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# Marketing of LIS Product and Services by Allopathic Medical College Libraries in Assam (India)

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## Abstract

**Purpose** – The paper intends to explore the use and practice of the marketing concept by libraries, find out their problems followed by the best possible suggestions to improve the level of practicing the concept among medical college libraries in Assam.

**Design/methodology/approach** – In order to accomplish the objectives of study, the librarians viewpoint was gathered through a structured questionnaire consisted several question keeping in mind the objectives of study, followed by personal interview and thorough discussion with librarians/Incharge of libraries taken for study. The quantitative and qualitative both methods were employed to analyse the collected data and conclusion is drawn with recommendations as well.

**Findings** – The study reveals that all the librarians have good knowledge about the concept of marketing and admit the impact of marketing on LIS product and services with a feeling that marketing help in meeting the users information needs.

**Research limitations/implications** – The study is confined to Allopathic medical college libraries affiliated to Srimanta Sankaradeva University of Health Science (SSUHS) in Assam. The study examines the attitudes and perceptions of librarians, however, in the drastically changing environment and the impact of the concept in library marketing have necessitated the further research.

**Originality/value** – The study is unique in its own way as all the studies have been conducted on the use of marketing concept by either academic or social science libraries but the application and adoption of marketing concept by medical libraries especially in north-east India is still untouched and the present study is an effort put forward to fill this gap. In addition, the study will be helpful for other medical libraries to adopt marketing application to ensure better services to their patrons.

**Keywords:** Marketing; LIS Products; LIS Services; Marketing Philosophy; Modern Marketing; Information Products; and Information Services.

**Paper type** – Research Paper

## 1. Introduction

Information transfer and dissemination is an essential asset for conducting research in any of the disciplines. So, in order to play a vital role in research activities, the library and information centres need to work hard and have to be careful while designing LIS products and services. As we all know that information is a resource but recently information is given recognition as a marketable commodity. We can consider a piece of information as a vital resource when we can put some value to it that offers a great responsibility for LIS professionals to create exact information based on its' utilization. Library and Information centres are storehouse of various LIS products and services but if these products and services are remained unutilized then it becomes a critical situation for LIS professionals. That's why LIS professionals need to give more and more attention in accessing and usage of LIS

materials/products and services. This necessitates the application of marketing concept in the area of LIS products and services. By adopting and practicing the marketing concept, the libraries and LIS professionals can solve various problems arising in the way of effective and value added library services. Now days, when information is easily available through multiple media, LIS professionals need to know the concept of marketing, implementation of marketing policy, skills of marketing for popularising LIS products and services.

## **2. Concept of Marketing**

When we hear this term marketing the first impression that strikes to our mind is profit in terms of monetary as the old concept of marketing says that buying and selling of product for earning money is called marketing. But, if we consider old concept of marketing we can see that customer's satisfaction and quality of product is totally ignored in such type of marketing. But today marketing concept is drastically changed. The modern concept of marketing gives more emphasis on customer centred marketing. The user's need, satisfaction and quality of the product get great value in modern marketing system. When an enterprise designs their products and services they should always give more emphasis on user's demand, need and their satisfaction. In library, Users are the heart of the library. They are focal point of the library .So library professional should give more value to user's behaviour, their taste of using library products and services, their need, their satisfaction etc. before planning and launching any new product and service. Rowley (1997) defines as "Marketing is a management process by which customer or user requirements are identified, anticipated and supplied efficiently and profitably." In the same way, marketing of library products and services are essential to meet the needs of the target clientele of the libraries. The Chartered Institute of Marketing, UK (2018), defined "Marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably." Kestin, Joseph and Parmeshwari (2002) say that the marketing includes all those tasks or activities that connect libraries to the outside world that use, buy, sell or influence the outputs it produces and the benefits and services it offers. The American Marketing Association defines marketing as those affairs which govern the flow of goods and services, from manufacture to utilization. In other words, the idea of marketing in library and information centres implies reviewing the customer needs and popularizing LIS products and services offered by the library and information centres so that the objective of maximum utilization of the library resources and users satisfaction can be achieved.

## **3. Marketing of LIS Products and Services**

The library and information centres contain variety of products and services for the patrons but still majority of the services and products remain untouched and unutilized. For greater utilization of the LIS services and products, library should find out what products and services it has and how it can market all these services and products. The concept of marketing is not only concerned with developing new products and services but it also associated with the development and greater utilization of existing products and services as well. Therefore marketing policy and planning of the library should not only cover the new products and services but also the running products and services.

### ***Library Products***

Product is something that can be offered to consumers to satisfy their needs. The list of LIS products made available to the users by libraries in general is such as

(i) Indexes and Abstracts; (ii) Compilation of the Profile of Specialists; (iii) Bibliographies; (iv) Current Content Files; (v) In house General Information Products; (vi) Catalogue; (vii) Directories; (viii) List of New Arrivals; and (ix) Library Publications etc.

### ***Library Services***

The concept of service has been described as intangible activity, which is not stored and does not result in ownership. It means that services are the activities which are provided to the consumer. It is intangible in nature and which does not result in the ownership of anything (investorwords, np). The list of services provided by libraries in general is such as (i) Current Awareness Service (CAS); (ii) Reference & Referral Service; (iii) Translation Service; (iv) Selective Dissemination of Information (SDI); (v) Reprographic Service; (vi) OPAC; (vii) Information Consolidation and Repackaging Service; and (viii) Online / Electronic Service etc.

