

## Marketing Of Library Product & Services With Special Reference Information Centres In Delhi

Km, Prabha<sup>1</sup>, Dr. Mohammad Yusuf<sup>2</sup>

<sup>1</sup>Research Scholar Department Of Library And Information  
Science, Mangalayatan University, Aligarh  
Prabhasharma4883@Gmail.Com

<sup>2</sup>Associate Professor Department Of Library And Information  
Science, Mangalayatan University, Aligarh  
[Myusufalig@Gmail.Com](mailto:Myusufalig@Gmail.Com)

### ABSTRACT

The paper deals with various aspects of marketing such as meaning, definitions and activities etc. The study also describes different aspects of marketing of library product & services. It highlights need and importance of marketing of library product & services and skill of the objective present study is to market the Information Center of library product & services in Delhi. In industries it is necessary to market the products to increase sales and gain profits however to create awareness the library services like Information Centres, universities and colleges require promotion and marketing of library and information sector and also point out several role libraries for marketing of library products & services. It describes in detail various products and services in Information Centres in Delhi. finally suggest strategies for promotion of marketing of product & services in library Information Centres in Delhi.

**Keywords-** Marketing, Library Product, Library Services, Marketing skill, Information Centres - (DELNET, NISCAIR, IGNC, DESIDOC & NASSDOC)

- 1. INTRODUCTION** – Marketing means meeting as many needs and wants of the user as possible. 'Marketing' is misused and confused with sales. Marketing is all about meeting customer needs through product and delivering them. Marketing is important for the library product. Marketing is a very important tool for any institute or university or Centre because it helps in creating brand awareness, increasing profits and growth, acquiring customers, customers see & use new things due to marketing. it has become easier for the customer to get the product or services hence marketing plays an important role in India. Marketing is necessary to make the product better and to sell more. Sometimes the users are not aware about the product and service. so marketing is necessary

to update the users. Libraries have started marketing the products and services more. Marketing is a social and managerial process by which individuals and groups obtain what they need through creating and exchanging products and values with others.

#### **Definitions-**

- a) **Peter Drucker defined-** Marketing is the entire business viewed from the point of view of the end result, i.e. from the customer's point of view, the success of that business is not determined by the manufacturer or the customer.
  - b) **Kotler defined-** The Marketing concept means that the key to achieving organisational goals is to determine the needs and wants of the target market & to provide satisfaction more effectively and efficiently than competitors. The marketing concept rests on four main pillars target market, customer needs, integrated marketing & profitability.
2. **MARKETING IN LIBRARIES & INFORMATION CENTRES-** The main role of the library is to make all records of ideas and expressions accessible to the users. The information centre is to meet the information needs of the patrons by making available a collection of different types of books and all reading materials at one place according to the requirements. The customer service representative works with the customers who have bought and sold products/services from the organization and provides them with solutions suited to the user's circumstances and also gives priority to the customer's needs. In industries it is necessary to market the products to increase sales and gain profits however to create awareness the academic library services like Information Centres, universities and colleges require promotion and marketing of library and information sector. It is necessary to market the library products to promote the products & services which are in use. Library is a learning Information Centres. It is a place where users and Information Centres play an important role by preserving the cultural heritage of a nation. Libraries have many products and services that they can market and every library needs to know what and how they want to market. Marketing is the process of developing and promoting new services & products. It's important to create awareness among the customers about the existing services and products. Marketing plan needs to evolve with the continuous increase in services and products should follow-
- **Library Products-** Product is the thing which the customer buys and sells to live life or to solve the problems faced in daily life. Products are the products that you buy and sell. The product should be customer-customized, capable of providing the essential benefits desired or expected by the customer. These products are sold and bought in print

form as well as digitally. Can also be downloaded from the website and types of products are as follows- E-books, Membership sites, Webinars, Cheat sheets, Online courses, Reports, analysis Templates, teardowns, Live events, Live event recording and recap.

- **Library Services-** Libraries are very important for progress and development. Libraries are collections of books and other informational materials although a library can also be a collection of objects or media. People come to libraries to read study or reference. Libraries provide a variety of services. Service is any work or performance that one party can offer to another that is essentially intangible Experts, consultants, cataloguers, estimators, bibliographers, translators, abstractors, indexers. Some LIS services are- Selective Dissemination of Information (SDI), Current Awareness Service (CAS), Traditional and Computerised, Reference Service, Translation Service, Reprographic Service, Document Delivery Service, Online Search Service, Indexing and Abstracting Service, Referral Service, Information Consolidation & Repackaging etc.

