

MARKETING STRATEGY OF ENGINEERING COLLEGE LIBRARY SERVICES IN AURANGABAD

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ABSTRACT

The concept of marketing not only involves the buying and selling for financial gain but also the achievement of organizational objectives successfully. The present paper defines the concept of Engineering College Library, Marketing, Marketing Management process and Marketing Engineering College Library Services. In the authors of this article attempts to touch the Engineering College Library system for marketing his library & library services. This paper also deals with the eight Engineering College libraries data including collection, staff, library timing & collection etc.

KEYWORDS

Aurangabad, Market Segmentation, Market, Marketing Mix, Marketing, Engineering College Library Services & Engineering College library.

1. INTRODUCTION

Marketing has a wider and deeper sense, which expands the organization's successive achievements. Modern marketing is applied not only to profit-making an organization but also to the non-profit sector and social service organizations like the library. Marketing in the library sector involves the performance of planning, organizing, dissemination and controlling of information services on a proactive and user-oriented way that ensures user satisfaction while achieving the objectives of the parent organization.

In view of the existing Engineering college libraries, the marketing concepts are indispensable in the library management is bound to enter into serious research how to market the information products and services of the library in order to meet the ongoing challenging competition focus by the profit-making organization.

This work is an attempt to study the information sources and services of Engineering College Libraries in Aurangabad City. In term of the collection of various sources, facilities and services as per AICTE norms.

2. DEFINITIONAL ANALYSIS

2.1 Market

The term market is used to many ways when the term market is used to express the change of goods the American Marketing Association (AMA) suggest the following definition, The aggregate of forces of conditions within which buyers and sellers make decisions result in the transfer of good and services.

2.2 Marketing

Marketing is a planning that focused on the products places or mode of delivery, adjustment of cost price to market and promotion to specifically targeted segments of special librarians market. Marketing is a social and managerial process by which individuals and groups obtain what they need (Kotlar,1977).

2.3 College Library

The name of the college is given to an institution imparting higher education leading to the bachelor degree. Every college must have a good library and it occupies a prominent position in the college campus. The library is the heart of every college campus. The importance of college library is inevitable in every teaching and academic programmed. The college library provides ample opportunity for self-education to the students, apart from supplementing the class lectures.

2.4 Importance of College Library

The college education is the first stage of higher education, which provides a completely different environment for students aspiring higher studies. Usually in colleges size of the class is very big a result, individual attention by a teacher is limited. Therefore, the college libraries help students to meet the challenges which they are facing at colleges. College library is the workshop of the students where students are stimulated to obtain, evaluate and recognize knowledge and to familiarize themselves with the trends of knowledge for further education and learning a new discipline.

2.5 Engineering Council of India

Engineering Council of India (ECI) was established on April 4, 2002 as a Federation, in the form of a Not-for-Profit Registered Society, by coming together of a large number of Indian Professional Organizations /Institutions of Engineers to work for the advancement of engineering profession in various disciplines and for enhancing the image of engineers in society, by focusing on quality and accountability of engineers.

2.6 Services

Kotler, (1997) and Perera, (1984) defines services as any factor performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. The term 'services' refers to any functions or tasks that are performed for which there is a demand and hence, their price is determined in accordance with market relevance.

2.7 Library Services

Parmer and Bhutta maintained the meaning and services as Referring to an agency and which supplies information especially current data, in easily available otherwise loose leaf, or other form and may be supplied regularly or on request refers to the information which is supplied in this way.

3. NEED FOR MARKETING

The marketing aspect is becoming indispensable with the growth of challenging events in the world both in profit marketing and non-profit marketing organization. The reform there is needed to explain the need for marketing more elaborately in Engineering libraries.

Thus Marketing is basically a management process, which includes the following:

Marketing plan: In the marketing plan, a library has to concentrate on the mission analysis, resource analysis, strategic planning and monitoring and evaluation of the tasks performed.

Marketing research: It is done to collect relevant data for the purpose of assessing market information needs by stating research objectives, developing a research strategy, knowing target market characteristics, and population to be studied etc. Then the data Collected is interpreted and analyzed.

