

Marketing of Library Information Products and Services

In

Central University Libraries of Uttar Pradesh & Uttarakhand: an evaluative study

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ABSTRACT

In this paper the research scholar investigated library Information Services and Products status in central universities library of Uttar Pradesh and Uttarakhand in the name of those universities are Aligarh Muslim University (AMU), Allahabad University (AU), Babasaheb Bhim Rao Ambedkar University (BBAU), Banaras Hindu University (BHU), [Hemvati Nandan Bahuguna Garhwal University \(HNBGU\)](#) library information products and services are very important in university libraries. University libraries play a very vital role in providing quality based information products and services to their users requirement. In this paper highlighted on importance and need of information products and services.

Keywords: Library Marketing, Information Products, Information Services etc.

INTRODUCTION

Now frequently published literature and produced the information in 21st era. The technology has changed the traditional library into automated library; this advent has completely changed the library scenario or an academic system. This type of revolution of libraries is the need of an hour to make research more productive, to disseminate information timely and to establish a strong network system among all central university libraries in order to satisfy the users.

This study shows the marketing of information services & products in the Central University Libraries of Uttar Pradesh and Uttarakhand, they are AMU, AL, BHU, BBAU and HNBU with a comparative analysis. The areas covered in this paper are:

available in library information products & services in central universities library of Uttar Pradesh & Uttarakhand. It means and ways for their improvement.

OBJECTIVE OF THE STUDY

The aim of this study is to compare the current status of marketing of information services & products in libraries of central universities of Uttar Pradesh and Uttarakhand.

- To study the concept of marketing and find its viable application in libraries and in Central University Libraries in Uttar Pradesh & Uttarakhand.
- To know the ways which make the users aware regarding the information required in their field of interest.
- To examine the services and the products that the users need/expect to be provided.
- To know users' willingness to pay for the information products and services.
- To suggest ways by which awareness among the readers regarding products and services of university libraries can be created and their utilization can be increased
- To develop suitable avenues for marketing the information products and services to the Indian conditions?
- To investigate the degree of satisfaction, with marketing information products and services, of the libraries and technocrats.

DATA ANALYSIS AND FINDINGS

The data which has been collected from the central university libraries of Uttar Pradesh and Uttarakhand they are Aligarh Muslim University (AMU), Allahabad University (AU), Babasaheb Bhim Rao Ambedkar University (BBAU), Banaras Hindu University (BHU), [Hemvati Nandan Bahuguna Garhwal University](#) (HNBGU) Through Questionnaire, Interview, Observational visits and university libraries websites have been analyzed and interpreted here.

Table.-1 Nature at your library Activity

Services & Products	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
free (Not Paid)	✓	✓	✓	✓	✓
Selling (Paid)					

Above table shows that nature of the library services & information products.

Table-2 Budget of the University libraries

Rs. In Lakh	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Less than 10- 50 Lakh					
50 – 100 Lakh					
100- 150 Lakh					
150- 200 Lakh					✓
200 Lakh more than that	✓	✓	✓	✓	

Above table shows that budget of the university library.

Table-3 Status of separate budget of the University libraries

Rs. In Lakh	A.U.					A.M.U					B.H.U					B.B.A.U					H.N.B.U				
	B	P	E	M	I	B	P	E	M	I	B	P	E	M	I	B	P	E	M	I	B	P	E	M	I
		J	B	J	D		J	BJ	D			J	BJ	D			J	BJ	D			J	BJ	D	
10-20					✓					✓		✓					✓								
20-30											✓							✓							
30-40			✓			✓																			
40-50																									
50-100								✓					✓			✓									

B= Books ;PJ= Print Journals ;EBJD= E- Books, Journals and databases ;M= Multimedia; IT= IT/Automation

Above table shows that four university libraries are provided separate budget for collection. Apart from that H.N.B.U are not provided separate budget of library.

Table No - 4 Separate Budget for General /Automation services of the libraries

	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes				✓	✓
No	✓	✓	✓		

Above table shows that among five universities only two universities are having a separate budget for automation

Table No -5 Status of the Universities libraries Automation

	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes	Under Process	✓	✓	✓	Under Process
No					

Above table shows that we have taken four central universities in Uttar Pradesh and one in Uttarakhand i.e. Allahabad University, Aligarh Muslim University, Banaras Hindu University, Babasaheb Bhim Rao Ambedkar University and [Hemvati Nandan Bahuguna Garhwal University](#), among five universities only three universities are fully automated at they are AMU and BHU BBAU Apart from that AU and HNBU are under process.