**3. IMPORTANCE OF LIBRARY PRODUCTS AND SERVICES-** The following importance are the factors encouraging the library profession to engage in library operations marketing of products and services-

- Information explosion (rapid increase of reading material).
- Technological revolution.
- Emulation from database vendors.
- Complexity in networking demands/information requirements.
- Enhancement of user-based services.
- Accounting for these reasons i.e. increasing influence of television, mobile internet, commercial, business, social and sports programs the habit of reading is decreasing.

Thus, marketing information provides an opportunity to enhance the quality of products and services, materials and services offered by the Information Centers. For these reasons, Libraries/Information Centers are limited to marketing products and services.

**4. ACTIVITIES OF LIBRARY PRODUCT & SERVICES-**

| S.N. | Activities                                                               | Services/Products                                               |
|------|--------------------------------------------------------------------------|-----------------------------------------------------------------|
| 1    | Selection & collection<br>Bibliographies, current awareness of documents | Bibliographies, current awareness.                              |
| 2    | Indexing & abstracting                                                   | Indexed bibliographies, abstracting bulletins, custom searches. |

|   |                  |                                                                                                                                                                                            |
|---|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | Extraction       | Digest extracts, descriptive reviews/ state-of-the-art report/trend report, compilations (unevaluated).                                                                                    |
| 4 | Evaluation       | Critical review of area, critical compilation of data, criteria for experimentation, recommendations, solutions to (immediate) problems, correlation of data and prediction of properties. |
| 6 | Other activities | Translation, editing, publishing, and reprographic services.                                                                                                                               |

**5. INFORMATION CENTRES IN DELHI-** India is an important country in the world, it has more than 1200 universities, institutions and documentation Centre which market library products and services like IITs, IIMs, Central Universities, State Deemed Universities, Universities, Documentation Centre. market library products and services produce good products and services in India. There are many institutions, information, special documentation Centre's and universities in India which market library products & services. In my study there are five Information Centres have been selected. The information about the information centres under study and these chapters can be included in the study

1. Developing Library Network (DELNET),
2. National Institute of Science Communication and Information Resources (NIScPR),
3. Indira Gandhi National Centre for the Arts (IGNCA),
4. Defence Scientific Information & Documentation Centre (DESIDOC) and
5. National Social Science Documentation Centre (NASSDOC).

**5.1 DEVELOPING LIBRARY NETWORK (DELNET)-** Developing Library Network, New Delhi is a major resource sharing library Network in India. It was initially supported by the National Information System for Science & Technology (NISSAT), Department of Scientific and Industrial Research Indian government. Developing Library Network New Delhi is resource sharing library network connecting more than 8600 institutions in 33 States and 6 Union Territories in India and few other countries of Universities, Colleges, R&D organisations, medical hospitals, etc. DELNET was started in January 1988 at the India International Centre Library. it was registered as a society in 30 June 1992 with the availability of DELNET services on the World Wide Web its accessibility was soon transformed from the local dial up connectivity for the Delhi region institutions to global

access through the web. This gave DELNET a boost and soon it crossed the country's geographical boundaries and became accessible even internationally. DELNET was renamed Developing Library Network in 2000. DELNET received the prestigious IIPA Award for Excellence in Public Services in the dignified presence of Shri M. Venkaiah Naidu, Honourable Former Vice President of India on October 30, 2020.

**5.1.1 Services** - Inter-Library Loan & Document Delivery Services, Reference Services, Technical support, DELNET Consortium Service, Training Program/workshop/lecture, Retro-Conversion, Open-Source Software & National Bibliographic Database. DELNET also provide access to- Cambridge Dictionaries online, networked digital Library of Theses and Dissertations, Online Dictionary of Library & Information Science (ODLIS), MEDLINE & other databases of NLM, U.S. Patent- Full Text, Full text medical Journals, Open Access Journals, Engineering Technology E-Journals, Table of Contents, Full-Text Medical Books, Full-Text Engineering, Technology E-journals, Learning Resources for LIS Professionals & digital Libraries of the world.

