

**INFORMATION MARKETING SCENARIO WITH
REFERENCE TO SPECIAL LIBRARIES OF ASSAM**

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A Report of the Minor Research Project

Submitted to

**University Grants Commission
NORTH EASTERN REGIONAL OFFICE (NERO)**

Guwahati :: Assam

By

Kishore Kumar Sarmah

Librarian

Nowgong Girls' College

Nagaon :: Assam

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Preface

Information marketing is comparatively a new concept in librarianship and there are two impacts one is the generation of resources for the library and the other is the maximum utilization of library resources.

Some of our professionals view that marketing of services is not possible in librarianship but this marketing approach is useful 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 information marketing has significant scope; however it is not finding proper place in Assam. 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 marketing so that we see optimum use of library resources as well as generation of revenue

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

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

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

And-

My family - for always being there to support me.

Kishore Kumar Sarmah

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
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

COPSAT	Content Page in Science And Technology
CRRRI	Central Road Research Institute
CSIR	Council of Scientific and Industrial Research
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
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
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
LGBRIMH	Lokapriya Gopinath Bordoloi Regional Institute of Mental Health
MEDLARS	Medical Literature Analysis and Retrieval System
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
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
NLM	National Library of Medicine
NPL	National Physical Laboratory

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CHAPTER: 1

Introduction

1.1 The Study

Social and economic life is dependent on knowledge or information for their effective functioning. Today many forms of knowledge are emerging whose dissemination take place through various modes in recent future and the services of the knowledge workers will be comparatively expensive but available to all.

In ancient period information is preserved through the writing on palm leaves, stones, clay tablets and vellum. They were kept under lock and key In short, knowledge was for a limited people.

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 which 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. 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 which includes advertising and repackaging. 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)

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.

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.

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 originated in the United States 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 it. Information is reaching a critical mess with the shifting from paper 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.

Assam is 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 this state is economically dependent to the central government. The pace of economic growth is also very slow as compared to other parts of the country. Lack of education and proper information affects the society 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 activity. Now the situation has changed and some librarians have started considering for income generation. This appears to be the right attitude because the users should not expect free information service from the libraries.

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.

In order to make the people aware of the various services available as well as for maximum utilization of library resources, this project work titled "*Information*

Survey is conducted by sending prescribed questionnaires to various library and information centers for information relevant to the topic. A total of 42 questionnaires were sent and 28 of them 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.

1.5 Hypotheses

1. Information marketing in library and information centres of Assam is at the bottom level.
2. Library staff and library users are not acquainted with the scope and limitation of information marketing.
3. Introduction of information 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.

Chapter 3 deals with marketing in the context of information explosion. In this chapter an attempt is made on how information marketing can bring out the qualities of both man and material.

Chapter 4 lists the various information centres at the International and National level that are marketing their services.

Chapter 5 deals with the planning process of the LICs of Assam. 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, Assam, Information Explosion, Management, Bibliographic Tools, Organization- International and National and Library Marketing.

*It is considered that 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.

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).

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. 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.

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.

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).

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).

Information on ASSAM 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).

Assam 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. 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.

Another important book related to Assam 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).

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. To know more on the concept Saxena's *Role of Information and Information dissemination Agencies in Increasing Productivity* (1983) under *Developing Horizons in Library and Information Science* by C.D. Sharma.

One of the best-known information regarding the data on increase in technical literature and journal in the 1960s can be had from Ojha's *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.

A good number of writings have come up in support of this concept. Bhatt's *Marketing of Scientific and Technical Information Services to Industries* (2002) in

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).

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).

ORGANIZATIONS at various levels have introduced different services for generation of resources. To know something about their service the book of Kawatra *Fundamentals of Documentation with special reference to India* (1980) is helpful for this concept.

The role of information is known but the parts played by the information centres are very important. Without these centres, dissemination of information would be a difficult task as described by Saxena on *Role of Information and Information Dissemination Agencies in Increasing Productivity* (1983).

Seeing the huge potential of the North East, the need for a research centre with full modern facility is important, as it will help in the storage and dissemination of information on this area. This is written by Goswami in the *Problems of Integrated Development of North East India* (1988).

The book by Chakrabarti on *Library and Information Society* (1993) will be very helpful for the students for this work, as the writer had tried to touch all the concepts related to library science profession. Due weightage should be given to the work of Panda *Students' Manual for Library Science* (1995) because here a researcher could get some idea on the services of NISCAIR (formerly INSDOC and NISCOM), DESIDOC, NASSDOC, BARC and SENDOC.

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. 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. 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. 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 book by Verma describes the *Modern Practices of Library and Information Services* (2006).

A good number of authors have aired their views on the concept of INFORMATION 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.

For the basics of marketing it is better to consult the writing of Pillai and Bhagavathi on *Marketing* (1990) to gain some knowledge on the concept.

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 overcome this proper marketing strategy is a must to create demand. It is dwelt at length by Lahiri in *Information Marketing Scenario in India* (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).

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). 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.

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. Mention must be made of Rowley's *Information Marketing* (2006) to gain the basic knowledge on the concept.