Market segmentation: It is defined as a group of customers with similar or related characteristics who have common needs and wants. Market segmentation is usually divided into (i) Demographic Segmentation, (ii) Socio-Economic Segmentation, and (iii) Geographic Segmentation.

Marketing mix: It includes Product (such as books, periodicals, literal programmes, bibliographies, annual reports, statistical surveys and compilations and services like CD-ROMS etc.); Price (which is in form of credit, discount, cash etc.); Place (includes coverage, distribution channels, inventory, locations, and transport.) and Promotion

4. MARKETING TOOLS

This is the core activity in the marketing process. Determination of the marketing mix of 4 P 's is done at this stage

Product Various attributes of the product, its packaging are decided.

Place The second component in the marketing mix is place or distribution pertains to the dissemination of the information through various channels. Distribution involves getting the

products or service to potential consumers. This might involve books bay mail, and birches in shopping centers, as well as a telephone reference service.

Pricing It is a controversial topic in marketing library products and services. Traditionally libraries have provided consumers with “Free” services in the sense that no monetary exchange is involved.

Promotion The promotion involves mechanisms by which the target groups are informed about the resources available services and products offered by the library and information center. Essentially the purpose of promotional activities is said to be too communicated, to convince and compacts, therefore the library's promotional packages need to be so designed as to achieve these objectives. In this context, the information collected in the market segmentation stage would be useful.

5. OBJECTIVE OF THE STUDY

- To examine the use made of Engineering College Libraries & the market distribution.
- To critically examine marketing approaches by the Engineering college libraries.

6. SCOPE & LIMITATION

The scope of this study is all “Engineering College Libraries” in Aurangabad City. The present study is limited last one year (2016-17) for Aurangabad City.

7. METHODOLOGY

The survey method is one of the most effective and sensitive instruments of research survey method can produce much-needed knowledge, survey method was adopted for the present research.

8. DATA ANALYSIS & INTERPRETATION

8.1 Engineering College Library Name

Following are the “8” Engineering College Libraries in Aurangabad City. Abbreviation used for data presentation in graphical form.

Sr. No	Name of the Library	Abbreviation
1	Government Engineering College Library, Aurangabad	GECL
2	Jawaharlal Nehru Engineering College Library, Aurangabad	JNECL
3	CSMSS, Chh. Shahu Engineering College Library, Aurangabad	CSECL
4	Shreeyash Engineering College Library Aurangabad	SECL
5	PES Engineering College Library, Aurangabad	PESECL
6	Deogiri Engineering College Library, Aurangabad	DECL
7	MIT Engineering College Library, Aurangabad	MITECL
8	Aurangabad Engineering College Library, Aurangabad	AECL

