

# Marketing Library Resources, Products and Services in University Library: A Case Study of Uka Tarsadia University

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## ABSTRACT

Uka Tarsadia University, Bardoli is one of the fastest-growing university of Gujarat which was established in 2011. To provide the research and the teaching needs of the institute, Central Library (B U Tarsadia Learning Resource Centre), Bardoli is providing different resources, Products and services to the faculty and the students. To maximize the usage and increasing the importance of libraries in the present scenario library adopting the different marketing strategies. Marketing also helps to achieve the goals of libraries. This paper provides a comprehensive overview of different marketing strategies adopted by libraries with special reference to Central Library, Uka Tarsadia University for reaching to its users and to increase the usability. The paper is intended to help professionals and the library users in knowing the various resources, products and services by the Central Library, of Uka Tarsadia University as a model.

**Keyword:** B U Tarsadia Learning Resource Centre, Library Marketing, UTU Library, Marketing Library Resources, Library Marketing Strategy, Library Services

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## INTRODUCTION

Information is the gateways of knowledge and culture where libraries play an important role in society. Impact of Information communication technology on library information is growing fast and it is available in various electronic formats such as audio contents, video contents, CD/DVD ROM, online publication, online databases etc. Adoption of new technologies in library by storage, processing, retrieval and services of the user approaches for information; library facing new challenges in terms of budget, staff shortage, changing media of information, changing view of users and its demand etc. To handle the challenges marketing library resources, products and services can found to be appropriate and helpful.

The library is a non-profit organization and non-profit marketing is the big challenge of all and the challenges give sound significant values to the organization. According to American Marketing Association "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Library marketing involves maximum usability of available resources, identify the user's needs and satisfy the user's requirement.

## MARKETING LIBRARY RESOURCES, PRODUCTS AND SERVICES

Marketing of library resources, products and information services play important role to creating awareness in library services, librarians must ensure that they put in more efforts in the aspect of marketing and promotion of their library resource, products and services through advertisement, exhibitions and displays, publicity, orientation, blog, and social media etc. Use of marketing techniques and strategies is giving more value to the organization's mission, vision, and objectives to attract volunteers and supporters. Marketing can help the libraries to survive their user by with a holistic approach in the following ways.

- Increase the visibility of a library and raising public awareness
- Improve the image and status of the libraries and library professionals



- To provide effective library services among the users in the IT environment.
- Create awareness and need for information of users
- Attract a number of users and to encourage them to utilize the resources of the library to the maximum level.
- Increase the relationship in the library among the users at an individual level.

## **B U TARSADIA LEARNING RESOURCE CENTRE (CENTRAL LIBRARY), UTU BARDOLI**

Uka Tarsadia University Bardoli is one of the fastest-growing University of Gujarat which established in 2011. UkaTarsadia University Library has new building existing in 2017 by donation of B U Patel from Tarsadia Foundation, USA. The Architectural and structured building of the library like an open book. UTU Library system having central library [B U Tarsadia Learning Resource Centre] and six departmental libraries that collectively serve the user's needs for their teaching and learning. University libraries having a total collection of more than one lack ninety-five thousand [195000+] consisting books, theses, Bound Volumes of Journals, Project reports, CDs/DVDs. in the subject of science, engineering, management, computer science, pharmacy, Biotechnology, Physiotherapy, Architecture etc. Library having special collection of Dr. Paresh Pandya's, [Professor at Ahmedabad Management Association, the motivation speaker, HRD Consultant and corporate trainers] lifelong learning collations of more than 12500 their own reading books has been added in the library by a donation from their wife Mrs Jyoti Pandya. The collection contains General, motivation, inspiration, leadership, executive management, literature, psychology, management etc various aspect of books. Utilization of its collection gives users more motivation and inspiration to their career goal.

Students, teaching staff, and non-teaching staff of the institutions are the members of the library. UkaTarsadia University is a member of Shodhganga, Shodh Gangotri and e-ShodhSindhu which allows users to access leading research publication though INFLIBNET. For access knowledge resources form other institutions/organization by resource sharing the central library of the university also a Member of DELNET.

## **MARKETING EFFORTS FOR CREATING AWARENESS OF LIBRARY RESOURCES, PRODUCTS AND SERVICES AT UTU CENTRAL LIBRARY**

### **User Orientation**

User orientation is provided at the starting of their course or programme session, brief introductory presentation followed by the library visit. Further to make awareness and career counseling of 10<sup>th</sup> to 12<sup>th</sup> standard students every year school students visits (Fig.1) has been arranged for the campus as well as Central library; the presentation also was given to them followed by the library visits.



**Figure-1:** School Students Visit at the Central Library, UTU



## Library Webpage

Library web pages (Fig.2) is the most effective and useful tools for marketing in current technological trends of each organization. University library has not its own web site but having web pages on university web sites. All sufficient details of library activities can be described over it. University IT department can maintain Central library web pages it can be updated regularly by coordination and support by the central library of UTU.

