

PROSPECTS OF LIBRARY MARKETING IN NORTH EAST INDIA : A STUDY

**A Thesis Submitted to the University of Gauhati for the
Degree of Doctor of Philosophy (Ph.D) in the Faculty of Arts**



By

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Guwahati-781014

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Preface

Library marketing is comparatively a new concept in librarianship and there is a two way impact in library marketing, one is the generation of resources for the library and the other is the optimum utilization of library resources.

Some of our professionals view that marketing of products and services are not possible in an unprofitable profession like librarianship, while others are more concerned in the way that library marketing is implied only for generation of resources. Marketing approach is useful for the libraries to improve and attract more users. This helps the professional staff to upgrade their reputation and also improves the quality of service

The concept of library marketing has significant scope; however it is not finding proper place in North East India. Time is coming when libraries will have to work as information sellers, they will have to collect information from each and every source in order to maintain their existence. It is therefore, advisable to prepare an atmosphere for self-sustainable for library establishment with proper planning to introduce library marketing so that we see optimum use of library resources as well as generation of revenue

I should be really grateful to my guide who has put this concept in me and advised me to start my work taking the libraries of North East India. With this in mind, I have attended a number of seminars and conferences in library and information centers where library marketing vis-a vis information marketing was the focal point of discussion and being a professional, working in a college library, I do develop some interest in this area and plan to introduce it in my library in the near future.



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CERTIFICATE

This is to certify that Sri Kishore Kumar Sarmah, librarian of Nowgong Girls' College has carried out his research work titled, "**Prospects of Library Marketing in North East India: a study**" for the degree of Doctor of Philosophy (Ph.D) in the Department of Library & Information Science of Gauhati University under my guidance and supervision. He has fulfilled all the requirements laid down in the regulation for Ph.D examination of this University.

The thesis is the outcome of his investigation, work and understanding.

No part of this thesis has been submitted to this University or any other University for any other degree or diploma.

Dated: Guwahati

the.....

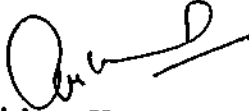
(Prof. Narendra Lahkar)

DECLARATION BY CANDIDATE

I, Sri Kishore Kumar Sarmah, research scholar in the Department of Library & Information Science, Gauhati University, solemnly declare that this thesis is my own original work except where due acknowledgements have been made.

To the best of my knowledge, no part of this thesis titled "*Prospects of Library Marketing in North East India: a study*" has been previously submitted to this University or any other University or institution for any degree or diploma.

Dated: Guwahati
the


(Kishore Kumar Sarmah)
Research Scholar

ACKNOWLEDGEMENT

This is my pleasure to register my sincere thanks to the following persons who have helped me for the successful completion of this project

My Guide - Prof. Narendra Lahkar for agreeing to guide me and for his patient and wise counsel through out the duration of this work. All credentials of this project belong to him.

Dr. Rajani Kanta Barman, Reader and Dr. Sanjay Singh, Lecturer in the Department of Library & Information Science for their encouragement and useful tips

My Principal - Dr Ajanta Dutta Bordoloi for her support and encouragement to complete my work

My Colleagues and my staff- for their help in my hour of need

All the Library Professionals and the users for responding to my request by filling the questionnaires which helped me in completing my research work

The Staff, Research Scholars and Students of the Department of Library & Information Science, GU for their willingness to participate in the study.

My special thanks goes to all the staff of KKH Library, Gauhati University for their help and cooperation

And-

My family - for always being there to support me.

Kishore Kumar Sarmah

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ACRONYMS AND ABBREVIATIONS

AAU	Assam Agriculture University
ACLIPS	Access to Literature in Physical Sciences
AEC	Assam Engineering College
AGRIS	International Information System for Agriculture Science and Technology
AIRC	American Information Resource Centre
AIRTSC	Assam Institute of Research for Tribals and Scheduled Castes
ASC	Administrative Staff College
ASN	Army School of Nursing
AT	Assam Tribune
AU	Assam University
B/W	Black and White
BARC	Bhabha Atomic Research Centre
BCL	British Council Library
BLDSC	British Library Document Supply Centre
BNB	British National Bibliography
CALIBER	Convention for Automation of Libraries in Education and Research
CAPS	Content Abstract Photocopy Service
CAS	Current Awareness Service
CCF	Common Communication Format
CDRI	Central Drug Research Institute
CFTRI	Central Food Technology Research Institute
CLRI	Central Leather Research Institute
COM	Computer Output Microfilm
COPSAT	Content Page in Science And Technology

CRRRI	Central Road Research Institute
CSIR	Council of Scientific and Industrial Research
DDK	Doordarshan Kendra
DDS	Document Delivery Service
DELNET	Developing Library Network
DESIDOC	Defence Science Information and Documentation Centre
DHAS	Department of Historical and Antiquarian Studies
DRDO	Defence Research and Development Organization
FTJS	Full Text Journal Service
GAC	Government Ayurvedic College
GMC	Gauhati Medical College
IASLIC	Indian Association of Special Libraries and Information Centre
IASST	Institute of Advanced Studies in Science and Technology
ICHR	Indian Council of Historical Research
ICSU	International Council of Scientific Union
IFLA	International Federation of Library Association
IIBM	Indian Institute of Bank Management
IIE	Indian Institute of Entrepreneurship
IIHT	Indian Institute of Handloom and Textile
IIM	Indian Institute of Management
IIRT	Indian Institute of Rain Forest
IISc	Indian Institute of Science
IIT	Indian Institute of Technology
INFLIBNET	Information Library Network
INIS	International Nuclear Information System
INSDOC	Indian National Scientific and Documentation Centre
ISI	Institute for Scientific Information
JFTI	Jyotichitraban Film and Television Institute
JICST	Japan Information Centre for Science and Technology

JLS	Journal List Service
KKHL	Krishna Kanta Handiqui Library
LGBRIMH	Lokapriya Gopinath Bordoloi Regional Institute of Mental Health
MEDLARS	Medical Literature Analysis and Retrieval System
MZU	Mizoram University
NACLIN	National Convention on Library and Information Networking
NASSDOC	National Social Science Documentation Centre
NCL	National Chemical Laboratory
NEIST	North East Institute of Science and Technology
NELIBNET	North East Library Network
NERC	North East Regional Council
NERIST	North East Regional Institute of Science and Technology
NERIWALM	North East Regional Institute in Water And Land Management
NICMAP	National Information Centre for Machine Tool and Production Engineering
NICTAS	National Information Centre for Textile and Allied Subjects
NIPCCD	National Institute of Public Cooperation and Child Development
NIRD	National Institute of Rural Development
NISCAIR	National Institute of Science Communication And Information Resources
NISTADS	National Institute of Science Technology And Development Studies
NIT	National Institute of Technology
NLM	National Library of Medicine
NPL	National Physical Laboratory
NSL	National Science Library

OECD	Organization of Economic Cooperation and Development
OKDISCD	Omeo Kumar Das Institute of Social Change and Development
OPAC	Online Public Access Catalogue
PLANNER	Promotion of Library Automation and Networking in North Eastern Region
RBS	Recent Book Service
RRRLF	Raja RamMohun Roy Library Foundation
SENDOC	Small Enterprises National Documentation Centre
TES	Toklai Experimental Station
UNDP	United Nations Development Programme
UNESCO	United Nations Educational Scientific and Cultural Organization
UNIMARC	Universal Machine Readable Cataloguing
VKIC	Vivekananda Kendra Institute of Culture

ABSTRACT

The LIS profession is facing a new challenge with the application of IT in library operation and services. Owing to this development, information services have increased in quantity and quality. Therefore, the LICs have to function as the center for generation and dissemination of information. The most effective means of making the existence of this service known is through marketing.

Marketing is an integral part of a library as it involves in bringing together target group and resources to arrive at a goal. It also helps to recruit the best personnel who will work together to achieve the institution's aim and objective. Library marketing is a new concept here and it is yet to find a proper place in the society. The reason for it lies right from the parent organization to the library professionals.

The most lavishly stocked library is in danger of becoming a very dead place if no effort is made to publicize its possibilities to those for whom it has been opened. With marketing, the quality of the service develops and a change in the aptitude of the library professionals can be observed towards their job. Moreover when a price is fixed definitely the quality will develop. It is believed that the tools are available but no effort is made to execute them in order to interface the users and the information; the library professionals should have a clear understanding of the resources available and the use that can be had from them.

In order to highlight the concept of marketing in the North Eastern part of the country, the present work on the *Prospects of Library Marketing in North East India: a study* was started. The study is concentrated to Special and University libraries of the region but it is planned to introduce it in a phased manner.

The objectives were clearly placed and areas were identified where marketing can be introduced and the professional aptitude of the staff was studied. Next the implication of marketing was taken up in the selected libraries of India and abroad. Taking their clue, a plan is proposed along with some essentials for introducing the concept in the libraries of the region.

Methodology adopted are direct personal interview, observation and visit to some of the libraries were taken to know on their workings. Periodicals and reports were browsed for further information. Surveys in the form of questionnaires were sent to various LICs. A total of 57 questionnaires were sent to various LICs and a total of 37 questionnaires were received. The received percentage was 64.91%.

Secondary sources such as books, directories and their publications were seen. The websites of various information centers were visited which helped to know on the services practiced by the libraries.

The study was made taking into account the workings; services and other related areas and the results were noted down. The first objective was studying the existing library services and identification of areas for introducing library marketing. The study revealed that a number of libraries are extending Xeroxing service (79.5%). More than 82% libraries are providing Reference service to the users. Bibliographic service was found in 43.6% LICs.

Internet service was very negligible (18%). Some libraries of the region have introduced library marketing though in a limited way. These libraries have introduced specialized services for generating resources. Relevant data can be seen from Table 5.5.

The second objective was studying the professional aptitude of the library staff towards library marketing. The main obstacle observed during the study was the lack of professional staff. This can be overcome through in-service training and motivation of the library staff

The third objective was studying the implication of marketing in selected libraries of India and abroad. After visiting various LICs and their websites it is observed that a number of organizations are into marketing at various stages. At the international level, UNESCO has assisted its member states in establishing library and documentation units. IFLA is into library cooperation and user education programme, INIS and AGRIS have got its fair share of professional activities.

In India, at the national level, numbers of organization have introduced the concept in their day-to-day services. It needs mention that NCL, NISCAIR, IISc, NPL and NICTAS have introduced a number of services, which can be had for a fee. In some libraries such as IISc, xeroxing service has emerged as a supporting service for other services.

Some LICs has started specialized services for their users like COPSAT (Content Pages in Science And Technology) is a speciality of IISc. The NPL library has launched a special product under the name of ACLIPS (Access to Literature In Physical Sciences), which acted as a new alternative for information access especially for those who do not have adequate library support in the area of physical sciences. It covered abstracting service, content page service, information retrieval service, photocopy and SDI services.

Terry Towels is a unique of NICTAS prepared for a special group of users. NICTAS did a comprehensive literature search on terry towels for supplying bibliographic details with abstracts in comprehensive package.

NISCAIR library has some specialized services such as CAPS (Content Abstract and Photocopy Service), Bibliometric service, Competitor Watch Service and Global Tender Watch Service which is marketed. NICMAP is providing the addresses of manufacturers in their field to the user at a rate. Reference on this is found in Table 4.15.

Modern library service is developing in the NE India, though its growth is slow. Some of the libraries have introduced specialized services. For example, NERIST had introduced Alerting service, Book Bank service and CAPS. NIT had started Standard Information in CDs. NEHU is marketing DDS and E-Query service. GU has started SDI, Bibliographic service, Full Text Journal Service (FTJS), Journal List Service (JLS) and Recent Book

Service (RBS). Other services like Abstracting and Indexing service, Internet service, CAS, Translation service has come under marketing.

The last objective was a plan for introducing library marketing in NE India. In this regard, the recommendations placed forward in Chapter 5 will be helpful.

This work comprises of three hypotheses, which were proved. The first hypothesis was library marketing in this region is at the bottom level. The study revealed that some libraries have introduced specialized services but others had proposed to introduce them. In spite of having a number of libraries no attempt was made for developing the marketing concept in this region. Hence this hypothesis was found to be true.

The second hypothesis was that the library staff and the users were not acquainted with the concept of library marketing. On observation it was found that the library staff were acquainted with the concept but no attempt were made to develop it. The users though paying a fee were not acquainted with the concept. It can be said that in the case of library staff the hypothesis was wrong while in the case of the user community, they are not at all aware of the concept and hence the proposal was true.

The third hypothesis was for enhancing the quality of library service, marketing concepts and tactics should be introduced. It is studied in those libraries which had adopted the techniques, user turn out was more. This resulted in more utilization of resources and development of quality. Hence this hypothesis was true.

On the basis of the study made here covering different areas of LICs such as workings, services and other related areas; a good number of recommendations were forwarded. Stress should be given on the quality of the information sources. The views of both the faculty members and the users are important.

Automation of library service and user education will help in developing the quality of service. Introduction of Translation service for this region will bring in more users. The libraries should do well by acting as a consulting centre for the users. The vast collection of archival materials such as the manuscripts can be published to attract outside users.

Timely evaluation and awareness is the need of the hour. The libraries of NE India that were studied have sufficient scope for developing self-sufficiency for extending satisfactory library services as per present needs. The present study has ample scope for future research and the most important thing needed is the implementation of the recommendations placed here. This will help in varying the strength and weakness; lacunae may be there but continuous rectification will help the libraries to develop further in mobilizing their resources for better use.

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CHAPTER: 1

Introduction

1.1 The Study

Modern society is also known as a knowledge society because the social and economic life is dependent on knowledge for their effective functioning. Today many forms of knowledge are emerging whose dissemination take place through various modes. These institutions may be known as knowledge industries in recent future and the services of the knowledge workers will be comparatively expensive but available to all.

It is an accepted fact that library and information centres, where information is collected, organized, disseminated and preserved can play a vital role. The libraries are in existence from time immemorial, but the role and function are being changed considerably. The library is the heart of an institution similarly the heart of a library is its service, which is an intellectuals' workhouse.

In ancient period information is preserved through the writing on palm leaves, stones, clay tablets and vellum. They were kept under lock and key as it was very difficult to preserve a duplicate copy of the matter. Moreover, they were meant for a chosen few and everyone could not have an access to it. In short, knowledge was for limited people.

These libraries were supposed to be the storehouse of knowledge whose aims were collection and preservation. With the invention of printing in the 15th century, books were published in large numbers and consequently the number of readers also increased. This changed the concept of the library from preservation of knowledge to dissemination. To fulfill the expectation of the users the libraries modified itself from being mere storehouse to service centres. With the

development of IT information started to be disseminated through computer networks at a greater speed thereby paving the way for quality service.

The most effective means of making the existence of this quality service known is through marketing. It is the systematic way of promoting resource mobilization. Marketing is an integral part of a library as it is related to the principles of librarianship, good collection and services. It involves a kind of mix that brings together target groups and resources to be used in order to arrive at a goal. It also helps to recruit the best personnel who will work together for achieving the institution's aim and objective.

Marketing has been successfully introduced within the profit making sectors to promote demands for more service. Non-profit making organizations including the libraries are realizing that marketing activities are related to management of their operations. The goal of library marketing is to assure that libraries will be in the forefront as an information centre for the community served by it.

Marketing as a management process is applicable to both commercial and non-commercial organizations. However, a distinction should be made between marketing and selling where the aim should be to create demand. Selling aims at meeting the demand by suitable products and service (Chopra: 1996:35)

The word 'Marketing' means many things to many people. For some, it means selling of goods and services. To others, it is a promotional activity. It includes advertising and repackaging but in reality it includes a whole lot of activities such as segmentation, analysis, positioning and audit. Further marketing can be viewed as a process of exchange and a way to foster the partnership between the library and its community.

Marketing can be defined as analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchange of values with target markets for the purpose of achieving organizational objectives (Chaoba: 1996:70) It relies on designing the organizational offering in terms of

the market needs and desires and on using effective pricing, communication and distribution to inform the market.

According to American Marketing Association, "*Marketing is a business process by which products are matched with markets and through which transfer of ownership are effected*". It is a managerial function applicable to both commercial and non-commercial organization and works as a bridge between production and consumption of a service.

In library marketing, user's satisfaction is the sole aim and the benefit of the society is the profit. Marketing is an activity that should be started for the benefit of the users and one should make sure that the benefit meets the wishes of the people for whom the schemes have been started.

Looking from the library point of view, the library and the information centres should be so arranged that it meet the wishes of the readers. Marketing is a strategy for a successful information centre where the staff should attempt to sell information that meets the user's need. Selling is only one part of marketing, whereas marketing is all about discovering the needs, wants and demand of the users and fulfilling them. It does not require a separate marketing expert but some skills and a change in attitude of the people involved in short; it should have a customer-centered approach (Shah: 2004: 439).

Western countries suggest that information is more highly valued and appreciated if it is paid for. Psychologically it is said that 'whenever a service is provided free it is used less' and this is the case of library services when a price is tagged a user has to judge the importance of the service thoroughly before making use of it. Those using a service must pay for it if not fully at least partially this is the ethical base for paying a price for library service (Seetharama: 1998:22).

The concept of library marketing is hardly twenty-five years old. It originated in the United States and is looked upon as a popular profession like that of automobile or oil industry. With the passage of time this concept became popular

in the European countries and a developing country like India needs to adopt this concept of marketing and make its application on a larger scale.

In India, most of the library professionals are not familiar with the concept of marketing. Information is reaching a critical mess with the shifting from material to information media including paper, photographic films to computer-based materials. The only way for a library to succeed is to have a clear understanding of what services are in demand and to develop them.

The North-East India comprising of Eight states- Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim are inhabited by people of different ethnic origin speaking different languages and following different customs and dialects. This region is rich in mineral and forest resources with abundant rainfall and numerous rivers. In spite of inter-regional differences these states are economically dependent to the central government. The pace of economic growth is also very slow as compared to other parts of the country.