8.2 Staff

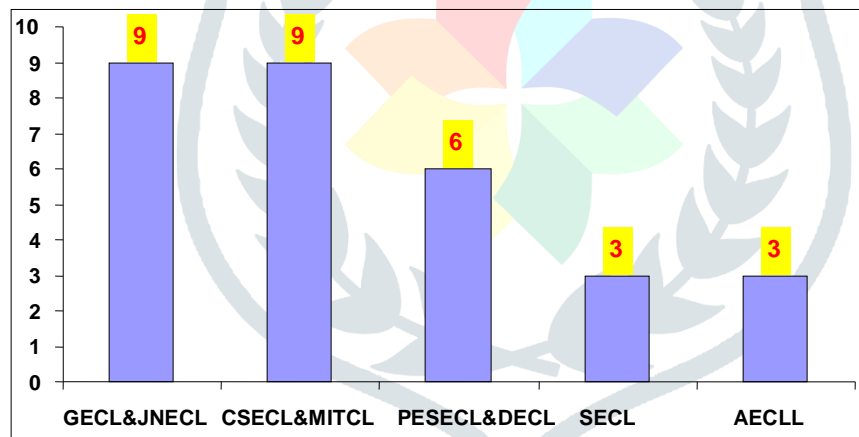
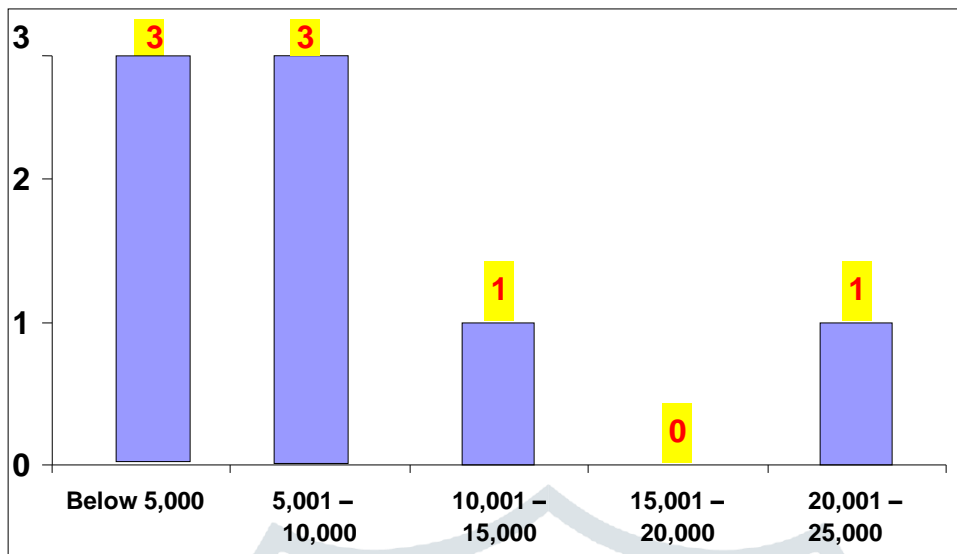


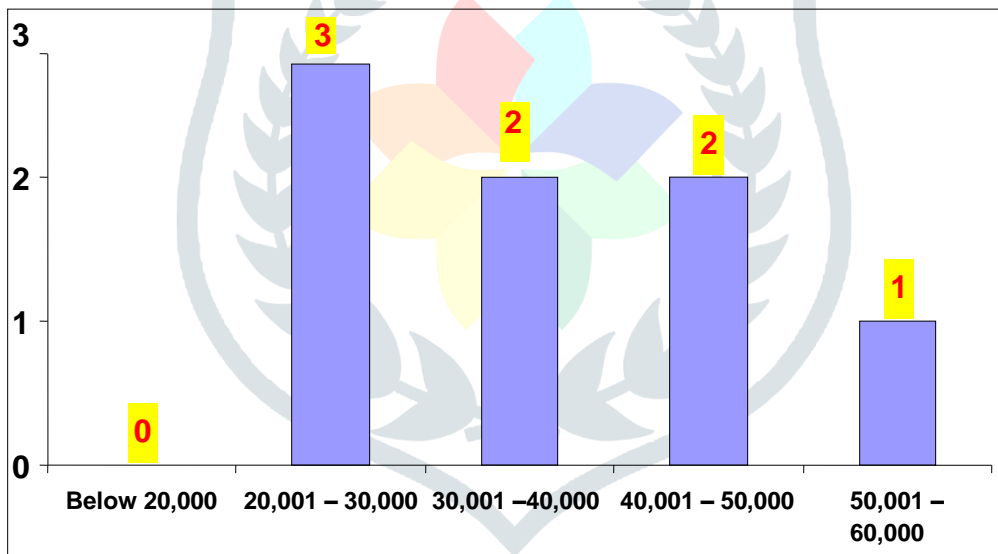
Figure no. 8.2 indicates that staff employed in engineering college library in Aurangabad. It is also observed that 60% libraries having more than 5 employees.