## **4. How to Get Started the Marketing Concept in Library**

Before going to market the library products and services, some points are to be taken due care are as follows (Kumar and Bhatt, 2014):

- Ensured full support from top management/authority for getting adequate financial Resources;
- The purpose of the marketing plan must be clearly defined;
- What is to be communicated or offered?
- Who are going to receive your services and products?
- What media and channels are going to be used for this purpose? and
- Who is responsible for performing?

## **5. Previous Studies**

Numerous studies have been explored to get the basic idea and clarity about the concept, for instance *Bhatt and Kumar (2020)* discuss about the concept of marketing emerging as indispensable tool and need of the hour to justify the existence of librarianship. *Singh and Bhatt (2018)* investigate the effectiveness of different kind of applications of social media for promoting library and information sources and services in University of Delhi and also look into the user's attitude towards the worth of social media in promotion of library and information sources and services. *Bhatt and Gupta (2018)* in their article stated that library can use various marketing techniques like book talks, study circles, book exhibition, and social media etc for promoting their products and services. Further they mentioned that marketing management, Marketing Philosophy and marketing method is very much essential in LIS field. *Lamba and Bhatt (2017)* in their article discusses about need of marketing in medical college libraries. They conducted their study with two medical colleges and compare the strategies of marketing among them. *Aderibigbe and Farouk (2017)* conducted a study on marketing in federal university libraries in North-East zone of Nigeria. They examine the dare associated with marketing of information products and services. They not only seen the challenges faced by the federal university libraries in Nigeria but also provide solution to them. According to them librarian should play the role of entrepreneurs as well as they should have future oriented focus about marketing of LIS product and services. They should show the leadership

position in this technological era. *Bhatt, Kumar and Yusuf (2016)* in their article points out that marketing helps the library professionals to triumph over the problems of underuse of the LIS capital but also guide them in better organization and management of the library.

## 6. Objectives of the study

In order to accomplish the study, the objectives are:

- (i) To understand the application and use of marketing concept to LIS product and services by libraries under study;
- (ii) To study how libraries meet with their patrons information needs;
- (iii) To identify various LIS products and services provided by libraries under study;
- (iv) To find out the strategies adopted and problems encountered by libraries for marketing of their LIS products and services; and
- (v) To suggest means and ways for improved marketing practices in libraries.

## 7. Scope and Methodology of the Study

The present study aims to investigate the practicing the concept of marketing the LIS Products and Services by allopathic medical college libraries affiliated to Srimanta Sankaradeva University of Health Science (SSUHS) in Assam. The list of the libraries under study are Assam Medical College, Dibrugarh; Gauhati Medical College, Guwahati; Silchar Medical College, Silchar; Jorhat Medical College, Jorhat; Fakhruddin Ali Ahmed (F.A.A) Medical College, Barpeta; and Tezpur Medical College, Tezpur. Further, The main aim of the present study is to scan the use and application of marketing concept in libraries. The proposed study is descriptive in nature and to collect the information, survey method has been used with the help of structured questionnaire. Further, the information is also supplemented by interview and observation wherever found necessary. The quantitative and qualitative both methods were employed to analyse the collected data and conclusion is drawn with recommendations. Further, in order to maintain the uniformity in citation and referencing, the latest version of APA manual is used.

## 8. Data Analysis & Findings

This particular section of research i.e. data interpretation and analysis, consists both qualitative and quantitative data/information collected from librarians/incharge of medical college libraries under study.

*Note: AMCH = Assam Medical College and Hospital; GMCH = Guwahati Medical College & Hospital; SMCH = Silchar Medical College and hospital; JMCH = Jorhat Medical College and Hospital; TMCH = Tezpur Medical College and Hospital; FAAMCH = Fakharuddin Ali Ahmed Medical College & Hospitals.*

### Medical College Libraries: Establishment

It is evident from the table below i.e. table 8.1, that Central Library, AMCH is oldest setup established in the year 1947 followed by C.L. GMCH and C.L. SMCH in 1961 and 1968 respectively. And on the other hand Central Library, FAAMCH is the newest Library established in 2011. Further, the table provides the information with regard to library location and status.

**Table 8.1 - Medical College Libraries: Establishment**

Medical	Year of Medical College	College Library	Status	Location
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College	Establishment	Establishment Year		
AMCH	1947	1947	Govt.	Dibrugarh
GMCH	1960	1961	Govt.	Guwahati
SMCH	1968	1968	Govt.	Silchar
JMCH	2008	2008	Govt.	Jorhat
C.L. TMCH	2009	2009	Govt.	Tezpur
C.L. FAAMCH	2011	2011	Govt.	Barpeta

### Library Working Hours

Table 8.2 reveals that central library of JMCH provides 14 hours library services round the year which is highest among libraries under study. Central library, GMCH also opens for 360 days but it provides its services for 12 hrs. daily. Similarly, Central library, AMCH, Central Library, FAAMCH, Central Library, TMCH remain open for 300 days, but offer services for 12 hrs. daily.

