A Study on Marketing Strategy for Library Resources and Services with Special Reference to Sree Vidyanikethan Engineering College, Tirupati, Andhra Pradesh

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Abstract - **This paper is to examine the marketing of Library Resources, Services and Products to the Engineering college students. This paper expounds the concept of marketing in the libraries and reveals the posture and deportment of library professionals regarding the marketing concept in India. Now a day with the help of Information technology many libraries and information centers has their own websites on which all kind of material is accessible with its bibliographic details and mechanism to promotion and marketing of services. Technology has changed the spectrum of service oriented organizations to impress, assess and quench the quests of information seekers. To harness the dynamic technological changes, it is inevitable for libraries to use social media tools for marketing their library and information science products and services. Accordingly by accepting and adopting these new means, the information hubs can outreach and tap those potential or casual information seekers who due to reluctance or any other good reason are still not approaching and using the wide array of library products and services.**
Keywords: **Library Marketing, Library Resources and Services, Library Outreach, Library Promotions, Social Media, Marketing, SVEC Central Library Tirupati**.

I. INTRODUCTION

Library marketing involves identifying user information needs, matching these needs with appropriate information resources and satisfying customer requirements proactively. While profit-making is the main goal of any business marketing, providing improved services to library users is the hallmark of library and information marketing. Libraries are considered as treasures of knowledge. It is also known as storehouse of knowledge. It is true that all libraries in the world are full of reading material which consist books, journals, films, images, manuscripts, Audio visual materials etc. Preservation of this knowledge is a prime task of all libraries and Information Centres; however it is a need to market these resources which possess by the libraries.

II. REASONS TO MARKET LIBRARY RESOURCES, SERVICES AND PRODUCTS

Marketing in libraries is vital for their sustainability. Information has already been recognised as a sellable commodity. It can be used and distributed by the users like other commodities. Marketing can help the libraries in gaining sustainability in the following ways.

1. Providing solution to dwindling budgets;
2. Promotion of products and services;
3. Help in gaining self- sufficiency;
4. Improves library image;
5. Create the perception of information need in the user;
6. Save from devaluation and providing sustainability to library profession;
7. Increase readership in the library;
8. User education;
9. Implication of five laws of library science and
10. Solution for growing information

SVEC – Sree Vidyanikethan Engineering College was established in 1996 and it is run by Sree Vidyanikethan Educational Trust, founded and established by Padma Shree awardee, Dr Manchu Mohan Babu. A film artist and former member of RajyaSabha with a personal commitment towards providing best education to deserving students and he became a source of inspiration and guiding spirit to the student's fraternity. The college is situated in lush green and scenic surroundings, 14 km from the famous Temple-town of Tirupati.

Sree Vidyanikethan Engineering College (SVEC), Tirupati is one of the premier Institute of Andhra Pradesh. SVEC Central Library Tirupati is providing different resources, services and products to the faculty and the students. This paper provides a comprehensive overview on different marketing strategies adopted by libraries with special reference to Central Library, SVEC for reaching to its users and to increase the outreach. The paper is intended to help professionals and the library users in knowing the various resources, services and products provided by the Central Library SVEC.

III.SVEC CENTRAL LIBRARY, TIRUPATI

The Central library has been established with state-of-the-art infrastructure to the International Standards, spread over Ground + two floors with built-in area of 4500 Sq. M. It is provided with central air-conditioning system, fire alarm, CCTV Library Automation with RFID security system. Reference and Textbooks of National and International authors, International and national Journals and Non-book materials are available to cater to various fields of Basic

Sciences, Engineering and Technology, Humanities and Social Sciences.

Fig. 1 Central Library

The library has a collection of 1, 32,068 Volumes of books, 20,180 Titles, 1258 back volumes, 2988 CDs and DVDs. The Central Library subscribes to National & International Print Journals and to more than 2929 e-Journals. The subscribed e-resources include IEEE with POP, ASCE and ASME Journals. Within Central Library, a Digital library is also provided 65 systems with High speed Internet for patrons for classroom teaching through NPTEL video courses in the different fields of education. The library having Chairman's special collection, rare book collection (KongaraJaggayya collection Telugu) and also palm leaves collections. SVEC Central Library Tirupati has become the member of e-ShodhSindhu Consortium, formed after merging of UGC-INFONET Digital Library Consortium, N-LIST, and DELNET.