At present, all the North Eastern states have their own Universities with a number of degree as well as professional colleges affiliated to them. Both the Central and State governments have provided the region with an adequate network of higher education not only through the Universities but also through IIT and NERIST; all having a rich library attached to them. The library and information centres remain confine to their corners living in their traditional era with no step to improve their quality of service. They are always in the fear of being exposed but they have to come out of their corners and publicize their resources and services, then only maximum use of information can be ensured.

The hilly terrain of the areas not only delays the pace of development but also escalates the cost of construction materials. Against this backdrop of locational disadvantages and allied logistical problems, it is studied that due to lack of proper information regarding the region and its prospects it has led to its being underdeveloped (Saha: 2002:10-11).

The major resource of every country is its people and so long they remain under-developed all other resources would remain under-utilized. It has long been accepted that lack of education and proper information affects the society. The difference between developed and under-developed nation is not on the basis of colour apartheid or any other criterion, but on the basis of knowledge. Today only those nations are developed who have the knowledge power as compared to under developed nations.

The library and information centres of this region can introduce marketing for their services. Until recently, librarians were providing free information services or charging only the direct cost involved. It was not considered as an income generating or profit making activity. The users were also not demanding more as they were paying a nominal charge. Now the situation has changed and some librarians have started considering their activities as opportunities for income generation. This appears to be the right attitude because the users should not expect free information service from the libraries.

There is ample scope for marketing in this part of the region. There is a need to develop bibliographies for the North East, a directory for all the institutions and information centres, curriculum and descriptive catalogue for all the manuscripts and other rare objects found in the region. Reprographic service can be provided at a nominal rate. Translation service can be started, seeing that this region has different ethnic groups with their unique dialogues.

Other services like CAS, reference and automation can be started. Tourism industry can help to a greater extent because until and unless people from other areas visit this region, marketing of information will not develop. All these can be met if and only if there are centres per excellence with the rest of the country to collect and disseminate information.

In order to make people aware of the various services available as well as for maximum utilization of library resources, this research work titled "*Prospects of Library Marketing in North-East India: a study*" has been taken up.

1.2 Scope

North-East India has different type of libraries- Academic, Public and Special that are extending library services to their clientele. The study is concentrated to Special libraries and University libraries of the region. It is planned to propose a plan for introducing library marketing in those libraries. The study identifies the libraries under study where library marketing can be introduced as a first phase.

1.3 Objectives

1. To study the existing library services and to identify the areas where library marketing can be introduced.
2. To study on the library staff and their professional aptitude towards library marketing.
3. To study the implication of library marketing in selected libraries of India and abroad
4. To propose a plan for introducing library marketing in NE India

1.4 Methodology

In order to make the study a purposeful one, data are collected from the following sources:

Primary sources and direct personal observation:

Periodicals, Reports of the Committees and their annual publications are taken for the study.

Survey is conducted by sending prescribed questionnaires to various library and information centers for information relevant to the topic. A total of 57 questionnaires were sent and out of that 37 numbers of questionnaires were received.

Interviews, discussions and interactions were held with the professional and managers, which helped in getting sufficient information on the work.

The Secondary sources:

Secondary sources like books, directories and other reference sources were consulted to get a basic idea for the work.

Besides, the various web sites have been visited for getting primary data of different International, National and Local organizations which is related to my study [Table 4.1 and Table 4.6]

1.5 Hypotheses

- 1. Library marketing in library and information centres of North East India is at the bottom level.**
- 2. Library staff and library users are not acquainted with the scope and limitation of library marketing.**
- 3. Introduction of library marketing in library and information Centres of the region will enhance the quality of library service standard.**

1.6 Chapterization

The study was divided into Six Chapters. **Chapter 1** deals with the background, scope, objectives, methodology and the hypothesis.

Chapter 2 is on Literature Survey where different sources such as books and journals that are consulted for each concept has been written. This chapter assists user to have an idea on what source to refer without wasting much time.

Chapter 3 deals with marketing in the context of information explosion. Due to advancement in the various fields of study, explosion of print and non-print materials are making it hard for the users and the information centres to know on the development that is taking place in their field of study. In this chapter an attempt is made on how library marketing can bring out the qualities of both man and material taking in view the explosion of information.

Chapter 4 lists the various information centres at the International and National level that are marketing their services. This chapter tries to place forward those centres along with their various specialized services that are marketed and the price fixed for the services.

Chapter 5 deals with the planning process of the LICs of North East India. The information centres of the region are discussed and the essentials needed for effective marketing is proposed.

Chapter 6 is the concluding part. Here the conclusion, summary, testing of hypotheses, recommendations are made.

CHAPTER 2

Literature Survey

Literature has become an important source in any field of the work. Due to information explosion large amount of information are coming out making it difficult for an individual to keep track on the documents. It is through literature survey that a user can directly refer to that particular document which is relevant to the concept. The work that is taken up comprises of these following concepts: Information, North-East India, Information Explosion, Management, Bibliographic Tools, Organization- International and National and Library Marketing.

INFORMATION is considered as the life-blood of a society whose usefulness is described by Burkett on *Industrial and Related Library and Information Services in the United Kingdom* (1972). He further adds that information centres can play a great role in managing its activities through various services. The article by Sinha on *Information Handling in Industries* (1983) states that information is a concept of great richness.

Accurate, useful and timely information on a new product is essential for any industry. If we go through the book by Brotchie, Hall and Newton on the *Spatial Impact of Technological Change* (1987) we will understand better that the economies of advanced urban societies are firmly centered upon information activities. Libraries are the storehouse of knowledge occupying a respectable position from the ancient to the modern period. Its history can be known from the book authored by Chakrabarti under *Library and Information Society* (1993). Thakur in his *Marketing Principles and Techniques* (1993) also discussed this concept at length.

The library and information centres have undergone a sea change from a storehouse of information to a disseminator of it. Its changing concept is known

from Ojha's work *Advances in Library and Information Science* (1995). This change over has helped in playing a greater role in higher education system in India. Their problems and prospects can best be read in the article *Libraries Vs Higher Education in India* (1996) by Goel and Chopra.

A developed country is rich not only in its economy but also in its information sources. They know about the importance of information received from the LICs. For a developing country like India, information has gained momentum recently and it can play a great role in uplifting the living standards of the people. This found mention in the work of Navalani and Satija *Library and Information Services: Emerging Challenges* (1996).

Another article related to this concept is that of Kochar and Sudarshan *Theories and Principles of Librarianship* (1997) describing on the captives libraries occupying a higher place in the society. From this we can make an idea on how information was vital for a developing society. A book that is a must for those in the managerial job is of Kotler and Armstrong's *Principles of Marketing* (1997).

The role of the library and information centre is varied because a library can come to our doorsteps through its extension service that helps in social communication. The book by Mahapatra and Thomas *Public Libraries in Developing Countries* (1997) gives an insight on this concept.

Another important work on the role of information is that by Post and Anderson *Management Information Systems: Solving Business Problems with Information Technology* (1998) that describes on how finances rely heavily on information. The problem lies in properly evaluating the data by giving managers better access to information and allowing them to identify and correct problems faster.

For starting a new work proper information is necessary to guide a person this classical description of information is found in Ramaswamy and Namakumari authored *Marketing Management: Planning, Implementation and Control* (1999). Various writers tried different approach to describe information. Some described it as power to mould a nation's economy. This emerged on the writings of man

such as Shank describing *Cultural and Technological Influences* (1999) in *Emerging Trends in Library Science* edited by M A Khan and others. There are still others who consider it as the engine for value-creation. This is also true for a knowledge-based society. A well-managed society can pave the way for value creation, which is concluded by Chakrabarti and Banerjee in *An Overview to Perspectives on Library and Information Science* (2000).

In recent years the problems of library and information centres has been discussed at length. There is no library movement to encourage the people about the literary product; nor is a source to meet the needs of the users. Lahkar in the *Need of Regional Library and Information Centre* (2001) raises this problem for the North East. Barman aired the same view through his *Knowledge Management: The New Mantra* (2002).

The libraries should be in a position to disseminate information within a very short time. They should take specific steps to make the people aware of the information available. There are various methods of dissemination, which can be understood by going through the article of De and Adhikary *Library Science in danger of losing its identity* (2002). Many people think that the library is a place for serious study. This concept is changing gradually as stated by Dhiman and Sinha in *Academic Libraries* (2002) where the role of a library is varied and its resources are used not only for serious study but also for recreation and enlightenment of the people.

Though India is basically an agrarian economy there is a need to shift it to industrialization, as the economy is moving towards service economy. This is found on the writings of Madegowda under the title *Emergence of Service Sector and Challenges before Business Education* (2002). An article by Mahajan on *Information Communication Technology in Distance Education in India* (2002) place forward that technology has changed the work culture of various organizations.

If we observe carefully we can see that the developed nation already knew about information as a power. They utilized it to improve their work culture but the

developing nations have introduced it recently this is best known through the article by Patil and others on *Education in the Context of the Changing World* (2002).

It is worth mentioning that knowledge was only for the privilege few but in the knowledge era it became democratic and has shifted from the elite to the masses. This information found place in the *Human Resource Development in the New Economy* (2002) by Srivastava. An article by Madhsudanan and Manjunath discussing on the *Internationalization of Higher Education* (2003) briefly explained that India has a well-developed higher education system at par with the modern university system to assist in the economic, social and cultural development of a country.

Due to increase in the production of information, educational institutions cannot resort to classroom lectures. Stress should be on project work, conference and seminars, whose data should be kept in the libraries for further retrieval. This will be helpful while giving out the exact information without wasting much time. Prathap and others highlight this in *Libraries for Quality Agriculture Education* (2003).

Some of the articles that need mention for this concept are that of Karisiddappa and Kavita's *Information Literacy as a means of Information Empowerment* (2004), Shah's *Redefining Right to Information* (2005) briefly defines that information is very vital for working in many of the developed democracies. Sharma has already added in his keynote address *Library and Information Systems in The New Millennium* (2005) at the 19th IASLIC National Seminar at Bhopal that the libraries of the 21st century has to be conceived not merely as a store house of knowledge but as an effective mechanism to facilitate dissemination of knowledge. This undoubtedly requires that the library and educational system should take advantage of the development in Information Technology.

Information on NORTH EAST is seen from the book of Singh *India: a Regional Geography* (1987). It mentioned about the various resources especially the Assam valley. For setting up a project or an institution, the communication system should

be well developed then only it will flourish. Moreover the Library and Information system of this area is far from satisfactory. The system lacks modernization and the geography of the region denies easy access. This is also the view of Lahiri and Subramanian as found from *NELIBNET-a promise for NE India* (1991). Different authors held different views on this region Mention should be made of Borah in *Librarianship in NE India* (1992) who made an appeal about the region and the establishment of an information centre for making the library a popular institution.

The North East India is rich in natural resources but very few people know about its presence. Information on its natural resources can be highlighted through the information centres of the region this is the view of Chopra edited *Information Marketing* (1996).

Biswas in his article *Education in NE India* (1999) wrote about the varied dialects and culture that should be preserved and highlighted through the services of the library. This region though rich in natural resources is still dependent on the centre this is because the region is underdeveloped and the main reason for its underdevelopness is the physical feature, lack of communication facilities and the distance from the main land.

The same thing is also highlighted in the writings of Raju *India: Physical and Economic Geography* (1999). Bharali has also rightly aired his views through his article titled *Information Economy of the North East* (2000). He further adds that to enhance information economics the communication system, mass media, growth and development of the region is a must.

Hussain's *IT Revolution in the North East* (2002) clearly supported that information technology has occupied an important place in all the fields including the LICs in the developed nations. It is lacking behind in India and is very slow particularly in North East India where only a few places have modern Internet facilities as per with the rest of the country. Unfortunately the people are not utilizing the Internet or e-commerce fully which is attributed to the lack of

sufficient information on IT. However it found mention in Nag and Sengupta *Geography of India* (2002).

Another important book related to North East is by Tirtha on *Geography of India* (2002) where the physical environment, the historical setting, size, communication, transport, foreign trade and natural resources are written at length. Saha also tried to place this through *Managing of Institutions of Higher Education in the North East* (2002) describing the hilly terrain of the area, poor communication facilities and the natural resources.

Kumar edited *North East India: Opportunities Unlimited* (2002) is a must for this concept because this area has the potential to be India's future power-house with hydro power potential, natural gas resources, coal reserves and huge mineral resources.

One of the main reasons for an area to remain under developed is its people and as long as they remain under developed the area too do not progress. The need of the hour is the social role of media, building up of a National Information Resource Centre-cum- Archive for the region and development of tourist spots. This is highlighted in the most simplest way by Buragohain and Lahkar in their paper placed at the National Seminar titled *Social Role of Media and Building up of a National Information Resource Centre- Cum- Archive for the North East* (2004).

Another important book on this region is by Khullar on *India: a Comprehensive Geography* (2006) describing the hard diversities, climatic condition, as well as the economic condition. He further described about the huge potential of this region If the people plan well many profit making institutions can be set up to boost both the tourist and the economic condition of the people.

INFORMATON EXPLOSION has posed a problem for the researchers, as they are not in a position to keep track with the latest development in their field of work. Advancement in IT has further given a boost to the explosion process. It is said that development is more in the fields of science and technology. To know more on the concept Saxena has written in the simplest form on the *Role of*

Information and Information dissemination Agencies in Increasing Productivity (1983) under *Developing Horizons in Library and Information Science* by C.D. Sharma. He further adds that knowledge is expanding at a tremendous speed. According to an estimate, 72 billion pieces of information are produced every year. Sinha has also supported it through *Information Handling in Industries* (1983) in the same book.

Due to explosion there is tremendous growth of literature in science and technology, the scientific and engineering community are facing the dilemma of tremendous growth of information. More information can be had on this growth through Sengupta's *Conceptual Development of a National Library System* (1986).

One of the best-known information regarding the data on increase in technical literature and journal in the 1960s can be had from Ojha *Advances in Library and Information Sciences* (1995). For further information reference on the book by Prasher *Library and Information Science: Parameters and Perspectives* (1997) can be made.

References can also be made of the articles *New Technologies and the Global race for knowledge* under the Human Development Report of 1999. It writes that new technologies have shrunk the space and time bringing together computers and communication. Thus unleashing an unprecedented explosion of knowledge. The same concept can be viewed on *Aspects of Library Economics: a view* by Barman (2000).

A good number of writings have come up in support of this concept. The ideas of Baruah *Information Society and its Impact* (2001) where the development of IT has led to flow of knowledge. Bhatt's *Marketing of Scientific and Technical Information Services to Industries* (2002) in *Library and Information Studies in Retrospect and Prospect* edited by J.L. Sardana is worth its value. It contains data on post war proliferation of scientific literature caused by information explosion of scientific and technological research.

Mention of the article of Prathap and others *Libraries for Quality Agriculture Education* (2003); Singh, Gaur and others on *The Emergence of Information Explosion and its Sustainable Management* (2004) is a must. They tried to discuss how this explosion has revolutionized the role of library and information centres towards the users and how they should reconsider and redesign their services to meet the growing demand of the users.

Due to information explosion the problem faced by the information centres is MANAGEMENT of information. Here management involves organizing, storing and retrieving of information. To begin with, Anshen's work on *Managerial Decisions* (1962) will be of some value. Prominent book on the concept is of Lancaster *Retrieval System* (1968) describing the basic activities of information retrieval.

Organization and management are two very similar terms and they are important for any institute to develop themselves. This is known from the work of Brech *Organization: the framework of Management* (1969). Management is necessary for all the organization including the library; Trehan and Rao did just that through *Administration and Organization of College Libraries in India* (1969). As information is a commodity it should be conserved and managed for future use in various forms as typified by Dutta in *Manual of Library Management* (1978).

Books related to this concept are by Bose on *Information Science: Principles and Practice* (1993) and Kumar's *Library Administration and Management* (1994). Navalani and Satija tried to touch this concept through *Library and Information Services: Emerging Challenges* (1996) writing that library management has assumed greater importance both in form and amount. Some important works that need mention is that of Diwan's *Productivity and Technology Management* (1997) and *Strategic Management* (1997) that describes on the maximum utilization of library resources.

Manual methods could not cope with the management of information. Services of IT are very much important as seen from Kasirao and Babu in *Information Technology in Information Storage and Retrieval* (1998). Baby and others also

supported the importance of information technology in the field of management through *Changing Trends in Library and Information Science* (2000). Another book on management of libraries through modern methods is that by Bavakutty and Parmeswaran on *Management of Libraries in the 21st Century* (2000).

Many others held views on the importance of management in libraries. Mahapatra and Chakrabarti did just that through *Knowledge Management in Libraries* (2002), Barman tried to project it through his mantra on *Knowledge Management* (2002). Haravu's book *Knowledge Management: Paradigm, challenges and opportunities* (2002) presents an overview of various aspects of management, particularly in libraries with technologies and case studies. Satpathy too expressed his views through his *User Education Programme in Academic libraries* (2002)

Another important article related to it is by Shastree on *knowledge Management for Sustainable Reforms* (2002). Knowledge management can change the quality of library service and embrace major economic and societal objectives as well as value.

Gopal's *Re-Engineering the Information Management* (2003) stressed that the need of the hour is management that is defined as re-engineering i.e. starting over for prompt available of information to the users. India's development is mainly due to the management of information. As knowledge becomes more valuable there is a need to manage it effectively and capture its full benefit. This is concluded through the remarks of Venkatasubramanian under *India's Development as a Knowledge Society* (2003).

It is very difficult to retrieve information within a very short time, a mechanism is needed to disseminate and access information. Munshi tried to place his views on management through *Web of Knowledge and Knowledge Management* (2004).

Information Explosion has bombarded the LICs with large amount of information sources that is beyond their control. In order to retrieve information from this huge mess a mechanism is needed to control them. The library professionals developed various BIBLIOGRAPHIC TOOLS to guide not only the users but also

themselves towards the source. A good number of tools were developed such as bibliographies, bibliography of bibliographies, citations, indexes and abstracts, which are helpful to the searchers. Their importance is best described at length by Lancaster in *Information Retrieval System* (1968) and Dutta in his *Manual of Library Management* (1978) stressing further on clippings, shelf list, accession list and abstracts.