**Table 8.2 - Library Working Hours**

Name of the library	Working Days/Year	Working Hours/Day
Central Library, AMCH	360	12
Central Library, GMCH	300	12
Central Library, SMCH	300	12
Central Library, JMCH	360	14
Central Library, FAAMCH	300	12
Central Library, TMCH	300	12

### Library Staff strength

The shortage of staff is a common problem of the libraries in Indian context. The study as shown in Table 8.3 reveals the condition of staffing position. Overall it is assessed from the table 3 that JMCH library has the highest numbers of staff i.e. 11 including professional staffs (7) and non-professional staffs (4), followed by GMCH with 10 (2 professionals and 8 non-professionals), AMCH with 9 in total (3 professionals and 6 non-professionals), FAAMCH with 6 (2 professionals and 4 non-professionals), TMCH with 5 (1 professionals and 4 non-professionals) and SMCH with 3 (2 professionals and 1 non-professionals). And on the other hand, it is found that, though, all the libraries under study lacking the professional staff but CL, SMCH is at the bottom.

**Table 8.3 - Library Staff strength**

Name of the Library	Professional	Non-Professional	Total
Central Library, AMCH	3	6	9
Central Library, GMCH	2	8	10
Central Library, SMCH	2	1	3
Central Library, JMCH	7	4	11
Central Library, FAAMCH	2	4	6
Central Library, TMCH	1	4	5

### Opinion about Marketing Concept, Impact and Need

Table 8.4 shows the knowledge/opinion about the concept of marketing, its impact and need in library. From the Table 4.4 it can be seen that librarians' of all six libraries under study have good knowledge about the concept of marketing. All

libraries agree that marketing has greater impact on LIS Product and Services. Again, the librarians were asked to give their responses about need and use of marketing in libraries. Table 4.4 also reveals that all six library professionals (100%) expressed positively with regard to need and use of marketing in library.

**Table 8.4 - Opinion about Marketing Concept, Impact and Need**

Sl. No	Questions	C.L AMCH		C.L GMCH		C.L SMCH		C.L JMCH		C.L TMCH		C.L FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Have you heard about the concept of marketing in library	√	-	√	-	√	-	√	-	√	-	√	-
2	Do you Think marketing concept has its' impact on LIS Product and Services?	√	-	√	-	√	-	√	-	√	-	√	-
3	Do you believe that there is any need/use of marketing in Libraries?	√	-	√	-	√	-	√	-	√	-	√	-

### Reasons of Marketing

Research questions were asked to know the reasons of marketing. It can be seen from the table below i.e. table 8.5, that all the libraries of studied libraries opined that marketing help to promote library products and services. Further it can also be seen that all libraries except TMCH feel that marketing help in meeting the users' information needs. Four libraries namely AMCH, GMCH, JMCH and FAAMCH opined that marketing is required to highlight the new services/products. In addition, it is also seen from the table that librarians' of AMCH, SMCH and JMCH feel that it help in improving the image of library followed by to compete for customers by JMCH only.

**Table 8.5 - Reasons of Marketing**

S. N.	Reasons of marketing LIS Products & Services	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	To promote library products and services	√	-	√	-	√	-	√	-	√	-	√	-
2	To compete for customers	-	-	-	-	-	-	√	-	-	-	-	-
3	To balance the shrinking budget	-	-	-	-	-	-	√	-	-	-	√	-
4	To meet the users' information needs	√	-	√	-	√	-	√	-	-	-	√	-

5	To highlight the new service/products	√	-	√	-	-	-	√	-	-	-	√	-
6	To improve the image of the library and functioning	√	-	-	-	√	-	√	-	-	-	-	-

### Library Finance

Table 8.6 shows the finance of studied libraries. Library finance plays an important role in the development of library as well as infrastructure. All Medical College libraries receiving head fund from Government of Assam and membership fees. From the survey, it is found that only Central Library, FAAMCH receive finance through library fines collected from the students. And there is no library found getting the money through marketing. And unfortunately, it is also seen from the table that no library under the study has fixed budget for marketing. The budget depends on the requirement.

**Table 8.6 - Library Finance**

Library	Government Aid	Library Fines	Membership Fee	Library Marketing
Central Library, AMCH	√	-	√	-
Central Library, GMCH	√	-	√	-
Central Library, SMCH	√	-	√	-
Central Library, JMCH	√	-	√	-
Central Library, FAAMCH	√	√	√	-
Central Library, TMCH	√	-	√	-

### How Library Meets User Needs

The librarians' opinion with regard to the different concept of marketing and the strategies followed for the purpose of marketing LIS products and services has been shown in table 8.7. The opinions expressed by librarians' are shown through the analysis and the findings from the table are as (i) all libraries except TMCH believe in marketing of its information services and products; (ii) only GMCH and JMCH have separate marketing section and majority of the libraries does not have any separate marketing section; (iii) all libraries except GMCH carry out survey to know the need of users and only one library do not carry any survey to know the need of the users; (iv) AMCH, JMCH and FAAMCH display the guide card for indicating the location of the reading material, and rest of the libraries namely GMCH, SMCH and TMCH do not display any such guide or plates; (v) only AMCH, JMCH, SMCH and FAAMCH are follow the basic system of users' awareness i.e. circulating pamphlet, brochures, specifying the objectives, services offered by the libraries and two libraries do not following any such activities; (vi) AMCH, GMCH, SMCH, JMCH organize/organized the conference or exhibitions in order to create awareness about LIS products and services provided by library. And TMCH and FAAMCH don't organize or haven't organized the conference or exhibitions; (vii) only two libraries namely JMCH and FAAMCH provide OPAC facility to users whereas, on the other hand, the AMCH, GMCH, SMCH and TMCH do not provide OPAC facility; (viii) The libraries namely GMCH, SMCH and JMCH provide libraries services through telephone; (ix) only JMCH has developed a searchable database for making the



information available to its users and others have not developed such database; (x) The AMCH followed by GMCH, SMCH and JMCH opined that they have library vision document where marketing component is an integral part of it; and (xi) all libraries except TMCH, have a written statement of marketing policy and two libraries do not have any written statement of marketing policy.

