done through many Journals of library Science, proceedings of

conferences/seminars, books etc. Some of the search engines (Alta Vista, Rediff, Google, and Yahoo etc.) were use to find the relevant matter on net. Some details of review of related literature as follows:-

Marketing is a management function. It is applicable to both profit and non-profit organization. However, a distinction should be made between marketing and selling. While marketing is primarily to create demand, selling is to meet the demand by suitable products and services. Libraries are increasingly coming under pressure from their management to generate funds. Responding to the requirements the libraries are reexamining their roles evolving new strategies for taking up information marketing as one of their functions.¹

Tanui² stressed that it is essential to market library services if the are to be used effectively but there are various internal and external constraints; he examine these constraints in the light of attempts to market the library service of MOI University in Kenya; tackles issues relating to the motivation of staff and students to use the library.

Cleary and Linklater³ identifies a new role for academic libraries the marketing and instructional support of the Australian Academic and Research Network (AARNET). Outlines how the university of Newcastle libraries, with the agreement of the University computing service, developed a training programme using special project staff financed form research infrastructure funding. The strong

response from faculty has ensured the future of the programme and confirmed the conviction that libraries have future in the promotion and user support of new technologies.

Pienaar⁴ mentioned in university library management and personnel have the opportunity through strategic marketing planning to contribute the adaptation effort of the student towards the prerequisites for erudition. The later consists of an analysis of the marketing environment; resource analysis; formulation of mission and objective; formulation of strategy; organization structuring and system design. The formulation and implementation of marketing strategy is required specifically by the existence of short-term objectives.

The marketing mix consists of the services being offered, their probable prices (if any), as well as the places where certain services can be utilized and the way in which students, amongst other users can be informed about the existence services.

Rambhujum⁵ evaluated two studies of user's needs and behaviour in 1978-79 and 1980-81. The responses in both cases indicated in high level (over 50%) of dissatisfaction with services, low use and general lack of knowledge about the library and its resources, mainly because of lack of communication between users and library staff. The main problem emerges as failure to services successfully; the

solution accordingly lies in better co-operation between library staff and users, teaching staff and other libraries with in the university.

Pearson⁶ underlying principles of marketing of on-line information retrieval services are outlined. Stressed, marketing is a managerial process that includes planning, organizing, administration and directing, and control. Author suggested planning process and marketing strategies and point out methods and difficulties in evaluating the marketing programme.

Chikkamallaiah and Sridhar⁷ reported that the IDRC Project on 'Marketing Survey of Information Products/Services conducted by IIM, has revealed that there is a potential demand for priced information service/products. This was confirmed again in 1994 in a IDRC sponsored workshop on "Development of Marketing Manual for Librarians and Information Scientists" conducted at IIM, Ahamdabad.

Gopinath⁸ mentioned that professional adopters of information economic should explore the problems of products, costing and pricing, marketing through commercial agents and incorporate their impacts in the library operations. Library profession should adopt analytical techniques with commercial techniques. These techniques are to do dovetail with data flow in all of library. This focus should be built in all professional work in flow of events such as information processes, procedures, and service-targets towards achieving resource

generation for sustenance. Author is suggesting important of information marketing.

Rao and Chary⁹ revealed since the profit portion of information services is still in its beginning stages, it is fair to state that a sincere approach to marketing is a must in the information worlds as it.

Manjunathan and Shivalingaiar¹⁰ Discuss marketing of library and information services as the subject of growing interest among library professional developments in information technology CD-ROM. Internet and communications Media that have challenged the correct of traditional library at one place. Librarians no longer would like to remain as knowledge and information dissemination. The present day librarians needs to persons more technical and professional skills to become more effective and to employ marketing technique in order to optimize the use of library business. Its products and customers. The study analysis the attitude of librarians towards the concept of marketing level of understanding on nature of library business ant its products/services and the methods adopts to understand the customer's needs.

Roshan¹¹ Raina justices the absorption of marketing approaches in the information context as a means to help the libraries and information centers achieve their basic objective of providing right information to the right near at the right time and a right cost. In this

paper author also advocates that by bringing in marketing orientation in the librarians and information managers will ensure (i) increased information awareness or consciousness among their clientele, (ii) optimal utility of the rich learning resources base of their and (iii) restrained development of their through revenue generation.

Mahnder Pratap Singh¹² says that marketing of library and information services in the information landscapes is very challenging work in developing country, like as India. The present paper discuss concepts of marketing are application to library and information services and its activities and how these activities can be successfully applied in the marketing of library and information services in changing landscapes and how to use of marketing in library and information services.

Because we know in the present age that information is a marketable commodity. So, whatever rules and trends are applicable to other commodities for marketing, some can be applied to information.

M. Madhusudhan and R. K. Bhatt¹³ say's that on the one side of academic libraries in the present time are facing several problems such as budget cut's increased cost of publications money deduction over other side, the advent of information communication, technology has made the library and information centers more competent and alert. These changes are forcing academic libraries and librarians to adopt

the marketing tools for the be Hemant of library information services the present paper focuses on the marketing of library services and precuts with particular references to boa university library.

S. S. Biradur B. T. Samipth kumar and V. R. Hirematth¹⁴

Says that marketing in libraries has gone beyond special days and book displays. The value of marketing library product and services has been recognized as printing activity in the library. Thus the staff of the library needs to give the marketing function a priority within their library duties and the library staff needs to develop new skills and state gives for marketing their services and service. If the staff think of marketing as mindset rather than as a separate library function they are more likely to be successful in their goal of positioning the library within their organization or within their target client grams. In the context the paper mainly focuses on several issues viz concept of market what is new about the marketing role of marketing steps and major benefits associated with marketing the paper also become need few important suggestions for effective marketing of library sources and seminars.

M. Janakiraman¹⁵ Says that marketing miser age paradigm has emerged as one of the dominant frameworks on the discipline of marketing both in its academic as well as practical approach over the past half a century. The four mize elements namely product place price

and promotion have emerged as the main set of marketing tools for placing and strategy formulation. Recently three more elements people, physical evidence and process have been proposed as additional mize elements for marketing services. Application of these seven elements in the library and information context has been explored in the present paper. Viewing the mize elements from the consumer's point of view is suggested to facilities this introduction of seven is namely consumer needs/wants, convenience for the consumer, cost to the consumer communication with the consumer company employees concrete evidence and course of action is proposed.

Sangam and Konnur¹⁶—desire the important of information marketing activities in furthering the effectiveness of services rendered by the public libraries he proposed a scheme of information marketing for Karnataka public library system consisting of advertising and publicity, multimedia, extension and educational activities the author give emphasis of need of proper marketing training to the public library staff.

Hallund and Revy¹⁷—Mentioned that Royal library had Information marketing section since 1965 using press contact exhibition and publication and television.

Kroning¹⁸ examine internal public relations and information marketing are an important element in the management of any organization one that has attracted versatile response from senior

perhaps because of a lack of theoretical knowledge of the subject he explain interval public relations procedure and planning elementary principles, possible approaches and information marketing attitudes.

Markadssetsum Bokavordinn¹⁹ indicates that service is valued more highly by the client's than quality of collections and librarians must actively market their senior and cultivate a positive self image impassioning, their professional skills the author draw attention to the employment of public relations librarians in Sweden.

Crocker²⁰ mentioned public relations in libraries one often viewed as a tertiary, known essential peripheral to the primary mission of academic library but many power do not realize is that information marketing exit with or without conscious intervention and can be possible negative or neutral.

Klinder²¹ examine that more & more libraries are employing management strategy such as kwon profit marketing and promotions in order to increase their profile and to better service the needs of user discuss the development of the concept of corporate identity which appears to have had a positive impact on working conditions, a components of corporate identity and examine it used in libraries.

Levitt²² analyzed the "market myopia," whereby organizations consider marketing as the end rather than the means.

Shapino²³ has made an analysis of market relating to non-profit organizations and identified four fundamental concepts : (a) the self interest aspect of exchange in which both the producer and the client

have to maximize their benefits from the transaction; (b) the marketing task on behalf of the organization, which involves the attraction of resources and the allocation of resources; (c) the marketing mix, which analyses the tools used by professional market, for instance, advertising and public relations, channels of distribution, pricing and products or service policies; and (d) the concept of distinctive competence, which emphasizes that the things, the non-profit organization does, may be better compared with other institutions. Kotler²⁴ emphasizes the need to understand consumer behavior. His work is one of the most frequently quoted texts by information workers and librarians. After analyzing the principles of marketing, Kotler has an applications part where marketing of various services like health services is discussed. He conducted seventeen case studies of non-profit enterprises.

Comer and Chakrabarti,²⁵ in their study at DePaul University, made an attempt to analyze two information systems-Dialog and IDAC. They indicated how traditional marketing theory might be applied to marketing of information and information services. Application of the concept has explored is that study vis a vis the: Spatial relationship in distribution channels; results of differentiation, postponement and speculation for information products or services offered; the redistribution effects, and allocation; the impacts of communication, conflict and control on inter-organizational channel

relationships; and the role of other marketing variables, such as price, in the information organization's practice.

Strassman²⁶ has studied the managing of the costs of information. He points out that information embraces three sectors: data processing, administrative processing and office labour. He advises management to open internal information processing operations (including libraries and information services) to competitive market forces. Such advice, when followed, involves significant pricing implications for libraries and other information services and stimulates the introduction of new and automated information products.

Erikson's²⁷ studies show a positive correlation between investment in information and organizational performance and productivity. More departments will be asked to function on a full-recovery basis and charging for services rendered rather than having a fixed sum to cover operating costs.

Tucci's²⁸ review of the literature reveals that Kotler has observed how marketing concepts could be applied by the information professionals by applying the marketing process to non-profit organizations. As Kotler and Anderson State "much of the work continued to necessitate explaining and analyzing marketing so that those who did not yet see the potential could understand where marketing fits into their worlds and how it could make a significant

difference". The most important function of any organization is to satisfy a demand.

Oldman²⁹ refers to three types of factors that inhibit information use: (i) organizational, (ii) attitudinal, and (iii) cognitive. Organizational factors are exemplified as philosophies such as those that regard information gatherers as weak performers. Attitudinal factors are defined as communication blocks; and cognitive factors are illustrated by a library system that does not meet the subject need of the user.

Oldman³⁰ succinctly states that the correct approach is to seek evidence of the information unit's impact on the organization to serve rather than simply supplying evidence of use.

Tressel and Bron³¹ wrote a research review of issues relating to the economics of the scientific and technical information industry. They argued that scientific information can be a product, a service, a supporting contribution to the public good, or an item or process to be traded or sold in the open market. They have also pointed out the paucity of data on the cost of information activities associated with archival functions, dissemination within the scientific community, and diffusion into the private sector. They believe that the assumption that user charges distribute the cost of information and reflect its equivalent to the individual user is invalid.

1.5 Nature of Study:

This study is essential exploratory in nature. This may prompt many further studies of the problem. Consequently, the results from the field data should not be constructed to be absolutely conclusive.

In the first place, preliminary investigations revealed that several Libraries were unduly sensitive about being investigated, because they are not marketing information products/ services. However, they themselves were not satisfied with the costing of the information packages delivered to the user.

Secondly, there was consideration for time factor. In many cases, those last minutes rejections made it difficult for the researcher to use some of the sophisticated sampling techniques. As a last resort, simple sampling has been used with the hope that further studies might discover ways of overcoming some of the deep hidden issue.

1.6 Importance of Study:

The identification and analysis of the realistic use of information sources may be an essential basis for the planning, implementation and operation in university libraries of India in general and university libraries of Maharashtra in particular.

This study may provide insight to libraries who want to know how they can best serve their clients, and to the institutions who want to know how they can make right decision.

Finally, this study will add to the body knowledge concerning international librarianship and the use of information sources by librarians and information specialists.

It is hoped that this study will encourage researchers in the field to conduct other studies about information marketing. In addition to study can be used for comparative studies, and the research findings of this study can be used as a guide for other similar studies for the benefit of the Library and Library users.

1.7 Research Design:

Research design refers to an outline or plan prepare before beginning a research work in another words an outline prepaid in advance, on the basis of activities is order to expose the different aspects of the subjects of study in non as research design.

According to Ronard R. Gist.³² The Term Research design refers to the plan through which the needed information is to be developed. Jain, P. C.³³ defines "A research design blue print for data collection in the research specifies what he aspects to achieve and how he will go about collecting information"

Green and tull³⁴, "a research design is the specification of Method and Procedure for acquiring the information needed to structure or to solve problem. It is the over all operational pattern or framework of the project. It is the over all operational pattern or framework of the project stipulates what information is to be collected from which sources and by what procedure."

According to Fred N. Kerlinger³⁵, "Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or programme of research. It concludes an outline of what the investigator will do from writing the hypothesis and their operational implication to the final analysis of data" Kohn³⁶ is of the view that the best definition of research design can be given in the form of a logical trick. Basically, it is related to answering questions, describing the situation or narrating a hypothesis. In other words research design is related to that logical right by which the working system's which includes both data collection and analysis of a particular group is expected to fulfill the specific need of study. Boyd and Westfall³⁷ are of the view that every research project conducted scientifically has a specified pattern or frame work for controlling the collection of data. This framework is called the research design. Its function is to ensure that the required data are collected and that they are collected

accurately data are collected and that they are collected accurately and according to **Clare, Scledge** and others³⁸ "A research design is the arrangement of conditions for collection and analysis of data in a manner that aim's to combine relevance to research purpose with economy in procedure."

Churchill³⁹ defines, "A research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing that data. It is the blue print that is followed in completing a study. A research design ensures that the study (i) will be relevant to the problem, and (ii) will employ economical problems."

According to **David Aaker** and **George S. Day**⁴⁰, "A research design is the detailed blueprint used to guide the implementations of a research study toward the realization of it's objectives."

According to **R. L. Ackoff**⁴¹, "Research design is the process of making decision before the situation arises in which the decision is to be carried out." To **Green** and **Tull**⁴². "Research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures."

C. William Emory⁴³ defines, "The research decision constitutes the blue print for the collection measurement and analysis

of data. It aids the scientists in the allocation of his limited resources by posing crucial Choices."

P.V. Yauna⁴⁴ is of the view, "A research decision is the logical systematic planning and directing a piece research for the purpose of the study I have formulated above mentioned hypothesis and have adopted research methodology best on literature survey and questionnaire base survey for the purpose of data collection.

1.8 Research Methodology:

Research is an endeavor to discover, develop and verify knowledge. It is an intellectual act that begins with the asking of questions (emerging from an awareness of one's ignorance) and progresses through the critical examination of evidence that is the relevant and reliable, to the revelation of truth that is generalization and universal. Its goal is the perfectibility of human knowledge through the pursuit of truth, a goal that can never be attained. But which must always be assumed to be attainable.

Research is defined is Webster's new International Dictionary as a "careful or critical inquiry or examination is seeking facts or principles, a diligent investigation to ascertain something."⁴⁵ This definition makes clear the fact the research is not merely a search for truth but a prolonged, extensive and purposeful search.

Research endeavors to probe into the past, the present and the future of a subject through one or more of the following methods.

1. Historical
2. Descriptive method
3. Scientific method

The three methods have derived their names from history, sociology and science respectively. It is so because the procedures, steps and sources applied in these methods are in consonance with procedure and sources adopted by these subjects. However, it does not mean that historical, descriptive and the scientific methods are used only in research in the field of history, sociology and science respectively e.g. scientific method can be used successfully for research in social science as well as history etc. because scientific methods does not mean science rather it is a technique/method of study.

Descriptive Method:

Since the investor has used "descriptive method" in this project. Hence some brief description of this method is given here.

Descriptive method is based on surveys. Describing survey, Hillway writes. "The survey to espically constitutes a way of obtaining exact facts and figure about current situation. This method attempts

usually to describe a condition or to learn status of something. It should be kept in mind that the survey need not be restricted to fact finding but may often results in the formulation of important principles of knowledge and the solution of scholarly problem."⁴⁶

User's Survey:

"A survey is an account of some research, examination or inquiry which has been done by a systematic or organized method."⁴⁷

The library survey may be defined as "A survey of library provisions, services and use in a given area."⁴⁸

User survey is a systematic study on information requirements of users so as to enable a meaningful transfer of information between users and information system.

TOOLS AND TECHNIQUES OF DATA COLLECTION:

There are a variety of tools for collecting data and every tool has its own significance and procedure. The most frequently used tools are:

1. Questionnaire method.
2. Interview method.
3. Observation method.

In the present study the data has been collected mainly by questionnaire method. However at times observation method has also been used effectively.

1. Questionnaire method:

The questionnaire method is very popular to conduct survey or collect facts. Through questionnaire facts from thousands of persons residing at distant places can be collected. A questionnaire must however be planned very carefully because the investigator normally does not remain present before the respondents to explain if there is any vagueness.

2. Interview method:

In this method the investigator talks to these subjects normally face to face. Before interviewing a person, the interview should be planned carefully. Specific questions should be carefully written in compact and expressive language. The clarity is the advantage of this method, every concept is clear because we talk face to face with the person concerned.

3. Observation Method:

This method consists of observing the phenomena. This is a social science project hence researcher has to be actively involved in

the subject of study. How the researcher's ability to observe minutely enables him to observe the activities of this library objectively.

PROCEDURE:

Preparation of questionnaire

To collect the facts about the library facilities and to know the user's knowledge and reaction, two questionnaires were prepared. One to be got filled up by the librarian and the other to be filled up by the users to know their views.

Before preparing the questionnaire the investigator visited the library to get preliminary information regarding the facilities available in the library. Some sample questionnaires (by Prof. Krishan Kumar, and used in different dissertations) were studied to prepare questionnaire for the present study. The questionnaires do not resemble other questionnaires together, because every library has its own clientele, collections, staff and services. The questionnaires were prepared keeping in mind these facts along with the following factors.

1. Questions were framed in such a way that they give answers objectively.
2. The language was simple and easy to understand.
3. Questions were self explanatory.
4. Ambiguity in questions was avoided.

5. Though only the essential questions required for the study were included yet it was reasonably lengthy.
6. Adequate space was provided wherever necessary.

COMPOSITION OF QUESTIONNAIRES:

The questionnaire for librarians was designed with a different objective in mind. This included questions on the objectives, marketing policies, services, collection, budget, I.T. used for marketing strategy function, future plans and other details of the library. This also included questions about the resources and infrastructure of the library and reasons of failure of market.

The questionnaire for users included questions on all aspect of the working of a library. This included questions about the services, attitude of staff and physical facilities, and opinions of the users regarding the marketing and user willingness to pay for the services.

1.9 Scope of Study:

The present study is intended in look into the possibility of the application of marketing of library & Information services and product which is not a very old concept. The concept of marketing is slowly and gradually establishing its roots and has been adopted as a mechanism resource generation in libraries.

This concept has already established as one of the most viable profession is the developing countries like United States information industries come only after automobile and oil industries as has already stated that in the modern age life is not possible without information and it is as important as food, shelter, or water. It is also evident, profit that the advanced countries are rich because they have generated new information which is very helpful for the development of industries and society as a whole. Keeping in view the vital importance of information the developing countries, have to purchase, piece of information from the procedures from the advanced countries.

The developing countries have to develop information resources to start new industries to improve the old infrastructures and to adequate the technologies was future. This is also establishing fact that the information explosion has resulted into the acceleration of information knowledge with a tremendous pace and on the other side the financial capacity of university libraries is detracting resulting into the decreasing buying capacity.

The another fact is the libraries are receiving too much information request for their users and within the existence financial information resources particularly in the developing countries like India no library can effort to meet such information demands their for university libraries has no other way to find out a mechanism through

which such like problems can be handled in the past the concept of library co-operation resources sharing, resource sharing through library networking came forward to help university in overcoming the problem of financial current. The viable mechanism which may be the found useful for substantive in future for financial independency, the concept of marketing is practice.

Therefore the present study intended to explore the possibility for marketing of information services & product and for the purpose of this research project. The university libraries in Maharashtra such as Bombay University, Pune University etc. have been selected.

Hence the scope of the study will include these university libraries in Maharashtra only.

1.10 Definition of Terms:

For the purpose of this study the following terms have been used to mean what are defined as follows:

Information:

All ideas, facts, and imaginative works of the mind which have been communicated, recorded, published and/or distributed in any format.

Information Sources:

All of the information facilities, services, products and systems needed by users to supports and fulfill their information requirements.

Information Use:

It is what an individually actually uses or applies. The use may be a satisfied need or the result of information seeking. Information use is heavily dependent upon the availability of information sources.

Information needs wants, demands and use:

Needs is what an individual ought to have: want is what an individual would like to have; demand is what an individual asks for and use what an individual actually uses.

Information System :

An organized whole with a definite organizational structure and objective and which consists of a set a part and elements that have define characteristics and that are in specific elation to each other.

Marketing:

(a) *In commercial organization:* Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Basically, the central idea of marketing is matching between a company's capabilities and the want of customers in order to achieve the goals of the firm.

(b) *In Non-Profit Organizations:* Marketing, as a management process, identifies, anticipates and satisfied consumer's requirements with no purpose of earning profits.

(c) **LIBRARY:** Marketing, as a management process, identifies, anticipates and satisfies user's information needs with no purpose of earnings profits.

Marketing Segmentation:

Market segmentation involves the identification and specification of significant groups of segments within the total market. Differentiation can be can the basis of any one of many variable, for examples, age, sex, mobility, ethnicity, marital status, literacy level and occupation status.

Market Positioning:

Market positioning is a study of the market structure in order to take into account the services of programmes already provides in the community.

Consumer Analysis:

Consumer analysis is a method of knowing the needs of each marketing segment. It can give to the librarian the information about the interest of individual groups in the community and helps in

building up a picture of the information needs of the community as a whole. Also as users studies.

Product:

Anything presented and used to satisfying a need, want or demand is a product, and this, sometimes includes a service.

Users and Non-Users :

The terms and non-users refer to individual/organizations using or not using the services and resources of LIBRARY.