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

Information Marketing in the Context of Information Explosion

3.1 Introduction

The thirst for learning brought the demand for books. The invention of paper and printing resulted in the production of printed books and greater dissemination of literature. Scientific thought and progress gathered momentum bringing advances in all fields of knowledge leading to inventions and technological advancements.

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 in the field of Sciences, Engineering and Medicine. Large number of literature poured themselves into the libraries.

Previously, the quality of a library depended on the size of its collection but the emphasis has shifted from collection to service. The application of management *concept and the techniques to LIS has also influenced service development. 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 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. 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. 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 developing countries 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)

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.

Growth of Books, Research reports (World Scene)

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. 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

Data on Faxton Company on Growth of Literature

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).

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. Different means for organizing knowledge has been devised and exploited. Controlling is one of them. 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 based on subject, author, time and place of publication each having a particular arrangement like- subject, author, language, time, location, publisher and form.

Catalogues: They provide access to individual items represented by a description that is longer than a bibliographic description (Mahapatra: 2002:04).

Index: They provide access to the contents of bibliographic entities and aid in the retrieval of information. They are arranged in alphabetical order with entities for authors, titles and subject.

Standards: They may be considered as important tools in information management. They are useful in the planning and management of library and information centres.

System Analysis: It is an important tool in analyzing complex organizations dominated by change. The 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.

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.

Monitoring Techniques and Controlling: Monitoring involves in looking at loopholes and 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 (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.

3.4 Marketing in the context of Information Explosion

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. 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: It is synonymously used with selection and acquisition. It should be need-based, up-to-date with a balanced collection fit to attract the users. The LICs should be free to develop their collection according to the needs of the users. The library should conduct user studies and devise suitable measures in the use of the collection.

Organization of Information: It is concerned with establishing a system for documents so that they can be retrieved when required. The aim is to present knowledge in such a way that it is easily accessible to the users.

Storage of Information: Information explosion has created a problem to store, retrieve and disseminate information. 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.

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Storage of Information: Information explosion has created a problem to store, retrieve and disseminate information. 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. 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 maximum use of resources. The libraries can open a separate repository division where rare books, current affairs as well as obsolete and of local interest can be preserved for the users.

Users Need: LIS has 3 major users: the parent organization, donor agencies and very important users and potential users. 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: 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. Moreover, the libraries should not discard the traditional service but 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: It implies getting customers teach you what they want, remember it and give it back to them. 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 and made to visit other developed libraries.

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 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. It began to shape and mould the services of the libraries requiring more specialized workers

Environmental changes that are taking place 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 an effort for increasing user awareness is important for efficient marketing.

The increasing role of IT 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 therefore, marketing must be used as a management tool involving motivation and innovation techniques.

CHAPTER 4

Marketing of Information Products and Services at International and National Level: a Study

4.1 Introduction

Marketing is a process in which customer service is paramount and is applied to all aspects of the management cycle, service delivery and service evaluation. Every institution needs to evolve in order to survive and a library service is no exception.

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.

Although the organizational objectives of social organizations differ from those of profit-motivated groups, the principles of marketing are the same where both the buyer and the seller believe they are receiving greater value than they are giving. 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.

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 at the international and national arena have started and a good number of libraries are marketing their services either directly or indirectly.

4.2 International Organizations: a study

There are a number of international organizations engaged in the 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 reason-

- a) They are reputed and involved in advancement

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.iaca.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 Services Provided

Services are the key components 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 and AGRIS 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	CAS / SDI Services	4	4	50%
6	Citation Service	1	7	12.5%
7	Database Service	6	2	75%
8	Document Delivery Service	4	4	50%
9	Documentation / Information Service	7	1	87.5%
10	Library Cooperation	8	0	100%
11	Literature Search Service	1	7	12.5%
12	Publication Service	7	1	87.5%

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 need development are Literature Search service, Citation service, Advertising service and Alerting service 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

Of the information centres that are taken for study, the National Library of Medicine comprises of more than 1.2 millions books and journals for the users. The library 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 demand for quicker dissemination of information the content representation of documents assumed greater importance. 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 bibliographic services were created. It brings 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

As most of the information centres are providing traditional service it is inadequate to satisfy the information needs of the user community. This services 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 Document Delivery Service

DDS is an important information support service which is able to meet 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

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.

4.2.8 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. 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

These services are found in most of the information centres including IFLA, UNESCO, ISI and AGRIS.

4.3 National Organizations: a study

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:

- a) These information centres are reputed in their respective fields such as S&T, food, textile, leather, drugs, machine tools, roads etc.
- b) Introduced large number of services and information is readily available in their websites and 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 Allied Subjects (NICTAS)	1947	Ahmedabad	www.atira.rnd.tex.org
4	Central Leather Research Institute (CLRl)	1948	Chennai	www.clr.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]	1952	New Delhi	www.niscair.res.in
9	American Information Resource Centre (AIRC)	1953	Kolkata	http://kolkata.us-consulate.gov
10	Central Road Research Institute (CRRl)	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.icsr.org
14	Small Enterprises National Documentation Centre (SEINDOC)	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.emti.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 Services and Products

While continuing with the traditional information services, libraries are developing new services to support technology-based services leading to maximum use of resources. The Table given below lists some of the services that are offered by the selected libraries to its users.