**Table: 8.7 - How Library Meets User Needs**

Sl. No	Questions	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Does your library believe in marketing of its information services and products?	√	-	√	-	√	-	√	-	-	-	√	-
2	Do you have separate marketing section in your library?	-	-	√	-	-	-	√	-	-	-	-	-
3	Do you carry any survey to find out the need of users and faculty members?	√	-	-	-	√	-	√	-	√	-	√	-
4	Do you display any layout / diagram guide card to indicate the location of the reading material such as book, periodicals, reference, books, electronic material etc?	√	-	-	-	-	-	√	-	-	-	√	-
5	Do you circulate pamphlet / brochure specifying the objectives, services offered by the library	√	-	√	-	-	-	√	-	-	-	√	-
6	Does your library organizes	√	-	√	-	√	-	√	-	-	-	-	-

	exhibitions or conferences on library and information science?												
7	Does your library provide OPAC facility for the users?	-	-	-	-	-	-	√	-	-	-	√	-
8	Does your Library provide services through exchange of communication through telephone?	-	-	√	-	√	-	√	-	-	-	-	-
9	Does your library develop any searchable database?	-	-	-	-	-	-	√	-	-	-	-	-
10	Do you have Library vision document in which marketing is an integral component?	√	-	√	-	√	-	√	-	-	-	-	-
11	Do you have a written statement of marketing policy	√	-	√	-	√	-	√	-	-	-	√	-

### Opinion about Feedback

Table 8.8 shows that all the libraries under study have feedback provision and it is practiced on frequent basis. This practice of gathering the feedback from the users allows libraries to know their strengths and weakness and provides the chance to improve accordingly.

**Table 8.8 - Opinion about Feedback**

Sl. No	Questions	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	<b>Feedback</b>	√	-	√	-	√	-	√	-	√	-	√	-

### Feedback Methods: LIS Products

Table 8.9 reveals that Central library, JMCH is the only library using all the feedback methods except OPAC for LIS products, given in questionnaire i.e. observation, face to face communication, WhatsApp and suggestion box followed by AMCH with observation, face to face communication and WhatsApp, GMCH with face to face

communication and OPAC only, SMCH with observation, WhatsApp and OPAC, and FAAMCH and TMCH use only observation method.

**Table 8.9 - Feedback Methods: LIS Products**

S. No.	Feedback collection methods for Products	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Observation	√	-	-	-	√	-	√	-	-	-	√	-
2	Face to face Communication	√	-	√	-	-	-	√	-	-	-	-	-
3	WhatsApp	√	-	-	-	√	-	√	-	-	-	-	-
4	OPAC	-	-	√	-	√	-	-	-	-	-	-	-
5	Suggestion Box	-	-	-	-	-	-	√	-	-	-	-	-

**Feedback Methods: LIS Services**

Table 8.10 emphasises on the use of different feedback methods used by libraries with regard to LIS services and shows that Central library, JMCH use observation, face to face communication, WhatsApp and suggestion box as feedback collection methods for LIS services. Whereas, AMCH use observation, face to face communication and WhatsApp to collect feedback from users about LIS services followed by GMCH with observation, face to face communication and OPAC, SMCH uses observation, WhatsApp and OPAC, JMCH and FAAMCH use observation method only.

**Table 8.10 - Feedback Methods: LIS Services**

S.No	Feedback for LIS Services	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Observation	√	-	√	-	√	-	√	-	√	-	√	-
2	Face to face Communication	√	-	√	-	-	-	√	-	-	-	-	-
3	WhatsApp	-	-	-	-	√	-	√	-	-	-	-	-
4	OPAC	-	-	√	-	√	-	-	-	-	-	-	-
5	Suggestion Box	√	-	-	-	-	-	√	-	-	-	-	-

**Maintaining Users' Profile**

Table 8.11 reveals the fact that all studied libraries except TMCH, maintain the users' profile that help in providing LIS products and services which is a good practice and must be continued. Further, it is suggested for TMCH library to start such practice to ensure the quality services to users'.

**Table 8.11 - Maintaining Users' Profile**

S.No	Title	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Maintaining/Status of user's Profile	√	-	√	-	√	-	√	-	-	-	√	-

**Status of Libraries, Participation in Consortia for Electronic Journal**

Table 8.12 shows that all the libraries under study namely AMCH, GMCH, SMCH, JMCH, TMCH and FAAMCH are the member of library consortia.