**5.1.2 Publications-**

- **NACLIN Proceedings-** the proceeding of the National convention on knowledge, library & Information Networking (NACLIN are published every year since 1998.
- **DELNET Newsletter-** The DELNET newsletter is published to spread the message of library networking & increase the awareness about latest development in this field. The newsletter is also a forum for communication on the advances achievements & needs of the modern-day Libraries & their services.
- **Director's Report** – Director's report is published every year since 1993.
- **Other Publications** – Important publications based on seminars & research are published periodically.

**5.2 NATIONAL INSTITUTE OF SCIENCE COMMUNICATION AND INFORMATION RESOURCES(NISCAIR)-** National Institute of Science Communication (NISCOM), erstwhile Directorate of Publications and Information (PID) was established to publish scientific journals, magazines, compile information on raw materials of country and later with the technical assistance of UNESCO the Indian National Scientific Documentation Center was established in 1952. In 2002, the Indian Scientific Documentation Centre which came into existence in 1952 under CSIR was merged with NISCOM in 2002 to form NISCAIR. The National Institute of Science Communication & Information Resources, located in New Delhi, India was an information science institute established in 2002 and

merged in 2021 with the National Institute of Science, Technology Development Studies Scientific & Industrial Research (CSIR) and its 38 other institutes in India. It houses laboratories and institutes. The institute also publishes several academic journals and magazines.

**5.2.1 Services** - The following services of NISCAIR are- Acquisition of Information Resources, Inter Library Loan Service, E-Journals Access, National Science Digital Library (NSDL), Traditional Knowledge Digital Library, Raw Materials Herbarium & Museum, Consultancy Services, Official Certifying Centre (OCC), NISCAIR Citizen Charter, E-journals Consortia, Translation Service, Document Copy Supply Service (DCSS), Reader's Service, Technical Query Service, Copying Service & General services also provide- E-Publishing, Editing, Indexing, Print & Production, Herbarium Techniques, Taxonomical Identification of Plants, Identification of crude Plants-based products, Contents, Abstracts and Photocopy Service (CAPS), CSIR Knowledge Gateway, Document Copy Supply Services, Literature Search Services, ISSN, Short term courses in Science Communication, Digital Libraries, Information Technology and Library Automations etc., Translation Services & Training Programs.

**5.2.2 New Library products & services** - Personal Reading Space, Marks Space, IT Lounge, Self Service Kiosk Ground Discussion Space, Relax able Reading Space etc.

**5.2.3 Products** -

- Proceedings of first Indo-US workshop on Green Chemistry
- Wealth of India
- ISA on CD-ROM
- The treatise on Indian Medicinal plants
- Compendium of Indian Medicinal plants
- The useful plants of India
- Status report on aromatic and Essential oil-bearing plants in NAM countries
- Plants for reclamation of wastelands

**5.3 INDIRA GHANDHI NATIONAL CENTRE FOR THE ARTS (IGNCA)**- New Delhi is the premier government-funded arts organization in India. It is an autonomous body under the Union Ministry of Culture, this center was inaugurated on 19 November 1985 by Prime Minister Rajiv Gandhi. IGNCA's imaginative creative literature - written and oral. This National Arts Center Trust was formed and registered on 24 March 1987. The IGNCA Center, established in New Delhi has been conceived as an institution dedicated to the study and exploration of various art forms. Recognizing the importance of preserving the diverse arts and culture of India. IGNCA serves as a valuable resource Center for a wide range of

art forms including written, oral and visual materials and through collaborative efforts with organizations such as UNDP the Center promotes cultural Uses multimedia computer technology to develop software packages that deliver information. This technology allows users to interact with audio, text, graphics, animation, and video in a non-linear manner on a computer platform.