Different services extended

No	Services	Present	Not mentioned	Percentage
1	Bibliographic Service	8	10	44.44%
2	Database Service	14	4	77.77%
3	Document Delivery Service	9	9	50%
4	Documentation Procurement & Supply	9	9	50%
5	Publication Service	15	3	83.33%
6	Training & consultancy Service	13	5	72.22%
7	Translation Service	7	11	38.88%
8	Xeroxing Service	16	2	88.88%

Table 4.7

Table 4.7 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

Database service is practiced by 77.77% information centres. Table 4.7 further lists that 72.22% are providing training and consultation work. NASSDOC, INFLIBNET and DESIDOC are providing quality service in this regard.

DDS and Document Procurement and Supply Service are practiced in 50% of the libraries. The DDS of British Council Library (BCL) and NISCAIR are very highly developed. Bibliographic service needs to be introduced by the libraries as only 44.44% of the information centres are providing this service. However, the Bibliographic service of BCL is doing quality service through its British National Bibliography (BNB)

4.3.2 Collection of Documents

A modern library 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 and it is found from the Table 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.

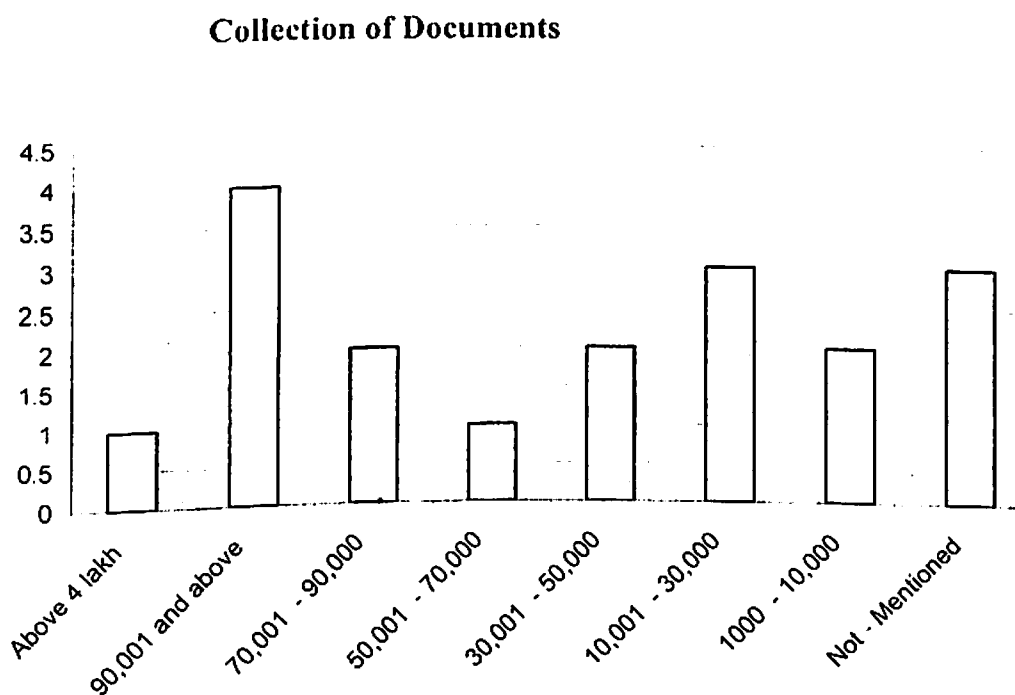


Fig. 4.1

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 Information Marketing by National Organizations

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 and as such it is 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 decided by the authority.

Library Membership fees (Rupees per year)

Libraries	Organizations	Staff	Students	Patrons	Alumni	Others	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 members have to pay an amount of Rs.1000/- to Rs.1200/- per year to avail the services of NICTAS library. NCL on the other hand is charging Rs.500/- for students and staff for utilizing its resources.

Table 4.9 also lists that to use the resources of NISCAIR: opening of an account is mandatory. NASSDOC library is charging Rs.4000/- from its regular members. At SENDOC library the Patrons are the main members and an amount of Rs.1 lakh is collected from them. IIM Bangalore is charging Rs.500/- from the non-profit organization and Rs.20,000/- from the profit making organizations. INFLIBNET library is charging an amount of Rs.500/- as membership fee from all the members. The AIRC library is charging Rs.2000/- to Rs.3000/- from the non-profit institutions and *Rs.4000/- to Rs.7000/- from the profit making institutions.*

4.4.2 Bibliographic Services

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:(1-2 weeks)</u> With abstract: Rs.100/-upto 10 ref.+Rs.10/- addl. Abstract Without abstract: 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. 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 NIS'TADS.

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/- for photocopies of Content Pages of Journals. At NCL the rate varies from 0.75p to Rs.10/- but at BCL the rate is not available.