**Table 8.12 - Status of Libraries, Participation in Consortia for Electronic Journal**

S. No	Title	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Status of consortia available in the library	√	-	√	-	√	-	√	-	-	-	-	-

### Consortia Participation

Table 8.13 reveals consortia participation by the libraries under study. From the table it is found that all the libraries under study provide e-resources through ERMED consortium. Through ERMED consortium libraries can subscribed more than 242 quality journals from five renowned publishers such as BMJ (British Medical Journal Publishing) Group, Cambridge University Press, Lippincott Williams & Wilkins, and Oxford University Press.

**Table 8.13 – Consortia Participation**

S. No	Consortia	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	ERMED	√	-	√	-	√	-	-	-	-	-	√	-

### Opinions about Consortia help in increasing use of LIS Products and Services

The table 8.14 shows that the adoption of new technologies/philosophies like library consortia which are rich with the information, has increased the use of resources and AMCH, GMCH and JMCH responded as strongly agreed on it, and SMCH library responded as agreed. Further, TMCH library didn't respond to this question.

**Table 8.14 – Opinions about Consortia help in increasing use of LIS Products and Services**

Librarian's view	AMCH	GMCH	SMCH	JMCH	FAAMCH	TMCH
Strongly Agree	√	√	-	√	-	-
Agree	-	-	√	-	-	-
Undecided	-	-	-	-	-	-
Disagree	-	-	-	-	√	-
Strongly Disagree	-	-	-	-	-	-

### ICT Infrastructure

Table 8.15 reflects the availability of ICT infrastructure such as servers, client, printers, scanners, barcode printer, and projectors in studied medical college libraries. And it is shown in the table that JMCH has the good no. of infrastructure and tops the list with 65 clients, 3 server, 3 printers, 1 barcode printer, 1 scanner and 1 projector followed by GMCH with 50 client, 1 server, 2 printers, 1 barcode printer, 1 scanner and 1 projector; AMCH with 40 client, 1 server, 2 printers, 1 barcode printer, 1 scanner and 1 projector. It is also found that among all the libraries studied, the

FAAMCH library found to be at the bottom in terms of infrastructure with 25 client, 1 server, 2 printers, 1 barcode printer, 1 scanner and 1 projector. In addition, it is also seen from the table that TMCH doesn't have barcode printer an all studied libraries have only single scanner, barcode printer and projector.

**Table 8.15 - ICT Infrastructure**

Library	Server	Client	Printer	Barcode Printer	Scanner	Projector
CL, AMCH	2	40	1	1	1	1
CL, GMCH	1	50	2	1	1	1
CL, SMCH	1	30	2	1	1	1
CL, JMCH	3	65	3	1	1	1
CL, FAAMCH	1	25	2	1	1	1
CL, TMCH	1	30	1	0	1	1

### Library Automation Status

Table 8.16 shows the automation status in all studied libraries. Librarians were requested to give their response in module wise status of library automation either by selecting Fully Automated, Partially Automated or at Initial Stage. From the table it is seen that Central Library, GMCH, Central Library, JMCH and Central Library, SMCH fully automated and Central Library, GMCH use KOHA software, Central Library, JMCH use SOUL2 software for automation purpose. Whereas Central Library, SMCH use Libsys software to automate their library. Though Central Library, SMCH use Libsys software for automation purpose but in near future they are planning to adopt KOHA software for automation. Central Library, AMCH completed acquisition and cataloguing module. Central Library, FAAMCH completed acquisition and cataloguing. Central Library, TMCH are planning to automate their library.

**Table 8.16 – Library Automation Status**

Library	Software	Areas of automation				
		Acquisition	Cataloguing	Circulation	Serial Control	OPAC
AMCH	KOHA	Yes	Yes	No	No	No
GMCH	KOHA	Yes	Yes	Yes	Yes	Yes
SMCH	Planning for KOHA	Yes	Yes	Yes	No	Yes
JMCH	SOUL2.0	Yes	Yes	Yes	No	Yes
FAAMCH	KOHA	Yes	Yes	No	No	No
TMCH	-	No	No	No	No	No

### Internet Connectivity

Table 8.17 shows the internet connectivity with its type in medical college libraries of Assam under study. From the table 4.17, it is seen that JMCH, FAAMCH and TMCH libraries get internet connection by broadband whereas two libraries namely GMCH and SMCH provide internet facility through VSAT by NIC. One library i.e. AMCH provides internet facility through Wi-Fi. In short, it is pleasant to hear that all the

libraries are providing internet connectivity to their users which are very important and necessary in today's information society.

**Table 8.17 - Internet Connectivity**

<b>Name of the Library,</b>	<b>Internet Connectivity</b>	<b>Type of Connectivity</b>
Central Library, AMCH	Yes	Wi-Fi
Central Library, GMCH	Yes	VSAT by NIC
Central Library, SMCH	Yes	VSAT by NIC
Central Library, JMCH	Yes	Broadband
Central Library, FAAMCH	Yes	Broadband
Central Library, TMCH	Yes	Broadband

