Marketing of Library Services offered by the Navrachana University Library.

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Abstract

A concept of marketing itself is shifting and has diverse significance from dissimilar famous persons. The conception of Marketing/promotion is extensively valid in library and information surroundings. Currently, marketing is entire organization thought which involves years of constant performance. Marketing of library services is the efficient implementation of all the deeds involved in attractive fulfillment of users by as long as utmost value of them. It is a totality resolution for libraries. There have been massive developments in marketing of libraries in India. The present research paper aims to explore the marketing and promotional activities for library services of Navrachana University Library, Vadodara in the state of Gujarat along with different tools, techniques and media included.

Keywords: Navrachana University, University Library, Marketing, Library services, webpage, Web portal

Introduction:
In modern era, marketing of library and information services has become an essential element of the library and information service society of most universities in developed nations. The challenges of financial cut, information explosion, increasing expenditure, struggle from database producers/vendors and complexity in user information requirements, wants and needs are forcing libraries to adopt marketing strategies to improve the management of library and information centres. Marketing library service is a conventional part of management practices which identifies user’s requirements and wants and meets those needs within the resources of the institute.

Marketing in libraries was given a key advancement with the beginning of the marketing concept in non-profit organization by Philip Kotler in 1970. Since then, there has been a steady growth in the literature of marketing library and information services. Libraries in developed globe are progressively more approachable of the want to market their products and services. The requirements for marketing as a result, cannot be exaggerate. Furthermore, marketing of library and information products and services have been given a main advancement in ICT, particularly with the arrival of social networking media and web portal/sites. Therefore it is no surprise that more and more university libraries also in India are implementation social networking sites as a tool to promote and market library resources and services.

Libraries are playing vital role to market their information services for the benefit for their users to use new technologies, to anticipate the trends. Libraries and information centers have become profit making organizations due to new technological storage, processing, retrieval & services. Instead of the user’s approaching for information services in the libraries or information centers, the information must reach the user’s place of work, whether it is a classroom, the research laboratory, the home or any other place of activity in any field of life. Marketing is an integral part of library service, because it has to do with basic principles of librarianship i.e. to develop good collection and user-oriented services. Marketing aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate and services.
What is marketing

As explained by Kotler (1996) “Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants. It is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational objectives”.

Similarly Stanton has opined, “Marketing is a total system of interacting business activities to plan, price, promote and distribute want satisfying products and services, and present to potential customers.”

Objectives of the Study

The purpose of this paper is to describe the marketing initiatives taken by NUV Library to promote collection and services to their clientele. It specifically aims to examine NUV library web sites/portal and identify/examine the marketing and promotional activities through NUV Web portal.

- To identify a variety of types of methods for marketing of NUV Library services.
- To find effective importance of a variety of promotional tricks accepted by NUV library for marketing of Library and Information Services.
- To evaluate the gap between customer expectation and perception of the service;
- To examine the resources and facilities of the NUV library in relation to marketing;
- To identify the various tools, techniques and media included in the promotional and marketing activities of the library services.

Needs of Library Information Service (LIS) Marketing

- The challenge of existence self-sustained and optimization of advantages are mutual to academic library attached to institutions and special library.
- The expertise of libraries to encourage their information products and service area to users successfully by cultivating accessible services, emerging and modern new services, appropriate finding of information products like books, journals, conference proceedings, project reports etc. make it convenient to all users.
- Libraries are formed for the users, as they are important of all library activities. To be familiar with their needs, service necessities libraries essential to use promotion methods to accomplish the stages of uppermost user satisfaction with minimal financial desires.
- The expenditure of all the resources like print, e-resources, equipped expenses, facilities are ever-increasing gradually, to improve these expenses to a few amount libraries can spread out their services to the other clients/users. This is simply probable once concerning successful promotional policies.
- It would increase the visibility of library and information centres;
- It would improve the quality of library services.
- It would ensure economic use of major library resources as well as management of the library affairs more effectively;
- It would help to establish the value of information.
- Larger use of the library by the users
- It would help the academic library management to gain support and commitment of the parent body; as well as get ideas about what to offer in the library.
- Generation of revenue for the implementation of more services without any extra burden to the parent organisation OR Management of the university..
Marketing of Library Services in University

Marketing of Library Services in University Library is crucial because of:

- Marketing for use of library and information products and resources;
- Maximize the use of available resources and services.
- To increase the image and importance of the libraries and library professionals.
- To cope up with the changing information and communication technology environment;
- To recall the importance of library and information centres.