INFLIBNET is charging Rs.10/- for 5 pages from the members and Rs.15/- from the non-members. For organizations it is Rs.20/-. The IIM library is charging only 0.40p per page. The AIRC is providing quality service for coloured and black and white copies.

4.4.5 Document Procurement, Copy and Supply Service

This service has become an important service for marketing and 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)

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/- for this service. The NCL is charging varying rates for Indian and foreign sources as seen from the table. NISCAIR library is giving quality service with varying rates for journal article as well as from translations. The quality of this service is very highly developed at BCL but information on their rates is not available at their websites.

4.4.6 Document Delivery Service

DDS 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>Outsiders-</u>	<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
Books. Journals & Theses: Rs.1/- Standards: Rs.12/- <u>Foreign users</u> (Theses): \$40	<u>Foreign journals</u> Rs.150/- per article	<u>From abstracting periodicals</u> Rs.10/abs.-personally Rs.20/abs.-post <u>Reports, foreign patents</u> Rs.25/-pg <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)

Some information organizations have not provided any information regarding the availability of such services in their websites. Organizations like NPL, CFTRI and CDRI are charging a nominal fee of handling charge. The IISc library charges 0.30p from its staff. For outside readers it is Rs.1/- for books and journals. An amount of Rs.12/- is charged for standards.

NICTAS library has varying rates for this service as given in Table 4.14. The NCL has fixed different amount for articles available in-house. It has fixed a separate amount for articles from translations, reports and patents. The BCL has been providing this service to different information centres but the rates are not available.

4.4.7 Specially Prepared Services (National)

Some of the information centres have embarked on a unique technique to attract the users in maximum utilization of resources. It is a form of advertising service to attract the specialized users.

Specially Prepared Services (National)

IISc	NPL	NICTAS	NISCAIR	NICMAP
COPSAT Rate decided by the organization	ACLIPS Rate decided by the organization	TERRY TOWELS Rs.1500/-	CAPS: Individuals: Rs.400-Rs.600 Institution: Rs.1200-1800 Bibliometric Service: Rs.20 - Rs1500 Competitor Watch Service: Rs.25,000 Global Tender Watch Service: Rs.10,000	Address of Manufacturers: Rs.30 for 10 address + Rs.10 for every 10 additional address

Table 4.15 (Source: Respective websites)

COPSAT (Content Pages in Science And Technology) is a specialty of IISc. The rate of this service is decided by the parent organization.

The NPL library has launched ACLIPS (Access to Literature In Physical Sciences), which offers a new alternative for 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. NICTAS did a comprehensive literature search on terry towels to supply bibliographic details with abstracts in comprehensive package of information on terry towels 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/- 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 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 Information Marketing: an analysis

The present chapter tries to place forward the services marketed by the information centres both at the international and national level. Their marketing strategy will act as a stepping-stone. 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 provided by most of the libraries to the users.*

In spite of having a scope for marketing Alerting and advertising services are provided by 12.5% of the libraries. Citation service is practiced by ISI library only.

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.

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 provide information on the services practiced by various information centres. For example, Bibliographic service is getting good response as observed from Table 4.3. DDS, CAS and SDI services are provided by 50% of the libraries as seen from Table 4.4 and Table 4.5 respectively.

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 on the availability of the services. The Table clearly place forward that 88.88% libraries provide Xeroxing service and 50% of the libraries provide Document Delivery Service.

Bibliographic service is yet to gain importance but it 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.

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 NCI. Terry Towels are manufactured by NICITAS; 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.

4.6 Summing Up

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. This situation is further complicated as information is now regarded as a commodity.

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 approaches in the design and development of services so that users are not only attracted but also willing to pay for the services received.

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.

At the National level, NISCAIR and IIM, Bangalore is marketing most of their services. The Document Delivery Service of IISc is an important support service. The DDS and the lending services of BCL are known to give quality service and is considered as the best at the national level. NICTAS of Ahmedabad is disseminating information through its Terry Towels. NPL needs to be mentioned for its ACLIPS, which is of high quality.

CHAPTER: 5

Planning of Information Marketing with Special Reference to Assam

5.1 Introduction

Marketing 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 users. Every institution needs to evolve in order to survive and a library is no exception. 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 any marketing activity is the marketing plan, which is needed to promote itself or its services. It is not a long-range plan but an active information policy which will benefit a library.

5.2 Libraries under study: survey based

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 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 and 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 28 questionnaires were received, necessary information are presented here along with specialization, services practiced and their marketing concept.

