SWOT Analysis Of Mahatma Phule Krishi Vidyapeeth Library

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Abstract- *A SWOT analysis was conducted for the MPKV University library, Rahuri, Tal. Rahuri Dist. A. Nagar in order to understand its strengths, weaknesses, threats, and opportunities and how these affect its performance as a dual-function library. This SWOT analysis was achieved through the authors' experience and review of existing documents. The analysis revealed that the strength of the library was in its staff, collection, ICT services, and training programs. MPKV University library weaknesses include limited financial resources, lack of a user education program, inadequate library security, insufficient library facilities, and space, underutilization of e-resources, and a dysfunctional printing unit. A serious weakness is a low attention given to the library's national mandate, implying that MPKV University library has not adequately played its role as a national agricultural library. Available opportunities for MPKV University library include ICT development, legal deposit legislation, joining library consortia, funding opportunities, and outreach activities whereas budgetary constraints and changes in technology are the library's threats. A library can create opportunities to overcome these strengths and weaknesses and threats. Several recommendations have been made based on the SWOT analysis.*

Keywords- SWOT Analysis, Budget, Library Services, MPKV Library, e-Resources

I. INTRODUCTION

MPKV University is an important agent for national development, producing human resources needed for social, economic, and political progress. MPKV University renders essential community services and serves as a center for moral, social, and intellectual rejuvenation. MPKV University produces knowledge for problem-solving, economic activity, guidance and direction, and the ability to escape ignorance and superstition and protect and advance the common good. University libraries have an important role in the teaching, research, and service that MPKV University undertakes. A university library is a collegiate library that helps teaching and research libraries. This paper examines the infrastructure, administration, staff, collections, and technical and readers services of the Mahatma Phule Agriculture University Library

in terms of their support for the MPKV University teaching and research missions highlighting strengths weaknesses, threats, and opportunities (SWOT).

II. ABOUT INFORMATION ON MPKV, RAHURI

Mahatma Phule Agricultural University (MPKV), Rahuri is a premier agricultural university in Maharashtra serving farmers through education, research, and extension education. Pursuant to the Maharashtra Krishi Vidyapeeth (Agricultural University) Act 1967, initially, the Maharashtra Krishi Vidyapeeth (Agricultural University) was established for the entire state of Maharashtra and became operational in March 1968 with an office in Mumbai. This office was shifted to Agriculture College, Pune in 1969. Later in 1972, four Agricultural MPKV Universities were established in Maharashtra. Mahatma Phule Agricultural University, Rahuri was founded in 1969 with covers over 10 districts in Western Maharashtra. Pune, Solapur, Satara, Sangli Jalgaon, Nandurbar, Dhule, Nashik, Ahmednagar, and Kolhapur.

The university started with six constituent agricultural colleges at Pune, Dhule, Kolhapur, Nandurbar, Karad, and Muktainagar; 1 College of Horticulture at Pune and 1 College of Agricultural Engineering at Rahuri. 40 affiliated colleges under the jurisdiction of MPKV.

III. MPKV UNIVERSITY LIBRARY

The University Librarian is in charge of library administration and reports directly to the Vice-Chancellor. There is available a library committee. There are four major divisions in the library Collection Development, Technical Services, Documents and Serials, and Readers Services.

The library has about 116107 Books and other materials covering all aspects of agricultural science and allied fields. 27401 volumes of reference materials, including dictionaries, encyclopedias, directories, and research reports of student research projects, including theses. The university has the 2012 version of CeRA - Consortium for e-Resources in Agriculture, India. CeRA is a collection of major agricultural journals, contained in 21 CD-ROMs. The university library

has 130 educational video cassettes and 130 DVDs on Agriculture and allied subjects. The library is connected to the internet and subscribes to more than 126 print journal titles, local and foreign, as well as national newspapers and magazines. The library has a seating capacity of 450 readers. There are 52 computers in the library. Other equipment includes overhead projectors and display screens.