### **E-Resources Availability**

Now days, e-resources are most popular among the user community. In modern time a library is said to be rich if it has wide range of e- resources. E-resources are available in various formats. The different types of e-resources available in the medical college libraries are presented in the table number 8.18. From the table 4.18, it can be seen that AMCH library provides e-information to its users and collection comprises with e-journals, e-research reports, 2600 CD/DVD and also it subscribe MedLine database. GMCH also provides e-information to its users and collection comprises with e-journals, e-research reports, 1300 CD/DVD and also it subscribe MedLine, MedIND and PubMed databases. The SMCH library collection comprises with e-journals, e-research reports, 1200 CD/DVD and also it subscribe MedLine with 2110 full-text. JMCH library collection comprises with e-journals, e-research reports, 877 CD/DVD and also it subscribe MedLine database. Whereas, the FAAMCH collection comprises with comprises with e-research reports, 259 CD/DVD and MedLine database followed by TMCH with e-research reports, 50 CD/DVD. It is found the TMCH doesn't subscribe any database. In addition to this it is also seen from the table that AMCH library has very rich collection followed by GMCH and SMCH whereas TMCH is at the bottom. Further, it can also be seen from the table that GMCH subscribe 3 different databases namely IndMed, MedIND and PubMed.

**Table 8.18 - E-Resources Availability**

<b>Library</b>	<b>E-Book</b>	<b>E-Thesis</b>	<b>E-Journal</b>	<b>E-Research Report</b>	<b>No of CD/DVD</b>	<b>CD/DVD databases</b>	<b>Medical Database</b>
AMCH	N	N	Y	Y	2600	Y	MedLine
GMCH	N	N	Y	Y	1300	Y	Indmed, MedIND, Pubmed
SMCH	N	N	Y	Y	1200	Y	Medline full text 2110
JMCH	N	N	Y	Y	877	Y	Medline database
FAAMCH	N	N	N	Y	259	Y	Medline
TMCH	N	N	N	Y	50	Y	N

## Library Products and Services Offered

Table 8.19 shows the different library products available in studied libraries. According to the study the maximum LIS products is found in Central Library, SMCH and it is followed by Central Library, JMCH, Central Library, AMCH, Central Library, GMCH and Central Library, FAAMCH and minimum of LIS products are found in Central Library, TMCH. In case of LIS Services, Central Library, AMCH provide maximum services followed by SMCH, GMCH, JMCH, FAAMCH and TMCH. In addition it is found that central library, TMCH provide less no. of services to its users.

**Table 8.19 - Library Products and Services Offered**

Sl. No	Name of the medical college library	Central Library, AMCH	Central Library, GMCH	Central Library, SMCH	Central Library, JMCH	Central Library, FAAMCH	Central Library, TMCH
	LIS Product						
1	Directories	Yes	No	Yes	Yes	Yes	Yes
2	Current Awareness Bulletin	Yes	Yes	Yes	Yes	Yes	Yes
3	SDI Bulletin	No	No	Yes	No	No	No
4	Journals	Yes	Yes	Yes	Yes	No	No
5	Abstracting Journals	Yes	Yes	Yes	Yes	No	No
6	Indexing Journals	No	No	Yes	Yes	No	No
7	Information Bulletin	Yes	Yes	Yes	Yes	Yes	Yes
8	Library News Letters	Yes	No	Yes	Yes	No	No
9	Annual Report	Yes	Yes	Yes	Yes	Yes	Yes
10	Library Manual	Yes	No	Yes	Yes	Yes	No
11	Literature Search	Yes	Yes	Yes	Yes	Yes	Yes
12	News Paper Clipping	Yes	Yes	Yes	Yes	Yes	Yes
13	Bibliographic List	Yes	Yes	Yes	Yes	Yes	Yes
14	Documentation List	Yes	Yes	Yes	Yes	Yes	Yes

15	Online Database	Yes	Yes	Yes	Yes	No	No
16	New Addition List	Yes	Yes	Yes	Yes	Yes	Yes
18	Any Other (Pl. Specify)	-	-	-	-	-	-
<b>Sl. No</b>	<b>Services</b>						
1	Circulation	Yes	Yes	Yes	Yes	Yes	Yes
2	Inter library Loan	No	No	No	No	No	No
3	Reference Service	Yes	Yes	Yes	Yes	Yes	Yes
4	Current Awareness Service(CAS)	Yes	Yes	Yes	Yes	Yes	No
5	Selective Dissemination of Services(SDI)	Yes	Yes	Yes	Yes	No	No
6	Document Delivery Service	Yes	Yes	Yes	Yes	No	No
7	Indexing Service	Yes	Yes	No	Yes	No	No
8	Abstracting Service	Yes	Yes	Yes	Yes	No	No
9	Document Scanning	Yes	Yes	Yes	Yes	Yes	Yes
10	Document Printing	Yes	Yes	Yes	Yes	Yes	Yes
11	Bibliographic Service	Yes	Yes	Yes	Yes	Yes	Yes
12	CD-ROM /DVD Search Service	Yes	Yes	Yes	Yes	Yes	Yes
13	News Paper Clipping Service	Yes	Yes	Yes	Yes	Yes	Yes
14	Photocopy Service	Yes	Yes	Yes	Yes	Yes	Yes
15	Translation Service	No	No	No	No	No	No
16	OPAC	Yes	Yes	Yes	Yes	No	No
17	Internet Service	Yes	Yes	Yes	Yes	Yes	Yes
18	Any other (pl.	E-	-	-	E-mail	-	-



	Specify)	mail alert			alert/Referral Service		
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### Marketing Methods/Techniques and Strategies

Table 8.20 shows the opinion of all the librarians' of libraries under study. It shows that all the libraries under study opined that they market LIS products and services.