A. Floor Map

Fig. 2 Circulation Section

1. Ground Floor: Circulation Section, Office of the Librarian, Journals Section, Individual Reading Cabins, Photocopier Section, and Library OPAC ,Stack area – I.

2. 1st Floor: Reference Section, Reading Hall, Discussion rooms and Stack area – II.

Fig. 3 Printed Journals display area.

Fig. 4 Stack Area

3. 2nd Floor: Digital library, Reading Hall, Discussion Room and Stack Area III

Fig. 5 Reading Hall

IV. MARKETING THE LIBRARY – PURPOSE

1. Know the purpose of the library
2. Identify the core business of the library
3. Understand the changing relationship between the library and its immediate and broader environment.
4. Assess and monitor the information needs of library customers periodically.
5. Determine the products and services that would best meet the information needs of customers.

6. Plan and design identified products and services within the limits of available resources.
7. Create awareness among the customers on the existence and availability of products and services.
8. Monitor the use of products and services.
9. Evaluate products and services periodically.

V. MARKETING ON THE INTERNET

Many books and articles abound on internet marketing. Many views have been expressed by those who have gone through the experience. As the web continuously changes with new tools being constantly developed approaches to marketing on the internet will have to be adjusted accordingly. Some views are expressed below.

People who use the internet often are also known as Internets. They expect a lot of information in the websites they visit. They generally want to receive free information. They expect websites to have good content. They do not appreciate unsolicited mail.

TABLE I TRADITIONAL VERSUS SOCIAL MEDIA MARKETING

Traditional Marketing	Social Media Marketing
Time consuming	Time saving
Expensive	cost-effective
Monotonous	Exciting & stimulating
Limitation to reach the community	Reachable to the community instantly
Static	Creative
Limited means for marketing	A range of Social Media channels for marketing
Allows little or no interaction with user community	Brings librarians closer to users and vice versa

VI. NEED OF LIBRARY MARKETING OF LIBRARY SERVICES

1. To optimize the use of information within limited resources and manpower.
2. Limited Budget for library needs to market services and generate funds for library
3. To improve the image of the library.
4. Due to information explosion, readers require precise and correct information for their research and study.

VII. OBJECTIVES OF LIBRARY PROMOTIONS AND MARKETING OF LIBRARY SERVICES

The main objective of the marketing of the library services to promote resources available in the library and Information Centre, another aim is to help in developing the career of the students. The library literature provides substantial amount of cases where libraries maintain close relationship with career services.

1. The basic objective behind library promotion and marketing of library services and products are to

achieve high level customer's satisfaction, ensure the survival of their respective institutions and enhance the perceived value of the services.
2. Libraries can promote the use of the services and products but cannot make profit out of it because library is a social institution.

VIII. REASONS TO MARKET LIBRARY RESOURCES, SERVICES AND PRODUCTS

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IX. MARKETING STRATEGIES FOR PROMOTING LIBRARY RESOURCES, SERVICES AND PRODUCTS AT SVEC TIRUPATI

Marketing involves different activities such as marketing plan, marketing research, marketing segmentation, marketing strategy, marketing mix and evaluation of products and services. Marketing strategies help in the realization of the objectives of an organization. There are various market strategies adopted by the central library SVEC Tirupati to promote its products and services amongst its users. Some of them are
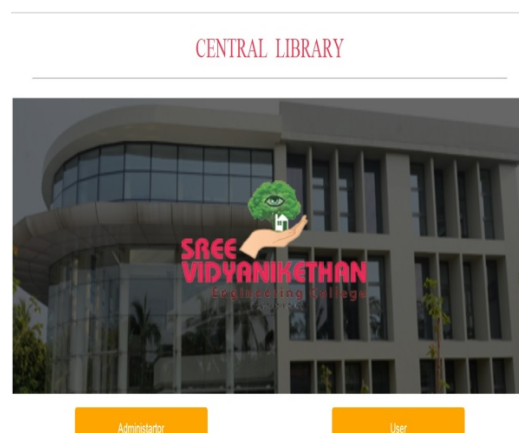
Fig. 6 Website of SVEC Central Library (vidyanikethan.edu)