The libraries of the agricultural universities and their constituent colleges have to be strengthened to enhance their learning resources including the writing of textbooks and preparation of quality instructional material, e-learning resources, and infrastructure. Financial support may be considered for strengthening and modernization of libraries including networking for online access to literature for ensuring equity and availability of quality learning resources both in the main campuses and off-campus colleges for the benefit of students and teachers, e-learning tools, modules, and networking and overall library strengthening along with the promotion of ICT connectivity, video conferencing and Technology Enhanced learning (TEL). The aim is to develop a unique virtual digital library of NARS accessible globally. A sum of a maximum of Rs. 25.00 lacks per college and Rs. 30.00 lacks for the university library may be provided for strengthening the existing library. The funds are allocated under the following head under the subcomponents "Library Strengthening".

IV. DEPARTMENT ACCOUNTABILITIES

- **Administration**

The University Librarian exercise general control over the library staff, funds, equipment, and activities. Other members of staff in this department are a Library Clerk, Peon, and Mazdoor. Equipment in this office includes photocopiers, computers, etc.

- **Collection Development**

A principal Technical Assistant, with a master's degree in library science, heads the department, whose staff includes another chief cataloguer, issue assistant, and Library Attendants. The department coordinates activities connected with the identification, selection, acquisition, processing, circulation, and shelving of materials.

- **Users Service**

This department is responsible for ordering and acquisition of book and non-book material, through purchase gifts and exchanges or donations. The department also keeps accession records and other relevant files, as well as book selection aids such as books in print.

- **Technical Services**

This is three unit department headed by a technical assistant. The units in the Department are Cataloguing and Classification, Computer, and Audio-visual. CCatalogingis headed by the chief cataloguer. Computer and Audio-visual are headed by a technical assistant who addition to B. Sc + MLS.

- **Maintenance of Resources**

This unit of Technical Services does re-binding and repairs of worn or damaged books binding of journals, student projects, and private jobs from staff and the University community. The unit is well-equipped with binding equipment and materials including a blocking machine.

- **Book Acquisition**

This unit handles the Cataloguing and Classification of library materials, card production, maintenance of card catalog, indexing, and abstracting services among others. The unit is equipped with the latest editions of ccatalogingtolls, which include the Anglo-American Cataloguing Rules Library of Congress.

- **Social Service**

Units in this department are Circulation and Reference. A Librarian heads Circulation, while a principal Issue Assistant whose qualification includes a BLIS heads Reference. Newly processed library materials come to one of these units, which is where the largest number of library staff are located. The reference unit handles reference queries and takes direct charge of reference materials.

5. Why SWOT analysis in MPKV library

A SWOT (strengths, weaknesses, opportunities, and threats) analysis looks at internal and external factors that can affect on MPKV library. Internal factors are your strengths and weaknesses. External factors are threats and opportunities.

- **Strategic planning, brainstorming, and decision making**

It is a useful tool for brainstorming and strategic planning. By using this analysis we get more value from a

SWOT analysis. A SWOT analysis to help you decide if and how you should:

- o Take advantage of a new library service opportunity
- o Respond to new trends in library facilities
- o Implement new technology in libraries
- o Deal with changes to your readers' operations.

- **Building on strengths**

A SWOT analysis will help you identify areas of libraries that are performing well. These areas are your critical success factors and they give make libraries their competitive advantage. Identifying these strengths can help the libraries to make sure and maintain them so don't lose libraries competitive advantage.

- **Minimizing weaknesses**

Weaknesses are the characteristics that put your business at a disadvantage to others. Conducting a SWOT analysis can help you identify these characteristics and minimize or improve them before they become a problem. When conducting a SWOT analysis, it is important to be realistic about the weaknesses in your business so you can deal with them adequately.

- **Addressing individual issues**

MPKV Libraries can conduct a SWOT analysis to address individual issues, such as:

- o Staffing issues
- o Budgeting
- o E-Resources
- o Library Facilities and services

VI. SWOT ANALYSIS AND MPKV UNIVERSITY LIBRARY

SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project or a business venture. A SWOT analysis can be carried out for a product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. Some authors credit SWOT to Albert Humphrey, who led a convention at the Stanford Research Institute (now SRI International) in the 1960s and 1970s using data from Fortune 500 companies. However, Humphrey himself does not claim the creation of SWOT, and the origins

remain obscure. The degree to which the internal environment of the firm matches the external environment is expressed by the concept of strategic fit.