Different writers have described at length on the tools but to know more on their use, it is better to refer *Documentation and Information: services, techniques and systems* (1983) the thought of which was penned by Guha. Another important thoughts on the same concept can be seen on Baisya *Information Retrieval: need of today and tomorrow in North East India* (1992).

Bose authored *Information Science: principles and practice* (1993) describes that for storing purpose different tools are needed which will guide the researchers to the information. Prasher also tried to reach the people through *Library and Information Science: parameters and perspectives* (1997) describing index as a tool in the search for literature.

Thought for this concept can also be known from the writings of Satyanarayana and others under *Information Technology: issues and trends* (1998). Pathak and Tripathi backed the same thought in *Reshaping Management Education with IT* (1999).

The use of modern facilities for resource development and bibliographic control has gained momentum. Their use can be understood through Ramiah *To Greater Heights: Studies in Library and Information Science & E-Glossary* (2003). Citation analysis as a tool has been useful to the searchers in their search for literature as known through the writings of Baruah on *Citation Analysis: a tool for Library and Information Management* (2004).

Various tools and techniques are required for information management. Rao and others discussed their importance at length through *Knowledge Societies and Libraries* (2004). An important article that is worth looking into is of Lahkar's

Introducing some new services will also attract the users towards a library. Collective effort is needed to promote the services, which is explained by Lahiri in *Information Market Scenario in India* (1996). The same is also highlighted by Malhan in *Value of Library Modernization and Economic Problems of Scientific and Technical Libraries* (1996) in *Library and Information Services: Emerging Challenges* by Navalani and Satija.

Mention should also be made of Kumar's *Agriculture Information Systems and Services in India* (1997) that deals with the agriculture information systems. Taneja and Murthy mentions about *DESIDOC as a Promoter of IT for Library and Information Centres* (1997) on the role of DESIDOC.

A catalogue on products and services of INSDOC published in 1997 was very helpful as it contains the rate of the services that are marketed by the institution. Another book that is important is of Neelameghan and Prasad edited *Information Systems, Networks and Services in India* (1998). It writes on the services of some special information centres of India. Apart from that, another source that needs mentioned is of Satyanarayan, Babu and others dealing with *Information Technology: issues and trends* (1998) informing the services of NASSDOC and ICSSR. If one wants to know more on the marketing of services then Seetharama's *Library and Information Centres as Profit Making Institutions* (1998) will be helpful.

Advances in technology and its application have spurred changes within the information centres. This is found in the paper by Samyuktha *Emerging Role of Library and Information Centres* (2000) edited by Baby and others explaining the change of library service through the use of IT. With this development the CSIR libraries has engaged the services of the laboratories in some places of Assam in the field of tea, food, health, medicinal and aromatic plants which is known from Kumar's *CSIR in the Services of North East Region* (2001).

The mission of the libraries to provide excellent service has not changed. The libraries must develop individual solution through modern techniques that is appropriate to local circumstances. The book by Verma describes the *Modern*

Practices of Library and Information Services (2006). A book edited by Kumar and Joseph (2007) *International Competitiveness and Knowledge-based Industries in India* will be helpful to the researchers on their search for knowledge-based industries.

A good number of authors have aired their views on the concept of LIBRARY MARKETING through their writings. Prominent among them is of Williams *Industrial Marketing Management and Control* (1967) where the marketing of information and its management has developed the industrial sector. Burkett has also written a similar theory in *Industrial and Related Library and Information Services in the United Kingdom* (1972).

Some important views can be observed in Campbell's *Business Information Service* (1974) and Katz's *Introduction to Reference Work* (1978) where they wrote on the pressing problems of the library and the concept of free information should be changed.

For the basics of marketing it is better to consult Saravanavel's *International Marketing* (1987) and Sherlekar's *Marketing Management* (1990). The writing of Pillai and Bhagavathi on *Marketing* (1990) is important to gain some knowledge on the concept. A need has arisen for exposure of information resources through the help of network and modern facilities to upgrade the condition of the libraries in maximum utilization of their resources. This is expressed by Lahiri and Subramaniam in *NELIBNET- A Promise of prospect for North East India* (1991).

Marketing has played a vital role not only in the profit making institutions but also in the non-profit making ones. It has motivated the general public to serve their goal as found from Nair and others in *Modern Marketing Management* (1992) and Taori *Marketing the Unorganized Sector* (1995).

Thakur's *Marketing Principles and Techniques* (1993) and Chopra edited *Information Marketing* (1996) are important for the concept of marketing. It is a fact that low demand discourages the creation of information resource base and lack of facilities restricts the demand force. To over come this proper marketing

strategy is a must to create demand. It is dwelt at length by Lahiri in *Information Marketing Scenario in India* (1996). Another related source is Malhan's *Value of Information, Library Modernization and Economic Problems of Scientific and Technical Libraries* (1996).

Marketing as a management process is responsible for identifying and satisfying the needs of the customers Diwan's *Marketing Management* (1997) view that earning revenue is not the only aim but user's satisfaction is the motto. The basics of marketing can be had from Kotler and Armstrong authored *Principles of Marketing* (1997).

Not only the research centres but also the public libraries can introduce such type of income generating services as concluded by Parida in *Marketing of Industrial Information by the Public Enterprises in Orissa* (1997). Post and Anderson made a reference on the improvement of service in *Management of Information Systems solving Business Problems with IT* (1998).

Sharma's book on *Business Economics* (1998) has beautifully described on the place, time and demands needed for marketing and if we want to know more then the work of Seetharama *Library and Information Centres as Profit Making Institutions* (1998) will be helpful. Advertising plays a very important role on the selling of a product and this has been dwelt at length by Basotia and Sharma through their work *Effective Advertising, Marketing and Sales Management* (1999). It is suggested by Azad that marketing is much better than privatization as this will increase the efficiency of higher education as seen from *Changing Complexion of Higher Education* (2000).

Other important articles for this concept are of Manu on *Educational Marketing* (2000) and Albach's *Knowledge and Education as International Commodities* (2002). Talking only of marketing concepts will not help because library professionals are to be more pro-active. They should design and develop the resources only then it will bear fruit. The basics on the orientation can be read from Raina's *Marketing Orientation in Library and Information Centres* (2002) in

Library and Information Studies in Retrospect and Prospects edited by J.L. Sardana.

The need of experts having good business and essential managerial qualities is a must for marketing as explained by Tiwari in *Business Education for Human Resource Development* (2002). For marketing of a service, orientation and experts are needed but without proper planning it will not be successful this can be easily understood if one goes through the view of Gopal's *Re-Engineering the Information Resource Management* (2003). A book that will help greatly for this concept is by Gupta and Jambhekar edited *An Integrated Approach to Service Marketing* (2003) where library marketing is written in its simplest form.

The writing of Munshi on *Marketing of Non-profit Organization: strategies and techniques* (2004) under *Information, Communication, Library and Community Development* edited by Babu and Gopalakrishnan is worthy of note. Shah also made the same reference through *Marketing of Information products and services in Social Sciences* (2004) in *Library and Information Studies in Cyber Age* by S.M. Dhawan.

Vernekar and others made an attempt to look at the service identity for a new dimension emerging in this marketing world through *Marketing of Services* (2005). Mention must be made of Rowley's *Information Marketing* (2006) to gain the basic knowledge on the concept. Some writers had already taken a study to assess the attitude of the users towards library marketing. The article by Kaur and Rani on *Marketing of Information services and products in University libraries of Punjab and Chandigarh* (2007) on the *IASLIC Bulletin* will be helpful to a researcher. Keeping in line with this, Munshi made his views clear in way of *Marketing of Information products and services for special libraries in Bangladesh* (2008) that was published at the 6th Convention of Planner-2008.

CHAPTER-3

Library Marketing in the Context of Information Explosion

3.1 Introduction

The zeal for learning brought the demand for books, which is not satisfied by hand written documents like manuscripts. The invention of paper and printing resulted in the production of printed books and greater dissemination of literature. The first production of periodicals was in the 17th century and newspapers made their appearance in the latter part of the same century. Scientific thought and progress gathered momentum bringing advances in all fields of knowledge leading to inventions and technological advancements. It was during this time that the beginning of the functional libraries spread to the lowest social classes.

In the latter part of the 19th century nationalism became the potent factor and provision of 'Books for all' found expression. The years that followed were significant for the expansion of knowledge. Development of IT became a big factor in the progress of research leading to information explosion. This explosion has its greater impact in the field of Sciences, Engineering and Medicine. Large number of literature poured themselves into the libraries. In order to meet the challenges, the LICs had to be well equipped with fast information handling tools and professional staff who should be ready to face any challenge that may come up.

Previously, the quality of a library depended on the size of its collection but the emphasis has shifted from collection to service. The notion of the electronic library offering direct access to users from remote location has become a reality. The application of management concept and the techniques to LIS has also influenced service development. This results in wider set of option from which the libraries can select the best combination to meet the needs of the users. The real challenge is not

to manage the collection, staff and technology but to turn these resources into services. Even the notion of service has changed from basic to value added, from staff assisted to self-service, from in-house to out-reach, from reactive to pro-active and from free to paid (Gupta: 2003).

In this context there is a need to equip professional staff to be more responsible towards the users and develop a new attitude to face new challenges and opportunities. Marketing provides the LIS professionals to extend effective and efficient service to the users. The reason for applying marketing is also to achieve a high level of customer satisfaction. This will result in maximum utilization of resources and a willingness to use and pay from the services.

3.2 Extent of Information Explosion: an analysis

The Universe of knowledge is embedded in various types of documents that are ever growing. The present growth of knowledge is due to expansion of research activity in all branches of knowledge. Wide and systematic diffusion of knowledge has started long back with the invention of printing. If we analyse The World List of Scientific Periodicals, it records an increase of 108% in the number of scientific periodicals of the world. If different editions of World List are analyzed, the growth of scientific periodicals is as follows-

Growth of Scientific Literature

Year	Periodicals
1900-1921	25,000
1922-1933	36,000
1934-1950	50,000
1951-1960	59,000
1961-1968	70,000

Table: 3.1

(Source: Sengupta 1986)

If the data on Table 3.2 is analyzed for a developed and a developing country like that of USA and India, it will show that this number was 10 in 1770 and 300 in

1870. It must have exceeded 40,000 covering Science, Technology, Social Sciences and Humanities

Growth of Scientific Literature from 1770 onwards (Indian)

Year	Growth of Literature
1770	10
1870	300
Present	More than 40,000

Table: 3.2

(Source: Sengupta 1986)

According to the Indian scene, an accelerated growth is noticed. In 1973 the figure was 16,483 covering all branches of knowledge but now it is apprehended that the figure must have crossed 20,000.

Growth of Literature (Indian)

Year	Growth of Literature
1973	16,483
Present	Above 20,000

Table: 3.3

(Source: Sengupta 1986)

Further, the well-established periodicals either multiply in volumes and pages per year or split into different titles covering narrower subject areas in order to cope with the flow of communication required for publication. In the world during 1960, there were 55,000 journals containing 12,500,000 articles and this is listed in Table 3.4 in this chapter.

Growth of Literature (World Scene)

Year	Growth of Literature
1960	55,000 Journals with 12,500,000 articles

Table: 3.4

(Source: Ojha 1995)

Table 3.5 lists that the annual output of books was only 60,000 and 100,000 research reports were published and currently 60 million papers of technical literature are published annually. It is also estimated that 90,000-100,000 technical journals are being published in more than 60 languages all over the world and new journals are proliferated at the rate of at least 2 in a day.

Types of Literature	Yearly Output
Books	60,000
Research Reports	100,000
Technical Literature	60 millions

Table: 3.5

(Source: Ojha 1995)

A study carried out by Chemical Abstract Service and Organization of Economic Cooperation and Development (OECD) has concluded that the volume of information is increasing by 13% per year, which means the total amount of information in the world doubles in every 7-8 years.

In the field of Science and Technology alone, about 3 million documents are published every year. This includes articles, conference papers, books, technical reports and theses. Further, the doubling rate is 8-10 years and by the end of the century, 15-20 million documents would be produced annually.

The Faxton Company in USA is maintaining data on increase of publication, which is listed in Table 3.6

Year	Journals
1974	38,079
1989	104,714

Table: 3.6

(Source: Bhatt 2002)

The Table also reveals the rapid increase of publications and their cost since 1974. The data shows an increase of about 175% where at least 2 articles are generated in Science alone every minute or over 1 million articles are generated a year. This data was also showed by The British Books in Print 1991-92 which contains records of over 5,50,000 books.

The Ulrich's International Periodical Directory of 1991-92 contains information on more than 1,18,500 serial publication through out the world. It also provides information about 2,547 serials available exclusively online, 433 serials available on CD ROM. (Bhatt: 2002:232).

The yearly publication of print, film, optical and magnetic contents would require roughly 1.5 million gigabytes of storage. The print film, magnetic and optical storage media produced about 5 exabytes of new information in 2002 where Sexabyts of information is equivalent to 37,000 digitized copies of all 17 million books in the Library of Congress. With this large explosion of information there is a need to control them to assist not only the users but also the LICs for its easy retrieval.

Today information is generated through printed world and mass media resulting in information explosion. It is estimated that 3000 pages are being printed every minute at the global level during 24 hours a day which is enough to compile an encyclopaedia of 24 volumes. A good number of books and journals in paper as well as in electronic forms have come up thus putting the explosion of information to still greater heights. (Bavakutty: 2000:30)

3.3 Controlling of Information Explosion

Large-scale production of information has made it necessary to manage and organize information to make the people aware about the development in their field of interest. Different means for organizing knowledge has been devised and exploited. Controlling is one of them. The objective is to permit that knowledge

should be found again on a later occasion to ensure successful retrieval. In order to make the people aware about the huge quantities of information that is coming out through different means of managing knowledge are devised and exploited. The objective is to see that information can be retrieved again on a later date. A large number of tools were created and some of them are as follows-

Bibliographies: They are basically a list of information packages that bring together sources based on subject matter on author, time, place of publication etc. Each bibliography has a particular arrangement like- subject, author, language, time, location, publisher and form.

Catalogues: They provide access to individual items within collections of information package. Each package is represented by a description that is longer than a bibliographic description. The descriptions are assigned one or more access points with certain order (Mahapatra: 2002:04).

Index: They provide access to the contents of bibliographic entities and aid in the retrieval of information. They can be found in print and machine-readable forms. They are arranged in alphabetical order with entities for authors, titles and subject.

Standards: They may be considered as important tools in information management. A good number of Indian standards for documentation pertaining to bibliographical references, books and periodicals are developed. They are useful in the planning and management of library and information centres.

System Analysis: It is an important tool in analyzing complex organizations in conflict with an environment dominated by change. In recent times, libraries are becoming aware of its potential usefulness to analyze and help solve their problems.

Bibliometrics: It can be used as an evaluation technology to evaluate journal collection and its use by the users. Any service can be justified in terms of numbers- the number of persons to be benefited, the resources involved and the time required.

Work Analysis Techniques: In any work where service to the people is involved it is essential to analyze operations to facilitate efficiency and effectiveness of the work. In this regard, block diagram, flow diagrams and flow charts are important

Monitoring Techniques and Controlling: Monitoring involves in looking at loopholes and reciting it. Monitoring is a time-negotiated procedure to see how resources will be used in achieving the objectives. The best techniques are those that have a provision for adjustments. Examples are Operation Research, Management by Objectives and Management Information System. (Rao: 2004:319)

Information Technology (IT): Users need information as a ready-made product. With the development of IT it is easier to convert information in compressed formats, which can be transmitted through electronic medium at a low cost. Through IT the users can retrieve pinpointed information within a very short time.

3.4 Marketing in the context of Information Explosion

The new world that is unfolding before us is driven by knowledge where a massive amount of information is generated in a short span of time. As the volume of information has increased substantially, the need of the users are also changing. Today the users need information in encapsulated forms supplied through on-line. This provides a good opportunity for LICs to apply marketing methods and techniques on their service.

Professional marketing approaches will help in achieving maximum utilization of library resources but the library professionals will have to take the initiative and a lot of freedom has to be given to them by the management in their pursuit. As such the developing marketing initiative and understanding of the total marketing concepts among library professionals need some basic framework.

Following are some of the marketing related insights, which are important to recognize the upheavals taking place in LIS marketing-

Collection Development: Collection development is synonymously used with selection and acquisition. It should be need-based, up-to-date with a balanced collection fit to attract the users. Selection of reading materials is a professional work and should be done by a competent committee involving the users also.

The LICs should be free to develop their collection according to the needs expressed by the users. The library should conduct user studies and devise suitable measures and reduce the reader's problems in the use of the collection. It should give proper user education to make the collection development programme a success.

Organization of Information: It is concerned with establishing a system for documents so that they can be retrieved when required. Classification plays a great role in the arrangement of ideas where information is organized and given a definite place for easy retrieval and dissemination. The aim is to present knowledge in such a way that it is easily accessible to the users.

Storage of Information: The explosion of information has created a problem to store, retrieve and disseminate information. A storage media is necessary for the retrieval and preservation process. With the development of IT there is a significant rise in memory technology making it possible for a small computer to store large amount of information.

Retrieval of Information: Information needs proper management and the problem of providing information in time is not due to lack of information but the way in which it has been handled. Traditional methods of retrieval rely on manually prepared catalogue cards, indexes or abstract that later paved the way through the use of key words such as author, title or subject.

With the development of S&T, information explosion and a need to market the services, modern methods of retrieval from databases with the help of computers have evolved which provide access to specific information with sophisticated search strategies.

The above four areas belong to management of information which needs to be given weightage in marketing of information in present context.

Institutional Repositories: Marketing of information is not just disseminating information; it includes the optimum use of resources. Users need and demand should be taken into consideration. The libraries can open a separate repository division where some rare books, others related to current affairs as well as those that are obsolete and local interest can be preserved for the users.