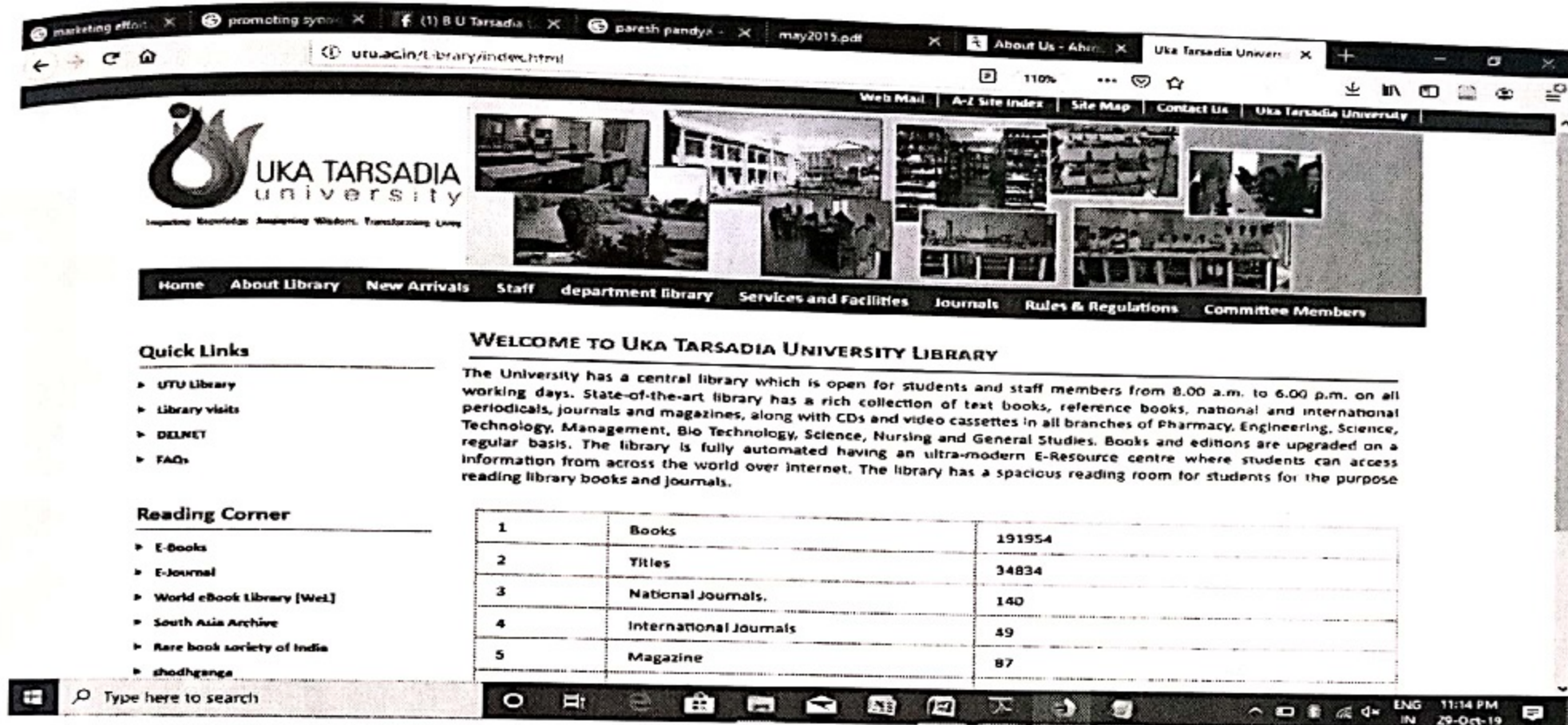


Figure-2: Web Page of the Central Library, UTU [http://utu.ac.in/Library/index.html]

## Social Networking Tool for UTU Library on Facebook

Facebook is the most popular Social networking tool which can be easier to stay in touch, organized, and well connected to users and explores the information like texts, pictures, video and audio material etc. It is an effective way to encourage people or library users to make them aware of library resources, products and services. Social networks can be a useful, immediate way to stay in touch with a group of users or Person to know what's going on with the library. It is the best tools for information dissemination and promotion of library services among the users' community.

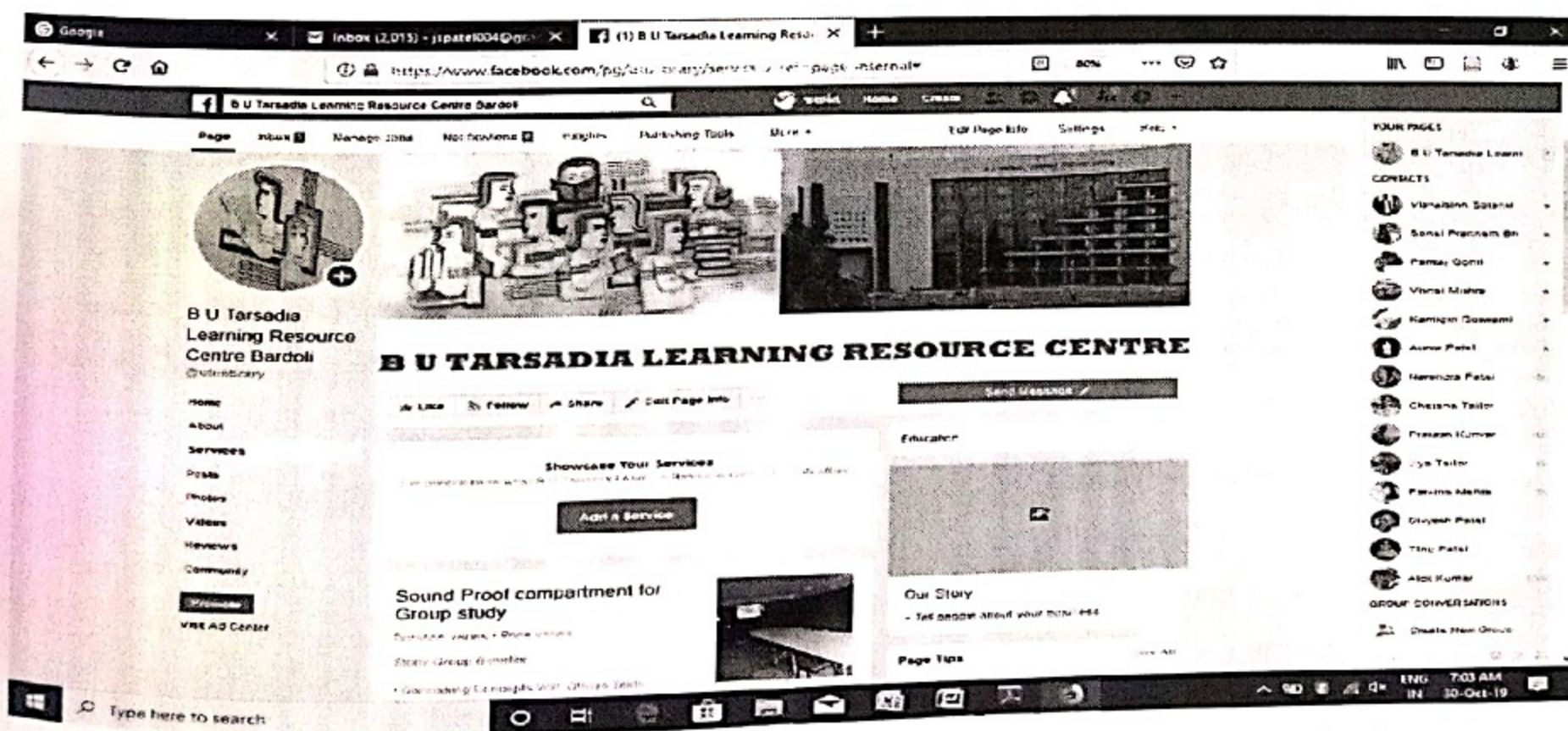


Figure-3: B U Tarsadia Learning Resource Centre (Central Library) on facebook page [https://www.facebook.com/utulibrary]



## WebOPAC

There is a need for all users expected services and facilities library adopting the new innovative technologies for providing better benchmark services to all their users. Library migrated over KOHA open-source Integrated library software in the year 2017. Library also implemented an RFID system for their user to provide better services. The library offers computerized Catalogue Search Services through the integrated library Web OPAC (Fig. 4) (Online Public Access Catalogue). The library catalogue can integrate with Google services which allow a user to view the Google jacket and other books content which inherits the Google services over the library catalogue. The library has sufficient numbers of a computer for searching the catalogue at OPAC area which allows users to access all library on a single-window platform.