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or pre relative to others.
- Opportunities: elements that the business or project could exploit to its advantage.
- Threats: elements in the environment that could cause trouble for the business or project.

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, the decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is not attainable a different objective must be selected and the process repeated. Users of SWOT analysis need to ask and answer questions that generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) to make the analysis useful and find their competitive advantage.

VII. STRENGTHS

- **Services**

- o Internet Service.
- o Retrieval of CD ROM Databases.
- o Digital Library.
- o Online e-journals/virtual e-journals (http://www.jgate.in).
- o Online ETAD (e-theses abstracts database) .(http://mpkv.mah.nic.in).
- o KrishiPrabha: Online Full text Ph.D. Theses Database of India (http://hau.ernet.in) .
- o CAS (Current Awareness Service)
- o E – Courses.(e – krishishiksha)

- **Facilities**

- o Lending of books for home reading.
- o Open Access to library collection.
- o Photo Copying facility.
- o Inter Library Loan facility.
- o Reading Room Facility.
- o Practical course on Library & Information Services.

- **Library staff**

The University library currently has 15 staff members. Positions and other details are shown in the accompanying tables

Table 1 : Staff positions

Sr. No	Rank	No	Percentage (%)
1	University Librarian	1	6.66
2	Technical Assistant	1	6.66
3	Chief Cataloguer	2	13.32
4	Issue Assistant	2	13.32
5	Library Attendants	3	19.98
6	Library Clerk	2	13.32
7	Library Peon	2	13.32
8	Mazdoor	2	13.32
	Total	15	100

Library attendants constitute the bulk of the staff with 3(19.98%), followed by Chief Cataloguer, Issue Assistant, Library Clerk, Peon and Mazdoor with (13.32% resp.). In the University Librarian, Technical Assistant (6.66% resp.).

- **Professional Status of Staff**

Table 2 study of Staff by Professional Status

Sr. No	Status	No	Percentage (%)
1	University Librarian	1	6.66
2	Admin / Technical	9	59.54
3	Other Library Staff	5	33.3
	Total	15	100

Librarians belong to the university professional cedar and are also academic staff and have the same privileges as teaching staff. The Technical / Administrative category includes Technical Assistant, Chief Cataloguer, Issue Assistant and Library Clerk. Other Staff include library peon and Mazdoor.

- **Staff Qualification**

Table 3 Educational Qualifications of Staff

Sr. No	Status	No	Percentage (%)
1	M A + MLS	1	6.66
2	B. Sc + MLS	1	6.66
3	B A + BLIS	2	13.32
4	BA	1	6.66
5	SSC + LTC	2	13.32
6	SSC	8	53.28
	Total	15	100

Maharashtra State Secondary School Certificate or its equivalent is the most common educational credential in the library, with 8 (53.28%), following by those with B A and MLS. Only one person has aM A and MLS.

Table 4 Staff Allocation in the Library

Sr. No	Status	Librarians	Technical Staff	Others	Total	Percentage (%)
1	Administration	1	-		1	6.66
2	Tech Services	-	4	3	7	46.62
3	Readers Services		2		2	13.32
4	Other	-	-	5	5	33.3
	Total	1	6	8	15	100

The Technical Services Department has the largest number of staff with 7 (46.62%) followed by 5 (33.3%). Technical Services also has more librarians and Readers Services.

- **Library Resources:**

In this age of Information Technology, the library has procured and purchased different types of e-resources. At present, it has different CD ROM Databases, CD ROM, and DVDs on agriculture and allied subject. The college library has extended its e-resources and developed its e-collection as follows.

- ❖ **Online E-Book(Cambridge University Press e-books) is Publisher.**

The college library purchased 25 online full-text e-books on agriculture from Cambridge University in 2011.At http://ebooks.cambridge .org/ portal. As per naac accreditation e-resources are a part of any educational institute. Hence these libraries have taken the initiative to purchase under various categories.

❖ **Cd-Rom Databases:-**

This library has 88 CD-ROM databases which are helpful for research scholars. Libsearch CD-Mirror Software is available in the library and through this software, the scholar gets the abstracts of Research journal articles. It is very much helpful to get the various journal articles.