Users Need: A major step in marketing is identification of the user community and a complex analysis of the marketing situation. LIS has 3 major users: the parent organization, donor agencies and very important users and potential users. Applying marketing techniques requires that a library identifies various groups of users and modifies their services and their needs. This process is called as segmentation, which involves knowing the patrons, and their information needs by conducting user studies.

Extension and Development of Services: Seeds of ideas for new services are outputs of systematic and purposeful analyses of opportunities. They are the lifeline to future growth and survival of the libraries. It is a means through which a library develops stronger bond and relationship with their client. It enables the organization to study and understand the users' need and response these insights by improving the existing service.

Some of the services such as CAS and SDI act as a bond between the library and the users by providing personalized information service. The LICs should form a cooperation to act as a referral centre and provide access to information of other information centres that are not easily accessible by the users.

Apart from it, the libraries should not discard the traditional service because it is the traditional service, which are upholding the foundation stone of a library. The libraries should walk with the times of IT and information explosion but the traditional services will always assist the libraries to attract the users towards its resources.

Customization: Customization implies getting customers teach you what they want, remember it and give it back to them. In fact the degree of customization have a strong will or trust agreement to meet the user's specific needs. Each service activity must be taken as an opportunity to serve the customers in an improved way

Trained Manpower: To cope with marketing, the library should possess qualified and well-trained personnel who should be in a position to answer to queries from the users. They should be given short-term training on marketing and made to visit other developed libraries that are into marketing.

Management Support: It is perhaps the most serious activity in marketing of information services. If a marketing programme has to be introduced in the libraries the top management's support is of utmost importance. With an active and interested management, it will be easier to implement the marketing programme in the libraries.

3.5 Summing Up

Information explosion is the product of the human mind that gained momentum with the invention of printing this advancement has phenomenally increased the self-help and do-it-yourself activities in the libraries. It began to shape and mould the services of the libraries requiring more specialized workers who are efficient in one-to-one service to customers in which both parties gain something.

Environmental changes that are taking place at national and international levels will continue to influence the information needs. The LIS professionals are taking up marketing approach, as it is in an essential weapon in the competition age. Currently efforts for increasing user awareness is important for efficient marketing as it will help in the introduction of more services and maximum utilization of resources.

The increasing role of IT related methods to create awareness regarding information services among the users has been equally important as traditional means and methods. IT acts as a driving force in achieving quality service that meets the needs of the user community and proper design and execution of marketing plans.

With the techniques placed here, the libraries can gain benefits of marketing activities. With the arrival of information explosion the libraries and the librarians are facing challenges such as an increase in clientele, their variety, demand and expectations, an increase in the initial or capital cost of information and IT; drying up of public sponsorship and subsidy and the need to find an alternative source of revenue. Marketing must therefore be used as a management tool involving motivation and innovation techniques.

CHAPTER 4

Library Services at International and National Levels and Library Marketing in Indian Context

4.1 Introduction

Library and information services are facing a time of unprecedented change and challenges. The development of technology is creating new forms; new source of information and new ways of accessing them. What is emerging is the perception on the minds of the people that the libraries are still the storehouse of books. If this stereotyped image of the traditional library is not removed from the modern hybrid library and information service then clearly, there is a marketing issue to be addressed.

Marketing is a process in which customer service is paramount. It is a set of techniques and process that is applied to all aspects of the management cycle of service planning, service delivery and service evaluation. Every institution needs to evolve in order to survive and a library service is no exception. The marketing process assists evolution and prevents an organization becoming too set in its ways.

The libraries were traditionally a non-profit organization and only recently the principles and techniques of marketing were applied into it. The rationale behind this shift-over is due to information explosion, influx of automated systems, rising costs of information collection, demand for better services, staff shortage and harsh budget cut backs compounded by soaring operating costs. As such, they are facing an acute sense of accountability to market and sustain themselves without jeopardizing the interest of the potential clients.

Although the organizational objectives of social organizations differ from those of profit-motivated groups, the principles of marketing are the same as it revolves on the transaction or exchange where both the buyer and the seller believe they are receiving greater value than they are giving. The stress is of satisfying the customer's need. However, the typical non-profit organization operates in a more complex manner than a profit-oriented organization. Non-profit organization has 2 constituencies- users to whom to provide the service and the donors from whom it receives the resources. This dual constituency makes the marketing task more complex.

Due to changes in consumer's need, relevance of traditional service offered by LICs is being questioned. With the increase in information, the time available to keep pace with information flow is becoming insufficient. In other words, funding of libraries is reduced to a greater extent and the emphasis is on *self-supporting* or '*user- pays*' principle. Therefore the libraries with a limited array of traditional services are finding a sharp reduction in their client base.

Marketing idea maintains that the professionals must react to the user's needs and demands where the basic idea is responsiveness and dedication towards its responsibilities. Measures to promote marketing of LIS both at the international and national arena have started and methods to measure and evaluate the services are being developed. A good number of libraries are marketing their services either directly or indirectly.

4.2 Library Services by International Organizations

There are a number of international organizations engaged in the promotion, cooperation and development of library and information services. They include both government bodies and voluntary professional organizations. Among the international organizations many are professional forums promoting mutual cooperation for resource sharing and exchange of information.

The organizations that are taken up for study is based on the following reasons:

- i) They are reputed comparatively
- ii) Actively involved in the advancement of library and information profession
- iii) Introduced marketing of their services

International Organizations (Chronological)

No	Name of the Organization	Year	Place	Web sites
1	National Library of Medicine (NLM)	1818	USA	http://gateway.nlm.nih.gov
2	International Council of Scientific Union (ICSU)	1919	Brussels	www.icsu.org
3	International Federation of Library Association and Institutions (IFLA)	1927	Hague	www.ifla.org
4	United Nations Educational Scientific and Cultural Organization (UNESCO)	1946	Paris	www.unesco.org
5	Japan Information Centre for Science and Technology (JICST)	1957	Japan	www.jst.org.my
6	Institute for Scientific Information (ISI)	1960	USA	http://cs.nju.edu.cn
7	International Information System for Agriculture Sciences and Technology (AGRIS)	1969	USA	www.fao.org
8	International Nuclear Information System (INIS)	1970	Vienna	www.iaea.org

Table: 4.1

These centres are contributing in their own way towards marketing of library services. A brief discussion on their collection and services will put an insight on how the concept of library marketing is applied in these organizations.

4.2.1 Library Services Provided

Services are the key components in the marketing exchange and successful marketing rests on the ability of the service to find a solution to meet the customer's need. Table 4.2 lists that all the libraries provide Abstracting and Indexing service. Library Cooperation is another service provided by all the libraries that are listed here. Bibliographic and Documentation services are practiced by 87.5% of the libraries like IFLA, UNESCO, AGRIS etc as found from the table.

Another important service is the Publication service as it reflects on the activities of the parent organization. This service is of great importance to a user who is into research. It is observed that 87.5% of the centers like ICSU, IFLA, AGRIS and INIS are into publication.

Different Services extended

No	Services and Products	Present	Absent	Percentage
1	Abstracting / Indexing Service	8	0	100%
2	Advertising Service	1	7	12.5%
3	Alerting Service	1	7	12.5%
4	Bibliographic Service	7	1	87.5%
5	Citation Service	1	7	12.5%
6	Seminars & Workshop	2	6	25%
7	Database Service	6	2	75%
8	Document Delivery Service	4	4	50%
9	Documentation / Information Service	7	1	87.5%
10	E-form Service	3	5	37.5%
11	Library Cooperation	8	0	100%
12	Literature Search Service	1	7	12.5%
13	Patent Information Service	1	7	12.5%
14	Preservation of Documents	3	5	37.5%
15	Publication Service	7	1	87.5%
16	Reference Service	2	6	25%
17	Reprographic Service	3	5	37.5%
18	CAS / SDI Services	4	4	50%
	Total Libraries = 8			

Table: 4.2

In the era of IT, the importance of Database service has gained momentum and NLM, IFLA, ISI, AGRIS etc practice this service, which comprises 75% at the international level. Some services which needs development are Literature Search service, Citation service, Advertising service, Alerting service and Patent Information services as they have a great scope for marketing. These services cover only 12.5% of the total libraries as found from the study.

4.2.2 Collection of Documents

The libraries should build up a balanced collection consisting of a wide variety of reading material, which should be selected and developed on the basis of the education philosophy and objective of the institution. The collection should cover a wide variety of forms ranging from books, journals, monographs, and dissertations to microforms.

Of the information centres that are taken for study is the National Library of Medicine. It comprises of more than 1.2 millions books and journals for the users. The library also has a good collection of manuscripts numbering more than 4.3 millions and a huge collection of 77,000 microforms and above 2258 resources in electronic format.

One of the unique features of the NLM library is that it has above 3000 fine prints of caricatures on medicine. It should be noted that 2.9 million collections of bibliographies are present at INIS as found through its website. The library also consists of 850,000 volumes of full text of documents and above 7 lakh of grey literatures in microfiche form. Of the other LICs no information can be found on the collection of its resources.

4.2.3 Abstracting and Indexing Services

With the increase in the demand for quicker dissemination of information the content representation of documents assumed greater importance in recent years.

It resulted in the designing of abstracting and indexing techniques, which are provided by different LICs for a fee. The charge of the services is decided by the parent organizations.

4.2.4 Bibliographic Services

In order to organize knowledge a variety of tools were created and bibliography is one of them. Bibliographies bring together list of sources based on a subject matter. It includes annotations commenting on the usefulness of the information.

Bibliographic Services

Present	Absent	Not Known	Total
7	-	ICSU	8

Table 4.3

Table 4.3 reflects that except ICSU all the information centres are providing this service at a nominal rate with handling charge.

4.2.5 Database Services

The success of attracting the users in maximum utilization of resource depends on creating information in the form of an effective database. Most of the information centres are providing this service on payment, which is fixed by the organization. The presence of this service is not known in centres like ICSU and JICST.

4.2.6 Documentation & Information Services

The library and information centres are focusing on developing and improving a large number of services from time to time. As most of the information centres are providing traditional service it is inadequate to satisfy the information needs of the user community. In fact it is this documentation and information services, which

is capable for disseminating information and at the same time creating linkage to facilitate on-line database search. The study showed that by bearing the actual cost and its handling charge this service could be acquired by the users. NLM did not mention about the presence of this service.

4.2.7 Electronic Form Service

The prime problem faced by all information centres is the lack of space along with preservation and maintenance of information resources. With the help of IT, most of the resources are converted into electronic forms. This service is practiced in few of the library or information centres such as NLM, INIS and AGRIS. The position of Electronic form service is not known in case of other centres.

4.2.8 Document Delivery Service

DDS is an important information support service for education and research. This service is able to meet at least partly the demands of the information-starved users. The users look forward to have a copy of the complete document.

Document Delivery Services			
Present	Absent	Not Known	Total
4	ICSU UNESCO JICST AGRIS	-	8

Table 4.4

The information centres acquires, organizes and provides information on demand and as it is time consuming and needs concentration, it should demand some value. Table 4.4 lists that this service is not provided by ICSU, UNESCO, JICST

and AGRIS. However this service is available to the users on actual cost along with handling charge at other information centres.

4.2.9 CAS & SDI Services

These two services are interrelated and very important for any LIC. CAS gives information on matters of special interest and SDI is based on the concept of personal service that is directed towards individuals. It is a refinement of the idea of CAS. The librarians are providing it on manual basis for a long time. Now the trend is towards computer based SDI service.

CAS and SDI Services

Present	Absent	Not known	Total
IFLA	-	4	8
UNESCO			
ISI			
AGRIS			

Table 4.5

CAS and SDI services aim to bring to the attention of the users the latest information that is developing in their field of study. These services are found in most of the information centres including IFLA, UNESCO, ISI and AGRIS.

4.3 Library Services by National Organizations

Post independence period has witnessed the establishment of many information centres to support research and development in India. These centres are not only providing information services but are also marketing them either directly or indirectly.

These LICs are selected basing on the following characteristics:

- i) These information centres are reputed in their respective fields such as S&T, food, textile, leather, drugs, machine tools, roads etc.
- ii) Information is readily available in their websites
- iii) Introduced large number of services at their libraries and
- iv) Started marketing of these services

National Organizations (Chronological: Selected)

No.	Name of the Organization	Year	Place	Web sites
1	Indian Institute of Science (IISc)	1909	Bangalore	www.iisc.ernet.in
2	National Physical Laboratory (NPL)	1947	New Delhi	www.nplindia.org
3	National Information centre for Textiles and Allies Subjects (NICTAS)	1947	Ahmedabad	www.atira.md.tex.org
4	Central Leather Research Institute (CLRI)	1948	Chennai	www.clri.org
5	Central Food Technology Research Institute (CFTRI)	1950	Mysore	www.cftri.com
6	National Chemical Laboratory (NCL)	1950	Pune	www.ncl.india.org
7	Central Drug Research Institute (CDRI)	1951	Lucknow	www.cdri.india.org
8	National Institute of Science, Communication and Information Resources (NISCAIR) [formerly INSDOC & NISCOM]	1952	New Delhi	www.niscair.res.in
9	American Information Resource Centre (AIRC)	1953	Kolkata	http://kolkatausconsulate.gov
10	Central Road Research Institute (CRRI)	1955	New Delhi	www.crridom.gov.in
11	British Council Library (BCL)	1956	New Delhi	www.Blac.UK
12	Defence Science Information and Documentation Centre (DESIDOC)	1958	New Delhi	http://rac.drdo.in
13	National Social Science Documentation Centre (NASSDOC)	1970	New Delhi	www.icssr.org
14	Small Enterprises National Documentation Centre (SENDOC)	1971	Hyderabad	www.nisiet.com
15	Indian Institute of Management (IIM)	1973	Bangalore	www.iimb.ernet.in
16	National Institute of Science Technology and Development Studies (NISTADS)	1974	New Delhi	www.nistads.res.in
17	National Information Centre for Machine Tool and Production Engineering (NICMAP)	1978	Bangalore	www.cmti.india.net
18	Information Library Network (INFLIBNET)	1996	Ahmedabad	www.inflibnet.ac.in

Table 4.6

The study will bring to the fore, the type of services present and their marketing value. The websites listed here will assist the users to know more on the information centres.

4.3.1 Library Services Provided

Libraries are being swept with the currents of changing technology. While continuing with the traditional information services, libraries are developing new services that are necessary to support technology-based services leading to maximum utilization of resources. The Table given below lists some of the services that are offered by the selected libraries towards its users.

Different services extended

No	Services	Present	Not mentioned	Percentage
1	Abstracting/Indexing Service	9	9	50%
2	Bibliographic Service	8	10	44.44%
3	CAS/SDI	8	10	44.44%
4	CD-ROM Service	9	9	50%
5	Database Service	14	4	77.77%
6	Document Delivery Service	9	9	50%
7	Documentation/Information Service	14	4	77.77%
8	Documentation Procurement and Supply Service	9	9	50%
9	E-Journal Service	7	11	38.88%
10	Internet and Web browsing	12	6	66.66%
11	Library Cooperation	13	5	72.22%
12	Literature Search Service	6	12	33.33%
13	Publication Service	15	3	83.33%
14	Reference Service	11	7	61.11%
15	Xeroxing Service	16	2	88.88%
16	Seminar and Conference	16	2	88.88%
17	Technical Service	8	10	44.44%
18	Training and Consultation Service	13	5	72.22%
19	Translation Service	7	11	38.88%
	Total Libraries = 18			

Table 4.7

Table 4.7 lists that reprographic service is found in 88.88% of the information centres and another 88.88% are conducting seminars and workshops to inform the people on the development of librarianship.

Publication service is an important service especially for the researchers as it provides information on the resources and services of the library. This service is provided in 83.33% of the libraries but its presence is not known at IISc, NPL and AIRC

Two other services that need mention are Database service and Document or Information service as 77.77% information centres practice these services. In this era of information explosion it is very difficult for any information centre to know on the development that is taking place in the field of knowledge. As a result most of the LICs are into library cooperation, training and consultancy services. Table 4.7 lists that 72.22% are providing these services. Training and Consultancy services of NASSDOC, INFLIBNET and DESIDOC are worthy to be mentioned.

Abstracting and Indexing service is practiced in 50% of the libraries and another 50% are into DDS and Document Procurement and Supply Service. The DDS of British Council Library (BCL) and NISCAIR are very highly developed.

Some of the services like Bibliographic, CAS/SDI, Literature Search and Technical services need to be introduced by the libraries as only 44.44% of the information centres are providing these services. However, the Bibliographic service of BCL is doing quality service through its British National Bibliography (BNB)

4.3.2 Collection of Documents

Books are memories of mankind and traditional libraries have a large collection of books. A modern library on the other hand has a wide variety of books, journals and non-book materials to assist the users in their search for information.

The Table given below will assist in gaining some idea on the collection of these information centers

Collection of Documents

	Number of Libraries
Above 4 lakh	1
90,001 and above	4
70,001 - 90,000	2
50,001 - 70,000	1
30,001 - 50,000	2
10,001 - 30,000	3
1000 - 10,000	2
Not - Mentioned	3
Total libraries	18

Table: 4.8

(Source: Respective Websites)

Table 4.8 lists that of the 18 selected library and information centres 3 information centres have not provided information on their collection. NISTADS and INFLIBNET are the two libraries whose collection ranges from 1000 to 10,000. The study further reveals that NASSDOC, SENDOC and AIRC libraries have their collection upto 30,000.

A good collection always attracts the users towards the libraries and it is found from the Table here that very few libraries have their collection that range upto 50,000. CFTRI is the only library with a collection of more than 70,000 as revealed from Table 4.8.

