Marketing Of Academic Libraries In Mumbai: A Study

Jitendra Ahirwar[1] , Dr Sarita Verma [2]

[1, 2] Maharani Laxmibai Goverment College of Excellence,
Jiwaji University, Gwalior MP

Abstract- Higher education institutional libraries have acted as a pivot for research and development in the educational arena. The academic libraries fulcrum has supported new researches have been supported by libraries and resource centres by providing the material required for research. The teaching and learning have also been supported by the academic libraries. The ICT developments have enhanced there capacity and reach. To harness this enhanced capacity the need for marketing of academic libraries has been felt.

Keywords- research support, outreach activities, clientele, academic libraries,

I. INTRODUCTION

Libraries are just not physical spaces but they have developed into hybrid and virtual spaces. This is with respect to developments in ICT and development of e-content. The electronic arena has brought information at the finger tips of the clientele in library. The approach towards clientele was much different in the earlier times and present developments have eliminated those approaches. The outreach methods for reaching the clientele have changed. Professional approach in marketing of library and information science products and services has to develop. The day to functioning also embraces the professional approaches to clientele outreach which can help the parent institution.

Finances: The resources and services provided by the academic libraries incur cost. But the funds allotted to the library are limited. For the return of investment the libraries need to carry out the outreach programs.

Various outreach activities need to be performed to bring the right clientele and resource in right time so the utilization for the available and subscribed resources can be brought to a level it doesn't go waste and the return of investment is proportional. In an academic set up the return of investment is the maximum utilization of resources. For achieving this maximum utilization marketing outreach activities and events need to be conducted. These can enhance the communication link between the clientele and the products and services available.

The outreach marketing of any library is the way for establishing contact between the clientele and the resources available. The outreach helps in answering of any doubts in the clientele mind with respect to utilization of library.

Objectives of the study:

- Develop outreach strategies for marketing of library and information science products and services.
- To look into the tools and techniques which are applied for marketing outreach.
- The purpose of library visit by the clientele.
- To look into the various products and services mix.

Scope and Methodology:

The study is limited to selected academic libraries in Mumbai Region. This includes government higher education Institution of repute.

II. REVIEW OF LITERATURE

(Ovaska, Kaliberg, & Koakiewiez, 2012) the study focuses on the library as a combination of products and services which are comprehensive. And all the products and services provided and available in the library are presented in the form of menu to the clientele. This menu is regularly updated. It acts a important tool for marketing in library. Also through the menu the clientele come to know the resources. The study says because of the menu the consultation of the library increased.

(Diane, 2016) The study says that the library now has to produce documentation for all the programs. The marketing documentation not only enhances the library capability by proper planning but also the clientele interest increases. The outreach documentation acts as a tool in library.

(Ekpenyong, 2003) The article is about the needs of the clientele not on the seller. The vision and mission of the parent institution of which the library is a part should also be kept in mind. Also the change in the resources from physical to digital has increased the expectations of the clientele for library without walls accessible all time

. (Vasileiou & Rowley, 2011) The author describes about the outreach activity carried out for e-books by academic libraries. As per the article empirical study had been done for this study. Tools such as information literacy, library web site, OPAC around twenty tools are described in this study. The problems faced in outreach are also discussed.

Methodology: The Data for study was collected by using questionnaire. The librarian of each institute was given questionnaire. For the purpose of data collection form user 100 questionnaire were distributed to each university clientele.

Observation: All the Academic libraries were visited for examining and investigation academic libraries under study. Also a face to face interaction with staff and clientele.

Services: The marketing of services is a concept which helps the clientele to understand the structure of the library. As the services bring with them the products offered through those services and in the process the clientele gets updated.

The study has tried to bring out the various approaches with which the clientele can be approached. Their focal point was on modern operational excellence to satisfy customer requirements. It also emphasises on communicating with library and also with the providers of service for developing cultures of service towards library clientele.

The study was done on 15 academic libraries of repute situated in the capital of Maharashtra and financial capital of India. The study included 3- state universities 1- central university 6- deemed universities and 5- autonomous institutions.

The study shows that AIILSG library page on their website shows their publications, Journals, research article

As per the study conducted on the academic libraries in Mumbai it has been noted that out of the 15 academic libraries under study 13 provide open access and two SNDT Women's University and AIILSG provides partial open access to the clientele.

Library Opening timings

All the libraries open between 8.00am to 10.00 am in the morning and IGIDR is open till 12.00am University of Mumbai and NITIE are open till 10.00pm ICT is open till 9.00pm IIPS, MNLU and JBIMS are open till 8.00pm SNDT is open till 7.00pm.