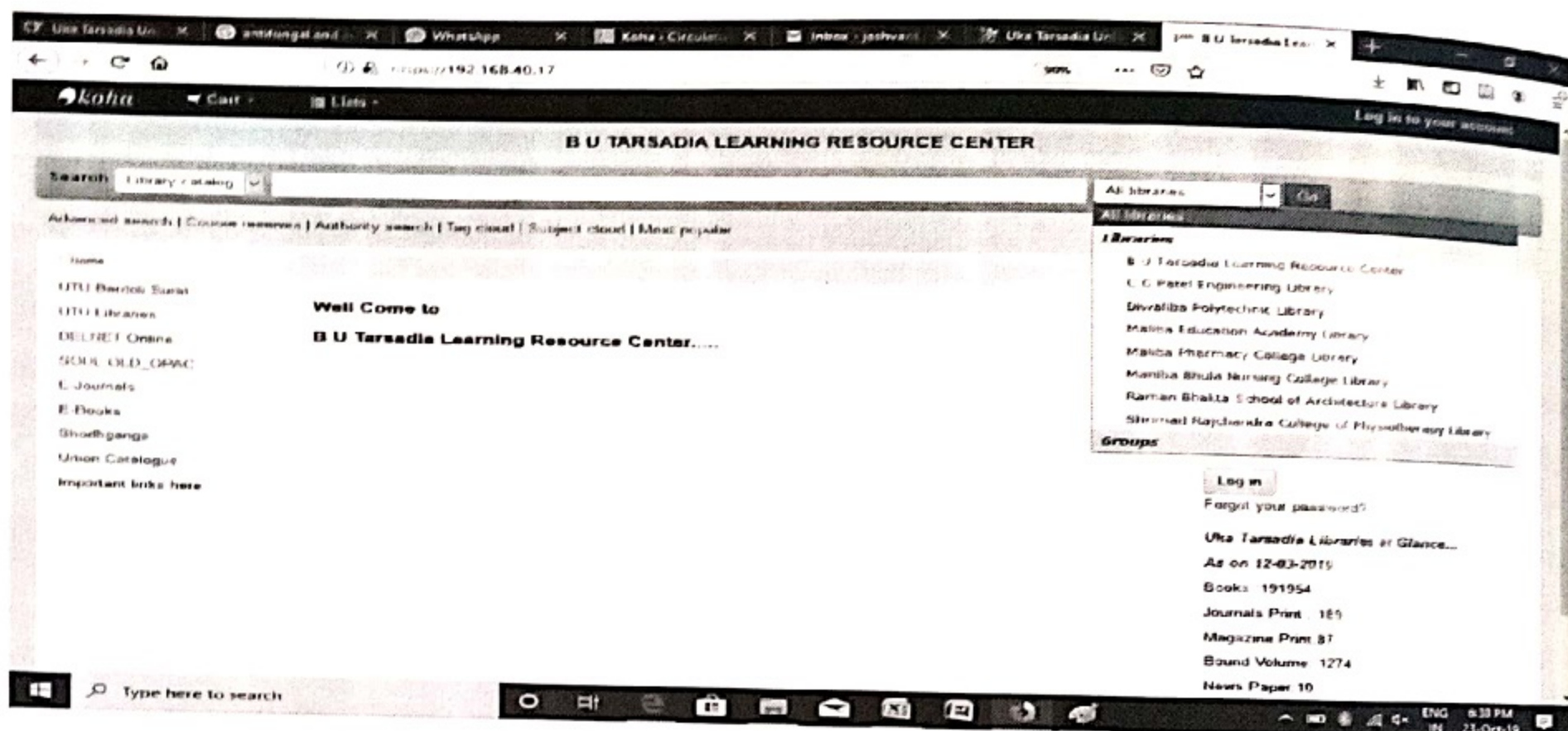


Figure-4: Koha Library OPAC (Intranet) [https://192.168.40.17]

Koha Integrated OPAC can allow user to Basic search as well as advanced search facility by author, title, subject, keyword, ISBN, Barcode, series and call number wise while Advance search facility allowed user to search by Item types, Search by multiple kinds of limits by year, range, as well as different type of format and kinds of library specified by the users. Koha OPAC also allow user to loge their account (Fig.5) which allow user to 1) view and renew items checkout 2) view and renew item overdue 3) view status hold and cancelled placed hold 4) submit or change personal details 5) change Password 6) view reading history 7) Manage notification, Digest mail, notify event and due date 8) submit recommendation for library collection 9) submit interlibrary loan request. Koha OPAC having the most attractive feature of **Brows shelf** which allows a user to view the shelf items or books details over the OPAC without going physical rack.