Collection of Documents

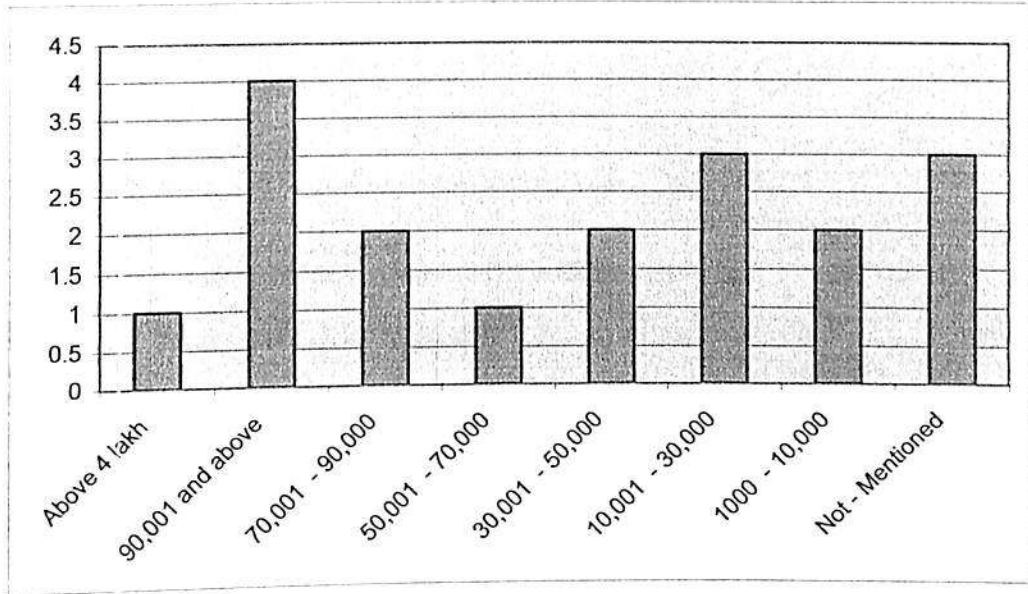


Fig. 4.1

The figure displayed here will be more helpful for a reader to analyze the collection of these selected information centres.

On browsing the websites it is seen that only 4 libraries have their collection that range above 1 lakh. BCL library has a collection of more than 4 lakh resources. The collection of books and journals in all the studied libraries are no better. The situation is due to the development of IT where the users can browse large amount of information with the help of Internet.

4.4 Library Marketing by National Organizations in India

4.4.1 Library Membership Fee

The LICs are seen as conservative organizations where financial support was guaranteed in the past. This outlook is changing fast due to pressures from internal and external forces like competitions; budget cuts, increasing inflations, exchange rates and commercialization of services. Such move makes it essential for libraries to generate resources not only through pricing of services but also through the

collection of membership fee. Most of the information centres have a fixed membership fee structure, which is being decided by the authority.

Table 4.9 lists the fee structure in rupees per year.

Library Membership fees (Rupees per year)

Libraries	Organizations	Staff	Students	Patrons	Alumni	Other members	Remarks
NICTAS	1000/-–1200/-					750/-	
NCL	50/- /card	500/-	500/-				
NISCAIR	3000/-					500/-	To open an account
NASSDOC						4000/- 200/- (Consultation) 500/- (Borrowing)	
SENDOC	500/-			1 lakh		10,000/-	
IIM,B	500/- (non Profit) 20,000/- (Profit)				10,000/-		500/- to 1000/- Service charge
INFLIBNET						500/-	
AIRC	2000/- 3000/- (non Profit Org) 4000/-7000/- (Profit Org.)					400/-	

Table: 4.9

(Source: Organization's websites)

The NICTAS library is related to textile and their members are mostly profit making organizations. The members have to pay an amount of Rs.1000/- to Rs.1200/- per year to avail its services. NCL on the other hand is charging Rs.500/- for students and staff for utilizing its resources.

Table 4.9 lists that to use the resources of NISCAIR; opening of an account is mandatory. NASSDOC library is charging Rs.4000/- from its regular members

but for consultation and borrowing services an amount of Rs.200/- and Rs.500/- is charged for availing these services respectively. The Table further lists that at SENDOC library, the Patrons are the main members and as a result an amount of Rs.1 lakh is collected in two annual installments from them.

IIM Bangalore is charging Rs.500/- from the non-profit organization but an amount of Rs.20, 000/- is charged as membership fee from the profit making organizations. Another amount of 500/- to 1000/- is charged as service charge as found from its website. INFLIBNET library is charging an amount of Rs.500/- as membership fee from all the members. The AIRC library is also charging a good amount of Rs.2000/- to Rs.3000/- from the non-profit institutions. However an amount of Rs.4000/- to Rs.7000/- is levied as membership fee from the profit making institutions.

4.4.2 Bibliographic Services

Bibliographies are actually list of books to reflect the subject content in them. It is an important service to assist the users to know the book related to their field of work. This service is observed in some of the libraries, which are laid out in Table 4.10 given below

Bibliographic Services

NISCAIR	NASSDOC	IIM	NICMAP
<u>Own Database:</u> (1-2 weeks) <u>With abstract:</u> Rs.100/-upto 10 ref.+Rs.10/- addl. Abstract <u>Without abstract:</u> Rs.50/-upto 10 ref. + Rs.10/-addl. 3 references <u>International Database:</u> (1-2 weeks) Actual price +15% handling charge User interaction fee Rs.100/-hr	Rs.25/- for 25 ref. + Postage	Nominal Rate	Rs.100/- for 10 ref. + Rs.10/- for every additional reference

Table 4.10

(Source: Respective websites)

In some of the information centres like CFTRI, CDRI, CRRRI and IIM the rates are fixed by the parent organization. NISCAIR library provides this service from its own database for a fee of Rs.100/- upto 10 references with an additional charge for abstracts as found from the Table given above. To provide this service from an international database it takes 1-2 weeks to deliver the information. The charge levied is the actual cost with 15% handling charge.

NASSDOC is charging Rs.25/- for the same service with postage charge. The NICMAP library is also providing this service for Rs.100/- on 10 references.

4.4.3 Translation Service

Researches are going on in various parts of the world. Most of the important findings are written in different foreign languages that are in need of translation. To assist the researchers a good number of translation units have come up with skilled people to translate them. Table 4.11 provides information on the rate charged by some of the information centres for this service.

Translation Services		
NISCAIR	NICMAP	INFLIBNET
European- English: Rs.150/- per pg	<u>Normal hour:</u> Rs.100/- for one pg of 300 words	Not Available
Chinese & Japanese -English: Rs.220/- per pg	<u>Rush hour:</u> Rs.150/-per pg	
English - European: Rs.260/- per pg		
English-Chinese & Japanese Rs.330/- per pg		
Rush hour order charge is 50% extra		

Table 4.11

(Source: Respective websites)

NICMAP is providing this service with varying rates as listed in the Table. NISCAIR is providing a very developed translation service through its translation

units. This library has the provision to translate various European languages into English and vice versa with varying rates.

An amount of Rs.220/- per page is charged to translate Chinese and Japanese languages into English. It is also seen from the Table that Rs.330/- is charged to translate English language into Chinese and Japanese. Other libraries like NCL, DESIDOC, CFTRI and NASSDOC provide this service with varying rates. This service is not available at INFLIBNET.

4.4.4 Xeroxing Service

Xeroxing service is an important information support service provided by almost all the studied libraries. A nominal rate of Rs.1/- per page is charged by most of the libraries like IISc, NISCAIR, DESIDOC, NASSDOC and NISTADS.

Rate of xeroxing service (Per page)

NICTAS	NCL	BCL	IIM	NICMAP	INFLIBNET	AIRC
Photocopy of Content Pg of Journal is Rs20/- issue	75 paise to Rs. 2/- and max. Rs10/-	Rate not available	40 paise per pg	Rs5/-pg	<u>Members</u> Rs10/- for 5 Pg <u>Non-Members</u> Rs15/- for 5 pg <u>Organization</u> Rs20/- for 5 pg	<u>B/W</u> Rs1/- <u>Colour</u> (A4) Rs20/- (A3) Rs.35/-

Table 4.12

(Source: Respective websites)

NICTAS library is charging Rs.20/- per issue for photocopies of Content Pages of Journals. The Table further lists the presence of this service at BCL but the rate is not available. At NCL the rate varies from 75 paise to a maximum of Rs.10/-.

INFLIBNET is charging Rs.10/- for 5 pages from the members and Rs.15/- from the non-members. For commercial organizations it is Rs.20/-. The IIM library is charging only 40 paise per page, which is the lowest as compared to all the centres

taken up for study. The AIRC is providing quality service with varying rates for coloured and black and white copies. An amount of Rs.1/- is charged for black and white copies but an amount of Rs.20/- to Rs.35/- is charged for coloured copies.

4.4.5 Document Procurement, Copy and Supply Service

Document Procurement, Copy and Supply Service have gained momentum to become an important service for marketing. It is especially beneficial to the users who are into research.

Document Procurement, Copy and Supply Service

IISc	NICTAS	NCL	NISCAIR	BCL
Rate varies for Indian sources <u>Overseas</u> Rs.300/- per 10 pg of articles (BLDSC)	Rs.200/- per pg to Rs.600/- per article or patent	<u>Indian sources</u> Rs.5/-0 per 10pg Or actual cost + 25% handling charge <u>Foreign source</u> Rs.350/- per 10 pg Or part thereof + 5% handling charge Rs.625/- + 25% handling charge with Chemical Abstract number; no pg limit Actual cost + 25% handling charge	<u>Journal from NSL:</u> Rs.40/- for 10 pg Or part thereof + Rs.5/- additional pg <u>Not available in NSL:</u> Rs.50/- for 10 pg Or part thereof + Rs.10/- additional pg <u>Copies from abstracts</u> (5 weeks) Rs.430/-10pg <u>Copies from translations</u> (2 weeks) Rs.10/-pg <u>On the spot delivery:</u> Rs.1/-pg from journal & Rs.3/-pg from e-journal	Rate not Available

Table 4.13

(Source: Respective websites)

Centres like CRRI, NASSDOC, SENDOC and NICMAP are providing this service with varying rates. Table 4.13 list that IISc is charging Rs.300/- for information when procured under BLDSC but their rates varies on Indian sources. NICTAS library is charging Rs.200/- to Rs.600/- to provide this service to the users. The NCL is charging varying rates for Indian and foreign sources as seen from Table 4.13. The NISCAIR library is giving quality service with varying rates

for journal article available with them as well as from translations. The quality of this service is very highly developed at BCL but information on their rates are not available at their websites.

4.4.6 Document Delivery Service

DDS involves in locating information and their references for the users. It is time consuming and needs skills to know the amount of literature that is coming out in the field of knowledge. Table 4.14 tries to put a clear picture on the rates charged by different LICs on this service.

Document Delivery Services

IISc	NICTAS	NCL	NISCAIR	BCL	INFLIBNET
Books , Journals, Theses & Standards	Actual cost + 15-20% service charge	<u>Available in house:</u> locating reference & collecting <u>personally</u> Rs.2/- to 10/-	Rs.50/- for 10pg + Rs.10/- for addl. 5 pg	Not Available	<u>Members:</u> Rs.5/- up to 5 pg
Staff- 30paise	<u>Overseas</u> Actual cost + 15-20% service charge	<u>By post</u> Rs.50/-for first 10 pg & Rs.50/- for addl. block of pg	<u>Overseas</u> Rs.350/-per 10 pg (Delivery 5 weeks)		<u>Non-Members:</u> Rs.7.50/- up to 5 pg
<u>Outsiders-</u> Books, Journals & Theses: Rs. 1/-	<u>Foreign journals</u> Rs. 150/- per article	<u>From abstracting periodicals</u> Rs. 10/abs.-personally Rs.20/abs.-post			
Standards: Rs. 12/-		<u>Reports, foreign patents</u> Rs.25/-pg			
<u>Foreign users</u> (Theses): \$40		<u>From translations</u> Rs.40/-pg			
		<u>Not available in-house</u> Indian (8 weeks) Rs.50/-pg Or Actual cost + 25% handling charge			
		<u>Foreign</u> Rs.350/-10 pg + 25% handling charge OR Actual cost +25% handling charge			

Table 4.14

(Source: Respective websites)

The NPL library has launched a special product for marketing under the name of ACLIPS (ACcess to Literature In Physical Sciences), which was designed to offer a new alternative for information access especially to those who do not have adequate library support in the area of physical sciences. It includes abstracting service, content page service, information retrieval service, photocopy and SDI services.

Terry Towels is a unique of NICTAS. It is prepared for a special group of users. There are more than 100 terry towels manufacturing companies in India and NICTAS did a comprehensive literature search on terry towels to supply bibliographic details with abstracts in comprehensive package of information on terry towels that is available at the rate of Rs.1500/-.

NISCAIR library is giving out some special service such as CAPS (Content Abstract and Photocopy Service) charging Rs.400/-to Rs.600/- for individuals and Rs.1200/- to Rs.1800/- for institutions. It provides Bibliometric service at the rate of Rs.20/- to Rs.1500/- depending on the search. An amount of Rs.2500/- for Competitor Watch Service and Rs.10000/- for Global Tender Watch Service is charged for these specialized services as listed in Table 4.15

NICMAP has a large collection of addresses of manufacturers who are related to the field of manufacturing technology. A user can avail this service at a rate of Rs.30 for every 10 references.

4.5 Library Marketing: an analysis

The mission of the libraries for providing excellent information service has not changed, but technology has added several new dimensions to this task. Budgets are relatively fixed with no special endeavours. Funding is usually difficult to obtain. Adding technology-based services usually increases, rather than decreases. It is in this context that libraries must develop individual solutions that are

appropriate to local circumstances. The present chapter tries to place forward the services marketed by information centres both at the international and national level. Their marketing strategy will act as a stepping-stone for introduction of library marketing at the local level. If the services at the international level are analysed, Out of 8 libraries; Abstracting and Indexing services and Library Cooperation is practiced in all the libraries. Bibliographic and Publication services are other important services provided by most of the libraries to the users.

In spite of having a scope for marketing Alerting service is provided by 12.5% of the libraries, Advertising service by another 12.5% and Citation service is practiced by ISI library only. These services are yet to be introduced in most of the libraries as seen from Table 4.2

In order to provide quality service the collection of a library is very important. Apart from NLM and INIS, no other information centres have mentioned their collection so it is very difficult to make a report on their activity. Their collection can be studied under the sub-heading 4.2.2.

The rates for most of their services vary, as a result no specific amount is provided by the information centres. Sub-headings 4.2.3 to 4.2.9 provides information on the services practiced by various information centres. For example, Bibliographic service is getting good response as observed from Table 4.3, DDS is another important service provided by 50% of the libraries as seen from Table 4.4. CAS and SDI services are known to be provided by 50% of the libraries as listed in Table 4.5.

If we observe the information centres at the national level, Table 4.8 lists the total collection of various libraries however, 3 libraries have not provided information on their collection. On comparing the collection of documents present, the collection of books and journals are not up to the mark. This may be due to various reasons such as high cost of reading materials, financial problems or the impact of Internet service and presence of information in electronic form.

If the reason is due to high cost then a better suggestion is for library cooperation and resource sharing which will help in avoiding not only the expenditure but also in duplication of information sources.

Another form of collecting revenue is through the membership fee whose charging pattern is fixed for different categories of users this can be observed from Table 4.9.

Most of the studied library and information centres are stepping into marketing. Table 4.7 indicates light on the availability of the services. The Table clearly place forward that 88.88% libraries provide Xeroxing service. 50% libraries practice DDS and Abstracting and Indexing service.

Other important services like Literature Search service and Bibliographic services are yet to gain importance this service is very much developed at NISCAIR with varying rates as found on Table 4.10. Another service that needs mention is of DDS at BCL, but the rate is not available in their website. Information on this service can be seen from Table 4.14. Document Procurement, Copy and Supply service is an important support service practiced by 50% of the LICs. The BCL provides a highly developed service to most of the information centres.

A large number of research findings are written in other than English languages requiring translation. During the study it is found that only 38.88% libraries provide Translation service. It is important to note that NISCAIR is providing quality service through its skilled personnel as seen from Table 4.11.

Xeroxing service is the most common service observed in all the LICs. Most of them are providing this service with varying rates as found from Table 4.12.

Some of the information centres have introduced specialized services for the benefit of its users. IISc of Bangalore is marketing COPSAT. ACLIPS is a speciality of NCL. Terry Towels are manufactured by NICTAS; NICMAP procures the addresses of manufacturers relating to their trade and market them. NISCAIR is marketing most of their services with varying rates like CAPS,

Bibliometric service, Competitor Watch Service and Global Tender Watch Service. Their rates can be had from Table 4.15 in this chapter.

4.6 Summing Up

Library and information centres are generally seen as conservative non-profit making organization but this outlook is changing due to technological or the pressure to give out quality service. Due to information explosion the demand of the users has gained momentum where quality service is the need of the hour. It is high time the library professionals think of resource generation or cost recovery activities.

Most of the services were given free of charge with no heed for development. This resulted in low quality of the services. More over when any service is given free it is of no value. This outlook is changing due to pressure from certain environmental factors, which resulted in increase of pressure on the information professionals to deliver more with less. This situation is further complicated as information is now regarded as a commodity.

In other words, funding of libraries from traditional source such as direct grants or subsidies from government and non- governmental sources is on the way out. The introduction of resource generation through marketing of services has become most important to the libraries for their survival.

In this environment the people involved do not have any other alternative but to adopt strategies for revenue earning. This needs skill along with innovative and imaginative approaches in the design and development of services so that users are not only attracted but also willing to pay for the services received.

The implication of the marketing approach in information services will be radical and dynamic involving user-need analysis, definition of user segments, analysis of the product and identifying tools and techniques of trade. Keeping this in view,

some LICs have set up a full-fledged division of marketing and customer service to keep the user community constantly aware with the latest information.

Marketing of library services has been observed at the International level. For example the MEDLARS service of NLM is considered as an important service in the field of medical sciences. Same is the case of Document Delivery Service by ISI, which is considered as one of the best in the world. In the field of nuclear sciences the service of INIS needs mention. Their INIS Atom Index is one of their *best publications*.