Special Libraries of Assam (Chronological)

No	Name	Specialization	Year	Location	Hours	Rem
1	TES	Tea	1911	Jorhat	8:30-5:00	
2	DHAS	Rare Documents	1928	Guwahati	10:00-5:00	Ref
3	AT	News Papers	1939	Guwahati	2:00-9:00	Ref
4	AY	Ayurvedic	1948	Guwahati	10:00-4:00 2&4 Saturday Half Holiday	
5	AEC	Engineering	1955	Guwahati	10:00-5:00	
6	NEIST	S&T	1961	Jorhat	8:30-8:00, Sat & Sun 8:30-1:00	
7	ASC	Administrative Studies	1962	Guwahati	9:30-4:15	
8	GMC	Medicine	1962	Guwahati	10:00-4:00	
9	NIT	Engineering and Technology	1967	Silchar	9:00-6:00	
10	AAU	Agriculture	1969	Jorhat	9:00-5:00 Sundays- 9:00-1:30	
11	IASST	Science and Technology	1976	Guwahati	9:30-4:30	
12	AIRTSC	Tribes & Scheduled Castes	1977	Guwahati	10:00-5:00	Ref
13	NIPCCD	Child Care and Development	1978	Guwahati	9:00-5:30	

14	GULC	Legal studies	1979	Guwahati	10:00-4:00	
15	IIBM	Financial Institutions	1983	Guwahati	9:00-8:00	
16	IIHT	Handloom and Textile	1983	Guwahati	9:30-5:00	
17	NIRD-NERC	Rural Development	1983	Guwahati	9:00-5:30 Training period upto 6:30	
18	IIRF	Rain Forest Development	1988	Jorhat	9:00-5:30	
19	NERIWALM	Natural Resource Management	1989	Tezpur	9:30-5:00	
20	OKDISCD	Social Studies	1989	Guwahati	9:00-5:00	Ref
21	DDK	Tape Library	1991	Guwahati	9:30-5:00	
22	IIE	Entrepreneurship	1994	Guwahati	9:00-5:30	
23	IIT	Science & Technology	1994	Guwahati	9:30-5:30	
24	ICHR-NERC	Historical Research	1998	Guwahati	9:00-5:30	Ref
25	VKIC	Cultural Studies	1998	Guwahati	10:00-4:00	Ref
26	JFTI	Film Making	1999	Guwahati	10:00-5:00	
27	LGBRIMH	Mental Health and Development	2001	Tezpur	9:00-4:00	
28	ASN	Nursing	2006	Guwahati	9:00-4:00	

Table 5.1

These libraries are providing information service in their own way to satisfy the users. From the questionnaire and the personal visit, it is seen that these centres has introduced marketing of their services.

All the libraries are spending a definite amount on its reading materials and it varies with the parent organization

Expenditure on Books and Journals (Approx./ year)

No.	Libraries	Amount (in lakh)
1	IES	6
2	AT	2
3	NEIST	60
4	ASC	0.6
5	GMC	7
6	AAU	24
7	AIRTSC	1.2
8	GULC	1.5
9	IIBM	4.5
10	IIIT	No extra budget
11	IIRF	2.3
12	OKDISCD	14
13	AU	32
14	IITG	340
15	ICHR	No extra budget
16	LGBRIMHC	8
17	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 be made by all libraries in order to develop library service for the benefit of the users

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. 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

Special Libraries: Collection

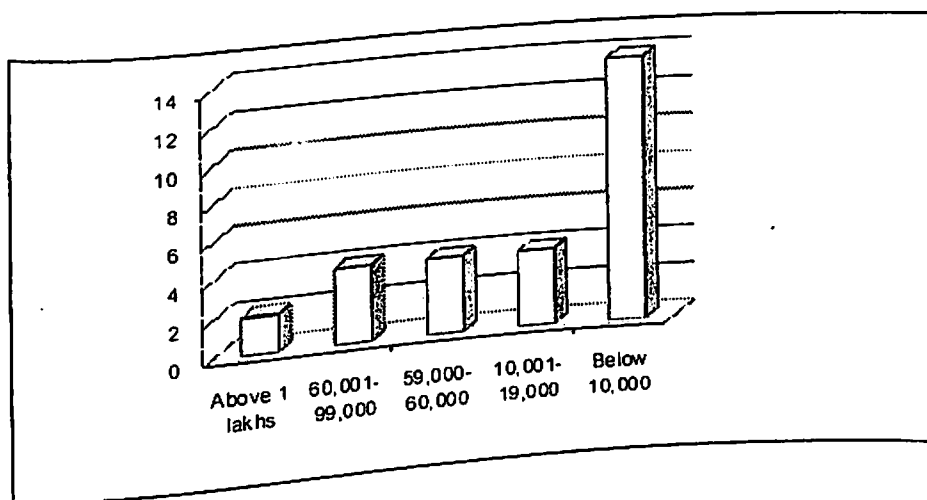


Fig 5.1

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

During the survey it is observed that Circulation and Reference services are practiced in most of the libraries, as observed from table 5.4

Services Provided

Services	Present	Absent	Total	Percentage
Abstracting & Indexing	5	23	28	17.85
Bibliographic	14	14	28	50
CAS & SDI	16	12	28	57.14
CD ROM Service	2	26	28	7.14
Circulation	22	6	28	78.57
FAX	3	25	28	10.71
Database Searching	4	24	28	14.28
Film Viewing	1	26	28	3.57
Inter library loan	8	20	28	28.57
Internet	9	19	28	32.14
Literature survey	1	26	28	3.57
Other Specialized Services	5	23	28	17.85
Reference	24	4	28	85.71
Referral	18	10	28	64.28
Translation	5	23	28	17.85
Xeroxing	25	3	28	89.28

Table 5.4 (Source: Questionnaire)

Xeroxing service is provided by at least 25 libraries. Abstracting and Indexing, Database searching, Consultancy service and Literature Survey is limited to only a few libraries.