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CHAPTER-2

UNIVERSITY LIBRARIES : AN INTRODUCTION

UNIVERSITY LIBRARIES: AN INTRODUCTION

2.1 Introduction:

Library is more important than any other thing in the society, because people learn through it, know through it and move the wheel of knowledge through it. Libraries are just like light house towers, which give guidance to whole of the society and thus the role of libraries in development in the education is very vital. Now the library has become an indispensable part of our social life for the development of educational, social and cultural activities. A modern library is a social institution.

In the word of Dr. S. R. Ranganathan "Libraries are not more store houses, but they are rich springs through which knowledge flows out to irrigate the wide field of education and culture."¹

In another words a library is a collection of documents for use, an organization that promotes the use of sources of information, an information center that provides and disseminates in information. It is named after the service it provides and the clientele it services. Accordingly, there are public libraries, academic libraries, or special libraries. Academic Libraries are further classified as school libraries,

college libraries or university libraries as per their attachment with a school, college, or university respectively.

The glossary of American Library Association on libraries, established, supported and administered by a university to meet the information needs of its students and faculty and support its instructional, research and service programmes." It is said elsewhere that there is only one institution or agency which remains and services as the last bastion of intellectual freedom, peace, happiness and survival for man and that is library, particularly the university library. Dr. S. D. Sharma, then Vice-President of India, while delivering his speech at the 8th World Book Fair, on Feb. 5, 1988 in New Delhi stated quite rightly that a library is more important than a university because a library can function without a university there as a university can not without a library.

Objectives of Higher Education:

There is same Higher Education however the national educational conference held at Sevagram on the 15th Oct. 1962. Laid down the following objectives.

1. Self-reliance, self-confidence, and dignity of labour through the use of work as an integral part of educational programme;

2. A spirit of nationalism and social responsibility through involvement of students and teachers in a meaningful programme of community service; and
3. Inculcation of ethical and moral values and proper understanding of the essential unity of all religions.

To make him a better person to an able he to contribute his bests in shafting the world. Dr. Radhakrishnan commission² in 1948 is point that Radhakrishnan commission says that "Democracy depends for its very life on a high standard of general, vocational and professional education. Dissemination of learning, incessant search for new knowledge, unceasing effort to plumb the meaning of life, provision for professional education to satisfy the occupational needs of our society are the vital tasks of higher education."

"We cannot preserve real freedom unless; we preserve the value of democracy, justice and liberty, equality and fraternity. Universities must stand for these ideal causes which can never be lost as long as men seek wisdom and righteousness."³ In addition to Radhakrishnan Commission government of India a pointed another higher education commission under the chairmanship of Prof. D. S. Kathari who states the function of higher education and learning as under.

1. To seek and cultivate new knowledge, to engage vigorously and fearlessly in the pursuit and truth, and to interpret old

knowledge and beliefs in the light of new needs and discoveries.

2. To provide the right kind of leadership in all walks of life, to identify gifted and help them develop their potential to the full by cultivating physical fitness, developing the powers of the mind cultivating right interests, attitudes and moral and intellectual values.
3. To provide society with competent men and women trained in agriculture, arts, medicine, science and technology and various other professions, who will also be cultivated individuals imbued with a sense of social purpose.
4. To strive to promote equality and social justice and to reduce social and cultural differences through diffusion of education.
5. To foster among the teachers and students and through them in society generally, the attitudes and values needed for developing the good life in individual and society.

2.2 University Education In India:

2.2.1 British Period:

During the British period a considerable number of English and oriental colleges both Government and private were established. These institutions are quite different from the colleges of today Government

of Bengal in 1845 proposed the establishment of Central University at Calcutta on the pattern of London University. This proposal was not accepted.

Later on in 1854 on the recommendation of the "Wood's dispatch" the Government of India decided to introduce higher education for the native Indians. This was the beginning of higher education era in India by the time 1857 there were only 3 universities in India upto 1857 these are Calcutta, Madras and Bombay.

During the years 1855 to 1902 there was a great progress in respect of College education in India. In this period about 191 colleges were established. During the period of Lord Curzon who was the Viceroy of British India, the Indian University Commission was appointed, which has augmented the growth of University Education in India. The Indian University commission was directed to enquire into the conditions and prospects of the Universities established in British India.

The recommendations of the act were embodied in the Indian University Act. of 1904. Curzon's reforms for expansion of university education continued for ten years. During this period a number of colleges increased and enrolment of students in the existing Universities increased. The demand for higher education was continuously increasing and that's why Lord Harding's Government

surveyed the position and passed the resolution in 1913 through resolution the Government disclosed its intention to establish Universities in India and expressed its desire to improve teaching facilities in the existing Universities. It advanced higher study and created an atmosphere conducive to social moral as well as intellectual progress.

2.2.2 University Education After Independence:

The modern trend of education is to develop a thinking of individual who should prove to a self relevant person in every walk of life, yet the impact of higher education is very vital on the national life of country. After independence wonderful progress in higher education through universities has taken place. The University education system finds its guiding principles for high standard of general, vocational and professional education. However, after independence the function of University education shows definite towards its local problem and needs.

The Government of India appointed the University Education Commission (1948-49) under the Chairmanship of Dr. S. Radhakrishnan, an eminent educationist "To study the existing educational facilities available in India university. And to suggest

improvements to suit further requirement of country. The Commission gave many recommendation for promoting higher education.

According to the Commission the objective and aims of higher education are as under:-

1. "Great changes have taken place in the political and economic conditions of India Society. The academic problems have assumed new shapes. We have now wider conception of duties and responsibilities of universities. They have to provide leadership in politics, administration, profession, industry and commerce."
2. "Universities should be organ of civilization. They should train the intellectual pioneers of civilization."
3. "If we want to retain the dynamics of cultural life, we must give up worshipping the past. We should think that nothing is done while anything mains to do. Hence the aim of University Education should be to promote intellectual adventures."
4. "Universities should produce such wise persons who make an incessant research for new knowledge and unceasing efforts to plum the meaning of life."

5. "The content of education must accept the best of what modern advancement has to offer, but without neglecting our cultural heritage from the past."
6. "One of the functions of Universities is to bring about the spiritual development of students."
7. "Universities preserve the culture and civilization of country. If we want to civilize, we should have sympathies with the poor respect women, love peace and independence and hate tyranny and injustice. The aim of University education should be to infuse these ideals into the youth."
8. "Aim of education is to discover the innate qualities of a person and to develop them through training. Universities should discharge both these towards their students."
9. "Healthy mind is found in a healthy body. Hence in the Universities attention should be paid not only to the mental but also to the physical development of students."
10. "Literature deepens and enlarges the human feelings. Hence University should give most important place to mother-tongue in general education."
11. "We are engaged in a quest for democracy through the realization of justice liberty, equality and fraternity. Hence it

is necessary that our Universities should be emblems and protectors of these ideals."

Kothari Commission was appointed by the Government of India in (1964-66) under the Chairmanship of **Dr. D. S. Kothari**⁶ to evaluate the entire condition of education and so also the libraries. The recommendations made by the Commission are as under:-

12. "To seek and cultivate new knowledge, to energy vigorously and fearlessly in the pursuit of truth and to interpret the old knowledge and beliefs in the light of new needs and discoveries."
13. "To provide the right kind of leadership in all walk of lie to identify gifted youth and help them to develop their potential to the full by cultivating physical fitness, developing the power of the mind and cultivating right interests, attitudes and moral intellectual values.
14. "To provide society with competent men and women trained in agriculture, arts, medicine, science and technology and various other professions, who will also be cultivated individuals imbued with a sense of social purpose.
15. "To strive to promote quality and social justice and to reduce social and cultural differences through diffusion of education and;

16. "To foster in the teachers and students and through them in society generally, the attitudes and values needed for developing the "good life" in individual and society."
17. "In addition to these broad aims which they share in common with all the universities, Indian Universities will have to shoulder some special responsibilities in the present state of our social and educational development for instance.
- (i) They must learn to serve as the conscience of the nation and from this point of view they should encourage individuality variety and dissent within a climate of tolerance.
 - (ii) They should develop programme of adult education in a big way and to that involve a wide spread net-work of part-time and correspondence course.
 - (iii) They should assist the schools in their attempts of qualitative self improvement.
 - (iv) They should shake off the heavy load of this early tradition which gives a prominent place to examination and strive to improve standards all round by a symbiotic development of teaching and research, and
 - (v) They should create at least a few centers which would be comparable to those this type in any other part of

world and thus help back the center of gravity or Indian Academic life within the county itself.

2.3 University Libraries:

The University library plays a vital part in the sphere of higher of higher education. The University libraries have been termed as heart of university. It has also been compared to the innermost sanctum of the temple. The university is designated as the temple of Pearling. The University library is a part of super structure of the university. It is to help the university to achieve its goals. Hence the goals of university can be taken as criteria of appraisal and reappraisal of the organization effectiveness and efficiency of university library.

2.3.1 Role of University Library:

A university library's role is much more important in higher education. It would be an exaggeration to say that a library is an essential prerequisite for successful implementation of aims and objectives of higher education. The prime necessity for a University is a good library with a balanced and adequate collection, which can satisfy the need of University faculties and help to promote advanced study and research programmes. A University is rated largely by its library. No University can develop effective work in the academic

sense, without a strong library as its center. Radhakrishnan Commission observed.⁷ "The library is the heart of all the university work. It is from this angle, which all teaching and research activities should radiate."

In the words of S. R. Dongerkery, A well stocked and up-to-date library is a *sin quo non* for every university." It is the central workshop of the university which provides the students, the teachers, the scholars and the research workers with the tool required for the advancement as well acquisition of knowledge. What the laboratory is to the research worker in branches of experimental sciences, the library is the work to worker in the fields of humanities and social sciences.

2.3.2 Function of University Library:

The basic function of University libraries is to aid the parent institution in carrying out the objectives. University libraries should be designed to support the role which has been assumed by or assigned to the university. The library contributes to the realization of the objectives and supports the total programme by acquiring and making available the book, material and services which are needed. In carrying out its responsibilities effectively, the University library performs certain activities. It acquires book and other reading materials; it prepares these materials for the use of students. Faculty and others who

acquire them, it circulates materials to clientele, borrows and lends materials on inter-library loan, it gives reference service, it provides bibliographical and documentation services, it gives instruction the use of library and encourages students to develop life long habits of good reading, it provides adequate and comfortable physical facilities for study including carrels, and it interprets library services to the administration faculty and students.

Wilson and Tauber describe the function of University library as "University library directs its activities towards the fulfillment of the university which are as follows—conversation of knowledge and ideas, teaching research publication, extension of services and interpretation of research." The library exists not merely to help the instructional function at the university, it does also a good deal in aid and research, which is another major function of the university. The university library services as a vital link in the chain between research and practice. It remains the center of all academic activities of the university.

M. B. Line is of the opinion, "the function of the University library is to bring together Information or Knowledge on the one hand, and human being on the other." The library is the heart of education. Every education advance depends upon its resources and is the large measure, the degree and advance is proportionate to the potential of the

library to respond. A quality education is impossible without a good library. A well equipped and well managed library is the foundation of modern education structure. Education in the absence of library service is like a body without a soul. The fundamental role of the library is educational. The university library should be operated as dynamic instrument of education. The teaching and research function of university library contrasted with library house-keeping function in the maximum attainment of educational objectives of the university.

Kothari Education Commission its Report clearly defines the functions of the university libraries in order to realize the objectives of university education as under:

1. To provide resources necessary for research in fields of special interest to university.
2. Aid to the university in keeping Abreast of development in his field.
3. Provides library facilities and services secondary success of all formal programmes of instructions.
4. Opens the doors to the wide field of books that lie beyond the borders of one's own field of specialization, and
5. To bring books, students and scholars together under conditions which encourage reading for pleasures, self

discovery, personal growth and sharpening of intellectual curiosity.

The commission emphasized the need and importance of University libraries and suggested that each University should develop as well equipped library in accordance with the needs of its users. Some of the recommendations made by the commission are worth mentioning.

1. New University, colleges or department should not be set up without taking into account its library in terms of staff, books, journals and space etc. Nothing could be more damaging to a growing department than to neglect its library or to give it a low priority. On the country the library should be an important center of attraction on the college or University.
2. A collection of books, ever a collection of good book does not constitute a library, Enthusiastic teachers, who teach with books and libraries who can cooperative with them with in converting the library into an intellectual workshop, even a comparatively small collection of sensitively chosen books may work wonders in the life students, without such a staff, the most luxurious building or expensive books collection may no effect at all.

2.4 Development of University Libraries in India :

The library is the best university agency for collecting and organizing for effective use of, for providing the services and physical facilities to encourage it.

2.4.1 Ancient India:

India was been the credit of one of the earliest civilization in the world. There is, in fact, "no country where love of learning has so early an origin or has exercised so lasting an influence."⁸ The importance institutions were, therefore, recognized in India even the remote past.

In the Vedic age instructions were imparted "Orally, without the medium of books".⁹ and this is perhaps the reason that no libraries have so far been discovered in the archaeological excavations at Taxila though it was a famous seat of learning from 700 B.C. to 300 A.D.¹⁰ With the advent of Buddhism, teaching came to be practiced through written word and this in turn gave rise to libraries Fahien¹¹ noticed such libraries at Jetavana monastery at Sravasti (U.P.). The Nalanda University¹² in Bihar (300-850 A.D.) had a huge library complex known as Dharmaganj.¹³ Jagaddal, Kanhery, Mithila, Odantapuri, Somapuri, Ujjain, Vallabh, and Vikramsila were the other seats of learning which had good collections of manuscripts in the libraries

attached to them.¹⁴ All these libraries were destroyed at one time or the other by fire or Muslim iconoclasts, often in ignorance.

2.4.2 Medieval Period:

The existence of academic libraries during the medieval period of Indian history is not known, though the Muslim rulers did patronize libraries in their own palaces. A lone exception, however, was a library attached to a college at Bidar, having a collection of 3,000 books on different subjects.¹⁵ Aurangzeb got this Library transferred to Delhi to merge it with his palace library.¹⁶

2.4.3 Modern Times

2.4.3.1 Early Nineteenth Century:

College libraries are the fore-runners of a modern university library. Warren Hastings, Governor-General (1774-85) founded a Madrasa at Calcutta in 1781. Jonathan Duncan in 1792 stressed the need to collect books of the ancient valuable general learning and tradition.¹⁷ Lord Minto, Governor-General (1807-13), in his minutes of the 6 March 1811 wrote "Library be attached to each of the Colleges under the charge of a learned native with a small establishment of servants for the care of manuscripts."¹⁸ Perhaps this is the first statement or record concerning libraries in academic set-up in India.

Lord Auckland, Governor-General of India (1836-40), further outlined the library policy in his minutes of the 24 Nov., 1839. "In order to make the greatest use of the advantages of the colleges, I would attentively watch the degree to which the students profit by their access to the considerable libraries which are now attached to many of our institutions. Important deficiencies in these libraries should be promptly supplied."¹⁹

While assessing the position of college libraries in India, the Hunter Commission observed: "As regards the extent to which libraries are used, the information obtained seems to show that among the students of some colleges a perceptible taste for general reading has sprung up. Yet, the Bombay, the Bengal and the North-Western Provinces reports agree in saying that the general reading of students is confined to a very narrow range, being almost entirely limited to the books which have some bearing on the subjects of examinations, though an exception to a limited extent is made in Bombay in the case of the Elphinstone College."²⁰ Seven years after the Hunter Commission Report in 1889, the Library of the Forman Christian College at Lahore was established. Within five years this library had a collection of 13,000 books, with a Librarian (H. M. Grawold) to administer it and this Library "became an integral part of students' education... The reading-room was opened twenty-four hours and

students were encouraged to go in all hours.....It helped promote the habit of self-study and stimulated general reading outside the prescribed text-books.”²¹

2.4.3.2 Later Nineteenth Century:

The court of Directors of the East India Company²² had not approved the earlier proposal to start universities at Madras and Calcutta in 1834 and 1845 respectively. But later on they had to revise their views because of: (1) the rapid spread of liberal education among Indians; and (2) the requirements of an increased European and Anglo-Indian population. Accordingly, a Dispatch (No. 49 of 19 July, 1854) was addressed to the Governor-General in Council by Sir Charles Wood. An immediate outcome of this Dispatch was the establishment of three affiliating universities at Calcutta, Bombay and Madras in 1857 on the model of the London University which itself was an examining body then. According to their preamble these three universities were established for the purpose of ascertaining, by means of examinations, the persons who had acquired proficiency in different branches of literature, science and arts, and of rewarding them by academical degree as evidence of their respective attainments and marks of honour.²³ Since these universities had no role to play in respect of teaching and research, the need for attaching a library to

them immediately after their establishment was no felt. To our present concept of the library as heart of a university, it may be seen rather strange that the university library system did not appear simultaneously with the establishment of universities in India.

2.4.3.3 University Libraries During 1919-1947:

During the period 1919-1939, eight new universities were established and with their associated university libraries. There were international contacts between Indian and British university libraries, and gradually with American university libraries as well. The administrative set-up of Indian university libraries was after the model of the western libraries.²⁴

The years between 1939 and 1947, shadowed by World War II, were bleak so far as university library development was concerned. Only two universities, Utkal in 1943 and Sagar in 1946 could be established during this eight-year period.²⁵

2.4.3.4 University Libraries-then and now:

One may not agree in total with what Srivastava and Verma have stated about the present-day university libraries of India, yet their analysis is worth quoting:²⁶

"And during this period (i.e. 1883-1973), university libraries of the country have witnessed a swell of change because of (i) the emergence of Dr. S. R. Ranganathan on the library horizon; (ii) the recommendations of Radhakrishnan Commission (1948-49); (iii) the establishment of the University Grants Commission in 1956; and (iv) the recommendations of the Kothari Commission (1964-1966). Besides these, the Seminar of University Libraries and Carl White's Survey of Delhi University Library have given a refurbished thought, orientation and dimension to university librarianship in the country... Consequently, a significant change in the outlook of the university administrators, the faculty members and the students has also come about and now they no longer recognize the librarian as the custodian the library as the storehouse of books and documents...but, unfortunately, this change.....has not helped the university librarians come out of the rut of stagnation which has been caused and nurtured by the shortage of trained and qualified library manpower, the preoccupation of the professional library staff with the technicalities of librarianship, the perverted concept of library services, the inertia that is rampant among the trained librarians, the apathy of the university administrators towards development of proper library services, the self-satisfied faculty and the student community, the lack of dynamic

leadership and factional rivalries among the librarians.....Our university libraries have failed to achieve any tangible results.”

The above statement may not be applicable to all the libraries of India, but it certainly hold well in the case of a majority of them.

2.4.1 Image of Universities in Maharashtra :

2.4.1.1 *The State of Maharashtra :*

The state of Maharashtra took its present form on 1st May 1960 when the bilingual State of Bombay was divided into Gujrat and Maharashtra. Its present territories prior to the wide-spread reorganized of the states in 1956, were included in three different states, viz- Western Maharashtra in the State of Bombay Vidarbha in the state of Madhya Pradesh and Maharashtra in the state of Hyderabad. The re-organisation of 1956 was preceded by a long process of territorial changes which may be said to have started in 1919 when the Montague Chemsford reforms came into operation. Prior to 1919, Western Maharashtra formed a part of Bombay Presidency, which consisted of an extensive region comprising areas administered directly by the Government of Bombay as well as other Indian States, of which the most important were Baroda and Kolhapur. Desh and Karnatka consisting of four Kannada-speaking districts in addition. Aden on the Southern tip of the Arabian peninsula was administered from Bombay

as a part of the presidency. The Indian State was self-governing entities in subordinate relation to the Government of Bombay, which functioned as the agent of the Government of India. The officials immediately responsible for supervision over the State were respondent of Baroda and Kolhapur, an agent to the Government for the Kathiawar States (Later named the State of Western India and now called Saurashtra), A Political Agent for a group of State in Gujrat called Mahi Kantha, and the collectors of adjoining districts of individual States or groups of States with the designation of Political Agent. In 1920 the Kathiawar State of Western Indian and Baroda were placed in direct relation with the Government of India: ceased to the responsibility of the Government of Bombay. In the early Aden was separated from the Bombay Presidency and was administered as a separate territory from the Centre. About the same time the Government of India took over the direct responsibility for conduct of relations with the remaining States within the geographical limit of the Bombay Presidency, and offers of the Provincial Government ceased to be political agents. In 1936 Sindh was detached from the Bombay Presidency and made an independent province in preparation for coming into operation of provincial autonomy under the Government of India Act, 1935. In 1948 the states within the geographical limits of the Bombay Presidency, including Baroda and Kolhapur, were

integrated with the directly administered area. Over the eve of the reorganization of states in 1956 the State of Bombay (which was the name given in the constitution of India to the Bombay Presidency) comprised of nine districts in the north which were predominantly Marathi speaking, and the four districts in the South which were predominantly Kannada speaking. Vidarbha formed part of the Central Provinces and Berar, which became in 1950, the State of Madhya Pradesh and Maharashtra formed part of the Indian State of Hyderabad. The new State of Bombay formed in 1950 comprised of (a) all the areas of the old State of Bombay with exception of one taluka of Sabar-Kantha. District which transferred to Rajasthan State and four Kannada-speaking districts, which were transferred to Mysore State after detaching one Marathi-speaking Mulka from one of district; (b) Vidarbha consisting of eight Marathi speaking districts from the former Madhya Pradesh State; (c) Marathwada, consisting of Marathi speaking districts from the former Hyderabad State; (d) the whole part B State Saurashtra comprising four Gujarati-speaking districts formed by a Union of the former Indian States of Western India and (e) the whole part C state of Kutch consisting a single Gujarati-speaking district. In 1960 all the Gujarati-speaking areas, comprising fourteen districts in all, were separated to form the State of Gujarat, leaving in the State of Bombay, now-re-designated as the State of Maharashtra,

the twelve Marathi-speaking districts and Greater Bombay which belonged to the old Bombay State and which are collectively known either as Western Maharashtra or and the formed Bombay Area of the State, the eight districts collectivel known as Vidarbha and the five districts, the eight districts collectivel known as Vadarbha and the five districts collectively known as Maharashtra.