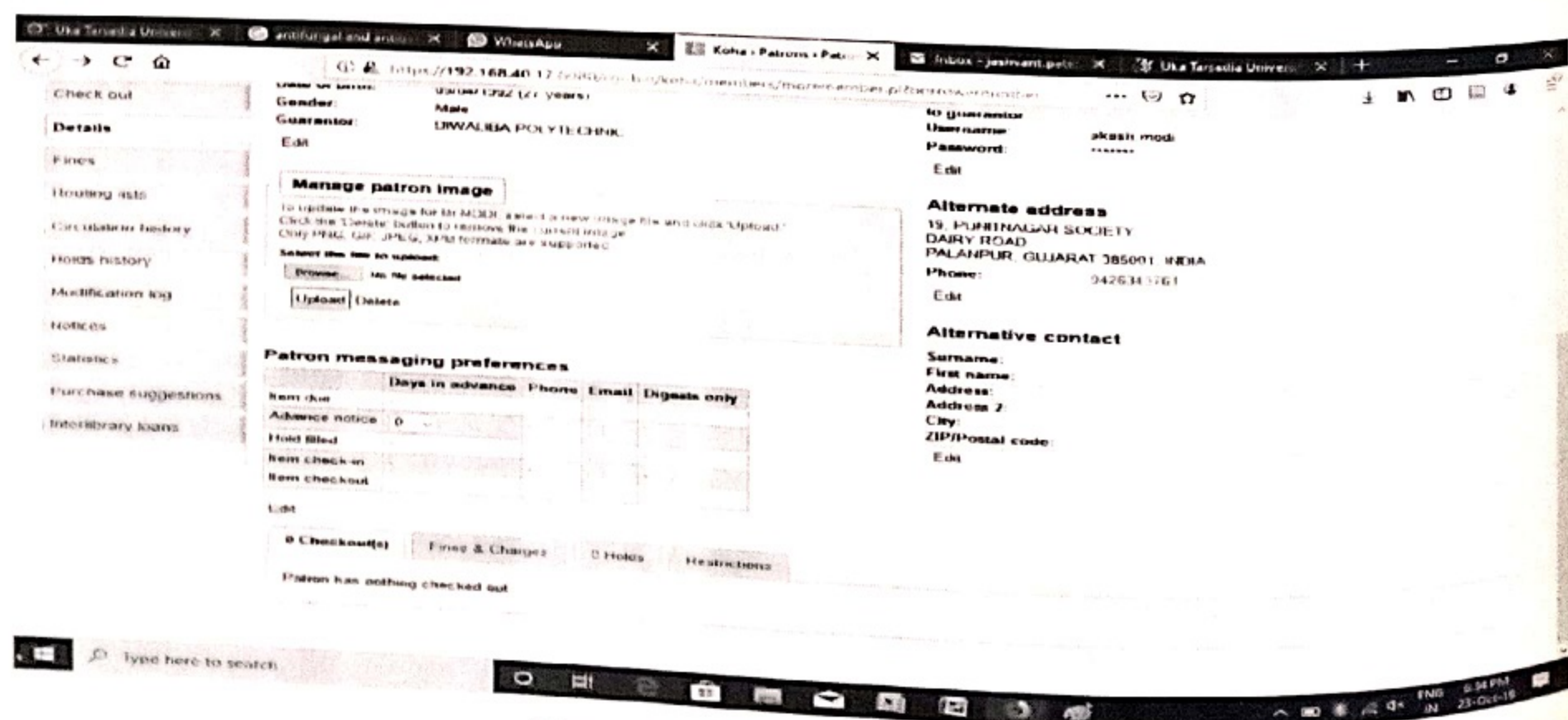


Figure-5: KOHA OPAC User Log



## E-Resources

Library subscribes Cambridge e-books for IP base access for their users and also subscribes such selected journals and magazines for e-access which is available over the library web pages user can access within the campus only. As the promoting Open Access resources library approach user to use open access resources to their use for their study and teaching aids. The library is a member of e-ShodhShindu and National Digital library of India which gives access the World ebooks library(Fig.6) (Academic Research Database of Portable ebooks) collection and The South Asia Archive provides online access to millions of pages of rare primary and secondary sources from across the social sciences and humanities. The library has a good number of computer for accessing e-resources and computing facility for its users on the first floor of the library.

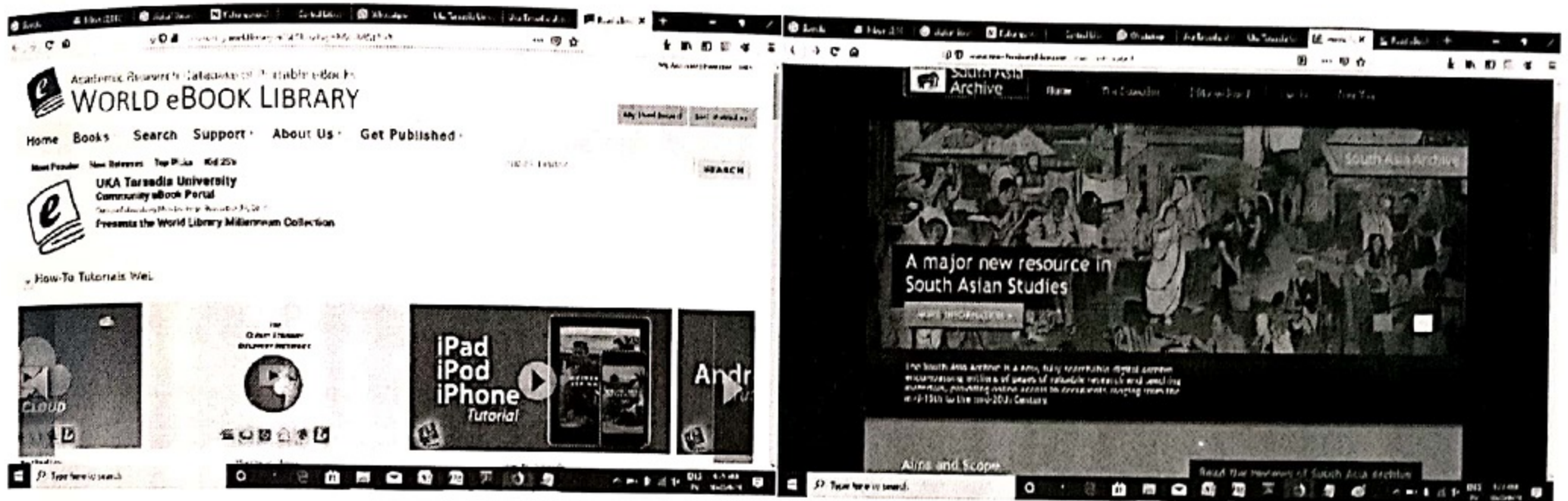


Figure-6: e-Resources Access by the Central Library

## Inter-Library Loan Services

Central Library of UkaTarsadia University is a member of DELNET (Fig. 7), which allows the user to unavailable books and other resource materials on an interlibrary loan request basis. Union catalogue of the books and Journals are available for searching other institutional resources.