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
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/-			
IIRF		1000/-		Week 50/-
OKDISCD	50/-			Staff- 100/- Proposed: Week 20/- Month 30/- 6 months 100/- Year 200/-
DDK				Amount decided by the parent organization on issue of VCDs
IIE	300/-			
JFTI	500/-			Proposed: Week 500/- Month 1000/- 6 months 2000/- Year 2500/-
LGBRIMH	1200/-			Proposed

Table 5.5 (Source: Questionnaire & Personal Interview)

Table 5.5 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 5.6 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
NEIST	2/-
GMC	1/-
AAU	0.80
IASST	1/-
AIRTSC	1/-
NIPCCD	1/-
IIBM	1.50
IIRF	1.25
OKDISCD	1/-
IIE	1/-
JFTI	1/-
LGBRIMH	0.50
ASN	0.50

Table 5.6 (Source: Questionnaire & Personal Interview)

This service is provided to the users in various rates. The Table lists that in some libraries like GMC, IIE and others it is provided at Rs.1/-page. In other libraries like TES and 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.

5.2.6 Rate of Abstracting and Indexing service / response

The study revealed that AAU and OKDISCD have started marketing this service. AAU charges Rs.20/-page for outsiders but it is provided free to the faculty members. OKDISCD 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.

Abstracting and Indexing service / response

Libraries	Rate/ Page (in Rs.)
TES	0.50
AAU	20/- (for outsiders)
OKDISC'D	3/-
IIE	25/- (Proposed)
JFTI	20/- (Proposed)

Table 5.7 (Source: Questionnaire & Personal Interview)

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 IIRF are providing this service free to the users.

CAS & SDI service

Libraries	Rate (in Rs)
TES	Proposed
IIRF	Free
OKDISC'D	Proposed
IIE	20/- week (Proposed)
JFTI	100/-Yr (Proposed)
LGBRIMH	Proposed

Table 5.8 (Source: Questionnaire & Personal interview)

Some libraries propose to introduce this service. Other libraries like IIE and JFTI has proposed some rate which given in Table 5.8

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. AAU is charging Rs.15/-for both Internet and printing purpose.

Internet and Printing facility

Libraries	Internet/hr (in Rs)	Printing (in Rs)
-----------	---------------------	------------------

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
JFTI	Proposed: 10/-	Proposed: 5/- (B/W) paper 10/- (colour) paper 20/- CD

Table 5.9 (Source: Questionnaire & Personal Interview)

Table 5.9 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

Some of the libraries have started some specialized services for the users. Table 5.10 will provide a picture on the rate charged by different libraries on the specialized services.

Specially Prepared Services

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

Table 5.10 (Source: Questionnaire & Personal Interview)

From Table 5.10 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. NIT markets Standard Information in CDs. the rates of which is not provided during the query.

5.3 Information Marketing in Assam: a plan

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 Assam, 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. 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.

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

2. Defining the external environment- to analyse and define the external forces, here the environment includes demographic, economic, technological, political and social indicators.

3. Conducting market audits- to examine and assess the library's activities including the needs and capabilities. It also analyses the 'Ps' of marketing- product, price, publics, promotion, place and production.

4. Conducting market research- to focus on a specific problem regarding customer behaviour in response to a product. It should always be kept in mind that in a service organization the view of the users are very important.

5. 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.

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

From the survey following facts came to light- Primary among them are financial problem, lack of professional staff, lack of work culture, little knowledge on the concept of information 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, 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.

The LICs attached to the 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:-

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. 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.

3) Publicity and Public Relations:-

Publicity is one way of letting the public know something about the product and 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. In Assam, 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.

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 for their library personnel to under-take them.

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. 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):-

In Assam, 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.

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 the region do not care to understand their needs and it is advisable that they undertake to introduce a complaint or a suggestion box for rectifying their shortfalls.

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.

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 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 management process aiming for 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. It is important to have a library user's forum consisting of both the teachers and the students to assist the library staff.

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. It would be better if the library committees take interest in the budget provision of their libraries.

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

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 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 information whenever it is needed.

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 for marketing them

To introduce information marketing, services like CAS and SDI, translation service, bibliographic service, DDS, document procurement and others 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 86% libraries provide reference service to the users. On further study it is observed that Xeroxing service is provided by 89.28% 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 64.28% libraries are providing referral service. A total of only 50% 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 28.57% libraries as observed in Table5.5.

Table 5.5 further brings to light the poor communication facilities. Internet service covers only32.14%, which is not very satisfactory. This resulted in poor interlinking services like CD ROM service comprising 7.14%. Database Search service is more or less absent with 14.28%. 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 17.86% libraries are offering Translation service to the users. Few libraries of the region have introduced library marketing, though in a limited way.