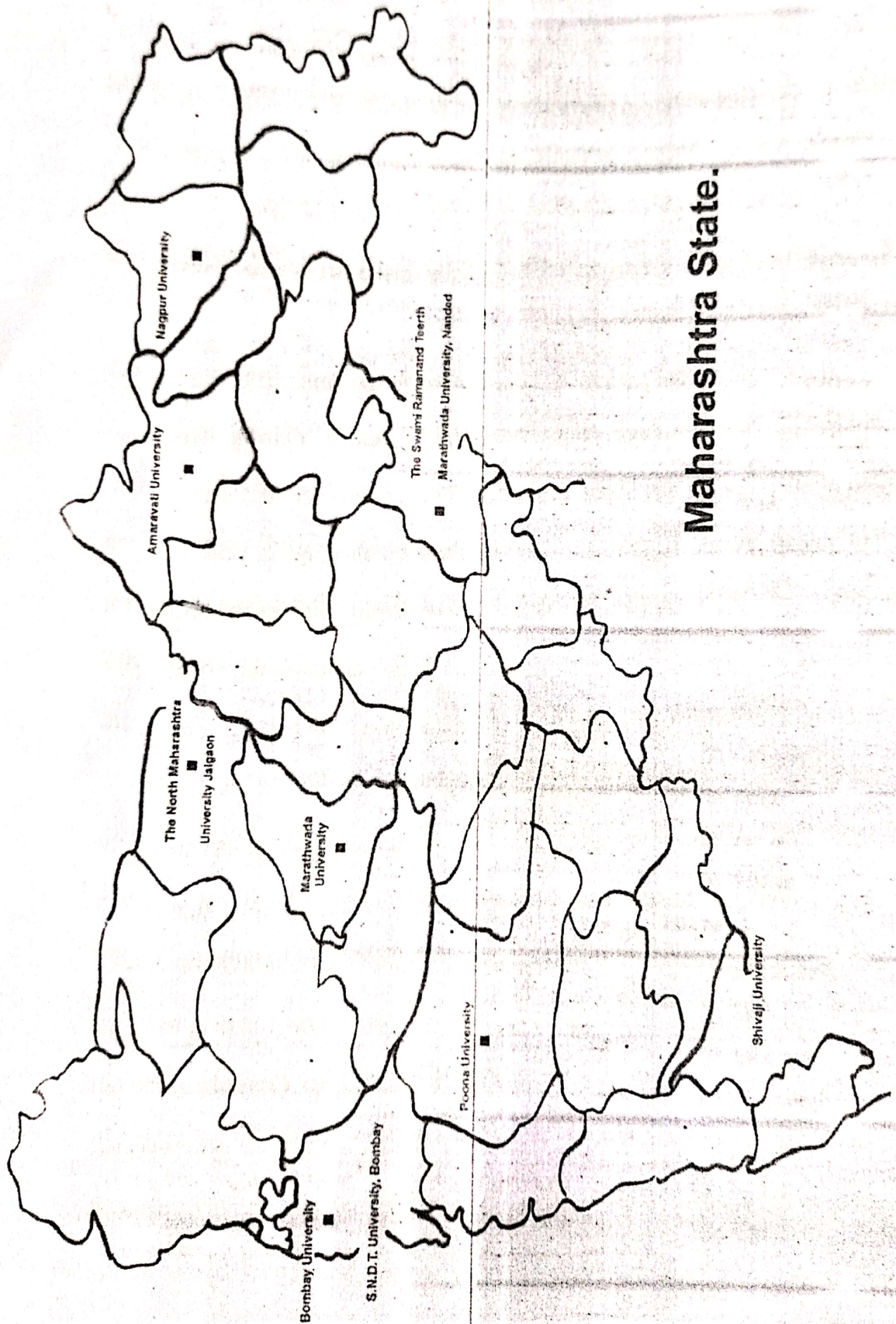
2.4.1.2 Present Territorial Arrangement:

The State of Maharashtra, therefore now consists of thirty districts, counting Greater Bombay, comprising the City of Bombay and Bombay Suburban Districts, as single district. These districts area are the basic units for purpose of revenue administration and for many other administrative purposes. They are also the basic units for statistical and demographic purposes excepting the city of Bombay; the districts are further subdivided into Taluka or Tahsils umbering 303 in all. The districts are grouped six administrative divisions. The Konkan division and Poona division covers the areas of Western Maharashtra. The Aurangabad and Nasik division covers the areas of Maharashtra and the Nagpur and Amravati divisions covers, Vidarbha. The Kokan division consists of Greater Bombay, thana, Raigarh, Ratnagiri and Sindhudurg districts. The Poona division consists of Pune, Satara, Sangli, Solapur and Kolhapur districts. The Aurangabad division

consists of Aurangabad, Jalna, Parabhani, Bid, Nanded, Osmanabad and Latur districts. The Nasik division consists of Nasik, Dhule, Jalgoan and Ahm danger districts. The Nagpur division consists of Nagpur, Wardha, Bhanda, Chandrapur and Gadchiroli districts. The Amravati division consists of Amravati Buldhana, Akola and Yavatmal division consists of Amravati Buldhana, Akola and Yavatmal districts.

2.4.1.3 Educational Features of the Universities In Maharashtra State :

Universities were perhaps the first public authorities to be set up in India by law as operations with an identify district from Government. Out of the three University established a little over a hundred years ago in India, one was established in what is now the State of Maharashtra, namely the Bombay University with jurisdiction over colleges in Bombay Presidency and the Indian States lying within the geographical limit of Presidency. At present there are in the State the following nine Universities with jurisdiction over the areas and operating under uniform Act, namely the Maharashtra Universities Act. 1994, which came into operation 21st July, 1994, these Universities are mentioned in the Act as under:



Maharashtra State.

Name of the existing University (1)	Name of corresponding University under this act. (2)	University area (3)
1. The University of Bombay, constituted under the Bombay University Act. 1974	The University of Bombay.	Districts of— (1) City of Bombay (2) Bombay Suburban (3) Raiged (4) Thane (5) Ratnagri (6) Sindhudurg
2. The University of Poona constituted under the Poona University Act, 1974	The University of Pune.	Districts of— (1) Pune (2) Ahmednagar (3) Nasik
3. The Shivaji University constituted under the Shivaji University Act. 1974.	The Shivaji University.	District of (1) Kolhapur (2) Sangli (3) Satara (4) Solapur
4. The Dr. Babashed Ambedkar Marathawada University, constituted under the Marathawada University Act, 1974.	The Dr. Babasaheb Ambedkar Marathawada University.	District of— (1) Aurangabad (2) Jaina (3) Beed (4) Osmanabad
5. The Nagpur University constituted under the	The Nagpur University.	District of— (1) Nagpur

<p>Nagpur University Act, 1975.</p>		<p>(2) Bhandara (3) Chandrapur (4) Gadchiroli (5) Wardha The State of Maharashtra.</p>
<p>6. The Shreemati Nathibai Damodar Thackersey Women's University, constituted under the Shreemati Nathbai Damodar Thackersey Women's University Act, 1974.</p>	<p>The Shreemati Nathibai Damodar Thackersey Women's University.</p>	
<p>7. The Amravati University, Constituted under the Amravati University Act, 1983.</p>	<p>The Amravati University.</p>	<p>Districts of— (1) Amravati (2) Akola (3) Buldana (4) Yavamal</p>
<p>8. The North Maharashtra University, constituted under the North Maharashtra University, Act. 1989.</p>	<p>The North Maharashtra Univesity, Jalgaon.</p>	<p>Districts of— (1) Jalgaon (2) Dhune (3) Nandurbar</p>
<p>9. The Swami Ramanand Teerth Marathawada University.</p>		<p>Districts of— (1) Nanded (2) Parbhani</p>

(1) The territorial limited, within which the powers conferred upon the University by the Act. Shall be exercised, shall comprise the whole of the University areas as specified against the name of such University in the Schedule:

Provided that, the benefit of distance-education courses, correspondence course, op University courses or external degree courses of any University may with the prior permission of the State Government extend and the entire area of the outside of the university area.

(2) Subject to the provisions of sub-section (3) of Section 3, education institution situated within the University area shall, except with the consent of the University and the sanction of the State Government be associated in any way with, or seek admission to any privilege of any other University established by law :

Provided that, if an education institution seeks to be association with, or be admitted the privileges of a University jurisdiction of which is not restricted to any State or area, such association or admission may be permitted by the State Government.

Provided further that if a University, the jurisdiction of which is not restricted to any State or area, wishes to establish a center or other unit of research in the University area, it may do so with the sanction of the State Government.

(3) Save as otherwise provided you're under this Act, any privilege enjoyed by any educational institution within the area of another University before the date of which this Act comes into force, shall not be withdrawn, without the sanction of the State Government.

The main objects of the University are as under:

(4) The objects of the University shall be disseminate, create and preserve knowledge and understanding by teaching research, extension and service and by effective demonstration and influence of its corporate life society general, and in particulars the objectives shall be:--

1. To carry put its responsibility of creation, preservation, and disseminating of knowledge.
2. To promote discipline another the spirit of intellectual inquiry and to demarcate its as a fearless academic community to the instant pursuit of excellence :
3. To encourage in individual and diversity within a climate of tolerance and natural understanding.
4. To promote freedom secularisms, equality and social justice and shrindin the Constitution of Indian and to catalostic socio-economic transformation sporming basic attitudes and values of essential to natural development.

5. To extend these benefits of knowledge and skill for development of individuals and society by associating the university closely with local and regional problems of development.
6. To carry out social responsibility as an informed and objectives to identify and cultivate talent, to train the leadership in all walks of life and to help younger generation to develop right, interests and values;
7. To promote equitable distribution of facilities of higher.
8. To provide for efficient and responsive admission, scientific management and develop organization of teaching and research.
9. To promote acquisition of knowledge in a rapidly developing and changing society and to continually offer opportunities of upgrading knowledge, training and skills in the context of innovations, research and discovery in all fields of human endeavor by developing high reductional network with use of modern communication media and technologies appropriate for a learning society;
10. To promote national integration and preserve cultural heritage.

11. To develop work culture and promote dignity of labour through applied components in the syllabi,
12. To build up financial self-sufficiency by undertaking academic programmes and resource generative services in a cost-effective manner;
13. To promote better interaction and co-ordination among different Universities and colleges by all such means; generally to improve; the governance of the University and facility it provides for higher education.
14. To generate and promote and sense of self-respect and dignity amongst the weaker sections of the society;
15. To strive to promote competitive and excellence as the sole guide criterion in all academic and other matters relating to students.

2.4.2 University Libraries in Maharashtra :

2.4.2.1 Amravati University Library :

Amravati University was established in May, 1983. The first Vice-Chancellor was Dr. K. G. Desh Mukh who had taken keen interest in the functioning and development of the University Library, and on 3rd January 1984 a Library Committee was established.

The University Library is at present rendering services to the faculty members and students of the teaching departments of University. It is also rendering services to the University employees of the University. The academic staff and students of the teaching departments of the University could borrow the books from the central library. At the end of 1996 financial year the total number of books was 44.450 and 4346 periodicals were subscribed in the library. The New Library Building is situated in the University Campus.

2.4.2.2 Bombay University Library :

The University of Bombay was found on the 18th, July, 1857 which was a mournful year for Indian under the British administration. The Sepoy Mutiny was at the height at the time when the University itself was established and the career of University in its earlier years was a chequered one. Since this University, like the University of Calcutta was only an examining body, and a need to establish a library attached to the University was not realized until 1864, when a magnanimous offer was made by a leading business magnate of Bombay for construction of a library building. It was on the 27th August 1864 that Prem Chand Roychand, the rich industrialist wrote to Chief Secretary to the Government of Bombay and required him to inform the University of his offer of a sum of Rs. 2,00,000/- towards

the erection of library building which to quote Shri Premchand, "may be an ornament to this city and by becoming a storehouse of learned work not only of the past but of many generations to come may be mean of promoting the high ends of the University." The merchant offered another princely donation of a similar amount the name of his mother shrimati Rajabai on the 6th Oct, 1864, towards the construction of a clock tower which should be connected with University library.

The Senate welcomed these handsome gifts and the Registrar wasted no time inviting Mr. Gillbert Scott, the architect, to design plans for the University library Specifications stated that the library be so designed as to be capable of ultimately containing 1,00,000 volumes, a depository for manuscripts, a spacious and suitable Reading Room and a tower provision for the installation of a large clock with a peal of bells. These specifications were actually in accordance with the donor wishes. The Registrar also wrote and said that the Senate Hall was to be kept separate from the library and the Tower without the principle of good design ignoring the donor's wish in the 11495 an amount of Rs. 1 lakh was donated from Bharat Petroleum Co-operation Ltd., for development of library. Number of teaching Department is 35.

Library is situated at two places. Main library is located in University Campus, Kalina and both in old main building at Fort. At

the end of 1996 financial years the total number of books were 6,69,943 and 1411 periodicals we subscribed.

2.4.2.3 Dr. Babasaheb Ambedkar Marathawada University Library :

The Mararashtra region comprising the districts of Aurangabad, Parbhani, Nandel, Beed, Osmandabad, is a unit of Maharashtra State (it formerly formed part of Hyderabad State (deccan) and subsequently a unit fifth recognized Bombay State). For nearly a decade there was a demand a separate University from the citizens of Marathawada. On the eye of the re-cognition of the Sate in India, the Government of Hyderabad recommended to the successor Government, the establishment of a University for Marathawad. The Government accordingly appointed a Committee on whose report the Legislature passed the Maratha University Act, 1958, to established and incorporate to teaching and affiliating University at Aurangabad. The Act received the assent of the Governor of Bombay on the 5th May, 1958 and the University was inaugurated by the Late Shri Pandit Jawaharlal Nehur, Prime Minister of India, on the 23rd August, 1958. At present 4 district are covered in the jurisdiction of this University i.e. (1) Aurangabad; (2) Jalna; (3) Beed and (4) Osmanabd.

The University is located in Aurangabad which is a tourist center. The management of the library is vested in the hands of the

Library Committee which is responsible for framing rules and regulations, allocation of grants and donations to various departments, recruitment of staff other important matters concerning the library. Number of Teaching Departments is 19.

At the end of 1996 financial year the total number of books was 2,84,738 and 886 periods is were subscribed.

2.4.2.4 Nagpur University Library :

The Nagpur University is one of the oldest Universities in India. The idea of founding this University was mooted by Rao Bahadur V. R. Pandit, A Member of the Governor General's Legislative Council in the year 1913. Then a Committee was appointed in July 1913 to go into the details of the proposals.

The Committee submitted its report in 1915 favouring the move. But, due to the outbreak of the First World War no action was initiated at that time. Finally in the year 1923 the First Nagpur University Act was passed and the University came into existence on 4th August 1923. The University Library was established in the year 1923. This library regarded as the biggest library in this region. At the end of 1996 financial year, the total number of books was, 3,16,749 and 318 periodicals were subscribed, UGC has given magnificent grant of 50 lakhs for modernization of Library in the 8th plan. The library is at two

piece. Main Library is located in Ramdaspath. Near Maharajbagh where the other is located in University Campus. There is a separate Manuscripts section located in the University Campus library. This section is having about 14,500 mass and thus regarded as one of the most manuscripts libraries of the country. Number of Teachers departments is 32.

2.4.2.5 Jaykar Library, University Poona :

The University of Poona was established under the Poona University Act, 1948 passess by the Bombay Legislature on 18th February, 1948, and on 15 April of that year Dr. M. R. Jayakar assumed office as the First Vice-Chancellor of the University. After framing of statues an conducting elections to the various bodies and authorities of the University, the University of Poona was formally declared a corporate body on 10th February, 1948 by a Government notification. Shri B. G. Kher, Chief Minister and Education Minister, Govt. of Bombay too keen interest in processing the bill and setting apart the beautiful campus for the University. The University moved to the beautiful campus extending over 411 acres 411 in early 1950.

The Poona University Act was ameneded in 1974. Initially the University had a jurisdiction extending over 12 districts of Western Maharashtra. However, with the establishment of the Shivaji

University, Kolhapur in 1964, the jurisdiction of the University was restricted to five district, namely Pune, Ahemadnagar, Nasik, Dhule, and Jalgaon, Out of the these, two districts Dhule and Jalgaon are attached to the North Maharashtra University established at Jalgaon in August 1990.

The University library, now named as the Jayakar University, after the first Vice- Chancellor, the late Dr. Mr. R. Jayakar, started functioning in January 1950 with a nucleus collection of the late Dr. D. R. Bhandarkar, This collection comprised of about 4,500 volumes, covering subjects like indology, oriental studies, Sanskrit Literature, Arcehaelology and back volume of periodicals to oriental Studies. The University library, in its initial stage, was fortunate enough in receiving rich collections of books from the ex-rulers of Bhor and Ichalkarn i. Some distinguished personalities, including the Late Dr. M. R. Jay, the late justic Madgaonkar and many others gave helping an timely and in boosting up the collections. Formerly, the library was housed in the Dining Hall of the old Government House at Gavneskhind. The library moved into the newly constructed independent and functional building in 1958. The fundamental stone of the library building was laid down by Pandit Jawahar Lal Nehru on 1.8, 1956 and the building was opened by the Vice President Dr. Radhakrishnan on 27.11.1958.

The New building was designed to state, 1,50,000 carrels for research scholars and adequate provision for administrative operations. The extension of the library building has been completed to accommodate additional 1,50,000 volumes. The University received management grants from U.G.C. towards the construction of the new library building and its extension. At the end of 1996 financial year the member of books was 3,95,127 and 1050 periodicals were script number of teaching department is 33.

2.4.2.6 Shreemati Nathibai Domolar Thackersey, Women's University Library Bombay :

SNDDT University was established in 1951 by the Government under the Bombay et to LI of 1949. Dr. D. K. Kave, a social reformer and a championship Woman's Education in India founded the university in 1916 on the model of Women's University in Tokyo. In 1920 Sir Vithaldas Thackersey joined hands with Dr. Karve and put the University on firm financial footing by a generous donation of Rs. 15 lakhs with a view to commermorating the memory of his late mother by naming the University Shreemati Nathibai Damodar Thackersey Women's University. Jurisdiction of the University extend to whole of India. It maintains institutions and has 21 colleges

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affiliated to it in the State of Maharashtra and Gujrat Including a polytechnic at Bombay.

The University Library of the S.N.D.T. Women's University, as it is popularly known as established in the basement of the old University building in the year 1955.

The library management is vested in the hands of a Library Committee which is responsible for the disbursement of the different grants received and also for the amendment of rules and appointments of staff of the library. The University Librarian, acts as a Secretary of the Committee but is consulted on all the library matters prior to taking final decisions. At the end of 1006 financial year the total number of books was 2,64,672 and 1021 periodicals were subscribed. The area of the University is the State of Maharashtra. Number of Teaching Departments is 37.

2.4.2.7 Barr. Balasaheb Khardekar Library Shivaji University, Kolhapur :

The Shivaji University was established in 1962 as a part of the decentralization and reorganization of University education in the State of Maharashtra. The wish to have a University at Kolhapur goes back to the 1930s. It was a natural consequence of the spread of higher education in South India. The University began to operate in October,

1962 an was formally inaugurated in November 1962 by the former President of India. Dr. S. Radhakrishnan. The Library also started functioning its affairs in 1962. It is now named as the Beer Balasaheb Khardekar Library. At present 5 districts are covered under this University area viz.-(1) Kolhapur, (2) Sangli, (3) Satara and (4) Solapur. The University is located in Kolhapur. At the end of 1996 financial year, the total number of books was 2,02,423 and 401 periodicals were subscribed. Number of Teaching Departments. 23.

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CHAPTER-3

MARKETING OF INFORMATION: A BIRD EYE VIEW

MARKETING OF INFORMATION : A BIRD EYE VIEW

3.1 INTRODUCTION :

Information transfer and dissemination has been recognized as an essential element or input for all research and developmental activities in developing countries since a long time. Thus, libraries and information centers have been putting considerable efforts in designing of information products and services and in distributing the same efficiently and effectively.

The recognition of information as a basic resource for development is comparatively new. Information has always been a resource, but considering it in the same economic context of materials or products is a recent recognition. "Putting information into work" has put this vital resource as an essential commodity, which unlike other commodities is not perishable. Creation of information is based on the utilization of existing information. It is considered a vital input to the economic, cultural and sociological development of human being. More and more attention is paid on its access and use. This necessitates the concept of marketing equally applicable to the area of information.

The library professionals can solve their problems of under utilization of library resources and services and user satisfaction by implementing the Marketing Techniques in library and information areas. Now it is very essential for library professionals to understand the concept, principles, strategy and techniques of marketing so that they can implement these in libraries in appropriate manner.

The value of information is now more important than ever before because of the information explosion.

The two components, which have brought about the increased awareness of information and its role in society, are the computer and unprecedented improvement in telecommunication technology.

In fact the most important single factor, which has crystallized information, as a commodity has been the evident of the computer, based on-line bibliographical database developed within the last decades.

Today the information industry has developed characteristics comparable to other industries. Lack of information and effective means of exchanging it, are now widely recognized as being limiting factors in the economic and social development of peoples.

Information has been called a "commodity" a "public goods" one of the few things that does not diminish in value in proportion to the number of people who use it.

Information is needed for and affects all aspects of nation's life: cultural, social, economic, educational, scientific and technological. Without information, countries cannot develop, nor can they stay developed.

3.2 Information Marketing:

With this trend of development, it is inevitable that the concept of information market has been accepted. Weinstocks definition is much pertinent. He says "marketing is a comprehensive, generic term dedicated to all the process and interactions resulting in both satisfaction of users' wants and the information firms requirement for profitable, growing revenues over the long term. In the case of the nonprofit information firm, the marketing aims may be the same; the difference arises in the difficulty of applying objective measures for measuring the "success" of the nonprofit venture". This means that marketing can be regarded as the link between institutions, which have goods and services to offer, and customers with needs and demands to satisfy.