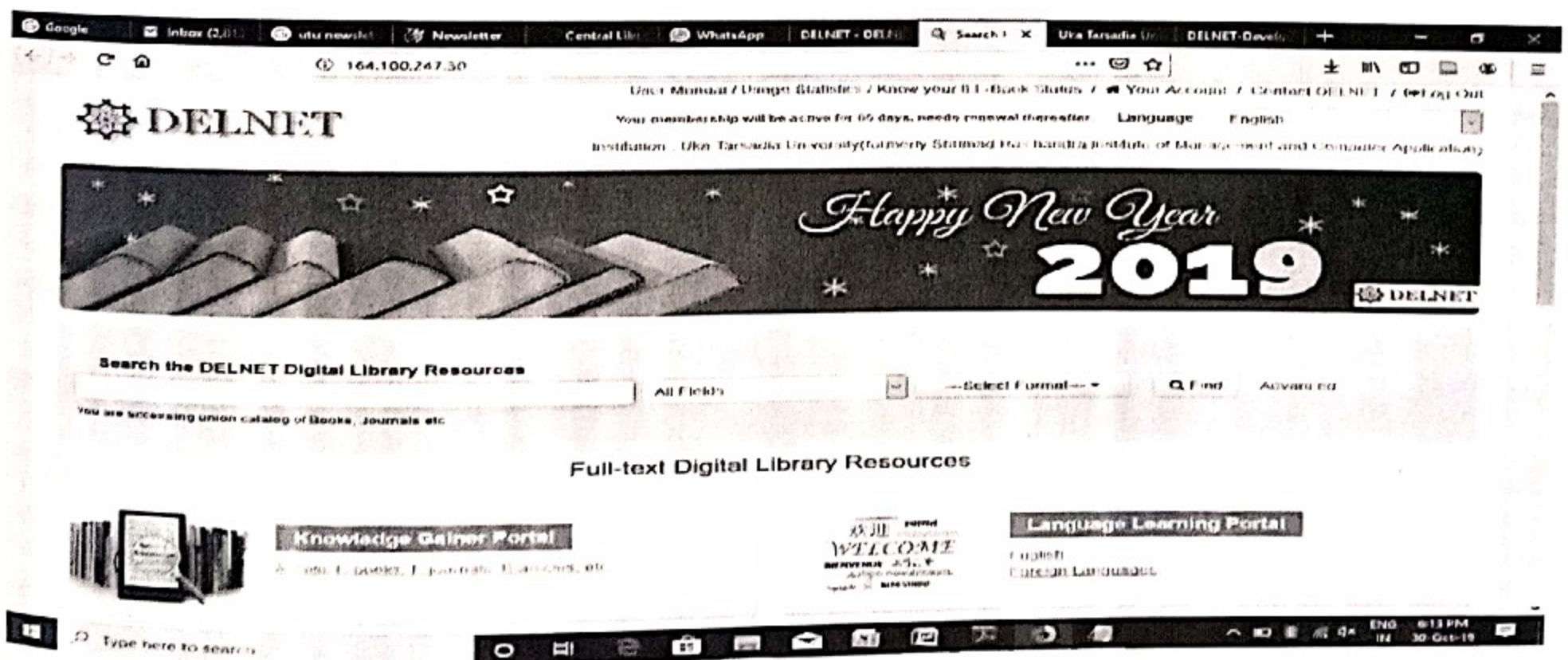


Figure-7: DELNET User Services

## Book Bank Services

University Central Library has six branch libraries for providing better services to its user. Book Bank services have been provided for all students of BBA, BCom, Int. Mcom, BCA, B.Pharm, Pharm D, B Sc Nursing, PPBSc, GNM, B.



Physiotherapy, B.Tech, Diploma Engineering, MCA, MBA, Int.MBA, Int.MCA, Int.MSc Physics, Int. MSc Maths etc. No service charge has been taken for a book bank. Book Bank notice along with the scheduled date has been sent through the Circular notice; mail, all branch library notice boards and the class announcement have been done for the distribution of book bank to students.

### New Arrival List

List of New arrival books and Journal Magazines can be view by Library WebOPAC, List of the new arrival is sent though the circular mail to all library users. New Arrival books can be physically displayed over the new arrival section of the library for the 15 days before arranging on the shelf. Magazines and Journals latest issue also display over the periodical section for their proper utilization. (Fig. 8)

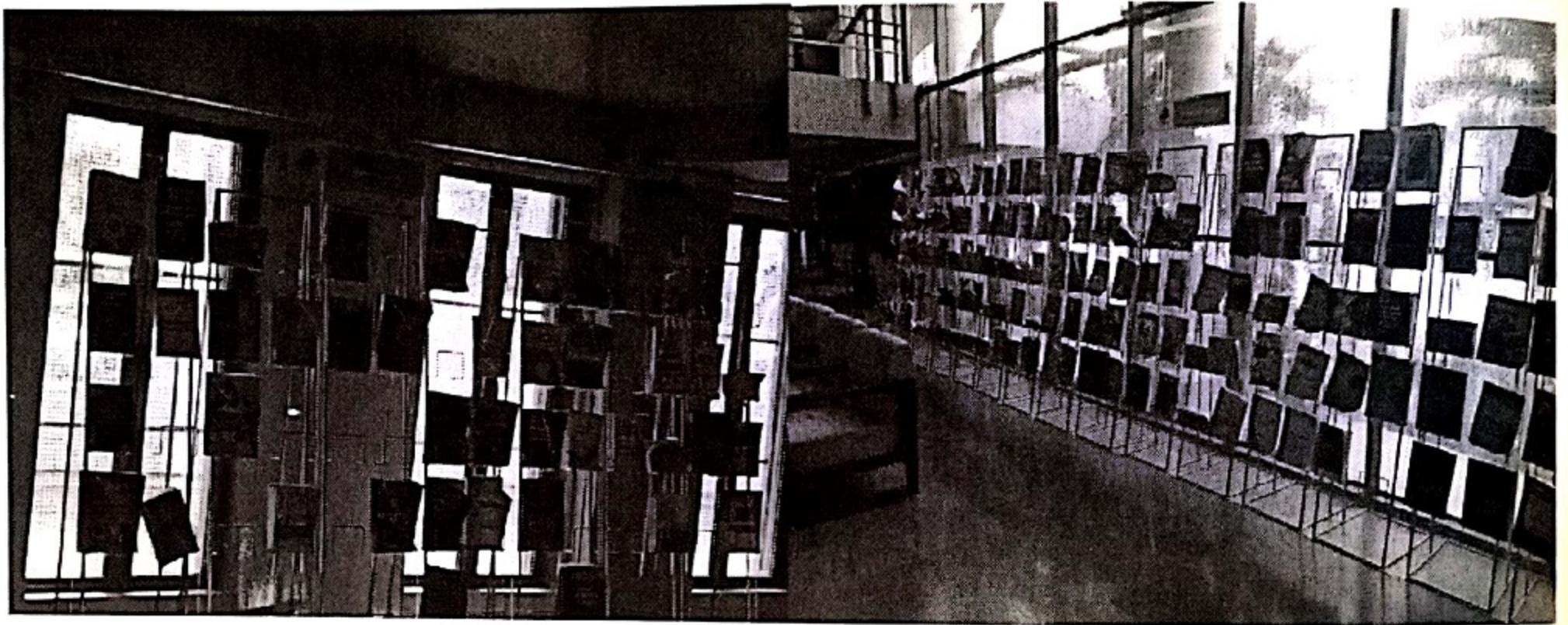


Figure-8: New Arrival Display area and Periodical Display Area

### Doctoral Thesis

The doctoral thesis is valuable output resources for any organization. University has made MoU with Shodhganga INFLIBNET Centre Gandhinagar for contributing their research thesis to accessible all worldwide. All thesis has been digitized and uploaded over Shodhganga website regularly and it can be also accessible over the intranet network through the library catalogue.(Fig. 9)