At the National level, NISCAIR (formerly INSDOC and NISCOM) is marketing most of their services with great success. The Document Delivery Service of IISc is an important support service that needs to be marketed to keep up the quality of service. The IIM, Bangalore is providing good service and the users are ready to pay a fee to procure its services.

The DDS and the lending services of BCL are known to give quality service. It is considered as the best at the national level. In the field of Textile and Allied areas, NICTAS of Ahmedabad is disseminating information through its Terry Towels, which can be had for a fee. NPL needs to be mentioned for its ACLIPS, which is nominal.

The services introduced by these LICs for resource generation needs proper planning, hard work and dedication of the people involved. In order to develop the quality of service a minimum charge is necessary from the users.

CHAPTER: 5

Planning of Library Marketing with special reference to NE India

5.1 Introduction

Library and information services are facing a time of unprecedented change. The transformational power of technology as well as information explosion is creating new forms of information, new sources of information and new ways of accessing them. The library professional are united by the purpose of giving access to information and to see the value and potential of libraries as a force which underpins lifelong learning, economic development, social change, informed citizenship and the well-being of all type of communities. There is a change in terms of quality of service from the libraries of the past to that of the present and yet the old image of the library persists in the minds of the people. In spite of adding quality to the service they are undervalued. Clearly there is a need to address the concept of marketing.

Marketing is a philosophy in which customer service is paramount. It is an approach to emphasize the importance of quality and responsiveness for the user community. It is a set of practical technique requiring skills and strategies for all aspects of management. Effective planning begins with market research; analysis of the needs and preferences of the user community. It requires market awareness, a carefully planned strategy of promotional activity. Effective service evaluation needs to start with market response and the views of the users.

Every institution needs to evolve in order to survive and thrive; a library is no exception. An effective marketing plan assists evolution and prevents an organization in becoming too set in its ways. It requires a library service to be outward facing and interact positively to remain focused on service and the environment. This is a hard and a challenging work; but the result will be positive.

An improved quality of service brings a better understanding of the market resulting in maximum utilization of resources.

A good planning is one of the success factors for any LIS. Planning is organized thinking that precedes purposeful action. The starting point for operating any marketing activity is the marketing plan, which is needed to identify the action necessary to be taken by the library to promote itself or its services. It is not only a long-range plan, but is an active information policy document, which will benefit a library. It acts as a tool to ensure that the services are viewed in a clear way. A decision to develop a strategic marketing plan is an invitation to re-examine the basic existence of the library.

5.2 Libraries under study: survey based

The North East India comprises of 8 states and due to its geographical location, poor communication facilities and hilly terrain, the establishment of a large number of libraries pose a problem. Still this region has got its fair share of information centres with all the states having at least one University in each state.

The presence of central Universities has been observed in some of the states with a single IIT for the region. There are a number of special libraries related to various fields such as S&T, Medicine, Water and Land Management, Engineering, Child Care and Development, Rural Development, Bank Management, Cultural Studies, Social Sciences and other areas.

Questionnaires were sent to various library and information centres and most of them were personally visited to get information on their resources, management and extension of different services. It is also important to have a look on how far the concept of library marketing has been introduced and their success.

A total of 39 questionnaires were received, necessary information are presented here along with specialization, services practiced and their marketing concept.

Libraries of NE India: Questionnaire received

No.	Name of the Library	Area of Specialization	Yr	Type	Location	Library Hours	Remarks
1	TES	Tea	1911	Special	Jorhat	8:30-5:00	
2	DHAS	Rare Documents	1928	Special	Guwahati	10:00-5:00	Reference
3	AT	Newspaper	1939	Special	Guwahati	2:00-9:00	
4	GU	University	1948	University	Guwahati	10:00-7:00 Sun: 11:00-4:00	
5	AY	Ayurvedic Medicine	1948	Special	Guwahati	10:00-4:00 2&4 Sat - Half Holiday	
6	AEC	Engineering and Technology	1955	Special	Guwahati	10:00-5:00	
7	NEIST [Formerly RRL]	Science and Technology	1961	Special	Jorhat	8:30-8:00 Sat & Sun-8:30-1:00	
8	ASC	Administrative Studies	1962	Special	Guwahati	9:30-4:15	
9	GMC	Medicine	1962	Special	Guwahati	10:00-4:00	
10	DU	University	1965	University	Dibrugarh	9:00-7:00	
11	NIT	Engineering and Technology	1967	Special	Silchar	9:00-6:00	
12	AAU	Agriculture	1969	Special	Jorhat	9:00-5:00 Sundays-9:00-1:30	
13	NEHU	General Studies	1973	University	Shillong	10:00-4:00	
14	IASST	Science and Technology	1976	Special	Guwahati	9:30-4:30	
15	AIRTSC	Tribes & Scheduled Castes	1977	Special	Guwahati	10:00-5:00	Reference
16	NIPCCD	Child Care and Development	1978	Special	Guwahati	9:00-5:30	
17	GULC	Legal studies	1979	Special	Guwahati	10:00-4:00	
18	MU	University	1980	University	Imphal	9:00-5:00 Sun: 10:00-3:30	

19	IIBM	Financial Institutions	1983	Special	Guwahati	9:00-8:00	
20	IIIT	Handloom and Textile	1983	Special	Guwahati	9:30-5:00	
21	NIRD-NERC	Rural Development	1983	Special	Guwahati	9:00-5:30 Training period upto 6:30	
22	NERIST	Mechanical, Engineering.	1984	Special	Itanagar	9:00-5:00	
23	RGU	University	1984	University	Arunachal Pradesh	9:00-7:30 Sat- upto 3:00	
24	TU	University	1984	University	Tezpur	9:00-7:00 Holidays -10:00-5:00	
25	TRU	University	1987	University	Tripura	9:00-5:00	
26	IIRF	Rain Forest Development	1988	Special	Jorhat	9:00-5:30	
27	NERIWALM	Natural Resource Management	1989	Special	Tezpur	9:30-5:00	
28	OKDISCD	Social Studies	1989	Special	Guwahati	9:00-5:00	
29	DDK	Tape Library	1991	Special	Guwahati	9:30-5:00	
30	AU	University	1994	University	Silchar	9:00-5:30	
31	IIE	Entrepreneurship	1994	Special	Guwahati	9:00-5:30	
32	IIT	Science & Technology	1994	Special	Guwahati	9:30-5:30	
33	NU	University	1994	University	Kohima	9:30-5:00	
34	ICHR-NERC	Historical Research	1998	Special	Guwahati	9:00-5:30	R
35	VKIC	Cultural Studies	1998	Special	Guwahati	10:00-4:00	Reference
36	JFTI	Film Making	1999	Special	Guwahati	10:00-5:00	
37	LGBRIMH	Mental health and Development	2001	Special	Tezpur	9:00-4:00	
38	MZU	University	2001	University	Mizoram	9:00-5:00	
39	ASN	Nursing	2006	Special	Guwahati	9:00-4:00	

Table 5.1

These libraries are providing information services in their own way to satisfy the users. From the survey and through the questionnaires received, it is seen that the libraries are extending different library services.

5.2.1 Expenditure on Books and Journals

In all the libraries a definite amount is spent on its reading materials and it varies with the parent organization.

Expenditure on Books and Journals (Year 2007-2008)

No.	Libraries	Amount (in lakh)
1	TES	6
2	GU	30
3	AT	2
4	NEIST	60
5	ASC	0.6
6	GMC	7
7	DU	59
8	AAU	24
9	AIRTSC	1.2
10	GULC	1.5
11	IIBM	4.5
12	IIHT	No extra budget
13	IIRF	2.3
14	OKDISCD	14
15	AU	32
16	IITG	340
17	NU	20
18	ICHR	No extra budget
19	LGBRIMHC	8
20	MU	20
21	ASN	1.2

Table 5.2

Table 5.2 is indicating the amount spent on books and journals but some libraries have not responded to the query. A minimum budgetary provision in books and journals purchased be made by all libraries in order to develop library service standard for the benefit of the users and the institution.

5.2.2 Total Collection of the libraries

The total collection of a library includes books, journals or manuscripts. The quality of the collection will command the respect of its users. Here the collection of the University and the Special libraries are shown separately to put light on the collection of 2 different types of libraries.

First the University libraries have been taken for study.

University Libraries	
Above 3 lakhs	1
1-3 lakhs	4
50,001-99,000	4
Below 50,000	2
Total	11

Table 5.3

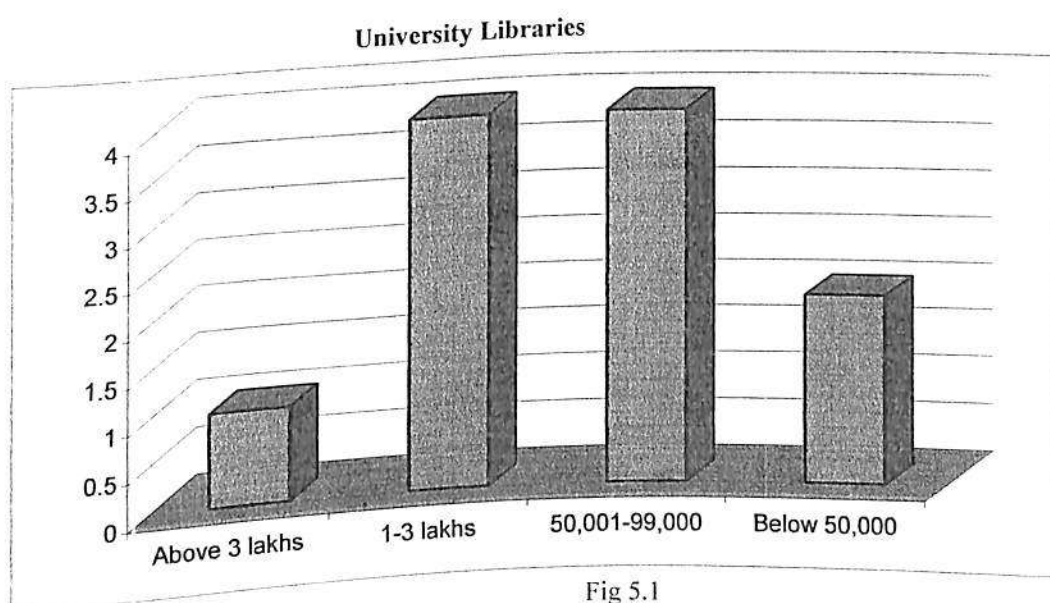


Fig 5.1

Table 5.3 lists that only GU has more than 3 lakhs of reading materials. 4 libraries such as DU, AAU, NEHU and MU have it collection above 1 lakh. Other libraries like AU, NU, TrU and TU have their collection below 1 lakh.

If we observe the collection of the Special libraries the collection is no better than that of the University libraries. The Table indicated below lists the collection of the surveyed libraries.

Special Libraries: Collection

Collection	Number of Libraries
Above 1 lakhs	2
60,001-99,000	4
59,000-60,000	4
10,001-19,000	4
Below 10,000	14
Total	28

Table 5.4

Special Libraries: Collection

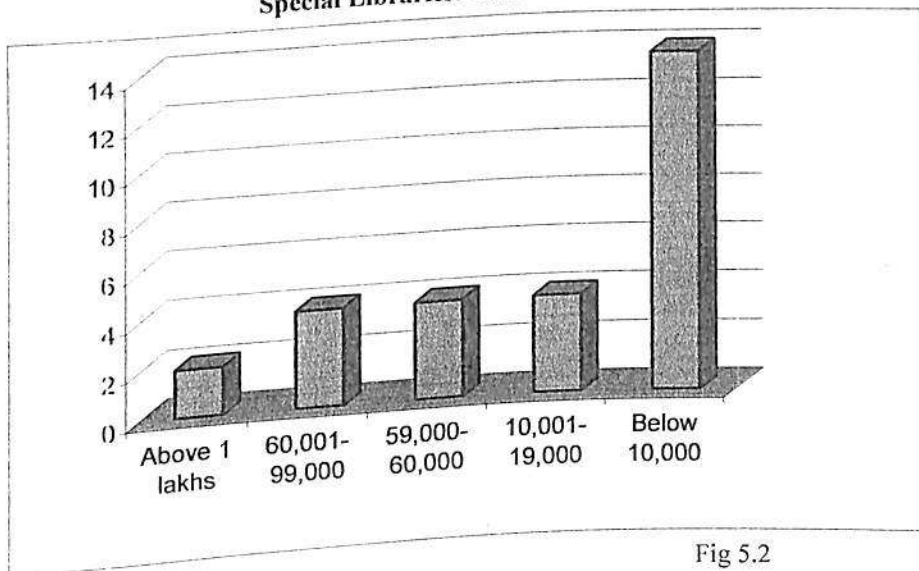


Fig 5.2

Basing on the survey it is found that 2 libraries such as GMC and IIT have their total collection in lakhs but libraries like AEC, NEIST, ASC and NIT; the collection is less than 1 lakh.

5.2.3 Services provided

Library service is essentially a service to the community of users. The development of customer-oriented service will benefit not only the users but will result in maximum utilization of resources. During the survey it is observed that Circulation service is practiced in most of the libraries, as out of the total libraries studied 5 libraries are reference libraries.

Reference service is another service provided by majority of the libraries as observed from table 5.5

Services Provided				
Services	Present	Absent	Total	Percentage
Abstracting & Indexing	4	35	39	10.3
Bibliographic	17	22	39	43.6
CAS & SDI	21	18	39	53.9
CD ROM Service	3	36	39	7.7
Circulation	34	5	39	87.2
Consultancy	2	37	39	5.1
Database Searching	2	37	39	5.1
Film Viewing	2	37	39	5.1
Inter library loan	12	27	39	30.8
Internet	7	32	39	18
Literature survey	1	38	39	2.6
Other Specialized Services	3	36	39	7.7
Reference	32	7	39	82
Referral	21	18	39	53.9
Translation	4	35	39	10.3
Xeroxing	31	8	39	79.5

Table 5.5
(Source: Questionnaire)

From the above Table it can be seen that Xeroxing is another supporting service provided by at least 79.5% libraries. Other services like Abstracting and Indexing, Database searching, Consultancy service and Literature Survey is limited to only few libraries. It is a good sign that these specialized services will pave the way for other libraries to start some more specialized services for the users.

5.2.4 Library Membership fee

All the surveyed libraries are extending their services to the users; excepting a few most of the libraries do not have a planned membership structure.

Rate of library membership/Year				
Libraries:	Students	Institution	Profit Org.	Special Members
GU	250/-			Month- 50/- 6 month -1 year 250/- Proposed: 100/-
NEIST	Week- 10/-	500/-	5000/-	Staff- 20/- Others- 300/-
ASC				3 months- 50/-
IASST				Week 10/- Month 100/- 6 month 500/- 1 year 1000/-
IIBM	300/-			Week 50/-
IIRF		1000/-		Staff- 100/-
OKDISCD	50/-			Proposed: Week 300/- Month 30/- 6 months 100/- Year 200/-
DDK				Amount decided by the parent organization on issue of VCDs
AU				6 months 700/-
IIE	300/-			
NU	500/-			
JFTI	500/-			Proposed: Week 500/- Month 1000/- 6 months 2000/- Year 2500/-
LGBRIMH	1200/-			Proposed

Table 5.6

(Source: Questionnaire
: Personal Interview)

Table 5.6 is indicating the charges of both the regular and specialized members that are availing the service. The fee depends on the parent organization.

5.2.5 Xeroxing service

Xeroxing service is an important supportive service in the libraries of the region. Table 5.7 will give a clear picture on the rate of this service.

Rate of Xeroxing services (in Rs.)

Libraries	Rate (in Rs.)
TES	0.50
DHAS	Proposed
GU	1/-
NEIST	2/-
GMC	1/-
AAU	0.80
IASST	1/-
AIRTSC	1/-
NIPCCD	1/-
IIBM	1.50
IIRF	1.25
OKDISCD	1/-
IIE	1/-
NU	0.50
JFTI	1/-
LGBRIMH	0.50
ASN	0.50

Table 5.7

(Source: Questionnaire
: Personal Interview)

This service is provided to the users in various rates. The Table lists that in some libraries like GU, GMC, IIE and others this service is provided at Rs.1/-page. In other libraries like TES, NU or ASN, a user can avail this service for 0.50p.

NEIST is charging Rs.2/- for it. DHAS proposes to fix a price for this service and in 3 libraries like NEHU, NERIST and RGU the rate is decided by the parent organization.

5.2.6 Rate of Abstracting and Indexing service / response

Abstracting and indexing services are yet to be marketed. The study revealed that AAU and OKDISCD have started marketing this service. Table 5.8 list the rate charged by various libraries

Abstracting and Indexing service / response	
Libraries	Rate/ Page (in Rs.)
TES	0.50
AAU	20/-(for outsiders)
OKDISCD	3/-
IIE	25/- (Proposed)
JFTI	20/- (Proposed)

Table 5.8
(Source: Questionnaire
: Personal Interview)

AAU charges Rs.20/-page for outsiders but it is provided free to the faculty members. OKDISCD on the other hand charges Rs.3/-page for availing this service. TES is charging 0.50p per response. IIE and JFTI have proposed to charge Rs.25/- and Rs.20/- per response for this service.

5.2.7 CAS & SDI service

The importance of this service is yet to be felt by the libraries of the region. From the survey it has come to light that 2 libraries GU and IIRF are providing this service free to the users.

CAS & SDI service	
Libraries	Rate (in Rs)
TES	Proposed
GU	Free
IIRF	Free
OKDISCD	Proposed
IIE	20/- week (Proposed)
JFTI	100/-Yr (Proposed)
LGBRIMH	Proposed

Table 5.9
(Source: Questionnaire
: Personal interview)

Table 5.9 further lists that some libraries propose to introduce this service. Other libraries like IIE and JFTI has proposed some rate which given in Table5.9

5.2.8 Internet and Printing facility

Almost all the libraries have extended Internet service with printing facilities. These libraries are serving in different ways without any standardization. For example in GU library Internet access is free but it charges Rs.3/page in case of printing. So also in case of AAU, which is charging Rs.15/-for both Internet and printing purpose.