With the advent of information technology (IT) the university libraries and information center have witnessed the speedy growth and importance of information in every corner of education. The use of information is now considerably increased then ever before. The two

significant reasons, which have brought about the increased awareness of information and its role in university library, are computer technology and availability of information in electronic format. Thus, information, which is a dynamic factor for all decisions and policies, has rapidly changed due technological change. Information has been called a: commodity: a: public goods: one of the few thing that does not diminish in value in proportion in the number of people who use it.¹

The core of marketing in libraries is to provide its information services and products for the benefits of the library users. Librarians and information professionals are now more concerned about the design of information products, packing and delivery to the end users. Kotler and Leavy advances the thesis long back in 1969 that "marketing is not just a business function – it is a valid function for non-business organization as well – and that all organizations have marketing problems and all need to understand marketing."² And libraries are not an exceptions. After ten years of above statement Kotler³ (1979) again stressed, it appears that marketing for non-profit organizations is an idea whose time has come. Marketing offers a framework for organizing some information science problem. Its user-oriented approach can contribute.

3.3 Meaning & Definition:

Several definitions are available for marketing in the standard literature of business administration. While defining term marketing the Chartered Institute of Marketing at UK "marketing is the management process which identifies, anticipates and supplies customer requirement efficiently and profitably."⁴

Weinstock's⁵ definition is more realistic, when he says "Marketing is a comprehensive, generic term dedicated to all the process and interactions resulting in both satisfaction of users' wants and the information firm's requirement for profitable, growing revenues over the long term. In case of the non-profit information firm, the marketing aims may be the same; the difference arises in the difficulty of applying objective measures for measuring the 'success' of the non-profit venture".

In other words, it can be said that the marketing is a link between university libraries and its users, the former have goods and services to offer, and later with needs and demands to satisfy. Proposing a model for marketing of information based on the common group between information work and network Mozota⁶ emphasis that information professionals still suffer from a restrictive definition of marketing and should re-orient themselves from product to market and

then to strategic marketing based on relationships and exchange.

Modern definition of marketing is an on-going process of :

1. Discovering and translating consumers' needs and desires into products and services (through planning and producing the planned products);
2. Creating demand for these products and services (through promotion and pricing);
3. Serving the consumer demand (through planned physical distribution) with the help of marketing channels; and
4. Expanding the market even in the face of keen competition.

3.4 NEED:

The need of application of marketing in university libraries and information centers is accentuated by the reality the "librarians are asked to downsize, economize and streamline, while they are simultaneously expected to provide the fastest and most expensive hardware and software so as to make the information marketplace accessible."⁷ Marketing is a process of finding and encouraging marketer to market their product. Marketing concepts and techniques can contribute a dynamic approach to total strategy development, which will ensure effective management, the achievement of goals and creation of a confident blueprint for the future.⁸ Librarians and

information professional must harness marketing concepts and techniques to their other very considerable powers if their services are to survive and prosper.⁹ Marketing requires managerial commitment and an organizational structure capable of achieving carefully formulated objectives.¹⁰

In university library marketing is equipment for strategic change. Marketing is planned approach to identifying and gaining the support of the community and then developing appropriate services in manner, which benefits the users, and further the aim and objective of the information service.¹¹ The reading material of the past experience shows that libraries and librarians have an enormous capacity to change and adapt.

3.5 Objectives :

Objectives are plans that state how attainment of a goal is to be measured and judged. The role of objectives is to satisfy a direct observable and quantified result. University libraries are major academic community whose purpose is to enable and encourage individuals to gain unbiased access to the book, information, knowledge and work of creative imagination. The objectives of information marketing are :

- i. To provide information to users to make positive contribution to the development of a learning society ;

- ii. To provide information to develop the capabilities, the enterprise and interpersonal skills of student;
- iii. To provide updated information to users so that they become effective information handlers and independent learner;

Assured or brings about success to the organization but 'promotional activities' duly equipped with marketing tools and techniques are equally important.

In the same way university libraries realized that library services are valued more highly by the users than the quality of the collection. University libraries are now recognizing that library users must be made aware of the range of available library services / product. The difference between selling and marketing is an important issue for the library services because many libraries are still selling-orientation rather than marketing-orientation. Most of the university libraries do not back-up this interest in needs by an integrated marketing endeavor – a marketing strategy in which all library department recognize the need to create, retain and satisfy library users and top management develops strategies to achieve this.

3.6 Attributes of marketing :

Attributes of marketing are the important factors, which played an important role in formulation of strategic market plans of a non-

profit organization like university library. The basic attributes of information marketing and its services/products for university library are as listed below :

- Consumer / User
- Product
- Promotion
- Price
- Profit
- Proper feedback
- Budget
- Acquisition and dissemination of new product and services
- Stimulation for the use of new product and service
- Expenditure
- Cost effectiveness
- Updates of information

3.7 Information Agents :

The term "information agent is not alien for libraries it is frequently used in information science literature. The emergence of the 'information agents' may be attributed to two fundamental changes in the information science. First and foremost due to technological development, which enable information to be processed quickly and be

delivered to the end user in a very short time. The second thing is to change in research tendencies from discipline oriented to mission-oriented and to what Richard Boss referred to as problem-oriented research.¹²

Cuadra¹³ mentioned in 1967 "another change that I see in the area of pointing to information is more economic than technological. I see information brokerage becoming a viable type of business. An individual broker will have a clientele whose interests he keeps track of and then provides particular bits of information on for each of these individuals, using the year 2000's equivalent of scissors and paste. Cuadra's forecasting becomes unrealistic, for this new species of information specialists are today actively providing what they call information on demand to a variety of information users.¹⁴ These developments might facilitate the resources of the information agent.

3.8 Target Market :

The term 'Target Market' in LIS is used for the people using the library. The market forces of university library are clienteles they serve. Target market is specific group of people whose needs and wants have to fulfill within the market segment. The marketer keeps in mind that products/services should be specific and fit for the needs of individuals within the market segment; select a right size of market;

with cost-effective ways and means to reach to the target market; awareness about the potential changes over a time due to current needs and entrant of new IT; uses different methodology and promotional method to identify a target market. Stressing the importance of a target market Wood¹⁵ suggested five rules for identifying a target market:

- a) Be Specific
- b) Think big
- c) Be realistic
- d) Remember the future
- e) Identifying multiple options

3.9 Need of Target Market :

The need for identifying a target market is rationale in university libraries primarily to enhance the capacity and capability of managing the library services in the IT environment. In university library, the main activities identify target market is :

- i. Identify users unfulfilled needs
- ii. Products and services
- iii. Pricing
- iv. Delivery
- v. Communication
- vi. Feedback

3.10 Major Channels of Distribution :

The information professional has to project the information service to its intended users through some distribution channels. In the modern library context, there are large varieties of distribution channels available for this purpose. Each medium has varying impact on the library users. Without distribution the library marketing cannot achieve its purpose. "Distribution " by the businessman, means distribution of information to those users who need, it serves as the bridge between information production and consumption.¹⁶ Also it means an interplay among information seekers, and the society as a whole.¹⁷

Saracevic and Wood¹⁸ have identified the following major channels of dissemination.

- i. Interpersonal Delivery : Products personally delivered either on request or in anticipation of a need. It is the most costly and time-consuming method.
- ii. Group Personal Delivery : products delivered to a whole group of users at meetings, conferences, seminars, demonstration, etc.
- iii. Strategic Placement : products placed at strategic locations.
- iv. In-house Dissemination : reference, referral

- v. Local depositories : products through cooperative arrangements with an information system.
- vi. Mass media : dissemination through newspaper, professional journals, magazines etc., and products to be in narrative style.
- vii. Broadcasting : radio and television
- viii. Mailing : sending of products through postal means
- ix. Telephone : telephonic queries.
- x. Computer Network : latest means of information technology such as On-line access, Inter-Net, LAN, CD-ROM, e-mail etc.

The above all appropriate distribution channels can be utilized in the university libraries for effective information services.

3.11 Marketing for Users Satisfaction :

One of the important role of marketing is satisfying human needs. These needs are depend upon the location, situation and the quality of the services offered. Marketing is a subject of growing interest to managers of non-profit making organizations, basic marketing concept includes;

1. Customer's satisfaction
2. Exchange of interests and the library's public
3. Organizational responsiveness and intelligent customer.¹⁹

All individuals are the ultimate authority on what will satisfy their needs, according to marketing theories. "Many librarians have failed to understand this marketing precept Cronin,²⁰ an expert in information services, define the marketing as customer's satisfaction, according to him a major objective of marketing "can be summed up as the process of customer-satisfaction."

So marketing can be considered by the university libraries as an activity which :

1. Monitors the needs of its users
2. Matches itself and its products or services with identified needs of the customer, so as to satisfy them.
3. Subsequently makes itself known by communicating with customers, and
4. Finally, measures customer satisfaction in order to make any necessary adjustments.²¹

Dragon²² concludes "librarians can no longer assume that the public will continue to accept increases in taxation for the support of libraries with no promotional endeavors. Positive action using marketing techniques must be taken to attract the tax dollar. Failure to recognize need for such an approach will lead the library to loose to other competitors like high school marching bands and public courses." Any library that attempts to influence the behavior of the

public is involved in marketing. The market-orientated library will be an important source for satisfying the needs of certain sectors of the public.

3.12 Ingredients of Marketing :

Marketing includes all those functions concerned with determining and influencing the present and potential demand of the products/services in the market place and supplying products and services to satisfy these demands. In libraries a need to carry out certain marketing functions is observed in order to achieve exchanging process more effective.

Libraries have to ensure that they have established contact in search of what library user wants, when and where they want it and simultaneously provided it. "The 4-Ps" of Marketing Mix according to McCarthy is the key to marketing strategy. These are consists of Product, Place, Price and Promotion. Patrica G.Olyer, in her two days workshop on 'Library Marketing at the SNDT Women's University Bombay (7-8 Sept. 1992) added two more Ps and these are "Prelude (preparations) and Postlude (evaluation).

- Product,
- Place,
- Promotion and

➤ Price

These form what is known as the marketing mix and it is organization's marketing strategy which ensures that the 'four parts of the mix are in appropriate proportions to the particular marketing situation with a full consideration of each of the tools of the marketing mix and conscious, planned, decisions as to how much of each component should be brought together order to achieve the library and information center's objectives.'²³

In university library product refers to library services and other featured offered, the methods they are offered and status of service. Price refers to the whether any fee is attached to that product / service. Place refers to service point or its locations. Promotion means advertising publicity campaign the message communicated, types of any media used for promotional activity.

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CHAPTER-4

APPLICATION OF MARKETING IN LIBRARY AND INFORMATION SCIENCE

APPLIBRARYATION OF MARKETING IN LIBRARY AND INFORMATION SCIENCE

4.1 INTRODUCTION :

University libraries are the integral part of the academic sector. The importance of university libraries and its services depends upon the fulfilling the users information needs. University LIBRARY is a non-profit service industry whose aim is to provide their services for the benefit of the academic communities for which they do not earn profit. Effective management with application of marketing techniques within the university library increases the possibilities of achieving its goals and objectives with greater efficiency. Effective management includes systematic monitoring, analysis of internal data, systematic and imaginative marketing. University libraries are use to promoting their products and services to their users for wider use. The university libraries are aware of market segments, stimulating demand, and user satisfaction; and managing to fulfill the needs and expectations of Library users. The market environment of university libraries includes its – geographical situation, status, financial back up and other characteristics, as well as users approach, motivation and stimulation.

Shapiro's¹ pointed out "successful marketing techniques that were once considered to belong almost exclusively to profit-motivated business enterprises have been used advantageously by alert managers in private non-profit organizations. However, many other managers of non-profit organization have failed to recognize that marketing is as intrinsic to non-profit sector as it is to the business community.

Weinstock² has asserted that it is imperative for the information service producer to become more knowledge about marketing function.

4.2 MARKETING OF INFORMATION IN UNIVERSITY

LIBRARIES :

Marketing for university LIBRARY products and services are occupying a new dimension due to technological change and economical factors. The university libraries today are no longer confronted with the question whether or not to apply new IT to their operations, products and services. They are now more concerned with decisions about what technologies to use; and the costs; benefits and impacts or readers. On-line-Access through Inter-Net, on line databases, microcomputers, tech communications Local Area Networking and other technological advancements have provided university LIBRARY with a new wealth of information capabilities. By combining the technology with current and retrospective research

as well as expertise of information specialists, Popovoch³ has stressed "Most Library and information science centers have capacity to serve many of the information needs of the business community in a timely and efficient manner. By charging corporate clientele a fee for such information, some libraries expected to recover, in part at least, the costs of the services"

In university Library the concept of information marketing pervades all facets of academic community to whom the LIBRARY goods and services are rendered and it is rationale to employ information marketing in university Library. The ten main reasons why university libraries adopt the application of information marketing are :

- i. To obtain increased operational efficiency
- ii. To improve the quality of library services
- iii. To provide innovative library services not yet possible
- iv. To improve library management
- v. To improve physical and financial resources
- vi. To improve image of university library
- vii. To provide maximum satisfaction to library users
- viii. To utilized marketing strategies and techniques in planned manner for benefit of proper access and disseminate their information products/services
- ix. To promote its products/services

- x. To introduce selling ideas.

4.3 LIBRARY PRODUCTS AND SERVICES :

Library are place which collect, organize, provide and maintain documents for a particular type of users. Depending upon its function, service is based on demand and initiative of the users. In most of the cases the service is confined to the document and not to the specific piece of information. Library provides service to the user both in anticipation as well as on demand. They also conduct retrospective searches for the users. Bibliographies, current awareness bulletins, state-of-the art report and accession lists etc. are their main information products.

4.3 LIBRARIES SERVES THE USERS BY DIFFERENT SERVICES AND PRODUCTS SUCH AS :

Products :

- Handbooks.
- Bibliographies.
- Data Sheet.
- Current awareness bulletin.
- Periodicals.
- Abstracts.

- Indexes.
- Newsletter.
- Films.
- Directories.
- Translations
- Thesauri.
- Recommendations.
- Correlations.
- New acquisition lists.
- Conference proceedings.

Services :

- Consultation and advice.
- Replies to inquiries.
- Referral.
- Retrospective search.
- SDI
- Serves visitors.
- Conduct seminars and conferences.
- Conduct research.
- Translation services.
- State-of-the art reports.
- Critical reviews.

- Critical compilations.

4.5 THE MARKET OF LIBRARIES:

A market is a pub Library with which the Library service wishes to do some kind of exchange. The Library is offering the members the greater satisfaction of their constituents in exchange for the resources to provide the satisfactions. So Library must know to which part of the market they are aiming, what of each of its major markets, and then design products to satisfy them. Library are not serving all men and never, in view of rapid change and declining resources it would be possible in view to do so. Librarians/information specialists must differentiate and carefully choose appropriate segments of each of their various markets if they are to have any kind of impact in those markets. Sometimes the non-user general public Library is the market of Library. So the concept of the target market and market segmentation strategies should be considered in relation to those public Library as well as to the real users and potential users of the service. The aim market segmentation is to identify though members of the total marketing, which have similar characteristics, so that the product or service can be designed to attract them.

4.6 DISTRIBUTION AND SALE OF LIBRARY PRODUCTS AND SERVICES:

In an information system placed in a market-like environment, all of the economic and marketing implications of this environment must be considered. However, unlike the situation in most marketing environments, the distribution and sale of information products and services are interrelated and the functions involved in document transfer may be performed in many ways.

One will be faced with several decisions concerning marketing of new services and modification of old. These decisions include questions of pricing promotion and advertising policies, and channels of distribution and must be based on considerations of cost, income demand, and the effect of the decisions on other components of the system. The adoption of marketing techniques in Library represents an effort aimed at innovation, modifying traditional activities, developing strategies for change and preparing these organizations for future trends. It implies satisfying the information needs of previously identified users. The adoption of marketing techniques in Library demands many management procedures such as analyzing and identifying the market; defining market strategies to optimize information use, and providing for interaction with productive sector. **Silveira** is convinced that only in the context of these basic concepts

can information exchange be initially encouraged where it does not exit, and intensified where it is already taking place. Thesis means making potential users more aware, having them become beneficiaries of the system, thus stimulating the use of the system by effective users.

4.7 USER ORIENTED LIBRARY:

There is also a control element as management seeks to determine, if goals are being met, and such goals may be customer satisfaction, high profits from high volume sales, and improved efficiency. This activity, of finding out and making known, and of reducing the possibility of error in getting goods to the customer, is not just a suitable metaphor of library and information services: it is inherent in information work and the marketing approach, in being intensively user-oriented, is a particularly valuable approach for contemporary libraries. It makes sense for libraries to know:

- Market characteristics.
- Market segment.
- Market research techniques.
- What motivates the user
- The product and service cycle concept.

4.8 EMPHASIS ON USERS' SATISFACTION:

The administration of marketing-oriented libraries is a means of guaranteeing user satisfaction that ultimately will contribute to the development of the information sector as a whole. The adoption of marketing techniques in demands many management procedures such as analyzing and identifying the market defining market strategies to optimize information users and providing for interaction with the productive sector. Silver is convinced that only in the context of these basic concepts can information exchange be initially encouraged when it does not exist, and intensified where it is already taking place. The marketing means making potential users more aware, having them become beneficiaries of the system, thus stimulating the use of the system by effective users. Marketing is more than creating an awareness of a product or selling it. Marketing involves understanding the role of the product and the needs of the user, defining the product range and the needs of the user, defining the product range of the producer organization, identifying the optimum channels for distribution of the product, stimulating repeat sales, creating confidence and many other factors and all these are the functions of Library.

4.9 MARKETING FUNCTIONS OF LIBRARY:

Information is becoming more and essential nowadays. No one can do without information and the information marketing is the management function which organizes and directs all Library business activities involved in assessing and converting customer purchase power into effective demands for a specific information products or service, and in moving the product or service to the reveal customer to achieve the profit target on other objectives set by Library. From that it may said that the marketing functions are:

- (a) Evaluation (by market research and sales forecasting) and exploitation of marketing opportunities.
- (b) Formulation of marketing policies.
- (c) Planning, design and control of the total marketing organization and specific campaigns.
- (d) Sales promotion, in all its diverse forms.
- (e) Budgetary control and costing of the market effort.
- (f) Measurement, analysis and control of sales from those functions.

Marketing is an effective method of gathering information about the market place within which the Library is operating, helping it to focus an service demand as well as service provision, and it is also a

useful means of promoting the Library service both to its potential user-base and to its funding body.

4.9.1 MARKET SEGMENTS:

It can be defined as⁴ “by the process by which heterogeneous market is subdivided on some common characteristics. Each segment is homogeneous within itself and heterogeneous between segment”³ in other words we can say it involves the identification and specification of significant groups within the total market.

Segmentation of the library has special sections developed to different types of users: children, young adults; the handicapped; ethnic minorities. But some Library has taken this a step further by actively targeting their services towards one or more of these groups.

Market segmentation is an important concept for the library managers, making it more likely that products will be emphasizing some needs and ignoring others. It is also possible to identify trends in segments, which might not have been noticed; otherwise also it makes the planning of the other elements of the marketing mix more effective.

4.9.2 SYMBIOSIS BETWEEN MARKETING AND LIBRARIES:

The basic element of a market is a seller, a buyer and a product, which constitute a market. Similarly in library profession librarian can

be considered as seller, user as buyer and desired information as product. The qualities of a good shopkeepers is to possess attractive personality, cheerful nature; good knowledge about the product, encyclopedic memory, and ability to judge the psychology of consumer. If we compare these we will find a successful librarian must have these qualities.

The principle of 4 P's is important in marketing segmentation, i.e. People, Product, Price and Profit. Segmentation is a customer-oriented strategy, which gives special emphasis on the demand side of the market. It recognizes that there is several demand schedules, each demand schedule representing a group of buyer with similar needs. It is a method for achieving maximum response from limited resources by differencing various parts of the market. The benefits from market segmentations are.

1. Market is in better positions to located and compare marketing opportunities. Similarly a librarian is in a better position to know the best use of information by group of users.
2. When customer needs are fully understood, marketers can effectively formulate and implement the market programmes. Similarly a librarian can be very well aware with users need. He acquires, organizes and communicates the information in

the way, which is most suitable to the users. To know the actual need of users a librarian can keep suggestions box at the appropriate place in the library. He conducts orientation courses, exhibitions and user's survey to know the actual needs of the users.

3. Weakness and wastage can be overcome both by the marketers as well as librarian. They can use the resources more effectively by creating demand. A librarian displays new document in the display box, organizes library unit of users, provides extension services to create user's demand.
4. Buyer is a person who is ready to open money for a product or a service. In marketing study buyer behaviour is new field of study. It can be defined as "all Psychological, Social and Physical behavior of potential customers as they become aware of, evaluate, purchase consume and tell other price, product and services."⁵

4.9.3 THE FOUR PS OF LIBRARY MARKETING:

In order to serve a market more effectively the LIBRARY managers need to identify in relation to each of the marketing mix elements those features, which will best satisfy that market.

The first element of marketing mix is the product, which means any thing capable has satisfied a need, want or demand.

The second element of the marketing mix involves all aspect of the distribution of the product on service concerned. This is a rather complex element in the case of information services, distribution covering the entire concept of the access to the service. It includes; the opening hours of the center its location, the rules for the lending of documents, etc.

The third element is promotion. The main purpose of promotional campaigns is to identify the information agency and its products and services and to acquaint the prospective user with the library records in meeting its commitments.

Andrea Dragon has attempted to illustrate how some of the techniques may be used in libraries. She concludes that Library can no longer assume that the public library will continue to accept increases in taxation for the support of libraries with no provisions for price. The price is to be paid in information services, even where public library bodies are concerned. Further more, many non-profit information services, faced with financial constraints have already adopted a public library of charging for some of their products. Weinstock aptly suggests that one of the major problems of marketing information is the assessment of value contributed by products and services to parent

organizations. Kotler, on the other hand has asserted that "the first thing an organization must decide in attempting the developing a price or pricing policy is the objective that it is trying to achieve.