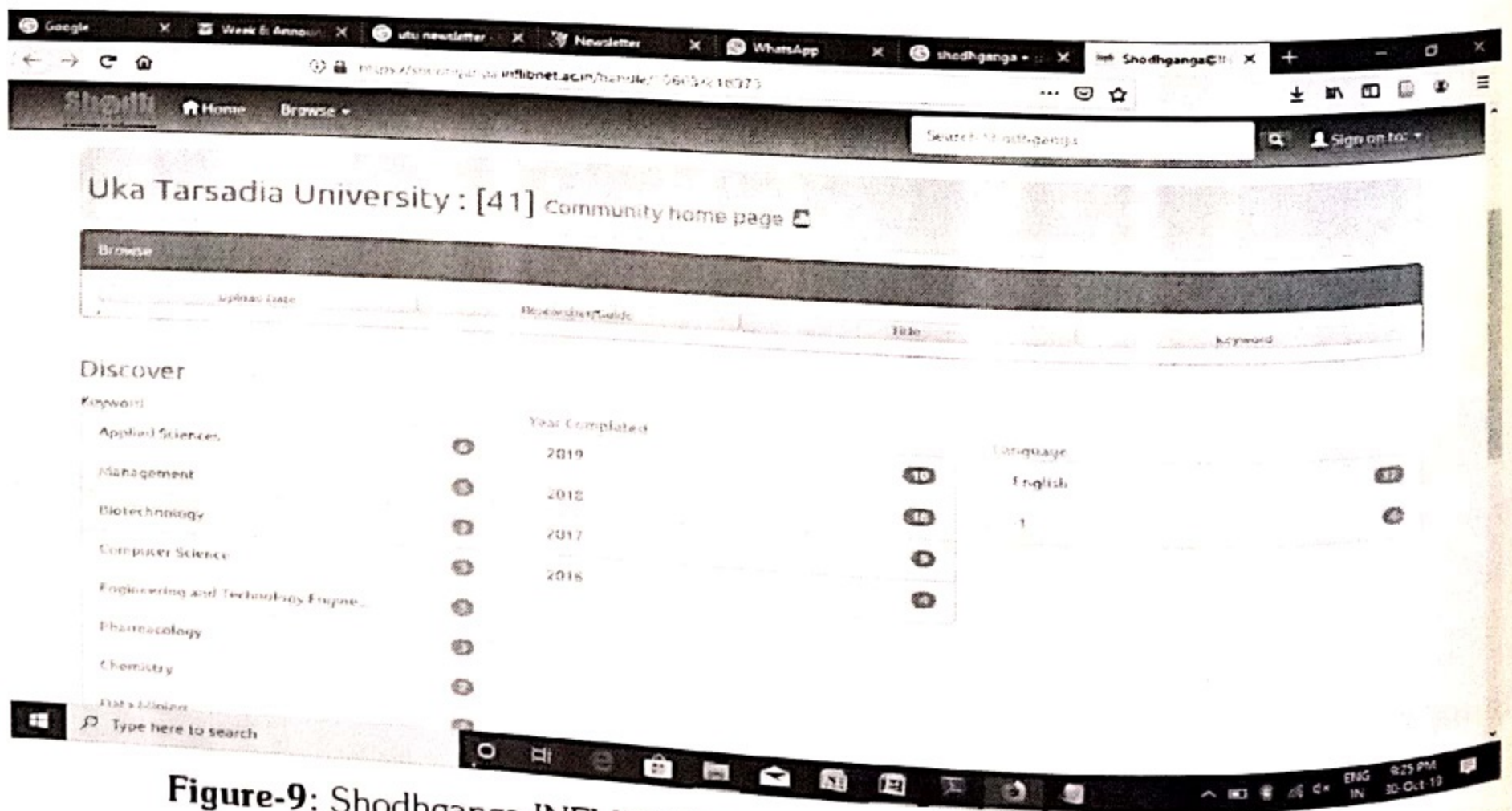


Figure-9: Shodhganga INFLIBNET Contribution by UkaTarsadia University



## Library Brochure

University library has printed library brochure as well as a downloadable copy of its brochure with describing details of library services, facilities, rules and regulation, subscribes e-resources and all about the various collection of the library. The proper guideline also has been illustrated for the proper utilization of resources. Library brochure can be downloaded from intranet over <https://192.168.41.251/opac/knowyourlibrary.pdf>

## Institute Newsletter and Publications

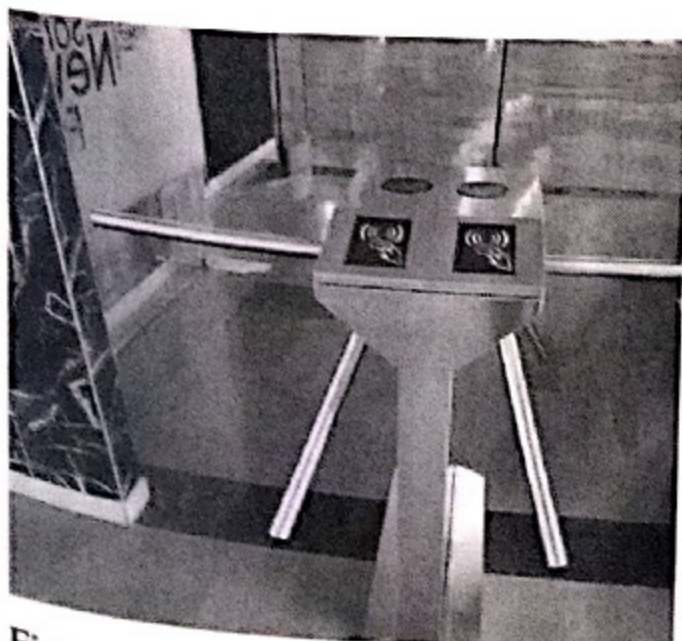
The central library of Institute can display separately for institutional publication and newsletter. For more utilization and aware about the user eNewsletter can be host over the university website which covers the all academic activities of the university and its department or institute. (fig.10)



Figure-10: University eNewsletter

## Library Usage Monitoring

For Access control and usability movement, University Library has turn-style get for library entrance get which allows only authorize register user entry in the library every user can get a smart card for accessing all kinds of library services. All though for outside users and guest visitor entry visitor card is available over the helpdesk counter of the library by sports registration. Intelligent MIS reports for the current day, Completed week, Completed Month and calendar year can be generated by the system regularly. (Fig.11)



|                 |       | Today | Last Week | Last Month | Last Year |
|-----------------|-------|-------|-----------|------------|-----------|
| Over All Visits | 27940 |       |           |            |           |
| Faculty Visits  | 848   |       |           |            |           |
| Student Visits  | 19614 |       |           |            |           |
| Visitors        | 2480  |       |           |            |           |

| Category wise student visits |        |
|------------------------------|--------|
| Name                         | Visits |
| Diploma & Certification      | 2236   |
| Ph. D & Post Graduation      | 7528   |
| Under Graduation             | 14332  |

| Course wise student visits       |        |
|----------------------------------|--------|
| Name                             | Visits |
| BCA                              | 142    |
| Integrated M. Sc. (Microbiology) | 436    |
| Ph. D (Microbiology)             | 4      |

Figure-11: Turn Style Gate for Access Control and Usability of the Library [<https://app.utu.ac.in/libraryviewer>]