Internet and Printing facility

Libraries	Internet/hr (in Rs)	Printing (in Rs)
GU	Free	3/-page
GMC	Rs.10/-	5/-page
AAU	Rs.15/-(with printing)	
IASST	Proposed 10/-	Proposed: 5/-paper 10/-CD
IIRF	Members only	
OKDISCD	Proposed: 10/-	Market price
IIE		Proposed: 5/-paper 50/-CD
NU	20/-	2-p-aper
JFTI	Proposed: 10/-	Proposed: 5/- (B/W) paper 10/- (colour) paper 20/- CD

Table 5.10

(Source: Questionnaire
: Personal Interview)

Table 5.10 indicates the charges of Internet and printing though it is difficult to ascertain the exact amount one needs to pay for availing this service.

5.2.9 Specially Prepared Services

It is heartening to note that some of the libraries have started some specialized services for the users. In libraries like GU these services are provided free. Table 5.11 will provide a picture on the rate charged by different libraries on the specialized services.

Specially Prepared Services (North East)

	GU	TU	IIRF	OKDISCD	IIE	JFTI
Referral	Free	Free	Free	Free		
Bibliographic Service	Free			3/-	Proposed 100/-	200/- 25 records OR 100/-hr
Full Text Journal	Free				Proposed 25/- + Photocopy	
Journal List Service	Free			10/-pg	Proposed 25/-	
Recent Book Service	Free				Proposed 25/-	
Translation Service	Free				Proposed 100/-	
FAX			Free	Not fixed		

Table 5.11

(Source : Questionnaire
: Personal Interview)

From Table 5.11 it is seen that IIE proposes to market these services and at JFTI library; Bibliographic service has already been marketed successfully. OKDISCD is the only library to market most of their specialized services as seen from the Table given above.

Three other libraries have introduced some specialized services. NIT markets Standard Information in CDs. E-Query and DDS is prepared by NEHU and

Alerting service, Book Bank service and CAPS are marketed by NERIST. The rates of these are not provided during the query.

5.3 Library Marketing in NE India: a plan

Planning is an organized thinking that precedes purposeful action. The starting point for operationalizing any marketing activity must be the marketing plan that is essential to manage the marketing function.

The process of developing the plan is an integrated process of analyzing of the library's external and internal environment, developing measurable objectives that are based on marketing audit. Planning enables the libraries to take advantage of its market opportunities and to successfully meet its overall goals. All these can be achieved when the technical approaches to information management are integrated with innovative leadership.

Planning based on research and design to achieve customer satisfaction; quality of service, maximum utilization of resources is basic to the marketing concept. The need for financial and production planning has long been there in the profit making institution but not so in the non-profit making institution like that of a library.

In North East India, modern library service is in a developing stage and is still very low. The people of this region have a unique dialect, tradition and culture. The region possesses good repositories of valuable document relating to social, political, culture and economic aspects. This region has been providing knowledge on the culture and social identities, folklore and folk literature including educational research.

All these treasures are preserved in various libraries across the region. It is a matter of great sorrow that this huge collection of information is rarely used.

There must be some reasons as to why they cannot see the light of the day. Primary among them is the geographical location, lack of proper telecommunication facilities, extremist prone, lack of motivation on the part of the library professionals and on top lack of a marketing plan.

Every part of the process for creating a marketing plan is important, as it will lead to basic elements of marketing process. It is known that any successful business must have knowledge about prospective or current clients and must implement a marketing plan that is regularly revised (Gupta: 2003) and accordingly there are 6 strategic planning steps.

Defining the organization- to define the mission, goals and objectives underlying the philosophy and message of the organization.

Defining the external environment- to analyse and define external forces, including threats and opportunities. Here the environment includes demographic, economic, technological, political and social indicators.

Conducting market audits- to examine and assess the library's activities including the needs and capabilities. The marketing audit details where the organization is and why. It also analyses the 'Ps' of marketing- product, price, publics, promotion, place and production.

Conducting market research- to focus on a specific problem with the objectives and providing information regarding customer behaviour in response to a product. It should always be kept in mind that in a service organization like that of a library the view of the users are very important while starting a service.

Implementing an action plan- this action plan provides direction and instruction to reach the goals, pointing all activities of marketing towards reaching the planned results.

Conducting evaluation- evaluation measures the effectiveness of the integrated strategic planning process. It is the process of asking question about the performance and behaviour before, during and after the process of marketing.

As stated above, the important way to know if a marketing plan has been successful is to evaluate it periodically. Marketing plans have a natural life cycle, new methods and new media. New challenges will continually present themselves and the library will outgrow the plan created. Therefore, creating and nurturing a marketing plan is an ongoing task.

From the information received as well as through personal survey the following facts came to light, which is similar to all the surveyed libraries of the region. Primary among them are financial problem, lack of professional staff, lack of work culture, little knowledge on the concept of library marketing, indifferent attitude of the authority, traditional method, low percentage of users and accessibility.

In order to do away with the problems faced by the libraries such as finances, lack of professional staff, indifferent attitude of the authority, proper planning is necessary.

Some of the essentials that are necessary for the libraries of the region are given below-

1) Community Survey or Customer Research

It is important for the information centres to conduct community surveys to understand the changes in their compositions, future trends and development, psychology, attitude and culture.

North East India is a region occupied by various communities having their own culture and customs unknown to the outside world. The LICs attached to the

Universities, Tribal research centres and Social Sciences can conduct tours and assign field works to students especially under them and have a first hand information on the community. This will facilitate these centres to plan and develop necessary strategies to create demand for information.

2) Innovation

In this fast changing society, the customer's psychology is always slanted towards something new. They always seek the latest and the most effective service. Therefore every service needs to be modified and updated to create demand.

There are certain innovative services and one such is the community information service that works as a strategy for marketing the library and information services. In this regard the special libraries of the region should depute staff to assist the rural libraries to inform the people on health and agriculture. Unless conventions are broken and innovations are infused, marketing of information would be a Herculean task.

3) Publicity and Public Relations

Publicity is one way of letting the public know something about the product and hopefully generate interest in them. It begins by listing where and how the users can be reached and where they are likely to spend their leisure time. The beauty of publicity is that it is a form of free advertising for marketing the products more efficiently.

In North East India, the use of radio, television and cable television network has gained momentum through which the libraries can place advertisement of their services. Another way is through newspapers, seminars and book fairs. Beside this, the libraries can target the information flow through the Internet where advertising in this format keep circulating in the electronic mail bag to potential customers.

4) Staff Training and Motivation

Proper training for the workers is a must as this is observed during the survey of the libraries where in-service training converts a person to face complex queries and brings out quality service. The libraries such as INFLIBNET, NASSDOC, DESIDOC, and NISCAIR are conducting training and short term courses from time to time and the authorities should provide opportunities and scope for their library personnel to under-take them, to allow them to visit other developed libraries to get an idea on their marketing concept. Further, motivation from the authorities on the staff plays a great role in moving the marketing process forward.

5) Networking

The information centres of the region should develop a network forming an understanding with other information centres of their locality. This depends on the librarians and they should form co-operation for resource sharing and exchange of ideas to develop their libraries.

6) Pricing

There is a need to provide information with a price to develop its quality. Seeing its non-profit making endeavour, the information workers do not exhibit much interest in marketing the services. Decisions should be taken on the pricing factor based on the organization's marketing goal. Pricing can vary from segment to segment but the libraries should look to the utility of their services in the attainment of greater marketing penetration. This is lacking in the libraries of the region. It would further help if a price is tagged against each service.

7) Distribution (Place)

Traditionally the user is expected to seek service often by going physically to the library as such its location plays an important role. In North East India, some of the libraries are situated far off from the towns with very poor road and communication facilities. The authorities should take some measures for its users where they can reach the library without any hardship.

8) Evaluation & Analysis

It focuses on objectives, policies and personnel to see whether the service is in conformity with the guidelines formulated or not. If it is not so then steps should be taken to improve the service. This is one of the major problems faced by the staff in most of the surveyed libraries. The indifferent attitude of the authority creates a negative attitude among the staff in discharging their duties.

9) Market Research, Segmentation and Analysis

It involves the identification of the users and their needs forming the most important component in the marketing scenario. Management of their activities must first be focused by clarifying their doubts when it arises. The libraries of this region do not care to understand their needs and it is advisable that the library undertake to introduce a complaint or a suggestion box for rectifying their shortfalls where their views are important. As long as they are satisfied and utilizing the services marketing of services will be enhanced.

10) Planning and Development of New Products & Services

This usually takes place after market analysis, customer research and analysis of the resources. New services are not always introduced but the old ones are repackaged and promoted in such a way that it acts as a support for other service. In the course of the survey, library service is still at the conventional state and

help should be taken from other developed library and information centres like NISCAIR and IISc to gain an idea on their services.

11) Man Power Requirement

When a service is considered for marketing various aspects such as existing staff, their nature and qualification are most important. The management should provide the required facilities to give out quality service. It is observed in most of the libraries of the region, that due to lack of adequate manpower and qualified staff, library service has gone down considerably.

12) Role of the Librarian

The demand of the users in the context of information explosion is highly specialized therefore there should be adequate arrangement and facilities in the libraries. The librarian should go beyond the conventional method and seek the help of IT and the expertise needed for the purpose.

The librarian should be highly qualified and well versed in all aspects of library and information works. He should be a person with proper aptitude and motivation for library work. As a whole, he should constitute excellent public relations with the users.

13) Total Quality Management (TQM)

It is a customer-need management process aiming at achieving customer satisfaction with regard to quality, price and service. TQM in library service requires a change of attitude in their style of work to develop an efficient system to satisfy all categories of users. It should also be seen that when the people involved in charging and discharging the services are satisfied, they give out satisfactory service.

14) Users Forum

User studies are starting to be recognized as an important part of the information package. Information providers need to be aware of their user's requirements to provide better service. In some libraries of the region users need and demands are taken very seriously.

For better functioning of a library it is important to have a library user's forum consisting of both the teachers and the students to assist the library staff. It is pertinent to add that the NICMAP identifies the subject and interest of its members and sends bibliographies related to their topics and on many occasions, on receipt of such copies the members have asked for photocopies of the articles leading to maximum utilization of resources.

15) Budget Provision

Finance plays a very important role in developing a library collection. A need-based collection depends on a well-planned allocation of financial resources. During the course of study, some of the libraries do not have a separate budget allocation and in others, the librarians do not have a say on its allocation as the authorities take all decisions. From the budget, most of the amount is utilized for other purpose leaving a few for books and journals. This is the case with most of the special libraries of the region. It would be better if the library committees take interest in the budget provision of IIT library here.

16) Open Access

The factors that keep the users happy are responsiveness and easy of access. It is better to use open shelves and allow the readers full access into the resources to identify the books of their choice. It is observed that open access is found in few libraries. It is also surprising that the library personnel lack basic idea on the use of the particular source and their presence, this has led to lack of quality service. It is advisable that with open access, placement of guides and formulation of a

system for easy retrieval, not only the users but also the staff will benefit in terms of service.

17) Physical Facilities

Apart from books, staff and building, the physical facilities of the library can play a major role in its utilization. Bad lighting with uncomfortable furniture puts a negative view. During the study the libraries lack its minimum basic standard. The stack rooms have poor ventilation system with inferior quality furniture. The librarian should take steps to visit other developed libraries outside the region such as the American Information Centre to gain more knowledge.

18) Library Extension

Most of the users are unaware of the collection in the libraries. Display of new books will enable the library users to catch on new trends. They can familiarize themselves with the latest development in their field of study. Suggestion of the users will be helpful in the smooth functioning of the library but this depends on the efficiency of the librarian.

To attract the users, Alerting and Bulletin Board services can be started in the respective libraries and publication of brochures along with the services will help. NISCAIR has set an example in this regard.

Apart from the above, the opening and closing hours of the library plays an active part in marketing because if the hours are not matching with the users it creates a problem. The arrangement of books and other reading materials, its classification system along with the cataloguing part reflects the image of the library. These things should assist the users to know on the availability of the resource and its easy retrieval.

5.4 Conclusion

The main objective of the libraries is to provide quality service in order to encourage maximum use of the resources. Different marketing concepts provide libraries with tools for collecting and analyzing data about information needs of the customers. This helps the library in designing and developing appropriate services.

The library and information centres invest a huge amount on its collection and storage of information, which remain un-utilized resulting in wastage of money, time and energy. The librarians can solve this problem of under-utilization of resources and services by developing a strategic plan for marketing.

A marketing plan is useful for identifying the action necessary to be taken by the libraries to promote itself and its services. A written plan is an important component of the libraries and its effort is to realize the goals. It is a tool to ensure that the library services are viewed in a focused and clear way. It is useful to help the libraries adept to change rather they are meant to give the library direction and to be periodically evaluated and updated based on its goals. A decision to develop a strategic plan is an invitation to re-examine the basic library's existence.

Planning has been developed mostly at the industrial sector but no such planning is seen for the libraries. This is one of the reasons why library service especially in NE India has taken a back seat. The rich culture of this region is stored at various libraries unknown to the outside world. The need of this hour is through proper planning.

Planning should be a solid one with the eye on the future. Lacuna may be there but attention should be created to overcome these obstacles.

CHAPTER 6

Conclusion

6.1 Summary

Information plays very important role in transformation of a society and it is everyone's business to keep collecting information daily, organizing and processing it in such a way that it would be easy to store and retrieve the required information whenever it is needed. Individual stores much of the required information in their minds or retain them in their personal diaries or computers. The organizations on the other hand, maintain that information generated and acquired by them are stored in files either as hard or soft copies. While both individuals and organizations generate and organize a large number of information, which are communicated to others for mutual benefit, it should be kept in mind that communication of information is as much important as generation of information.

With the development of process of information generation and information technology, the social system is undergoing a vast change that has clearly divided the society into two groups:-developed and developing. Because of unequal distribution of information the information rich are materially rich and information poor are materially poor.

Information is expensive because sophisticated gadgets of modern technology are used in extending proper services to the users to provide information pinpointedly, judiciously and exhaustively and the users should know that developed countries which are spending huge amount of resources on new researches cannot afford to provide information free of cost.

As the research institutions in India and other developing countries are to procure information on payment they in turn can pass on such information to other bigger or smaller units on payment only.

The study has been made taking into account these relevant areas systematically. Accordingly the objectives were identified and the results are found as follows.

Objective: 1 Studying the existing library services and to identify the areas where library marketing can be introduced

To introduce library marketing, services like CAS and SDI, translation service, bibliographic service, DDS, document procurement and supply service, E-journal service, alerting service, clipping service and current contents have a great marketing value.

Of the different services extended by the libraries studied, all libraries other than reference libraries are extending circulation service. More than 82% libraries provide reference service to the users. On further study it is observed that Xeroxing service is provided by 79.5% LICs. It is an important support service in the libraries of the region.

To gain a better understanding on the service Table 5.5 lists the services provided by the libraries studied. It is observe that 53.9% libraries are providing referral service and CAS and SDI services. A total of only 43.6% is practicing bibliographic services. Other libraries should introduce this service as it assists the users to know the various reading materials published in their field of work. Inter library loan is taking a back seat as it covers only 30.76% libraries as observed in Table5.5.

Table 5.5 further brings to light the poor communication facilities. Internet service covers only18%, which is very negligible. This resulted in poor interlinking

services like CD ROM service comprising 7.7%. Database Search service is more or less absent with 5.1%. Introducing library marketing can cover all such services.

The libraries can also extend translation services in its marketing arena as the people in and outside the region are showing keen interests to the diverse cultural background of the people. Presently 10.3% libraries are offering Translation service to the users.

Few libraries of the region viz: NIT, NEHU and NERIST have introduced library marketing, though in a limited way. These libraries have introduced specialized services for generating resources. The other libraries can follow accordingly.

Objective: 2 Studying on library staff and their professional aptitude towards library marketing

In spite of having very rich collection with rare and valuable documents, users' turnout is poor. There are number of reasons for this poor turn out. One important reason is librarian and library authorities are not marketing their services. They are not found to be familiar with contemporary approach to marketing. Library marketing needs skilled and qualified staff. For this training is essential to motivate one to discharge his duties in an efficient way.

A library is liked and visited by the users if it is made attractive, well maintained with easy retrieval process, which are the pre-requisites for introducing library marketing. If the services are efficiently provided to the satisfaction of the users there is scope for marketing them in a phased manner. Library staff are to be motivated in this process and their acceptance of library marketing in the changing environment.

Objective: 3 Studying the implication of library marketing in selected libraries of India and abroad

International Level:

After visiting different websites of international organizations extending information services, it is found that a number of such organizations have introduced library marketing. Library marketing is at various stages. The study has been limited to few of them [Table 4.1]. UNESCO is playing a great role in the establishment of library and documentation units in its member state through certain major activities. It has helped to establish model public libraries in India and other African countries through its United Nations Development Programmes (UNDP). It is also conducting seminars and workshops on library development.

Of the different services of IFLA promotion of international understanding, cooperation, promotion of continuation education of library personnel to develop, promote and maintain guidelines for exchange of bibliographic data, preservation and conservation of library materials are included.

INIS and AGRIS have got its fair share of activities towards library development through its Publication service. The INIS ATOM index is worth its value. AGRIS publishes its monthly AGRINDEX providing SDI service: current and retrospective. It is also found that various libraries market their service with varying charges. For example, the National Library of Medicine (NLM) has pioneered the first large-scale computer based system for biomedical references, storage and retrieval with the development of MEDLARS, which is a computerized bibliographic service and is marketed.