Marketing communication, mainly advertising, constitutes the last element in the marketing mix. Marketing communication is a series of the techniques, often referred to as the communication in (x) which makes it possible to maintain systematic contact with market available. As Lovelock and Weinberg point out, there is a certain amount of confusion regarding the ingredients in the communication mix.

There is no problem in relation to advertising, which is undoubtedly the most visible component of marketing communication, when it is defined as the entire range of techniques for direct communication with the market.

The term public relations cover the entire range of techniques for indirect communication with the market, it is important for non-profit organizations as it enables them to acquire a sort of free advertising. Other components of communication are what marketing specialists refer to as promotional activities. Darmon defines them as communication activities that do not fall into either of other two categories. They are special activities organized in support of the advertising effort and the sales force. In the business world this means

competition, free gifts, free samples, etc. In the information field these techniques can be applied without modification or they can be adapted to the context of non-profit organizations. It also means that it is essential to understand customers' motives and habits in order to communicate properly with them.

4.9.4 An Important and Specialized Job:

People are the key to the effective functioning of any Library. Library can have an excellent collection and a magnificent building, but if it does not have a well-trained, competent staff, the patrons using that Library may not be served effectively. One of the Library managers most critical functions is thus to provide for and coordinate the human resources of an organization. As Rensis Likert states, of all the tasks of management, managing the human component is the central and most important task because all else depends on how well it is done.

The professional staff works at the predominantly intellectual and no routine tasks, those requiring:

A special background and education on the basis of which LIBRARY needs are identified. Problems are analyzed, goals are set, and original and creative solutions are formulated for them, thereby integrating theory into practice, and planning, organizing, communicating, and administering successfully programmes of service

to users of the Library materials and services. Professional librarians provide the specialized expertise needed to fulfill the information needs of the library patrons.

Information marketing as a management philosophy, thus

1. Activism monitors to the needs of its customers (users and non-users);
2. Matches itself and its products or services with identified customer needs so as to satisfy them.
3. Subsequently makes itself known by communicating with customers.
4. Finally, measures customer satisfaction in order to make any necessary adjustments.

4.10 Professionals Views on Specialization:

The treatment of staff as a separate component in the marketing mix is relatively recent. Most marketing experts have long ago recognized the importance of staff in marketing strategy. They were previously seen as part of another "P", the communication mix. I do can't mean that the staff are only those in direct contact with the customers but it is possible to take the view that all staff are involved in the marketing process, particularly in the marketing of services where, as Leonard Berry Points out, it is performance that is being sold

rather than a physical and impersonal product. In the information field, for example, performance is the product of the entire information chain and not something supplied only by the staffs that come in contact with the customers.

The marketing approach makes librarians and information scientists more aware of the importance of taking the user and his needs into account in the management of an information service. It also provides them with a basic understanding of strategic planning essential to a modern manager.

Flipo adds that the need to take all staff into account reflects the production and sales are not separate in the service sector as they are in manufacturing. They occur simultaneously. What is more, customers play a part in production" as they interact with staff when they are several. Staffs are therefore a very important factor in formulation of marketing strategies.

The staff that come into contact with customers naturally still have a key role to play in making them welcome. Hobson, Moran and Stevens have shown how the front desk staff in Library can influence the way customers view an organization. They point out that the staff on the loans desk is often only the users' who come into contact with the Library. "For many users, these Library staff members are the personification of the Library.

Other researchers have studied the relationship between specialist staff and users. Information managers must therefore ensure the perfect functioning of the organization in all matters relating to staff. That means appropriate recruitment and staffing levels. In this connection Berry makes the point that staff also represent a market to be conquered by the organization concerned. People now speak of internal marketing. Competent staff must be attracted and retained in the same way as customers. They must also be sufficiently numerous to satisfy user needs.

4.12 Functions of Information Marketing Manager:

The efficient operation of any system, whether business or information, is based on certain functions. At every level in an organization, manager is the key person who carries out the assigned tasks to achieve a particular objective. Thus, management of any system is done through key persons, called managers, to be successful, information marketing manager is required to perform the following seven basic functions.

(a) Creating:

Creativeness is one of the vital functions of management. A creative information-marketing manager can make the Library itself creative. Through his creative approaches of logical thing, idea, linking

and problem solving, he can create new and better marketing ways of achieving objectives. Creative function adds innovation and improvement in the marketing activities and procedures of the Library.

(b) Planning:

Planning is another important function of information management. Planning is a pre-determined course of action in terms of thinking, predicting, analysis and control. Through planning, a good information-marketing manager can forecast the future environment in terms of manpower, finance, actions and other situations in which the objectives must be accomplished. Planning activates actions, to avoid future problems and crisis.

(c) Organizing:

Organizing is another basic function of management process. This function sets up authority; power, accountability, responsibility and communication flow in the organizational structure. Through organizing, information marketing is determined, in a logical way to achieve the desired objectives.

(d) Motivating:

Motivating is another function of management. In Library, staff at all levels should be motivated by way of giving proper stimuli to them so as to achieve desired behaviour that leads towards accomplishment of organizational marketing objectives.

(e) Communicating:

Communicating is also an important element of the management chain. Communication creates co-ordination and participation in the management. Through communication information marketing managers transfer the messages, may it be facts, ideas, attitudes or opinions in all directions, to all concerned executives and subordinates to influence a particular course of action to achieve a pre-planned common goal and objective.

(f) Controlling:

Controlling is yet another essential part of management. Controlling is the process by which the management gauges the progress of work against set targets, in information marketing break-even analysis, where profits or losses are measured at different volume of sales. This concept in the form of cost-benefit analysis can also be profitably applied to a service organization like Library. Leadership aim of information marketing manager also plays an important role in controlling employee's behaviour in an organization. He is required for checking, regulation, and verification and overall supervision to actions for achieving desired objectives.

(g) Decision making:

A good manager has to make effective decisions continuously at all stages of creating, planning, organizing, motivating,

communicating and controlling. Delay in decision-making delays the achievement of planned objectives. Quick and proper decision-making keeps the organization dynamic and moving continuously forward towards the achievement of set goals.

4.13 DIFFERENT ROLE AT DIFFERENT LEVELS:

Top Library management is required to formulate a strategy and manage the activities of marketing as a whole, as one of their main tasks, giving clear directions to all concerned, At the same time they, and the other staff, need to appreciate that they have to play an important role in the strategic planning for the system. Local librarians should see themselves as local sales managers and be concerned with conveying the correct corporate messages; adapting services to meet local needs in agreed corporate areas of development or concern; ensuring effective distribution, and also analyzing needs and being aware, as only they can, of trends and needs in the local environment and doing all this activity as contributing to the overall objectives.....

This requires a management structure, which is flexible and decentralized, and a management style, which recognizes the need for participation and hearing throughout the organization. To achieve such attitudes, staff at all levels will have to take on responsibilities which they have not recognized hitherto before in the vital area of the

Library relationship with its external environment and providing of responsive services.

4.14 Difficulties of Marketing:

The difficulties that characterize the marketing of information services are:

- a) Less knowledge or no knowledge at all of marketing by library professionals. We are not clear of the needs & wants of our users.
- b) The value of information products & services in any research & development activity is difficult to judge.
- c) Library professionals are not geared to the marketing strategies. The library schools do not prepare them for the marketing environment.
- d) The traditional role of librarians was passive. Library professionals till now never reached out to the users. Promoting library services is an unexplored area for them.
- e) The controversy that information should be treated as a commodity or not is detrimental to marketing.

It is thus very important, to prepare the library personal to overcome these difficulties for sustainable librarianship. They need to

inculcate a variety of skills to survive & sustain themselves in the competitive world of tomorrow.

4. 15 CONCLUSSION:

Thus the marketing experience of an organization cannot be properly assessed without reference to the organization's structure, operations and external environment. According to Kotler Marketing is to do with optimizing the quality of supplier receiver exchange by matching the supplier's capabilities and resources to the needs expressed by the (potential) receiver marketing is sometimes considered with various rather pejorative connotations "huckstering", "profiteering" and "peddling".

The concept of marketing in business administration is a clear and much broader concept. Several definition are available in the standard literature of business administrations for instance, the American Marketing Association defines marketing as consisting of the performance of business activities that direct the flow of goods and services from producer to consumer or user. While such a definition sounds precise in a business context it is not broad enough for the Library and information field.

At the heart of strategic management are matters concerning markets and products. There has been recently a growing interest in marketing amongst Library. Marketing is a subject of growing interest

to non-profit organizations such as Library. By definition, marketing could be considered as a planned approach to identifying and gaining the support of the users and then developing appropriate services in a manner, which benefits the users and furthers the aims and objectives of the information centers. In other words, marketing serves as a springboard to gaining new users, to serve better the existing users, to develop new services and to initiate as well as sustain a meaningful dialogue between the information centers and their users. However, there may be a danger in treating the marketing as yet another technique, which will solve all our problems. There is even a greater danger when marketing is imperfectly understood and is envisaged as merely a promotional activity. Marketing has certain limitations for the non-profit organization but never-the less it can, like all other business management concepts, contribute a great deal to the solving some of our problems provided its base ideas are understood. Marketing is less a matter to technique than a comprehensive way of looking at the management of our services.

It is natural that information professionals and information organizations are now becoming familiar with the concept of marketing and are more and more convinced about the need to identify their user groups. Marketing activities, ensure a more accurate definitions of information needs, a closer match of the information service to those needs, and a greater awareness on the part of the users, and sponsors to the value of the service. It is useful to examine how the

basic concepts of marketing are applied in practice for information products and services being offered by Library and to study the marketing approach, especially the marketing strategies and practices, of some of the information facilities in Jordan, The present study is a step in this direction and its findings are given in the chapters that follow.

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CHAPTER-5

EVALUATION OF MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

EVALUATION OF MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

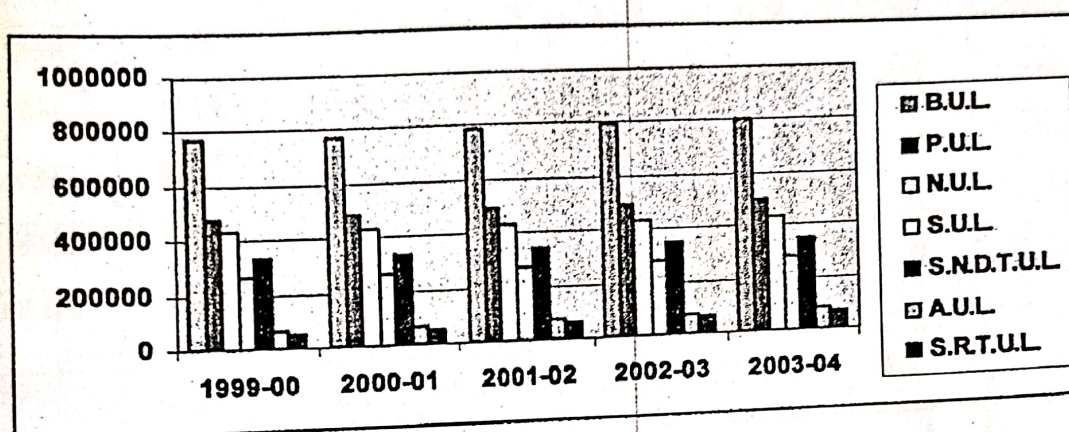
PART-A LIBRARIES

5.1 Introduction :

As has been mentioned in chap. 1, a questionnaire was issued to the Librarians in University libraries of Maharashtra to collect data on the existing situations and practices and the future planning with regard the marketing of library products and services there. The data could be made available by 7 (seven) respondent university libraries in Maharashtra which from 100% of response to the questionnaire circulated and through personal visits and personal interviews from the librarians of the universities has been analyzed and interpreted in the paragraphs and tables that follows.

Table 5.2 Collection of University Libraries (Five Years)

Year	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T.U.L.	A.U.L.	S.R.T.U.L.
1999-00	768980	480560	428840	263225	330530	64730	52340
2000-01	776430	484110	429240	268625	335730	69430	53800
2001-02	784680	490260	429790	272325	340130	74630	60640
2002-03	794180	494760	430220	276825	344930	79330	65340
2003-04	802680	502010	430610	280705	350130	84230	69840



The Data collected (Table 52.) & shows that B.U.L. (Bombay University Library) has largest the collection i.e. 8, 02,680 and S.R.T.U.L. has smallest collection of documents as newly established University.

Table 5.3 Growth of Collection on Books Year wise.

Year	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
1999-00	7040	5815	4700	4300	4300	3200	2170
2000-01	7450	3550	4200	5400	5200	4700	1460
2001-02	8250	6150	5700	3700	4400	5200	3420
2002-03	9500	4500	4300	4500	4800	4700	4700
2003-04	8500	7250	3900	3900	5200	4900	4500

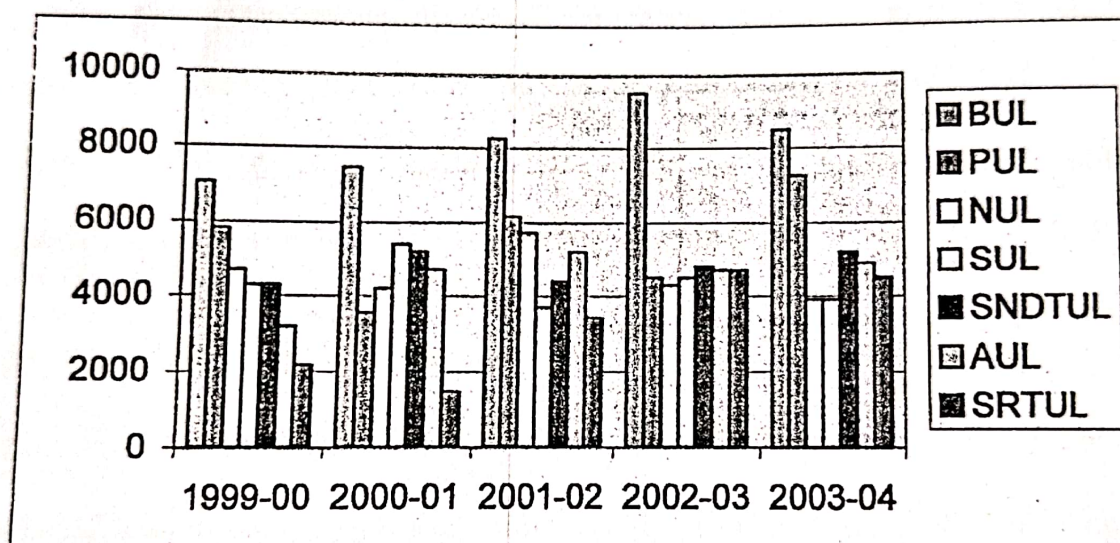


Table No. 5.3 show that more collection of B.U.L. is increased every year then P. U. L. and less collection increased in S.R.T.U.L.

In the all table

BUL=	Bombay University Library, Bombay
PUL=	Pune University Library, Pune
NUL=	Nagpur University Library, Nagpur.
SUL=	Shivaji University Library, Kolhapur.
SNDTUL=	Shreemati Nathibia Damodar

Thackersey, Women's University

Library, Bombay.

AUL= Amaravati University, Library,
Amaravati,

SRTUL= Swami Ramanand Tirth University
Library, Nanded

Table No. 5.4 Vivid Gaps in Your collections.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T.L.	A.U.L.	S.R.T.U.L.
Yes	--	--	--	--	--	√	√
No	√	√	√	√	√	--	--

Table No. 5.4 shows that Amaravati University Library and Swami Ramanand Teerth University Library has vivid gaps in their collection. The vivid gaps in collection also effect the marketing plan. As some customer of the library not found their required products/information.

Table 5.5 Reasons for gaps in collections

Reasons	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Reductions of budget	---	---	---	---	---	---	---
Limitation of Finance	---	---	---	---	---	√	√
Change in Acquisition Policy	---	---	---	---	---	---	---
Damaged by fire	---	---	---	---	---	---	---
Other (Pls. Specify)	---	---	---	---	---	---	---

Table No. 5.5 shows that A.U.L. and S.R.T.U. have vivid gaps in their collection limitation of finance are the reason for that.

Table No. 5.6 Budget of the University libraries (Five Years).

Year	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
1999-00	2,19,86000	5,10000	50,56000	44,00000	35,00000	30,00000	28,00000
2000-01	2,14,00000	7,29,000	42,91750	34,00000	45,00000	35,00000	14,00000
2001-02	2,2300000	9,25000	39,68000	45,00000	48,00000	27,00000	22,00000
2002-03	2,2800000	8,35000	45,75000	39,00000	52,00000	32,00000	45,00000
2003-04	2,40,00000	7,22000	48,38000	43,00000	49,00000	40,00000	27,00000

Library budget is very essential component of 'Marketing of Information' perhaps; there is no library or information centers that has managed to escape the wrath of rising costs and shrinking budget in recent times. The information for university libraries for budget (1999-2004) has been tabulated in Table No. 5.6 to 5.8.

Table No. 5.6 Shows that the B. U. L. has the largest budget i.e 2,4 crore for the year 2003-04 where PUL, NUL, SUL, AUL and SRTUL has budget in lacs only. In five years budget, SRTUL got less budget i.e. 2.7 lacs only.

Table 5.7 Source of Income.

Sources Agency	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
UGC grant	—	—	—	1500000	—	327000	40,0000
Central Govt.	—	—	—	—	—	—	—
State Govt.	13434760	6919000	—	—	—	—	—
Membership Fee & Fine	182013	5000	222850	—	—	19460	—
Sale of pub.	16792	—	—	—	—	—	—
Donation	150000	—	—	—	—	—	—
Other (spl. grants)	—	—	10,000	40,00000	—	—	—
Library fee	—	80650	—	—	—	—	—

Table No. 5.7 shows that in current year (2003-04) only SUL, AUL and SRTUL have got the grant from UGC where BUL & PUL have getting the grant from state govt. only and BUL, PUL, NUL, AUL have also some income from membership fee. SUL got a special grant also i.e. 40 lacks. It has been observed that all university libraries totally depend on allocated budget by university. The main funding agencies are only state govt.

Table No. 5.8 Expenditure of University Libraries (Item wise).

ITEMS	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Salary	14950140	6919000	—	—	1358680	—	—
Books	1999994	1499849	34,83043	15,0000	—	44,00000	282500
Other Reading material	6045787	—	31,585	—	3,000	—	—
Bindings	45815	2,50,000	70,390	75,000	80,000	60,000	2190
Maintains	261494	15,0000	140180	—	50,000	20,000	25,000
Furniture	169521	80,000	13600	20,000	—	80,7000	50,000
Modernization Automation	49030	95,0,0000	15825	50,000	100000	20,000	—
Others Stationary	69,1550	10,000	31580	5000	25000	20,000	25,000

Table no. 5.8 shows that most of the library spends their budget on purchasing of the books and other reading material. Where AUL spend their budget i.e. 80.7 lacs on furniture, B.U.L. has spent Rs. 64.1 lacs for modernization of the library. Except B.U.L., any University library has not spent their budget on modernization (Automation).

As modernization also affect the marketing plan user (customer) wants their required information in minimum time without automation it is not possible.

Table No. 5.9 Staff of University Libraries (Categories wise).

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Highly Professional	11	8	5	8	5	3	1
Professional	37	14	7	--	7	6	5
Semi professional	7	13	10	6	10	4	4
Non-Professional	55	12	42	13	5	7	8

With a view to know professional qualifications of library staff the information regarding their qualifications has been collected and tabulated in the Table No. 5.9.

Table No. 5.9 shows that only B.U.L. has the largest highly professional staff i.e. 11 then P.U.L. & S.U.L. S.R.T.U.L. has only 1 (one) highly professional. Most of the staff in university library is non-professionals.

Table No. 5.10 Growth of Membership.

Year	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
1999-00	12906	7470	3200	2900	4200	2140	66.4
2000-01	13490	8053	3125	3135	4225	2150	752
2001-02	12685	8135	3280	2950	4108	2050	740
2002-03	12840	7740	3300	3000	4300	2060	660
2003-04	12900	7900	3325	3040	4309	2020	700

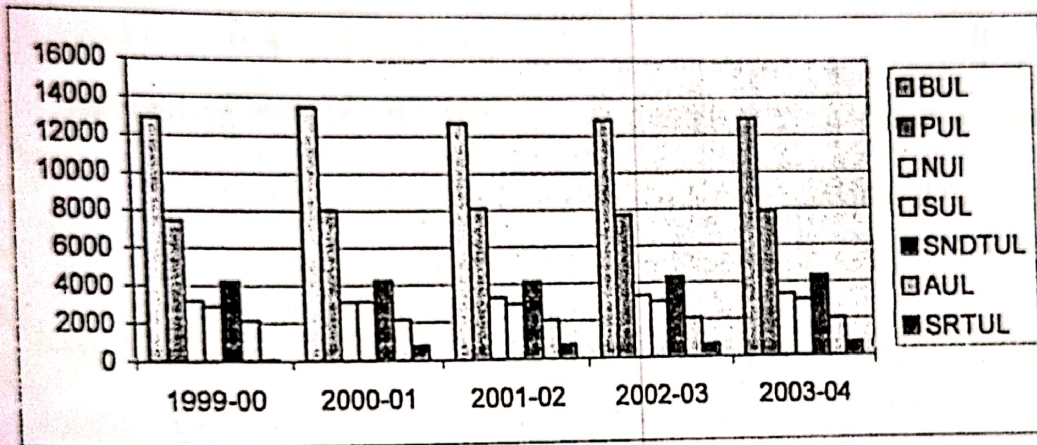


Table no. 5.10 shows that Bombay University Library has the largest no. of members i.e. 12900 in 2003-04 and Swami Ramanand Teerth University Library has smallest no. of members. If, we compare this table-to-table No. 5.6 (Budget table) P.U.L., S.R.T.U.L and S.N.D.T.U.L.'s budget not increased while no. of users increased.

Table No. 5.11 Libraries using Information Technology.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	√	√
No	—	—	—	—	—	—	—

The innovations of technology need to be fully exploited by university libraries to drive the multiple benefits. With a view to know the use of information technology or computer for various sections and services of library are tabulated in table from 5.11 to 5.16.