## Technological Atmospheric Services

Central Library has implemented RFID facility for easy transitions. There is a self-issue touch screen desk is available for the user to issue or renew their books any time during the library working hours. Self-return intelligence trolley is available for the user to self-return. No help is required for borrowing and returning the library materials. There is CCTV surveillance is available for each floor of the library which serves all kinds of users activity thought the CCTV camera large screen view has been arranged for the control user activity.(Fig.12) In view of user comfortability in reading good furniture design, lighting, the peaceful color combination of library wall and furniture, natural ventilation and Lush green surrounding area are available at library premises. Research cubicles also have been designed for individual reading. (Fig. 13)

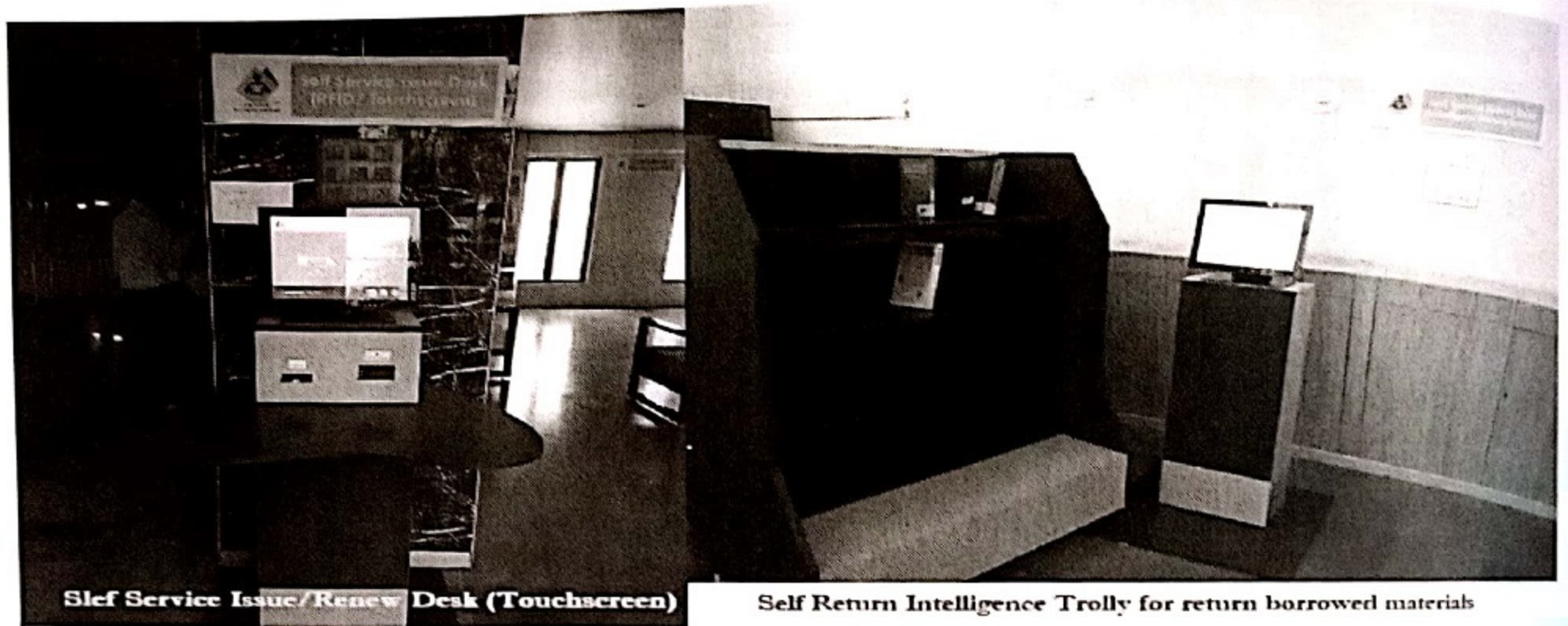


Figure-12: Self Service Issue Desk and self Service Return Intelligence Trolley

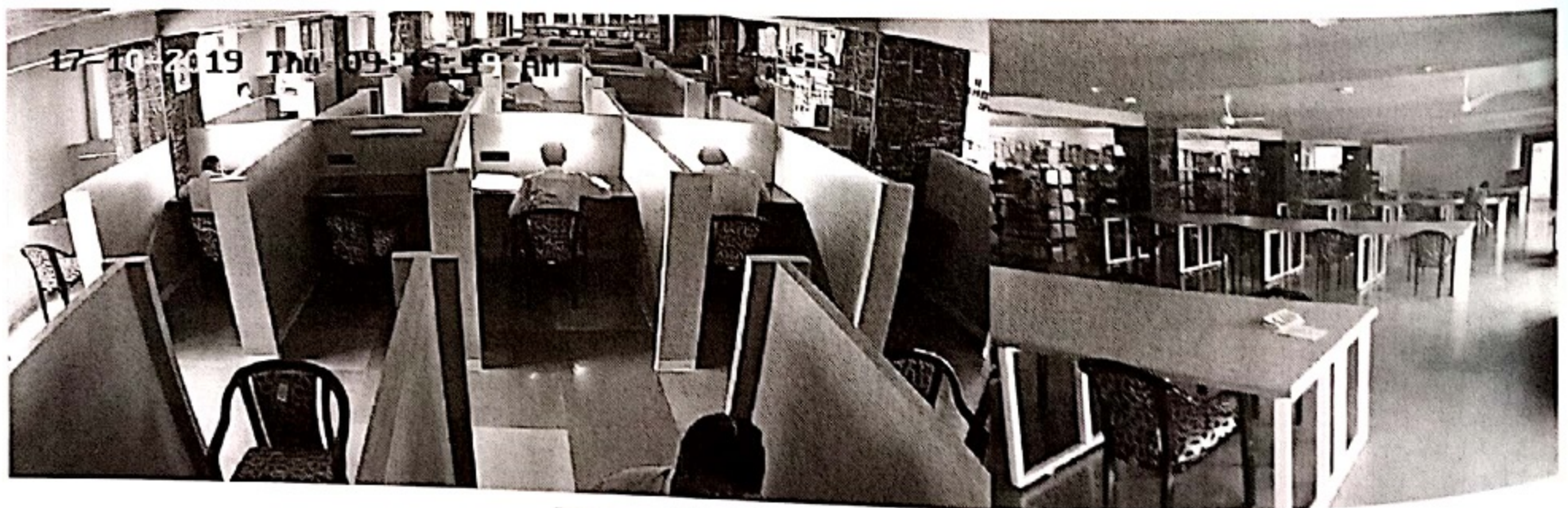
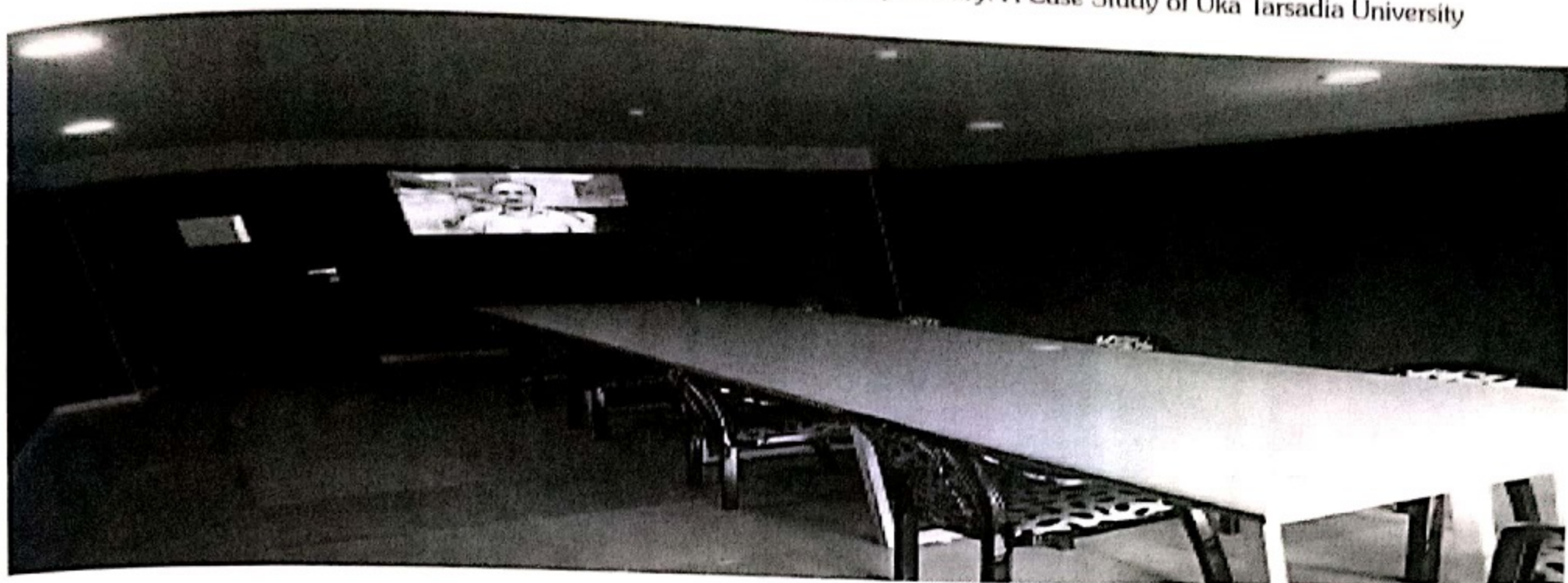