❖ **Online Foreign Journals (Cera/Jgateplus.Com):-**

The library has made available 6519 online full-text journals with their archives through J-gateplus.com portal- Gate plus is an electronic gateway to global e-journal literature. Launched in 2001 by Informatics India Limited. No username and password are required due to IP authentication. Easy-to-use search functionalities: TOC and database allow various search options for the user's convenience. The subscriber can choose to search by Title, Author, Address/Institution, Keywords, etc.

❖ **Online Doctoral Theses (E-Tad):-**

The University Library has developed a database E-Tad i.e. This database includes MSc, M.Tech, and doctoral theses. More than 10 thousand theses Dissertation under 10 various Departments are available in this database. This database was developed by Ja-content Solution with the help of IGP: ECMS Software.

❖ **ISO Food Products (International Standards):-**

This library has 16 ISO Food standards to help and promote research in various disciplines through ISO food standards we are going into the depth of developing the new standards.

❖ **Astral International Private Limited (Indian E-Book):-**

This college library subscribes to 63 e-books from astral international limited New Delhi. To fulfill the need of research scholars and scientists. Indian e-books play an important role in getting agriculture research information.

❖ **Krushiprabha:(http://www.hau.ernet.in):-**

INDIAN AGRICULTURAL DOCTORAL DISSERTATIONS REPOSITORY: - At present, there are 7600 theses with their full text made available in the database and can be retrieved from the URL:http://hau.ernet.in doctoral dissertation-the end product of doctoral research is a rich source of original information, access to which is severely restricted due to absence of information in digital form. Over 10 thousand doctoral dissertations produced in India during 2000-2006 are digitized and made available online and offline (CLICK-off campus user).

❖ **Krushikosh:-**

Krushikosh is an Institutional Repository of the Indian National Agriculture Research System. As we know Institutional Repository Renowned Collection of Library is available through this web page. Mahatma Phule Krushi Vidypeeth Rahuri is a member of a krushikosh project.

VIII. WEAKNESSES

The study reveals that the faculty members of Mahatma Phule Agricultural University, Rahuri using

- The University Library needs to arrange various orientation and training programs for faculty members for the optimum use of available e-resources. In this context, the university library may arrange orientation programs, and subscribe database. Also, product trials of various e-resources for specific user groups need to be introduced.
- The speed of the Internet needs to be increased for not quick access to the available e-resources.
- Study on the use and usability of e-resources by the faculty members needs to be made on a regular basis.
- The speed of the internet needs to be increased for quick access to the available e-resources.
- Teaching and non-teaching staff have to create more awareness of e-resources. In this context, the website of the library, newsletter of the institution should highlight the available e-resources at the library regularly.
- Reduced materials budget
- Holds ratio too low to meet demand
- Responsiveness in purchasing additional popular materials
- No formal staff training or emphasis on Reader's Advisory
- Limited high-traffic display areas
- Staff time for thorough collection analysis

- Collection approach/staff perceptions or reluctance to weed

IX. OPPORTUNITIES

Opportunities certainly exist for the MPKV University libraries they include:

- Training
- Research
- Publication of journals by the library.
- Indexing, and abstracting services for use inside and outside the university Researchers.
- Documentation of the activities of institutions and colleges.
- Binding
- RFID
- Develop a smoother transition from first-year student to research scholar
- Enhanced virtual space to reduce the need to drive
- Develop the library as the go-to place for Reader's Advisory - this is our role
- Reference assistants can free reference staff to take on more
- Online resources – reviews, tags, interactivity
- OCLC collection analysis
- Reconfigure stacks?
- New formats: downloadable music, video
- Literary and literate community
- Many book clubs
- Staff interested in dedicated to creating a welcoming environment
- Book time with your librarian
- Regular orientation tours of the building
- Threats
- Staff resistance
- Competition for attention
- Bookstores offer traditional library programs: story times, book clubs
- Perception that libraries may be obsolete
- People like bookstores better
- If we don't improve, people might not come back

X. CONCLUSION

This SWOT analysis encompasses a wide range of issues impacting the MPKV University library: governance, membership, services, activities, publications, and communication. These issues can form the basis of the above SWOT Analysis that will inform the strategic planning process to position the library to respond flexibly to emerging challenges and to create the infrastructure that will accommodate the changes to service delivery that the library will need to introduce..

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