8.3 Total Collection



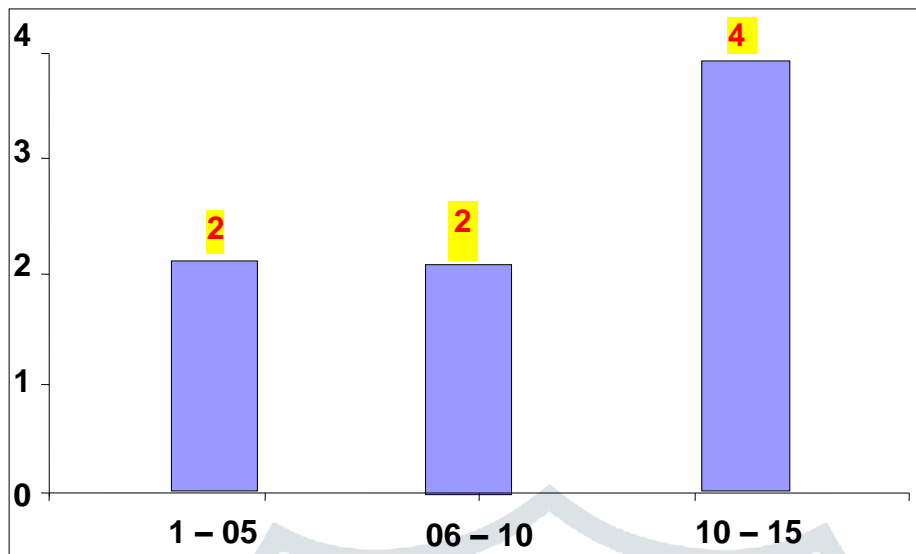
It is observed in figure 8.3 that 40% of libraries are having collection below than 5,000. No one library is having collection between 15,001 – 20,000.

8.4 Total Budget



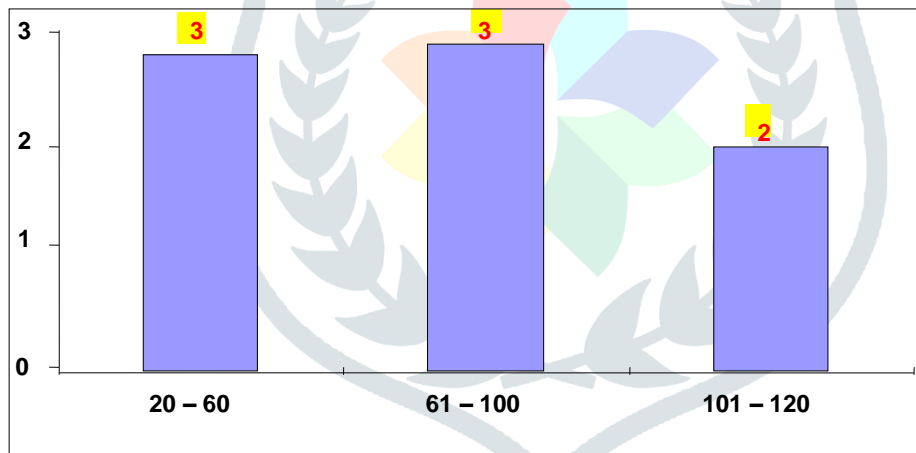
It is revealed from figure 8.4 that 40% libraries have spent 20,001 – 30,000 in last year. While remaining 60% libraries spent each on 30,001 – 40,000, 40,001 – 50,000 & 50,001 – 60,000 respectively.

8.5 Total Newspapers



It is observed in figure 8.5 that 50% libraries having 10 – 15 newspapers daily, while 50% libraries have 01-05 & 06 – 10 newspapers.