National Level:

In India, at the national level, numbers of organizations are introducing library marketing in their day-to-day services. As in the case of organizations at

international level, organizations at national level are also visited through their websites besides visiting physically to some of them. Questionnaires were also distributed for collecting necessary data [Chapter1 point 1.4 and Table 4.6]

At the National level different Libraries and Information Centres (LICs) are providing developed library services like document delivery service, patent information service, translation service, training and consultancy service, xeroxing service, abstracting and indexing service etc. the National Chemical Laboratory (NCL) is an Inspection Centre for Indian Patents and as such its patent information service is very highly developed. The document copy and supply service of the same centre is another example of quality service. Other important services extended are translation service and access to international database where it has established links with database vendors for deriving information and it is found to be very useful.

The DDS of IISc is an important service for the users. It has also introduced Content Pages in Science and Technology (COPSAT) for its specialized users. Access to Literature in Physical Sciences (ACLIPS) is a specialty of National Physical Laboratory (NPL).

If we observe, NISCAIR has marketed their services bringing profits for the users and the institution. NICTAS on the other hand has marketed its specialized product in the form of Terry Towels for a fee.

In the field of machine tools, NICMAP's Computerized Metalworking database is worthy of its value.

North East India:

Modern library service is developing in the North East India though its growth is limited and slow. The region possesses good repositories of valuable documents related to economics, social and political aspects. It is providing information on culture and social identities, folklore and folk literature and natural resources.

These documents are preserved in different LICs in various forms: manuscripts, paper and electronic. The users who visit the libraries are mostly served in conventional way. There is a need to modernize them and introduce additional services. It is a matter of satisfaction that some of the LICs have introduced specialized services. For example NERIST has introduced alerting service, book bank service and Content Abstract Photocopy Service (CAPS). NIT has introduced Standard information in CDs.

NEHU library has introduced Document Delivery Service (DDS) and E-Query Service. Gauhati University has started Selective Dissemination of Information (SDI), bibliographic service, Full Text Journal Service (FTJS), Journal List Service (JLS) and Recent Book Service (RBS) for the users.

In other libraries of the region, services like abstracting and indexing, internet and web-browsing, CAS and SDI, JLS, FTJS, translation service, and reference service have come under the purview of marketing and it is a good sign that these services are being marketed by few LICs of the region.

The AAU and OKDISCD have introduced fee for abstracting and indexing service, and both IIE and Jyotichitaban libraries have proposed to introduce fees shortly [Chapter 5.2]

Gauhati University has already started marketing of internet and web-browsing, which is also practiced at AAU and GMC. Other services like CAS, an SDI, xeroxing and translation service are marketed in most libraries of the region.

Objective: 4 Plan for Introduction of library marketing in NE India

As regard to planning of library marketing in the libraries of the region, a full proof plan is a must and this will depend on the individual library as it involves the infra structure, geographical location, professional staff, collection of resources, sound finance and most important the positive attitude of the authorities

towards the library. To assist the libraries in the planning process the recommendations put forward in Chapter 5 will be of much help.

6.2 Testing the hypotheses

Hypothesis 1: Library marketing in the library and information centres of North East India is at the bottom level.

Modern library service is developing in this part of the region. Some of the libraries have introduced specialized services. For example NERIST has introduced alerting service, book bank service and CAPS service. NIT on the other hand has introduced standard information in CDs. NEHU library has introduced DDS and E-Query service. Gauhati University library has started SDL, CAS, bibliographic service, Full Text Journal Service, Journal List Service and Recent Book Service.

The survey further revealed that Assam Agriculture University and OKDISCD library has introduced abstracting and indexing service. This service is proposed at Jyotichitraban and IIE libraries. There is scope to introduce some more services for marketing.

In spite of having quite a good number of libraries in this region most of the libraries have not introduced marketing of their services and no attempt is made to introduce it in the near future. Thus we can say that library marketing in the libraries of North East India is at the bottom level. Hence, this hypothesis is found to be true.

Hypothesis 2: Library staff and the library users are not acquainted with the scope and limitation of library marketing.

It is observed in most of the libraries that there is lack of professional staff. These non-professional staff should be imparted in-service training and made to visit other libraries outside the region to gain some ideas on how the other libraries are functioning and coping with the concept of library marketing. Library marketing has been introduced in some of the libraries of the region and the users are utilizing the services by paying a fee. But no thought has been given to market the services fully. Hence, in the case of library staff, they are found to be acquainted with library marketing and the hypothesis is wrong. While in the case of user community, they are not at all aware of the concept. Hence the proposal is true.

Hypothesis 3: Introduction of library marketing in the LICs of the region will enhance the quality of library service standard.

All organization in the information industry whether they are in the public or private sector need to form new strategic alliances, identify new market segments, evolve new products and in general, manage changing relationship with the users. If the libraries are to survive they need to be confident about their mission and be alert to technological, economical and social factors that are reshaping the context in which they seek to serve the users. In such an environment, the library and information centres need to employ marketing concepts and tactics. Those libraries that enhance these concepts will have maximum utilization of resources

and finances and with this; definitely the quality of service will develop. Hence this hypothesis is found to be true.

6.3 Recommendations

On the basis of the study made here covering different areas of LICs; their working, services and other related areas the following recommendations are put forward:

i) Varieties of *Training* at different levels of the organization help in developing one's skills and abilities. It brings creativity and innovative potential, which is lacking among the library staff of the region. If it is provided it will yield better results and improve the customer's service. It will be better if the library authority take steps to provide in-service training for their library staff.

ii) Modern libraries have a wide variety of quality books and non-book materials to serve the users in many ways as possible. The libraries are spending large amount of resources for its *Collection*. On survey it is seen that the collection in some of the libraries are all text book oriented with no or little collection on reference books, current journals, magazines, biographies and their likes.

In this regard not only the views of the faculty members but also that of the users should be taken into consideration. This will not only make the collection rich but will also help in maximum utilization of resources.

iii) *Automation* of library service is important as it provides technologies that are both of the time and affordable to use. It resulted in moving the library and information centres into the computer age, which is followed by software for easy retrieval. Automation serves as a technical tool for library classification, cataloguing, and construction of indexes, abstracts and thesaurus along with translations.

During my survey, I have observed that most of the libraries in this area are not automated or in its initial stage. The library automation project should be practiced so that the users are properly benefited with the library establishment. There are a number of approaches to be considered like software and hardware selection. The expert committee of an individual library will work into areas to be automated and the cost involved with the librarian as a convener.

iv) It is found to be very much helpful in using library resources in an optimum way by its users. The libraries have not properly introduced *User Education* programme due to which the resources are under-utilized. Attempts should be made by each library to conduct user education programme to aware the users about the resources available and the services extended to them.

v) Various products and services help in maximum utilization of library resources and generation of revenue. The information centres of this region appear to be heavily oriented in providing only one or few information product and service irrespective of their targeted markets.

In almost all the case, this product is the Xeroxing of documents. Some other services like E-query, database searching, CD-ROM service, CAS, SDI has been introduced but the pace is slow. It would be better if the libraries take steps to introduce some *More Services* like Translation service, Bibliographic service, Alerting service, Abstracting and Indexing service, Document Delivery Service, Current Contents and Bulletin Board service as there is more scope for such services here.

vi) Enormous resources and archives held by the libraries along with the speed of technology helps to deliver quality service and encourage in making products that are to be priced. As marketing creates and increase demand for information, the image of the information centres and status of the information providers improves.

In this region it is not so, the concept of *Library Marketing* is at the bottom level and most of them do not know that they have to market their services and as a

result their way of function and service has taken a back seat. Therefore, for elevation of the image of the information centres and the profession it is better to introduce the concept of library marketing for all the libraries.

vii) Apart from providing information sources, the libraries should also act as a *Counseling Centre* to help the users. This service is very much felt among the student community who are in need of guidance. The use of Bulletin service to highlight the competition examinations and job opportunities will increase the percentage of the users.

viii) In the North East, there is no proper information networking system among the information centres. Bibliographies prepared on socio-economic, cultural, ethnographic and natural resources have a marketing value. The users will be benefited if *Proper Information Network System* is developed in this region.

ix) *Translation Service* can establish commercial link between the users and the libraries, as language barrier is still prevalent among different ethnic groups of this region. The library and information centres can take a decision to open translation units and translation course to interested person to prepare them for translation work.

x) The manuscripts and archival repositories can publish their valuable and rare materials for sale. The latest versatile socio-political condition of the North-East can be made *Business Oriented* by generation of information services.

xi) Timely and proper *Evaluation of Services* is a must. Feed back from users regarding library service and the attitude of the staff towards them will help to a greater extent.

xii) Process of marketing cannot be completed until there is awareness. There is a need to conserve time and energy of information professionals who wish to market their services and products. They should be *Encouraged and Supported* for placement of new ideas and thoughts.

xiii) As Internet is growing at an astronomical pace, *Indexing Service* will be helpful to the users in their search for information. The libraries could do better to help in finding information for a fee.

xiv) Wide publicity of products and services can be given through various methods. The library and information centres can *advertise* their service. The help of cable television, radio, exhibitions, annual reports, library brochure, posters and special displays can be arranged to inform the public.

6.4 Conclusion

Marketing is concerned with communicating to others what you are about, and using their response to that message; to evolve what you are and what you do. It is so because an organization is involved in numerous services enacted through different individuals. Marketing helps to indicate the steps to be taken for generating resources by the libraries. On the other hand it implies the maximum utilization of resources.

In this context, the users should utilize the resources properly and extensively. Libraries should introduce its marketing concept irrespective of its category. This will certainly enhance the standard and quality of service. Some libraries like NICTAS, NCL, IIM, IISc, NISCAIR, and INFLIBNET have introduced library marketing and some of them are found to be self sufficient in their continued service. The libraries of North-East India that have been studied have sufficient scope to develop self-sufficiency for extending satisfactory library services as per present needs.

6.5 Scope for further research:

The present study is made on the '*Prospects of Library Marketing in North East India: a study*'. Now the proposal has to be implemented in letter and spirit. The study should be continued further to observe and judge the strength and weakness of the implementation. It should be a continuous process where rectification should be made whenever situation demands, so that libraries of to-day can develop further in mobilizing their resources for better services and optimum use. Despite the various approaches (ie questionnaires, survey and personal interviews through phones and websites) this study has taken towards the topic, there is still plenty of scope for further study. Marketing of library products and services in North East India is an area that needs to be given sufficient heed for furthering the scope of generation of resources and optimum utilization.

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Appendix-I

Questionnaire:- Librarians

Prospects of Library Marketing in North-East India: a study

Questionnaire

[To be filled up by the Librarian]

[Please put a tick () mark wherever applicable]

A. GENERAL

1. Name of the Library
2. Address of the Library
3. Year of establishment.
4. Total area of the library building
5. Type of Library:

(i) Special

State Government	
Central Government	
Government Undertaking	
Autonomous	

(ii) Academic

University	
College	

(iii)

Public	
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B. LIBRARY STAFF

6. Total Library Staff

Designation	Qualification	Date of Joining	Scale of Pay	Job Description
Librarian				
Dy. Librarian				
Asst. Librarian				
Other library Professional Staff				
Non- Professional Staff				

C. LIBRARY USERS

7. Category of Users (in numbers or %)

According to Profession	Numbers	%
Students		
Research Scholars		
Faculty Members		
Administrators		
Employees		
Entrepreneurs/ Businessman		
Others		

8. Library users visiting the library (approximately in numbers or %)

Frequency of visit	Numbers	%
Regular		
Almost Regular		
Irregular		
Sometimes		
Rarely		

9. Purpose of visiting the Library (approximately in numbers or %)

Purpose(s) of visit	Numbers	%
Issue/ Return of Books		
To read Newspaper		
Recreation		
Serious Study		
Research Purpose		
Any others		

D. SOURCES (S) OF FUND

10. Please mention the major source(s) of fund (in numbers or %)

Sources (s)	Numbers	%
State Government		
Central Government		
Public Donation		
NGO		
From service rendered		
Other Sources		

11. Library expenditure for last five financial years (in numbers or %)

Year	Staff Salary	Books & Journals	Others	Total
2002/03				
2003/04				
2004/05				
2005/06				
2006/07				
2007/08				

E. LIBRARY COLLECTION

12. Library Collection: category wise

Category	Numbers
Books	
Manuscripts	
Journals/Periodicals	
Rare Collection	
Reports	
Reference Collection	
Seminar Papers	
Bound Volumes	
Biographies	
Encyclopaedias	
Dictionaries	
Newspapers	
E-journals	
CD-ROM	
Other Collections	

F. TECHNICAL OPERATION

13. Is your Library Collection CLASSIFIED? Yes/No
 If yes, kindly mention the **SCHEME** you are following

Colon DDC UDC Any other

14. Is your Library Collection CATALOGUED? Yes/No
 If yes, kindly mention the **CODE** you are following

CCC AACR I AACR II Any other

G. FOR LIBRARIAN

15. To what extent you are able to satisfy the user's need

Maximum	
Average	
Minimum	
Cannot say	

16. Identify the constraint(s) for your inability to satisfy the users (preference wise)

- Financial () Accessibility () Work Culture ()
 Traditional Method of Retrieval () Lack of Professional Staff ()
 Indifferent attitude of the Authority () Low Percentage of Users ()
 Technical Problems () Any others ()

17. Opening Hours of the Library:

18. Kindly mention the services the library is offering

Circulation		Inter Library Loan	
Bibliographic		Photostat	
SDI		CAS	
Referral		Reference	
Consultation		Database Searching	
Internet Searching		Any Other	

19. Are you aware that Library Marketing is practiced in some of the Libraries at National/ International levels? Yes/No

20. Do you suggest for introducing 'Service on Payment' system in your library? Yes/No

If yes, kindly indicate the amount charged for extension of the services

Sl.No.	Sources of Revenue	Amount	
		Existing	Proposed
1	Membership (Regular)		
2	Special/ Short term members Period-		
3	Photostat per page		
4	Abstracting/Indexing		
5	Translation per article		
6	Reference service		
7	Internet browsing		
8	Email/hour		
9	Printing/paper		
10	Floppy/piece		
11	Fax		
12	SDI		
13	CAS		
14	Referral Service		
15	Bibliographic Service		
16	Full Text Journal Service (FTJS)		
17	Journal List Service (JLS)		
18	Recent Book Service (RBS)		
19	Consultation Service		
20	Database Service		
21	Document Delivery Service		
22	Other Services offered:		

21. After '**Service on Payment**' do you think there is any change with the Library Staff and the Users in regard to the service and their aptitude towards the library?

Give your comment.

Date:

Signature

(NB: Information provided will be used for Research Purpose only)

Please return the filled in form to:

Kishore Kumar Sarmah

Librarian

**Nowgong Girls' College
PO: Haibargaon (Nagaon)
Assam: Pin: 782002**

[Contact No. 9864240354]

Appendix-II

Questionnaire:- Users

Prospects of Library Marketing in North-East India: a study

Questionnaire

[To be filled up by the Users]

[Please put a tick () mark wherever applicable]

A. GENERAL

1. Name of the Library
2. Address of the Library
3. Type of Library:

(i) Special

State Government	
Central Government	
Government Undertaking	
Autonomous	

(ii) Academic

University	
College	

(iii)

Public	
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B. LIBRARY USERS

4 Category of Users

According to Profession	Type
Students	
Faculty Members	
Research Scholars	
Trainee	
Administrators	
Employees	
Others	

5 Library users visiting the library (approximately in numbers or %)

Frequency of visit	Numbers	%
Regular		
Almost Regular		
Irregular		
Sometimes		
Rarely		

6 Purpose of visiting the Library (approximately in numbers or %)

Purpose(s) of visit	Numbers	%
Issue/ Return of Books		
To read Newspaper		
Recreation		
Serious Study		
Research Purpose		
Any others		

7 How will you rate on the attitude of the Library Staff?

Good	
Fair	
Poor	
No Comments	

8. Do you think it is fair to charge a *fee* for the service rendered? Yes/No

9. Are you ready to avail Library service on '*Payment basis*' in order to get better service within a short time Yes/No

10. Do you think that on payment of service rendered there is improvement on the working of the staff and their services?
Give your comment

Date:

Signature

(NB: Information provided will be used for Research Purpose only)

Please return the filled in form to:

Kishore Kumar Sarmah

Librarian

**Nowgong Girls' College
PO: Haibargaon (Nagaon)
Assam: Pin: 782002**

[Contact No. 9864240354]

Appendix-III

Collection of Documents in the LICs of National Level (last part of 2008)

Sl. No.	Name of the Organization	Total
1	IISc, B	491558
2	NPL	129534
3	NICTAS	40200
4	CLRI	39150
5	CFTRI	159516
6	CDRI	83500
7	NISCAIR [Formerly INSDOC & NISCOM]	154520
8	AIRC	15162
9	BCL	Above 4 lacs
10	DESIDOC	180800
11	NASSDOC	33000
12	SENDOC	26000
13	IIM, B	139417
14	NISTADS	8500
15	INFLIBNET	78020

(Source: websites & survey)

Appendix-IV

Collection of Documents in the LICs of NE India (last part of 2008)

Sl. No.	Name of the Organization	Total
1	TES	34070
2	DHAS	23100
3	AT	2012
4	GU	344552
5	AY	2184
6	AEC	61330
7	NEIST [Formerly RRL]	71309
8	ASC	91360
9	GMC	25220
10	DU	184796
11	NIT	87896
12	AAU	114747
13	NEHU	2.3 lacs
14	IASST	10285
15	AIRTSC	8230
16	NIPCCD	10000
17	GULC	7294
18	MU	1.2 lacs
19	IIBM	36700
20	IIHT	3239
21	NIRD-NERC	9600
22	NERIST	41205
23	RGU	35311
24	TU	58845
25	TRU	52670
26	IIRF	7110
27	NERIWALM	4565
28	OKDISCD	12343
29	DDK	2294
30	AU	79985
31	IIE	19816
32	IIT,G	111400
33	NU	53367
34	ICHR-NERC	7215
35	VKIC	163
36	JFTI	380 with 99 films
37	LGBRIMH	4734
38	MZU	39723
39	ASN	2867

(Source: Survey based)