APPENDIX – I

MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES IN ACADEMIC LIBRARIES OF UTTARAKHAND: A STUDY
(Questionnaire for Librarian)

PART-A
(General Information)

1. University
1.1 Name of the University: -------------------------------
1.2 Date of Establishment: ---------------------------------
1.3 Web address: ----------------------------------------

2. University Library
2.1 Name of the Library: -------------------------------
2.2 Date of Establishment: -------------------------------
2.3 Web address: ----------------------------------------

3. Library Patrons

<table>
<thead>
<tr>
<th>Members’ Categories</th>
<th>No. of Members</th>
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<tbody>
<tr>
<td>Faculty/Scientists</td>
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<tr>
<td>UG Students</td>
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<tr>
<td>PG Students</td>
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<tr>
<td>Non-teachers</td>
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<tr>
<td>Special Members</td>
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<tr>
<td>Any Other</td>
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<td><strong>Total</strong></td>
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4. Library Staff

<table>
<thead>
<tr>
<th>Staff</th>
<th>No. of Posts Filled</th>
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<tbody>
<tr>
<td>Librarian</td>
<td></td>
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<tr>
<td>Deputy Librarians</td>
<td></td>
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<tr>
<td>Asstt. Librarians</td>
<td></td>
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<tr>
<td>Sr. Lib. Assistants</td>
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<tr>
<td>Lib. Assistants</td>
<td></td>
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<tr>
<td>Supporting Staff</td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

5. Library Budget

5.1 Sources of Finance
Please tick mark the sources of income of the library
a. State Govt. ( )
b. ICAR ( )
c. UGC ( )
d. Any other (please specify) ----------------------------------

5.2 Budget Allocation

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<tbody>
<tr>
<td>Print Journals</td>
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<tr>
<td>Books</td>
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<tr>
<td>e-journals</td>
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<tr>
<td>Other e-resources</td>
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<tr>
<td>Other Heads</td>
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<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>
6. Quantum of Library Collection

6.1 State the availability of the following reading materials in library and their number:

<table>
<thead>
<tr>
<th>Print Media</th>
<th>Total No.</th>
<th>Non-print Media</th>
<th>Total No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>Yes/No</td>
<td>e-books</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Theses/Dissertations</td>
<td>Yes/No</td>
<td>e-journals</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Govt. Publications</td>
<td>Yes/No</td>
<td>Microfiches/Films</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Reports</td>
<td>Yes/No</td>
<td>Video Films</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Patents &amp; Standards</td>
<td>Yes/No</td>
<td>CD-ROMs</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Manuscripts</td>
<td>Yes/No</td>
<td>DVDs</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Monographs &amp; Treaties</td>
<td>Yes/No</td>
<td>Floppies</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Maps/Atlases</td>
<td>Yes/No</td>
<td>CD-ROM Databases</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Conference Proceedings</td>
<td>Yes/No</td>
<td>Online Databases</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Reference Books</td>
<td>Yes/No</td>
<td>Any Other</td>
<td>Yes/No</td>
</tr>
<tr>
<td>News Papers</td>
<td>Yes/No</td>
<td></td>
<td>Yes/No</td>
</tr>
<tr>
<td>Bound Volumes of Journals</td>
<td>Yes/No</td>
<td></td>
<td>Yes/No</td>
</tr>
</tbody>
</table>

6.2 Does library subscribe CD-ROM Databases? Yes/No
If yes, please furnish the following:

<table>
<thead>
<tr>
<th>Name of the Database</th>
<th>Starting Year of Subscription</th>
<th>Period of database</th>
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<tbody>
<tr>
<td></td>
<td>From</td>
<td>To</td>
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</table>

6.3 Software used (please mention the names of the software/s):
   a. Library & Information Management System: -------------------------------
   b. Digital Library Software                                              :
   c. Any other (please mention)                                            :