8.6 Total Periodicals & Journals



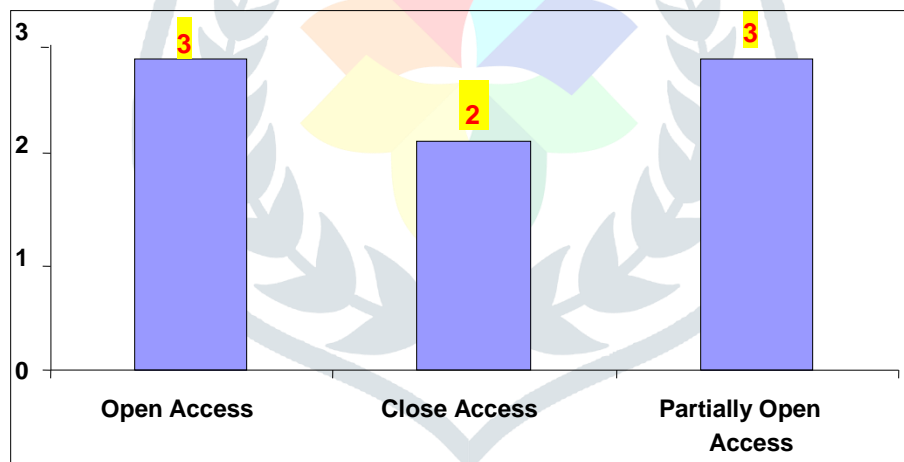
It can be observed from figure 8.6 that 80% libraries having 20 – 60 periodicals & Journals. While remaining each library having 101 – 120 periodicals & Journals respectively.

8.7 Catalog:

Sr. No	Name of the Library	Register	Card	OPAC	Any Other
1	GECL	Yes	No	No	No
2	JNECL	Yes	No	No	No
3	CSECL	Yes	No	No	No
4	SECL	Yes	No	No	No
5	PESECL	Yes	No	No	No
6	DECL	Yes	No	No	No
7	MITECL	Yes	No	No	No
8	AECL	Yes	No	No	No

It is observed from Table 8.7 that 100% libraries using register catalog in the library.

8.8 Library Access



It is observed in figure 8.8 that 80% libraries follow open access and partially open access system in the library, the remaining 20% library using closed access.

8.9 Book Arrangement System

Sr. No	Name of the Library	Accession	Language	Subject	Title	Author
1	GECL	No	No	Yes	No	No
2	JNECL	No	No	Yes	No	No
3	CSECL	No	No	Yes	No	No
4	SECL	No	No	Yes	No	No
5	PESECL	No	No	Yes	No	No
6	DECL	No	No	Yes	No	No
7	MITECL	No	No	Yes	No	No
8	AECL	No	No	Yes	No	No

It is observed from Table 8.9 that 100% libraries using subject wise classification scheme for an arrangement of books.

8.10 Timing

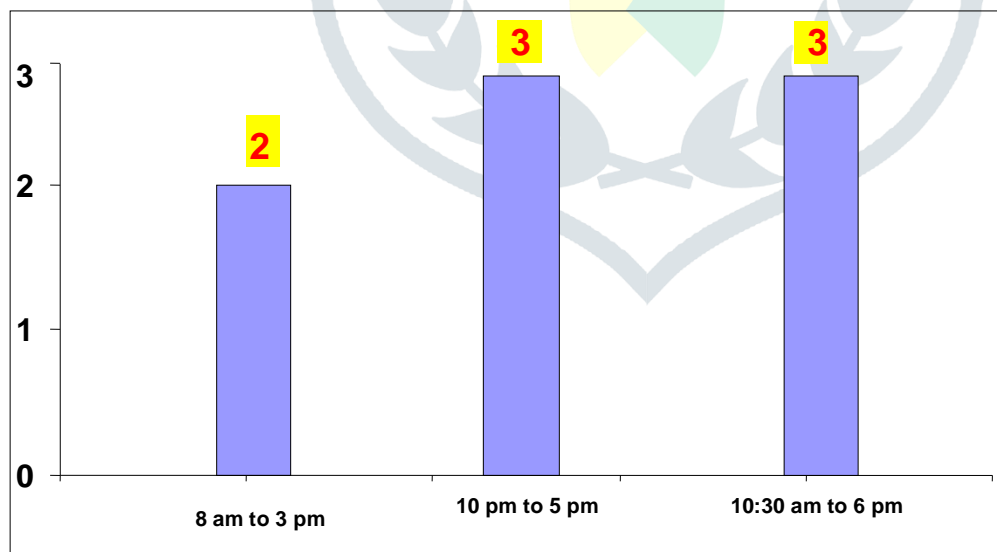
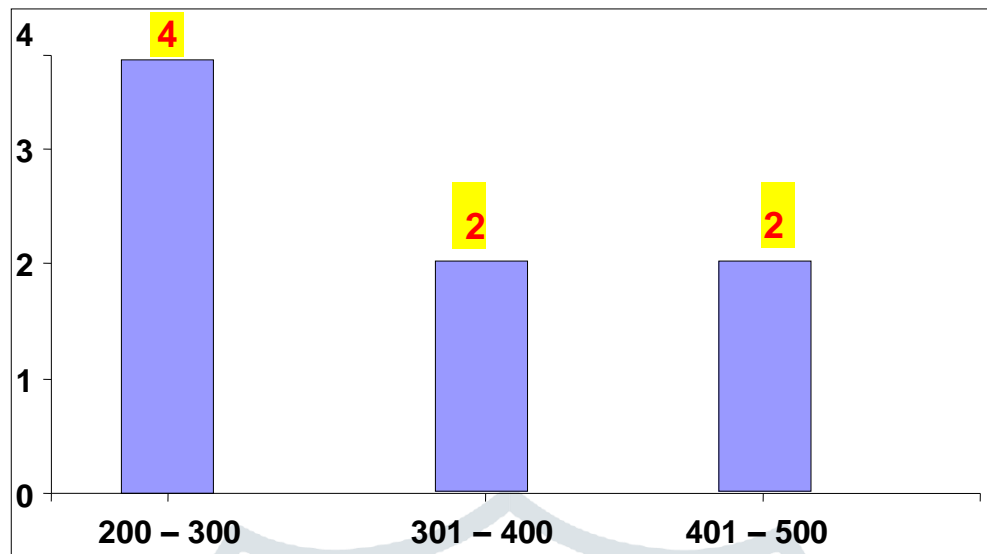