Library and Information services in NUV Library

NUV Library offered number of services for its user community like Central Library System, Journal Section, Reading Facilities, Current Awareness Services, User Education Programs, Library Orientation, Inter Library Loan, Stacks Section, Curricular Section, Bound Journal Section, E-resources access section, OPAC and WEBOPAC, Selective Disseminate Services, Information Literacy, Reprography. For any library it is necessary that how to aware their users about the services offered by the library and at the same time NUV library made very great efforts in terms of marketing of their services through its web portal of NUV Library and social networking platform like Facebook.

NUV Library promote/Market their services through various platforms like...

Orientation Program: NUV Library throughout the year provide orientation program with PPT presentation along with hands on practical session for various access to OPAC, Database e-journals, access to IDR of NUV as well as other e-resources offered by the NUV Library and resource arrangement guidance.

Electronics Media

- **Social Networking Platform**: NUV Library has its own Facebook account/page, NUV library provides information related to library services like new arrival of books with image and new received journal content page etc. through this social networking platform.
- **Email**: Library provides various email alert as well as services like circulation alert, TOC of journals and the other related areas of library operations and services.
- **Web Portal**: NUV Library developed the web portal, through this NUV library share the information about various library services and activities for the benefits of the user community. NUV Library offers various types of services to their users. Through this web portal NUV Library also aware the access to other important websites related to the library.

Print Media: NUV Library updates their various promotional activities and any new or additional services or activities as and when initiated all the information or news updated by local/regional newspaper reporters.
Content page of the portal design first home page display of NUV library the general information about Navrachna University and about NUV Library. This page make promotion not only library but market their parent organisation too.

NUV Library is fully Automated library with SOUL2.0 Library Management software developed by INFLIBNET along with latest RFID technology implementation and Online Public Access Catalogue (OPAC). The searchable digital catalogue of library holdings is available on the at: 27.109.7.66/Webopac/home.html or can search through library web portal. In the WEBOPAC, users can search their demanded information and bibliographic details of the resources available at NUV Library. User can also recommend their required resources which is not available in the library.
The above figure shows that NUV Library provides current available and procured books detail. School wise new arrival list of books display on the web portal and through this, users get motivation for reading books on their interested area.

This is advance awareness and promotional service which provided by NUV library for alert to their users regarding new received periodical/Journals with link of content page. This called TOC service.
NUV Library has good numbers of physical/Print resources like Books, Journals, Magazines, Thesis, Project reports, Standards, Patents and many more included in the collection and same information display on the web portal of the NUV Library with list where required for the awareness of NUV library users.

**Figure No.6 E-resources Collection**

**Searchable full text e-journals and databases**: NUV Library provides the access to searchable full text of DELNET InfoTrac management collection of e-journals and Law databases through the Manupattra. The same link provided direct through web portal for access to the e-resources.
NUV Library provides the information about the resources and services privileges. It also provides details rules and the guideline through web portal for the information to the user's community.

**Figure No.8 Library Services**

NUV Library offered number of services for its user community like. Central Library System, Journal Section, Reading Facilities, Current Awareness Services, User Education Programs, Library Orientation, Inter Library Loan, Stacks Section, Curricular Section, Bound Journal Section, E-resources access section, OPAC and WEBOPAC, Selective Disseminate Services, Information Literacy, Reprography.
NUV Library is not only provide services limited to their own collection of resources but it has provided privileges to use other libraries through institutional membership and corporate membership, i.e. Smt. Hansa Mehta Library, CEPT library and DELNET Membership for the benefits of the users community of NUV Library.

Figure No. 10 NUV Institutional Digital Repository

NUV library also developed the IDR (Institutional Digital Repository) with the DSpace OSS platform for digital access and preservation, in which library provides good number of and various types of resources. i.e. Faculty publications, School wise resources, NUV conference proceeding, NUV in media, NUV Videos, Students projects and Dissertations and Thesis.
Through the Facebook, NUV Library aware their users for current services & resources and other related news of NUV.

Conclusion:
There is a growing need for understanding and employing marketing in libraries and information services throughout the world. Libraries are being driven to explore the possibilities of cost recouping and profit potentials for their survival. Libraries must change according to changing marketing condition. Libraries need to achieve an imaginative design of services and resources, and develop communication methods and a feedback mechanism to improve service. In view of the significant role of marketing, library and information services play in creating awareness in library services. LIS professional put in more efforts in the part of marketing and promotional activities of their resources and services through advertisement, exhibitions displays and publicity. Therefore, the marketing policy of the university libraries needs careful planning, structuring, execution and evaluation with regular review. Libraries are growing organization where resources, manpower and ICT tools and techniques increasing day by day so marketing strategies / tools must need to promote library services among the users as well as their organizational development.
References:


