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Shri Pancham Khemraj Mahavidyalaya, Sawantwadi

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PG Department of Economics and IQAC jointly organized

One Day Online International Multidisciplinary Conference On

"Research Methodology in Economics, Library Science, Social Sciences, Pure Sciences, Management, Commerce, Home Science, & Sports Science in Higher Education System in India & Abroad"

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Marketing of Library and Information Science Products and Services : An Inclusive Approach

Mr. Jagdish Sheshrao Moon
(Librarian)
MVP'S Arts, Commerce & Science College
Dindori Dist Nashik 422022
Email- jmoon408@gmail.com

Abstarct :-

Inclusive education is a new approach towards educating the people with special needs and thus, the role of the libraries become much more important in imparting education by providing information resources to one and all accommodating individuals with disabilities. Lack of awareness and skills to utilize the library resources is a major barrier to Inclusive Literacy where all people regardless of their level of ability or disability have opportunities to participate in community life. Therefore libraries need to re-look, reanalyze and re-design their products & services and a bridge the gap between availability of library resources and users' awareness about them. Accordingly, marketing concept and strategies have been accepted and adopted by present day libraries to promote and publicize their nature, role, collection and services and to attract, inform and make users' aware about the latest developments and design tailor made services in anticipation .

Important Concepts:

Marketing:

Marketing is the process of discovering and translating consumer needs and wants into products and services specifications, creating demand for these products and services and then in turn expanding this demand. It is an exchange relationship providing mutual benefits to both producer and consumer.

Marketing of LIS Products and Services:

Marketing of LIS Products and Services imbibe library authority mindset, vision and objectives with professionals collective efforts to promote and inform the users' about library collection, services and facilities to satisfy and meet the information needs of varied category of users' using marketing tools and techniques. LIS products that are marketable are- Bibliographies, Handbook, State -of -the -Art Report, Databases, Index, Abstracts etc. Similarly library services such as – Circulation Service, Reference Service, Literature Search, DDS, CAS, SDI, Translation Service, Reprographic Service, Database search etc. can be promoted through various marketing tools.

Inclusive Library:

Access to information is the major problem for the disabled user in India. An inclusive library is a place that welcomes everyone to participate in its programs and services. It strives to remove physical and attitudinal barriers that prevent patrons with disabilities from using the library and promotes their full participation in their communities, catering the information needs of all. According to Census 2011 of India, there are eight types of disabilities recognized.

Need of the study:

The Google mania, age old services without changes in delivery modes, users' ever increasing varied information needs and demands for pinpointed, exhaustive and expeditious services with use of social media tools, reluctance of staff members thinking, training, and lack

of awareness among the users about availability of resources and how to access and put to use to all types of users irrespective of their ability and disability are few reasons to take up this study. The need can be seen in terms of:

- Identification of every user's needs.
- Creating awareness of LIS products and services in the users' by promotional measures in an inclusive manner.

Objectives of the Study:

- To examine the application of the marketing concept to library products and services in an inclusive environment.
- To unveil the marketing tools used to build an inclusive library.
- To find the specific needs of differently abled students in terms of library services.

Scope of the Study :

The scope of the present study is limited to the Marketing of LIS products and services to the differently abled users. The study is to know how the libraries can design tailor made products and services as per requirement, what more libraries can offer, what marketing tools and techniques are employed to make aware the current users'.

Research Methodology:

For the systematic study of any concept, methodology is important and most indispensable step. The present study "Marketing of Library and Information Science Products and Services: An Inclusive Approach" is based on literature review, various observations and professional experience. It is a concept paper with an intention to create awareness about the application of marketing techniques in promoting the library resources in an inclusive environment for the expected users.

Review of Related Literature:

Review of literature is essential to give insight of the topic through background readings.Amit Kumar and Bhatt at one side India is marching towards becoming the knowledge-based society in present era and at the other side the importance of librarianship and LIS professionals is growing rapidly world widely. Due to this the new changes and the new challenges have been also emerging in librarianship, thus, there is a need to consider and give due importance to the adaptation of these changes for sustainability and survival. Therefore, it is the need of the hour to redesign and reshape the functioning and to work dynamically. Indian librarianship not only welcoming these new changes and challenges but also adopting with open arms the new Information and Communication Technology and applying technology in redesigning and reshaping the entire functioning of the libraries for making them most efficient and effective library and information system. Out of many new challenges which have emerged in the past one decade or so one of the most challenging and dynamic change of Indian librarianship is the march towards applying the marketing management techniques and tools to make librarianship much more manful, thus, it has become a powerful tool in meeting the contemporary challenges.(155-158)

Amritpal Kaur and Sarita Rani determined the attitude of library professionals towards the concept of marketing and also how it is applied in practice to marketing of university library products and services. Library search concerning the subject was made to examine the findings of earlier relevant studies. To collect the relevant data, a questionnaire was designed and

distributed to the subjects under study. Interviews were also conducted with the librarians/professional staff to fill in any gaps in the questionnaire. The librarians/professional staff have positive attitudes towards the marketing of library information services and products and admit that each library should have a mission statement and a full time professional to handle marketing-related activities; but in practice, no library under study has its own logo, mission statement or a specifically designated personnel for marketing-related activities.(515-537)Chaddha started with the definition of marketing and its role in non-profit organizations like Library and Information Centers (LICs). Barriers to marketing of Library and Information Products and Services (LIPS) are discussed along with Dr. Ranganathan's Five Laws of Library Science and their impact on marketing of LIPS. The basics of marketing mix are analyzed as to how the librarians can apply innovative methods using the extended marketing mix or the "Seven Ps" for marketing of LIPS, which in the end fulfills the ultimate goal of the parent institution. The chapter concludes with suggested measures for innovation by libraries in emerging economies. (190-205)

Garoufallou discussed marketing supports the reaching of organizational goals by focusing on the identification and satisfaction of customer needs, thus it can also contribute considerably in achieving the objectives of non-profit organizations such as libraries. The purpose of this paper is to provide an overview of the literature on the incorporation of marketing notions and the implementation of marketing techniques in library management. It reviews definitions, present different opposing views, marketing issues, social media and Web 2.0 and opinions on the adoption of marketing in a non-profit organization environment, and examines different successful examples of marketing implementation, concentrating on the gains resulting from such a move. (312-334)

Gupta examined the concept of marketing is widely applicable in library and information environment. Marketing concept itself is changing and has different meaning for different people. Now marketing is whole organization concept and organization wide philosophy, which requires years of continual work. It is a way of working and a way of serving the customers in which every activity is committed to customer satisfaction. Marketing of library services is the effective execution of all the activities involved in increasing satisfaction of users by providing maximum value to them. It is a total solution for library and information centers. There have been enormous developments in marketing of library and information services around the world. The present paper explores the discipline of marketing of library services as a new academic subject in library and information education focusing on the Indian experience. (95-108)

Islam and Islam Considered the concept of marketing in the light of library and information services and mentions the necessity of marketing techniques in library and information centres. It outlines the principles of information products/ services marketing and discusses the key steps of marketing for library and information centres. The article indicates the methods of applying marketing techniques to library and information centres and marketing difficulties to library and information services in developing countries are also discussed, with particular reference to those in Bangladesh. (123-132)

Jestin and Parameswari discussed that a society that consumes and generates the most knowledge and information is the strongest society. The information industry has grown dramatically in services, revenue, and coherence over the last decade. Though the marketing of information services is a concept of comparatively recent origin, it has now emerged as an

important area for libraries and information centers. Marketing covers those activities that connect the organization to those parts of its outside world that use, buy, sell or influence the outputs it produces and the benefits and services it offers (O'Shaughnessy). As Kotler points out, organizations such as museums, universities, libraries, and charities need to market their causes and their products to gain political and social support as well as economic support. One of the major barriers to operating a profitable information business is the lack of business expertise among librarians and information scientists. Marketing is a comprehensive term that describes all the processes and interactions that result in satisfaction for users and revenue for the information firm. Libraries and information centers have begun to realize that marketing of information products and services is an integral part of administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users. Three main factors, namely the information explosion, the technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing approach in its operations and services. Some information service managers feel that marketing is inimical to the nature of their activities. But with increased competition in the world of information, marketing is a factor for survival. At the same time, there is a common misconception that promotional activities alone constitute marketing. (32-42)

Kanaujia reflected the gradual change in the need and use of the marketing concepts in libraries and information centres (LICs) and its fruitful effects in the service to the library users, and studies marketing of information products/services in LICs of R&D institutions of Council of Scientific & Industrial Research (CSIR) of India. The paper discusses the role of these LICs including marketing approach, need and application of a marketing program with the help of a survey. For the survey, data were collected through a detailed mailed questionnaire along with interviews. The findings reveal that librarians have a positive attitude towards the different aspects of marketing of a library's information products/services. The study recommends that currently efforts for increasing user-awareness and separate financial support are requisite for efficient marketing. Instead of scattered approaches and different styles, a coherent view must be taken.(350-360)