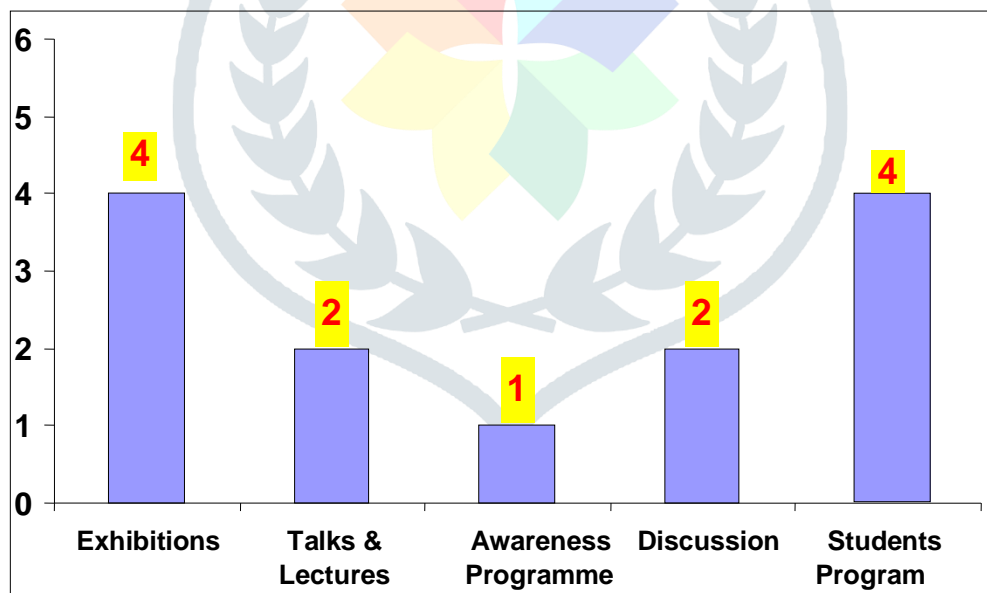
Figure 8.10 shows that library timing in Aurangabad. It indicates that 70% of libraries kept open from 10 am to 5 pm & 10:30 pm to 6 pm, the remaining 30% library is open from 8 am to 3 pm.