PART-B
MARKETING OF LIBRARY & INFORMATION PRODUCTS & SERVICES PROCEDURES

1. USERS’ ANALYSIS
1.1 Tick mark the categories of users, library services
   a. Academic (Yes/No)  b. Research (Yes/No)  c. Extension (Yes/No)  d. Administrative (Yes/No)  e. Professional (Yes/No)  f. Technical (Yes/No)  g. Any other (please mention)
1.2 Does library maintain users’ profile to know changing information needs and interests of the users? Yes/No
1.3 Does library has provision for inviting suggestions from the users for the reading materials to be added? Yes/No
   If yes, please tick marks the following:
   a. Suggestion Box ( ) b. OPAC ( )
   d. e-mail ( ) e. Any other (please specify) -------------------
2. ACQUISITION POLICY
2.1 Does library have written acquisition policy for print and electronic reading materials? Yes/No

2.2 Does library replace the mutilated and lost reading materials? Yes/No

2.3 Gift and Exchange
2.3.1 Does library accession books received as gift? Yes/No
   If yes, please furnish following information:
   i. Number of books received as gift during the year 2009
   ii. Who decides, whether reading materials received as gift is worth keeping or not
      a. Librarian
      b. I/C Collection Development Section
      c. Subject Experts
      d. any other

2.3.2 Does library has exchange policy of university’s journals with other universities/institutes Yes/No
   If yes, please mention the rank of the sources, library uses to purchase reading materials from
   the following:
   1=Always, 2=Often, 3=Sometime, 4=Rarely, 5=Never

<table>
<thead>
<tr>
<th>Reading Materials</th>
<th>Directly from Publisher</th>
<th>Through Selected Agents</th>
<th>Through Selected Distributors</th>
<th>Through Selected Book Sellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
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<tr>
<td>e-Books</td>
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<tr>
<td>Print Journal (Indian)</td>
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<tr>
<td>Print Journal (Foreign)</td>
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<tr>
<td>e-journals (Indian)</td>
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<tr>
<td>e-journals (Foreign)</td>
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<tr>
<td>CD-ROM Databases</td>
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<tr>
<td>Online Databases</td>
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<tr>
<td>Other</td>
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</table>

2.5 Does library provide ILL service to its users? Yes/No
   If yes, please mention the number of documents borrowed on ILL during the year 2009

3. MARKETING OF LIBRARY & INFORMATION PRODUCTS & SERVICES
3.1. Does your library make own products Yes/No
   (if yes, please furnish following information)

(I) PRODUCTS
   (a) Monthly list of new additions Yes/No
   (b) Subjectwise bibliography Yes/No
   (c) Monthly documentation list (Periodical) Yes/No
   (d) Abstracting and indexing journal Yes/No

(II) PROMOTION AND PUBLICITY ACTIVITIES
   a) Information contacts Yes/No
   b) Personal contacts Yes/No
   c) Demonstration Yes/No
      (Online/CD-ROM/TEXINCON, Database during exhibitions)
   d) Exhibitions/exhibition cum sale Yes/No
   e) Brochure/pamphlets to target users Yes/No
   f) Sample mailing Yes/No
   g) Users’ group meet Yes/No
   h) Open house Yes/No
   i) Direct mail Yes/No
   j) Liaison Visits and lectures Yes/No
k) Review of information products in national/international journals  Yes/No
l) Annual report and house magazine  Yes/No
m) Display of information products at airports, railway station  Yes/No

(III) ADVERTISING
i) Display of new arrivals  Yes/No
ii) Exhibitions  Yes/No
iii) Library brochure  Yes/No
iv) Annual report  Yes/No
v) Atmospherics  Yes/No
vi) Presentation  Yes/No

(IV) PLACE
i) Bookmobiles  Yes/No
ii) Electronic access  Yes/No
iii) FAX  Yes/No
iv) Telephone calls  Yes/No