Table No-6 Status of the University libraries using of their library management software

	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Software Name	Libsys	Libsys	Soul	Koha	Soul
Software Covered all types of activity	No	✓	✓	✓	No

Above table shows that among five universities library, only three universities are fully automated

Table No-7 Type of IT used for services in the university Libraries

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Online Access (OPAC)	✓	✓	✓	✓	
Multimedia Access		✓	✓	✓	
Circulation	✓	✓	✓	✓	
Audio/Visual		✓	✓	✓	
Serial Control		✓	✓	✓	
Other (Pls. Specify)				Inventory	

Above table shows that among five universities only four universities are used IT in libraries

Table No- 8 University libraries using IT in Collection Control

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Acquisition	✓	✓	✓	✓	✓
Cataloguing	✓	✓	✓	✓	
Current Subscription		✓	✓	✓	
Circulation	✓	✓	✓	✓	
Inter Library Loan (ILL)				✓	
Weeding				✓	
Stock Inventory			✓	✓	
Gift & Exchange	✓			✓	
Other (Pls. Specify)					

Above table shows that among five universities only four universities are used IT in libraries for collection control

Table No- 9 University libraries using IT in library administration

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Financial/Budget Control		Not Specified	✓	✓	✓
Library Statistics			✓	✓	
Office Records (File Correspondence)			✓	✓	
Other (Pls. Specify)	CD-ROM Technology				

Above table shows that among five universities only two universities are used IT in library administration

Table No- 10 University library using IT for providing Information Products

Information Produced	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Abstracts Lists	✓				
Bibliographic Lists	✓		✓		
Current Awareness Bulletin	✓	✓			✓
Data Analysis Statistics					
Directories					
Films/Multimedia					
Indexes					
Information Bulletin				✓	
New Additions/Arrivals Lists		✓	✓	✓	✓
News Bulletin					
Online database		✓	✓	✓	✓
Results of Literature Search					
Selective Dissemination of Information Bulletins				✓	
Manuscripts		✓	✓		
Other product (please specify)					

Above table shows that among five universities only two university libraries are used IT for three information products and three university libraries used IT for four information products.

Table No-11 University libraries purpose of using IT in Database Buildings

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Bibliographic	✓	✓	✓		✓
Directories		✓	✓		
Multimedia		✓	✓	✓	
Statistical	✓	✓	✓	✓	
Texts		✓		✓	

Above table shows that among five universities only two university libraries are used IT for fully database building

Table No- 12 University libraries purpose of using I.T for providing in user services

Services	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Abstracting services				✓	
Business Forecasts					
CD Rom/Multimedia search		✓	✓	✓	✓

Circulation of periodical contents			✓	✓	
Current Awareness services	✓	✓		✓	
Display of new arrivals services		✓	✓	✓	
Indexing services					
Inter library loan services		✓		✓	✓
Internet access services		✓	✓	✓	✓
List of New additions		✓		✓	
Literature search	✓	✓	✓	✓	
Newspaper clippings services				✓	
Notification about conference/seminars/workshops				✓	
Notification of newly published research				✓	
Online database services	✓	✓	✓	✓	✓
Orientation services	✓	✓	✓	✓	✓
Patents information services					
Photocopying of periodical articles		✓	✓		✓
Reference services		✓	✓	✓	✓
Repackaging & condensation services					
Selective dissemination of information services				✓	
Standards information services					
Subject Bibliography services			✓		
Translation services					
User's alert services		✓		✓	
User's Education services			✓	✓	
Other service (please specify)					

Above table shows that above listed services among five university libraries are used IT for providing user services: AU-4, AMU-12, BHU-11, BBAU-18, and HNBU-7.

Table No-13 University libraries purpose of using IT in Technical Services

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Abstracting	✓				
Cataloguing	✓	✓	✓	✓	✓
Classification	✓	✓	✓		✓
Indexing	✓	✓	✓		
Other service (please specify)				Inventory and Circulation	

Above table shows that above listed technical services used in libraries.

Table No-14 University libraries using of IT for Marketing of Information services and products

Services	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Database search within the campus	✓	✓	✓	✓	
Database search out of the campus	✓				
Marketing of Information products & Services					
Other service (please specify)					

Above table shows that above services used 4 libraries among five libraries for marketing of library services