Institutions under study Year of Establishment of the Institutes

Name of Institution	Year of Establishment	Years of Existence
University of Mumbai	1857	164
ISC	1922	99
AIILSG	1926	95
ICT	1933	88
TISS	1936	85
TIFR	1945	76
SNDT Womens University	1955	66
IIPS	1956	65
CIFR	1961	60
NITIE	1965	56
JBIMS	1965	56
IGIDR	1987	34
NIIH	1988	33
IMU & LBS College	2008	13

The academic institutions under study were aged with oldest the University of Mumbai aged 164 years to the MNLU being aged 7 years since their inception.

Clientele

The clientele of the academic libraries under study include Faculty, Students, Research Scholars , Visitors and Non-Teaching staff and also Scientist as all the institutions are of higher education and research institutions as well having a notable position.

Staff

The study shows that out of 15 academic libraries 3- doesn't have a librarian namely university of Mumbai, IMU & LBS and JBIMS. The post of librarian is vacant at these three institutions and there are incharge librarians

Collection: The collection of all the institutions under study is very strong pivot on which the satisfaction of the clientele depends and collection development and enhancement as per needs of the clientele in an economically feasible way on

timely basis depends on the marketing research carried out on timely basis. This research with regards to outreach of the resources whether e-resources or Physical resources on shelf should be carried out on regular basis. This helps in collection development and knowing which are the resources which are more utilized.

Institutions	University of Mumbai	SNDT Womens University	MNLU	IMU & LBS College	IIPS	TISS	TIFR	ICT	IGIDR	CIFE	NITIE	JBIMS	AIILSG	ISC	NIHH
opening time	8.00am	9.45am	8.00am	9.30am	8.00am	9.00am	7.45am	8.30am	8.00am	10.00am	9.00am(Mon to Fri)11.00am(weekend)	8.00am	10.00am	9.00am	9.00am
closing time	10.00pm	7.00pm	8.00pm	5.30pm	8.00pm	6.00am next day	1.00pm	8.30pm	12.30pm	6.00pm	10.00pm(Mon to Fri) 7.00pm (weekend)	6.00pm	5.30pm	8.00pm	5.30pm

Collection development can also act as an outreach activity wherein the clientele can put their needs and requirements in the form of recommendations for procurement.

Outreach methods: The study also conducted survey on various methods of outreach being in use in the various libraries under study. Outreach methods such as Verbal, Physical, Abstract, Mathematical, Computer, Online methods. Out of this it was found that Verbal methods were most utilized method for library outreach followed by online methods on the second place and third place was physical methods followed by computer, abstract and mathematical methods.

Information Technology as a catalytic impetus in company with data analysis: The social Media can act as a catalyst in the goal of outreach to the clientele. The Face Book, YouTube, Instagram, WhatsApp, Telegram Channel, email, Twitter this are some of the social media platforms which can be used to connect the clientele with the library.

The Video regarding

- ✓ Demonstration of any resources,
- ✓ How to use the OPAC,
- ✓ Regarding How to use library website and its various features,
- ✓ How to do searching for physical resources on the shelves,
- ✓ How to understand the classification system of books

All this social media can also act as an analytic as they offer real time data as to it has reached how many people. The analysis of social media can be a part of the data analytics. This can help in understanding the behaviour of the clientele towards the services and products offered.

- The library information material in the form of flyers, pamphlets, videos, of books can be circulated.

- The Library website act as a menu for the clientele, from where they can choose among the available products and services. It also acts as a catalogue for the clientele where they can see what the library can offer beyond what the clientele thinks.

Geographical Location: All the institutes under study have geographical location which is accessible by various available means of transport and are within city limits.

SNDT has separate library building ay JUHU campus has a separate Library building and at churchgate campus it is situated within the university building. At both places the library is spacious. The atmospherics needs to be improved in the library. Also it requires revamping and conducting more outreach programs. It has got clientele from UG to research so information literacy programs needs to be conducted.

The AIILSG library is geographically accessible by various means of transport. The library allows visitors to use the library for study. The library website should provide information regarding the outreach program.

The JBIMS library needs to improve its atmospherics and ergonomic aspects. The JBIMS library doesn't have a Librarian it is managed by subordinate staff. There is no library website and also links to OPAC are not present on the institutional website though the library is automated. The JBIMS should consider giving itself more autonomy in case of library staff. Though the JBIMS is also research centre as it also offers PH.D it should upgrade library a per research needs in terms of staff. It has not got liaison librarians.

The ISC library is well built but the library website lacks link for OPAC, Open access resources, Also the ISc Library there is staff shortage as there is only librarian and one supporting staff, it also doesn't have a institutional repository. Though the institute is more than 100years old and is the lead institute of HBSU it doesn't have a proper library website, there should be more resources subscribed in addition to N-List. The library requires more funds. Also due to shortage of staff outreach programs also are not carried out on regular basis.