Srivastava and Bhatt Inclusive Education involve restructuring the culture, policies and practices in our academic institutions to meet the diversified needs of all students. Thus inclusive education means that all students, regardless of their ability level, are included in mainstream classroom. The students with disabilities are much more dependent on the library services as compared to the normal students. Thus, it is imperative that the library information resources and ICT gazettes available in the library for them be taken at the door step of them. In order to provide effective and efficient library services to them application of marketing tools in promotion of the library products and services are must. The present article deals with the concept of Inclusive Environment, Inclusive Education, and tools to be used for the promotion of LIS products and services. (122-126)

Style Used for Bibliographic References : Modern Language Association style has been adopted to give uniformity in referencing.

Marketing Tools for building Inclusive library: In order to bring all information resources and services available in the library at the door step of the users with disabilities, following important promotion tools need to be used:

Communication:

Communication can be personal and non-personal. Personal communication is one to one and usually word of mouth. Although other media such as e-mail, fax etc. are significant. Non-personal communication channels include TV, radio, posters, newspapers, etc.

Atmospherics:

This term is coined by Philip Kotler. It means the working environment, library ambience; appearance of employees, the physical setting, lighting, work environment, noise levels, etc. must be healthy and suitable to make a positive impact on differently abled users. There should be proper and large signages preferably in Braille for Visually Impaired users. Locker shelves should be at reachable height keeping in mind the specific need of locomotary disabled persons.

Advertising:

Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, brochures, pamphlets, radio, television, Web, etc. Advertisements help in image-building of a library. We can promote library services through user orientations.

Extension activities:

Activities such as book displays, lectures, quiz, debates, seminars, competitions, exhibitions, etc., can have a positive impact on the image of the library and can motivate people to come to the library and promote the use of its products and services .Also besides promoting traditional knowledge about library resources libraries can also take up general topics for discussion and talks like skills in technical writing, ICT competencies etc. which are of larger interest.

Library Tour:

Library tour for new and existing members can be used to promote the library services. While on a library tour, users can be prompted to ask questions and find out more about new activities, products, and services. Virtual library tour is also helpful to differently abled users.

Library Month/Day:

Organizing national library day/month can be an effective way to promote the library. A library can create awareness of its importance in society.

Websites

Libraries websites should be disabled friendly and accessible by users at any time. The websites contain details about the library, including the collection, subscriptions, service policy, terms and conditions, etc. It may also have graphics and multimedia advertising that can have an impact on visitors. The library website should be continuously updated to avoid an adverse effect the image of the library. The website can also be interactive so users can communicate with staff.

Electronic Means:

There are many electronic means to promote library services and products like- e mail, Facebook, Blog, Twitter, Mobile Technology etc. Mobile app gives personalized services to all types of users with information about library activities and event.

Few other measures that can make library inclusive and accessible to all are:

- Availability of Large print Books, Braille books and magazines, newspapers.

- Various assistive softwares like JAWS, NVDA and assistive devices like Laptops, DAISY Reader.
- Providing hearing Aids like FM system, OCR system.
- Collection must include CDs, audio books, captioned videos.
- Pictorial guide to the library must be available at help desk.
- Specialized computers, alternative keyboards, mouse for visually impaired users.
- Social awareness about the disability education.
- Training to library staff in sign language, assistive technologies is essential to make above all the measures meaningful.
- Patience is the key to understand user needs and thereby help in providing effective library services.

Conclusion:

Libraries sit at the heart of their communities. Building an inclusive library is one of the first steps in addressing the diverse information needs of all members in the community. An inclusive library is a vital community resource. Another aspect of becoming an inclusive library involves getting to know your user in a detailed way. This will help library to provide full access to their range of services and facilities to its entire user as per their requirement, thereby making its services more user oriented. Assistive devices and technologies such as wheel chairs, prosthesis, mobility aids, hearing aids, visual aids and specialized computer software and hardware increase mobility, hearing, vision and communication capacities. With aid of these technologies people with a loss in functioning are better able to live independently and participate in their society. Thus we can say that an inclusive library respects the dignity and privacy of all users. The need is to create awareness among library professionals. Special training program for library staff must be organized for providing better library services in an inclusive manner, keeping in view the needs of its entire user. They must be competent in handling all the available assistive technology in their organization. Academic institutions must also extend every possible support in creating a barrier free institution in terms of architectural facilities, policies and approach in imparting education.

CITED – WORKS:

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