3.1.2. Which of the following marketing of information services are being rendered
i) Current Awareness Services  Yes/No
ii) Selective Dissemination of Information  Yes/No
iii) Notification of newly published research  Yes/No
iv) Notification about conference/seminars/workshops  Yes/No
v) Newspaper clippings  Yes/No
vi) Patents information  Yes/No
vii) Abstracting services  Yes/No
viii) Indexing services  Yes/No
ix) Reference services  Yes/No
x) Translation services  Yes/No
xi) Inter Library Loan  Yes/No
xii) Literature search  Yes/No
xiii) Repackaging & consolidation services  Yes/No
xiv) Photocopying of periodical articles  Yes/No
xv) Circulation of periodical contents  Yes/No
xvi) Any others ........................................

3.1.3. Please tick the following for Income source to the Library
1. Through Membership  Yes/No
2. Through daily Usage  Yes/No
3. Photocopying (Xeroxing)  Yes/No
4. Document Delivery  Yes/No
5. Overdue fine  Yes/No
6. Any other Please specify  Yes/No

3.1.4 Make of the products various information marketing methods use in your university library (Please tick mark Yes/No)
a. Verbal Methods  Yes/No  b. Physical Methods  Yes/No
c. Abstract Methods  Yes/No  e. Mathematical Methods  Yes/No
d. Computer Based Methods  Yes/No  g. Online Methods  Yes/No

3.2 Services provide for users
3.2.1 Total reading room capacity  :  Total No.
a. Setting capacity is general reading halls.................................................................
b. In reference section ............................................................................................
c. In research room if any.........................................................................................
d. In study carrels for researchers ...........................................................................
e. In manuscripts room............................................................................................
3.2.2 Which of the following services are being rendered:

- Reference service
- Bibliographic and literature search services
- Translation Service
- Abstracting Service
- indexing service
- Inter Library Loan Service
- Current Awareness Service
- S.D.I. Service
- Reprography Services
- Issuing of bound journals & current journals/periodicals
- Referral Service
- Digital Library Service
- Internet related service
- Database search service
- Any others...

3.3 Does in your library the data import/export formats supported by following software

1. Libsys
2. Alice Window
3. Delplus
4. Dspace
5. Any other...

4. Networking

4.1 Is there LAN in the Library? Yes/No

If yes, is library connected with the campus network?

4.2 Is your campus network connected to all the buildings? (Please tick mark)

- University Computer Centre
- Library
- All the Departments
- All the Offices/Labs

4.3 Does your university has internet facility? Yes/No

If yes please furnish following details:

i.) Where the internet access facility is provided?

- Library
- Computer Center of University
- All the Departments

iii.) What is the bandwidth of Internet?

4.4 Does library provide access of in-house databases (indigenously developed) on internet? Yes/No

1. ___________________ 2. ___________________ 3. ___________________

4.5 Does the library has membership of e-journals consortium? Yes/No

If yes, please furnish the detail of consortium

<table>
<thead>
<tr>
<th>Name of the Consortia</th>
<th>Sponsoring Organization</th>
<th>Starting Year</th>
<th>Total No. of Journals</th>
</tr>
</thead>
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</tbody>
</table>

4.5.1 What kind of access is provided for e-journals consortium?

- IP Based
- ID & Password Based

Yes/No
4.5.2 Does library has membership of national networks?  
Yes/No
If yes, please mention names of the networks and resources and services provided by them:

<table>
<thead>
<tr>
<th>Name of the Network</th>
<th>Resources &amp; Services</th>
</tr>
</thead>
<tbody>
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</table>

4.5.3 Does library has Web Portal to provide information about the library and to access of e-resources?  
Yes/No
If yes, please tick mark the appropriate e-resources which are listed and hyperlinked on the Library Portal from the following:

a. e-journals  
   Yes/No
b. e-books  
   Yes/No
c. Open Access Resources  
   Yes/No
d. Webopac  
   Yes/No
e. CD-ROM Databases  
   Yes/No
f. Online Databases  
   Yes/No
g. In-house Databases  
   Yes/No
h. Any other -----------------------------

Signature