Table No. 5.11. shows that all University libraries are using the Information technology in their operations.

Table No. 5.11.1 Type of IT used in libraries.

I.T. Used	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
CD-ROM The.	√	√	√	√	√	--	--
Online access	√	√	√	√	√	√	√
Microfilm Service	√	√	√	--	√	--	--
E- Journals/Internet	√	√	√	--	√	√	--
Others pl. specify	--	--	--	--	--	--	--

Table No. 5.11.1 shows that B.U.L. has using the all information technology in library as CD-ROM, online access, microfilms and Internet etc. Where A.U.L., S.U.L. and S.R.T.U are using minimum Information technology. As modern age is I.T. age and user's expectations also increased due to inter-disciplinary research. Without application of information technology any library cannot survive in the modern age.

Table No. 5.12 Purpose of using Information Technology in collection control.

Collection Central	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Acquisition	√	√	√	√	√	√	√
Stock control	√	√	√	√	√	---	---
Weeding	√	√	√	√	√	---	---
Gift & Exchange	√	√	√	√	√	---	---
I.L.L. (Inter Lib. Loan)	√	√	√	√	√	---	---
Other (Pl. Specify)	---	---	---	---	---	---	---

Table No. 5.12 shows that BUL, PUL, NUL, SUL, SNDTUL, have using the IT totally in collection control. Where AUL, & SRTUL using the IT, only in Acquisition. With the application of information technology in Acquisition section the work of ordering, duplicacy check, accessioning become fast.

Table No. 5.13 Purpose of Using I.T. in Information Products.

Information Products	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Bibliographic Lists	√	√	√	√	√	—	—
Abstracts/Indexes	√	√	√	√	√	—	—
Information Bulletin	√	√	√	—	√	—	—
CAB Current Awareness Bulletins	√	√	√	√	√	√	√
SDI	√	√	—	√	√	—	—
Cataloguing cards	√	√	√	—	√	—	—
Directories	√	√	—	—	√	—	—
Other (Pl. Specify)	—	—	—	—	—	—	—

The information products (Bio lists, Indexing/Abstracting, CAS, Cataloguing card and directories can be prepared automatically with the application of computer. It is observed that except BUL and PUL any university library have not using the I.T. in fully in their products.

Table No. 5.13 shows that B.U.L. & PUL have using the I.T. in information products i.e. in Bib. List, Abstracting/indexing, Information Bulletin, CAB, SDI, Catalogue card and in directories, where N.U.L. S.U.L. and SNTDTUL not using the I.T. fully and A.U.L. & S.R.T.U.L. using the I.T. in CAB/CAS only.

Table No. 5.14 Purpose of using IT in user services.

User Services	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Online literature research	√	√	√	√	√	—	—
Bibliography list	√	√	—	√	—	—	—
Users is training	√	√	√	—	—	—	—
Databases building	√	√	√	√	√	√	√
Others (Pl. Specify)	—	—	—	—	—	—	—

The main element of any library is user as all activities of the library prepared in keeping viewpoint of the users. The application directories/users not satisfied that marketing of information products services is impossible in libraries.

Table No. 5.14 shows that BUL & PUL using the I.T. Totally in user services than N.U.L. a S.U.L. and SNDTUL. Where AUL & SRTUL using the I.T. in only Database building.

Table No. 5.15. Using of I.T. in Technical Services.

Technical Services	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Cataloguing and Classification	√	√	√	√	---	---	---
Indexing	√	√	---	---	---	---	---
Abstracting	√	√	√	---	---		---

Table no 5.15 shows that B.U.L. & P.U.L. have using the I.T. in Technical services than N.U.L. and S.U.L. S.N.D.I.U.L., A.U.L. and S.R.T.U.L. are not using the I.T. in their technical service. I observed their, that, these university library is in under process of using IT in their sections.

Table No. 5.16 Using of IT in Marketing of Information products/Services.

Services	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Online search in local database	—	—	√	√	—	—	—
Online search in external database	√	√	—	—	—	—	—
Marketing of Information products	√	—	—	—	—	—	—
Others (pl. specify)	—	—	—	—	—	—	—

Table No. 5.16 shows that B.U.L. using that I.T. in marketing of information service/products in online search of external database and marketing of information products than P.U.L. & N.U.L. Where S.U.L, S.N.D.T.U.L.; A.U.L. & S.R.T.U.L. are not using the I.T. in marketing of information services products.

Table No. 5.17 Do you think marketing of Information Services/Products should be introduced in university libraries.

Services	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	√	√
No	---	---	---	---	---	---	---

Table No. 5.17. Show that all University libraries say that marketing of information services/products should be introduced in libraries.

Table No. 5.17.1 It yes, what extant is appropriate.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Highly Appropriate	√	√	---	---	---	---	---
Partly Appropriate	---	---	√	√	√	√	√
Not Appropriate	---	---	---	---	---	---	---
I do not know	---	---	---	---	---	---	---

Table no. 5.17.1 shows that B.U.L. & P.U.L. says that marketing of information service/products is highly appropriate, where N.U.L., S.U.L., S.N.D.T.U.L., A.U.L. and S.R.T.U.L. says that Information services marketing is partially appropriate.

Table No. 5.18, Strategies used by the libraries to evaluate the marketing of Library products/service.

S. No.	Code	Strategy	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D. T. U. L.	A.U.L.	S.R.T. U.L.
1.	a	Personal contact	✓	✓	✓	✓	✓	✓	✓
2.	b	Market Survey	✓	✓	✓	—	—	—	—
3.	c	Questionnaire	✓	✓	✓	✓	✓	✓	✓
4.	d	Feedback	✓	✓	✓	✓	✓	✓	✓
5.	e	Other, (pl. specify)	—	—	—	—	—	—	—

Table No. 5.18 shows that B.U.L., P.U.L. and N.U.L. are using all strategy as a,b,c,d, where S.U.L., S.N.D.T., A.U.L. and S.R.T.U.L. are using only a,c,d, for evaluating the marketing of library products & services. Before the application of marketing of information products/services in library it is necessary to study the user and other related thing.

Table No. 5.19 Do you think cut through competition will take place among the libraries, If marketing Introduced.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U.L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	—	—
No	—	—	—	—	—	√	√

Table No. 5.19 described that all university libraries think with the application of marketing competition will take place among the libraries except AUL & SRTUL.

Table No. 20 Do you think any 'Written policy' for marketing is essential.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U.L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	√	√
No	—	—	—	—	—	—	—

Table No. 5.20 shows that all university libraries think there should be a 'written policy' of marketing is essentials. It is observed that except B.U.L. and P.U.L. any university library does not have any 'written policy' on marketing.

Table No. 5.21 Do you think marketing will effect the image of library.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	√	√
No	—	—	—	—	—	—	—

Table No. 5.21. Shows that all university libraries think that marketing will affect the image of library.

Table No. 5.21.1 If yes marketing will effect the image of library.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Strengthen	√	√	√	√	√	√	√
Poor	—	—	—	—	—	—	—
No change	—	—	—	—	—	—	—
I do not know	—	—	—	—	—	—	—

Table 5.21. Shows that all university libraries thinks that application of marketing will be strengthen the image of the library.

Table No. 5.22 Library services/products Marketed are liked by libraries.

S.No.	Code	Services	Free	%	For Fees	%
1.	a	C.A.S.	7	100	0	0
2.	b	S.D.I.	5	71.4	2	28.5
3.	c	Translation Services	0	0	7	100
4.	d	Indexing Services	4	57.1	3	42.8
5.	e	News papers clipping services	7	100	0	0
6.	f	Abstracting services	2	28.5	5	71.4
7.	g	CD-Rom Search	4	57.1	3	42.8
8.	h	On-line access	47	100	0	0
9.	i	Internet access	4	57.1	3	42.8
10.	j	Repackaging information	1	14	6	85
11.	k	Reprographic services	0	0	7	100
12.	l	Orientation services	7	100	0	0
13.	m	Training course of information technology	7	100	0	0
14.	n	Bibliographic Service	0	0	7	100
15.	o	Patent information services	2	28.5	5	71.4
16.	p	Reference Services	7	100	0	0
17.	q	Inter Library Loan	2	28.5	5	71.4
18.	r	User alert Services	7	100	0	0
19.	s	Commercial intelligence & market Information	2	28.5	5	71.4
20.	t	Literature search.	7	100	0	0
21.	u	Circulating of periodicals contents.	4	57.1	3	42.8
22.	v	Standards Information	2	28.5	5	71.4
23.	w	Other (pls. Specify)	—	—	—	—

Table no. 5.22 shows that preferences of likeness the marketing of information services/products in % (for free and for fees). The Table 5.22 is also described in the further table No. 5.22.1 in abstract form.

Table No. 5.22.1 Library services/products marketed are like by the libraries.

S.No.	Free			For Fee		
	Type of Infor. serv./pro.	% of Info.	No of serv./prod.	Type of Infor. serv./pro.	% of Infor.	No of serv./prod.
1	(C)(K)(H)	0 to10	3	(a)(e)(h) (l)(m)(p) (r) (t)	0to10	8
2	(j)	11to20	1	--	11-20	--
3	(f)(o)(q)(s)(v)	21to30	5	(b)	21to30	1
4	--	31to40	--	--	31to40	--
5	--	41to50	--	(d)(g)(i)(n)	41to50	4
6	(d)(g)(i)(u)	51to60	4	--	51to60	--
7	--	61to70	--	--	61to70	--
8	(b)	71to80	1	(f)(o)(q)s(v)	71to80	5
9	--	81to90		(j)	81to90	1
10.	(a)(e)(h) (d)(m)(p) (r) (t)	91-100	8	(c) (k) (n)	91-100	3

Further the table no. 5.22.1 shows that preference of likeness of total (23) no. of information services & products (free and for fee) are marketing by them.

Due to the lack of space in table, these are indicated through first twenty-three English lower alphabets "a to w" in ascending order and detail of each library and information products has been given below. The data has been analyzed and tabulated in table 5.22.

Where as a=C.A.S., b=S.D.I., c=Translation Services, d=Indexing services, e=News paper clipping services, f=Abstracting services, g=CD-Rom Search, h=On-line access, I=Internet access, J=Repackaging information, k=Reprographic services, l=Orientation services, m=Training course of information technology, n=Bibliographic services, o=Patent information services, p=Reference services, q=Inter library loan, r=User alert service, s=Commercial intelligence & market Information, t=Literature search, u=Circulating of periodicals contents, v=Standard information, w=Other (pls. Specify).

Table No. 5.23 Please tick in the front of offered information products by your library for the user.

S. No.	Code	Services	Free	%	For fees	%
1.	a	Directories	5	71.4	2	28.5
2.	b	Information Bulletin	2	28.5	5	71.4
3.	c	News Bulletin	7	100	0	0
4.	d	Indexes	2	28.5	5	71.4
5.	e	Abstracts lists	2	28.5	5	71.4
6.	f	Data Analysis Statistics	5	71.4	2	28.5
7.	g	Bibliographic list	2	28.5	5	71.4
8.	h	New Addition list	7	100	0	0
9.	i	Bulletin of current awareness	7	100	0	0
10.	j	Print out of selective dissemination of information	0	0	7	100
11.	k	Results of computerization future research	2	28.5	5	71.4
12.	l	Films	1	14.1	6	85.5
13.		Other products (pls. Specify)	---	---	---	---

In table no. 5.23 a=directories, b=information bulletin, c=news bulletin, d=Indexes, e=Abstracts lists, f=Data analysis statistics, g=Bibliographic list, h=New addition lists, i=Bulletin of Current awareness, j=Printout of Selective Dissemination of Information. k=Results of computerization future research, l=films, m=other products.

Due to the lack of space is table information services/products is indicated in English lower alphabets a to m.

Table 5.23.1 Future table 23.1 shows the % of the offered information products by the university library.

S.No.	Free			For Fee		
	Type of Infor. serv./pro.	% of Info.	No of serv./prod.	Type of Infor. serv./pro.	% of Infor.	No of serv./prod.
1	(j)	0 to10	1	(c) (h) (i)	0to10	3
2	(l)	11to20	1	--	11-20	--
3	(b)(d)(e) (g)(k)	21to30	5	--	21to30	2
4	--	31to40	--	(a) (f)	31to40	--
5	--	41to50	--	--	41to50	--
6	--	51to60	--	--	51to60	--
7	--	61to70	--	--	61to70	--
8	(a)(f)	71to80	2	(b)(d)(e) (g)(k)	71to80	5
9	--	81to90	--	(l)	81to90	1
10.	(c) (l)(i)	91 to 100	3	(j)	91 to 100	1

Table No. 5.24. Already marketing the information services/product by university libraries.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	√	√	√
No	---	---	---	---	---	---	---

Table No. 5.24 shows that all university libraries already started the marketing of information services/products. It is observed that NUL, SNTUL, AUL and SRTUL not started the market of information products services.

Table No. 5.24.1, If yes, you are marketing in through.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Whole Sale distributor	---	---	---	---	---	---	---
Retailer	---	---	---	---	---	---	---
Direct to customer	√	√	√	√	√	√	√

Table no. 5.24.1 show that all the university libraries are marketing through direct to customer.

Table No. 5.24.2 having the written statement of marketing policy by university libraries.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	—	—	—	—	—
No	—	—	—	—	—	—	—

Table No. 5.24.2 Show that B.U.L. & P.U.L. have only the written statement of marketing policy.

Table No. 5.24.3 Basis for pricing of information services/products by university libraries.

Basis of pricing	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
To earn profit	√	√	—	—	—	—	—
To recover only the overhead cost	—	—	√	√	√	—	—
To recover the full actual costs	—	—	—	—	—	√	√
Other (pls. Specify).	—	—	—	—	—	—	—

As NUL, SUL and SNTUL adopt the view to 'recover only the overhead cost' because cost spent on information services such as the marketing of ILL, which requires postal charges and convenience charges is justified. To earn profit as opted by the two universities is not justified.

The table no. 5.24.3 shows that the purpose of B.U.L. & P.U.L. pricing the information markets is of earn profit and the purpose of NUL & SUL is to recover the overhead cost only. And the purpose of AUL & SRTUL is to recover the full actual cost.

Table no. 5.25 Promotional activities organize by the libraries for marketing their services/products.

Activities	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Personal contact	√	√	√	√	√	√	√
Exhibitions	√	√	√	√	√	√	√
Lecture	√	√	√	√	√	√	√
Advertisement	√	—	—	—	—	—	—
Sample matter	—	√	√	√	—	√	—
Brochure	—	—	—	—	√	—	—
Poster	—	—	—	—	—	—	—
Demonstrators	—	—	√	√	—	√	—
Other (Pls. Specify)	—	—	—	—	—	—	—

Table no. 5.25 shows that all university libraries want to use all promotional activities where broacher, demonstrator and poster are in less use for promotional the marketing the their information services products.

Table No. 5.26 Reasons of failure of marketing information services/production library.

S. No.	Code	Reasons	No. of Response	%
1.	a	Lack of trained professional man power	5	71.4
2.	b	The idea is not welcome by the librarians	1	14.2
3.	c	The idea is not welcome by the users	7	100
4.	d	Charging for library & information services/products constitutes a Dilemma for librarian.	2	28.4
5.	e	Users are reluctant to pay fees	6	85.7
6.	f	Policy decisions to provided free use of information.	4	57.14
7.	g	Limitation of budget.	5	71.4
8.	h	Inability to reach a sufficient number of users.	1	14.2
9.	i	Not enough awareness of importance of the information by the users.	2	28.4
10.	j	Not enough positive response by the general administration.	4	57.4
11.		Other reasons. (pls. Specify).	--	--

To identify the factors/reasons responsible for failure of marketing of information services/products in university library, questions were formulated to know the library staff point of view about the reasons why university is being able to implement the effective marketing programme. The data collected has been analyzed in table 5.26.

Table No. 5.26, shows that the largest reason of failure of marketing the information services/products is a (c) idea is not welcomed by the users, than (a) lack of train professional manpower then (g) limitation of budget, than (j) not enough positive response by the general administration & (f) Policy of the institute.

The libraries attend table No. 5.27 The Course/seminars on marketing information products services.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	---	---	---	---
No	---	---	---	---	---	---	---

Table no. 5.27 show that only BUL PUL, NUL staff attended the training course on Information service/products marketing. Training is an important part of marketing only skillful and trained personnel can educate or impart training course on marketing.

Table No. 5.27.1 Attendance or studying was affected on starting for marketing operation of libraries.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	---	---	---	---
No	---	---	---	---	---	---	---

Table No. 27.1 shows that BUL, PUL, and NUL's Staff is affected after getting the training.

Table No. 5.28 Opinion whether marketing of information should be introduced after the application of I.T.

	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.
Yes	√	√	√	√	--	--	--
No	--	--	--	--	√	√	√

Table no. 5.28 show that BUL, PUL, PUL, and SUL think that marketing of information services/products is introduced after the application of I.T., where SNTDUL, AUL and SRTUL's answer is in no. After application of I.T. in libraries application the marketing in libraries will be effective.

Table No. 5.29 Opinion about the failure of Information Service/products marketing.

S.No.	Code	Opinion	Agree	%	Disagree	%
1.	a	Lack of library grant	6	85	1	14.2
2.	b	Lack of adequate provision for recurring funds	6	85	1	14.2
3.	c	Lack of interest in library professional	0	0	7	100
4.	d	Lack of support from university authority	6	85	1	14.2
5.	e	Lack of scope for library professional	1	14.2	6	85
6.	f	Lack of initiative by library professional	0	0	7	100
7.	g	Fear of modern information technology.	6	85	1	14.2

Table no. 5.29 shows that most of libraries having the is opinions on the failure of marketing on as (a) lack of library grant (85%) (b) Lack of adequate provision of recurring grant (85%) fear of modern I.T. (85%) disagree on the opinion as (c) lack of interest of library information (85%) and (f) lack of scope for library professional (85%).

PART-B

DATA ANALYSIS –TARGET USER GROUP

User Study :

User studies are analyzed, different aspects emerge such as : the literature use, library collection use, information behaviour, information needs, wants, demands, requirements and scientific communication. Each aspect of these can study in different methods. The common factor among the types of study is the user who is the core of this information system and his satisfaction is the ultimate goal of the systems analysts and designers.

User's Needs :

There is a strong emphasis on users needs and knowing what these needs are. The most rule of marketing must be known those whom you are trying to serve. Indeed one of the priority attributes of those engaged in providing information services must be the ability to enable uses to feel comfortable and the ability to draw out from then their real needs because one of the primary goals of almost every libraries, whether stated explicitly or not, is the satisfaction of its client's information needs. According to Gamfield, "Information is the

key to individual and personnel survival... One of the major problems of most information services, and probably the major problem, is the ratio between potential users and actual users, which is usually heavily weighted towards the former.

The User's Approach :

The users different approaches to meet information requirements are current approach, everyday approach, exhaustive approach and catching up or brushing up approach. The current approach is that user want to keep 'abreast of the nascent developments in his field of interest. Information needs for various users have to be well understood for a good system design. The information needs vary between users and clear understanding for their roles and functions in relation to type of information required is a must for good. Management Information system, It is only when information needs are well understood that it is possible to organize the same and improve the process of decision-making.

The data :

As has been mentioned in chapter-1 another questionnaire (the second one) was issued to the users of concerned libraries in

Maharashtra. The questionnaire was issued direct to the users of 70 to collect the data on user's points on the libraries's information products and services and their attitude towards the charging of fees for the products/services offered by the university libraries, which they are using for their information needs. The data could be thus be collected responding from users of seven university libraries which forms 420(85.7%) of response out of 490 users and through personal visit and personal interview also held with users selected and available for the purpose, has been analyzed and interpreted in the tables and paragraphs that follows :--

Table 5.30 Total Responds

No. of questionnaire distributed	No. of questionnaire Returned	%
490	420	85.7

Table no. 5.30 indicates that total response from different category of user 85.7% which is quite a good response for the study.

Table No. 5.31 Status of the user

S.No.	Status	B.U.L.	P.U.L.	N.U.L.	S.U.L.	S.N.D.T. U. L.	A.U.L.	S.R.T.U.L.	Total
1.	Students	24	36	30	33	36	30	27	216
2.	Teachers	25	15	21	15	12	15	15	118
3.	Researcher	05	9	09	09	09	09	09	59
4.	Others	6	--	--	03	03	06	09	27
5.	Total	60	60	60	60	60	60	60	420

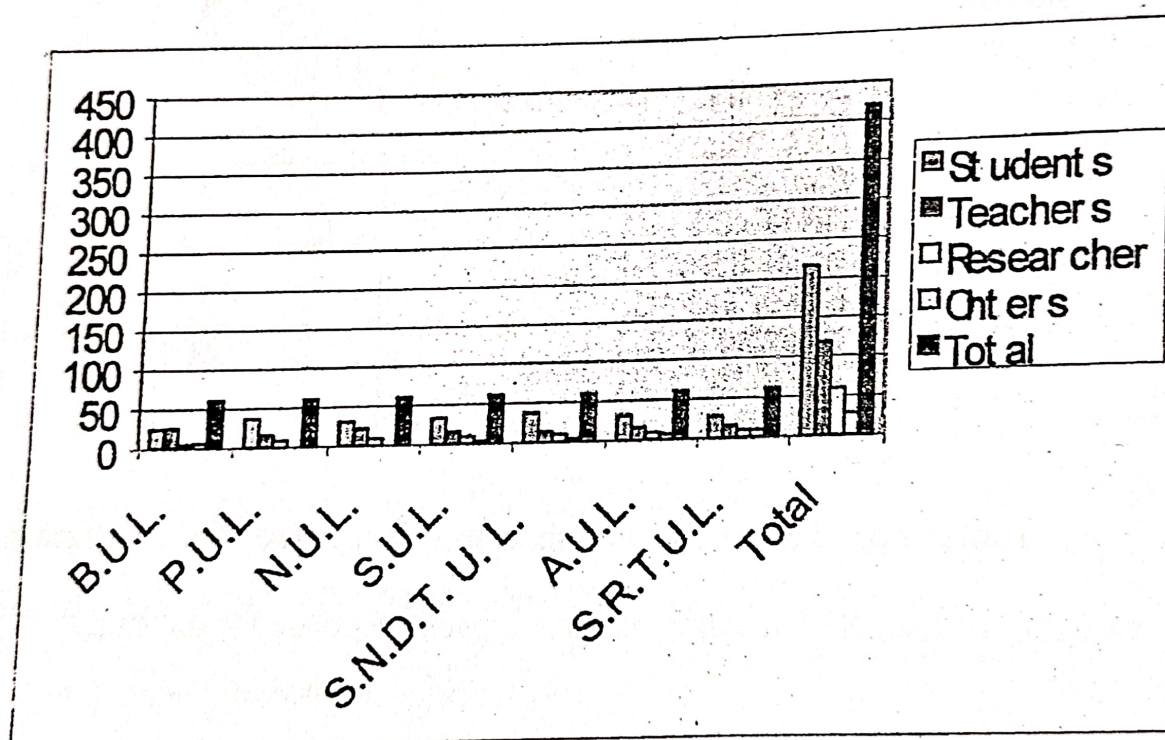


Table 5.31 shows that most of the user (which responded) is students i.e. 216 than teacher 118, than Researcher, 59, and other only 27.