Objective: 2 Studying on the library staff and their professional attitude towards information marketing

In spite of having very rich collection with rare and valuable documents, users' turnout is poor. There are number of reasons for this. One important reason is that librarian and library authorities are not marketing their services they are not found to be familiar with contemporary approach to marketing. Information marketing needs skilled and qualified staff and for this training is essential.

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 information marketing. If the services are efficiently provided to the satisfaction of the users there is scope for marketing them in a phased manner.

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

International Level:

After visiting different websites of international organizations, 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). Of the different services of IFLA- promotion of international understanding, cooperation, preservation and conservation of library materials are included.

INIS and AGRIS have got its fair share of activities through its Publication service. AGRIS publishes its monthly AGRINDEX providing SDI service. 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:

At the National level different Libraries and Information Centres (LICs) are providing developed library services. 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.

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.

Assam:

Modern library service is developing in the region 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 NIT has introduced Standard information in CDs.

TES, RRL, ASC, NEIBM, IIRF, IIE and other libraries have introduced bibliographic service, IIE has proposed for marketing Full Text Journal Service (FTJS), Journal List Service (JLS) and Recent Book Service (RBS) for the users. NEIST has introduced payment for compilation of bibliographies for the users 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 Jyotichitraban libraries have proposed to introduce fees shortly [Chapter 5.2]

Objective: 4 Plan for Introduction of information marketing in Assam

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.

6.2 Testing the hypotheses

Hypothesis 1: Information marketing in the library and information centres of Assam is at the bottom level.

Modern library service is developing in this part of the region. Some of the libraries have introduced specialized services like standard information in CDs by NIT. IIE has introduced Full Text Journal Service, Journal List Service and Recent Book Service in their library. RRL has started Literature Survey and Compilation of Bibliographies on a payment basis.

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 information marketing in the libraries of Assam 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 information 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. Information 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 information 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 information marketing in the LICs of the region will enhance the quality of library service standard.

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* bring 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.
- ii) 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 serves as a technical tool for library classification, cataloguing, and construction of indexes, abstracts and thesaurus along with translations. It has been observed that most of the libraries are not automated or in its initial stage. The library automation project should be practiced so that the users are properly benefited.
- iv) 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) 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. It would be better if the libraries take steps to introduce some *More Services* like Translation service, Bibliographic service, Alerting service, Document Delivery Service etc as there is more scope for such services here.
- vi) In this region the concept of *Information 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 it is better to introduce the concept in their 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.

viii) In the state of Assam, 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. 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 for the users.

x) The manuscripts and archival repositories can publish their valuable and rare materials for sale. The latest versatile socio-political condition of Assam 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. The information professionals 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. The libraries could do better 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, 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 have introduced information marketing and some are on the verge of introducing it in their continued service. The libraries that have been studied have sufficient scope to develop self-sufficiency for extending satisfactory library services as per present needs.

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Appendix-I

Services of Special Libraries in Assam

Abstracting & Indexing	Bibliographic Service	CAS & SDI	CD ROM	Circulation Service	Database Searching
TES	TES	TES	NIT	TES	TES
AAU	RRL	RRL	AAU	AY	NIT
OKDISCD	ASC	NIT		AEC	IIRF
IIE	AAU	AAU		RRL	JFTI
JFTI	NIPCCD	IASST		ASC	
	NEIBM	IIHT		NIT	
	NIRD	NIPCCD		GMC	
	IIRF	NEIBM		AAU	
	NERIWALM	NIRD		IASST	
	OKDISCD	IIRF		NIPCCD	
	IIE	NERIWALM		IIHT	
	IIT	OKDISCD		GULC	
	ICHR	IIE		NEIBM	
	JFTI	JFTI		NIRD	
		LGBRIHM		IIRF	
		ASN		NERIWALM	
				DDK	
				IIE	
				IIT	
				JFTI	
				LGBRIHM	
				ASN	

Appendix-I

Services of Special Libraries in Assam

Abstracting & Indexing	Bibliographic Service	CAS & SDI	CD ROM	Circulation Service	Database Searching
TES	TES	TES	NIT	TES	TES
AAU	RRL	RRL	AAU	AY	NIT
OKDISCD	ASC	NIT		AEC	IIRF
IIE	AAU	AAU		RRL	JFTI
JFTI	NIPCCD	IASST		ASC	
	NEIBM	IIHT		NIT	
	NIRD	NIPCCD		GMC	
	IIRF	NEIBM		AAU	
	NERIWALM	NIRD		IASST	
	OKDISCD	IIRF		NIPCCD	
	IIE	NERIWALM		IIHT	
	IIT	OKDISCD		GULC	
	ICHR	IIE		NEIBM	
	JFTI	JFTI		NIRD	
		LGBRIHM		IIRF	
		ASN		NERIWALM	
				DDK	
				IIE	
				IIT	
				JFTI	
				LGBRIHM	
				ASN	