8.11 Users



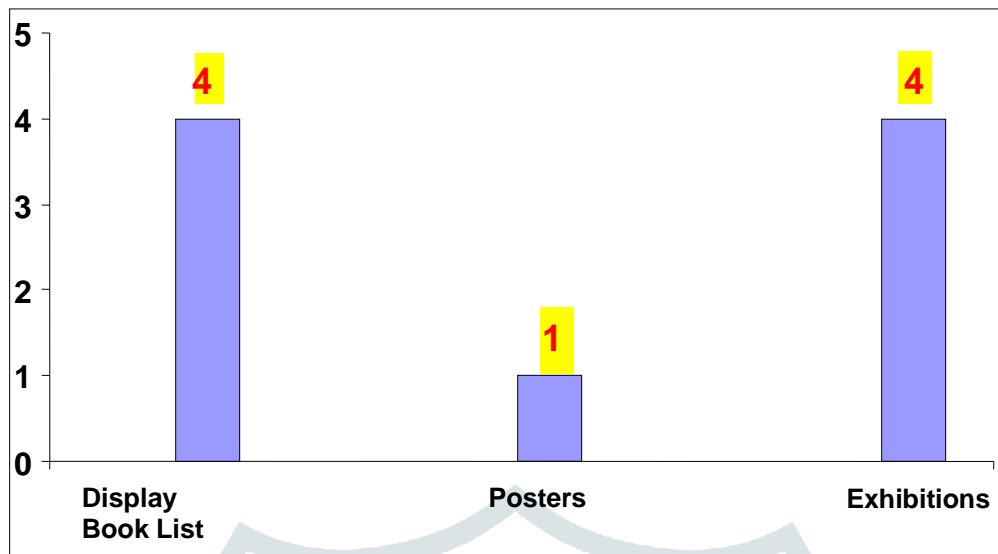
It can be revealed from figure 8.11 that 50% libraries having 200 – 300 Students, 25% libraries having 301 – 400 Students, remaining 25% libraries having 401 – 500 Students.

8.12 Program Arranged



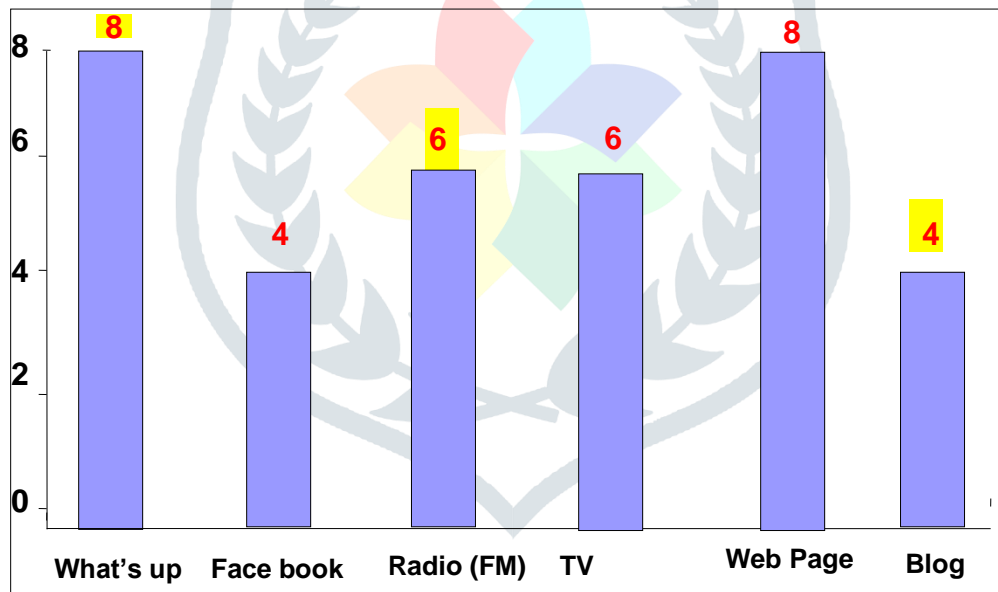
It is observed in figure 8.12 that 50% of libraries organized exhibitions & Students Program for promoting library services, while 20% of libraries organize the Awareness Programme related program. Remaining program i.e. Talks & Lectures and Discussion organized by 30% libraries.