**Table 8.20 - Marketing Methods/Techniques and Strategies**

S.No	Question	AMCH		GMCH		SMCH		JMCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		1	Does library Market its products and services?	√	-	√	-	√	-	√	-	√	-

### Marketing Methods Plan

Table 8.21 shows that all the surveyed libraries have planned methods for marketing of LIS products and services.

**Table 8.21 – Marketing Methods Plan**

S.No	Question	AMCH		GMCH		SMCH		MCH		TMCH		FAAMCH	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Do you have planned methods to make users aware about the products and services of your library?	√	-	√	-	√	-	√	-	√	-	√	-

### Marketing Methods

It is evident from table 8.22 that all the libraries under study adopt different marketing methods, which is very encouraging. AMCH and JMCH use different marketing methods which includes mission statement, brochure and guide, library orientation, News Bulletin, book exhibitions, formal lecture demonstration, group meetings, display of new arrival list, webpage and e-mail etc. GMCH use different marketing methods which includes mission statement, brochure and guide, library orientation, book exhibitions, formal lecture, group meetings, display of new arrival list, webpage and e-mail etc. SMCH also use different marketing methods which include mission statement, brochure and guide, library orientation, formal lecture demonstration, group meetings, display of new arrival list, webpage and e-mail etc. TMCH also use different marketing methods like library orientation, formal lecture demonstration, display of new arrival list, webpage and e-mail etc. FAAMCH use includes mission statement, library orientation, book exhibitions, formal lecture, demonstration, group meetings, display of new arrival list, webpage and e-mail etc.

**Table 8.22 - Marketing Methods**

S.No	Marketing Methods	AMCH	GMCH	SMCH	JMCH	TMCH	FAAMCH
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		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Mission Statement	√	-	√	-	√	-	√	-	-	-	√	-
2	Brochure and Guide	√	-	√	-	√	-	√	-	-	-	-	-
3	Library Orientation	√	-	√	-	√	-	√	-	√	-	√	-
4	News Bulletin	√	-	-	-	-	-	√	-	-	-	-	-
5	Advertisement	-	-	-	-	-	-	-	-	-	-	-	-
6	Book Exhibition	√	-	√	-	-	-	√	-	-	-	-	-
7	Formal Lecture in the library	√	-	√	-	√	-	√	-	√	-	√	-
8	Arranging Demonstration	√	-	-	-	-	-	√	-	-	-	-	-
9	Arranging user group meetings	√	-	√	-	√	-	√	-	-	-	√	-
10	Display of new arrival List	√	-	√	-	√	-	√	-	√	-	√	-
11	Webpage	√	-	√	-	√	-	√	-	-	-	√	-
12	Marketing over E-mail	√		√		√	-	√	-	√	-	√	

### Opinion about Importance of Marketing Strategies

Table 8.23 shows the librarians' opinion about importance of marketing strategies to maximize the library use. Librarians were asked to give their response against seven types of strategies. Among all these strategies, maximum response is found for "Library management should have a separate budget". All the studied libraries found this strategy extremely important. It is followed by very important response for "A separate unit should be established for marketing". Among all seven strategies "Marketing should be inculcated in the curriculum" get only lowest response from the librarians. The questionnaire items 1 to 7 were used to know the importance as presented in table no 8.23.

**Table 8.23 – Opinion about Importance of Marketing Strategies**

Strategies		AMCH	GMCH	SMCH	JMCH	FAAMCH	TMCH
Organizing seminars, training educate workshop to educate librarian on marketing.	Ex. Imp.	-	-	-	√	-	-
	V. Imp.	√	-	-	-	-	√
	Important	-	√	√	-	√	-
	Less Imp.	-	-	-	-	-	-
	Not. -Imp	-	-	-	-	-	-
Marketing should be inculcated in the curriculum	Ex. Imp.	√	-	-	-	-	√
	V. Imp.	-	-	-	-	-	-
	Important	-	√	-	√	-	-
	Less Imp.	-	-	√	-	√	-
	Not Imp.	-	-	-	-	-	-
Library management should have a	Ex. Imp.	√	√	√	√	√	√
	V. Imp.	-	-	-	-	-	-
	Important	-	-	-	-	-	-

separate budget	Less Imp.	-	-	-	-	-	-
	Not Imp.	-	-	-	-	-	-
Management should have a marketing policy	Ex. Imp.	√	-	-	-	-	√
	V. Imp.	-	-	-	√	-	-
	Important	-	√	√	-	√	-
	Less Imp.	-	-	-	-	-	-
	Not Imp.	-	-	-	-	-	-
Provision should be adequate facilities for marketing.	Ex. Imp.	√	-	-	-	-	-
	V. Imp.	-	√	-	-	-	√
	Important	-	-	√	√	-	-
	Less Imp.	-	-	-	-	-	-
	Not Imp.	-	-	-	-	-	-
Librarian should be willing to marketing of LIS products and Services.	Ex. Imp.	√	-	-	-	-	-
	V. Imp.	-	√	√	-	-	-
	Important	-	-	-	√	√	√
	Less Imp.	-	-	-	-	--	-
	Not Imp.	-	-	-	-	-	-
A separate unit should be established for marketing	Ex. Imp.	√	-	√	√	-	√
	V. Imp.	-	√	-	-	√	-
	Important	-	-	-	-	-	-
	Less Imp.	-	-	-	-	-	-
	Not Imp.	-	-	-	-	-	-