Appendix II

Services of Special Libraries in Assam

	ILL	Internet	Literature Survey	Reference	Referral
JFTI	TES	NIT	RRL	TES	TES
	RRL	GMC		AEC	AEC
	NEIBM	AAU		RRI.	RRI.
	OKDISCD	IIT		ASC	ASC
	DDK	JFTI		GMC	NIT
	IIT	IASST		AAU	GMC
	VKIC	IIRF		IASST	AAU
	LGBRIHM	OKDISCD		AIRTSC	IASST
		IIE		NIPCCD	NEIBM
				IIIT	NIRD
				GULC	IIRF
				NEIBM	NERIWALM
				NIRD	OKDISCD
				IIRF	DDK
				NERIWALM	IIE
				OKDISCD	ICHR
				DDK	JFTI
				IIE	ASN
				IIT	
				ICHR	
				VKIC	
				JFTI	
				LGBRIHM	
				ASN	

Appendix II

Services of Special Libraries in Assam

	ILL	Internet	Literature Survey	Reference	Referral
JFTI	TES	NIT	RRL	TES	TES
	RRL	GMC		AEC	AEC
	NEIBM	AAU		RRL	RRL
	OKDISCD	IIT		ASC	ASC
	DDK	JFTI		GMC	NIT
	IIT	IASST		AAU	GMC
	VKIC	IIRF		IASST	AAU
	LGBRIHM	OKDISCD		AIRTSC	IASST
		IIE		NIPCCD	NEIBM
				IIIT	NIRD
				GULC	IIRF
				NEIBM	NERIWALM
				NIRD	OKDISCD
				IIRF	DDK
				NERIWALM	IIE
				OKDISCD	ICHR
				DDK	JFTI
				IIE	ASN
				IIT	
				ICHR	
				VKIC	
				JFTI	
				LGBRIHM	
				ASN	

Appendix III

Services of Special Libraries in Assam

Translation Service	Xeroxing Service	Compilation of Bibliography	FAX	RBS	FTJS	JLS
NIPCCD	TES	NEIST	NIT	IIE	IIE	OKDISCD
NEIBM	AT		OKDISCD			IIE
NERIWALM	AY		IIRF			
IIE	NEIST					
JFTI	NIT					
	ASC					
	GMC					
	AAU					
	IASST					
	AIRTSC					
	NIPCCD					
	IIHT					
	GULC					
	NEIBM					
	NIRD					
	IIRF					
	NERIWALM					
	OKDISCD					
	IIE					
	IIT					
	ICHR					
	VKIC					
	JFTI					
	LGBRIHM					
	ASN					

Appendix III

Services of Special Libraries in Assam

Translation Service	Xeroxing Service	Compilation of Bibliography	FAX	RBS	FTIS	JLS
NIPCCD	TES	NEIST	NIT	IIE	IIE	OKDISCD
NEIBM	AT		OKDISCD			IIE
NERIWALM	AY		IIRF			
IIE	NEIST					
JFTI	NIT					
	ASC					
	GMC					
	AAU					
	IASST					
	AIRTSC					
	NIPCCD					
	IIHT					
	GULC					
	NEIBM					
	NIRD					
	IIRF					
	NERIWALM					
	OKDISCD					
	IIE					
	IIT					
	ICHR					
	VKIC					
	JFTI					
	LGBRIHM					
	ASN					

Appendix-IV
Collection of Documents in the LICs of National Level

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-V
Collection of Documents in the LICs of Assam

Sl. No.	Name of the Organization	Total
1	AAU	114747
2	AEC	61330
3	AIRTSC	8230
4	ASC	91360
5	ASN	2867
6	AT	2012
7	AY	2184
8	DDK	2294
9	DHAS	23100
10	GMC	25220
11	GULC	7294
12	IASST	10285
13	ICHR-NERC	7215
14	IIBM	36700
15	IE	19816
16	IIT	3239
17	IIRF	7110
18	IIT,G	111400
19	JFTI	380 with 99 films
20	LGBRIMH	4734
21	NEIST [Formerly RRI.]	71309
22	NERIWALM	4565
23	NIPCCD	10000
24	NIRD-NERC	9600
25	NIT	87896
26	OKDISCD	12343
27	TES	34070
28	VKIC	163

(Source: Survey based)

Appendix-VI

INFORMATION MARKETING SCENARIO WITH REFERENCE TO SPECIAL LIBRARIES OF ASSAM

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	
--------	--

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 four financial years (in numbers or %)

Year	Staff Salary	Books & Journals	Others	Total
2007/08				
2008/09				
2009/10				
2010/2011				

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 four financial years (in numbers or %)

Year	Staff Salary	Books & Journals	Others	Total
2007/08				
2008/09				
2009/10				
2010/2011				

E. LIBRARY COLLECTION

9. 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 () Technical Problems ()
 Low Percentage of Users () 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	

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 () Technical Problems ()
 Low Percentage of Users () Any others ()

17. Opening Hours of the Library:

18. Kindly mention the services the library is offering

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

19. 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:		

19. 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:		

20. 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 PROJECT Purpose only)

Please return the filled in form to:

Kishore Kumar Sarmah

Librarian

Nowgong Girls' College

PO· Haibargaon (Nagaon) Assam: Pin: 782002

CONTACT NO. 9864040459