Table 5.32 Ranking of users of libraries as per their age groups.

S. No.	Age groups of users	Frequency	%
1.	Less than 30 years	108	25.71
2.	30 to 40 years	105	25
3.	40 to 50 years	80	19.04
4.	50 to 60 years	70	16.6
5.	60 and above	57	13.5
	Total	420	100

The age of the users has influenced over the library use. It has been observed that young people may show less reservation for spending money for what they get from the libraries than the older people. Hence the age factor has been identified in the above table no. 5.32. As majority of users, which studied, is younger is less than 30 year 108 (25.11%) only 57 user (13.5%) is old as above 60 years.

Table No. 5.33 users as per their education qualifications.

S. No.	Qualifications	Frequency	%
1.	U.G.	98	23.3
2.	P.G.	128	30.4
3.	M. Phil.	80	19.04
4.	Ph. D.	68	16.19
5.	Others	46	10.9
	Total	420	100

The table no. 5.33 indicates that larger no. of the user of 128 (30.4%) held post-graduate degree. The U.G. belong user of 98(23.3%) whereas the other users less then U.G. is 46(10.9%) only. The Ph. D. holder 68 (16.19%) and M. Phil users are 80 (19.04%).

Table No. 5.34 Sex Groups of the Users.

S. No.	Sex Groups of Users	Frequency	%
1.	Male	280	66.6
2.	Female	140	33.3
	Total	420	100

Table 5.34 shows that the larger group of user is male 280 (66.6%). Female users is 140 (33.3%). As male and female create different types of pattern of library use. The female groups get much lesser time after attending to their domestic family, social and other such obligation to make full use of the library. It has been observed that. Male groups on the other hand are much time completed by their job requirements to use the library products/services.

Table No. 5.35 Users as per their area of specialization.

S. No.	Area of specialization	Frequency	%
1.	Social Science	140	33.3
2.	Humanities	160	38
3.	Pure Science	100	23.8
4.	Any other (pl. specify)	20	4.7
	Total	420	100

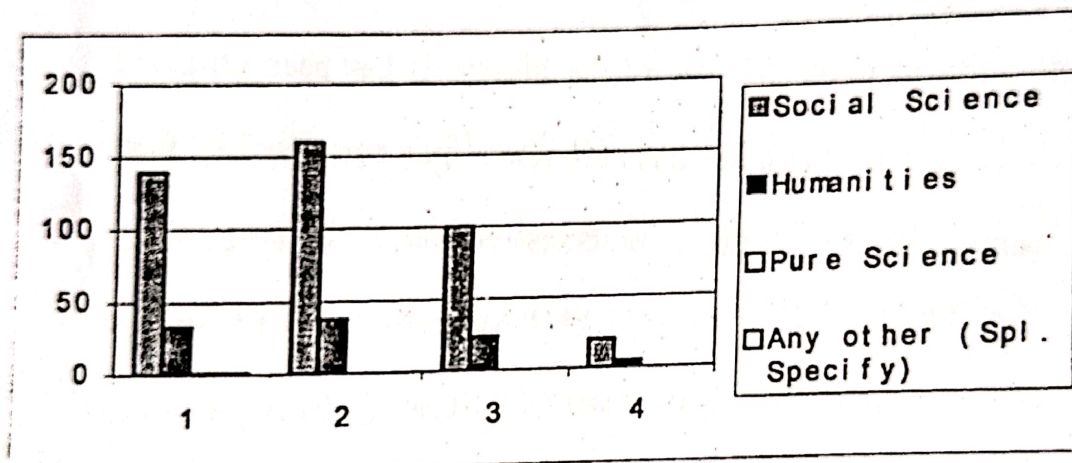


Table No. 5.35 shows mostly users belong to humanities 160 (38%). 140 (33.3%) user related to social science and 100 (23.8%) user belong to pure science. Only 20 (4.7%) user belong to other categories.

Table No. 5.36 Visit of the user to libraries.

S. No.	Visits of the users	Frequency	%
1.	Daily	190	45.2
2.	Twice in a week	100	23.8
3.	Thrice in a week	90	21.42
4.	Occasionally	30	100
	Total	420	100

Table No. 5.35 shows that 190 (45.2%) user visit the (45.2%) user visit the library daily only 30 (7.1%) user visit the library occasionally.

Table No. 5.37 Reasons for unsatisfactory.

S. No	Reasons	Universities Libraries						
		B.U.L	P.U.L.	N.U.L	S.U.L.	S.N.D. T.U.L.	A.U.L.	S.R.T. U.L.
1.	No current awareness	03	04	02	03	05	09	10
2.	No specific information in field	00	02	01	02	05	03	11
3.	Not time to use library	04	04	03	04	03	06	04
4.	Little knowledge of Lib. Collection	03	02	05	03	04	07	05
5.	Undeveloped information product/services	02	01	03	02	03	05	06
6.	Others	00	01	00	01	01	02	03
	Total	12	14	14	15	21	37	39

Table no. 5.37 shows that the largest no. of users whose not satisfied from SRTUL & AUL i.e. 39 & 37 reasons are no current awareness and no specific information in the field. In BUL only 12 users respond against the unsatisfactioness. It is observed that SRTUL & AUL has vivid gaps in their collection and are not using computer (fully) in their observations.

Table no. 5.38 Purpose for using the libraries.

S. No.	Purposes	Frequency	%
1.	Current Awareness and to keep up-to-date.	300	71.4
2.	To Find specific information in your field of interest.	320	76.1
3.	To read news papers	250	59.5
4.	To meet other colleagues	050	11.9
5.	To study	308	73.3
6.	To Photocopy the periodicals articles	160	38.0
7.	To use microforms.	30	7.1
8.	Other (pls. Specify)	20	4.76

Table no. 5.38 shows that most of the user visit the library for to find the special information in their field i.e. 320 (76.1%) 308 (73.3%) users visit the library for to study. 300 (71.4%) users visit the library for keep up to date. 250 (59.5%) user visit the library for reading news papers only. 160 (38.1%) visit the library for photocopy purpose only. It is observed that modern users want to keep-up to data in all fields themselves.

Table 5.39 User's response against marketing of information services/products introduces in library.

S.No.	Response	Frequency	%
1.	Yes	160	38.1
2.	No	260	61.9
	Total	420	100

Table no. 5.39 shows that only 160 (38%) users respond that marketing of information services/products introduced in libraries. It has been observed that users want free use of libraries as they became habitual. But the users may be trained on 'value of information concept etc.'

Table no. 5.39.1 User's response against marketing of information services/products what extant is appropriate.

S.No.	Appropriate	Frequency	%
1.	Highly Appropriate	40	25
2.	Partially Appropriate	120	75
3.	No Appropriate	--	--
4.	I do not know	--	--
	Total	160	100

Table 5.39.1 shows that 45 users out of 160 (25%) says that marketing of information services/products in libraries is highly appropriate. 120 (75%) Says that marketing of information services/products is partially appropriate.

Table No. 5.40 User's response against image of library effected in marketing introduced to in it.

S.No.	Image of Library	Frequency	%
1.	Yes	180	42.8
2.	No	240	57.1
	Total	420	100

Table no. 5.40 shows that 42.8% users say that the image of library will be affected if marketing of information services/products introduced in library. The answer of 240 users (57.1%) is in no.

Table No. 5.40.1 If yes image of library will be.

S.No.	Responses	Frequency	%
1.	Strengthen	160	88.8
2.	Poor	20	11.1
3.	No change.	0	0
4.	I do not know	0	0
	Total	180	100

Table No. 5.40.1 indicates that 160 (88.8%) users says that library image will be strengthen if marketing of information services/products introduced in libraries. Only 20 users i.e.(11.1%) says that library image will be poor and marketing of information services/products introduced in libraries.

Table No. 5.41 Reasons are responsible behind the failure of marketing of information (User's opinion)

S.No.	Code	Reasons	Frequency	%
1.	a	Lack of trained professional man power	100	23.8
2.	b	The idea is not welcome by the librarians	50	11.9
3.	c	Library is not fully automated	180	42.8
4.	d	Users are reluctant to pay fees.	200	47.6
5.	e	Services of library is not up-to-date	250	59.5
6.	f	E-Journals/Internet-access are not available.	180	42.8

*Multiple responses to the questions

Table No. 5.41 shows that most of the user have opinions regarding the failure of marketing of information services/products e) service of library is not up-to date 250 (59.5%) than d) users are reluctant to pay fees 200(47.6%) than (c&f) library is not fully automated 180 (42.8%) and e-journals/internet access are not available 180 (42.8%). As already studies in questionnaires of libraries that only two libraries (BUL, PU) (c and f) staff attended the course/training on marketing in the above table user also observed this.

Table No. 5.42 Marketing of Information services products introduced after the application of I.T. (user's response)

S. No.	Reasons	Frequency	%
1.	Yes	360	85.7
2.	No	60	14.2
	Total	420	100

Table 5.42 shows that 360 (85.7%) users says that marketing of information services products should be introduced in library after the application of I.T. only 60 (14.2%) user's answer is in no. If products/ services not equipped with IT than the application of marketing is not possible so, user's response 360(85.7%) is quite justified.

Table No. 5.43 Opinions of user about library collection.

S. No.		Collection of Library	Very Good		Good		Poood	
			Freq.	%	Freq.	%	Freq.	%
1	a	Books	100	23.8	80	19	240	57.1
2	b	Periodicals	260	61.9	120	28.5	40	9.5
3	c	Micro films	200	47.6	100	23.8	120	58.5
4	d	Micro fiches	280	66.6	100	23.8	40	9.5
5	e	Text books	100	23.8	80	19	240	57.1
6	f	Reference book	280	66.6	140	33.3	0	0
7	g	Indian collection	90	21.4	130	30.9	200	47.6
8	h	Foreign collection	200	47.6	130	30.9	90	21.4

- Multiple responses to the questions.

Table no. 5.43 Shows that 280 (66.6%) user says that Ref. Books & micro film are in V. good conditions. 260 (61.9%) user responded that periodicals are also in very good conditions, whereas 240 (57.1%) user responded that books & text books are in poor conditions. User also responded that foreign collection is in v. good conditions in comparison of Indian collection.

Table No. 5.44 Opinion about library staff (User's Response).

S.No.	Code	Opinions	Freq.	%
1.	a	They are just a receptionist/clerk.	180	42.8
2.	b	Their job is to issue and return the reading material.	260	61.9
3.	c	They should be highly qualified to take care of interest of the records.	260	61.9
4.	d	There should qualitatively match with the readers requirement.	290	69.0
5.	e	They should do qualitative work at all.	270	64.2
6.	f	Any other. (Pls. Specify)	20	4.7

* Multiple responses to the questions

Table No. 5.44 indicates that 290(69%) users respondent that library staff should be qualitative match with readers requirements 260(61.9%) users opinion that library staff should be highly qualified and their job is only to issue-return reading materials. 180(42.8%) user's opinion about library staff is that there are just like a Clark. 270(64.2%) users says that library staff should be do qualitative work at all. It is observed that user think highly qualified meaning as not trained in marketing of information/services.

Table No. 5.45 User's opinion about library services.

S.No.	Code	Opinion	Freq.	%
1.	a	Improve the quality of service.	300	71.4
2.	b	Detroit the quality.	60	14.2
3.	c	No changes in the quality of the services	40	9.5
4.	d	Do no know.	20	4.7
		Total	420	100

Table No. 5.45 shows that 300 (71.4%) users say that quality of library should be improved. Only 40 (9.5%) say that there should be no change in the quality of services.

Table No. 5.46 Basis for prices of information products (User's response).

S.No.	Code	Basis	Freq.	%
1.	a	No profit no loss	260	61.9
2.	b	At loss	20	4.7
3.	c	At Profit	120	28.5
4.	d	I do not know	20	4.7
		Total	420	100

Table No. 5.46 Shows that 260 (61.9%) users says that prices of information products/services will on the basis of no profit-no loss. Only 120 (28.5%) users says that prices of information services/products should be on the basis of at profit 20(4.7%) users says that prices of information products should be on the basis of the at loss. Not profit no loss 260 (61.9%) is justified.

Table No. 5.47 Service which users are ready to pay or not.

S. No.	Code	Services	Yes		No	
			Freq.	%	Freq.	%
1.	a	User's education	10	2.3	410	97.6
2.	b	References service	20	4.7	400	95.2
3.	c	List of additions	10	2.3	410	97.6
4.	d	S.D.I.	20	4.7	400	95.2
5.	e	C.A.S.	160	38	260	61.9
6.	f	Reprographic services	100	23.8	320	76.1
7.	g	Translation services	260	61.9	160	38
8.	h	Newspaper clipping	240	57.1	180	42.8
9.	i	Subject bibliography	60	14.1	360	85.7
10.	j	Display of new arrivals	160	38	260	61.9
11.	k	Internet access services	0	0	420	100
12.	l	Online literature search	80	19	340	80.9
13.	m	Indexing services	10	2.3	410	97.6
14.	n	Abstracting services	100	23.8	320	76.1
15.	o	Inter library loan services	80	19	340	80.9
16.	p	CD Rom Search	60	14.2	360	85.7
17.	q	Orientation service	40	9.5	380	80.9
18.	r	Patent information service	0	0	420	100
19.	s	User alert	80	19	340	80.9
20.	t	Standards information	0	0	420	100
21.	u	Abstract of Seminar papers	100	23.8	320	76.1
22.	v	Commercial Intelligence & Market Information	120	28.5	300	71.4
23.	w	Business Forecasts.	110	26.1	310	73.8
24.	x	Circulating of periodicals Contents.	40	9.5	380	90.4

Table No. 5.47.1 Services which user are ready to pay or not

S.No.	Yes			No		
	Types of Information products	% of services/ product	No. of services/ products	Types of Information products	% of services/ product	No. of services/ products
1.	(a)(b)(c) (d)(k)(m) (g)(r)(t)(x)	0 to 10	10	--	0 to 10	--
2.	(i)(l)(o) (p)(s)	11 to 20	5	--	11 to 20	--
3.	(f)(n)(u) (v)(w)	21 to 30	5	--	21 to 30	--
4.	(e) (j)	31 to 40	2	(g)	31 to 40	1
5.	--	41 to 50	--	(h)	41 to 50	1
6.	(h)	51 to 60	1	--	51 to 60	--
7.	(q)	61 to 70	1	(e) (j)	61 to 70	2
8.	--	71 to 80	--	(f)(n) (u) (v)(w)	71 to 80	5
9.	--	81 to 90	--	(l)(o)(p) (s)(i)(l)	81 to 90	6
10.	--	91 to 100	--	(a)(b)(c)(d) (k)(m)(t)(r)	91 to 100	8

Table No. 5.47 and 5.47.1 show that user is not much interested in ready to pay for the services except for some services. There are only two services, which falls above 50% which user are ready to pay h & g. As services products are indicated in above table 5.47 & 5.47.1 by English lower alphabet 'a to x'. The above table also shows that users (above 50%) are not ready to pay for the e,j,f,n,u,v,w,l,o, p, s, i, l, a,b, c, d, k, m, t, and r services.

Where as, a=Users education, b=Reference service, c=List of Additions, d=S.D.I., e=C.A.S., f=Reprographic services, g=translations

services, h=newspaper clipping, i=Subject bibliography, j=Display of new arrivals, k=Internet access services, l=Online literature search, m=Indexing services, n=Abstracting services, o=Inter. library loan services, p=CD-Rom search, q=Orientation services, r=Patent information services, s=User Alert, t=Standard information, u=Abstract of seminar paper, v=Commercial Intelligence & Market information, w=Business Forecasts, x=Circulating of periodicals Contents.

CHAPTER-6

FINDINGS & CONCLUSIONS

FINDINGS AND CONCLUSION

6.1 General Findings & Conclusion :

1. The Library and Information Services & Products are suitable commodities for being marketed.
2. The concept of Library Marketing of Information in university libraries in India is new.
3. Though the idea of Marketing of Library and Information Services & Products is new but it is very important in view of shortage of budget and cost inflation in book industry. The ideas is fast approaching to find a suitable place in university libraries in coming future.
4. Many University Libraries in Maharashtra have not any "Written Policy" on Marketing of Information.
5. It has been observed that idea of Marketing of Information in University Libraries is ignored.
6. It has been observed that the present infrastructure of the university libraries have lacking to develop appropriate

marketing concept in university library of Maharashtra except BUL & PU.

7. It is observed that the Methodology presently in use in university libraries is 'Personal Contact' and 'questionnaire and feedback' The main channel of dissemination of information is 'personal contacts.'
8. The University Libraries do not ' earmark' separate budget for & Marketing of their Products & Services.
9. It is observed that university libraries do not take the term "Marketing" in right spirit because of not having clear-cut understanding of its various segments, which makes it difficult to introduced it in university libraries.
10. it is found there is a lack of proper methodology to evaluate or monitor the effectiveness of marketing in the university library of Maharashtra.
11. Current Awareness Services (CAS)/bulletin need to be made more comprehensive and regular.
12. Selective Dissemination of Information needs to be established according to the user's interest profile and the stage of projects and jobs in hand.
13. Special bibliographies need to be complied and up-dated regularly on various topics and according to the user's needs.

14. Newsletters, new acquisitions lists, new published titles, forthcoming events and conferences, lists of translated materials can all be compiled and used to inform users about new and up-to-date information needed by them. Formal communication channel in university libraries needs to be adopted to complement the informal communication and support it.
15. University library in Maharashtra are not using the information technology in their operation fully and also in marketing of information services.
16. The marketing of information service products should be introduced in libraries after application of I.T.
17. The collection of studies university libraries is satisfactory although some of them have vivid gaps in their collection due to limitation of finance.
18. Some University libraries in Maharashtra have-not sufficient budget for keeping up to date them.
19. Only one university library spend more budget on library operation moderation.
20. Staff strength is less in university library and non-professional staff is more in comparison of professional staff.

21. All university libraries want to market their information products.
22. University libraries in Maharashtra wish to market to the direct customer and for recover only the overhead cost.
23. The reason of failure market is lack of trained staff limitation of budget, user are not much interested to pay for the services and policy decision of the administration free use of information.
24. In user's opinion libraries are not using modern information technology.
25. In user's opinion library staff is just like a issue/return clerk and not high qualified.
26. User's want pay only for photocopy service, translation service, indexing, abstracting and Internet etc.
27. In university libraries there is neither profound understanding nor adequate use of such terms as target market, target public, customer, research market analysis, advertisement, market auditing, marketing mix. Marketing terminology has not be exhaustively assimilated by the libraries and librarians also there is a limited treatment of marketing in the academic professionals due to lack of academic training.

28. The marketing information products are not properly developed by the libraries as S.D.I., C.A.S., Translation services, indexing abstracting and bibliographic list etc. user are ready to pay for there as result shows.
29. It is fact that some of the user is not getting their required information (specific).
30. The willingness to pay for information depends more on meddling consideration than on philosophical reasons. The final decisions to pay appear to be a solution by price, urgency, value and lack of free alternatives.

Communication Shall for development of marketing :

The university libraries are big system of communication channel and reservoir of the dissemination of information. It has been observed that 'communication process' some time slow down or stops which affect and interrupt the flow of information in libraries. The libraries have to maintain the network of contacts and human relationship in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library public both individuals and group. Interpersonal skills create a workable environment in which library tasks are happily and effectively accomplished. It is observed

that university libraries, which use good interpersonal skills are like to be more successful than other library which have not.

Communication & Interpersonal Skills :

The university libraries are big system of communication channel and reservoir of dissemination of information. It has been observed that 'communication process' some time slow down or stops which affect and interrupt the flow of information in libraries. The problem with communication is that no two individual are alike. Individuals or library staff has different attitude & perceptions, due to their respective domestic life styles & work culture, values & ideals, knowledge & qualifications, expectation and self-image. There are also in difference in listening abilities of individual of library staff due to their natural tendencies. This leads to misunderstanding and lack of clarity. Effective communication and interpersonal skills are important to eliminate these problems. These should be used effectively to communicate or interact with various 'public' within and outside library. The libraries have to maintain the network of contacts and human relationship in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library public both individuals and group. Interpersonal skills create a workable environment in which

library tasks are happily and effectively accomplished. It is observed that university libraries, which used good interpersonal skills, are like to be more successful than a library where interpersonal skills are poor.

Marketing Techniques :

The are various modern tools and techniques available for effective development of PR program for university libraries. Hence, the university library should afford to adopt the following PRT to create high public image and credibility.

- Advertisement.
- Audio-visual presentations.
- Briefing meetings.
- Brochures.
- Corporate hospitality.
- Corporate identity.
- Conference/Seminars.
- Talks/Speeches.
- Desktop publishing.
- Direct mail.
- E-mail.
- Display stand.
- Event recording.