- 5.3.1 Services-** Services access to reference Library resource- Reference service, Material, Books, General Collection, Rare Books, Personal Collection, Area Collection, Series & Catalogue, Periodicals, Journals, Online Electronic Databases, Bibliography & ABIA, Documentation, Subject wise Descriptive E-catalogue of microfilmed & manuscripts, Non-Print Material, Microfilm/Microfiche, Slides & Information data bank.
- a) of Indian & asian origin.
- b) **Books - Resources-** The Illustrated & Other Stories of the Buddha Art & Crafts of North-East, Manuscripts Catalogue, Music/Performance (Audio/Video), Personal Collections, Slides collections, Inventory of Intangible Cultural Heritage, Project Mausam, Vedic Heritage Portal, National Cultural Audiovisual Archives, Research Reports & Articles by Inhouse officials.
- c) **Online Resources** - Online Books (available at Website) Tribal Art & Culture, Digital Images(available at Website), Multimedia Projects, Slide Collections, Ganjifa Cards Multimedia Documentation, Dance Performances, Exhibitions, Print Material, Archaeological Sites, Kalakalpa – Bi-annual Journal of IGNCA, Gaudiya Grantha Mandira: Sanskrit Text Repository: Catalogue of Texts Categorically Sorted (over 13000 pages text in PDF format), Veena Festival – Veena Navrathri in Chennai, Tamil Nadu (video clips of 2008 & 2009).
- d) **Print Materials** - The library concentrates on encyclopedias, dictionaries, bibliographies, atlases, catalogues of unpublished manuscripts
- **General Collection** - Kala Nidhi Reference Library has a collection of more than 2.5 lakh printed and non-printed material. It not only has books on art but also books on all aspects of Indology. There is a very good collection of books on masks, religion, philosophy, art and history etc.
  - **Rare Books** - The library has more than 1000 books of rare publications, some of which are from the 18th and 19th centuries. These books were written by members of the British Army and Navy, surveyors, engineers, travelers etc. These books also give first-hand accounts of their visit to India and their observations.
  - **Personal Collections** - IGNCA is also fortunate to have the personal collections of ten Indian scholars and artists and those books are separately classified and catalogued in the mezzanine floor of the library.
  - **Series and Catalogues** - The library is also maintaining a complete collection of printed material on the catalogue of

all manuscripts of Indian and Asian origin published in the world.

**e) Journals –**

- **Journals** - The library also has regular subscription to Indian, foreign, scholarly and technical journals.
- **Online/Electronic Databases** - EBSCO, JSTOR and J-Gate (Arts and Humanities Index) comprehensive online databases are also available in the library.

**f) Bibliography** - The library's special effort is to compile bibliographies of scholars whose works are multi-disciplinary and multilingual.

**g) Documentation** - The library also focuses on collecting and preserving materials related to the events or academic programmes organized by IGNCA.

**5.3.2 Publications** – The IGNCA manifests its academic, research work in its publications, international and national seminars, conferences, exhibitions, lecture series, audiovisual documentation and interactive multimedia simulation. IGNCA published books are mainly distributed by the co-publishers and An arrangement has been made at the IGNCA, under the supervision of Editor, IGNCA to make for all their publications accessible centrally to help their readers and scholars.

**5.4 NATIONAL SOCIAL SCIENCE DOCUMENTATION CENTRE (NASSDOC)**- National Social Science Documentation Centre a constituent unit of the Indian Council of Social Science Research (ICSSR) was established in 1970 to provide library and information services to social science researchers. National Center for Social Sciences Documentation is a division of ICSSR. It provides information services to researchers in social sciences and those working in academic institutions, research organizations, policy making, planning and research units of government departments. To meet the challenges posed by the technology driven world, it exemplifies the use of web based digital environment to access, store and access information with its automated library collections, WEBOPAC, online databases/e-resources etc. and reference service, Microfilm, microfiche services, Collection of unpublished doctoral dissertations, research project reports, current and old volumes of social science journals of Indian and foreign origin, Bibliography on demand/literature search service, Current Awareness Service and Document delivery service. In addition, NASSDOC provides National Knowledge Network Internet facility to access e-resources in social sciences with state-of-the-art "Digital Resources Learning Center" (DRLC).

**5.4.1 Services-** Library Reference service, Information Services, Microfilm, Microfiche Service, Bibliography on Demand & Literature Search Service with abstracts from e-resources, Continuing Education Programme

(CEP), E-resources for ICSE are Research Institute and Regional Centre, Collection Development of Research Material, Current Awareness Service (CAS), Professional Skill Development, Digital Resources Learning Centre (DRLC), National Knowledge Network (NKN) Connectivity, Membership of Professional Bodies, Document Delivery Service (DDS)/Interlibrary Loan (ILL)/Reprographic Service, Development of In-House Databases, ICSSR Sales and Distribution Service, Collection of unpublished doctoral research project report, Current and old volumes of Social Science journals of Indian and foreign origin, literature search service from digital database online database and offline.

- **Library User Services** - Library Membership, Library Orientation Programmes, Web OPAC (Online Public Access Catalogue), Referral service, Circulation service.