1. Library Website: Library website is the most effective tool for marketing its products and services. In Library

website we can search Book, e-Journals, e-Books, Special Collection and rare Books. All the activities carried out by the library can be described in it. It provides audio-visual and text medium to the user for proper interaction and communication. SVEC Central library maintains and timely updates its website to provide information to its users.

2. User Orientation: Orientation to users is provided at the starting of their session. In orientation programme, a brief presentation is followed by library tour. Library also runs a PPT at its circulation counter and a video is available on the site for the purpose.
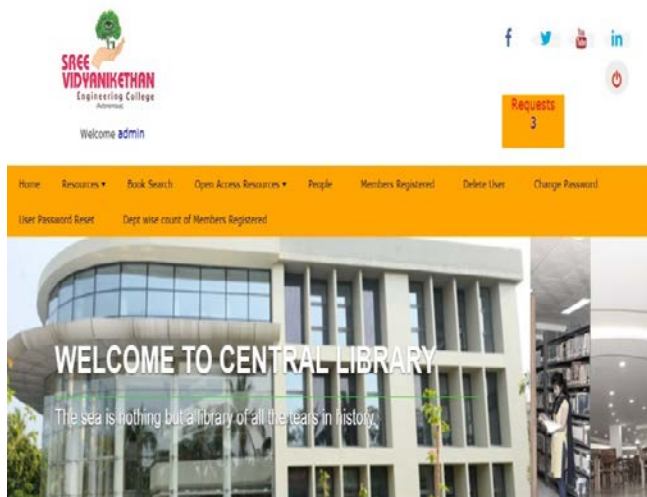

Fig.7E- Resources Subscribed by Central Library

3. E-Resources: Different e-resources are subscribed by the Central Library in the form of databases, standards and e-books. The details of these have been given in the library website in the user friendly manner. Being a member of e-ShodhSindhu, For maximising their usage, library is taking usage from publishers every year, have put signage board regarding their subscription in the library, made posters and also compile annual.

Fig. 8 Koha Software Home Screen Shot

4. KOHA-Web OPAC: Library holdings are searchable through Web OPAC. The online catalogue is available on KOHA Web OPAC (version 16.05.04.001) developed by

IMFORMATICS. To enhance search facility, a good number of computers for Web OPACs have been installed in the library.

5. NPTEL Service: Central library provides video library service to its users. These video lectures are delivered by the eminent all professors of IIT"s and are recorded in CDs by the professionals.

6. List of New Arrivals: List of new arrivals is sent through circular web mails to all the library members. They can view the list by clicking the link. List of New Arrivals can also be viewed through new additions interface available in the Web OPAC and books are physically displayed for 15 days in the library before placing them on shelves

7. Newspaper and Magazine Clipping Service: Newspaper and Magazine Clipping Service is a personalised current awareness service (CAS) provided to very senior functionaries of the institute in digital form through daily e-mail. The purpose of this service is to make them aware about the daily happenings and coverage in media on the basis of pre-decided keywords.