- Exhibitions.
- Inter-net.
- Magazines.
- Media releases.
- Demonstration/Presentation.
- Newsletters.
- Notice board.
- Photography.
- Photocopy.
- Sponsorship.
- Library Guide.

RECOMMENDATIONS :

Recommendations—1

The university library has shortage of trained professional library manpower in the area of marketing, therefore, library should recruit more trained professional staff with marketing background who can impart training to other library professional.

Recommendations—2

Library policy maker should formulate written policy for marketing of information/LIS with due consideration of pricing strategies.

Recommendations—3

The University library is challenge by budget cut and dealing with financial crunch due cost inflation of book/journals, therefore, library should give marketing of information/LIS a serious thought so that budget position should be improved and library acquire numbers of new services for library users & Public Relation & Marketing of Information become practically feasible.

Recommendations—4

Accountability to be fixed for library staff to make introduction of marketing of information feasible. They should be well alert and trained personal willing to perform his/her duty with self-interest without any pressure to cater every needs of every library user.

Recommendations—5

The university libraries need to accept and adopt the total management approach to the provision for 'PR and Marketing' of Information Services/ Products.

Recommendations—6

The Central Universities in India need to incorporate Public Relation and Marketing of information in their both BLIS and MLIS

curriculum to produced trained library professional for university libraries.

Recommendations—7

The University Libraries need to work out their initial plans and action programme to introduced Public Relation & Marketing of Information.

Recommendations—8

The University library staff need to have self-motivated and positive approach to acquaints themselves with all traits and techniques of PR & Marketing through active.

Recommendations—9

The Library Staff must be participated in various National and Regional Seminar & Training and Orientation-Course/Programmes related Public Relations and Marketing of Information.

Recommendations—10

The university librarians should deliberately make serious efforts to enhance the PR capabilities & knowledge of subordinates

staff by way of creating additional opportunities to attend various training course, seminars, talks, discussions, in-service training etc.

Public relations are the art of interpretation, communication of publicity. It involves the various services, which a library provides throughout the university campus. PR provides various channel of communication for actual interaction between a library and its users. The two kinds of major benefits the provides are : (1) Users awareness and use of the entire library has to offer (2) to heighten the library image. Libraries and Information Centers as Profit-making Institutions is growing issue and fast approaching to find a place in university libraries. Shrinking budget and escalating cost of publications are variables forcing librarians to think to revenue generation. At the same time, users are ready to pay for getting the required information in the time. The situation has made information as a marketable commodity, which gives birth to concept of "economic self-sufficiency" for libraries. Library users seek benefits or solutions, not products.

It is important that any product or service created offers the benefit that library users seek. An understanding of the users and benefits he or she seeks from university library services is central to survival. University libraries need to be aware of the different stage in

the users demanding process. It is important to analyze critically the relationship between the library and its various 'Public'.

The aim of present research writing is to stimulate the university librarian to think seriously the application of 'public relation program' for full utilizations of library resources and 'marketing' for fund generation as an innate and essential activity that the need to be mastered by them.

CHAPTER-7

RECOMMENDATIONS & SUGGESTIONS

RECOMMENDATIONS & SUGGESTIONS

The change has always been part of the human condition. The concepts and practices of university library management have also changed considerably over the past of several years. Information is not just a basic resource of the library but now regarded as a valuable 'commodity' which can add to and manipulated to create value-added products, which can also marketed. Changes in university library services/products are result of technological change in response to users demands. In order to implement marketing model the university library should increase opportunity to participate all these staff responsible for any library services in the information function and its planning at all levels.

7.1 Advantages of Marketing in Library :

The important advantages of library marketing have been noticed for the use of university libraries as follow: -

- (a) Promote effective use of library and enhance the value of information.
- (b) Increase library commitment and integrated work activities.

- (c) Improve image and total library awareness.
- (d) Create trust between information seeker and information provides.
- (e) Influence policy decisions.
- (f) Eliminate and lesser to the misunderstanding.
- (g) Convert pessimistic users into potential and active users.
- (h) Create a brand identity to the library.

7.2 Important points for Marketing planning :

Marketing plan should include following important sections for effective planning of university libraries.

1. Examining the situation considering interval and external pressure.
2. Identifying the target group.
3. Fixing the objective for target group.
4. Circulating written plan through print media.
5. Identifying the problems facing and its consequences.
6. Designing communication skills.
7. Evaluating the plan by feedback.
8. Selecting appropriate strategy and methodology.

7.3 RECOMMENDATIONS :

The researcher after observing the present status of marketing of information services/products has made the following recommendations for implementing the marketing in university libraries of Maharashtra.

Recommendations—1

The university library has shortage of trained professional library manpower in the area of marketing, therefore, library should recruit more trained professional staff with marketing background who can impart training to other library professional.

Recommendations—2

Library policy maker should formulate written policy for marketing of information/LIS with due consideration of pricing strategies.

Recommendations—3

The University library is challenge by budget cut and dealing with financial crunch due cost inflation of book/journals, therefore, library should give marketing of information/LIS a serious thought so that budget position should be improved and library acquire numbers

of new services for library users & Marketing of Information become practically feasible.

Recommendations—4

Accountability to be fixed for library staff to make introduction of marketing of information feasible. They should be well alert and trained personal willing to perform his/her duty with self-interest without any pressure to cater every needs of every library user.

Recommendations—5

The university libraries need to accept and adopt the total management approach to the provision for Marketing” of Information Services/ Products.

Recommendations—6

The General Universities in India need to incorporate and Marketing of information in their both BLIS and MLIS curriculum to produced trained library professional for university libraries.

Recommendations—7

The University Libraries need to work out their initial plans and action programme to introduced Marketing of Information.

Recommendations—8

The University library staff need to have self-motivated and positive approach to acquaints themselves with all traits and techniques of Marketing through active.

Recommendations—9

The Library Staff must be participated in various National and Regional Seminar & Training and Orientation-Course/Programmes related to Marketing of Information.

Recommendations—10

The university librarians should deliberately make serious efforts to enhance the marketing capabilities & knowledge of subordinates staff by way of creating additional opportunities to attend various training course, seminars, talks, discussions, in-service training etc.

Recommendation—11

The Indian Universities should consider a services of post-graduate course of library science students and I.L.A., IASLIC also should consider a services of training courses for the heads of

information facilities and professional marketing of information products & services.

Recommendations—12

There should be a provision of separate budget for application the marketing of information services/products.

Recommendation—13

Library science subject should be introduced as a subject from primary level courses with marketing concepts as people think that librarian/staff is just like a issue/return clerk only.

Recommendation—14

The top administration need to be persuaded about the absolute necessity of information management, such research and any associated educating programmes can make useful contribution to the betterment of the people of India.

Recommendation—15

University libraries in Maharashtra should adopt new information technology in their operation to keep up to date them than there should be introduced the concept of marketing.

Recommendation—16

University libraries should provide the SDI, CAS, translation services/Indexing, abstracting, bibliographic list, online access to the users as most of the users are ready to pay for above the services.

7.4 Marketing Techniques :

There are various modern tools and techniques available for effective development of marketing for university libraries. Hence, the university library should afford to adopt the following techniques to create high public image and credibility.

- Advertisement.
- Audio-visual presentations.
- Briefing meetings.
- Brochures.
- Corporate hospitality.
- Corporate identity.
- Conference/Seminars.
- Talks/Speeches.
- Desktop publishing.
- Direct mail.
- E-mail.
- Display stand.
- Event recording.
- Exhibitions.

- Inter-net.
- Magazines.
- Media releases.
- Demonstration/Presentation.
- Newsletters.
- Notice board.
- Photography.
- Photocopy.
- Sponsorship.
- Library Guide etc.

7.5 CONCLUSIONS :

Marketing provides various channel of communication for actual interaction between a library and its users. The two kinds of major benefits the marketing provides are : (1) Users awareness and use of the entire library has to offer (2) to heighten the library image. Libraries and Information Centers as Profit-making Institutions is growing issue and fast approaching to find a place in university libraries. Shrinking budget and escalating cost of publications are variables forcing librarians to think to revenue generation. At the same time, users are ready to pay for getting the required information in the time. The situation has made information as a marketable commodity,

which gives birth to concept of "economic self-sufficiency" for libraries. Library users seek benefits or solutions, not products.

It is important that any product or service created offers the benefit that library users seek. An understanding of the users and benefits he or she seeks from university library services is central to survival. University libraries need to be aware of the different stage in the users demanding process. It is important to analyze critically the relationship between the library and its various users.

The aim of present research writing is to stimulate the university librarian to think seriously the application of 'marketing' for fund generation as an innate and essential activity that the need to be mastered by them.

ANNEXURE

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QUESTIONNIER

Library Survey

Marketing of Information Product in University Libraries in
Maharashtra : Management and Services.

1. Name and Year of Establishment of University.....

.....

2. Name and year of establishment of library :.....

.....

3. Please Indicate your length of service.

a) Less than 30 years

b) Less than 20 years

c) Less than 10 years

d) Less than 5 years

e) Less than 1 years

4. Growth of Collection during last Five years.

Years

1999-2000

2000-01

2001-02

2002-03

2003-04

Total Collection

5. Are there any significant/Vivid Gaps' Books or periodicals Collection.

Yes

☐

No

☐

6. If yes, Please specify the reason of gaps.

a) Reduction of budgets.

☐

b) Limitation of finance.

☐

c) Changes in Acquisition Policy

☐

d) Damage by fire.

☐

e) Other's If any. (Please Specify)

☐

7. Please mention the budget during last 5 year's.

Year	Income
1999-2000	
2000-2001	
2001-2002	
2002-2003	
2003-2004	

8. Please mention the income of the current year.

a) U.G.C. Grant

b) Central Government

c) State Government

d) Membership fee & fine

e) Sale of publications

f) Donation

g) Others.

9. Please mention the library expenditure of the current year's

a) Salary

b) Books

c) Other reading material

d) Binding

e) Maintains

f) Furniture/Stationary etc.

g) Modernization (Automation)

h) Others

10. Please indicate the total Number of Staff.

a) Highly Professional

b) Professional

c) Semi-Professional

d) Non-Professional

11. What is the nature of your Library Activity?

a) Services Free of Charge

☐

b) Selling

☐

12. Does your Library use the Computer technology?

a) Yes

☐

b) No

☐

13. What are the other types of information technology used in you Library?

- (a) CD-ROM technology ☐ b) On-line access ☐
c) Microfilm services ☐ d) E-Journal Services ☐
e) Other (pls. Specify) ☐

14. The purpose of using the information technology is :

14.1 Collection control :

- a) Acquisition ☐ b) Stock control ☐
c) Weeding ☐ d) Gift and exchange ☐
e) Inter library Loan ☐ f) Other (pls. Specify) ☐

14.2 Information products :

- a) Bibliographic lists ☐ (b) Abstracts/Indexes ☐
c) Information bulletin ☐ d) Current Awareness Bulletins ☐
e) Selective Dissemination of Information ☐
f) Cataloging cards ☐ g) Directories ☐
h) Others (ples. Specify) ☐

14.3 Users services :

- a) On line literature research ☐ b) Bibliographical List ☐
c) User's training ☐ d) Data bases building ☐
e) Others (pls. Specify) ☐

14.4 Technical services :

- a) Cataloging and Classification ☐ b) Indexing ☐
c) Abstracting ☐

15. Marketing of Information services :

- a) On-line search in local databases.
- b) On-line search in external databases.
- c) Marketing of information products.
- d) Others (Pls. Specify).

☐
☐
☐
☐

16. Do you think marketing of information services/products should be introduced in University libraries.

Yes

☐

No

☐

16.1 If "Yes", Please indicates up to what extent is appropriate.

- a) Highly Appropriate
- b) Partly Appropriate
- c) Not Appropriate
- d) I do not know.

☐
☐
☐
☐

17. Please mention the 'strategy' used by library to evaluate the market for library product/services?

- a) Personal Contact
- b) Market survey
- c) Questionnaire
- d) Feed back.
- e) Other please specifies.

☐
☐
☐
☐
☐

18. Do you think cut through competition will take place among university libraries, if marketing introduced.

Yes

☐

No

☐

19. Do you think any 'Written Policy' for marketing is essential.

Yes

☐

No

☐

20. Do you think marketing will effect the image of library.

Yes

☐

No

☐

20.1 If yes image of the library will be.

a) Strengthen

☐

b) Poor

☐

c) No change

☐

d) I do not know.

☐

21. Which of the following library and information services/products do you like to market from your library.

(Please tick as many as in the relevant box.)

Free

For Fee

1. C.A.S.

☐☐

2. S.D.I.

☐☐

3. Translation Services

☐☐

4. Indexing Services

☐☐

5. News paper clipping services

☐☐

6. Abstracting services

☐☐

- | | | | |
|-----|--|--------------------------|--------------------------|
| 7. | CD-Rom Search | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. | On-line access | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. | Internet access | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. | Repackaging of information | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. | Reprographic services | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. | Orientation services | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. | Training course of information Technol | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. | Bibliographic Service | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. | Patent information services | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. | Reference services | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. | Inter Library Loan | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. | User alert Service. | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. | Commercial intelligence & market | <input type="checkbox"/> | <input type="checkbox"/> |
| | Information. | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. | Literature search. | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. | Circulating of periodicals contents. | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. | Standard Information. | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. | Other (pls. Specify) | <input type="checkbox"/> | <input type="checkbox"/> |

22. Please tick (✓) in front of the offered information products by your Library for the users.

Name of Products

Against of Products

Free for Fee

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

➤ Directories

- | | | |
|--|--------------------------|--------------------------|
| ➤ Information Bulletin | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ News Bulletin | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Indexes | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Abstracts lists | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Data Analysis Statistics | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Bibliographic Lists | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ New Addition Lists | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Bulletin of Current Awareness | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Print out of Selective Dissemination
of Information | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Results of computerization future research | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Films | <input type="checkbox"/> | <input type="checkbox"/> |
| ➤ Other products (pls. Specify) | <input type="checkbox"/> | <input type="checkbox"/> |

23. Do you already market the information services/product?

a) Yes ☐ b) No ☐

23.1 If yes, You are marketing through :

a) Whole-sale distributor ☐ b) Retailer ☐

c) Direct to customer ☐

23.2 Do you have a written statement of Marketing policy?

a) Yes ☐ b) No ☐

(If yes please attach a copy of the policy)

23.3 What is the basis for pricing your information services/products?

- a) To earn profit ☐
- b) To recover only the over-head cost ☐
- c) To recover the full actual costs ☐
- d) Other (pls. Specify) ☐

24. What promotional activities you organize to further your library services and products?

- | | | | |
|-------------------------|--------------------------|-------------------|--------------------------|
| a) Personal Contact | <input type="checkbox"/> | b) Exhibitions | <input type="checkbox"/> |
| c) Lecture | <input type="checkbox"/> | d) Advertisement | <input type="checkbox"/> |
| e) Sample mater | <input type="checkbox"/> | f) Brochure | <input type="checkbox"/> |
| g) Poster | <input type="checkbox"/> | h) Demonstrators. | <input type="checkbox"/> |
| i) Other (pls. Specify) | <input type="checkbox"/> | | |

25. What of the following reasons are responsible for failure of marketing of Information.

1. Lack of trained professional man power ☐
2. The idea is not welcome by the librarians ☐
3. The idea is not welcome by the users ☐
4. Charging for library & information services/ products constitutes a Dilemma for librarian. ☐
5. Users are reluctant to pay fees ☐
6. Policy decisions to provided free use of ☐

information.

☐

7. Limitation of budget.

☐

8. Inability to reach a sufficient number of users.

☐

9. Not enough awareness of the

☐

10. Importance of the information by the users.

Not enough positive response by

the general administration.

☐☐

11. Other reasons (pls. Specify)

26. Have you ever attended a course/seminar in "Marketing information product services.

a) Yes

☐

b) No

☐

26.1 If the answer is (Yes); please clarify if that attendance or studying was effected on starting for marketing operation in your library?

a) Yes

☐

b) No

☐

27. Please indicate your opinion whether marketing of information should be introduced after the application of Information Technology.

Yes

☐

No

☐

28. Please tick the opinion about the failure of it.

Agree Disagree

1) Lack of library grant

☐☐

2) Lack of adequate provision of recurring funds.

☐☐

- | | | | |
|----|---|--------------------------|--------------------------|
| 3) | Lack of interest in library professional | <input type="checkbox"/> | <input type="checkbox"/> |
| 4) | Lack of support from university authority | <input type="checkbox"/> | <input type="checkbox"/> |
| 5) | Lack of scope for library professional | <input type="checkbox"/> | <input type="checkbox"/> |
| 6) | Lack of initiative by library professional. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7) | Fear of modern information technology. | <input type="checkbox"/> | <input type="checkbox"/> |

(Signature of the Librarian)

QUESTIONNIER

User Survey

Marketing of Information Product in University Libraries in
Maharashtra : Management and Services.

1. Please Indicate your status.

- a) Student
- b) Teacher
- c) Researcher
- d) Others.

☐
☐
☐
☐

2. Please Indicate your age.

- a) Less than 30 years
- b) 30 to 40 years
- c) 40 to 50 years
- d) 50 to 60 years.
- e) 60 and above.

☐
☐
☐
☐
☐

3. Please Indicate you qualification.

U. G. ☐ P. G. ☐
M. Phil. ☐ Ph. D. ☐ Others ☐

4. Please Indicate your Sex.

Male ☐ Female ☐

5. Please Indicate about your group.

- a) Social Science
- b) Humanities
- c) Pure Science
- d) Any other Please specify.

☐
☐
☐
☐

6. How regular you visit the library.

- a) Daily
- b) Twice in a week
- c) Thrice in a week
- d) Occasionally

☐
☐
☐
☐

7. If keeping up with innovations in your field is not satisfactory, please specify the reasons.

- a. No current awareness
- b. No specific information in field of interest.
- c. Not time to use library.
- d. Little knowledge of Library collection.
- e. Undeveloped Information products/Services offered by Library.
- f. Other (pls. Specify).

☐
☐
☐
☐
☐
☐

8. Do you use the library for the purpose of :

- a. Current awareness and to keep up-to-date.
- b. To find specific information in your field

☐
☐

of interest.

- c. To read newspapers. ☐
- d. To meet other colleagues. ☐
- e. To study ☐
- f. To photocopy the periodicals articles. ☐
- g. To use micro-forms. ☐
- h. Other (pls. Specify) ☐

9. Do you think marketing of information services/products should be introduced in University libraries.

Yes ☐ No ☐

9.1 If "Yes", Please indicate up to what extent is appropriate.

- a) Highly Appropriate. ☐
- b) Partly Appropriate ☐
- c) Not Appropriate. ☐
- d) I do not know. ☐

10. Do you think marketing will effect the image of library.

Yes ☐ No ☐

10.1. If yes image of the library will be.

- a) Strengthen ☐
- b) Poor ☐
- c) No change ☐
- d) I do not know ☐

11. Which of the following reasons are responsible for failure of Marketing of Information.

- a) Lack of trained professional man power ☐
- b) The idea is not welcome by the librarians ☐
- c) Library is not fully automated ☐
- d) Users are reluctant to pay fees. ☐
- e) Services of Library is not upto date ☐
- f) E-journals/Internet excess are not available. ☐

12. Please indicate your opinion your whether marketing of information should be introduced after the application of information technology.

Yes ☐ No ☐

13. Please indicate your opinion about the library collection.

	Ver Good	Good	Poor
a) Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Periodicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Micro films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Micro fiches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Text books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Reference book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Indian Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Foreign Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Please indicate your opinion about library Staff.

- a) They are just a receptionist/clerk. ☐
- b) Their job is to issue and return the reading material ☐
- c) They should be highly qualified to take care of interest of the records. ☐
- d) They should qualitatively match with the readers requirement. ☐
- e) They should do qualitative work at all. ☐
- f) Any other. (Please specify) ☐

15. Please indicate the opinion about library services.

- a) Improve the quality of service. ☐
- b) Deteriorate the quality. ☐
- c) No changes in the quality of services. ☐
- d) Do not know. ☐

16. If marketing is introduced in librarianship then prices of information product/services will be on the basis of.

- a) No profit no Loss ☐
- b) At Loss ☐
- c) At Profit ☐
- d) I do not know ☐

17. Mention the services for which you are ready to pay,

	Yes	No
1) User's education	<input type="checkbox"/>	<input type="checkbox"/>
2) Reference service	<input type="checkbox"/>	<input type="checkbox"/>
3) List of additions	<input type="checkbox"/>	<input type="checkbox"/>
4) S.D.I.	<input type="checkbox"/>	<input type="checkbox"/>
5) C.A.S.	<input type="checkbox"/>	<input type="checkbox"/>
6) Reprographic services	<input type="checkbox"/>	<input type="checkbox"/>
7) Translation services	<input type="checkbox"/>	<input type="checkbox"/>
8) Newspaper clipping	<input type="checkbox"/>	<input type="checkbox"/>
9) Subject bibliography	<input type="checkbox"/>	<input type="checkbox"/>
10) Display of new arrivals	<input type="checkbox"/>	<input type="checkbox"/>
11) Internet access services	<input type="checkbox"/>	<input type="checkbox"/>
12) Online literature search	<input type="checkbox"/>	<input type="checkbox"/>
13) Indexing services	<input type="checkbox"/>	<input type="checkbox"/>
14) Abstracting services	<input type="checkbox"/>	<input type="checkbox"/>
15) Inter library loan services.	<input type="checkbox"/>	<input type="checkbox"/>
16) CD Rom search.	<input type="checkbox"/>	<input type="checkbox"/>
17) Orientation service.	<input type="checkbox"/>	<input type="checkbox"/>
18) Patent information service	<input type="checkbox"/>	<input type="checkbox"/>
19) User alert.	<input type="checkbox"/>	<input type="checkbox"/>
20) Standards Information.	<input type="checkbox"/>	<input type="checkbox"/>

21) Abstract of Seminar papers.

22) Commercial Intelligence & Market
Information

23) Business Forecasts.

24) Circulating of Periodicals Contents.

(Name & Signature of the User)