Table No-15 (A) Information Services are liked by the University Library

Code No.	Services	Free (Un-Paid)					Service Fees(Paid)				
		A U	A M U	B H U	B B A U	H N B U	A U	A M U	B H U	B B A U	H N B U
001	Abstracting services	✓				✓					
002	Business Forecasts										
003	CD Rom/Multimedia search	✓	✓			✓	✓			✓	
004	Circulation of periodical contents	✓			✓						
005	Current Awareness services	✓	✓			✓					
006	Display of new arrivals services	✓			✓	✓					
007	Indexing services	✓					✓	✓	✓	✓	
008	Inter library loan services	✓			✓			✓			✓
009	Internet access services	✓	✓		✓	✓					
010	List of additions	✓				✓		✓	✓		
011	Literature search	✓	✓		✓				✓	✓	✓
012	Newspaper clippings services	✓			✓	✓					
013	Notification about (conference/seminars/workshops etc.)	✓			✓	✓					
014	Notification of newly published research	✓			✓						
016	Online database services	✓		✓	✓	✓					
017	Orientation services	✓	✓		✓	✓	✓	✓	✓		
018	Patents information services	✓									
019	Photocopying of periodical articles	✓						✓		✓	✓
020	Reference services	✓	✓	✓			✓		✓		✓
021	Repackaging & condensation services							✓			
022	Selective dissemination of information services	✓			✓					✓	

023	Standards information services					✓							
024	Subject Bibliography services					✓							
025	Translation services	✓											
026	User's alert services	✓	✓		✓						✓		
027	User's Education services	✓		✓	✓						✓		
028	Other service (please specify)												

Above table shows that above services liked by 3 libraries on paid and rest university library are not interest in paid services

Table No-15 (B) Information Services are liked by the University Library (%)

Code No.	Services	Free (Un-Paid)	%	Service Fees (Paid)	%
001	Abstracting services	2	40	0	0
002	Business Forecasts	0	0	0	0
003	CD Rom/Multimedia search	3	60	2	40
004	Circulation of periodical contents	2	40	0	0
005	Current Awareness services	3	60	0	0
006	Display of new arrivals services	3	60	0	0
007	Indexing services	1	20	4	80
008	Inter library loan services	2	40	2	40
009	Internet access services	4	80	0	0
010	List of additions	2	40	2	40
011	Literature search	3	60	3	60
012	Newspaper clippings services	3	60	0	0
013	Notification about (conference/seminars/workshops etc.)	3	60	0	0
014	Notification of newly published research	2	40	0	0
016	Online database services	4	80	0	0
017	Orientation services	4	80	3	60
018	Patents information services	1	20	0	0
019	Photocopying of periodical articles	1	20	3	60
020	Reference services	3	60	3	60
021	Repackaging & condensation services	0	0	1	20
022	Selective dissemination of information services	2	40	1	20
023	Standards information services	1	20	0	0
024	Subject Bibliography services	1	20	0	0
025	Translation services	1	20	0	0
026	User's alert services	3	60	1	20

027	User's Education services	3	60	1	20
028	Other service (please specify)	0		0	0

Above table show that the preferences of likeness the marketing of information services in (%) for university libraries

Table No-16 Information Products are providing by university libraries for users

Co de No.	Type of Services	Free (Un-Paid)							Service Fees (Paid)							
		A U	A M U	B H U	B B A U	H N U	% of Info	No. of Product & Service	A U	A M U	B H U	B B A U	H N U	% of Info	No. of Product & Service	
a	Directories				✓		20	1							-	-
b	Information Bulletin				✓		20	1		✓	✓			40	2	
c	News Bulletin		✓		✓		40	2						-	-	
d	Indexes					✓	20	1						-	-	
e	Abstracts Lists	✓					20	1						-	-	
f	Data Analysis Statistics						00	-			✓			20	1	
g	Bibliographic Lists	✓	✓				40	2						-	-	
h	New Additions Lists			✓	✓	✓	60	3						-	-	
i	Current Awareness Bulletins	✓				✓	40	2						-	-	
j	Selective Dissemination of Information Bulletins				✓		20	1		✓	✓			40	2	
k	Results of Literature Search				✓		20	1						-	-	
l	Online database	✓	✓	✓	✓		80	4						-	-	
m	Films/ Multimedia		✓				20	1		✓		✓		40	2	
n	Manuscripts						-	-						-	-	
o	Other product (please specify)						-	-						-	-	

Above table Information products description with code number: A= Directories b= Information Bulletin c= News Bulletin d= Indexes e= Abstracts Lists f=Data Analysis Statistics g= Bibliographic Lists h= New Additions Lists i= Current Awareness Bulletins j= Selective Dissemination of Information Bulletins k= Results of Literature Search l= Online database m= Films/Multimedia n= Manuscripts o= other product (please specify)

Table 16 show that above listed products providing by the university libraries on free of cost.

Above table show that the preferences of likeness the marketing of information products in (%) for university libraries.