**5.4.2 Publications-** NASSDOC is engaged in development of databases and information locating tools. Some of these tools are also available for sale- Working Papers Database (1300 working papers), Databases of Research Project Reports & Ph.D. Theses, Directory of Social Science Libraries & Information Centres in India (2001), Directory of Social Science Research and Training Institutions in India (2005), Directory of Teaching & Research Institutions in India on Asian Studies, Indian Education Index (1947-1978), Index to Indian Periodicals: Sociology & Psychology (1886-1970), Indian Social science Periodical Literature (INSSPEL), Union Catalogue of Social Science Periodicals and Serials in India (32 Volumes), Union Catalogue of CD-ROM Databases in Social Science Libraries in India (2001), Bibliography on India in 2000 A.D., Mohandas Karamchand Gandhi: A Bibliography, Silver Generation in India.

**4.5.1 DEFENSE SCIENTIFIC INFORMATION & DOCUMENTATION CENTRE (DESIDOC)** - Defence Scientific Information and Documentation Centre is a division of Defence Research and Development Organization (DRDO) called Laser Science and Technology Centre. Located in Delhi, its main function is to collect, process and disseminate relevant technical information to DRDO scientists. The current Director of DESIDOC is K Nageswara Rao. DESIDOC started functioning as Scientific Information Bureau (SIB) in 1958. DRDO Library, which started in 1948, became a division of SIB in 1959. It still functioned under the administrative control of DSL. DESIDOC became a proprietary division on 29 July 1970 and in August 1988 it moved to a five-story building in Metcalfe House campus. After becoming a self-

accounting department, DESIDOC has served as the central information resource of DRDO. Drawing upon libraries and other information resources it provides scientific and technical information to DRDO Headquarters and research institutes all over India.

**4.5.2 Services** -This documentation Centre has its own library which provides information sources along with books, research journals, patents etc. related to Defence science. The following services are – Current Awareness Service, Selective Dissemination of Information Service, Current Periodicals of DRDO, Newspaper Clipping Service, Digital Library & E-Services (DILES) and Service (Cluster based)

**4.5.3 Publications** - DESIDOC acts as the publishing arm of DRDO and provides scientific and technical information through specialized publications, books, technical bulletins, online journals and general scientific publications. These cover the current developments in Defense research and development in India. Publications are not classified and are available free of charge online. Books and other publications are available for purchase. The periodicals published are: DefenceScience Journal - A bimonthly research periodical. Technology Focus - A bi-monthly periodical that focuses on technologies, products, processes and systems developed by DRDO. DRDO Newsletter - Monthly newsletter containing the bulletin of DRDO activities. DESIDOC Journal of Library & Information Technology (formerly DESIDOC Bulletin of Information Technology (DBIT)) - A bimonthly magazine that profiles current developments in library and information technology.

➤ **Publishes are following primary journals such as-** Defence Science Journal (quarterly) - is a research periodical, R & D Bulletin (quarterly) this is classified publication, R &D Digest (bi-monthly) & Popular Science and Technology (half-yearly), DRDO Newsletter (monthly) and DESIDOC Bulletin (bi-monthly)

**6. Strategies for promotion of library product & services** - The Basic Promotion Tools Relevant to librarians and Information Managers are –

- **Direct mail** - Sending information letters, catalogues, free samples, etc., using radio/TV/magazine/newspaper direct response, etc.
- **Public relations-** Conducting fairs, trade shows, and demonstrations, making presentations at seminars and meetings, publicizing news— events, people, and products, participating in charitable activities and community relations, sponsoring publications, lobbying, etc.
- **Advertisement-** Print and broadcast ads, packaging, brochures, audio-visual presentations, posters, leaflets,

directories, display signs, audiovisuals, symbols and logos, etc.

- **Skill required for marketing library products and services**  
- Some Skills required for library product and services are following-
  - Library professional should have knowledge of marketing of library/information services.
  - To provide marketing services, librarians must first understand what services and products are available in the library.
  - As a librarian, he or she must understand the needs of the users to provide them with the products and services they need.
  - Librarians in digital environment should have technical knowledge of using internet, search techniques, implementing search strategies, designing website for library, AI tools, data analysis tools.
  - Managing social media accounts like Facebook, Instagram, Blog, WhatsApp portal etc.

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