Figure-13: Library Reading Area

## Sound Proof Compartment for Group Study

We learn 10% of what we read, 20% of what we hear, 30% of what we see and 50 % of what we see and hear while **70% of what we discuss** with the other (by William Glasser, American Psychiatrist). Discussing Concepts with others gives the opportunity to better understand the topic by discussing it with someone else. A major benefit of studying in a group is being able to ask classmates if something doesn't make sense. Having other students/users around to help review concepts can also offer a deeper understanding of the class material. (Fig.14) Central library second floor has four soundproof compartments for group study which can be available for online advance booking by the faculty, students representative, library coordinator for their creating learning space. [https://app.utu.ac.in]. Compartment having the Multimedia facility by 55 inches LCD smart Screen, Wifi enables connectivity, and Air conditioning is available in this four-compartment with allowing the user to gives a multimedia presentation, group discussion, video lecture for teaching and learning.





**Figure-14:** Library Soundproof Compartment for Group Study

## CONCLUSION

Marketing creates user value and relationship. The effective implementation of marketing library promotional activities requires serving the users need and their expectation. Marketing of library resources, products and services are essential to reach them. Marketing of Library and its services increase the visibility of the library. Marketing strategy and proper plan for marketing increase the number of users and make them aware to utilized the maximum level of available resources.

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|   |     |
|---|-----|
| <b>16. Sustainable Development Goals (SDGs): The Role of Libraries and Access of Information for Transformation</b><br><i>Lalitha Poluru</i>                | 127 |
| <b>17. Future Challenges for Librarians of Private University Libraries</b><br><i>Dipali Patel, Rajkumar Bhakar and Sanjeev Kumar Sharma</i>                | 133 |
| <b>18. Redesigning Library Space of MIT-WPU Central Library: A Case Study</b><br><i>Nitin Joshi and Shrikant W. Ramteke</i>                                 | 139 |
| <b>19. Reimagining &amp; Re-engineering the CEPT University Library</b><br><i>Tejaswini Joshi and Gayatri Doctor</i>  | 146 |
| <b>20. Space Redesign: Innovation and Acclimatization of Libraries in Present Scenario</b><br><i>Neetu Verma</i>  | 154 |
| <b>21. Library Spaces—User Needs in Today's Pedagogy</b><br><i>Prutha Pandya and Dhavalben D. Bhatt</i>   | 161 |
| <b>22. Developing Maker Space in Libraries</b><br><i>Bijal Shah</i>   | 168 |
| <b>23. Content Analysis of Websites of High Court Libraries of India</b><br><i>Urmila L. Jagtap and Sarika Sawant</i>                                       | 172 |
| <b>24. Open-source Bonanza for Academic Libraries</b><br><i>Mitu A. Patel and Renuka P. Raj</i>   | 179 |
| <b>25. Marketing the Products and Services of a School Library—A Case Study</b><br><i>Lopita Mukherjee</i>  | 184 |
| <b>26. Marketing Library Resources, Products and Services in University Library: A Case Study of Uka Tarsadia University</b><br><i>Jashvant S. Patel</i>    | 193 |
| <b>27. Collection Development Strategies for Electronic Resources in Library</b><br><i>Diptiben R. Prajapati and Vaishaliben L. Bhausar</i>                 | 202 |
| <b>28. A Study on Electronic Information Resources: Perception of Osmania University Research Scholar</b><br><i>Kethavath Lakpathi and J. Vivekavardhan</i> | 210 |
| <b>29. Book Collection Development in Women's Studies Research Center (WSRC) Library: An Analytical Study</b><br><i>Geetha Srinivasan</i>                   | 219 |
| <b>30. User Communication and Open Access: A Survey on an Engineering College at Kolkata</b><br><i>Sabita Kundu</i>   | 227 |
| <b>31. Automating the Libraries with Koha: A Case Study of MES Institutions in Maharashtra State</b><br><i>Meenal Oak</i>                                   | 233 |
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| <b>33. Towards GIS Librarian: Exploring Ways to Provide GIS in Academic Libraries</b><br><i>Pawan Agrawal</i>   | 247 |
| <b>34. The Impact of Services and Facilities Provided by the Daly College Library, Indore: A Case Study</b><br><i>Saira Bano Qureshi</i>                    | 254 |



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