The university of Mumbai library has two libraries Jawaharlal Nehru library established in 1976 and Rajabai tower Library Established in 1880. Though the university is has completed more than 150years of the librarian post is vacant the library is managed by Deputy Librarian. Also the Department of Library and information science functions from the kalina campus library building and the Incharge Director of the knowledge resource centre is also the H.O.D of

Department of Library and Information Science. The Library has got various special collections.

The University of Mumbai Library has various resources but the library building at Kalina campus is not in good shape and the atmospherics need to be improved. The library website atmospherics needs to be revamped. The library web site is not updated. Also the outreach programs should be more clientele intensive so that the resources are utilized and there is better return of investment. Though the infrastructure is available but the ergonomic and atmospheric aspects need to be improved. It also doesn't have an institutional repository.

The CIFE has state of the art Library with welcoming atmospherics and is located at a serene location in versova at Mumbai. The building also is very well designed. The library conducts information literacy program for the students of the institute. The library has OPAC which is displayed on the website it is automated using KOHA LMS. The statistics of the library and publications are also displayed on the library website. The Library doesn't have an institutional repository. The outreach programs and events needs to be conducted so the available resources and facilities are utilized to a much better extent. It should also provide links to catalogue of all the other CIFE and ICAR spread throughout India. If possible the CIFE should workout federated resource search with all other CIFE and ICAR institutes.

The IIPS library is situated in a spacious location within the campus. It is located at a geographically accessible location. It has got enough seating space in reading room. It is open 8.00am to 8.00pm. The library is headed by library and Information officer. But there are no liaison librarians appointed. The website shows Institutional repository in future plans that means it is not present. The library has got rich collection as per the institutional needs. It has also got a browsing centre within the library. The library is well designed and has got welcoming atmospheric ambience. The library is automated using Slim software, uses DDC for Classification and AACR-II cataloguing code. The books received in gifts whether to be kept or not is decided by the librarian. The library has got provision for suggesting resources by clientele through email or suggestion form. The library has got policy to replace lost and mutilated reading material. The acquisition policy is clientele friendly as they can suggest books.

 The library website should contain more information and can be made more clientele friendly.

The TIFR library is situated at the serene campus in colaba facing the arabian sea. The library website doesn't have information about the outreach programs. Due to security reasons at TIFR the clientele needs to fulfil various conditions then only they are allowed access at the institution. Though library has got infrastructure but the website doesn't show information about liaison librarians being not only academic but also research library it should have liaison librarians.

Behavioural study of clientele: The study of how the clientele thinks about the products and services offered gives an insight into how the planning can be done to bring the resources and clientele together. Also to what extent the clientele can support monetarily in the drive of resource procurement through their contribution. Also it can help in designing of new products and services for the clientele. The various segments of the resources which are performing well and reasons for which are not doing well can be known.

Academic Libraries stand: The academic libraries arranges for the products and services for the clientele of all segments. The various segments have different needs and requirements. The outreach program should be designed with an aim of propagating the resources available in the institution. This aim can achieved only by feedback received from the clientele. Various events, Information Literacy Program can also help in reposition of the academic libraries.

III. CONCLUSION

The attitude towards marketing of Library and information science products and services is positive enough, but they haven't allotted any separate funds for the outreach programs. It is done from the library budget itself. Also in academic libraries in staff shortage is there. Though the academic libraries in Mumbai have potential but they lack the drive for creating awareness among the clientele. The research libraries have to keep themselves evolving to achieve the desired results.

REFERENCES

[1] Diane, S. (2016). Marketing then and now one librarians journey. *Library Marketing and communications OLA Quaterly , 21* (4), 23-26p.

[2] Ekpenyong, G. (2003). Marketing and Promotion of Information Services in the University of Ibadan Library. *Information Development , 21* (3), 197-202p.

[3] Jotwani, D. (2014). Marketing of Electronic Resources in IIT Libraries. *DESIDOC Journal of Library & Information Technology , 34* (2), pp162-169.

[4] Mi, J., & Nesta, F. (2006). Marketing library services to the Net Generation. *Library Management , 27* (6/7), pp411-422.

[5] Neuhaus, C., & Snowden, K. (2003). Public relations for a university library: a marketing programme is born. *Library Management , 24* (4/5), pp193-203.

[6] Ovaska, T., Kaliberg, M., & Koakiewiez, w. (2012). The Success story of the menu How health libraries shared an innovative marketing tool.

[7] Robinson, C. K. (2012). Peter Drucker on marketing: application and implications for libraries. *The Bottom Line , 25* (1), pp4-12.

[8] Vasileiou, M., & Rowley, J. (2011). Marketing and promotion of e-books in academic libraries. *Journal of Documenation , 67* (4), pp624-643.