### Problems/Barriers Faced in Marketing

Table 8.24 shows the barriers/problems faced by the librarians in marketing of LIS products and services. From the table below, it is found that maximum librarians state that 'lack of interest of the authority' opined by all the libraries under study is the main barrier of LIS marketing followed by 'lack of Financial support' opined by AMCH, GMCH, SMCH, JMCH, GAAMCH and TMCH; 'lack of definite marketing strategy and planning policy' opined by AMCH, GMCH, JMCH and FAAMCH; 'lack of infrastructure' opined by JMCH, GAAMCH and TMCH and 'lack of adequate manpower' opined as a problem/barrier by SMCH and FAAMCH.

**Table 8.24 - Problems/Barriers Faced in Marketing**

Problem/Barrier	AMCH	GMCH	SMCH	JMCH	FAAMCH	TMCH
Ignorance of marketing concept	-	-	-	-	-	-
Lack of proper education and training of library staff	-	-	√	-	√	-
Negative attitude of the users	-	-	-	-	-	-
Lack of definite marketing strategy and planning policy	√	√	-	√	√	-
Lack of Infrastructure	-	-	-	√	√	√
Lack of interest of the authority	√	√	√	√	√	√
Lack of adequate manpower	-	-	√	-	√	-
Lack of financial support	√	√	-	√	√	√

Any other	-	-	-	-	-	-
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## 9. Recommendations and Conclusion

Based on the study, the suggestions that can be put forward to improve or strengthen the marketing practice are such as (i) There should be a provision for separate budget for marketing of LIS Products and services so that the marketing practice can be adopted fully and the users can be made aware about its products and services; (ii) Since, most of the medical college libraries have no separate division for marketing, it is suggested that all medical libraries should establish a separate marketing division; (iii) The Medical libraries should adopt an appropriate marketing approach for developing LIS products and services properly; (iv) Selective Dissemination of services should be established according to users profile so that the purpose of right information to the right user can be fulfilled; (v) It is general view of the users that library should be open during holidays. This matter should be given serious considerations for optimum use of the library and to meet the need of the users; (vi) Medical libraries should provide CAS, Reference service, Translation service, interlibrary loan service as most of the users are ready to pay for these services. Translation service was the most demanding service for some students as they state that most of the medical books are written by foreign writer and they find it very difficult to interpret the meaning of writings; (vii) The staff should be given training, orientation course related to marketing of LIS products and services; (viii) The staff should be self-motivated with positive and helpful approach towards the users; (ix) Library should have well trained and self-alerting personal who wants to work to meet the users' needs and requirements without any external pressure; (x) As a part of promotional activity, every library must keep a suggestion box and a question and answer notebook which are answered daily to get a quick response to current problems. Complaints must be welcomed, because on the basis of their priceless guidance library can improve their products and services and helping to reach more users; (xi) It was observed that the database development activity in medical college library seem to be very slow. Only a few libraries are subscribing online medical Databases (OMD). It is suggested that to promote e-learning and better utilization of the libraries all medical college libraries should subscribe more Medical databases for the benefit of users; (xii) whatever new products and services are prescribed by medical college libraries should be well brought to the notice of users. The libraries therefore, should organize user awareness programs like user orientation, exhibition, presentation, Newsletters, library guides, notice board, e-mail alert, brochure, talks and speech etc. to make optimum usage of LIS Products and services; (xiii) To popularize the LIS products and services it has become essential to make use of ICT in library services and in-house operations to the users as much as possible; (xiv) Every library should have policy to encourage the best user of library products and services; and (xv) The users should allow in designing of the LIS products and services. There ought to be continuous feedback mechanism to get to know the responses of the users. Then further action should be taken accordingly.

### *Conclusion*

The concept of marketing is now a day's one of the very well accepted and adopted techniques for promoting and expanding the use of LIS products and services. Even five laws given by Dr. S. R. Ranganathan are soul of marketing philosophy applicable in library and information science (Bhatt and Kumar, 2020). The marketing concept provides different channels for actual communication between

the library and its users. Through marketing library gets two major benefits i) Awareness and use about the LIS products and services among the users ii) Image of the library is heighten by application of marketing technique. As we all know that library is a not for profit organization and it has different issues and problems. Marketing is a solution for all the issues and problems associated with the library. Day by day library budget is shrinking. Parent organization is not providing enough monetary support to fulfill all the requirements of the library. To compete or to keep pace with the present situation, librarians need to rely on the marketing concept and its practice. At the same time users also ready to pay for required documents. So, all these factors also accelerate in marketing. To get economic self -sufficiency library need to adopt marketing. It is the duty of the library to develop the products and services in such a way so that users get maximum benefit from them. An understanding of users' need, benefits of products and services are central for surviving of the library. In short, the aim of present research is to stimulate the medical college librarians to think and use the concept of marketing in the library. While using the concept of marketing in library, they should not only think about the generation of fund but also to popularize the various LIS products and services available in the library, so that the ultimate aim of the librarianship i.e. to feed the information hunger of society, can be fulfilled.

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