8.13 Marketing



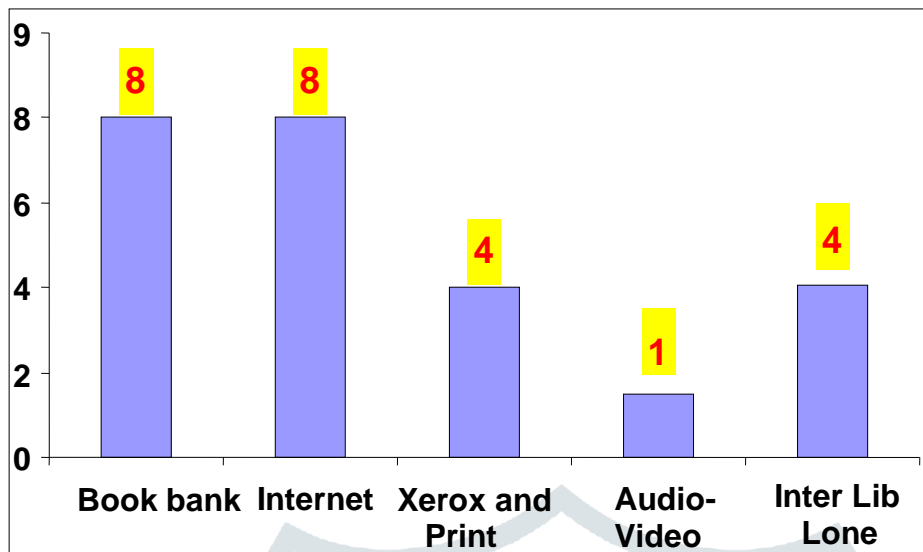
It is observed from figure 8.13 that 50% libraries using Display Book List & Exhibitions for the marketing of library & library services.

8.14 Advanced Marketing Strategies



It is observed from figure 8.14 that 100% libraries using what's up & Web Page, 75% libraries using Radio (FM), and TV, 50% libraries using Face book and Blog for the marketing of library & library services.

8.15 Special Service



It is observed in figure 8.15 that 100% libraries providing Book bank & Internet Services. 50% libraries providing Xerox, Print and Inter Lib Lone Services. & 20% means single library provide Audio-Video Service.

8.9 MAJOR FINDINGS:-

- It observed that accordingly table no. 8.13 & 8.14 most of the Engineering College are adopted marketing strategies.
- It is observed from figure 8.14 that 100% libraries using what's up & Web Page, 75% libraries using Radio (FM), and TV, 50% libraries using Face book and Blog for the marketing of library & library services. All libraries using Advance Marketing Strategies for the marketing of library & library services.
- It can be observed that 80% libraries having 20 – 60 periodicals & Journals. While remaining each library having 101 – 120 periodicals & Journals respectively.
- It is observed that 100% libraries using subject wise classification scheme for the arrangement of books. & 100% libraries using register catalog in the library.
- It is found that 50% of libraries organized exhibitions & Students Program for promoting library services, while 20% of libraries organize the Awareness Programme related program. Remaining program i.e. Talks & Lectures and Discussion organized by 30% libraries.
- It is found that 50% libraries using Display Book List & Exhibitions for the marketing of library & library services.
- It is observed that 100% libraries providing Book bank & Internet Services. 50% libraries providing Xerox, Print and Inter Lib Lone Services. & 20% means single library provide Audio-Video Service.

10. CONCLUSION

Marketing in libraries has gone beyond special days and book displays. The value of marketing the library's products and services has been recognized and now we as library staff need to develop and formalize our marketing strategies. We need to give the marketing function a priority within our other library duties. The library and information services should be user-oriented especially when we are designing them to satisfy the information needs of industrial people. Marketing of library and information services includes customer (users) priorities, expectations, individuality, responsiveness, relationship, quality of services, professional skills and competencies, value-added services, etc. Therefore, university libraries must develop a process for understanding the information needs, wants and opinions of clients from the industries, and develop products and services which satisfy those information needs.

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