Table No- 17 Status of marketing (Information Products/Services) by the university libraries

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes	✓	✓			
No			✓	✓	✓

Above table show that status of marketing of Information Products/Services in the library

Table No-18 If yes, University libraries are marketing through

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Direct to customer		✓			✓
Retailer					
Whole sole distributor					
Any other	✓				

Above table show that the mode of marketing of Information Products/Services in the library

Table No-19 University libraries having written statement of marketing policy

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes		✓			
No	✓		✓	✓	✓

Above table shows that only AMU library having marketing policy among five libraries.

Table No-20 University libraries basis for pricing of information products/services

Basis of Pricing	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
To recover actual cost	✓	✓			
To recover only Over-head cost					
To earn profit					
Others.(Please specify)					

Above table shows that AU and AMU library are having the policy on price basis.

Table No- 21 Promotional activities are organized by the university libraries for marketing of information products/services

Promotional Activities	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Orientations		✓	✓		✓
Lectures	✓		✓		✓
Demonstrations			✓		
Personal contacts		✓			✓

Advertisement					
Library Brochure					✓
Posters					
Sampling Mailing					
Exhibitions		✓	✓	✓	✓
Others					

Above table shows that the status of promotional activities for marketing

Table No- 22 University libraries are used to evaluation method of marketing

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Market /Online Surveys					
Feedback form	✓	✓			
Questionnaire's					
Personal Contacts		✓			✓
Suggestions		✓			
Others	(Not specified)				

Above table shows that only three libraries are using evaluation method for marketing

Table No-23 Reason of not introducing/failure of marketing in the university libraries

	A. U.	A.M. U	B.H. U	B.B.A. U	H.N.B. U
Charging for information products/Services constitutes a dilemma which lack to less enthusiasm to information products/Services	✓	✓		✓	
Lacking of professionals staff or not trained in the field of marketing.	✓			✓	
Not satisfy by user to pay fees for information products/Services.					✓
Implemented idea of marketing is not welcomed to the user.	✓			✓	✓
Not enough awareness/knowledge and importance of information products/Services by the user.		✓		✓	
The administration inability or not interest to reach a maximum numbers of the users.				✓	
Not enough budget of marketing					✓
Policy decisions to increase the free use of information products/services rather than marketing	✓	✓	✓	✓	✓
No positive response by the university administration		✓		✓	

Above table shows that the reason for failure of marketing of information products/services

Table No. 24 The universities libraries want to attend the conferences / workshops/seminars/courses etc. on marketing of information products/services

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes	✓	✓	Nil	✓	✓
No					

Above table shows that interest in training for marketing of library information products/services

Table No-25 Attendance on studying was affected on starting for marketing operation of university libraries

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes		✓			
No	✓			✓	✓

Above table shows that the status of marketing operation

Table No- 26 Opinion about to provide course on marketing information products/services in library science curriculum in universities of India

Description	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Yes	✓	✓	NIL	✓	✓
No					

Above table shows that opinion of libraries for marketing procedure/ techniques in library science curriculum in India

Table No-27 Library services performance in librarian point of view (Technical & General)

	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Excellent					
Very Good		✓	✓		
Good	✓			✓	✓
Satisfactory					

Above table shows that the performance status of services in librarian point of view

Table No- 28 Library Products performance in librarian point of view

	A.U.	A.M.U	B.H.U	B.B.A.U	H.N.B.U
Excellent			✓		
Very Good					
Good		✓			✓
Satisfactory	✓			✓	

Above table shows that the performance status of products in librarian point of view

FINDINGS

To find out of how many central university libraries are:

To find out how many libraries are automated and provided library information products and services, according to this study among five central universities library only three are automated and two university library is an under process, AU and HNBU aren't automated. To find the current situation of the libraries are provided services and information products through use of information technology or software for users. On the other hand three universities data show that automation software cover all activities of the library. Three university librarians said that they have no problem for installation of library software in their libraries, library software covered all modules and the performance of the software in housekeeping operations is very good. Now if we talk about computer facility we find that all university libraries are providing computer facility. Through this study we see the real picture of the problems which was faced by the libraries due to no separate budget and policy for library information products and services and automation.

CONCLUSION

It can be concluded that out of all the five university libraries only three libraries are moving fast to achieve complete automation of their library functions for providing the information services and products. Koha (BBAU), Libsys (A.U & AMU), SOUL (BHU & HNBU) software is being used by the libraries but two university libraries is under process for implementing of IT. All libraries are providing internet and networking services to their users. Among the various limitations on the path to achieve complete automation, the first major hurdle is lack of separate budget and policy for library automation and information products and services.

Among Five libraries, automated libraries are key for preserving and disseminating Information and knowledge effectively and efficiently. For this automation software for academic libraries is very important. Library software covers all housekeeping operation and services in libraries. Automated libraries fulfill the fourth law of Ranganathan i.e. 'save the time of user'. Automated libraries are beneficial for user and library staff/professionals.

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