8. Atmospherics: To provide best reading facilities to the users, library has installed RFID facility with 4 staff stations for an easy lending of books. Good furniture, lighting along with proper signage has been provided to increase readership in the library.
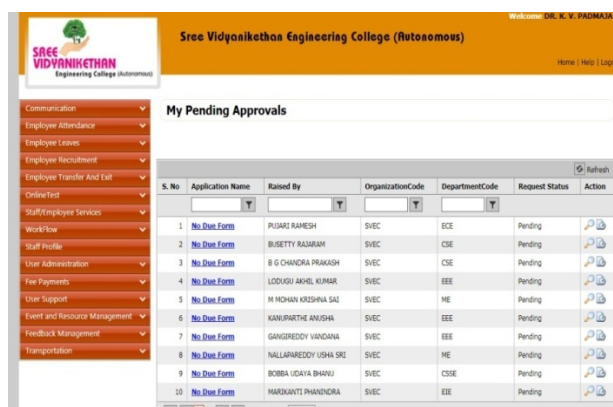

Fig. 9Niva Home Screen

9. Niva Software: SVEC Central Library using special owned software for giving NO Dues Clearance Certificate for passed out students.

X. CHALLENGES OF MARKETING IN LIBRARY AND INFORMATION SERVICES

To accept the challenges, libraries have to conduct surveys of the users and on the basis of these surveys they have to analysed the needs of their users and accordingly acquire the reading material, products, online databases, eBooks etc. To make the collection is heavy user; libraries have to convert their print collection into electronic media and made it available to their users by considering the copy right issues.

There is lack of financial budgetary provisions in the libraries. Every year budget is not increased proportionately. Continuous training programs are to be organised for students and staff of the library.

XI. TRENDS IN MARKETING LIBRARY SERVICES

Libraries are perfectly placed as intermediaries on campus, connecting people with not only scholarly materials and resources, but also bringing them together for academic, social, creative, and cultural causes. Instead of being mere collectors of information academic libraries must strive to become facilitators of communication. It is the responsibility of an academic librarian to adapt to changing technologies in accordance with user's perception of library services. Though all library information is communicated via library websites or other communication media, printed materials can also be effectively displayed at main access points to attract user's attention. Colourful posters, brochures, printed newsletters etc. help to bring forth updated information about library activities keeping the users informed about the changes in the library.

Orientation programmes conducted for new students in the library premises or in respective departments at the beginning of semesters have to provide attractive information about library services and library materials to encourage more users to the library. Information literacy programmes will help the students to search databases, books and other information sources.

XII. WHAT LIBRARY PROFESSIONALS SHOULD DO FOR MARKETING OFLIBRARY AND INFORMATION SERVICES? (Practical solutions)

1. Create awareness among the user and library staff.
2. Create awareness to offer services and products and expertise.
3. To know the users need and find out why they require information so that their Purpose can be identified.
4. Find out the users who do not use the library so that we can concentrate to such user and turn them to use library.
5. Use of mass media i.e. Radio, Television, AV Cassette, Video Programmes prepared for users.
6. Provide specialized services to special group of users e.g. Senior Citizen, blind users, physically handicapped community users.
7. Organize talks of experts, seminars, debate, cultural programs etc. to attract users.

XIII. SVEC CENTRAL LIBRARY UPCOMING PROJECTS

The following upcoming projects for SVEC Central Library will be introducing shortly.

1. Self-check and RFID book drop box.
2. Institutional Repository facility.
3. Cafeteria facility in library to get fresh up for patrons.

XIV. RECOMMENDATIONS

1. The library should endeavour to increase user studies research from time to time to keep abreast of their users' information needs and package their digital information accordingly.
2. In addition, libraries should engage social networking tools, web page alert, screen saver and web page customization for marketing digital information services/products.
3. Finally, communication is germane in any relationship, hence, Central Library should endeavour to use e-communication channels such as email alert, online reference services and feedback forum to keep the relationship that have been established.

XV. CONCLUSION

Libraries are going through a period of paradigm shift. To save libraries from devolution and for sustainability. Marketing of library resources, services and products is the only solution. Central library SVEC Tirupati is offering different products and services to its users and adopting different marketing strategies to reach them. Librarians/information professionals have to analyse the mission, vision and objectives of the library and the institution for effectively implementing the marketing strategies and also need to fix/avoid bottlenecks and gaps. Commitment towards careful planning and proper execution of marketing plan will certainly make library reachable to more users and would further strengthen its products and services.

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